

# WELCOME!



## 2017 CAPIO EXCELLENCE IN COMMUNICATIONS AWARDS GALA

April 5, 2017



# WELCOME



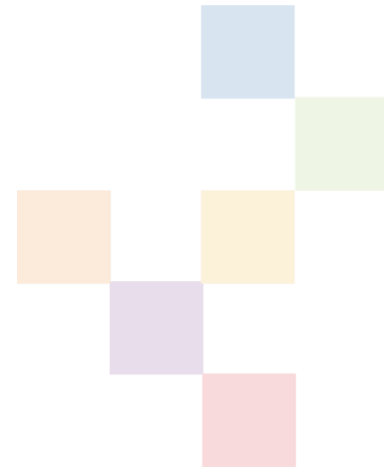
**KRISTA NOONAN**

CAPIO 2<sup>nd</sup> Vice President, Awards  
and CAPIO Treasurer  
Director of Communications, CalSTRS



**CHRISTINA BYRNE**

Section Manager,  
Capital Projects Outreach  
Orange County Transportation Authority (OCTA)



# THANK YOU SPONSORS!

## DIAMOND SPONSORS



AGENCY: **ETA**





**And now...**  
**The presentation of the Awards!**

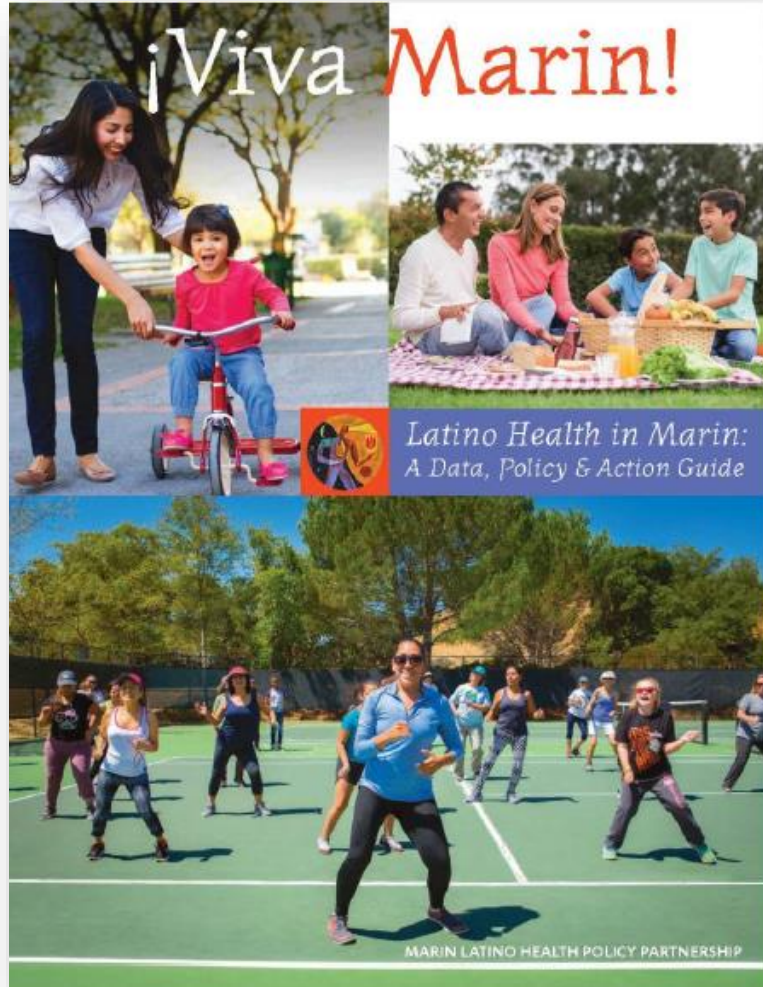


# **EXTERNAL/SPECIAL PURPOSE PUBLICATIONS**





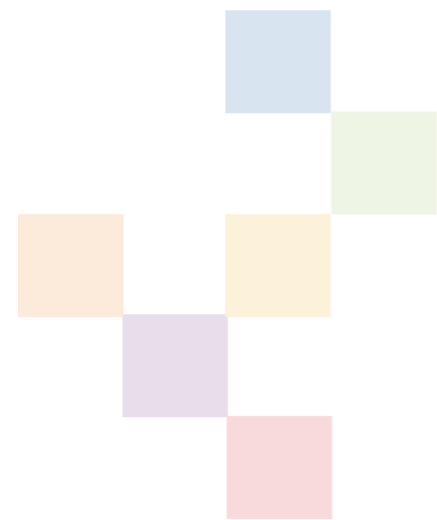
# EXTERNAL/SPECIAL PURPOSE PUBLICATIONS



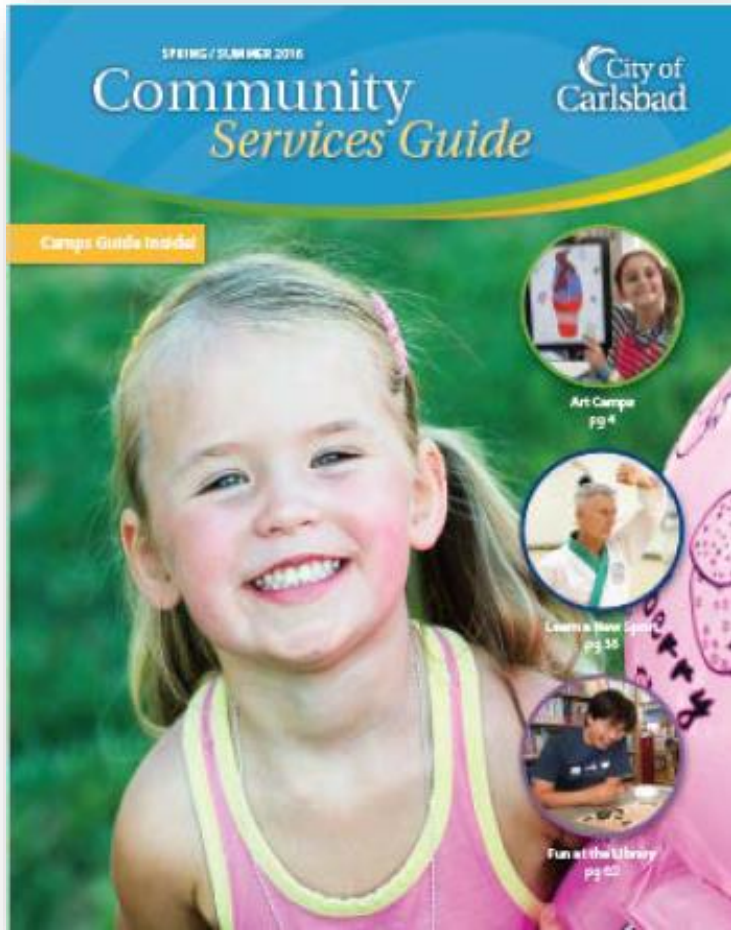
*Award of Distinction – TIE*

**County of Marin**

*Viva Marin* Publication



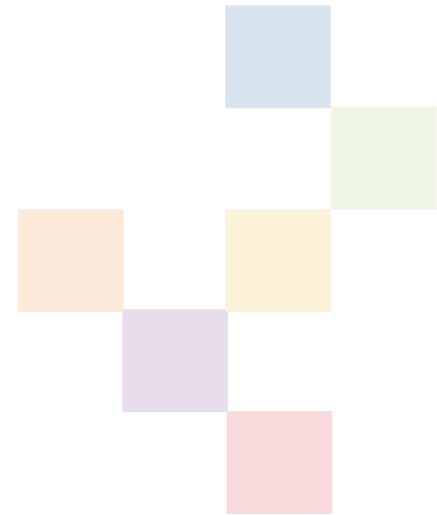
# EXTERNAL/SPECIAL PURPOSE PUBLICATIONS



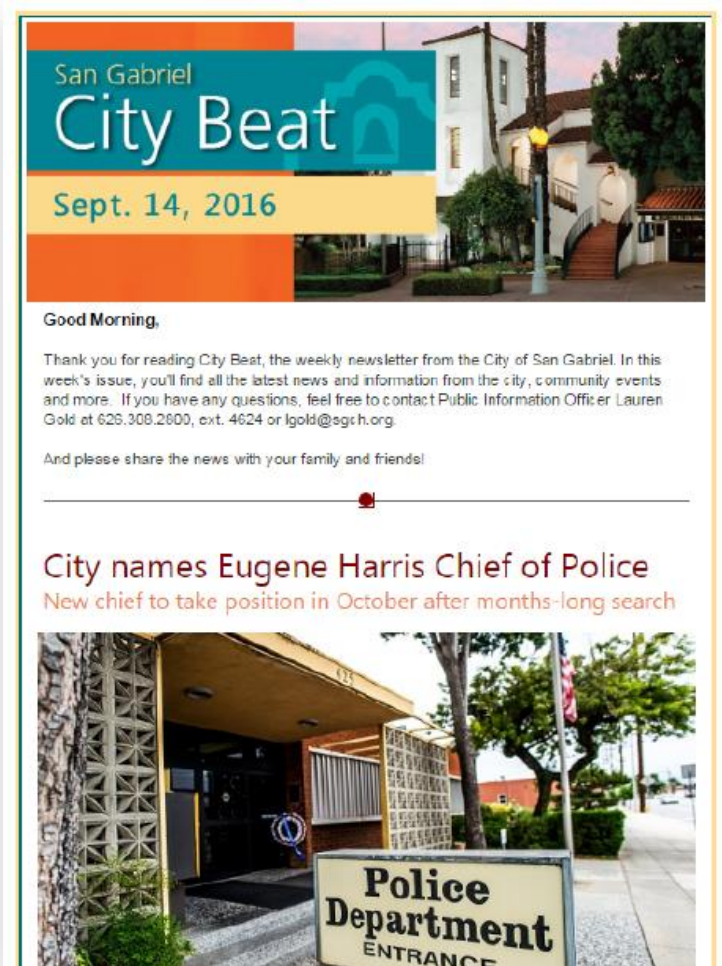
***Award of Distinction – TIE***

**City of Carlsbad**

*Community Services Guide*



