

Casitas Municipal Water District

PUBLIC RELATIONS COMMITTEE
Baggerly/Spandrio

October 15, 2020

10:00 a.m.

The meeting will be held via teleconference
To attend the meeting call (888) 788-0099 or (877) 853-5247
Enter Meeting ID 940 3544 7944#

AGENDA

1. Roll call
2. Public comments
3. Board/Management comments
4. Review and discussion of refined Strategic Communications Workplan with budget.
5. Review of Fall Newsletter.

Right to be heard: Members of the public have a right to address the Board directly on any item of interest to the public which is within the subject matter jurisdiction of the Board. The request to be heard should be made immediately before the Board's consideration of the item. No action shall be taken on any item not appearing on the agenda unless the action is otherwise authorized by subdivision (b) of ¶54954.2 of the Government Code.

If you require special accommodations for attendance at or participation in this meeting, please notify our office in advance (805) 649-2251 ext. 113. (Govt. Code Section 65954.1 and 54954.2(a). Please be advised that members of the Board of Directors of Casitas who are not members of this standing committee may attend the committee meeting referred to above only in the capacity of observers, and may not otherwise take part in the meeting. (Govt. Code Sections 54952.2(c)(6).



Casitas Strategic Communications Workplan



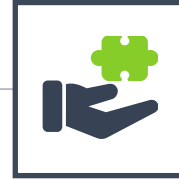
October 2020

Situation Analysis



Challenges

- COVID-19 landscape creates an uncertain economic climate and limits/prevents in-person communication.
- Customer satisfaction with Casitas' services undermines need for additional investment in expanded water supply sources.
- High level of water awareness amongst diverse and vocal customers and news media leads to increased scrutiny of decision-making.



Opportunities

- Longer runway to communicate the value of a diversified water supply portfolio.
- Customers view a reliable water supply as a high priority, providing a strong foundation for communicating the impacts of drought and climate change on the local way of life.
- High degree of trust in Casitas MWD as a responsible public agency can be leveraged in communicating Casitas' expert recommendations for future water security.

Our Objectives



Establish the need for greater investment in the region's future water security.



Elevate Casitas as a forward-looking and responsible partner that makes daily life possible for the thousands of people and hundreds of farms and businesses it serves.

Our Strategies



Educate customers on the long-term risks and vulnerabilities of relying on Lake Casitas alone



Promote individual Casitas projects already underway (i.e. pipeline replacements, Robles Forebay restoration, etc.)



Place into context the value of water conservation vs. a more diversified supply portfolio



Communicate the value of a connection to the SWP in securing the region's water future

The Audiences

Key Audiences

- Casitas retail and wholesale customers
- Casitas employees and vendors
- Neighboring water agencies
- News Media
 - VC Star, Ojai Valley News, Ojai Quarterly, Local TV & Radio
- Community organizations
- Schools
- Local businesses and organizations
- Local agricultural community
- Local NGO's and environmental advocacy organizations
- Local and regional public agencies
- Elected officials and key staff

Key Trigger Dates – September & October



Sept. (Sundays) – Certified Farmers Market

Sept. 1 – Ventura First Fridays

Sept. 3 – Protect Your Groundwater Day

Sept. 14-20 – Pollution Prevention Week

Sept. 27 – World Rivers Day

Sept. 30 – Channel Counties/Water Systems Luncheon

Sept. TBD – Completion of De La Garrigue Bridge

Oct. (Sundays) – Certified Farmers Market

Oct. TBD – Ojai Day

Oct. TBD – New LCRA Director Appointed

Oct. (Friday/Saturday Nights) – Boccali's pumpkin patch and haunted hayrides

Oct. 2 – Ventura First Fridays

Oct. 2-4 – Harvest Festival

Oct. 11-17 – Earth Science Week

Oct. 15 – Global Handwashing Day

Oct. 22 – SCWC Annual Meeting and Dinner

Oct. 24-25 – Ventura Marathon/Lace Up Running Series

Key Trigger Dates – November & December



Nov. (Sundays) – Certified Farmers Market

Nov. 3 – General Election

Nov. 6 – Ventura First Fridays

Nov. 7 – Ventura County Farm Day

Nov. 5-15 – Fall Film Festival

Nov. 30 – Construction Begins on West Ojai Pipeline

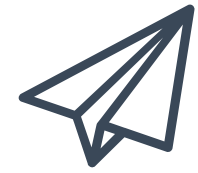
Dec. (Sundays) – Certified Farmers Market

