

Casitas Municipal Water District

PUBLIC RELATIONS COMMITTEE
Baggerly/Spandrio

November 19, 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#
Passcode: 274718

AGENDA

1. Roll call
2. Public comments
3. Board/Management comments
4. Review and discussion of Education Campaign Branding presentation

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 Municipal Water District Education Campaign Branding



November 2020

Campaign Themes



01. Reliance on Lake Casitas

02. Planning for the Future

03. Maintaining Our Way of Life

Campaign Option 1

THE
5200
CAMPAIGN

Campaign Option 2

BROUGHT TO YOU BY

CASITAS

Campaign Option 3

YOUR CASITAS
CONNECTION

Campaign Tagline Options

**Securing Our
Water Future**

**Protecting Lake
Casitas**

Campaign Names & Taglines

THE
5200
CAMPAIGN

BROUGHT TO YOU BY
CASITAS

YOUR CASITAS
CONNECTION

Securing Our Water Future

Protecting Lake Casitas

Brainstorming Themes – Round One

Reliance on Lake Casitas

- Safeguard
- Protect
- Preserve
- One Supply
- One Casitas
- Source
- Precious
- Oasis
- One Source, One Plan, One Community
- Not Enough
- Sole Source/Supply
- Heart
- Foundation
- Bedrock
- Connection
- Full Potential
- Leveling Up Lake Casitas
- On The Level
- Caring For Casitas
- (Re)source // (We)source
- (Re)sourcefull
- Constant
- Keeping Casitas Constant
- Keeping Casitas
- Symbiosis
- Casitas Cares

Planning for the Future

- Reliance
- Vision
- Secure
- Forward
- Generation
- Way Of Life
- New Plan For A New Reality
- Onward
- Next
- Prepared
- Start Now
- Stable
- Maintain
- Continue
- Planning To Stay
- Keep Enjoying Casitas
- Casitas Is There For You
- Keeping Casitas
- Connect Casitas
- Invest
- Lift
- Create Casitas
- Committed To Casitas
- Keep Casitas, Keep Community
- Continue Casitas Community
- Preparing Casitas
- Shore Up
- En-shore Our Future
- Raise The Lake
- Casitas Rising
- On The Rise
- Casitas H2.0
- Future Fulfilled
- Choosing Casitas

Maintaining Our Way of Life

- Essential
- Critical
- Life
- Beautiful
- Recreation
- Outdoors
- People Need Casitas, Casitas Needs The People
- Look Back To Move Forward
- Tourism
- Keeping Casitas Attractive
- Casitas Brew
- Centered On Casitas

Brainstorming Themes – Round Two

Reliance on Lake Casitas

- Protect
- Preserve
- One Supply. One Casitas
- Source
- Precious
- One Source, One Plan, One Community
- Sole Source/Supply
- Heart
- Foundation
- Connection
- Leveling Up Lake Casitas
- (Re)source
- Constantly Casitas
- Dependable
- Your Water
- **Live To Lake**
- The Lake Effect
- **Brought To You By Casitas**
- **Your Casitas**
- Go
- Casitas Stronger
- **Lake To Life**
- Pledge Casitas
- CasitUS
- Secure Casitas Campaign
- Just Casitas
- We Share Casitas
- Where's The Water?
- Casitas Is Worth It
- We Run On Casitas

Planning for the Future

- Reliance
- Vision
- Secure
- Forward
- Generation
- Way Of Life
- Next
- Stable
- Continue
- Casitas Is There For You
- **Keeping Casitas**
- **Connect Casitas**
- Lift
- Create Casitas
- Committed To Casitas
- Keep Casitas, Keep Community
- Continue Casitas Community
- Future Fulfilled
- Choosing Casitas
- Now
- Build... Source
- Act Now. Casitas Later
- Casitas Today. Secure Tomorrow
- Preserve Casitas For Tomorrow
- Our Casitas, Our Tomorrow
- Lake Smart
- Tap Into Casitas
- Casitas Now And Later
- Casitas
- Think Casitas
- **Casitas Can**
- Thrive

Maintaining Our Way of Life

- Essential
- Critical
- Life
- Beautiful
- Recreation
- Outdoors
- People Need Casitas, Casitas Needs The People
- Center
- **The 5,200 Campaign**

