



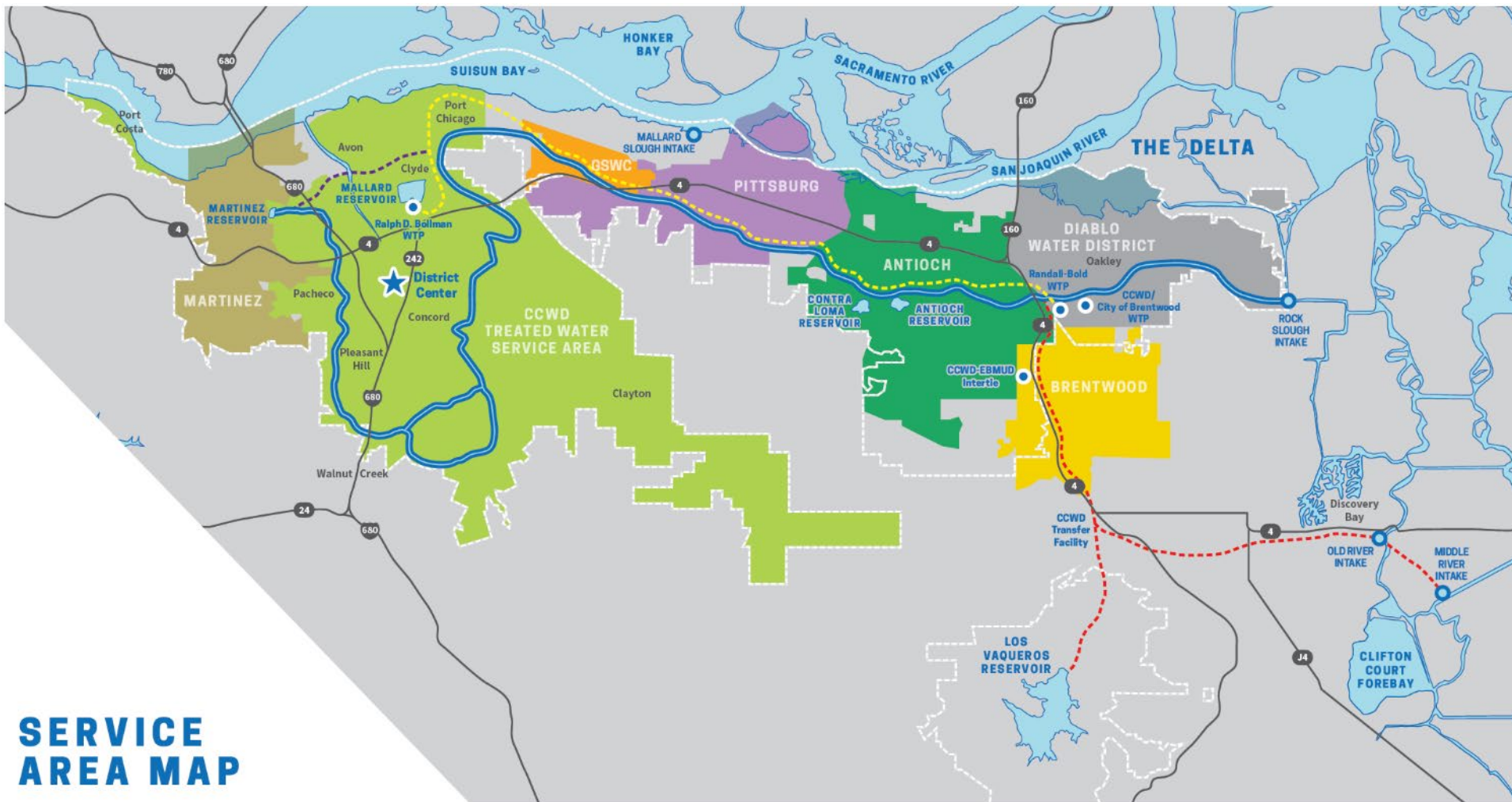
CONTRA COSTA
WATER DISTRICT

#MadeWithCCWD

Jennifer Allen, Director of Public Affairs

December 4, 2024 | ACWA Fall Conference

ABOUT CCWD



**SERVICE
AREA MAP**

CAMPAIGN GOALS



CONTRA COSTA
WATER DISTRICT

Our community is #MadeWithCCWD



**Our community is
#MadeWithCCWD**

KEY METRICS

Metric	Target	Actual
Social Media Impressions	1.5 million	?
Social Media Engagement Rate	10%	?
Unique Visitors to Campaign Landing Page	1,000	?

	Allocated	Spent
Budget	\$20,000	?

RELIABLE WATER DELIVERY #MadeWithCCWD



ABOUT US CUSTOMER SERVICE WORKING WITH US YOUR WATER LOS VAQUEROS WATER EFFICIENCY

Publications
Request a Speaker

[Home](#) [About Us](#) [Media Center](#) [Made With CCWD](#)

Made With CCWD

Our community is #MadeWithCCWD

Across Central and Eastern Contra Costa County, the typical family depends on water in countless ways, averaging 230 gallons used per day. Its reliable availability—24/7—is a testament to the dedicated effort of Contra Costa Water District employees. [Learn more about how our community is #MadeWithCCWD.](#)



Efficiency for Savings

Click here to learn how our community is #MadeWithCCWD.

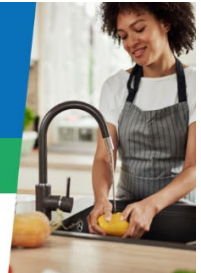
CAMPAIGN TACTICS

- #MadeWithCCWD
Branding Consistency
- Interactive StoryMap
- Dewey Animations
- New and Traditional
Media Ad Spends
- Partnership Program



Find out how **CCWD**'s commitment to service makes all your water uses possible at:

ccwater.com/MadeWithCCWD



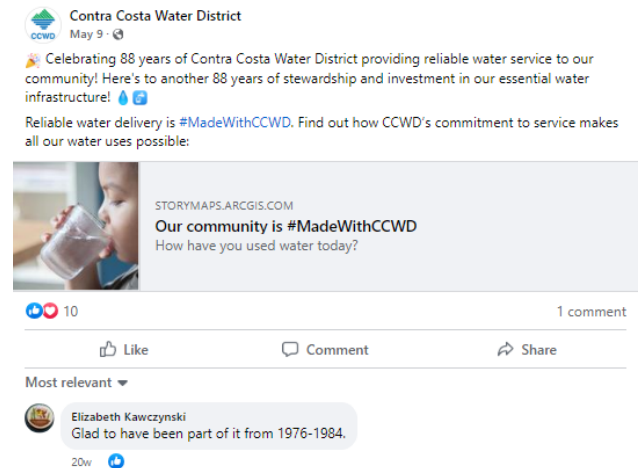
PARTNERSHIP PROGRAM



RESULTS

Metric	Target	Actual
Social Media Impressions	1.5 million	2+ million
Social Media Engagement Rate	10%	13-14%
Unique Visitors to Campaign Landing Page	1,000	1,300+

	Allocated	Spent
Budget	\$20,000	\$14,695



THANK YOU!



ccwater.com/MadeWithCCWD

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Connect with us!



Contra Costa Water District



@ContraCostaWaterDistrict