Dec. 1-4 – ACWA Fall Conference 2020

Dec. 4 – Ventura First Fridays

Dec. TBD – State’s Decision on Ventura-Santa Barbara Counties Intertie Application

Tactical Execution – Strategy and Management



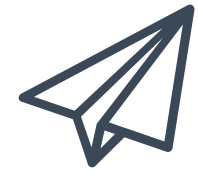
Create & Launch Branded Education Campaign

- **Campaign Name & Tagline:** Brainstorm simple, memorable campaign name and tagline centered on protecting Lake Casitas and ensuring long-term water supply reliability
- **Logo:** Develop campaign logo for use across materials and content to support the campaign
- **Mascot:** Create a mascot and costume to use in conjunction with campaign and outreach efforts
- **Message Platform:** Revise and update message platform to serve as the overarching campaign narrative throughout materials
- Prioritize and manage outreach to Casitas customers, local businesses, elected officials, and other stakeholder groups using the foundational and promotional materials
- Leverage natural trigger dates such as key board votes/decisions, Casitas infrastructure projects, grants, water observances, elections, etc. as opportunities to send out press releases, post to social channels, and otherwise externalize the good work of the District
- Assess opportunities to participate in or host virtual workshops, tele-town halls and other events as opportunities to increase communication/transparency with customers

Ongoing Strategy & Management

- Participate in weekly planning calls to prioritize deliverables, plan for key trigger dates and share insights
- Assess opportunities to partner with local businesses to help amplify

Tactical Execution – Content Development



Customer Outreach Materials

- **Casitas Newsletter:** Develop fall 2020 newsletter featuring stories on the Board's decision to delay the bond measure, when to plant, Lake Casitas update, Robles Forebay restoration
- **Bill Inserts/Postcards:** Leverage monthly bill inserts and regular postcards to deliver timely updates:
 - Fire season safety
 - Conservation reminders and tips
 - Drought status/Lake Casitas level updates

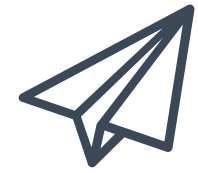
Foundational Materials

- **Fact Sheet Library:** Develop library of visually compelling fact sheets and FAQs to support education campaign:
 - Casitas' water supply overview
 - Conservation Cornerstone
 - 2020 projects at-a-glance
 - The future of Lake Casitas
- **Briefing Deck:** Create overview PowerPoint presentation for use in virtual stakeholder briefings
- **Issue Overview FAQ:** Develop in-depth FAQ overviewing the need for water supply diversification

Promotional/Paid Placements

- **Signage:** Develop promotional signage using campaign brand identity to draw attention/raise awareness of the campaign and need for investment in the region's water future:
 - Digital and print signage for local businesses
 - Mainstreet banners
 - Lawn signs
- **Giveaways:** Develop promotional materials for local stores, restaurants and businesses to use/provide to customers:
 - Facemasks
 - Reusable bags
 - Coasters
 - Hand sanitizer
- **Print Ads:** Use monthly OVN ad placements and occasional VC Star placements:
 - Positive story telling
 - Proactive information (local projects, construction impacts, etc.)
 - Amplify board decisions & votes, where appropriate

