



LIVERMORE  
SCHOOL DISTRICT



WATER  
AGENCY



## 2025 NSPRA COMMUNICATIONS AWARDS

Gold Medallion

Entry Category:

### **Special Communication Project/Campaign**

Title of Entry:

### **Reimagining water education: The Zone 7 Water Academy's collaborative strategy**

*A joint project by:* **Livermore Valley  
Joint Unified School District**

Communication staff: 2

A public school district comprised of 19 schools, serving more than 13,000 students from transitional kindergarten through 12th grade, employing more than 1,400 people in the Tri-Valley region.

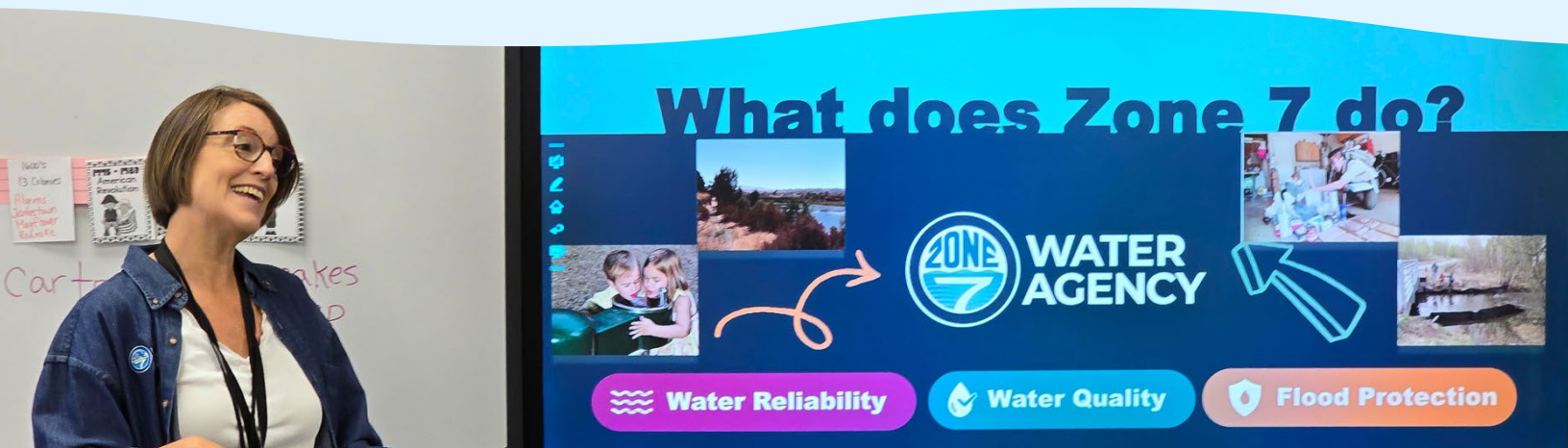
*In collaboration with:* **Zone 7 Water Agency,**

Communication staff: 1

A special district local government agency and the wholesale water supplier for the Livermore Valley Joint Unified School District and the broader Tri-Valley region, including 266,000 California residents.



# SYNOPSIS



## OVERVIEW

Local partners in California's Tri-Valley region—including water agencies, school districts and education specialists—share a commitment to educating future water champions. Through a strategic communications and marketing campaign, **Zone 7 Water Agency (Zone 7), Livermore Valley Joint Unified School District (LVJUSD)** and other local collaborators **have nearly restored participation in their once thriving water education program** to pre-pandemic levels while establishing a model for school outreach and environmental education.

## OUR CHALLENGE

Since 2007, Zone 7, the wholesale water provider for Tri-Valley communities, has empowered thousands of students to become water stewards. In partnership with four Tri-Valley school districts, including LVJUSD, the program **delivered 600 lessons annually before shifting online during the COVID-19 pandemic**. However, post-pandemic challenges made it difficult to regain traction.

## OUR DREAM



Zone 7 partnered with **Axiom of Purpose**, a purpose-driven marketing agency, and **Wilkins Works, Inc.**, educational consultants, to revitalize the program, aligning messaging, educational standards and outreach. Using Axiom's **DREAM approach** (Discover, Roadmap, Explore, Action, Measure), the collaboration showcases how public agencies can maximize impact with limited resources. As the educational program nears the end of its second school year since rebranding, LVJUSD remains a lead outreach partner, and together, **the team applies RPIE (Research, Planning, Implementation, and Evaluation) best practices** to ensure continued program growth.

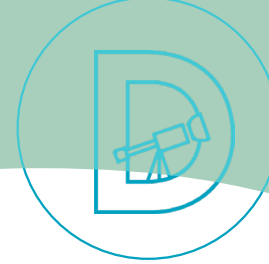
## INTRODUCING THE WATER ACADEMY

Our school outreach program was **rebranded for the 2023-24 school year as Zone 7 Water Academy**, formerly known as the Kid Zone Schools Program - **designed to teach kids to be water-savvy today so they can become water-wise adults for generations to come**. To reengage schools in proactive water education, we reintroduced interactive lessons to local school districts that inspire lifelong water champions. Designed and taught by certified educators, these lessons align with K-12 Next Generation Science Standards, ensuring they are both engaging and academically rigorous.





# DISCOVER: Researching Challenges and Opportunities



We began the **DREAM** process with our **DISCOVER** phase using a structured research plan designed to rebuild awareness and credibility of Zone 7's educational program to foster water stewardship in the Tri-Valley region. Using a mix of quantitative and qualitative methods, we reviewed existing and new data, analyzed our findings and shared key insights within our collaborative team. This process helped us gather diverse perspectives from our audience and program partners to:

## Understand Perceptions & Barriers:

- **Stakeholder Interviews:** Identified post-COVID challenges such as high teacher turnover, evolving student standards, and shifting classroom priorities that limit local engagement.
- **Program developer interviews:** Highlighted the need for a rebrand to **better connect with teachers, who are the primary decision-makers** in adopting classroom programs.

## Measuring Trends and Engagement:

- **Historical data review:** Revealed a significant decline in participation during the pandemic, even after students returned to in-classroom instruction, underscoring the need for renewed outreach efforts.
- **Website analytics:** Showed strong engagement with online lessons from outside the region, signaling opportunities to expand program reach.

- **Program Engagement Metrics:** A closer look at program engagement highlighted impressive retention rates, with teachers who brought the program into their classrooms being highly likely to continue participating year after year, reinforcing the importance of teacher buy-in.

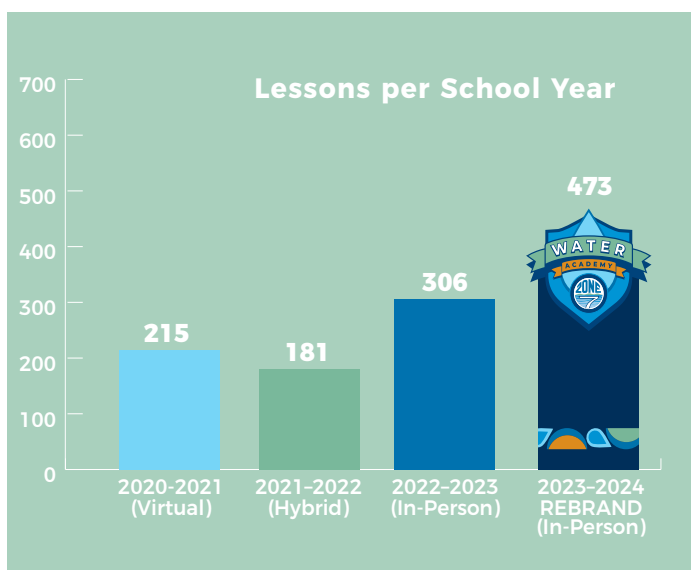
## Assessing Brand Effectiveness:

- **Communications Audit:** Evaluated KidsZone branding, finding it was primarily targeted at students rather than educators.
- **Survey data:** Revealed teacher attrition resulted in a loss of brand recognition and trust in what was once a well-established program.

By analyzing demographic information, measurable trends and engagement data, we aimed to understand key barriers and opportunities for strengthening relationships with schools and expanding program impact.

As we now move into the ongoing phase of the educational program in our second school year, we are deepening our research efforts to surpass pre-pandemic participation levels through continuous measurement and engagement strategies. The team has integrated an annual **DISCOVER** phase into its communications strategy, reviewing key metrics at the end of each school year and conducting quarterly evaluations throughout the year.

