

# Public Affairs Quarterly Performance Report

## FY 2024-25, Q2 (October - December)

### DIGITAL OUTREACH

Website Traffic				
	Q3 FY 23-24	Q4 FY 23-24	Q1 FY 24-25	Q2 FY 24-25
# of visitors	32,300	30,560	29,333	25,628
# of inquiries	511	542	639	526

Social Media Followers				
	Q3 FY 23-24	Q4 FY 23-24	Q1 FY 24-25	Q2 FY 24-25
Facebook	1,445	1,445	1,450	1,452
X	2,120	2,111	2,126	2,094
Instagram	500	574	592	601
LinkedIn	1,402	1,423	1,445	1,460

Social Media Posts				
	Q3 FY 23-23	Q4 FY 23-23	Q1 FY 24-25	Q2 FY 24-25
All platforms	144	167	144	41

#### Additional Outreach: Nextdoor

- Targeted flushing program notifications (weekly) and Water Quality Update
- Community Advisory Work Group
- Flume – Smart Water Monitor

#### Social Media Highlights – Q2

Sweetwater Authority  
Published by Gwyneth Newbold Shoecraft  
October 1, 2024

Beginning today, Sweetwater Authority customers can receive a free Flume – a smart home water monitor that helps track water usage and identify leaks as soon as they occur. This program is first-come first-served. Check your eligibility today at

**Get a Smart Home Water Monitor for FREE!**

Detect Water Leaks

Track Water Use

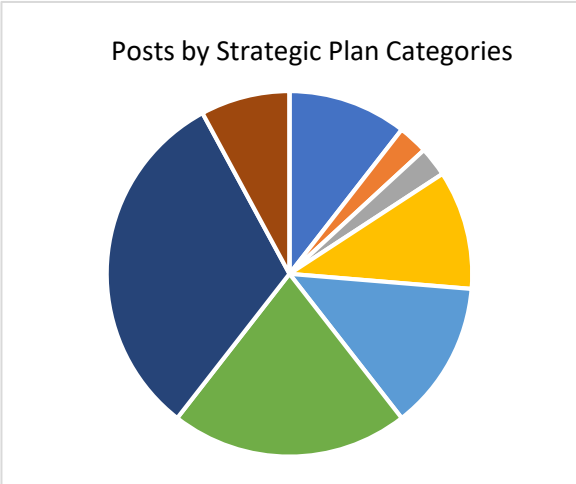
flume

FLUMEWATER.COM

Sweetwater Authority - Flume  
Regularly \$249 (oav just \$22.99 (plus tax) for a total of \$25 at checkout and ...

Learn more

Top performing Facebook post October 2024



- Goal #1 (Water Quality)
- Goal #2 (System Reliability)
- Goal #3 (Financial Viability)
- Goal #4 (Customer Service)
- Goal #5 (Workforce Development)
- Goal #6 (Administrative Effectiveness)
- Goal #7 (Environmental Stewardship)
- General
- Other

sweetwaterauthority

View insights

Boost post

26 2 1

Liked by sdcwa and others

sweetwaterauthority Last month, the Southwest Membrane Operator Association (SWMOA) awarded two of Sweetwater Authority's water pros for their

Top performing Instagram post December 2024

## COMMUNITY OUTREACH

### Community Interactions by Month – Q2:

#### October

- Community Advisory Work Group meeting
- The Water Conservation Garden Education Event

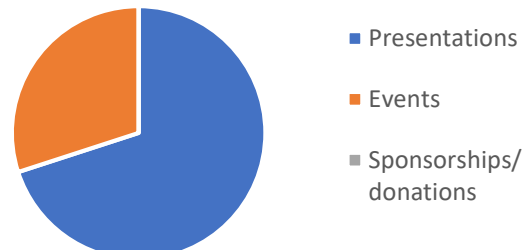
#### November

- Loveland Trail Improvements Workshop #3 at Alpine Women's Club
- Congregational Towers Presentation on Water Efficiency by Gabriel Innocenzi

#### December

- Loveland Trails Community Workshop meeting at Sweetwater Authority
- Olivenhain Municipal Water District presentation and tour of Reynolds Groundwater Desalination Facility by Carlos Quintero and Justin Brazil

Community Interactions



### List of Mailed Communications:

- Fall On Tap customer newsletter (\$2,521.47)

Mailed Communication				
	Q3 FY 23-24	Q4 FY 23-24	Q1 FY 24-25	Q2 FY 24-25
# of bill inserts & snipes	3	2	4	1
# of direct mail	1	2	0	1