Tactical Execution – Social & Digital Outreach



Social Media

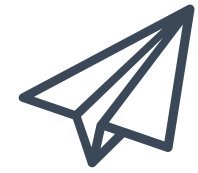
- **Social Content:** Create social cards and cadenced social media presence using Casitas' Facebook page:
 - "Lake Casitas Meter"
 - "Water Wise Wednesdays"
 - Customer testimonials
 - Feature infrastructure improvements/updates
 - Conservation webpage materials/information
- **Networking:** Post placements to Ojai Community Network Facebook Groups and local NextDoor groups
- **Paid:** Consider boosting followers and visibility through paid placements

Digital Content

- **Dedicated Webpage:** Create dedicated webpage within Casitas' website to house campaign information and materials

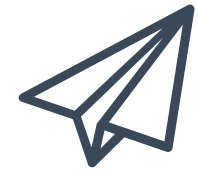
- **Whiteboard Video Series:** Develop series of three whiteboard videos to push out through social media, share during events and embed in outreach materials:
 - Why we need more water and where we can get it
 - Lake Casitas levels over time
 - Proposed project overview
- **PSAs:** Develop PSAs highlighting the ongoing need to conserve and other key messages to run at Lake Casitas Movie Nights and pitch to other local channels
- **Other Digital Resources:** Develop branded digital background to be used when participating in virtual hearings, meetings and events. Develop shareable widget/banner linking back to branded campaign webpage that partners and stakeholders can use on their own websites to show their support.

Tactical Execution – Partnerships & Events



- **Partnerships:** Partner with local business who can display in-store signage and use/give away campaign materials
 - Promote native vegetation and sensible irrigation with local nurseries and appropriate businesses
 - Promote any rebate campaigns with appropriate businesses
 - Promote the value of conservation
- **Leverage Community Events:** Setup a booth with campaign materials and giveaways and/or host community events as opportunities to increase communication and transparency with customers:
 - Ojai Day
 - Community lake level readings
 - Sunday farmers markets
 - Ojai Chamber Mixers
 - Boccali's pumpkin patch and haunted hayrides
 - Fall film festival
 - Lake Casitas Recreation Area events (water park, movie nights, etc.)
- **Virtual Townhalls & Workshops:** Explore opportunities to participate in or host virtual “workshops” with HOAs, community groups, schools, orgs and other stakeholder groups
- **Virtual Briefings:** Host one-on-one or small group briefings with targeted stakeholders

Tactical Execution – Earned Media



- **Press Releases:** Issue press releases around key trigger dates:
 - Election results (re-introducing the board)
 - Branded campaign milestones
 - 2021 forecast
 - District project completions/project milestones
 - Official drought monitor updates
 - Lake Casitas lake levels
 - Ventura river watershed litigation milestones
 - CWRP updates/public comment period extension
- **Op-eds:** Place bi-monthly op-eds in OVN and VC Star to elevate Casitas' voice as the trusted experts and forward-looking stewards of the region's limited water resources:
 - Yearend review and looking forward
 - Importance of planning for future water security
 - Conservation vs. Expanded Supply
 - "Pipe UP!": Why an Interconnection is Essential for Our Way of Life

Communications Tactics – Workplan

October 2020

Trigger Dates & Events

- **General:**
 - Oct. 22 – SCWC Annual Meeting and Dinner
 - TBD – Ojai Day
 - TBD – New LCRA Director Appointed
 - (Friday/Saturday Nights) – Boccali's pumpkin patch and haunted hayrides
- **Casitas**
 - Casitas Board Meetings – 2nd and 4th Wednesdays
 - Oct. 14
 - Oct. 28 – Present month-to-month timeline and baseline go-forward budget for the full Board's review
 - Public Relations Committee meeting – 3rd Thursday
 - Oct. 15 – Present updated fall newsletter, month-to-month timeline and baseline budget for the Committee's review
- **Water Observances/Events:**
 - Oct. 11-17 – Earth Science Week
 - Oct. 15 – Global Handwashing Day

Strategy and Management

- Develop Timeline – Month-to-month activities and deliverables to support the campaign
- Develop Workplan & Budget Forecast
- Create Campaign Message Platform
- Develop Education Campaign Brand (name, tagline, logo, mascot recommendations)

