

SUMMER-FALL CONSERVATION CAMPAIGN

Matt Keller

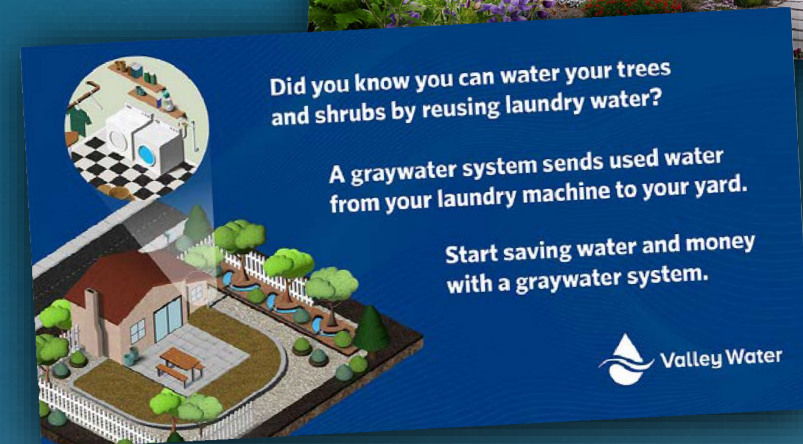
Media & Public Relations Supervisor
Valley Water



OBJECTIVE

The campaign's core objectives were to:

- Drive applications for the Landscape Rebate Program.
- Increase participation in the free Outdoor Water Wise Survey.
- Foster awareness of the benefits of laundry-to-landscape graywater systems.