This ongoing assessment, highlighted in the **MEASURE** phase of our **DREAM** approach, ensures that data-driven insights continue to shape program improvements, strengthening engagement with school leaders, educators and students while fostering long-term water stewardship in the Tri-Valley region.





# ROADMAP: Laying Out a Plan for Success



Building on insights from the **DISCOVER** phase, the next step in our **DREAM** approach focuses on a teacher-centered marketing and communications plan while maintaining the program's commitment to impactful student learning. As the foundation of our strategic planning, the **ROADMAP** phase sets objectives, identifies target audiences and key messages, and maps out tactics for effective outreach and engagement. First used to launch the rebranded Zone 7 Water Academy, the **ROADMAP** is updated annually and adapted for smaller campaigns, outlining creative assets for the **EXPLORE** phase. See Supplemental Examples: Water Academy Roadmaps.

Our goals, strategy, objectives and audience provide a foundational framework that is reevaluated annually. As we prepare for the 2025-2026 school year, and future campaign roadmaps, these core elements will guide our approach while allowing for strategic refinements.

## OUR GOAL:

Rebuild awareness and credibility of **Zone 7's educational program** to foster **water stewardship in the Tri-Valley region**, surpassing pre-pandemic participation levels.

## BUDGET BREAKDOWN:

|   |          |
|---|----------|
| Strategy & Brand Development              | \$7,500  |
| Content Development & Creative Production | \$10,500 |
| Implementation Support                    | \$7,500  |
| Total                                     | \$25,500 |

## OUR STRATEGY:

- **Shift from student-focused to teacher-centered communications** to strengthen program adoption.
- **Rebrand the program** as the **Water Academy**, modernizing its identity to better align with curriculum needs.
- **Standards-aligned lesson plans** that emphasize interactive, hands-on learning. Designed and taught by certified educators, these lessons align with K-12 Next Generation Science Standards, ensuring they are both engaging and academically rigorous.
- **User-friendly digital platform** to streamline sign-ups and increase accessibility for educators.

## OUR OBJECTIVES:

- **Increase in-classroom visits by 50% year-over-year** through strategic outreach and incentives.
- **Boost teacher participation** by offering meaningful rewards and making the incentive program easy to participate in.

## OUR AUDIENCE:

The **Water Academy** engages a diverse audience across **Livermore, Pleasanton, San Ramon, and Dublin school districts**, ensuring **teachers, students, and families** benefit from **engaging, standards-aligned water education** that fosters long-term water stewardship.

### Primary audience: Teachers

- **K-12 teachers in Livermore, Dublin, Pleasanton & San Ramon** – The primary participants of the program, responsible for integrating **interactive water education** into their classrooms. Key teacher groups include: both **new and returning teachers from elementary and middle school science and classrooms**.
- **Educational specialists and Curriculum coordinators** at the administrative level.



## Secondary audience: Parents and families

Parents of primary and secondary school-age children play a vital role in reinforcing water conservation habits at home. Water Academy outreach engages families through: **family science nights, community events** and **school-based engagement**.

## Students as water champions at home

Water Academy lessons don't stop in the classroom. Students **take what they learn about water conservation and sustainability** home, becoming **water champions** in their own households.

## LVJUSD audience: School and District Leadership - NEW 2025-2026 Academic Year

A **middle-out strategy** ensures that engagement is driven from **both the classroom and institutional leadership levels**. This approach supports educators while securing **institutional buy-in** to sustain and expand the program over time.

- **Principals and administrators** – School leaders who influence program adoption and support water education at the building level. Their role includes **encouraging teacher participation**, allocating time for lessons, and integrating environmental education into broader school initiatives.
- **District communications and outreach teams** – Key players in **disseminating Water Academy resources** through official district communication channels, increasing teacher awareness and engagement.
- **Instructional leaders and educational services teams** – Work to ensure water education remains **aligned with curriculum standards** and supports **long-term district priorities**.

By prioritizing **teachers**, while engaging **school leaders, district teams, and families**, the **Water Academy builds a network of educators and community advocates** committed to water sustainability—ensuring students carry their water stewardship lessons beyond the classroom and into their homes for generations to come.

# EXPLORE: Rebranding & Creative Development



Once we outline our **ROADMAP** to success for the program and each promotional campaign, we then **EXPLORE** creatively by using our strategic foundation to **brainstorm** different concepts, develop a final visual identity, and apply our final concept to both copywriting and design elements. As part of repositioning the program, the team recognized the need for a comprehensive rebrand to align the initiative with modern educational standards and messaging strategies.

## REBRANDING & LAUNCH PREPARATION

Strategic planning laid the foundation for the rebranded Zone 7 Water Academy, creating a cohesive and engaging program identity. Key activities during this phase included:

- **Transitioning from KidsZone to Water Academy:** Establishing a name and identity that emphasized a more structured, educator-driven, and academic approach to water education.
- **Brand development:** Creating a **new logo, promotional materials, and messaging framework** to enhance recognition and engagement.
- **Visual & messaging strategy:** Developing **teacher-friendly language** and visual assets to improve credibility and program adoption, reintroducing interactive lessons to local school districts that inspire lifelong water champions.
- **Digital enhancements:** Upgrading the **website and sign-up process** to ensure ease of access for educators.



# ACTION: Implementing the Water Academy



Once all assets were ready, we moved into **ACTION**—executing plan tactics, reaching out to teachers, and posting on social media. With assets finalized, the team launched a comprehensive implementation strategy to maximize program reach and engagement. Since teachers are the primary audience for the Water Academy, outreach efforts prioritized a bottom-up communications strategy—directly engaging educators while district communication structures played a supportive role, ensuring alignment with priorities and maximizing visibility.

Building on this foundation, today's approach includes multi-channel outreach, leveraging district communication networks, and engaging key stakeholders to promote the program within the district.

## MULTI-CHANNEL PROMOTIONAL CAMPAIGN

Launched during the **2023-2024 Academic Year**, promotion **continues year-round**, leveraging:

- **Email newsletters, social media outreach, and targeted paid media** focused on teachers in the geographic area.
- **January-February campaigns** offering mid-year resources to sustain momentum.
- **Community outreach through direct communications to school administrators**, supporting teacher participation and encouraging engagement in **school events** like family nights, science fairs, and workforce discovery days.

## INCENTIVES & REWARDS PROGRAM

- **Gift card incentives** are available **year-round**, with intensified promotions during key **sign-up periods (August-September and January-February)**.
- **Ongoing refinements** to incentive offerings based on educator preferences and feedback ensure continued effectiveness.

## SURVEYS & TESTIMONIALS

- **Quarterly feedback (October, December, March, June)** drives **continuous program improvements** and ensures ongoing relevance.
- **Teacher testimonials** are regularly featured in **newsletters, social media images, and video content**, keeping the curriculum's impact at the forefront and inspiring broader participation.

## WEBSITE TRAFFIC OPTIMIZATION

- **Monthly analysis of website data** ensures continuous monitoring of engagement and campaign effectiveness.
- **Insights guide ongoing adjustments** to communication strategies, ensuring outreach remains effective and relevant.

## PROGRAM OUTREACH & IMPLEMENTATION

The **Water Academy's success is driven by a hands-on outreach approach**, ensuring direct engagement with teachers, students, and families. **Educational consultants play a key role in personal outreach to schools**, forwarding newsletters and flyers, facilitating teacher sign-ups, and personally delivering classroom lessons. By **bridging direct educator engagement with strategic district communication channels**, the program sustains **strong participation and awareness across schools**.

Educational consultants:

- **Deliver in-classroom lessons**, providing high-quality, interactive experiences for students.
- **Serve as liaisons between schools, LVJUSD, and Zone 7**, fostering ongoing relationships with teachers and administrators.



## OUTREACH EVENTS

Beyond classroom engagement, the **Zone 7 Water Academy connects with students, families, and educators** through **community events that foster water awareness and strengthen school partnerships**. These outreach efforts have **engaged thousands** across the Tri-Valley region:

- **Science & family nights** at multiple elementary schools, reaching **hundreds of students and families** at each event.
- **Career events including Granada High School CTE Career Fair** reaching over 205 high school students.
- **Ag Day hosted at Livermore High School** connected with over 250 third graders and their teachers.
- **Earth Day & STEM Events** engaging **students of all ages**, reinforcing environmental education through hands-on activities.
- Participation in the **Livermore Science Odyssey**, where **students explore real-world applications of water science**.

