



**MILLER MAXFIELD, INC.**  
STRATEGIC COMMUNICATIONS & PUBLIC AFFAIRS

**November 16, 2015**

Dear Marina Coast Water District Board of Directors,

Miller Maxfield, Inc., a full-service strategic communications and public affairs firm, appreciates the opportunity to submit a response to the Request for Proposals published by Marina Coast Water District seeking Public Relations and Community Outreach services.

The Miller Maxfield team enjoyed working with the Marina Coast team earlier this year on strategic public relations including press releases announcing the appointments of Keith Van Der Maaten and Michael Wegley, as well as the District's achievements in summer water conservation, both of which garnered positive media attention. We also provided recommendations for improving the District's website. We look forward to the possibility of serving the District further.

Founded in 2002, Miller Maxfield counts among its clients regional water agencies, municipal government, business enterprises and nonprofit organizations. We pride ourselves on a history of long-term clients, referral-based business and award-winning work. Perhaps most critical for Marina Coast, we are fluent in the language of water and the challenges facing groundwater agencies throughout the Central Coast.

The District has identified a number of interesting challenges in the year ahead, including developing an alternative water supply source plan, guarding against seawater intrusion, and determining the scope of future service to the Ord Community. Because we know the positive outcomes that a strategic communications plan can produce for a public agency, we're pleased the District has identified in its Five-Year Strategic Plan the need to develop comprehensive communications and technology-driven plans that inform and engage ratepayers and other stakeholders.

The Miller Maxfield team is comprised of skilled and passionate professionals who create effective communications campaigns and work tenaciously to produce results that help public agencies develop and maintain a strong identity and reputation. While determination and a focus on quality are essential to achieving results, we believe the core of our success always has been working with clients who have a compelling story to tell.

Sincerely,

Bill Maxfield, Principal  
Miller Maxfield, Inc.

For a high-res pdf of this proposal, including work samples, please visit <http://bit.ly/1NvJ9ux>.



MILLER MAXFIELD, INC.  
STRATEGIC COMMUNICATIONS & PUBLIC AFFAIRS



# Public Relations and Community Outreach Services

**Proposal prepared by Miller Maxfield, Inc.  
November 16, 2015**



Contact: Bill Maxfield 133 Mission Street, Suite 101, Santa Cruz, CA 95060 T 831.227.6469 [bill@millermaxfield.com](mailto:bill@millermaxfield.com)



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# Executive Summary

Miller Maxfield proposes to create a Strategic Communications Plan for Marina Coast Water District (MCWD) that builds connectivity between the District and public through traditional and emerging communications channels, delivered in both English and Spanish. The plan will position the District as an open, transparent and innovative public agency. Developing a Strategic Communications Plan is rooted in identifying areas of opportunity to align the District's goals and objectives with the content, style and manner of its communications with the public.



# Project Approach

Miller Maxfield approaches each new client with a wealth of experience and an arsenal of trusted strategies, as well as open minds and ears about client needs. We customize communications strategies, execute plans and adjust nimbly to challenges presented along the way. As skilled consultants, we believe in building lasting relationships with clients who we acknowledge are leaders in their respective industries and have a desire to serve their own stakeholders well.

We are a trusted extension of our clients, who can be confident that the clear, concise and creative communications created by Miller Maxfield will be critical to building and maintaining a positive rapport with those whom they serve and interact. As public affairs experts and brand builders, we work hard to shape communication strategies that mirror our client's mission and objectives, and we closely monitor the response to those strategies. We are always on the lookout for opportunities that allow our clients to shine and their stories to be told.

The world of water is complicated for the public to understand. Having worked with various water agencies during periods of growth, crisis and change, Miller Maxfield possesses a deep understanding about what it takes to effectively communicate opportunities and challenges with stakeholders from a diverse range of cultural, economic and language backgrounds.

We will bring to Marina Coast the same commitment to creative, detail-oriented, successful strategies that recently earned Miller Maxfield two industry awards for marketing effectiveness for our work with the Santa Cruz Water Department.

Miller Maxfield has the right skill set and experience to formulate and execute communications strategies regarding serving the Ord Community, developing a new water supply source, slowing seawater intrusion, promoting conservation and adjusting water rates. Communications about those issues will feature consistent messaging that reflects the District's core values, such as efficiency, accountability, sustainability and smart planning for the future.



Miller Maxfield proposes to create, maintain and execute a detailed Strategic Communications Plan that integrates technology-based strategies and tactics while outlining a clear process for execution and results that use one-time and ongoing key strategies such as:

#### PROJECT PLANNING & STRATEGIC COUNSEL

- Create and manage a detailed project plan based on the technology-driven strategic communications plan.
- Provide MCWD with communications strategy and messaging as needed including crisis communications.
- Create a market analysis of MCWD in comparison to regional water districts; analyze for best practices; provide recommendations.

#### MESSAGING & WRITING

- Review, expand and update MCWD external messages related to water rates; conservation; future supply and long-range planning; ratepayer communications; emergencies and crisis planning; and other news per the strategies and tactics of the Strategic Communications Plan.
- Produce written materials in English and Spanish.

#### BRANDING & COLLATERAL

- Refresh the District's logo and ensure continuity in all materials.
- Produce collateral including brochures, direct mailers, bill inserts, and banners.

#### MEDIA RELATIONS

- Develop and issue regular press releases.
- Identify opportunities in English and Spanish language media outlets for MCWD.
- Develop media relations protocol for use with MCWD staff and leadership.

#### COMMUNITY RELATIONS

- Identify speaking opportunities for MCWD representatives.
- Identify sponsorship opportunities at community events for MCWD participation and develop ideas for promotions.

#### SOCIAL MEDIA

- Establish posting protocols and manage MCWD's social media strategy and presence.

#### VIDEO

- Provide recommendations and resources for live streaming of MCWD meetings and events.



#### EMAIL MARKETING

- Create content and execute monthly email communications with customers and other stakeholders.

#### ADVERTISING

- Provide recommendations and budget for advertising in print, broadcast and online media in both English and Spanish language media outlets.
- Graphic design and message development for advertising.

#### MONITORING/EFFECTIVENESS

- Work with MCWD to monitor all communications activities for effectiveness, including website and social media analytics and advertising.



# Qualifications & Experience

## Firm Description

The Miller Maxfield team includes communications professionals experienced in strategy, writing and editing, graphic design, web development, social media, photography, video and media training. We are well positioned to, and excited about, serving Marina Coast Water District by bringing a broad base of skills to bear for both one-time and ongoing strategies. Miller Maxfield is led by its two principals and co-founders, staffed by account managers and an in-house graphic designer, and supported by key strategic partners.