# EXTERNAL/SPECIAL PURPOSE PUBLICATIONS

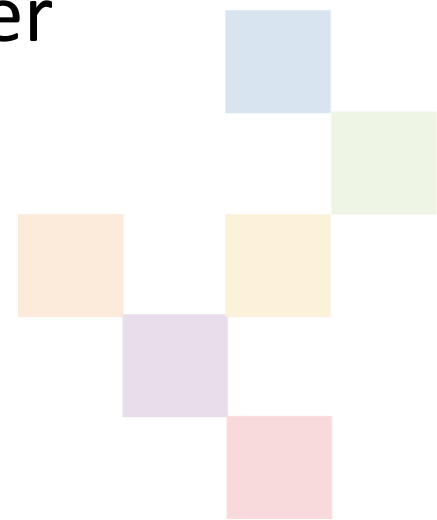


*Award of Distinction – TIE*

**City of San Gabriel**

*City Beat*

Weekly Electronic Newsletter





# EXTERNAL/SPECIAL PURPOSE PUBLICATIONS



## *Award of Excellence*

**California Earthquake Authority**

20<sup>th</sup> Anniversary Publication



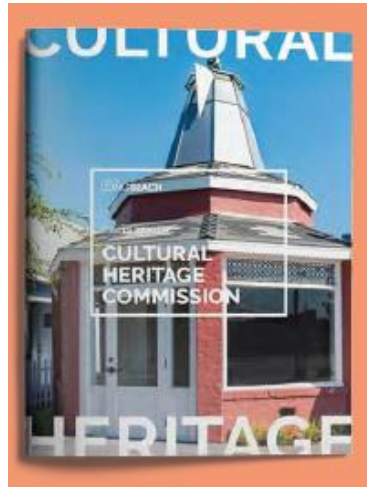
California Earthquake Authority



# **EXTERNAL PUBLICATIONS: ANNUAL REPORTS**



# EXTERNAL PUBLICATIONS: ANNUAL REPORTS



## *Award of Merit*

**City of Long Beach  
Development Services**

**Annual Report Trilogy:**

*Downtown Plan Update,  
Cultural Heritage Commission,  
Planning Commission*

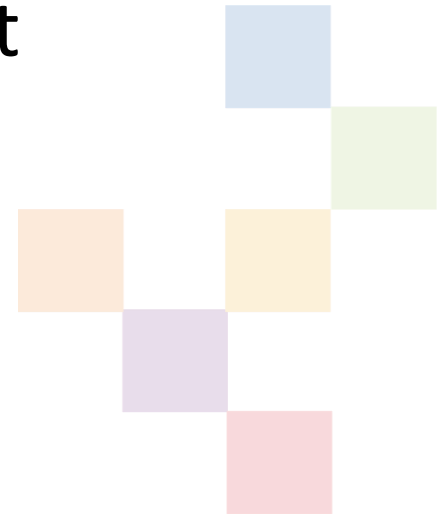
# EXTERNAL PUBLICATIONS: ANNUAL REPORTS



*Award of Distinction*

**Inland Empire Utilities Agency**

Innovation at its Best:  
2016 Annual Report





# EXTERNAL PUBLICATIONS: ANNUAL REPORTS



*Award of Excellence - TIE*  
**Elsinore Valley Municipal  
Water District**  
Annual Water  
Quality Report