By participating in these **high-impact school and community events**, the **Water Academy strengthened engagement, increased program visibility and reinforced its role in building future water stewards**.

## MULTI-LAYER DISTRICT COMMUNICATIONS

The **LVJUSD Community Engagement Department** plays a key role in **supporting** the Water Academy by ensuring information about the program is strategically communicated through district channels. While teachers remain the primary audience, **district communication structures amplify program visibility** and reinforce engagement through existing networks.

To maximize communication efforts:

- **Multiple communication channels** are used, including the district website, mobile app, tri-annual newsletter (The Grapevine), Facebook, Instagram, and direct email outreach.
- **The district serves as a conduit** to share information with teachers and school leaders, while external partners lead direct engagement efforts.
- **Internal communication structures ensure alignment**, allowing staff to effectively share and receive key program updates.

To reach **1,400 district employees**, LVJUSD distributes two weekly newsletters:

- **One for district and school leadership**, providing guidance on key updates and sharing relevant information for distribution to their teams.
- **One for all staff**, delivering broader updates across departments and schools.

These newsletters, hosted in **collaborative Google Docs**, **limit the open rate and click-through data collection**, but **provide qualitative insights into communication effectiveness** and serve as an **efficient tool for multiple departments** to contribute to the distribution of key information directly.

## ENHANCING COLLABORATION FOR GREATER IMPACT

By leveraging district communication structures strategically while prioritizing direct teacher outreach, the Water Academy ensures **strong engagement, long-term sustainability and continued growth**. The combined efforts of LVJUSD, Zone 7 and external partners ensure that water education remains **accessible, relevant and impactful for educators and students alike**.



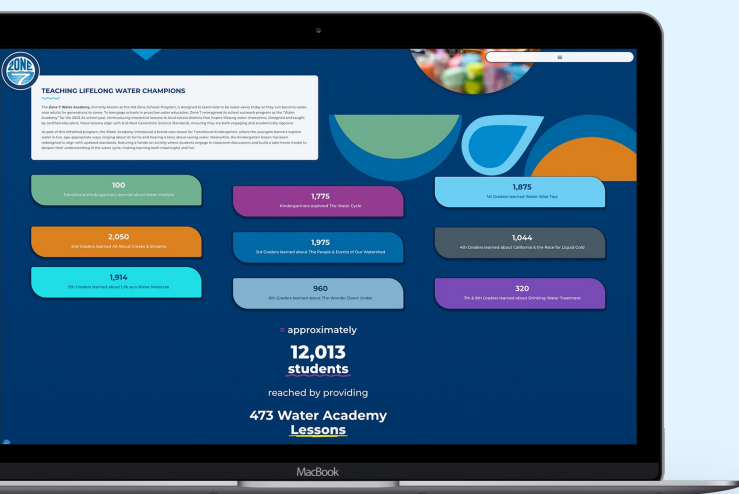
# MEASURE: Evaluating & Scaling for the Future



To evaluate the success of our communications and marketing strategy, we **MEASURE** our progress by continuously tracking Key Performance Indicators (KPIs) across multiple time periods. Given that the Water Academy is a multi-partner initiative, we evaluate data through various reporting structures, ensuring a comprehensive and real-time understanding of impact.

We assess program effectiveness by setting clear KPIs at the onset of each initiative and measuring outcomes through:

- **School-year metrics** – Reflecting teacher adoption and re-engagement, grade-level lessons delivered, and school participation, ensuring the program continues to meet the needs of educators and students.
- **Annual program objectives** – Aligned with Zone 7's fiscal year (July 1 – June 30) for year-over-year tracking.
- **Campaign-specific KPIs** – Key performance Indicators defined before each initiative, such as the first paid digital media campaign roadmap measuring website traffic closely in an interactive dashboard



Annual Report

## A Model for Collaborative Communications

The Water Academy is more than a revitalized program—it is a **strategic investment in school capacity-building long-term environmental education**. By pooling expertise and resources, LVJUSD and Zone 7 did more than restore participation—they created a model for sustainable, teacher-led water education. As the program continues to expand, it stands as a **leading example of how public-sector partnerships can drive lasting community impact**—ensuring today's students become water-wise leaders of the future.



Interactive Dashboard

## EXPANDING WITH A MIDDLE-OUT STRATEGY

A middle-out strategy leverages mid-level leadership—those who have both the authority to implement change and the direct relationships to influence participation—to embed water education into instructional planning in a way that is both practical and scalable. This approach bridges the gap between classroom engagement and district-wide priorities, ensuring **long-term sustainability despite potential budget or policy shifts**.



STRATEGIC NEXT STEPS

Before the close of the 2024-2025 school year, the team met to review this nomination and prepare for the upcoming academic cycle. LVJUSD’s communications and outreach team, in collaboration with Zone 7, outlined key next steps to integrate the Water Academy and sustain participation:

- **Strengthening integration into instructional planning:** Engaging curriculum specialists and educational services teams will ensure that water education remains aligned with upcoming science standards and is embedded in long-term district priorities. For example, the Climate Literacy Resolution, recently passed by LVJUSD, provides a natural pathway to position the Water Academy within the district’s sustainability and environmental education framework.
- **Empowering school-based leadership:** With principals and site-level administrators playing a critical role in shaping school culture, providing them with an overview of ready-to-use materials and structured lesson-planning support will drive broader participation in all schools at all grade levels, better mitigating the impact teacher attrition has on the program and potentially onboarding new teachers to the program.
- **Adapting to potential budget constraints:** With possible reductions in district-wide communications and outreach, Zone 7 will continue to take on outreach responsibilities, with strategic district-level engagement focused on ensuring Title I schools have access to Water Academy resources. Strengthening school-based leadership and curriculum integration will also create a more self-sustaining model, reducing reliance on district-wide coordination.

The Water Academy is **restoring participation** and **establishing a replicable model** for public-sector partnerships that **maximize impact with limited resources**.

SUPPORTING MATERIALS

Research

|           |  |
|-----------|--|
| 2017-2018 | <b>School Program Summary</b><br>SP 143 in Dublin<br>SP <b>149 in Livermore</b><br>SP 165 in Pleasanton<br>SP 41 in San Ramon (Dougherty Valley)         |
| 2018-2019 | <b>School Program Summary</b><br>SP 188 in Dublin<br>SP <b>165 in Livermore</b><br>SP 174 in Pleasanton<br>SP 55 in San Ramon (Dougherty Valley)         |
| 2019-2020 | <b>Summary Scheduled Pre-Pandemic</b><br>SP 237 in Dublin<br>SP <b>179 in Livermore</b><br>SP 169 in Pleasanton<br>SP 44 in San Ramon (Dougherty Valley) |
| 2019-2020 | <b>Schools Program Summary</b><br>SP 183 in Dublin<br>SP <b>144 in Livermore</b><br>SP 136 in Pleasanton<br>SP 55 in San Ramon (Dougherty Valley)        |
| 2020-2021 | <b>Schools Program Summary</b><br>SP 93 in Dublin<br>SP <b>60 in Livermore</b><br>SP 57 in Pleasanton<br>SP 36 in San Ramon (Dougherty Valley)           |
| 2021-2022 | <b>Schools Program Summary</b><br>SP 88 in Dublin<br>SP <b>40 in Livermore</b><br>SP 38 in Pleasanton<br>SP 20 in San Ramon (Dougherty Valley)           |
| 2022-2023 | <b>Schools Program Summary</b><br>C 87 in Dublin<br>C <b>122 in Livermore</b><br>C 77 in Pleasanton<br>C 19 in San Ramon (Dougherty Valley)              |
| 2023-2024 | <b>Schools Program Summary</b><br>C 155 in Dublin<br>C <b>165 in Livermore</b><br>C 111 in Pleasanton<br>C 42 in San Ramon (Dougherty Valley)            |
| 2024-2025 | <b>Schools Program Summary - Projected</b><br>C 156 in Dublin<br>C <b>139 in Livermore</b><br>C 91 in Pleasanton<br>C 40 in San Ramon (Dougherty Valley) |