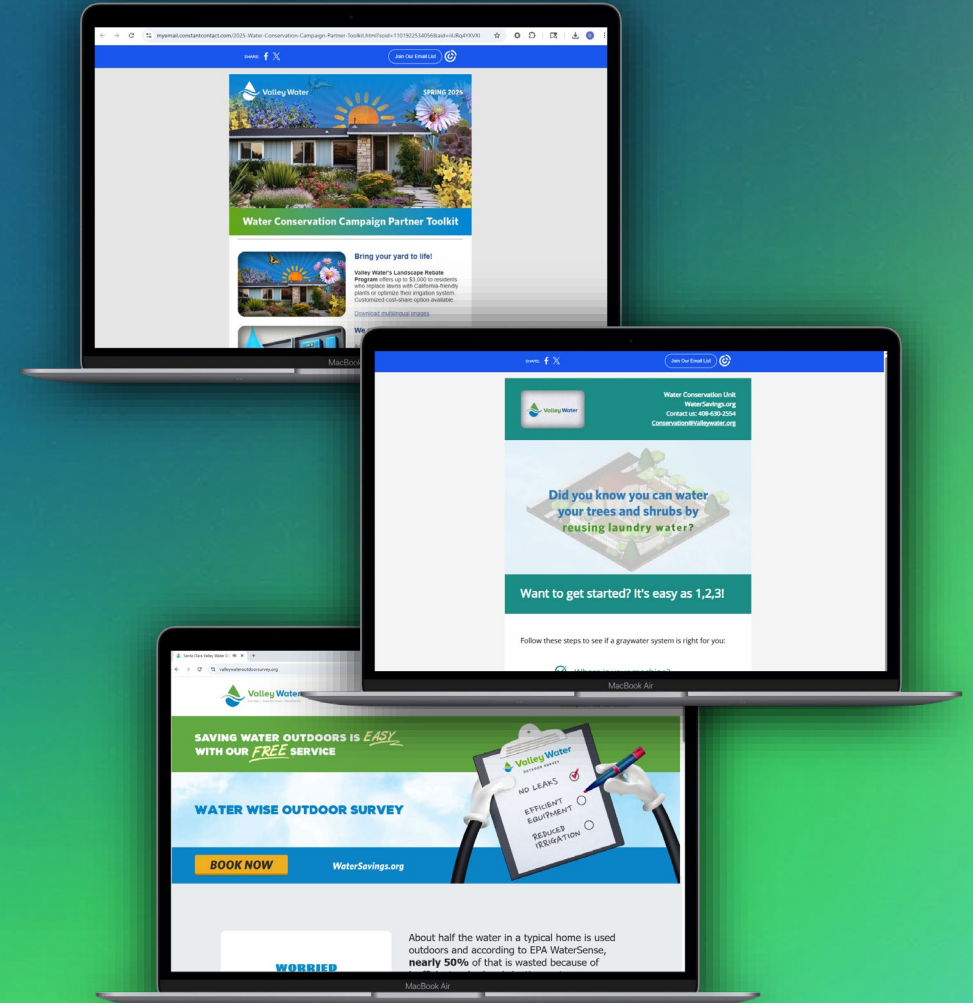
LANDSCAPE REBATE PROGRAM ADS





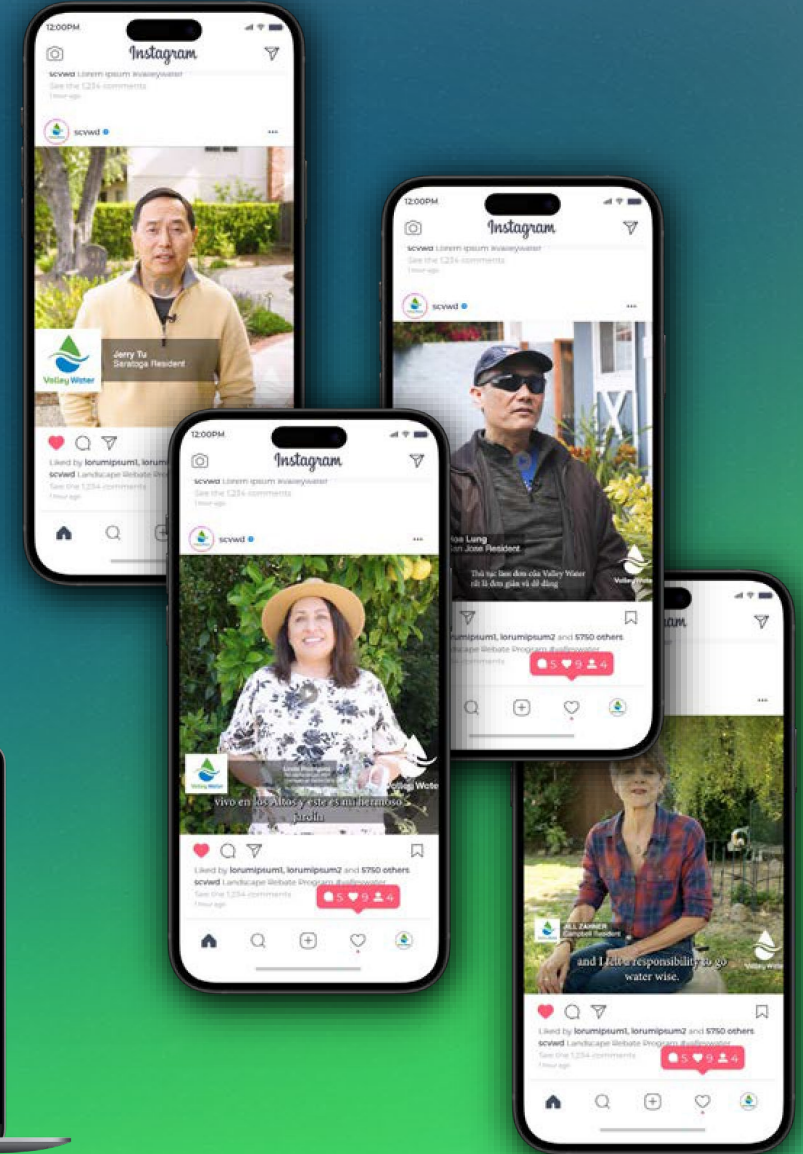
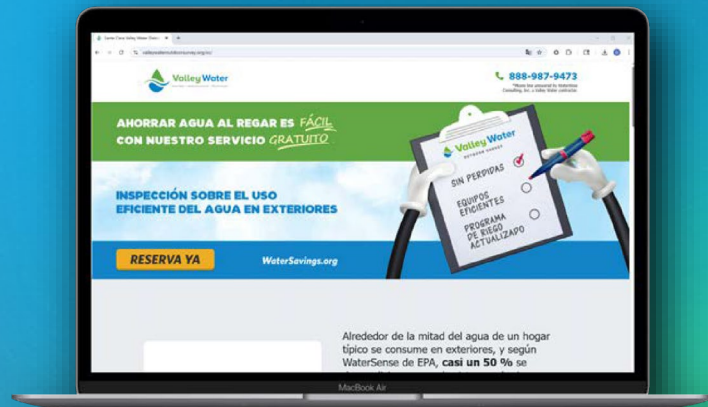
TARGETING & TECHNOLOGY