## Team Bios

### **Bill Maxfield, Principal**

For more than 15 years, Bill has been delivering innovative and integrated communication strategies, impactful writing and a competitive determination to succeed. His experience in leadership roles spans the public, private and non-profit sectors, and has included stints in Silicon Valley, Sacramento and the Monterey Bay Area. Bill uniquely possesses a high degree of tolerance for ambiguity, a clear strategic vision and an obsessive level of attention to detail – a combination that yields creative, award-winning campaigns for clients.

### **Paula Miller Maxfield, Principal**

Paula is a strategic communications expert with 20 years of agency experience executing high-impact, results-driven, integrated public relations campaigns. Career badges of honor include a company launch in Times Square, press and analyst tours on both coasts, a press conference at the beach, more trade shows than she can count and special event promotion. No matter the challenge, Paula leverages her skills to maximize visibility for each client's unique goals.

### **J.M. Brown, Communications Strategist & Account Manager**

J.M. is a talented writer and strategist who excels at building compelling narratives and delivering a clear and concise message. As a seasoned former journalist, J.M. has deep understanding about the communication complexities related to municipal governance, natural resource protection, small business development and more. He has experience working under tight deadlines, navigating sensitive issues and building trust.



**Jennifer Murray, Senior Account Manager**

Jennifer is an award-winning writer, editor and multimedia journalist. A communications pro with more than a decade of experience crafting stories and managing content distribution in both online and traditional formats, Jennifer keeps her finger on the pulse of emerging communication channels. Jennifer also delivers as a stellar event planner, known for her work organizing the Santa Cruz Triathlon that draws more than 800 athletes annually.

**Eva Zeno, Art Director**

Eva brings agency-level creative and experience across multiple industries as an award-winning designer and brand strategist. Eva combines her design expertise with full competency in budgeting, scheduling, producing and collaborating with others. Eva's unmatched high standards and meticulous quality control ensure that our clients' designs and branding reach successfully and comprehensively across new media, social media, earned media and advertising channels.



# Previous Work Examples

**See Appendix for Examples:**

<b>Branding and Identity Development</b> .....	<b>11</b>
<b>Graphic Design</b> .....	<b>12</b>
<b>Copywriting</b> .....	<b>17</b>
<b>Press Releases</b> .....	<b>21</b>
<b>Digital Marketing</b> .....	<b>30</b>

To view full pdfs of previous work, please visit <http://bit.ly/1NvJ9ux>.



# Cost Proposal

## Miller Maxfield Fee Structure

Principals.....	\$175 per hour
Account Managers .....	\$150 per hour
Graphic Designers .....	\$125 per hour

## Strategic Communication Plan Development

Research and create detailed and executable 12-month Strategic Communications Plan; sections include specific recommendations for messaging, branding and collateral, strategic counsel, media relations, community relations, social media, email marketing, advertising and video.

One Time Project: December 2015.....	\$6,000
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*Not to exceed 40 hours. Miller Maxfield bills only for hours worked.*

## Strategic Communications Plan Execution

Execution of strategies and tactics outlined in strategic communications plan including messaging, branding and collateral, strategic counsel, media relations, community relations, social media, email marketing, advertising and video.

January – November 2016.....	\$3,000 per month
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*Average of 20 hours per month. Miller Maxfield bills only for hours worked.*

## Exclusions and Potential Out-of-Pocket Expenses

These items and activities related to the execution of the Communications Plan are not covered in this proposal and will be budgeted separately: Printing/production; advertising budget and placement (fees charged by publications/media outlets); video production; photography; sponsorship and event fees; postage/mail processing; email platform subscription fees (Mailchimp, etc.); and hard costs (i.e. equipment rental).



# References

<p><b>Rosemary Menard</b> Water Director City of Santa Cruz rmenard@cityofsantacruz.com 831.420.5205</p>	<p><b>Fred Keeley</b> Convener (FMR.) County of Santa Cruz Open Space Project fjkeeley@yahoo.com 831.227.7906</p>
<p><b>Bonny Hawley</b> Executive Director Friends of Santa Cruz State Parks bonny@thatsmypark.org 831.325.1504</p>	

# Availability

Miller Maxfield certifies it has the necessary staff resources to accommodate the scope of work identified in this Request for Proposals and prides itself on providing individual attention to an array of ongoing clients and short-term projects. Miller Maxfield is available immediately to begin work on behalf of Marina Coast Water District.



# Appendix

To view full pdfs of previous work, please visit <http://bit.ly/1NvJ9ux>.

## BRANDING AND IDENTITY DEVELOPMENT

Miller Maxfield is proud to have developed identities for the following organizations. Many of these designs have earned us awards in international design industry competitions.



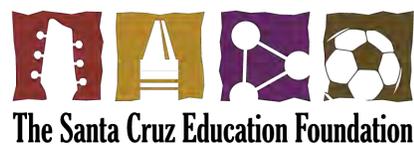
COASTAL-WATERSHED.ORG  
*Preserving and protecting  
our coastal watersheds*



A PROJECT OF THE COASTAL WATERSHED COUNCIL



William M. Holl, AIA  
Architect • CASp • Contractor





## GRAPHIC DESIGN

### “Help Out – We’re in a Drought” Water Rationing Campaign

*This campaign won two Marketing Effectiveness Awards – the 2015 Davey Awards and the 2015 Communicator Awards.*

#### Background

In the spring of 2014, Miller Maxfield was asked to assist the City of Santa Cruz, in implementing a water rationing program in response to the historic drought that continues to grip the state. Santa Cruz, which is 100% dependent on local rainfall as its source of water, was among the first communities in the state to institute mandatory rationing in response to the current drought. While the governor called for a voluntary cutback of 20%, Santa Cruz’s mandatory program called for 25% or system-wide consumption of 8.2 million gallons of water per day.

The Santa Cruz Water Department’s 90,000 customers were provided a “water budget” that specified the amount of water they were allowed to use per month. If the customer went over their budget, a fine was levied. The fine could be forgiven if the customer attended a “water school” class similar to the “traffic school” model used for people who receive speeding tickets.

#### Target Audience, Objective and Challenges

The target audience of Miller Maxfield’s outreach campaign was all customers. The objective was to meet the overall target reduction in water use – 25%. Key challenges included:

- It was the first time in 25 years that Santa Cruz customers faced rationing.
- The political climate was charged as a result of ongoing controversy over how to ensure an adequate water supply in future years – a controversy fueled by the City’s ill-fated attempt to build a desalination plant.
- The rationing program targeted only residential customers, not commercial, industrial or agricultural customers.

#### Methods and Strategies

Miller Maxfield employed a highly integrated approach to outreach via a two-phase campaign that included preparing for rationing and ongoing conservation. The campaign utilized these key methods and strategies:

- Earned media: print, radio, TV and digital
- Social media
- Video: YouTube (<http://youtu.be/fpBVmeRluRw>) and community access TV
- Partner outreach: Chamber of Commerce, etc.
- Advertising – print, radio, public transit
- Radio PSAs
- Direct mail
- Bill insert
- Banners for use at public events
- Tent cards and signage for use at restaurants, hotels, etc.