\*C=Classes





## 2024-2025 TO DATE LVJUSD RESULTS

| School                        | City      | TK | K | 1 <sup>st</sup> | 2 <sup>nd</sup> | 3 <sup>rd</sup> | 4 <sup>th</sup> | 5 <sup>th</sup> | 6 <sup>th</sup> | 7 <sup>th</sup> | 8 <sup>th</sup> |
|-------------------------------|-----------|----|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Altamont Creek Elementary     | Livermore | x  | x |                 |                 | x               |                 |                 |                 |                 |                 |
| Arroyo Seco Elementary        | Livermore |    | x | x               | x               | x               |                 | x               |                 |                 |                 |
| Christensen Middle School     | Livermore |    |   |                 |                 |                 |                 |                 |                 |                 |                 |
| Croce Elementary              | Livermore |    |   | x               | x               | x               |                 | x               |                 |                 |                 |
| East Avenue Middle School     | Livermore |    |   |                 |                 |                 |                 |                 |                 |                 |                 |
| Joe Mitchell TK-8             | Livermore | x  | x | x               | x               | x               |                 | x               | x               |                 | x               |
| Junction Avenue TK-8          | Livermore | x  | x |                 | x               |                 |                 | x               |                 | a               | a               |
| Lawrence Elementary           | Livermore |    |   |                 |                 |                 |                 |                 |                 |                 |                 |
| Marilyn Steam Academy         | Livermore |    |   | x               |                 | x               |                 |                 |                 | x               | x               |
| Mendenhall Middle School      | Livermore |    |   |                 |                 |                 |                 |                 |                 |                 |                 |
| Rancho Las Positas Elementary | Livermore | x  |   |                 | x               |                 |                 | x               |                 |                 |                 |
| Smith Elementary              | Livermore | x  |   | x               |                 | x               | x               |                 |                 | x               |                 |
| St. Michael                   | Livermore |    |   | x               |                 |                 |                 |                 |                 | x               |                 |
| Sunset Elementary             | Livermore | x  |   | x               |                 | x               |                 | x               |                 | x               | x               |
| Jackson Avenue Elementary     | Livermore |    | x |                 | x               |                 |                 | x               |                 |                 |                 |

\*a=Art Class





## COMPLETE BRAND TOOLKIT

New Logos

## Introducing:

# ZONE 7 WATER ACADEMY

A new identity and fresh collateral for Zone 7's education program.

**MONTSERRAT BOLD** Medium Light

Color Palette

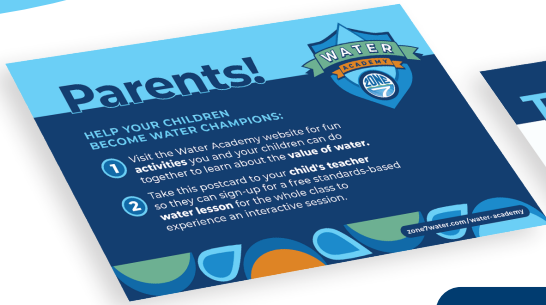
Font Styles

Previous Logo

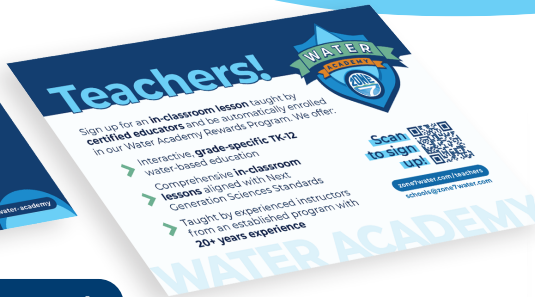




## MARKETING & COLLATERAL REBRAND



Postcard

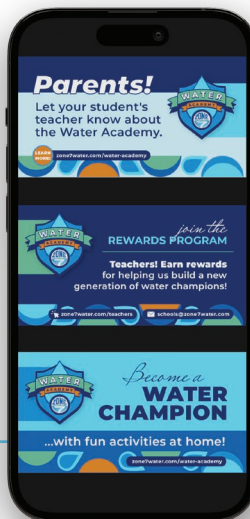


### One Sheet

#### TEACHER-FOCUSED



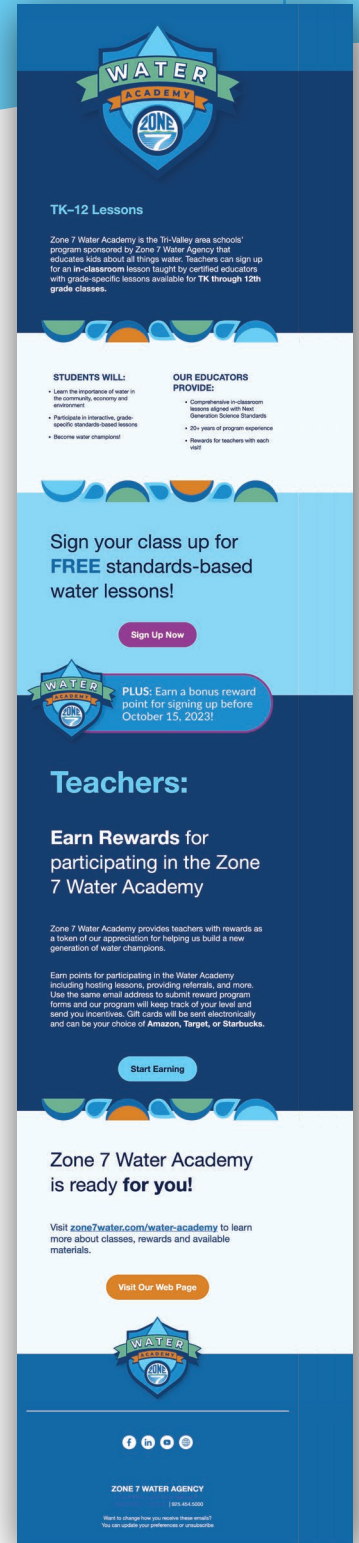
Social Media Graphics



Facebook Reel



Supporting Materials | 12



EBlast Template



| Outlet                                     | Detail                | Monthly Cost | Impressions | CPM     | Jan       | Feb            | Mar   | Apr            | Total   | Gross Impressions |
|--|-----------------------|--------------|-------------|---------|-----------|----------------|-------|----------------|---------|-------------------|
| PAID MEDIA                                 |                       |              |             |         |           |                |       |                |         |                   |
| Digital Display Ads/Pay-Per-Click          |                       |              |             |         |           |                |       |                |         |                   |
| Google Ads PPC                             | Display ads/SEM       | \$200.00     | 300,000     | \$0.67  | 1         | 1              | 1     |                | \$ 600  | 900,000           |
| Linkedin                                   | Sponsored ads         | \$300.00     | 10,000      | \$30.00 | 1         | 1              | 1     |                | \$ 900  | 30,000            |
| Social Media Boosting/Pay-Per-Click        |                       |              |             |         |           |                |       |                |         |                   |
| Facebook/Instagram (Meta)                  | Sponsored Content/PPC | \$200.00     | 30,000      | \$6.67  | 1         | 1              | 1     |                | \$ 600  | 90,000            |
| Media Subtotal                             |                       |              |             |         | \$700     | \$700          | \$700 | \$0            | \$2,100 | 1020000           |
| 15% Agency Administration Fee              |                       |              |             |         |           |                |       |                | \$315   |                   |
| Paid Media Budget:                         |                       |              |             |         | 1,020,000 | Projected CPM: |       |                | \$2,415 |                   |
| EARNED                                     |                       |              |             |         |           |                |       |                |         |                   |
| Print                                      |                       |              |             |         |           |                |       |                |         |                   |
|  | Press release/pitch   | \$0.00       | 1           | \$0.00  |           |                |       |                |         | 0                 |
| Online                                     |                       |              |             |         |           |                |       |                |         |                   |
|  | Press release/pitch   | \$0.00       | 1           | \$0.00  |           |                |       |                |         | 0                 |
| Broadcast                                  |                       |              |             |         |           |                |       |                |         |                   |
|  | Press release/pitch   | \$0.00       | 1           | \$0.00  |           |                |       |                |         | 0                 |
| SHARED MEDIA                               |                       |              |             |         |           |                |       |                |         |                   |
| Social Media                               |                       |              |             |         |           |                |       |                |         |                   |
| Facebook                                   | Organic content       | \$0.00       | 1           | \$0.00  |           |                |       |                |         | 0                 |
| Instagram                                  | Organic content       | \$0.00       | 1           | \$0.00  |           |                |       |                |         | 0                 |
| YouTube                                    | Organic content       | \$0.00       | 1           | \$0.00  |           |                |       |                |         | 0                 |
| OWNED MEDIA                                |                       |              |             |         |           |                |       |                |         |                   |
| Websites                                   |                       |              |             |         |           |                |       |                |         |                   |
| Landing page/home page rotating banner ads |                       | \$0.00       | 1           | \$0.00  |           |                |       |                |         | 0                 |
| PROJECTED GRAND TOTALS:                    |                       |              |             |         |           |                |       |                | \$2,100 | 1,020,000         |
|  |                       |              |             |         |           |                |       | Projected CPM: |         | \$2.06            |