# EXTERNAL PUBLICATIONS: ANNUAL REPORTS



*Award of Excellence - TIE*

**CalSTRS**

GRI Annual  
Sustainability Report:  
*Fostering a Secure Future*





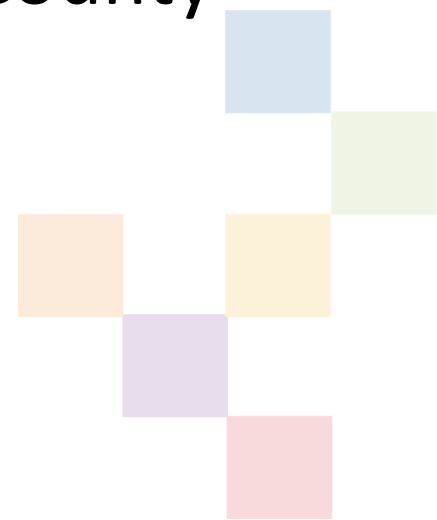
**INTERNAL &  
EMPLOYEE-FOCUSED  
PUBLICATIONS/MESSAGING**



# INTERNAL/EMPLOYEE-FOCUSED COMMS



*Award of Merit*  
**County of Marin**  
State of the County





# INTERNAL/EMPLOYEE-FOCUSED COMMS



*Award of Distinction*

**Central Contra Costa  
Sanitary District**

*Lateral Connection*  
Employee Newsletter

# INTERNAL/EMPLOYEE-FOCUSED COMMS



THE I-10 CORRIDOR PROJECT



Meeting Locations and Specifics	3
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Station Components	7
Presentation Preparation	9
Safety	12
FAQs	13
SANBAG Board Members	37

*Award of Excellence*

**San Bernardino County  
Transportation Authority**

SBCTA I-10 Corridor  
Project Public Hearing  
*Staff Packet*





# **MEDIA-FOCUSED MESSAGING**



# MEDIA-FOCUSED MESSAGING



Office of the City Manager

3300 Capitol Avenue, P.O. Box 5006, Fremont, CA 94537-5006  
510 284-4000 *ph* | 510 284-4001 *fax* | www.fremont.gov

FOR IMMEDIATE RELEASE

## City of Fremont Releases Open Letter to Fremont Community *Letter Reaffirms City's Values of Being a Compassionate City*

**Fremont, Calif. – November 29, 2016** – The City of Fremont today released the following letter addressing the importance of diversity and maintaining safety and civility within the Fremont community:

November 28, 2016

An Open Letter to the Fremont Community:

The City of Fremont is one of the most diverse cities in the United States, and has been recognized as a national model of how people from different cultural, ethnic, and religious backgrounds can live and work together in peace and harmony. This is our City's greatest strength.

In recent conversations with many community members, we've heard several disturbing stories about hateful and terrifying exchanges as well as actions on our streets, in local businesses, and at schools and parks. Many community members have recounted in great detail how these interactions have left them feeling scared and fearful in their daily lives. Civility must continue to be our utmost priority, and there is no excuse to act disrespectfully toward certain members of our community because of the color of their skin, their religious beliefs, or their sexual orientation. We cannot and will not stand for this behavior in our community.

As a matter of official public policy, the City of Fremont has zero tolerance of prejudice, racism, bigotry, hatred, and violence. We strongly encourage anyone who has experienced an act of hate to report the incident immediately to the Fremont Police Department at 510-790-6800 option 3, or 9-1-1 if in immediate danger. We offer our assurance that all incidents will be thoroughly investigated and addressed. Additionally, we want to


## *Award of Merit*

## City of Fremont

# An Open Letter to the Fremont Community Media Outreach Campaign



# MEDIA-FOCUSED MESSAGING



**IDENTIFY THE MISSING**  
**SAN DIEGO COUNTY 2016**  
Help identify your missing loved one

Saturday, March 19, 2016  
9 a.m. – 3 p.m.

San Diego County Medical Examiner's Office  
5570 Overland Ave., Suite 101, San Diego, CA 92123  
Parking will be available in spaces in front of the office and the parking structure located off Farnham.

---

**Who should attend?**  
Families affected by the disappearance of a loved one.

**What will the day include?**  
One on one meetings with forensic professionals who will be collecting dental records, medical reports and photographs of missing persons, and performing DNA cheek swabs on family members. **Law enforcement will be on hand to file missing person reports, and gather and update information on older reports.**

**What to bring?**  
Families are encouraged to bring at least two biologically related family members of the missing person in order to provide DNA samples and any dental information, photographs and X-rays of the missing person.

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For more information contact  
Medical Examiner  
Investigations at (619) 694-2895  
M. Eliano, T. Lee and J. Estrada

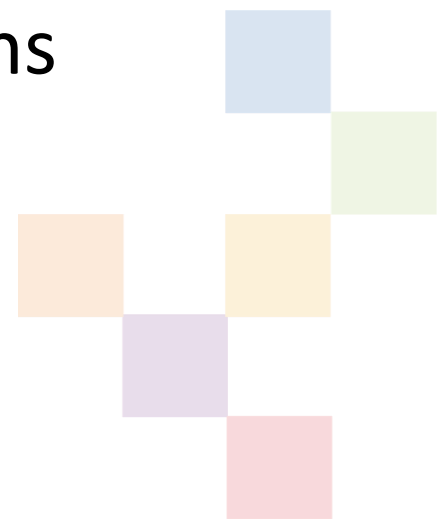
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California Department of Justice Missing and Unidentified Persons  
CA Dept. of Justice 2016 Unidentified Persons (Kids/Adults Dead)

## *Award of Distinction*

### San Diego County

### Offering Hope to Families of Missing Persons



# MEDIA-FOCUSED MESSAGING



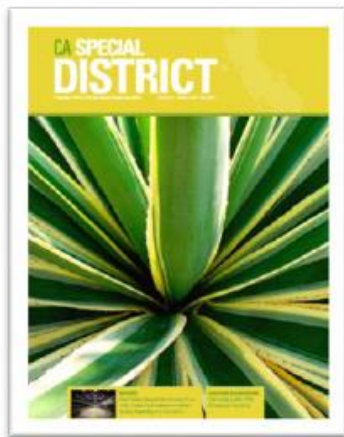
## *Award of Excellence*

## West Valley Water District

## Groundwater Wellhead

## Treatment System

## Press Coverage





**MOST IMPROVED  
COMMUNICATION/  
PUBLICATION**



# MOST IMPROVED COMMS/PUBLICATION



*Award of Merit*

**Central Contra Costa Solid Waste Management Authority**

**RecycleSmart: Everyday Recycling Made Easy**



# MOST IMPROVED COMMS/PUBLICATION



*Award of Distinction*

**Western Municipal  
Water District**

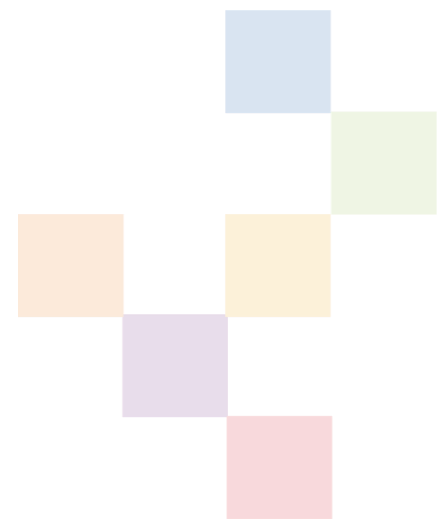
The Splash



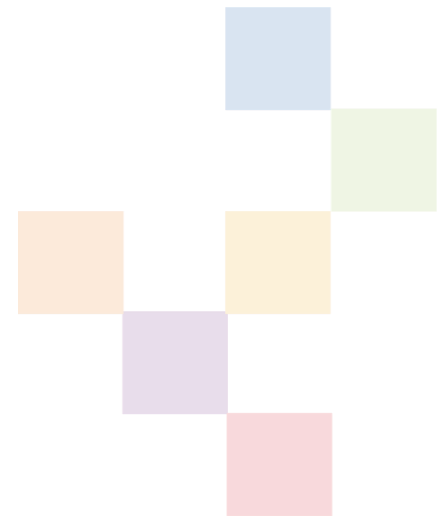
# MOST IMPROVED COMMS/PUBLICATION



*Award of Excellence*  
**Sweetwater Authority**  
Annual Performance  
Report Redesign