## Results

The result of the campaign was that the city hit the 25% reduction goal at the end of the first month of mandatory rationing, a reduction rate that held through the summer. The percent of residents who successfully met rationing requirements was 94%. Water use in Santa Cruz was 44.9 gallons per day, according to a state water board report issued in November 2014, well below the 60 gallons a day goal set by the Water Department in May. Santa Cruz was cited as the lowest per capita water user in the state by Pacific Institute in November 2014.

## Samples

- Transit Ad
- Drought Emergency Brochure
- Restaurant Brochure
- Conservation Brochure in Spanish
- Print Ads





### Help Out— We're in a Drought!

**Learn where your water goes:**

- 1.28 gallons = one toilet flush, with a high efficiency toilet. Older models use up to five gallons of water per flush.
- 4 to 10 gallons = one dishwasher cycle.
- 15 gallons = one load of laundry in a high efficiency washing machine.
- 1.5 gallons = every minute your bathroom sink runs, using a high efficiency fixture (sinks without a high efficiency fixture use up to three gallons).
- 20% = percent of water consumption attributed to outdoor use by the average single family residence.

**Learn more about water conservation and the 2014 drought at [cityofsanacruz.com/drought](http://cityofsanacruz.com/drought).**



**SANTA CRUZ**  
Water Department Conservation Office  
212 Locust Street, Suite B  
Santa Cruz, CA 95060

Counter Hours: 9 a.m. to 5 p.m.  
Monday-Thursday, every other Friday.  
831-420-5230 or 831-420-5232

## A Drought Emergency has been declared for City of Santa Cruz Municipal Utility customers.

**SANTA CRUZ**  
City of Santa Cruz

### Water rationing is coming this spring. Here is some advice to help you conserve:

**LEARN.**

- Calculate your water budget. Aim for no more than 40 gallons per person, per day.
- Understand your water bill.
- Check your water meter.

**PREPARE.**

- Fix leaks.
- Install aerators on sinks and low-flow showerheads in bathrooms—available for FREE from the Water Department.
- Utilize City rebates to replace toilets, washing machines and turf.

**ACT.**

- Limit showers to hot. Hand-dish-free towels are reusable.
- Turn off landscape irrigation, such as sprinkler systems.
- Only run full loads in the dishwasher and washing machine.

### Water Rationing Allotments

Rationing is expected to begin May 15. Use the information on your utility bill to determine your monthly rationing allotment.

Account type	Then your monthly allotment is...	Which is equal to...
SINGLE-FAMILY DWELLING	10 ccf per house	200 gallons per household per day

Single family residence allotments are based on a household of four people.

- If your household is LARGER than these assumptions, you will be able to apply for a higher allotment.
- If your household is SMALLER than these assumptions, we ask you to aim for an allotment of 50 gallons per person per day.

Water rationing allotments are subject to change.

### Penalties for Exceeding Your Allotment

Excess use penalties will apply to water use above your allotment. The first 10% over allotment will cost \$25 per ccf. More than 10% over allotment will cost \$50 per ccf.

For more information, visit [www.cityofsanacruz.com/drought](http://www.cityofsanacruz.com/drought).



### Let us help you save up to \$1,000 per year!

- FREE high efficiency pre-rinse kitchen sprayer for your business.
- FREE installation by our Pre-Rinse Spray Valve Program staff.
- Offer ends December 31, 2014 and is only for food service establishments within the Santa Cruz Water Department service area. Don't wait, call today!

**Sorry We Missed You!**  
We stopped by to share this offer with you on: \_\_\_\_\_  
We'll come by again on: \_\_\_\_\_  
between \_\_\_\_\_ and \_\_\_\_\_  
If you'd like to schedule a time for us to come by or have questions, please contact: \_\_\_\_\_  
at: \_\_\_\_\_

The Pre-Rinse Spray Valve Program is a cost-free water conservation program offered and funded by the City of Santa Cruz Water Department, followed by EcoLogic Action. Customers are not obligated to buy any additional services or pay for any additional charges that are not covered by this program.

Save money, conserve water.



**SANTA CRUZ**  
EcologyAction

**Pre-Rinse Spray Valve Program**  
FREE sprayer, FREE installation, and up to \$1,000 per year in cost savings—don't wait!

### FREE Pre-Rinse Ultra Spray Valve

High Velocity • High Efficiency

The amount of energy and water used by pre-rinse kitchen sprayers is significant. We are offering a solution to help your restaurant save on hot water costs by replacing your pre-rinse kitchen sprayer with a new, high-efficiency, high-velocity spray valve.

**With the City under Stage 3 drought restrictions, it's important to save water wherever we can.**

By replacing old, high volume sprayers with this free high velocity model, a typical restaurant can save up to \$1,000 a year in water, energy and wastewater costs.

Your new equipment supplier has a high school or college student, meaning more efficient spraying than other high-volume models.

And, if we have to quote faster if you're in the South Bay Area, then you can get this 40% rebate with your water bill since it's covered off the energy save rebates for participating County National Restaurant Association.



### Disponible en la Oficina

**Productos de ahorro de agua**  
Visite nuestra oficina para recibir copias de nuestros guías de ahorro de agua, también disponibles en español, y otros productos para ahorrar agua en su casa o negocio.

**Literatura**  
La oficina de conservación de agua tiene libros diseñados para ayudarle con todo, desde plomería, como encontrar goteros, irrigación y cuidado de su jardín.

**Telefono de Ahorro de Agua**  
Reporte el mal uso de agua, goteros, o problemas en su comunidad al llamar nuestro línea de teléfono 831-420-LEAK (5325). Trabajamos con bombas de agua, jardinería, y diseños de riego para resolver goteros, sobrecarga de agua, productos malos.

**Programa de Negocios Verdes**  
La ciudad de Santa Cruz, un participante en el programa Verde de Monterey Bay usa prácticas efectivas para certificar a los negocios verdes. La oficina de conservación de agua ayuda a este programa al trabajar con su negocio para mejorar la eficiencia del uso del agua.

**Uso Inteligente del Agua en su Jardín**  
Visite nuestra sucursal en Internet. Esta página está llena de ideas para su jardín que incluyen el riego de corte de agua en verano. En contacto con agencia de agua, muestra jardines y plantas del condado de Santa Cruz. La información es gratis, y también está en forma de CD en nuestra oficina.  
[sanacruz.waterconservation.com](http://sanacruz.waterconservation.com)



**SANTA CRUZ**  
Water Department Conservation Office  
212 Locust Street, Suite B  
Santa Cruz, CA 95060  
831-420-5230 or 831-420-5232

**Ayudando a Conservar Agua**  
Ciudad de Santa Cruz  
Oficina de Conservación del Agua  
[cityofsanacruz.com/water](http://cityofsanacruz.com/water)

### La Ciudad

Santa Cruz ofrece ahora para ayudar a Santa Cruz a cantidad reducida de los costos. Nuestra oficina de conservación de agua de Santa Cruz ofrece información al día acerca de los beneficios de agua de bajo volumen, programas de conservación, y de otros de ahorro de agua.