Content Development

Outreach

- Fall Newsletter

Media Relations

- Facebook Post – Global Handwashing Day
- OVN Ad – Using fall newsletter content

Communications Tactics – Workplan

November 2020

Trigger Dates & Events

- **General:**
 - Nov. (Sundays) – Certified Farmers Market
 - Nov. 3 – General Election
 - Nov. 7 – Ventura County Farm Day
 - Nov. 5-15 – Fall Film Festival
- **Casitas:**
 - Casitas Board Meetings – 2nd and 4th Wednesdays
 - Nov. 11 – Present draft message platform and brand for education campaign (name, tagline, logo, mascot recommendations)
 - Nov. 25 – Present Fact Sheet, FAQ and grassroots outreach recommendations for the full Board to review/approve
 - Public Relations Committee meeting – 3rd Thursday
 - Nov. 19 – Present Fact Sheet, FAQ and grassroots outreach recommendations for the Committee’s feedback
 - Nov. 30 – Construction Begins on West Ojai Pipeline

Strategy and Management

- Inventory opportunities for community partnerships/grassroots placements/materials leveraging trigger dates and events
- Inventory additional resources needed to support Lake Casitas drought education and awareness campaign (lawn signs, masks, banners, billboards etc.)

Content Development

- Develop Fact Sheet – Drought Awareness
- Develop FAQ – Planning for the Future: A Conversation with Our Community

Outreach

- Bill Insert – West Ojai Pipeline construction
- Conduct outreach to secure partnership opportunities

Media Relations

- Press Release – Election results (re-introducing the board)
- OVN Ad – Run/reformat the election results release as an ad

Communications Tactics – Workplan

December 2020

Trigger Dates & Events

- **General:**
 - Dec. (Sundays) – Certified Farmers Market
 - Dec. 1-4 – ACWA Fall Conference 2020
 - Dec. TBD – State’s Decision on Ventura-Santa Barbara Counties Intertie Application
- **Casitas:**
 - Casitas Board Meetings – 2nd and 4th Wednesdays
 - Dec. 9
 - Dec. 23 – Present webpage wireframe and fact sheet for the Board’s review
 - Public Relations Committee meeting – 3rd Thursday
 - Dec. 17 – Present grassroots outreach schedule, website wireframe and fact sheet for the Committee’s review

Strategy and Management

- Develop Grassroots Outreach Schedule – Based on the recommendations provided to the Board last month

Content Development

- Develop Wireframe – Branded education campaign webpage
- Develop Fact Sheet – Your District At Work (projects underway with the District)

Outreach

- Draft bill insert – Fact Sheet/FAQ

Media Relations

- Yearend Op-Ed
- Facebook Post – Happy holidays from Casitas (designed social card)
- OVN Ad – Happy holidays from Casitas

Communications Tactics – Workplan

January 2021

Trigger Dates & Events

- Casitas:
 - Casitas Board Meetings – 2nd and 4th Wednesdays
 - Jan. 13
 - Jan. 27 – Present updated draft education campaign webpage and whiteboard video script for the full Board’s review
 - Public Relations – 3rd Thursday
 - Jan. 21 – Present draft branded education campaign webpage and whiteboard video script for the Committee’s review

Strategy and Management

Content Development

- Develop Webpage – Branded education campaign webpage
- Develop Script – Whiteboard video: The Future of Lake Casitas/Securing our Water Future
- Design & Develop Signage & Promotional Outreach Materials – Mascot, masks, reusable bags, coasters, lawn/window signs, banners, etc.

