



WORK SAMPLES & LINKS

(WATER WORK COMPLETED PRIOR TO FORMING EVOQUE)

1. Municipal Water District of Orange County (MWDOC)

A. Water Use Efficiency Marketing

www.mwdoc.com/save-water/water-use-efficiency

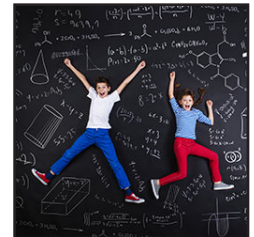
For ten years, Jessica planned and executed all marketing efforts for MWDOC's industry-leading water use efficiency programs. Her efforts resulted in record levels of participation in the residential and commercial rebate programs and contributed to the district achieving its goal of a 20% reduction in urban water use nearly six years ahead of schedule. A noteworthy element of these marketing efforts was her Smart Irrigation Month campaign, which was awarded the campaign of the year by the national Irrigation Association.



B. Water Education School Program

www.mwdoc.com/water-education/school-program

Jessica managed MWDOC's Water Education School Program, which provides water education assemblies to over 70,000 elementary students per year. Through her leadership, water efficiency concepts and hands-on activities were incorporated into the curriculum, and program participation continued to grow year-after-year.



C. Water: Do More with Less Communications Program

www.mwdoc.com/news-and-events/events/water-awareness-poster-contest

Jessica was instrumental in developing and coordinating MWDOC's innovative "Water: Do More with Less" regional communications program. This forward-thinking campaign leveraged non-traditional partnerships and grassroots marketing strategies to put water efficiency messages in unexpected places. The campaign was awarded the Public Communications Achievement Award by the American Water Works Association.



2. County of Orange - Orange County Stormwater Program

A. "Overwatering Is Out" Campaign

www.overwateringisout.org

Jessica was instrumental in developing water efficiency outreach strategies for the "Overwater Is Out" campaign. For over seven years, this program utilized the Community Based Social Marketing approach to engage residents in measurable water savings activities, like outdoor water use efficiency practices and participation in water efficient device rebate programs.

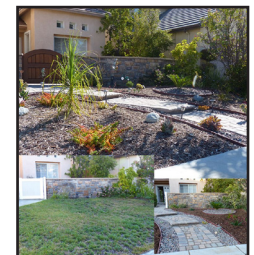


3. Anaheim Public Utilities

A. Landscape Makeover Award

www.anaheim.net/3255/WaterSmart-Landscape-Award

To encourage residents to participate in Anaheim's turf rebate program and replace their thirsty lawns with low water-use plants, the WaterSmart Landscape Makeover Awards were initiated. Natalie ensured residents were informed of the contest through bill inserts, social media, flyers, newsletters, and community events. Winning participants were recognized at a Public Utilities Board meeting as part of Water Awareness Month.





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4. West Basin Municipal Water District

A. "Water is Life" Student Art Contest

www.westbasin.org/community-education/water-life-art-lessons-student-art-contest

Natalie promoted and created dynamic collateral pieces for West Basin's Student Art Contest. The Contest enables students in grades 3-12 to learn more about our limited water resources through a creative and engaging format. By promoting the Contest through several platforms, Natalie increased the number of entries from 200 to 700.



B. Water Harvest Festival

www.youtube.com/watch?v=NjRLJcwXPIs

Natalie managed this 2,000-person event that brings conservation awareness and education to the community. This free family event features educational booths, games, giveaways, garden workshops, and a tour of West Basin's water recycling facility, which has produced more 175 billion gallons of water. Following the tour, guests had the opportunity to taste purified recycled wastewater.



5. Orange County Water District

A. Children's Water Education Festival

www.childrenwaterfestival.com

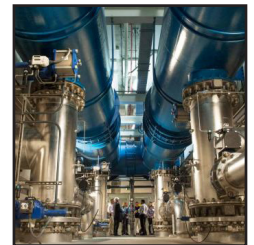
Natalie planned and executed the Children's Water Education Festival. Now in its 22nd year, it is the largest event of its kind in the United States. This award-winning event educates 7,000 third, fourth and fifth grade students per year about the importance of California's local water supply, water conservation, and environmental protection through hands-on educational booths and activities.



B. Groundwater Replenishment System Outreach

www.ocwd.com/gwrs/about-gwrs

Natalie conducted strategic planning to help develop an aggressive outreach plan to gain public support for this water purification project. The outreach included more than 2,000 presentations in the community and gaining the support (and over 10,000 signatures) from the health, science, environmental, education and business communities and local and state policy makers.



C. Orange County Water Hero Program

www.ocwd.com/learning-center/oc-water-hero

Jessica and Natalie worked collaboratively on this innovative program designed to transform Orange County's youngest water users into champions of water efficiency. Following a pledge to save water, students were armed with water-saving items like shower timers and fix-it pads for busting water wasters. The result was a generation of young water stewards who influenced their family members to be water-wise.