[cityofsanacruz.com/water](http://cityofsanacruz.com/water)

### Programas de Rebates

**Rebates de Tazas**  
Cambie su taza de baño con un vaso nuevo de 1.6 galones o más. Ahorre dinero y conserve el agua. Reciba un reembolso de \$100 por cada taza reemplazada.  
[cityofsanacruz.com/water](http://cityofsanacruz.com/water)

**Rebates de Lavadoras**  
¿Tiene una lavadora que está gastando mucha agua? Compre una que sea eficiente. Ahorre agua, energía, y califique por un rebate de \$100.  
[cityofsanacruz.com/water](http://cityofsanacruz.com/water)

**Rebates de Retirar de Jardín**  
Quite su césped antiguo y reemplácelo con un jardín de bajo mantenimiento o al menos siempre de agua. Reciba un reembolso de \$100 por cada pie cuadrado de césped retirado. Hasta \$200 para \$1,000 de mantenimiento de jardín.  
[cityofsanacruz.com/water](http://cityofsanacruz.com/water)

### Evaluaciones de Uso de Agua

**Presupuestos de Agua para Jardines Grandes**  
La oficina de conservación de agua ofrece reportes mensuales para jardines grandes, basados en imágenes aéreas, información del clima, y la cuenta de agua para ayudar clientes con el agua más eficiente.  
[cityofsanacruz.com/water](http://cityofsanacruz.com/water)

**Encuestas de Uso de Agua en su Hogar**  
Haga una cita con nosotros para examinar el uso de agua en su hogar. Un miembro de nuestro equipo examinará su equipo y sistema de irrigación, revisará por goteros, y presentará recomendaciones de ahorro de sus necesidades.  
[cityofsanacruz.com/water](http://cityofsanacruz.com/water)

### Educación

Lleve para pedir libros, mapas, o paquetes de enseñanza para su clase. También incluyen información del agua, así como su historia, local y estatal.  
[cityofsanacruz.com/water](http://cityofsanacruz.com/water)

Asiste a uno de nuestros miembros de conservación o a su clase para hablar de los recursos de agua en Santa Cruz. Reciba para ahorrar agua y para información de nuestro departamento de agua.

### Subiendo de Barra

**Uso del Agua de Manera Eficiente en Jardines Para Nuevos Proyectos**  
La ciudad de Santa Cruz quiere que todos los proyectos públicos, comerciales y algunos residenciales, al construir un nuevo proyecto para poder ahorrar un porcentaje de agua. La oficina de conservación de agua ayuda los permisos y aplicaciones para asegurar que el agua más eficiente sea usada.

[cityofsanacruz.com/water](http://cityofsanacruz.com/water)

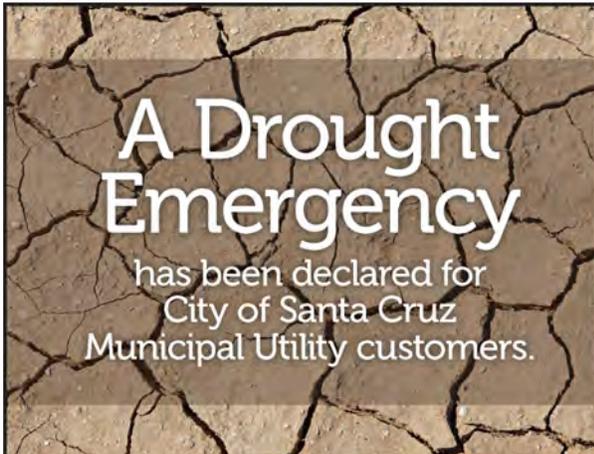
**Inspecciones de Plomería Moderna**  
Los tipos de equipos que todos los propietarios necesitan en su área de construcción. La oficina de conservación de agua ayuda los permisos y aplicaciones para asegurar que el agua más eficiente sea usada.

[cityofsanacruz.com/water](http://cityofsanacruz.com/water)

**Barriles de Lluvia**  
La oficina de conservación de agua ofrece barriles de lluvia para la conservación de agua. Durante los meses de invierno a principios de primavera, los barriles de lluvia son una gran manera de ahorrar agua.

[cityofsanacruz.com/water](http://cityofsanacruz.com/water)





**Water rationing is coming this spring. Here is some advice to help you conserve:**

**LEARN.**

- Calculate your water budget. Aim for using no more than 60 gallons per person, per day.
- Understand your water bill.
- Read your water meter.

**PREPARE.**

- Fix leaks.
- Install aerators on sinks and low-flow showerheads in bathrooms—available for FREE from the Water Department.
- Utilize City rebates to replace toilets, washing machines and turf.

**ACT.**

- Limit showers to five minutes or less—FREE timers are available.
- Turn off landscape irrigation, such as sprinkler systems.
- Only run full loads in the dishwasher and washing machine.

**Learn more at [cityofsantacruz.com/drought](http://cityofsantacruz.com/drought).**



[cityofsantacruz.com/water](http://cityofsantacruz.com/water)

# Water Rationing 101

Learn Conservation Basics and How Rationing Works



## Water Rationing Starts 5/1/14 for City of Santa Cruz Water Customers.

**Upcoming Meetings:**

**Wednesday, April 16, 5:30-7:30pm**

Louden Nelson Community Center  
301 Center Street, Santa Cruz

**Monday, April 21, 5:30-7:30pm**

Live Oak Grange, 1900 17th Ave., Live Oak

- Rationing program details
- How to read your water meter and your bill
- Conservation tips and free water-saving devices, including low-flow shower heads, sink aerators and more
- Get your questions answered.

**Help Out—We're in a Drought**

Learn more at [cityofsantacruz.com/drought](http://cityofsantacruz.com/drought).



[cityofsantacruz.com/water](http://cityofsantacruz.com/water)



## GRAPHIC DESIGN River Report for the Coastal Watershed Council

Miller Maxfield created and launched branding for the San Lorenzo River Alliance, which is led by our client Coastal Watershed Council. We also produced the Alliance's first-ever Community Input Report that detailed the organization's accomplishments and future objectives.

**2014 COMMUNITY INPUT REPORT**

**SAN LORENZO RIVER ALLIANCE** **COASTAL WATERSHED COUNCIL**

**Dear Friends,**

Do you feel connected to the San Lorenzo River? Are you drawn to it? Do you want to show it off to friends and family who visit you in Santa Cruz? Do feel like the parks around the river are safe, and that the water is clean enough to play in? Do you think the river is ideal habitat for key species, as well as a place for you to restore by reconnecting to nature in this busy, modern world?