# WEBSITES



# WEBSITES



*Award of Merit*

**Mesa Water District**

The New MesaWater.org

# WEBSITES



*Award of Distinction*

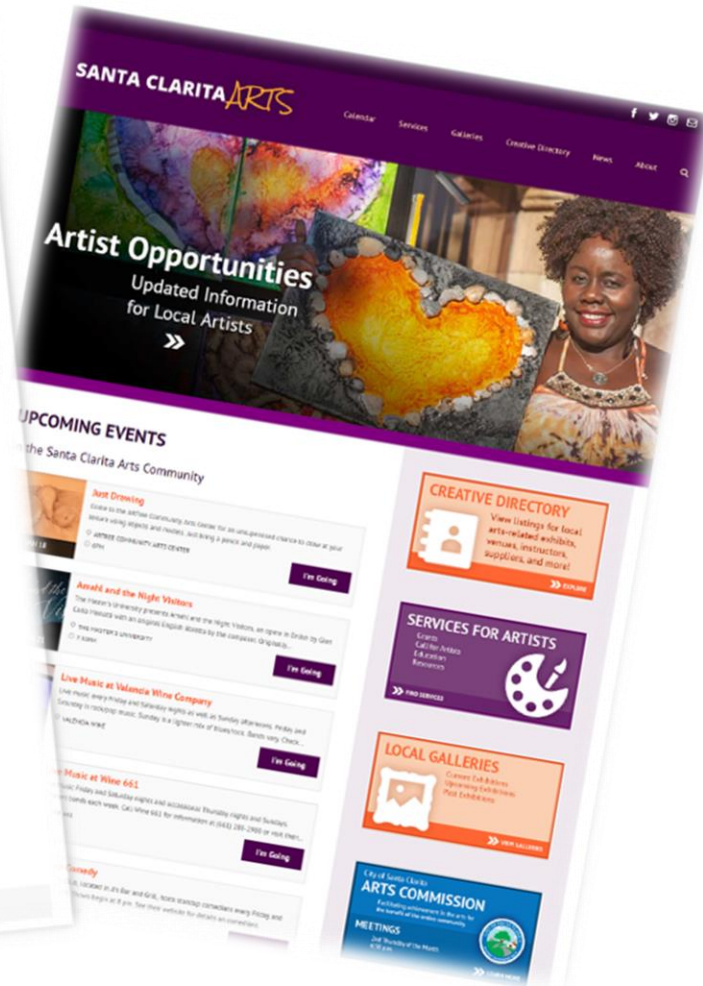
**City of San Fernando**

Website Redesign –

[www.sfcity.org](http://www.sfcity.org)



# WEBSITES



*Award of Excellence*  
**City of Santa Clarita**  
SantaClaritaArts.com



# **MOST EFFECTIVE SOCIAL/NEW MEDIA**



# MOST EFFECTIVE SOCIAL/NEW MEDIA

**City of Rancho Cucamonga - Community Information Program**  
Published by Francie Palmer (?) · October 20, 2016 · 🌐

Have questions regarding Measure Q on the November Ballot?  
In partnership with the Institute for Local Government we created this short animation to provide information regarding this important community issue.

Find out more information regarding Measure Q at [www.MyRC.life](http://www.MyRC.life) or attend an upcoming "Questions on Measure Q with City Attorney James Markman" on Wednesday, Oct. 26th 5:15 pm - 5:45 pm just prior to Chief Boldt's monthly Citizen Advisory Meeting.

**City of Rancho Cucamonga Measure Q**  
02:19

16,497 people reached [View Results](#)

👍❤️👎 64      23 Comments 32 Shares

👍 Like    💬 Comment    ➦ Share

## *Award of Merit*

### City of Rancho Cucamonga

### Measure Q Digital

### Engagement & Outreach

# MOST EFFECTIVE SOCIAL/NEW MEDIA



**City of Santa Clara: Council Council and Authority Regular Meeting - 11/15/16**

Council Council and Authority Regular Meeting - 11/15/16 - Part 1

03:30:24 - Uploaded on 11/15/2016 - View Permalink

## ← Audience and Engagem...

👤 People Reached	1,977	>
👤 Unique Viewers	403	>
👍 Post Engagement	41	>
🎥 Video Engagement		>
👤 Top Audience	Men, 35-44	>
🌐 Top Location	California	>

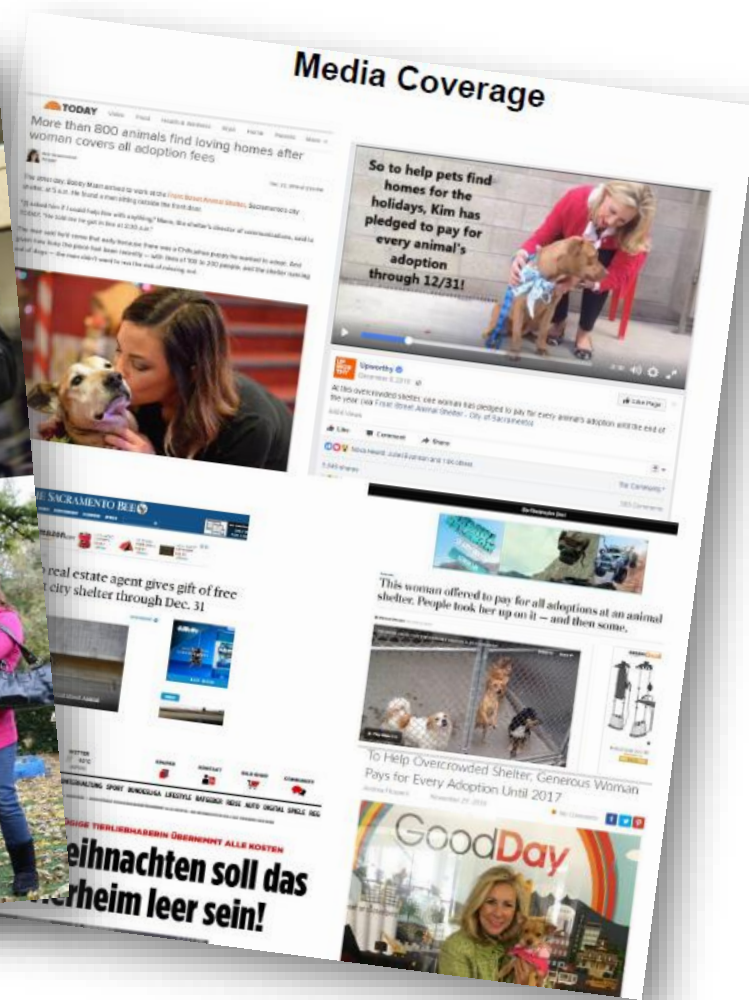
*Award of Distinction*

**City of Santa Clara**

Live Streaming  
on Social Media



# MOST EFFECTIVE SOCIAL/NEW MEDIA



*Award of Excellence*  
**City of Sacramento**  
**Front Street**  
**Animal Shelter**  
Home for the Pawlidays