Outreach

- Outreach to secure and expand community partnerships (ongoing)

Media Relations

- Develop OVN Ad – Fact Sheet/FAQ
- Expand Casitas Media List

Communications Tactics – Workplan

February 2021

Trigger Dates & Events

- Casitas:
 - Casitas Board Meetings – 2nd and 4th Wednesdays
 - Feb. 10 – Present draft outreach materials (Grassroots ad opportunities, masks, lawn signs, banners, billboards, etc.)
 - Feb. 24 – Present Whiteboard Video and Briefing Deck for the full Board’s review
 - Public Relations – 3rd Thursday
 - Feb. 18 – Present Whiteboard Video and Briefing Deck for the Committee’s review

Strategy and Management

Content Development

- Finalize Signage & Promotional Outreach Materials – Mascot, masks, reusable bags, coasters, lawn/window signs, banners, etc.
- Produce Whiteboard Video – The Future of Lake Casitas/Securing our Water Future
- Develop Outreach Materials – Grassroots ad opportunities, masks, lawn signs, banners, billboards, etc.
- Briefing Deck – Develop overview PPT for use in virtual stakeholder briefings

Outreach

- Launch Website – Branded education campaign
- YouTube – Paid promotion of whiteboard video linking back to campaign website
- Outreach to secure and expand community partnerships (ongoing)

Media Relations

- Facebook Post – Launching branded education campaign
- Press Release – Launching branded education campaign
- OVN Ad – Launching branded education campaign

Communications Tactics – Workplan

March 2021

Trigger Dates & Events

- Casitas:
 - Casitas Board Meetings – 2nd and 4th Wednesdays
 - March 10
 - March 24
 - Public Relations – 3rd Thursday
 - March 18 – Present spring newsletter copy and draft op-ed for the Committee’s review
 - Spring TBD – Revised CWRP

Strategy and Management

- Revised CWRP Release Strategy

Content Development

- Develop Spring Newsletter Copy
- Develop Campaign Social Cards – Suite of social cards and posting schedule

Outreach

- Provide local businesses with campaign materials (ongoing)
- Outreach to secure and expand community partnerships (ongoing)

Media Relations

- Draft and place Op-Ed – Importance of planning for future water security – address supply situation, district projects and need for greater investments in the region’s future water security
- OVN Ad – Fact Sheet/FAQ

Communications Tactics – Workplan

April 2021

Trigger Dates & Events

- **Casitas:**
 - Casitas Board Meetings – 2nd and 4th Wednesdays
 - April 14
 - April 28
 - Public Relations – 3rd Thursday
 - April 15 – Present designed draft of Spring Newsletter and copy draft of Conservation Fact Sheet for the Committee’s review
 - Spring TBD – Revised CWRP

Strategy and Management

Content Development

- Draft Conservation Fact Sheet – Do Your Part to Preserve Lake Casitas

Outreach

- Spring Newsletter
- Provide local businesses with campaign materials (ongoing)
- Outreach to secure and expand community partnerships (ongoing)

Media Relations

- Facebook Posts – Campaign Social Cards
- Develop OVN Ad – Using Spring Newsletter content

Communications Tactics – Workplan

May 2021

Trigger Dates & Events

- **Casitas:**
 - Casitas Board Meetings – 2nd and 4th Wednesdays
 - May 12 – Present designed draft of Conservation Fact Sheet for the Board’s review
 - May 26
 - Public Relations – 3rd Thursday
 - May 20 – Present Whiteboard Video Script for the Committee's review
 - Spring TBD – Revised CWRP

Strategy and Management

Content Development

- Design Conservation Fact Sheet
- Develop Whiteboard Video Script – The State Water Project

Outreach

- Provide local businesses with campaign materials (ongoing)

Media Relations

- Facebook Posts – Campaign Social Cards and Conservation Fact Sheet
- Develop OVN Ad – Conservation Fact Sheet content

Communications Tactics – Workplan

June 2021

Trigger Dates & Events

- **Casitas:**
 - Casitas Board Meetings – 2nd and 4th Wednesdays
 - June 9
 - June 23 – Present Conservation Side by Side and Whiteboard Video to the full Board for review
 - Public Relations – 3rd Thursday
 - June 17 – Present Conservation Side by Side and Whiteboard Video to the Committee for review