Many of you have answered "NO!" to these questions. And many of you are ready for change along the San Lorenzo. 2014 has people like you thinking and talking about the river more, and there's already growing excitement in your community about the POSSIBILITY for change. You've said that we can do better, that we're too smart, that we're too creative and resourceful as a community to let this continue. There's been a lot of momentum built. But now what?

The San Lorenzo River Alliance was formed by the Coastal Watershed Council in December 2013 to bring together all of the key players working for a better river. What does a "better river" mean? Over 575 Santa Cruzans ages 8 to 80 shared possible answers during five community river forums this year. This report shares what you've said you're dreaming about for the San Lorenzo River, for this largest watershed in our county, for the parks that surround it, and for this source of nearly 2/3 of our city's drinking water supply.

The other side of this report shows what you've said you want. Members of the San Lorenzo River Alliance are using this input to drive our collective efforts to restore your river. Santa Cruz can show how we create positive change in the community, and we'll do it together through the San Lorenzo River. Visit [SanLorenzoRiver.org](http://SanLorenzoRiver.org) to learn what role YOU can play. Thank you for believing in change for Santa Cruz, so that we all have a river that positively shapes the vibe and feel of our downtown, and is something we're proud of from summit to sea.

Sincerely,  
*Greg Pepping*  
Greg Pepping, Executive Director, Coastal Watershed Council

The San Lorenzo River Alliance is a community partnership founded by the Coastal Watershed Council in 2013. Visit [SanLorenzoRiver.org](http://SanLorenzoRiver.org) to learn more.

## Lower Watershed Priorities

**Upper Watershed Priorities**

- Improved Water Quality
- Improved Pathways
- Better Habitat
- Educational Resources
- Protect Fish Species and Remove Barriers to Fish Passage

- #1** **Riverside Food & Drink**  
Cafes, Restaurants, Food Trucks & Carts
- #2** **Padding Access**  
Policy Change, Boat Ramp
- #3** **Amenities**  
Seating, Lighting, Water Fountains, Restrooms, Parking
- #4** **Educational Resources**  
Tours, Visitor Center, Youth Involvement
- #5** **Art, Music & Events**  
Movies, Festivals, Fairs
- #6** **Better Habitat**  
Fish & Bird Habitat, Native Plants, Wetlands Restoration
- #7** **River Recreation**  
Playgrounds, Bike Rentals, Swimming, Yoga
- #8** **Improved Pathways**  
Nature Paths, Bike Paths, Hiking Trails
- #9** **Improved Safety**  
Increased Ranger Patrols, Less Illegal Activity
- #10** **Improved Water Quality**  
Scientific Monitoring

**San Lorenzo River**

The San Lorenzo River Alliance hosted five Community River Forums in 2014 so you could help guide efforts to improve the river. Check out your top ideas for the lower and upper San Lorenzo watershed. Alliance members will use these ideas to guide efforts to improve the river so that Santa Cruz can enjoy a safe, healthy, thriving and vibrant riverfront.

**SAN LORENZO RIVER ALLIANCE**



## COPYWRITING

### “Our Water, Our Future” Mailer

Miller Maxfield wrote and produced an 8-page report for the Santa Cruz Water Supply Advisory Committee designed to inform the public about the group's recommendations regarding water supply and to promote a showcase of its work to date. *This mailer won a 2015 Marcom Gold Award.*

To view a pdf of this mailer, please visit <http://bit.ly/1NvJ9ux>.

### **Our Water, Our Future – An update from the Santa Cruz Water Supply Advisory Committee**

The Santa Cruz community has long faced challenges with the reliability of its water supply. Many solutions have been looked at over the past four decades. In October 2013, the City Council decided to take a different approach to solving our water woes than we had in the past. A committee of residents representing diverse perspectives was appointed to take an exhaustive look at our water issues and ways we can address them. Thus, the Water Supply Advisory Committee (WSAC) was born.

The WSAC operates independently and employs a technical support team and an Independent Review Panel. The committee is funded by the City of Santa Cruz and assisted by Water Department staff. The WSAC has its own charter, is fully transparent and operates under California's open public meeting laws. There are 14 committee members, representing local interests including the environment, business, education and the City's Water Commission.

### **FAQs**

How are community members who are not water experts qualified to develop a plan for our water supply?

WSAC members undertook a robust education about our water system and have a thorough understanding of the challenges it faces. The WSAC also has the support of a diverse professional technical team with expertise in engineering, hydrogeology, demand forecasting, supply modeling and demand management.

What power does the WSAC have and what will they produce?

WSAC members were appointed by the City Council to produce a set of recommendations for solving the City's water supply challenges. Their recommendations will be presented to the City Council this fall.

Can't more conservation solve the problem?

In all scenarios, conservation will continue to play an important role in helping us manage our water resources. However, the WSAC has learned that conservation alone will not fill the supply gap in dry and critically dry years.



What are “fish flows” and why are they significant?

The City’s key water sources are the north coast streams of Laguna, Majors and Liddell Springs, and the San Lorenzo River. Threatened and endangered fish species such as steelhead trout and coho salmon depend upon these waterways. When the City diverts water from these streams for our water supply, water for these species is reduced, which may cause harm to them. The City is working with state and federal agencies to negotiate enough water – known as “flows” – for fish. However, more water for fish means less water available for people.

How can I get involved?

Come to the Water Supply Showcase on September 9 (details on back) and talk with WSAC members about what they’ve learned and how they think we should address our supply shortages.

Attend the Water Supply Advisory Committee meeting on September 10 and 11. Talk about the proposed ideas with your friends and family and share your thoughts with the City Council.

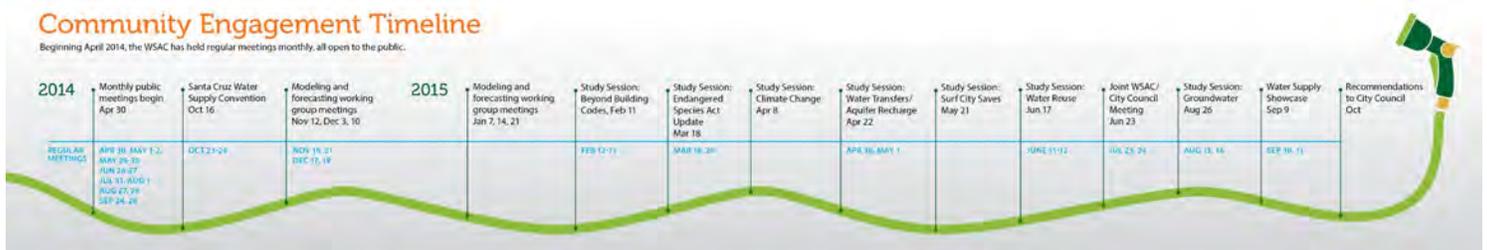
### The Santa Cruz Water Supply Convention

The Santa Cruz Water Supply Convention – held Oct. 16, 2014 – provided community members and city staff a “science fair-style” opportunity to present their ideas and strategies to increase our water supply.