## Q1 Media Budget

|                            |  |   |
|----------------------------|--|---|
|                            |  | Zone 7   Water Academy Launch<br>One-Page Marketing Roadmap<br>August 1, 2023 |
| Campaign Objectives        | Launch the rebranded Zone 7 Water Academy program to increase the number of in-classroom visits, conduct ongoing outreach and encourage incentives   |   |
| Target Audience            | Primary: Teachers in Livermore, Pleasanton, and San Ramon school districts<br>Secondary: Parents of primary and secondary school age children  |   |
| Timeframe                  | Primary: August 17, 2023 - October 15, 2023  |   |
| Promotional Materials      | <ul style="list-style-type: none"> <li>New program <a href="#">Logos</a> in color and B&amp;W</li> <li><a href="#">Letterhead</a> in portrait and landscape</li> <li>6x4" Postcard for parents/teachers - <a href="#">Print version</a>/<a href="#">Email version</a></li> <li>8.5x11" One-sheet for teachers - <a href="#">Print version</a>/<a href="#">Email version</a></li> <li>1200x630 Social graphics - <a href="#">Teacher Sign-up/Rewards/Parent prompts/Activities</a></li> <li><a href="#">Launch Email</a>/MailChimp Template</li> <li>Website Banners - <a href="#">Landing Page for Teachers/Rewards/Activities</a></li> <li>Website Homepage <a href="#">Slider 1/Slider 2</a></li> <li>Full Length Program Video (in editing)</li> <li>Teacher Focused <a href="#">Blog</a> (updated)</li> <li><a href="#">Press release</a> - announce the availability of program/rewards</li> <li>Presentation template</li> </ul> |   |
| PESO Outreach Plan         | Paid Media <ul style="list-style-type: none"> <li>Facebook boosting \$100</li> <li>YouTube promotion \$100</li> <li>Google ads - TBD (On Hold)</li> </ul> Earned Media <ul style="list-style-type: none"> <li>Press release - sent September 7, 2023</li> </ul> Shared Media <ul style="list-style-type: none"> <li>Facebook Posts - weekly</li> <li>LinkedIn Posts - weekly</li> <li>YouTube - post updated video and new reel</li> </ul> Owned Media <ul style="list-style-type: none"> <li>Drive traffic to updated website</li> <li>Send Launch E-blast in MailChimp September 7</li> <li>Reminder email beginning of October</li> </ul>   |   |
| Key Performance Indicators | <ul style="list-style-type: none"> <li>Increase local traffic to Water Academy section of website</li> <li>Increase awareness, engagement and video views on YouTube/Facebook</li> <li>Increase classroom registrations to pre-pandemic peak of 660</li> <li>2023: 215 virtual only/2022: 181 hybrid/2023: 309/2024: see this as of 4/27 1/2</li> <li>Rewards program participation (Baseline goals in spreadsheet)</li> </ul>   |   |



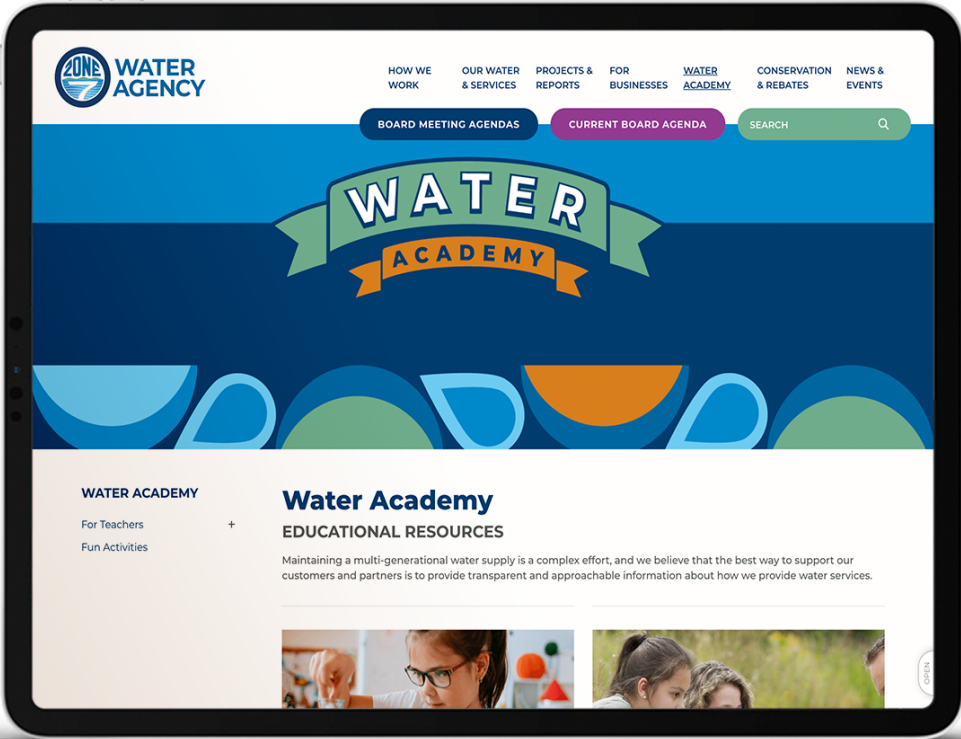
## Campaign Launch Roadmap

|                            |  |  |
|----------------------------|--|--|
|                            |  | Zone 7   Water Academy Launch<br>One-Page Marketing Roadmap<br>Q1 2023 |
| Campaign Objectives        | Promote the rebranded Zone 7 Water Academy program to increase the number of in-classroom visits, conduct ongoing outreach and encourage incentives  |  |
| Target Audience            | Primary: Teachers in Livermore, Pleasanton, and San Ramon school districts<br>Secondary: Parents of primary and secondary school age children  |  |
| Timeframe                  | Primary: 01/01/2023 - 03/31/25   |  |
| Promotional Materials      | <ul style="list-style-type: none"> <li><a href="#">Digital Paid Media</a></li> <li><a href="#">Digital flyer</a> for Pechar with current events</li> </ul>   |  |
| PESO Outreach Plan         | Paid Media <ul style="list-style-type: none"> <li>Facebook/Instagram (Meta) Pay-per-click - \$ 600</li> <li>Google ads - \$600</li> <li>LinkedIn ads -</li> </ul> Earned Media <ul style="list-style-type: none"> <li>Press release - N/A</li> </ul> Shared Media <ul style="list-style-type: none"> <li>Facebook Posts - weekly</li> <li>LinkedIn Posts - weekly</li> <li>YouTube - post updated video and new reel</li> </ul> Owned Media <ul style="list-style-type: none"> <li>Drive traffic to updated website</li> <li>Send Launch E-blast in MailChimp/Pechar September 7</li> <li>Reminder email beginning of October</li> </ul> |  |
| Key Performance Indicators | <ul style="list-style-type: none"> <li>Increase local traffic to Water Academy section of the website</li> <li>Increase awareness, engagement and video views on YouTube/Facebook</li> <li>Increase classroom registrations to pre-pandemic peak of 660</li> <li>Increase Rewards program participation</li> <li>Projected Gross Impressions 1,020,000 / CPM: \$2.06</li> </ul>  |  |