- Collaborated with our GIS department to map single-family homes across Santa Clara County.
- Created databases of property addresses to geotarget campaigns.
- Served dynamic ads in preferred languages using advanced digital marketing tools.
- Leveraged marketing email lists of past and potential participants.
- Used a website-to-mailbox tool to send follow-up postcards to nearly 15,000 residents who visited rebate webpages.



MULTILINGUAL ACCESS

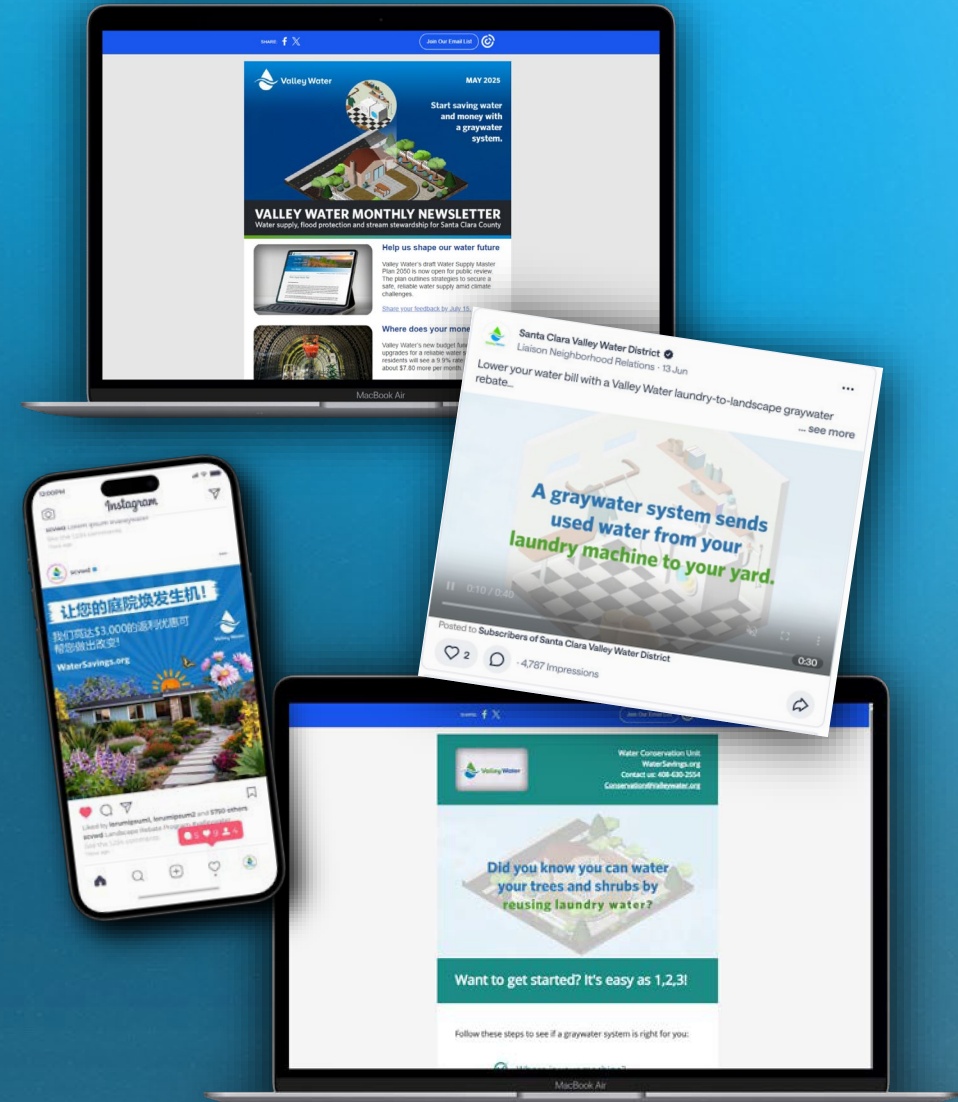
- Created culturally relevant landing pages in Spanish, Vietnamese, and Chinese.
- Included in-language testimonials and one-on-one support via weekly office hours, email, and a dedicated phone line.