### Funded Education Programs

	Q3 FY 23-24	Q4 FY 23-24	Q1 FY 24-25	Q2 FY 24-25
Ms. Smarty-Plants Programs and Assemblies (\$800 each)	0	0	0	0
Splash Lab/Green Machine (\$790/\$570 each)	3	1	0	0
Mini-grant programs	2	1	1	0
Total cost	\$2,947	\$916	\$294	\$0
Total students reached	299	93	65	0

### Ongoing Education Partnerships\*

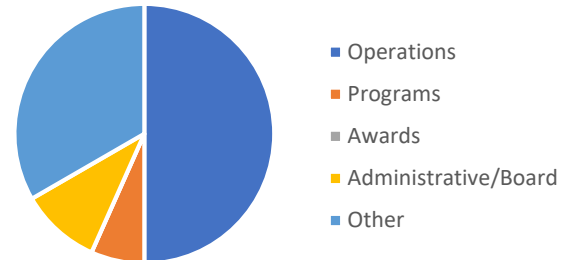
Hydro Station (\$10,000 annual sponsorship)	Olivewood Gardens (\$10,000 annual sponsorship)
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\*Number of students reached provided annually

## MEDIA COVERAGE

Coverage				
	Q3 FY 23-24	Q4 FY 23-24	Q1 FY 24-25	Q2 FY 24-25
# of stories	31	19	9	30

Coverage by Topic Category



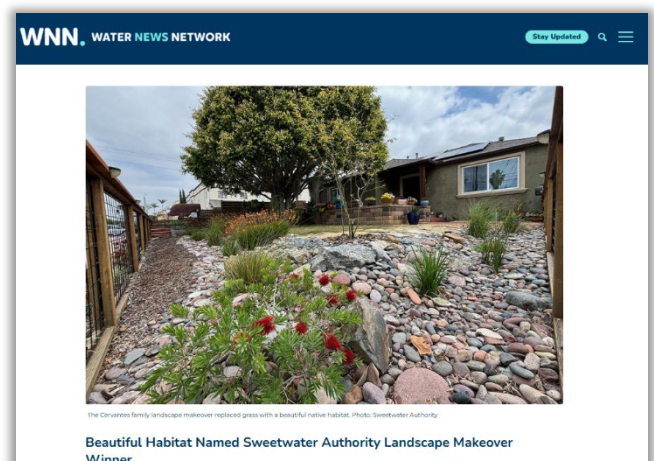
### List of coverage topics:

- Tackling financial concerns while improving California's water quality
- LCAP Program offers low income aid
- San Diego Taxpayers Association Announce Golden Watchdog and Fleece Awards
- Beautiful Habitat Named Sweetwater Authority Landscape Makeover Winner
- Sweetwater Authority works to protect water from fire
- Sweetwater holds meeting in Alpine on Loveland Trail Improvements
- 'Forever' Chemicals Discovered in South County Water

Coverage by Media Type				
	Q3 FY 23-24	Q4 FY 23-24	Q1 FY 24-25	Q2 FY 24-25
Print	15	12	9	28
Television	7	6	-	2
Other	8	1	-	-



Highlights of broadcast news coverage in Q2

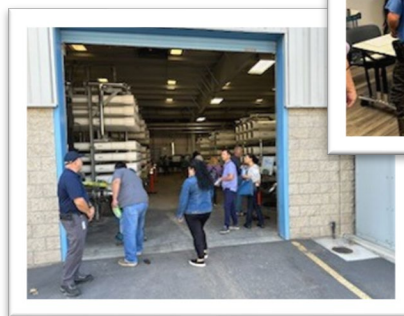




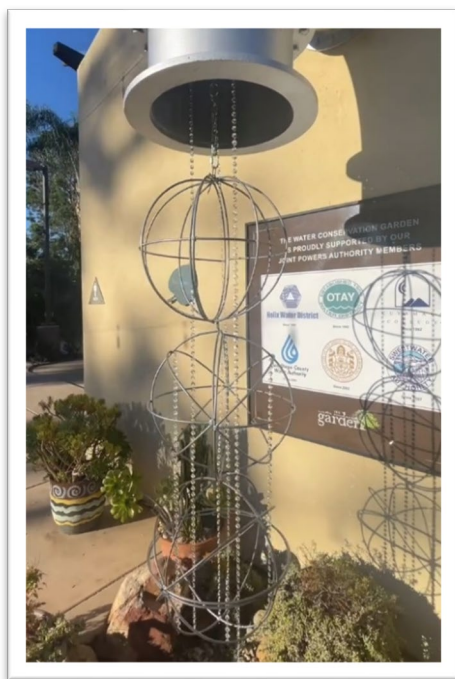
## Outreach Activities – Q2 October – December 2024



Fall On Tap customer newsletter



October 1 – Community Open House at Desal



October 16 – The Water Conservation Garden Education Event



October 21 – Yorba Linda Water District Water Quality challenges facing the industry