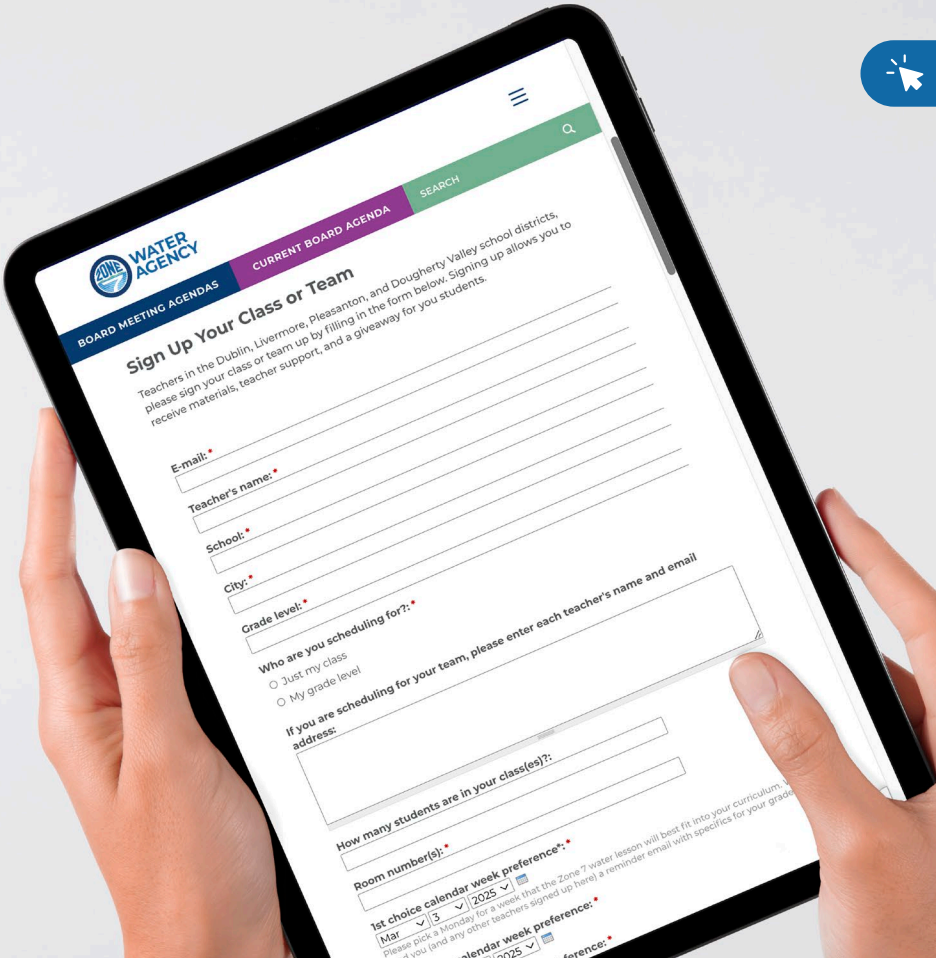
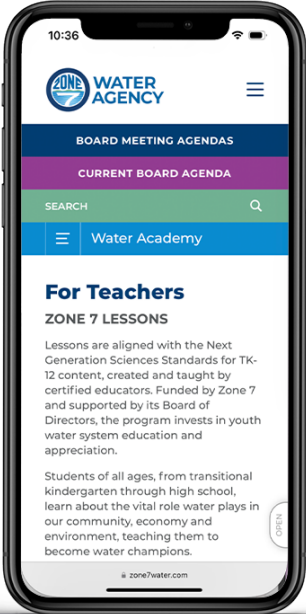


## Current Q1 Roadmap





Website Refresh



NEW Sign Up Form



# CURRICULUM OVERVIEW



## The Wonder Down Under

A PRESENTATION BY  
ZONE 7 WATER AGENCY

## What does Zone 7 do?



 Water Reliability
  Water Quality
  Flood Protection




## Access to Safe Water



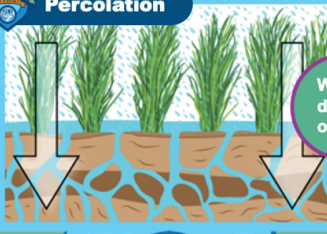


**POLLUTION CONTRIBUTES TO SCARCITY**


884 million people don't have access to safe water. That's about one-eighth of the world's population.



## Percolation





Water moving downward through openings in the soil



## CA State Water Project

The California State Water Project (SWP) is a water storage and delivery system of reservoirs, aqueducts, power plants and pumping plants extending more than 700 miles—two-thirds the length of California

## Lesson Overview

- Water is important
- Water is all around us, everyday
- Turn off the water when you \_\_\_\_\_
- Water on and off

### WASHING YOUR HANDS, THE ZONE 7 WAY

1. Soap
2. Scrub and sing
3. Rinse

## Presentation Template

## Lessons





**Option B: Drinking Water - Is it Safe?**

Students examine our valley's sources of water along with treated to make it safe to drink. Using student-led demonstration, the basic chemistry behind the water treatment process is explained. Students will work in groups to create their own water filter using materials found in the classroom. The engineering design process they will determine which filter they think will be the most effective.

**Standards:** ESE2.C, ESE2.D, ESS3.A, MS-ESS3

**Presentation:** <https://docs.google.com/presentation/d/7nU1N3P56bhnP7tHq6g6dQh3u0a3hmg>

**Option C: The Wonder Down Under**

An exploration of the local watershed, how groundwater is connected and what water underground looks like through a PowerPoint presentation and music. Students explore the state and valley. Factors that affect them, such as drought and development are examined. Through the use of models, percolation process and its relation to different sediments and mountains are employed to show their effect on groundwater.

**Standards:** MS-ESS2-4, ESS2.C, MS-ESS3-3, ESS3.A

**Presentation:** <https://docs.google.com/presentation/d/7nU1N3P56bhnP7tHq6g6dQh3u0a3hmg>

**Option D: The People and Events of the Water**

During the 45-minute presentation, students will learn about the history of water in California. Water is a vital part of our lives here in California. Water is a precious resource and we must learn to use it wisely. Students will see images of the building of many of the state's water projects and learn how vital these systems are to our state. Students will identify the various water users in our state and learn how they use water. Students will learn about the history of water in California and how it has changed over time. Students will learn about the importance of water in our lives and how we can conserve it.

**Standards:** Hist/Soc Sci: 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20, 1.21, 1.22, 1.23, 1.24, 1.25, 1.26, 1.27, 1.28, 1.29, 1.30, 1.31, 1.32, 1.33, 1.34, 1.35, 1.36, 1.37, 1.38, 1.39, 1.40, 1.41, 1.42, 1.43, 1.44, 1.45, 1.46, 1.47, 1.48, 1.49, 1.50, 1.51, 1.52, 1.53, 1.54, 1.55, 1.56, 1.57, 1.58, 1.59, 1.60, 1.61, 1.62, 1.63, 1.64, 1.65, 1.66, 1.67, 1.68, 1.69, 1.70, 1.71, 1.72, 1.73, 1.74, 1.75, 1.76, 1.77, 1.78, 1.79, 1.80, 1.81, 1.82, 1.83, 1.84, 1.85, 1.86, 1.87, 1.88, 1.89, 1.90, 1.91, 1.92, 1.93, 1.94, 1.95, 1.96, 1.97, 1.98, 1.99, 2.00, 2.01, 2.02, 2.03, 2.04, 2.05, 2.06, 2.07, 2.08, 2.09, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20, 2.21, 2.22, 2.23, 2.24, 2.25, 2.26, 2.27, 2.28, 2.29, 2.30, 2.31, 2.32, 2.33, 2.34, 2.35, 2.36, 2.37, 2.38, 2.39, 2.40, 2.41, 2.42, 2.43, 2.44, 2.45, 2.46, 2.47, 2.48, 2.49, 2.50, 2.51, 2.52, 2.53, 2.54, 2.55, 2.56, 2.57, 2.58, 2.59, 2.60, 2.61, 2.62, 2.63, 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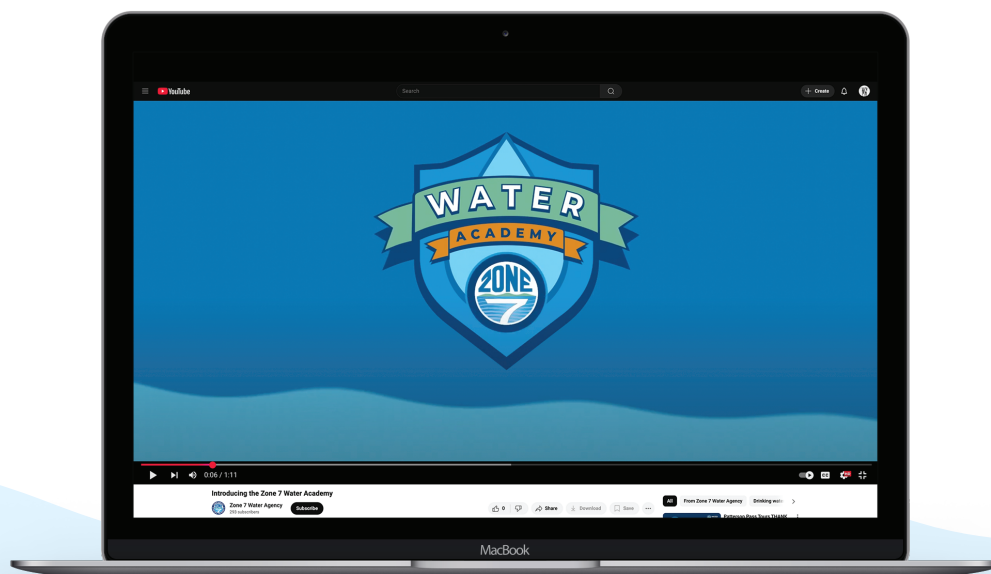


