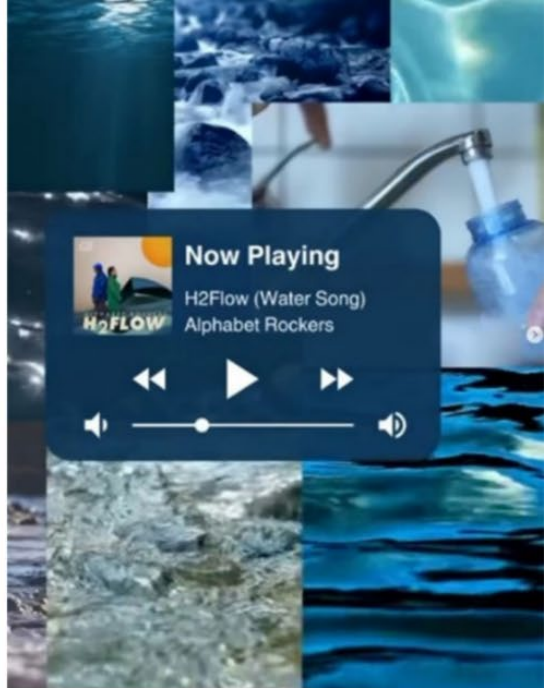




EBMUD's H₂FLOW Campaign

Kathryn Horn
Senior Community Affairs



H2Flow Objectives

- Revitalize education program with modern resources.
- Video Viewership: Generate at least 50,000 music video views within the first year
- Form a partnership with the largest school district in the service area, Oakland Unified which serves 34,000 students
- Cross collaborate with community groups



Water Education Field Trip



Songwriting Workshop



World Water Day Release

YouTube Kids and ABC7 News



Connecting with Community

Oakland Roots partnership and halftime show performance





H₂Flow by the numbers...

- Over 182,000 views on YouTube
- 400,000 views on Instagram
- 6,000 fans at the Oakland Roots Performance
- \$8,000 Earned Media Value
- 20 live performances, 2 in-depth arts workshops
- Budget: \$30,500 = less than \$0.15 per view

A man with a grey beard, wearing an orange cap and a yellow jacket, looks upwards. A woman with long dark hair, wearing a pink jacket, looks towards the camera. They are standing in a grassy field with a lake and hills in the background.

**World
Water
Day**



H₂FLOW

GRAMMY WINNING ALPHABET ROCKERS

Questions?



Flowing
into the
Future