**VIDEO PRODUCTION:  
SHORT-FORM  
(under 2-minutes)**



# SHORT-FORM VIDEOS



*Award of Merit*  
**City of Carlsbad**  
**Wipes Clog Pipes**



# SHORT-FORM VIDEOS

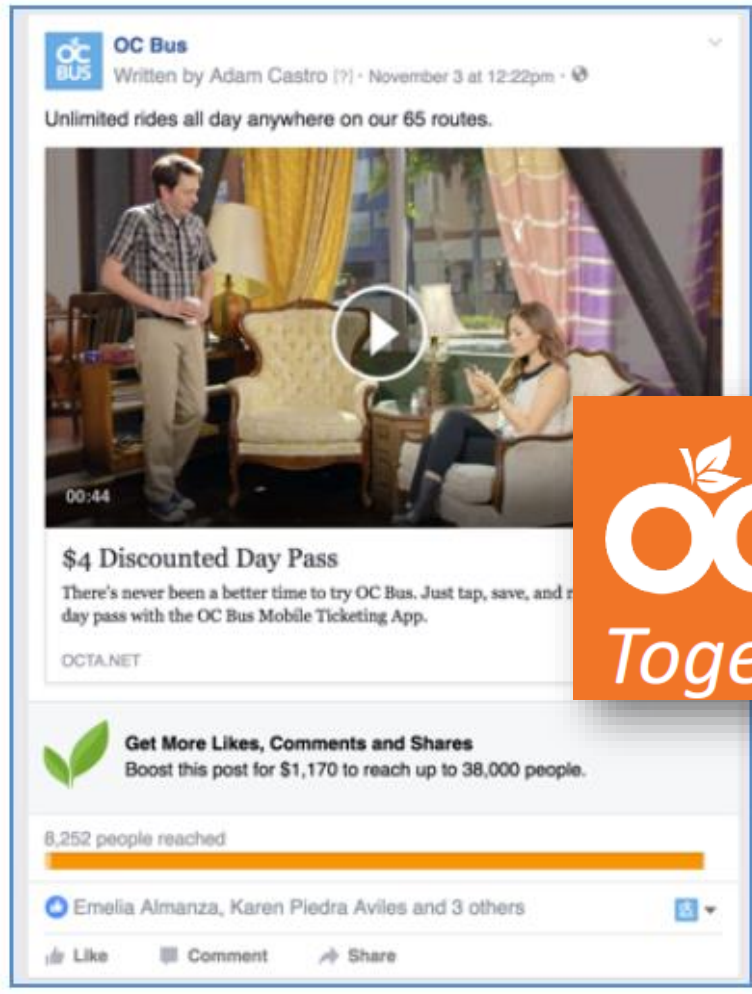


*Award of Distinction*

**California Office of  
Traffic Safety (OTS)**

**“Pills & Pint” DUID  
PSA campaign**

# SHORT-FORM VIDEOS



*Award of Excellence*

**Orange County  
Transportation Authority**

OC Bus Mobile  
App Video





# **VIDEO PRODUCTION: LONG-FORM**





# LONG-FORM VIDEOS

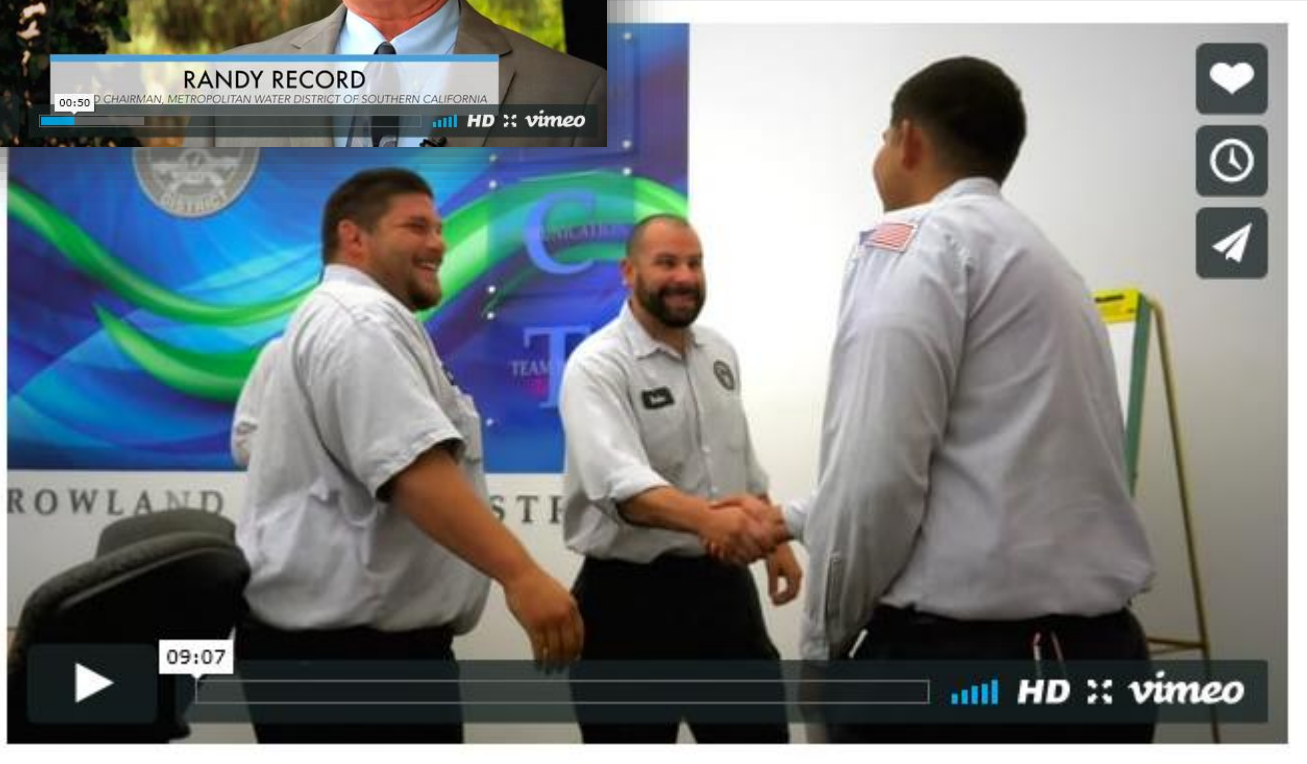


*Award of Merit – TIE*

**Padre Dam Municipal  
Water District**

Water – It's a BIG DEAL!