# SUPPORTING MATERIALS

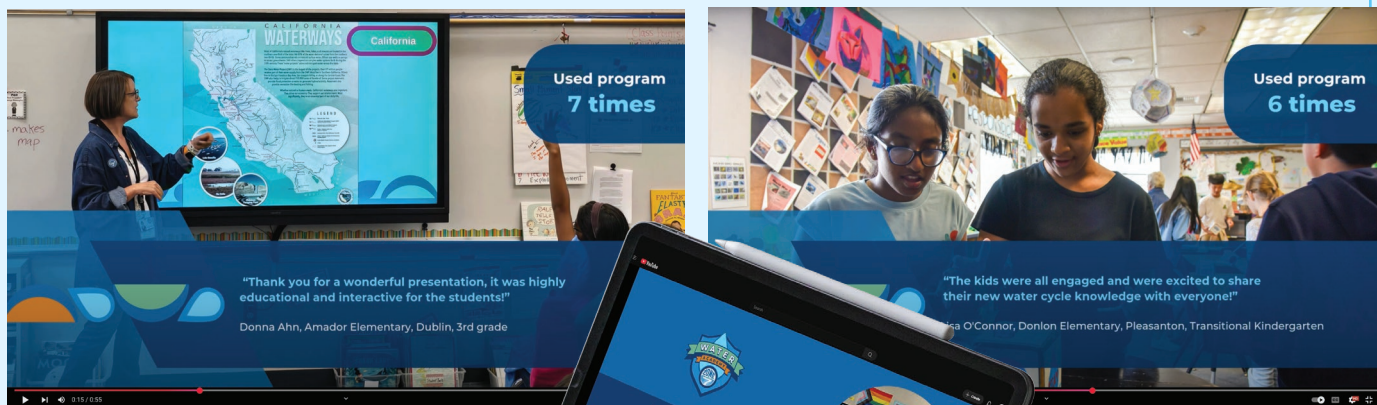
## VIDEOS



### Introducing the Zone 7 Water Academy



### Zone 7 Water Academy Testimonials





## SOCIAL MEDIA ADS

### HEY TEACHERS!

Sign-up to help your students become the next generation of water champions with **free** standards-based lessons.



### HEY TEACHERS!

Sign-up to help your students become the next generation of water champions with **free** standards-based lessons.



### TEACHERS!



Sign-up for **free** standards-based water lessons for any grade.

### HEY TEACHERS!

Sign-up your class for **free** lessons to earn rewards!



### TEACHERS!

Sign-up for **free** standards-based water lessons for any grade.



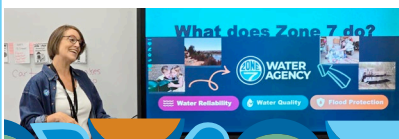
### HEY TEACHERS!

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### HEY TEACHERS!

Sign-up your class for **free** lessons to earn rewards!



### HEY TEACHERS!

Sign-up for **free** standards-based water lessons for any grade.







Help your student  
become a  
**water champion!**

PARTICIPATE IN THE 1ST ANNUAL  
**TRI-VALLEY WATER CONSERVATION ART CONTEST!**

**2025 THEME:**



Water  
Conservation  
Art Contest

**HABITAT  
HEROES**

Transforming Lawns into  
Vibrant Native Gardens



- Submit any form of visual artwork showcasing the importance of swapping greedy grass for native gardens that support the ecosystems around them.

 **LEARN MORE**




Dublin San Ramon  
Services District  
Water, wastewater, recycled water






## Rewards Program



[BOARD MEETING AGENDAS](#) [CURRENT BOARD AGENDA](#) [SEARCH](#)

### Water Academy Rewards



The Zone 7 Water Academy program provides teachers with rewards as a token of our appreciation for helping us build a new generation of water champions.

**HOW IT WORKS:**

Earn points for participating in the Water Academy including hosting lessons, providing referrals, and more. Use the same email address to submit reward program forms and our program will keep track of your level and send you incentives. Gift cards will be sent electronically and can be redeemed at some of your favorite retailers.

**HOW TO EARN POINTS:**

**4 POINTS:** Sign up your entire grade level for lessons. Register online to earn points. (Once per year)

[SIGN UP YOUR TEAM](#)

**3 POINTS:** Host an in-classroom or virtual lesson from the Water Academy. Register online to earn points. (Once per year)

[SIGN UP YOUR CLASS](#)

**BONUS:** stay tuned for ways to earn bonus points!

**2 POINTS:** Provide a referral for another teacher interested in hosting a lesson. Submit via our online system to earn points. (Unlimited)

[REFER ANOTHER TEACHER](#)

**1 POINT:** Share a post or photo from your classroom visit with your Facebook or LinkedIn network and tag @Zone7Water. (Photos of work, rather than students, are fine!) Upload a screenshot to earn points. (Twice per year)

[SHOW US YOUR POST](#)

SHARE THIS PAGE

[f](#) [t](#) [in](#)

THIS ITEM APPEARS IN

For Teachers

|                  |                |                       |
|------------------|----------------|-----------------------|
| Water Apprentice | Earn 5 points  | \$5 gift certificate  |
| Water Scholar    | Earn 10 points | \$10 gift certificate |
| Water Teacher    | Earn 15 points | \$15 gift certificate |
| Water Master     | Earn 20 points | \$20 gift certificate |
| Water Academic   | Earn 25 points | \$25 gift certificate |

## WATER ACADEMY REWARDS:

### Encouraging long-term teacher engagement

The Zone 7 Water Academy Rewards Program is designed to **recognize and incentivize educators** who bring water education into their classrooms, helping to create a new generation of water champions.

Through a structured rewards system, **teachers earn points for participation, encouraging repeat engagement** year after year while expanding the program's reach.

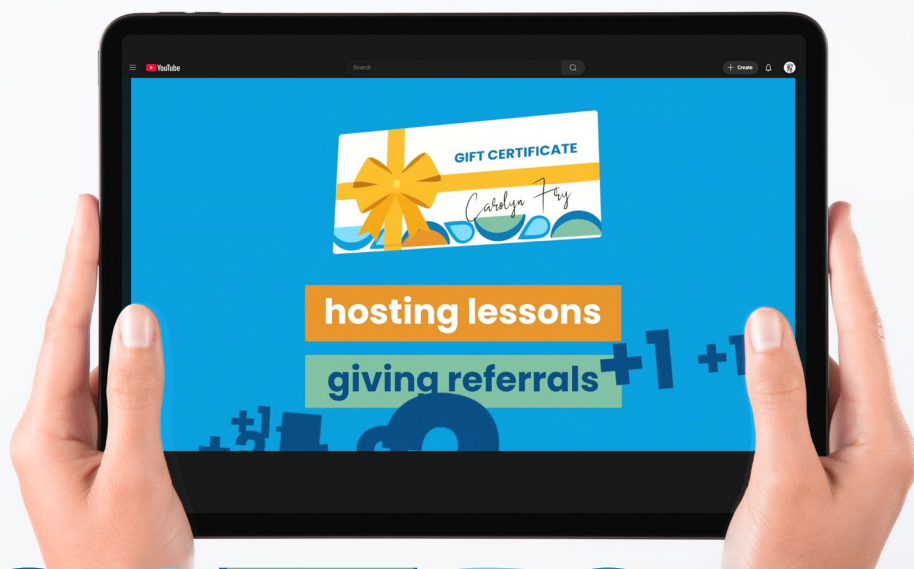
### How the rewards program works

Teachers earn points by:

- **Hosting** Water Academy lessons in their classrooms.
- **Referring** fellow educators to the program.
- **Sustained participation** across multiple years.

Rewards are tracked automatically when teachers use the same email address for program submissions.

Points are redeemable for electronic gift cards to Target, Amazon, and Starbucks.