- More than 80 ideas were submitted.
- 50 proposals were presented.
- Presenters had the opportunity to share ideas, talk with the public and answer questions.

Here are examples of the ideas presented:

- Capture humidity in the air and turn it into drinking water
- Reduce demand by changing landscapes
- Collect and reuse rainwater and greywater
- Design water rates to promote conservation
- Change building and plumbing codes to improve water efficiency
- Purify and reuse wastewater
- Pursue new technologies for desalinating sea water





## **Where Does Our Water Come From and Who Uses It?**

Preliminary estimates are that the gap between our supply and demand is 1.1 billion gallons per year. We need a portfolio of actions we can take that will give us access to 1.1 billion more gallons of water to get us through dry years and to support fish habitat.

### **Key Challenges**

The WSAC has identified three fundamental challenges to Santa Cruz's water supply.

#### Lack of Storage

95% of Santa Cruz's water supply comes from local rivers and streams. When water levels are low, such as in drought years, we depend on stored water. Loch Lomond Reservoir, our only storage for untreated water, holds 2.8 billion gallons of water – less than one year's worth of water. Lack of adequate storage makes us very vulnerable to shortages in dry years.

#### Climate Change

It is likely that climate change will have some impact on the Central Coast in the coming years. Potential impacts might include less frequent, but more severe, storms or more frequent and more extended periods of drought. Climate change must be factored into supply planning.

#### Enough Water for Fish

Water taken from rivers and streams threatens the survival of native fish species like coho salmon and steelhead trout. Our community is deeply committed to environmental sustainability, even if it means going beyond the minimum legal requirements to reduce our impacts.

### **What We've Learned**

Fish flows are a major issue. Providing enough water for threatened fish species has a significant impact on our available supply.

Climate change has the potential to seriously exacerbate our current challenges.

Though there is excess water available during most winter storms, finding a place to store it isn't as straightforward as it may seem.

Some ideas that seem simple and obvious have major flaws technically, geologically, legally or financially. Example: storing water in abandoned quarries.



Some ideas that do work technically, geologically, legally or financially raise community concerns for other reasons. Example: recycled water.

**You're Invited: Water Supply Showcase**

Following nearly 18 months of exploration and development, the WSAC has identified a portfolio of leading water supply recommendations. Come learn about the proposed solutions, talk with WSAC members, get your questions answered and tell us what you think.

Wednesday, September 9, 5-7:30 p.m., Louden Nelson Auditorium, 301 Center St., Santa Cruz



## PRESS RELEASES

We routinely identify opportunities, write/distribute press releases and successfully pitch members of the media to generate stories on behalf of our clients.

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### **Media Contact**

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## **MARINA COAST WATER DISTRICT CUSTOMERS FAR EXCEED CONSERVATION GOALS THIS SUMMER**

*DISTRICT WATER PRODUCTION CUT 33 % COMPARED TO 2013;  
SIGNIFICANT POTENTIAL SAVINGS REMAINS IN MULTI-FAMILY RESIDENTIAL  
AND COMMERCIAL SECTORS*

**MARINA, CA — Sept. 30, 2015** — Marina Coast Water District customers' conservation efforts helped reduce water production by 33 percent cumulatively from June through August 2015 compared to the same summer period in 2013.

The reduction achieved by District customers far exceeds the 12 percent required of the District by the State Water Resources Control Board as a result of Governor Brown's executive order in April 2015 to reduce urban water consumption statewide by as much as 25 percent. Compared to 2013 figures, District customers helped reduce water production by 36 percent in June, 31 percent in July and 32 percent in August — the three months that typically see the highest water production demand.

Single-family residential customers, who made up 46 percent of all District water deliveries in August, achieved the laudable savings by reducing outdoor water use and being efficient about indoor use by accessing District rebates for retrofits of high-efficiency fixtures. District leaders see great potential for increasing conservation among multi-family residential and commercial customers, who comprised 21 percent and 23 percent of total August water deliveries, respectively.

"We see an opportunity to engage with owners and tenants alike of multi-family residential and commercial properties to partner with the District on reducing water use by replacing inefficient toilets, clothes washers and other fixtures," said General Manager Keith Van Der Maaten.

To learn more about the District's rebate programs, visit [www.mcwd.org](http://www.mcwd.org) and type rebates in the search bar. To learn more about conservation efforts in Marina, click on the "Conservation" tab.

## **About Marina Coast Water District**

Marina Coast Water District serves the Monterey Peninsula's fastest growing and most diverse communities: the City of Marina and the Ord Community comprising the former Fort Ord. The District provides high-quality water, wastewater and recycled water services through management, conservation, and development of future resources at reasonable costs. For more information about the District, visit [www.mcwd.org](http://www.mcwd.org).

###



**Media Contact:**

Bill Maxfield  
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bill@millermxfield.com

**MARINA COAST WATER DISTRICT ANNOUNCES SELECTION OF  
PERMANENT GENERAL MANAGER AND NEW DISTRICT ENGINEER**

**Marina, CA — Aug. 3, 2015** —Marina Coast Water District, serving the City of Marina and the Ord Community of the former Fort Ord, announced today the addition of two key members of its leadership team dedicated to a maintaining a reliable and sustainable water supply. Keith Van Der Maaten will replace outgoing interim General Manager Bill Kocher and Michael Wegley, a registered professional engineer, has been selected as the new District Engineer.

“Bringing on two experienced professionals such Keith and Michael to take permanent positions with Marina Coast Water District demonstrates our commitment to providing a reliable and sustainable water supply to our customers,” said District Board President Howard Gustafson. “Our community can feel confident these new leaders will help the District maintain a high level of customer service and keep our focus on sustainability of our water supply.”

“Having had the privilege of working at the District for the past several months, I see a group of hard-working water professionals who are delivering excellent services our customers,” said Interim General Manager Bill Kocher, appointed in January 2015. “Keith and Michael will be essential assets to the District as it delivers on the core mission to produce water that meets all federal and state standards, and sewer services that are so efficient they are little noticed, at reasonable rates.”

The District’s need to hire a permanent general manager and district engineer was highlighted by a 2014-15 Monterey County Grand Jury report.