# LONG-FORM VIDEOS



*Award of Merit – TIE*  
**Assoc. of Calif. Water  
Agencies & CV Strategies**  
*ACWA New Wave Video*



# LONG-FORM VIDEOS



## California Educators – Steve Davis



Steve Davis, a bicycle shop teacher at Seven Hills Middle School in Nevada City, California: "This is my passion. I love working with kids and I love working on bikes, and I'm just as fortunate as I can be to do what I'm doing."

*Award of Distinction*

**CaSTRS**

*California Educators*

(Featuring Steve Davis,  
Nevada City HS teacher)



# LONG-FORM VIDEOS



*Award of Excellence*

**Humboldt County  
Health & Human  
Services**

*Foster Parents  
Needed*



# **GRAPHIC DESIGN & PHOTOGRAPHY**





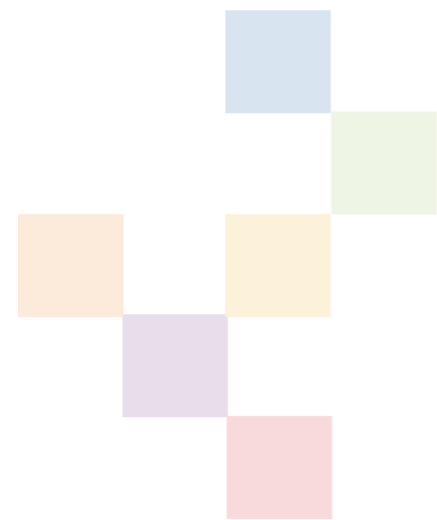
# GRAPHIC DESIGN & PHOTOGRAPHY



*Award of Merit – TIE*

**Coachella Valley  
Water District**

Wellness Logo  
Graphic Design



# GRAPHIC DESIGN & PHOTOGRAPHY



*Award of Merit – TIE*

**Coachella Valley  
Water District**

*2017 Desert-Friendly  
Plants Calendar*

**Photography**

# GRAPHIC DESIGN & PHOTOGRAPHY



*Award of Distinction*

**Union City**

Branding Campaign  
Design Elements





# GRAPHIC DESIGN & PHOTOGRAPHY



*Award of Excellence – TIE*

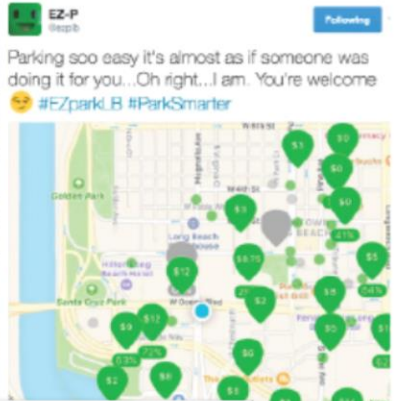
**Placer County**

*From Center to the Edge:  
Placer County's Snow  
Removal Operations*

Photography



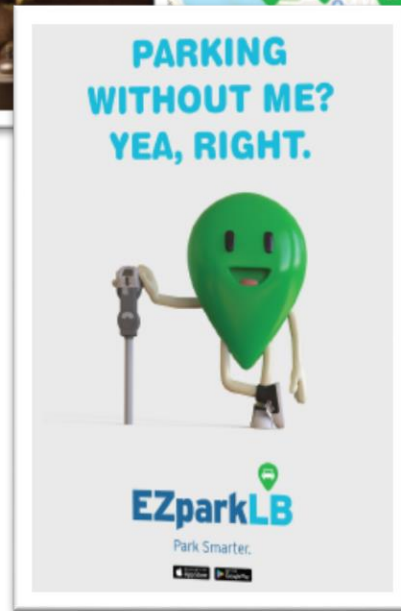
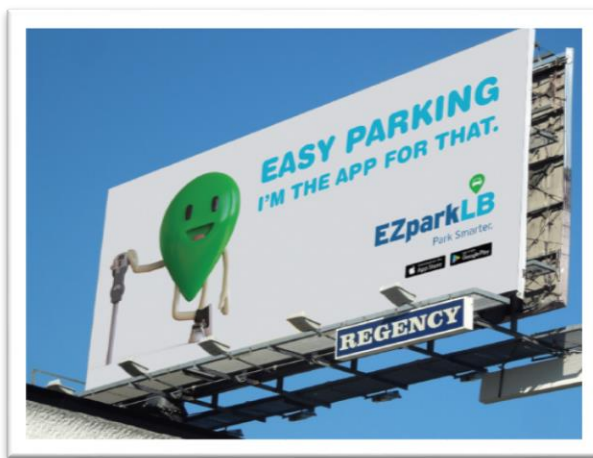
# GRAPHIC DESIGN & PHOTOGRAPHY