Strategy and Management

- November 2021 Bond Measure Planning
- Develop Virtual Stakeholder Briefing Plan – Series of virtual stakeholder briefings on the need for more water and the SWP solution

Content Development

- Produce Whiteboard Video – The State Water Project
- Draft Side by Side Comparison – Conservation vs. Additional Supplies – Conservation: Absolutely Necessary and Not Enough

Outreach

- YouTube Paid Promotion – Whiteboard Video – The State Water Project
- Provide local businesses with campaign materials (ongoing)

Media Relations

- Facebook Posts – Campaign Social Cards
- Develop OVN Ad – TBD
- Draft Op-Ed – The State Water Project

Recommended Budget

Outlined below is a proposed budget (for discussion with Casitas staff) that reflects the core deliverables included in this communications plan.

FHA Scope	
<ul style="list-style-type: none"> ➤ Strategy & Management ➤ Messaging & Content Development ➤ Outreach ➤ Media Relations <p>*Additional fees through June 2021 (after existing budget is used/applied).</p> <p>**A 7.5% administrative fee (covers basic expenses including accounting, online databases, distribution services, analytic programs, subscriptions, paywalls and phone) on professional fees will be applied.</p>	\$170,000
Direct Expenses	
Graphic Design	15,000
Whiteboard Videos (2)	10,000
Printing/Development of Promotional Materials	45,000
Newsletter Printing & Mailing (fall + spring newsletters, entire service territory)	70,000
Paid Social/Search Ads	5,000
Outdoor & Other Ad Buys	10,000
	Total Direct Expenses: \$155,000



Photo by John Carman



Casitas Fall 2020 Newsletter

Your District Board of Directors

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Connect with Us!

☎ 805-649-2251 (ext. 0)

✉ info@casitaswater.com

📘 @casitasmunicipalwaterdistrict

GM's Corner

Greetings,

I am pleased to bring you the Casitas Municipal Water District's fall newsletter: an update on the District's work to deliver quality service, a more secure water supply and public recreation opportunities. If you have received this newsletter it means you get some of your water from Lake Casitas, either directly from the District or indirectly through another provider.

- **Adjudication Update:** The Casitas Board of Directors continues to remain actively engaged in this critical local water rights lawsuit.
- **The District's Draft Comprehensive Water Resources Plan:** The draft plan was released earlier this summer with the goal of continued delivery of affordable high-quality water to our customers. The District is reviewing the feedback received and an updated draft of the plan will be released in 2021.
- **Casitas Projects Update:** The District continues to make excellent progress in several

important project areas including wildfire resiliency, the Robles Fish Screens and improvements to the Casitas drinking water distribution system.

- **Operations at the Lake Casitas Recreation Area:** Currently, the Lake Casitas Recreation Area (LCRA) is open to camping, vehicles, boats, walk-ins and a new feature: Movie Nights at Lake Casitas. The LCRA works with county health officials to manage the risk of COVID-19 spread, and we appreciate your patience as we navigate this unprecedented time.

We welcome any feedback you may have about our services. Please reach out at 805-649-2251 (ext. 0) or info@casitaswater.com.

Sincerely,

Mike Flood,
General Manager, Casitas Municipal Water District



A cooperative regional initiative on steelhead fisheries issues could proceed outside a costly court proceeding.

Adjudication Update

The District is actively defending and protecting the District's water rights as part of the ongoing Ventura River Watershed Adjudication process.

In 2014, Santa Barbara Channelkeeper sued the City of Ventura (City) for its groundwater pumping from the Ventura River and potential harm to the endangered Southern California Steelhead. In response, the City initiated a watershed adjudication, involving several water providers, many water groundwater producers and thousands of landowners in the Ventura River Watershed.

In September, the City along with other major groundwater pumpers released a Draft Stipulated Judgment and Physical Solution that raises questions for the future of local water rights, including those related to the District's operation of Lake Casitas.