Keith Van Der Maaten brings 20 years of experience in civil engineering and the water-utility industry. Since 2011, Mr. Van Der Maaten has served as Public Works and Utilities Director for the City of San Juan Capistrano, where he managed a staff of 44 employees and a \$36 million budget. He also served as co-administrator of the San Juan Basin Authority and participated in the adoption of a Groundwater Management Plan for the San Juan Basin. Mr. Van Der Maaten has also held management positions with the City of Santa Cruz and San Jose-based California Water Service Company. He earned a bachelor’s of science degree in civil engineering from San Jose State University and a master's degree in business administration from Santa Clara University.

In his role as District Engineer, Michael Wegley will be responsible for managing the Engineering Department including project planning, design, permitting and construction for the supply and distribution of water and the collection and conveyance of wastewater. Mr. Wegley brings a wide range of municipal engineering and public experience, most recently serving as Public Works Director for Water Resources and Reclamation with the City of Merced. While serving the City of Merced, Wegley helped secure a \$2.5 million state grant to install 10,000 water meters. He also oversaw an expansion of the Merced wastewater treatment plant, adding tertiary treatment for the production of high quality water and ultraviolet disinfection for recycled water and solids. Mr. Wegley earned a bachelor's of science degree in civil engineering and a master's degree in public administration, both from California State University, Fresno.

### **About Marina Coast Water District**

Marina Coast Water District serves the Monterey Peninsula's fastest growing and most diverse communities: the City of Marina and the Ord Community comprising the former Fort Ord. The District provides high-quality water, wastewater and recycled water services through management, conservation and development of future resources at reasonable costs. For more information about the District, visit [www.mcwd.org](http://www.mcwd.org).

###



SCOTTS VALLEY  
WATER DISTRICT

**FOR IMMEDIATE RELEASE**

**Media Contact:**

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**RECYCLED WATER FILL-UP STATION COMING SOON FOR SCOTTS VALLEY  
RESIDENTS AS DROUGHT MITIGATION STRATEGY**

*SCOTTS VALLEY WATER DISTRICT TO OFFER FREE OF CHARGE UP TO 250  
GALLONS FOR RESIDENTIAL LANDSCAPING USE*

**Scotts Valley, CA — August 4, 2015 —** Scotts Valley Water District, a regional leader in the distribution of recycled water, announced today plans to open by late August a recycled water fill-up station that will provide free recycled water to Scotts Valley residents.

Believed to be the first of its kind in Santa Cruz, Monterey and San Benito counties, the station will provide Scotts Valley residents up to 250 gallons of recycled water per day that can be used to irrigate residential landscaping and fruit and vegetable trees, as well as to wash down hard surfaces and control dust from construction projects.

Recycled water is wastewater purified through multiple treatment processes to a level that meets California Department of Public Health quality and safety standards. Since 2002, the District has delivered about 530 million gallons of recycled water to customers, an amount equivalent to about a year's worth of water used by the entire system, which serves 4,000 accounts.

"We are excited about making recycled water more widely available to Scotts Valley residents, who we know are committed to helping us reduce groundwater pumping during the drought," said District General Manager Piret Harmon. "Increasing our community's use of recycled water for landscaping and gardening will help us maintain our target consumption level of 75 gallons of potable water per person per day."

The fill-up station will be located in a lot behind the Scotts Valley Library Branch on Kings Village Road, across from the Scotts Valley Senior Center. Days and times of operation will be announced in late August.

For more information about recycled water use within the District, visit <http://svwd.org/your-water/recycled-water>.

### **About Scotts Valley Water District**

Scotts Valley Water District is a public agency providing water service over six square miles including most of the City of Scotts Valley and a portion of the unincorporated areas north of the city limits.

The community of Scotts Valley places a high value on livability, innovation and planning for the future. Scotts Valley Water District is proud to play a vital role in supporting those efforts by providing a reliable, sustainable, high-quality water supply.

Through partnership with our community, strategic investment in resources and pursuit of new ideas, Scotts Valley Water District is redefining its historic role in order to meet future challenges and turn them into opportunities. Learn more about Scotts Valley Water District at [www.svwd.org](http://www.svwd.org) or [www.facebook.com/svwater](https://www.facebook.com/svwater).

###

FOR IMMEDIATE RELEASE  
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**FRIENDS OF SANTA CRUZ STATE PARKS RECEIVES \$100,000 GRANT FROM THE MONTEREY PENINSULA FOUNDATION FOR ONGOING RESTORATION OF CASTRO ADOBE**

Grant Will Prepare New State Historic Park For Public Access

**JULY 16, 2015—SANTA CRUZ, CA**—Friends of Santa Cruz State Parks (Friends), a local nonprofit serving 32 state parks and beaches in Santa Cruz and San Mateo counties, announced it has been awarded a \$100,000 grant from the Monterey Peninsula Foundation, host of the AT&T Pebble Beach National Pro-Am, to fund the ongoing restoration of the Castro Adobe State Historic Park.

Located in Larkin Valley, near Watsonville, the two-story Castro Adobe is one of four adobe buildings remaining in Santa Cruz County and one of the finest examples of a rancho hacienda in the Monterey Bay area. Friends is leading a multi-year restoration effort to preserve and interpret the Castro, and is partnering with State Parks to open the adobe as a State Historic Park. A phased opening started this year with school group tours and public open house events, which continue on August 14<sup>th</sup> and 15<sup>th</sup>. The Castro Adobe will be Santa Cruz County's newest State Historic Park.

"We are so thankful for the generous support of the Monterey Peninsula Foundation," said Bonny Hawley, executive director of Friends. "This gift will allow us to make significant progress on the restoration of the Castro Adobe."

The Monterey Peninsula Foundation grant will help fund Phase Two restoration work to:

- Strengthen the second floor of the Adobe
- Install a lift to make the Adobe wheelchair accessible
- Move the interior stairs to create a larger space for the interpretation of the fandango room
- Install new exterior stairs
- Finalize seismic stabilization of the building

The Castro Adobe is an active construction site and is currently accessible during open house days or by appointment only. To follow progress on the restoration effort, visit [www.ThatsMyPark.org/projects/castro-adobe](http://www.ThatsMyPark.org/projects/castro-adobe).

## **About Friends of Santa Cruz State Parks**

Friends of Santa Cruz State Parks is an entrepreneurial nonprofit sustaining the legacy of our state parks and beaches. Through an innovative partnership with California State Parks, and by leveraging local community support, Friends has provided millions of dollars of funding for educational programs, visitor services and capital projects. Founded in 1976, Friends is passionately dedicated to the preservation of our spectacular natural environment and rich cultural history. Friends also operates six ParkStores, offering nature- and history-themed merchandise for sale to benefit local parks and beaches. ParkStore locations include Natural Bridges, New Brighton, Santa Cruz Mission, Seacliff, Wilder Ranch and Online. Learn more at [ThatsMyPark.org](http://ThatsMyPark.org) or via Facebook, Instagram, Twitter, YouTube and Pinterest.