LEVERAGING ORGANIC OUTREACH PLATFORMS

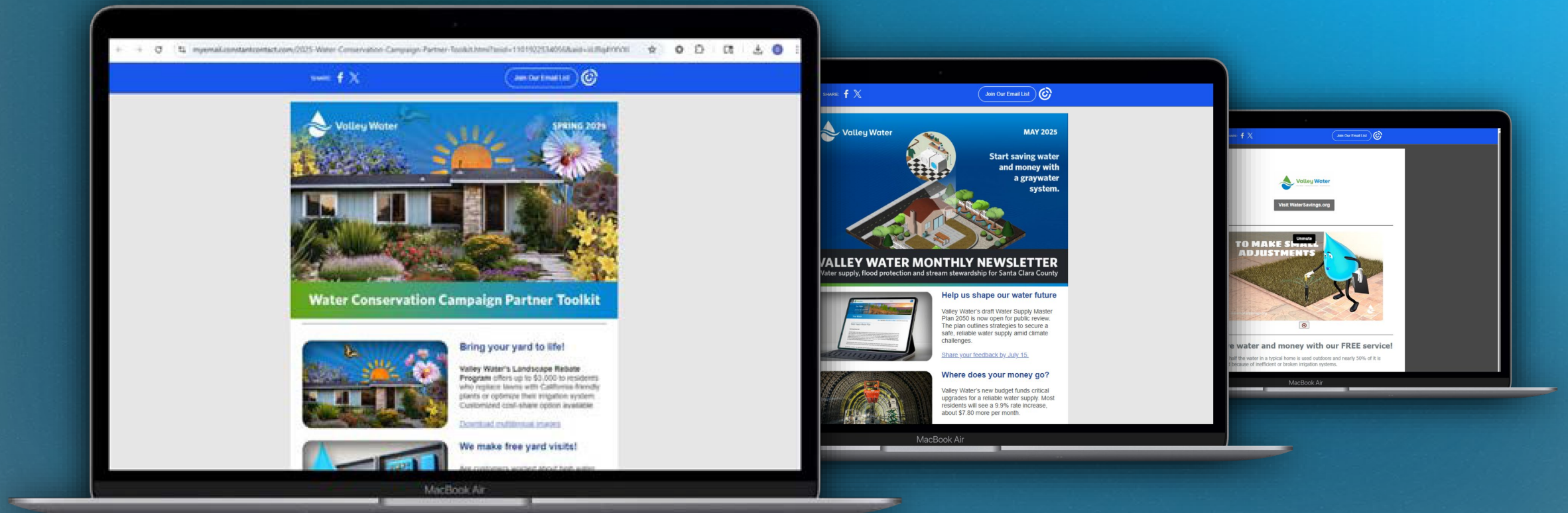
Executed a robust organic outreach strategy across multiple platforms, including:

- Targeted email campaigns
- Nextdoor posts
- Social media updates
- Newsletters
- Blog articles



COMMUNITY PARTNERSHIPS

Shared a campaign partner toolkit with cities, retailers and elected officials.



RESULTS

- 857,545 clicks and an overall cost-per-click of \$0.33.
- 1,221 applications for Landscape Rebates
- 465 requests for Outdoor Water Surveys.
- The estimated water savings from an average transformed yard is 6 gallons per square foot per year for 20 years.
- An outdoor water survey is projected to save 8,322 gallons per year for a duration of five years.





Valley Water

Clean Water • Healthy Environment • Flood Protection