*Award of Excellence – TIE*

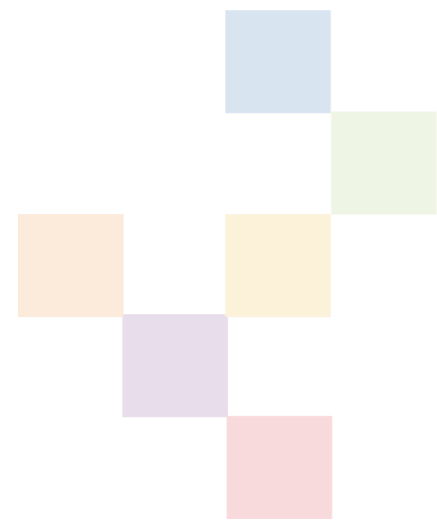

**City of Long Beach  
Public Works**

*EZ-P the Parking G*



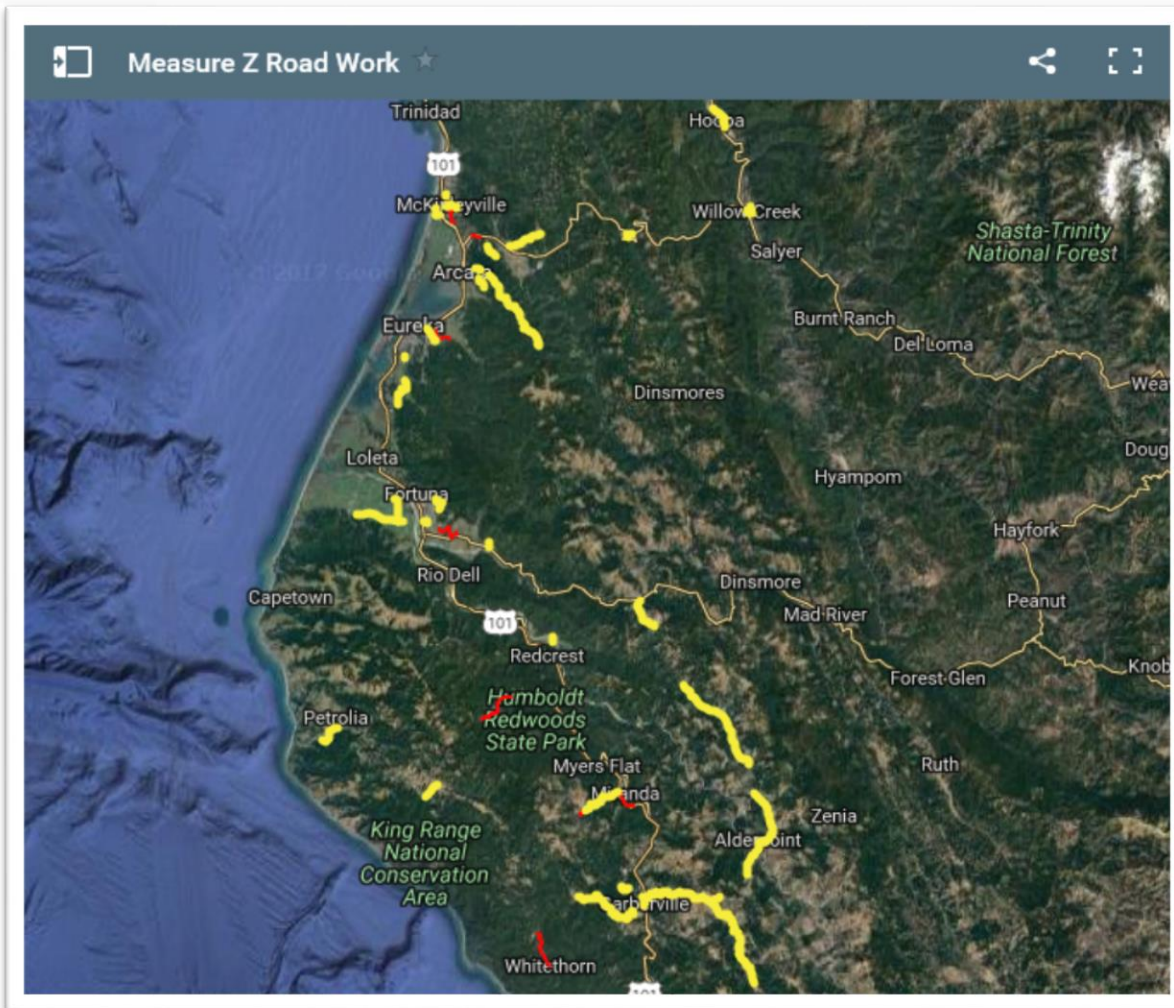


**MOST EFFECTIVE  
DATA VISUALIZATION/  
INFOGRAPHICS**





# DATA VISUALIZATION/INFOGRAPHICS



*Award of Merit*  
**County of Humboldt**  
Mapping Measure Z



# DATA VISUALIZATION/INFOGRAPHICS



*Award of Distinction*

**Kleinfelder**

**(on behalf of Orange  
County Public Works)**

Orange County

Public Works

Service Area Fact Sheets

# DATA VISUALIZATION/INFOGRAPHICS

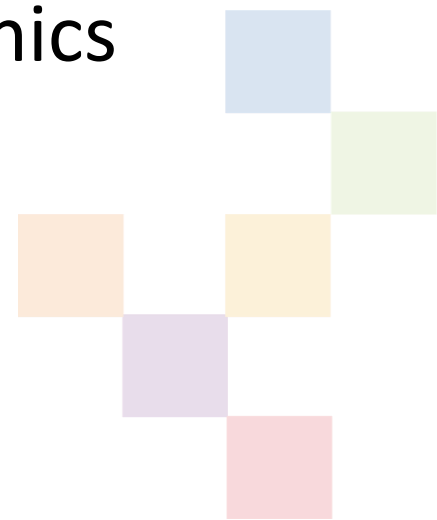


*Award of Excellence*

**Long Beach Water**

**Watering Schedule**

**Infographics**





# **GO GREEN/ ENVIRONMENTAL PROGRAMS**





# GO GREEN/ENVIRONMENTAL

## New Rebate for Instant Hot Water

Instant hot water recirculating systems aid in conservation efforts by allowing instant hot water to be available at the tap, saving water, energy and money. Through funding of a federal grant, EVMWD is offering a limited number of instant hot water recirculating system rebates to our customers.



Using an instant hot water recirculating system, customers no longer have to send cold water down the drain while waiting for hot water. Instead, recirculating pumps rapidly pull hot water from a water heater to be reheated and reused. These systems can be controlled by the push of a button, a timer, and a motion sensor.

When the system is activated the pump begins recirculating cooled water that's been sitting in the hot waterline and sends it back to the water heater through the cold water line. When the water reaches a desired temperature a control turns off the pump. This process is similar to turning on the hot water faucet and letting the water run until it gets hot, but instead of the water going down the drain it is simply returned back to the water heater, saving energy and water.

Rebates available for up to \$175. For application, listing of qualifications and rules for participation in the program, please visit [www.evmwd.com/hotwater](http://www.evmwd.com/hotwater) or call (951) 674-3146.



In partnership with **RECLAMATION**  
*Managing Water in the West*



*Award of Merit – TIE*

**Elsinore Valley  
Municipal Water District**

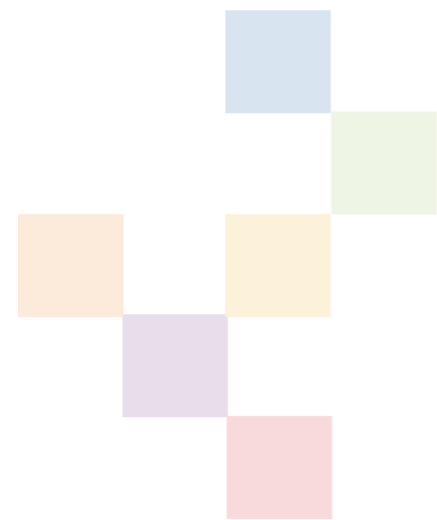
Instant Hot Water  
Recirculating  
System Program



# GO GREEN/ENVIRONMENTAL



*Award of Merit – TIE*  
**Mesa Water District**  
“Mesa Water Saver”  
Campaign



# GO GREEN/ENVIRONMENTAL



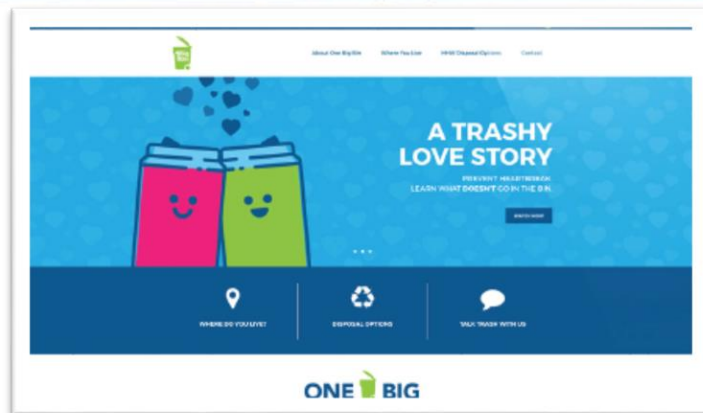
Conserve Water Every Day

*Award of Distinction*  
**IN Communications &  
Sacramento Suburban  
Water District**