The Draft Stipulated Judgment and Physical Solution also proposes a water management structure and related cost allocation that fails to recognize Casitas' nearly twenty years of public investment and stewardship to protect and preserve Southern California Steelhead. Under a federal 2003 Biological Opinion, Casitas constructed a state-of-the-art Fish Passage Facility at its Robles Diversion, and has significantly reduced its water supply diversions from the Ventura River into Lake Casitas in order to provide for required instream flows that mimic natural storms, to help the steelhead.

The document also includes many non-flow measures designed to improve steelhead habitat, along with a shared responsibility among local stakeholders. The Casitas Board of Directors supports a cooperative local effort for watershed management. However, the cooperative framework proposed in the Stipulated Judgment and Physical Solution should also involve cooperation on local water rights, and that begins with the City withdrawing its unproven water rights claims. A cooperative regional initiative on steelhead fisheries issues could proceed outside a costly court proceeding.

Casitas wants its customers and the broader Ventura River watershed community to know that Casitas will evaluate every fair and reasonable option to reach a resolution that protects the interests of the District on behalf of those we serve.

Casitas recently adopted a new City of Ventura Adjudication Charge which became effective on July 1, 2020 and now appears on customers' water bills to expressly fund the expense associated with the District's defense in the adjudication lawsuit.

We know many customers have questions about the proceedings. Since this is an active legal case, there are some details which must remain confidential. At the same time, we would like to share information that is publicly available, and encourage readers to visit our online resources to learn more: www.casitaswater.org/for-customers/adjudication-information.

Your District at Work: Project Updates



WILDFIRE RESILIENCY PROJECTS

The District is actively pursuing a \$5 million Federal Emergency Management Agency (FEMA) grant to purchase and install more than three megawatts of backup power for the District's three largest water pumping plants. These large generators will provide backup power during extended power outages caused by wildfires, earthquakes, and Edison's Public Safety Power Shutoffs (PSPS). This project will add a critical component to the District's current abilities to maintain water service and fire protection during natural disasters and other emergencies.



ROBLES FISH SCREEN PROJECT

This project involves the purchase, installation and testing of upgraded fish screens at the Robles Fish Passage Facility. The Facility was constructed in 2006 to enhance protection for the endangered Southern California Steelhead. The new and improved fish screens will improve the efficiency of the District's diversions to Lake Casitas while protecting the endangered Southern California Steelhead.

Learn more about diversions here: www.casitaswater.org/your-water/learn-about-diversions



OJAI WATER SYSTEM IMPROVEMENTS

Through a vote of Ojai's Golden State Water customers in 2013 and subsequent negotiations with the Golden State Water Company, the District acquired Golden State's Ojai Water System in June of 2017.

After the acquisition, Casitas took over management of the Ojai Water System, whose aging infrastructure produced leaks and water main breaks at a rate more than three times that of Casitas' existing system, requiring immediate action to avoid any disruption in water service.

To date, Casitas has now completed main replacement projects on Sunset, Ventura, Emily and Canada Streets replacing old and undersized pipelines, valves and service lines and upgrading fire hydrants.

These infrastructure improvement projects are funded through a voter-approved tax on properties within the Ojai Water System, and the District is proud that we are still able to provide our customers with affordable, high-quality water while maintaining significantly lower water rates.