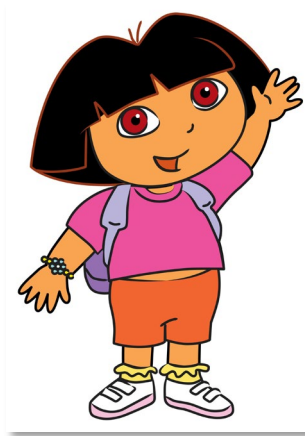
Alternate Taglines and Names

- Bridging The Gap To Sustainability
- Closing The Gap To Water Sustainability
- One Casitas. One Community. One Future.
- **Securing Our Water Future**
- **Protecting Lake Casitas**
- Protecting The Future Of Lake Casitas
- Lake Casitas, Now And Into The Future
- Preserve Lake Casitas For Tomorrow
- Preserve And Protect Lake Casitas
- **Preserve Casitas / Secure Tomorrow**
- **YOUR Casitas / Connection**



Campaign Mascot

Mascot Option 1: Casitas Kid



Who is the Casitas Kid?

Casitas Kid is an average kid with a knowledge of water that's anything but ordinary. Casitas Kid loves getting to grow up near Lake Casitas and wants to make sure the community takes the necessary steps to care for their home. Eager and inquisitive, Casitas Kid is quick to share with others all that they've learned about Lake Casitas, water conservation and how water gets where it needs to be; but they're friendly and fun, not an annoying know-it-all.

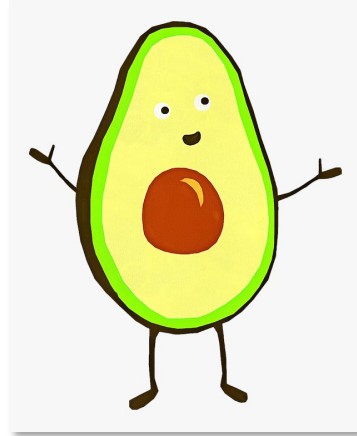
Mascot Option 2: Engineer



Who is the Engineer?

The engineer is a Bob-the-builder type who knows what it takes to keep the taps flowing. This mascot is can-do and pragmatic, educating customers about what they can do to reduce their own water usage. The engineer uses their infrastructure expertise to help customers see the bigger picture beyond conservation, and how tapping into the state grid is an important next step for the community's water security.

Mascot Option 3: *Casitas Avocado*



Who is Casitas Avocado?

Casitas Avocado was raised on Lake Casitas water. Casitas' background gives them a strong sense of the interconnection between the Lake and the life it supports in Western Ventura County. They're generally a happy-go-lucky nature lover but with a serious and sober streak, and Casitas' concern for the future of Lake Casitas leads them to urge for conservation and proactive future planning.

Mascot Option 4: Creek the Coyote



Who is Creek the Coyote?

Creek the Coyote is a bit of a schemer and he wants to hog all the water he can. Cynical and sour, he doesn't buy this whole "global warming" thing, but his glass-half-empty disposition means he still thinks Casitas should explore every avenue it has for water conservation and supply diversification. Like Swiper from Dora the Explorer, or Loki from Norse mythology, Creek is a trickster figure who pops up when he's least expected to play pranks, swipe water-intensive landscaping and remind the community that things can always get worse tomorrow, so we better be prepared.

Brainstorming Mascots – Round One

Animal/Human

- Steelhead Trout
- Casitas/Conservation Kid with backpack and fishing pole
- Raptor
- Raccoon
- Harriers/osprey
- Park ranger/animal dressed as park ranger
- Duck
- Scientist
- Construction/infrastructure/engineer character
- Turtle
- Nature Man
- Water Warrior
- Dog
- Water thief
- Camel

Object

- Water Drop
- Water Tap
- Peter the Pipe
- Fishing bobber
- Water glass/pitcher
- Hose
- Drip irrigation
- Water meter
- Measuring stick
- Sun
- Measuring Cup
- Message in a bottle
- Rubber Duck
- Rainbow
- Cloud

Plants

- Tree
- Orange
- Pixie Tangerine
- Succulent
- Avocados
- Figs
- Tomatoes
- Strawberries
- Lemon
- Curt the Cactus
- Celery

Brainstorming Mascots – Round Two

Animal/Human

- Casitas Kid with backpack and fishing pole
- Steelhead Trout
- Park ranger/animal dressed as park ranger
- Construction/infrastructure/engineer character

Object

- Water Drop
- Water Tap
- Peter the Pipe
- Water meter
- Measuring Cup

Plants

- Pixie Tangerine
- Succulent
- Avocados
- Tomatoes
- Strawberries
- Lemon
- Curt the Cactus