###



## DIGITAL MARKETING

Miller Maxfield creates and maintains our clients' presence on multiple social media platforms, and authors and distributes electronic newsletters to thousands of recipients. With trusted partners, we also produce compelling video presentations for internal and external communications.

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### Santa Cruz Water Department Video

Please visit <http://youtu.be/fpBVmeRluRw> to watch the video.





## Scotts Valley Water District Facebook Page

<https://www.facebook.com/svwater/?fref=ts>

Scotts Valley Water District

Howard Home 13 Find Friends

**Scotts Valley Water District**  
Government Organization · Public Services

Contact Us Like Message

Timeline About Photos Reviews More

187 people like this

3 people have been here

Invite friends to like this Page

3.8 ★ 3.8 of 5 stars · 5 reviews  
View Reviews

ABOUT

2 Civic Center Dr Save

Status Photo / Video

Write something on this Page...

**Scotts Valley Water District**  
5 hrs ·

Meet Kathy Chang, the District's Finance Manager since August 2013. A CPA, Kathy brings extensive municipal finance leadership experience, and her ability to plan, manage, motivate and multi-task has brought increased efficiencies to the Finance and Customer Service divisions. Meet other members of the executive team on our website. <http://svwd.org/about-district/our-staff>



## Scotts Valley Water District Newsletter (email)

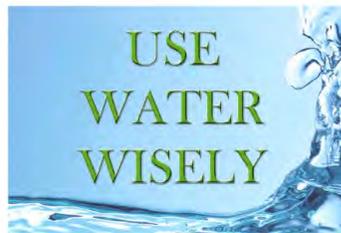


**Rainwater: Slow It. Spread It. Sink It.**  
As we head into winter with the hope of receiving some much-needed rain, it's time to think about how to efficiently use rainwater. Rainwater from downspouts and rain barrels can irrigate your garden and replenish our shared groundwater supply.

Efficient uses for rainwater include:

- *Rain barrels and tanks:* The District has doubled its rebate to 50 cents per gallon.
- *Rain gardens and swales:* Divert downspouts to infiltrate rainwater onsite. The District offers a rebate of \$40 each.
- *Pervious and permeable hardscapes:* The District offers rebates of \$1 per square foot to replace concrete and asphalt.

For more tips, visit the District's [website](#), call 831-600-1907 or email



### District customers exceed state goal for reducing consumption

The District experienced a 29.75%



## District named Organization of the Year

### Board Director Dave Hodgin also to be honored at annual dinner

The Scotts Valley Water District is honored to be chosen as Organization of the Year by community members alongside Board Director Dave Hodgin, who was chosen as Man of the Year. The awards will be presented and the nominees recognized at the [Scotts Valley Chamber of Commerce Awards Dinner](#) Nov. 7 at the Scotts Valley Hilton.

The awards honor people and organizations that provide notable service to the community. The District is proud to play a vital role in the community by providing a reliable, sustainable, high-quality water supply, as well as education for the community about the value and use of water.

Thank you to the community for these great honors!



## Santa Cruz Community Health Centers Website

<http://schealthcenters.org/>

The image shows two overlapping screenshots of the Santa Cruz Community Health Centers website. The top screenshot displays the 'Leadership Team' page, featuring a navigation menu with links for 'About', 'Services', 'Patients', 'Community', 'Giving', and 'Careers'. Below the menu, the text 'Leadership Team' is visible. The bottom screenshot provides a detailed view of the 'Clinic Hours' section, which includes a large group photo of staff and community members. The 'Clinic Hours' section lists the following hours:

- 8:15 am to 8 pm Monday
- 8:15 am to 8 pm Tuesday
- 8:15 am to 8 pm Wednesday – special hours every 3rd Wednesday of the month (12:15 to 6 pm)
- 8:15 am to 8 pm Thursday
- 8:15 am to 5 pm Friday
- 8:15 am to 1 pm, Saturday only Women's Health Center

The 'Santa Cruz Women's Health Center' section states: 'Founded by a group of UCSC students, the Women's Health Center has been providing high quality primary care services to women and children since 1974. The clinic, in downtown Santa Cruz, takes a whole person approach to health care by offering comprehensive family practice services, mental health and substance abuse counseling, prenatal care and education, acupuncture, chiropractic services and more.'

The 'East Cliff Family Health Center' section states: 'Santa Cruz Community Health Centers opened a new clinic in the East Cliff Village Shopping Center in Live Oak. The East Cliff Family Health Center is a family health, pediatrics, and perinatal center offering primary care for women, children and men.'

At the bottom of the 'East Cliff Family Health Center' section, it says: 'Call our Clinics! (311) 427-3800'



# Awards

## **COMMUNICATOR AWARDS**

- Water Rationing Campaign, Santa Cruz Water Department – Marketing Effectiveness Silver Award
- Membership Mailer, Friends of Santa Cruz State Parks – Silver Award
- Anniversary Party Invitation, Friends of Santa Cruz State Parks – Gold Award
- Mole & Mariachi Festival Campaign, Friends of Santa Cruz State Parks – Silver Award
- Triple P Campaign, First 5 Santa Cruz – Silver Award
- Annual Parks Update, Friends of Santa Cruz State Parks – Silver Award
- The Gamma Guide, Miller Maxfield, Inc. – Silver Award
- “The Next Stage” Campaign, Tannery Arts Center – Silver Award
- Monterey Bay Regional Climate Action Compact Logo – Silver Award
- ThatsMyPark.org Website, Friends of Santa Cruz State Parks – Silver Award
- Energy Upgrade California Video, Ecology Action – Silver Award

## **HERMES AWARDS**

- Miller Maxfield Logo, Miller Maxfield, Inc. – Platinum Award
- “The Next Stage” Campaign, Tannery Arts Center – Platinum Award
- ThatsMyPark.org Website, Friends of Santa Cruz State Parks – Gold Award

## **MARCOM AWARDS**

- “No Boring Socks” Campaign, Socksmith Design – Platinum Award
- “Our Water, Our Future” Mailer, Santa Cruz Water Department – Gold Award
- Tales to Tails Logo, Santa Cruz Public Libraries – Honorable Mention
- Mole & Mariachi Festival Campaign, Friends of Santa Cruz State Parks – Gold Award, Special Event Marketing

## **DAVEY AWARDS**

- Water Rationing Campaign, Santa Cruz Water Department – Marketing Effectiveness Silver Award
- Tales to Tails Logo, Santa Cruz Public Libraries – Silver Award
- Santa Cruz Community Health Centers Logo – Silver Award
- Gerbera Festival Postcard, Friends of Santa Cruz State Parks – Silver Award

## **SUMMIT INTERNATIONAL AWARDS**

- Strategic Plan, Friends of Santa Cruz State Parks – Bronze Award
- “The Next Stage” Brochure, Tannery Arts Center – Bronze Award
- ThatsMyPark.org Website, Friends of Santa Cruz State Parks – Bronze Award