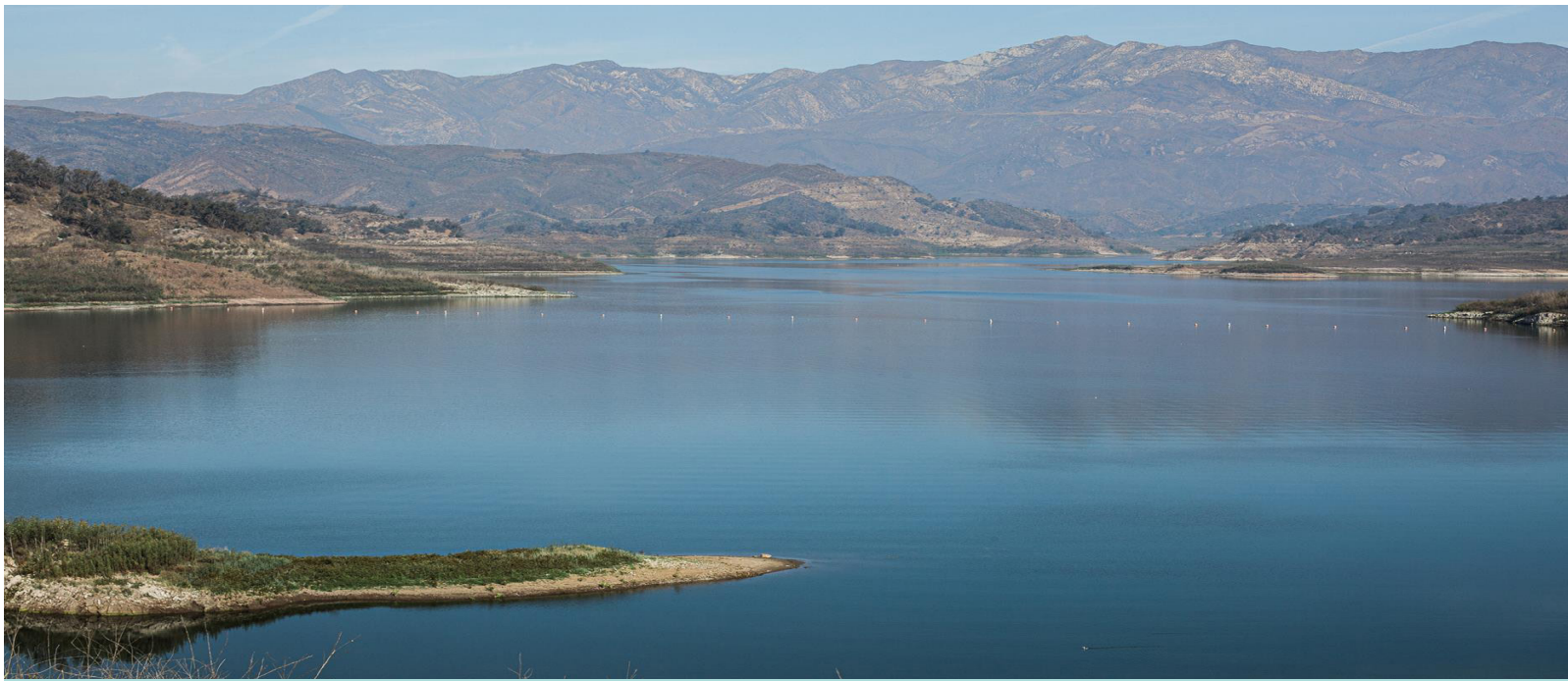
COMING SOON!

On November 30, the District will begin construction on the West Ojai Pipeline replacement project. Construction is expected to take four months and will cause some disruption to traffic while we work to upgrade vital infrastructure.

Conservation Tip

Don't forget to reduce your irrigation timers in fall and winter as plants don't require as much water!





Comprehensive Water Resources Plan

This June, the District released a draft of the plan we have been working on to protect our water supply in Lake Casitas and provide recommendations to secure our water future – the Comprehensive Water Resources Plan:

- Is the product of extensive study, research and public input.
- Found that, without action, Lake Casitas could be almost dry in the next six years if faced with continued drought conditions and higher temperatures.
- Assesses our community's ability to meet our immediate and future need for more water.
- Outlines a forward-looking approach to develop a more sustainable, secure and diversified water supply portfolio.

Planning for our region's water future is our responsibility, but it is also an ongoing conversation with our community, and the District is grateful that so many voiced their opinions on the plan. The District is reviewing your feedback and will be making significant updates to the plan to reflect what we have heard. The District will be releasing a new version in 2021 for additional input from our community.

For more information on the plan, please visit: www.casitaswater.org/your-water/casitas-water-security.