## Water Academy Key Metrics at a Glance

### A Sustainable future for water education

By continuously measuring and refining strategies, the Water Academy remains adaptive and data-driven, open to trying new strategies to reach the overall goal of surpassing pre-pandemic participation levels and achieving the program objectives:

- **Increase in-classroom visits** by 50% year-over-year through strategic outreach and incentives.
- **Boost teacher participation** by offering meaningful rewards and making the incentive program easy to participate in.

### RELAUNCH RESULTS (2023-2024 ACADEMIC YEAR)

#### Communications & Marketing Impact

- Webpage traffic tripled, **sign-ups surged** during promotional periods.
- **Website traffic:**  
Water Academy Landing Page - Page Views 502 (Users 272)
- **Teachers Page:** Page Views 657 (Users 397)

#### Program Impact (2023-2024 Academic Year)

- The Water Academy marketing campaign **exceeded its first-year goal with a 58% increase in in-classroom visits, delivering 473 lessons reaching 12,013 students** across all districts. This included **165 Classes taught** within the LVJUSD.
- As part of this refreshed program, the Water Academy **introduced a brand-new Transitional Kindergarten lesson**, where the youngest learners explore water through songs, stories, and interactive activities, as requested by teachers.
- Kindergarten lesson redesigned to align with updated standards, featuring a **hands-on water cycle activity** where students engage in discussions and build a take-home model, making learning both meaningful and fun.

#### Outreach & Community Engagement

- **1,406 students & families engaged** through outreach events in 2023-2024.
- **10+ school and community events**, including Livermore Science Odyssey, CTE Career Fair and Family Science Nights.

#### Ongoing Growth & Expansion (Year-to-Date 2024-2025 Academic Year and Beyond)

- The first-ever paid digital media campaign launched in Q1 2025 targeted education professionals in the region and was optimized for conversion sign-ups. Compared to the same period last year, page views on the teacher landing page **increased by 77.45%**, and users **grew by 94.74%**.
- 447 lessons are already scheduled to be delivered by the end of the 2024-2025 school year, and we are **on track to exceed pre-pandemic levels**, with 139 classes taught in Livermore.





## Website Section Report

Aug 1, 2024 - Feb 26, 2025

### 2024-2025 school year, first semester insights:

#### Overall Performance:

The Water Academy section continues to show strong growth and engagement, especially among local users, with focused promotional efforts.

#### Top 3 Performing Pages

1. Middle School - Groundwater Lesson: The highest-performing individual lesson, with consistent engagement from both local and non-local visitors.
2. For teachers - this includes the signup page where we are actively driving local teacher traffic.
3. Fifth grade lesson - which also receives a mix of both local and non-local traffic, highlighting its value as a curriculum support tool.

#### Traffic source by location:

- A significant increase in local traffic is attributed to targeted outreach efforts, with cities like Livermore, Dublin, and Pleasanton leading user visits.

#### Program Participation

- Scheduled Classes: 402 classes have been scheduled to date for the 2024-25, putting us on track to exceed our 2023-24 school year total of 473 lessons.

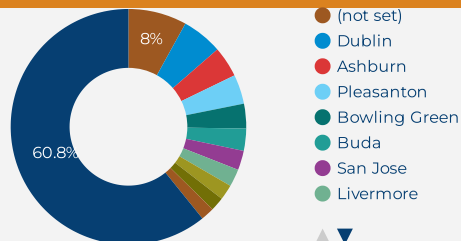
#### User Behavior

- Visitors spent considerable time on individual lesson pages, reflecting deep engagement with educational content.
- Referrals from direct outreach sources (e.g., emails, social media posts) effectively drove traffic to the Water Academy pages.

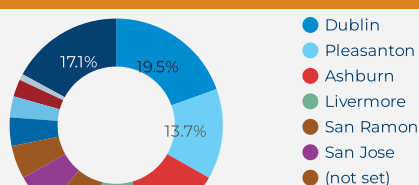
#### Key Insights

- Interactive Content: Interactive lessons and rewards are resonating with users, increasing the likelihood of repeat visits.
- Growth Opportunities: Expanding promotions to other local districts and creating additional incentives for participation could enhance future engagement.

### Locations of Users of Water Academy (All)



### Locations of Users of Water Academy/Teachers



### Top Landing Pages based on Page views

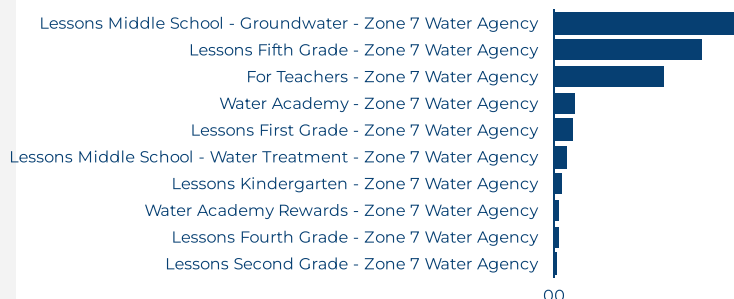
|     | Page title  | Views | Total users |
|-----|---|-------|-------------|
| 1.  | Lessons Middle School - Groundwater - Zone 7 Water Agency     | 1,795 | 932         |
| 2.  | For Teachers - Zone 7 Water Agency                            | 1,060 | 698         |
| 3.  | Lessons Fifth Grade - Zone 7 Water Agency                     | 801   | 498         |
| 4.  | Water Academy - Zone 7 Water Agency                           | 554   | 301         |
| 5.  | Lessons First Grade - Zone 7 Water Agency                     | 308   | 238         |
| 6.  | Lessons Middle School - Water Treatment - Zone 7 Water Agency | 257   | 154         |
| 7.  | Water Academy Rewards - Zone 7 Water Agency                   | 87    | 72          |
| 8.  | Lessons Kindergarten - Zone 7 Water Agency                    | 86    | 59          |
| 9.  | Lessons Fourth Grade - Zone 7 Water Agency                    | 61    | 47          |
| 10. | Lessons Second Grade - Zone 7 Water Agency                    | 48    | 41          |

### Referrals to landing pages

|     | Session source     | Session medium | Sessions |
|-----|--------------------|----------------|----------|
| 1.  | (direct)           | (none)         | 340      |
| 2.  | google             | cpc            | 223      |
| 3.  | Mailchimp          | eNewsle...     | 197      |
| 4.  | google             | organic        | 146      |
| 5.  | FB                 | Post           | 19       |
| 6.  | zone7water.report  | referral       | 9        |
| 7.  | docs.google.com    | referral       | 7        |
| 8.  | water.ca.gov       | referral       | 6        |
| 9.  | webform_submission | email          | 5        |
| 10. | dsrsd.com          | referral       | 5        |

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### Average Time Spent on Individual Pages





# SUPPORTING MATERIALS



## 2024-2025 REWARDS RESULTS TO-DATE

### Livermore School Districts

|                  | \$5<br>incentive<br>email sent | \$5<br>incentive<br>redeemed | \$10<br>incentive<br>email sent | \$10<br>incentive<br>redeemed | \$15<br>incentive<br>email sent | \$15<br>incentive<br>redeemed | \$20<br>incentive<br>email sent | \$20<br>incentive<br>redeemed | \$25<br>incentive<br>email sent | \$25<br>incentive<br>redeemed |
|------------------|--------------------------------|------------------------------|---------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------------|-------------------------------|
| 2024             | 191                            | 93                           | 16                              | 15                            | 6                               | 6                             | 2                               | 2                             | 2                               | 2                             |
| Year-to-<br>Date | 216                            | 106                          | 20                              | 19                            | 10                              | 9                             | 4                               | 2                             | 3                               | 2                             |

Livermore:

162 teachers qualified year to date and 122 teachers qualified (used or will use our program) this year.

### All School Districts

|                  | \$5<br>incentive<br>email sent | \$5<br>incentive<br>redeemed | \$10<br>incentive<br>email sent | \$10<br>incentive<br>redeemed | \$15<br>incentive<br>email sent | \$15<br>incentive<br>redeemed | \$20<br>incentive<br>email sent | \$20<br>incentive<br>redeemed | \$25<br>incentive<br>email sent | \$25<br>incentive<br>redeemed |
|------------------|--------------------------------|------------------------------|---------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------------|-------------------------------|
| 2024             | 68                             | 38                           | 8                               | 7                             | 2                               | 2                             | 0                               | 0                             | 0                               | 0                             |
| Year-to-<br>Date | 81                             | 46                           | 11                              | 10                            | 5                               | 5                             | 0                               | 0                             | 0                               | 0                             |