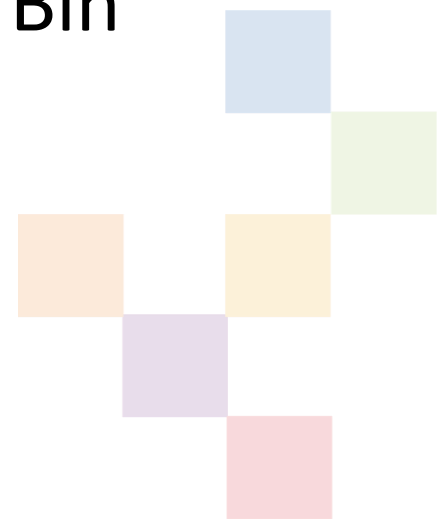
“Conservation 365”  
Campaign



# GO GREEN/ENVIRONMENTAL



*Award of Excellence*  
**Western Placer Waste  
Management Authority**  
One Big Bin





**SPECIAL EVENTS:  
ONE TIME EVENTS**



# ONE TIME EVENTS



*Award of Merit*

**Orange County  
Transportation Authority**

**64XPress Bus Dedication  
in Little Saigon**



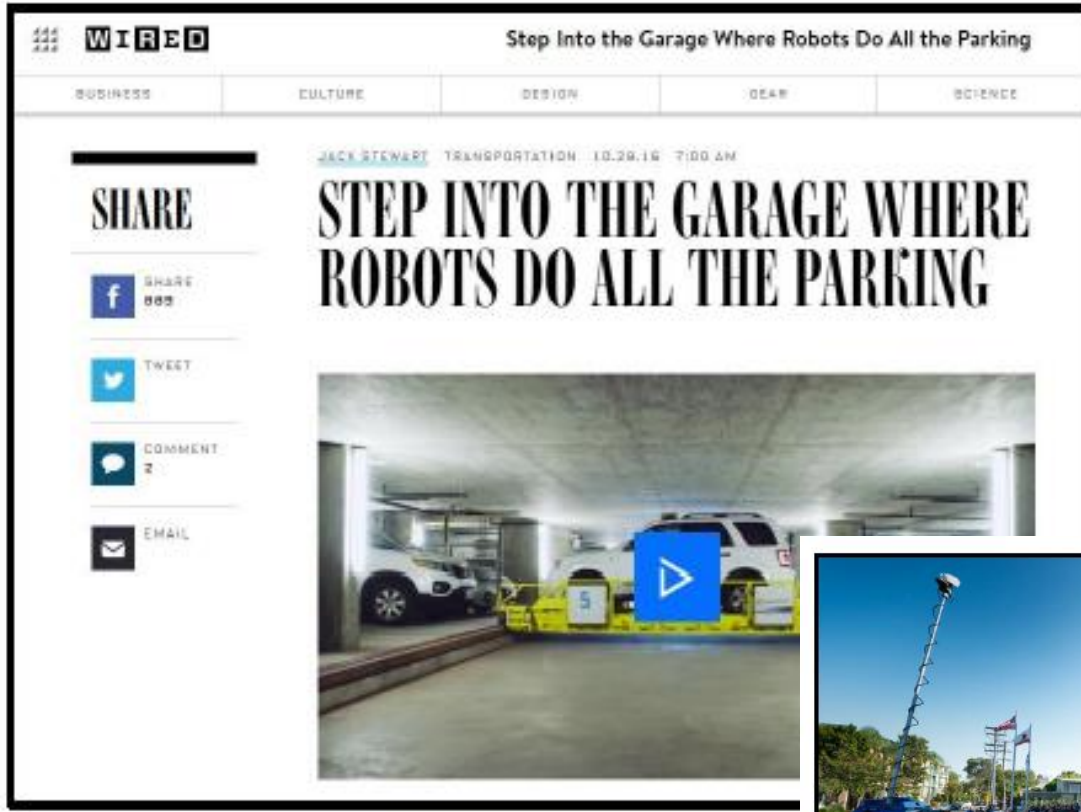
# ONE TIME EVENTS



*Award of Distinction*  
**Kleinfelder (on behalf  
of the City of Corona)**

Foothill Parkway  
Westerly Extension

# ONE TIME EVENTS



*Award of Excellence*  
**City of  
West Hollywood**  
Grand Opening,  
Automated Garage





# **SPECIAL EVENTS: RECURRING EVENTS**



# RECURRING EVENTS



Advanced Water Purification  
East County

**Seeing is Believing**



**Building Project Support through Tours**



PADRE DAM  
Municipal Water District

*Award of Distinction*

**Padre Dam Municipal  
Water District**

*Water, Too Good  
to Waste – Advanced  
Water Purification Tours*

# RECURRING EVENTS



*Award of Excellence*

**City of San Gabriel**

2<sup>nd</sup> Annual Dumpling  
& Beer Fest





# **MARKETING PLANS & BRANDING CAMPAIGNS**



# MARKETING/BRANDING CAMPAIGNS



*Award of Merit – TIE*  
**City of Sacramento**  
GetHereSac Campaign

# MARKETING/BRANDING CAMPAIGNS

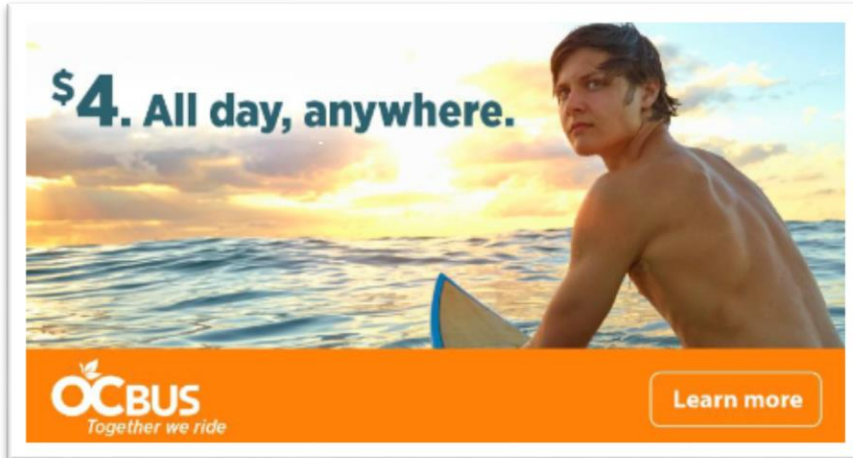


*Award of Merit – TIE*

**Orange County  
Transportation Authority**

The 91 Weekend Shift

# MARKETING/BRANDING CAMPAIGNS

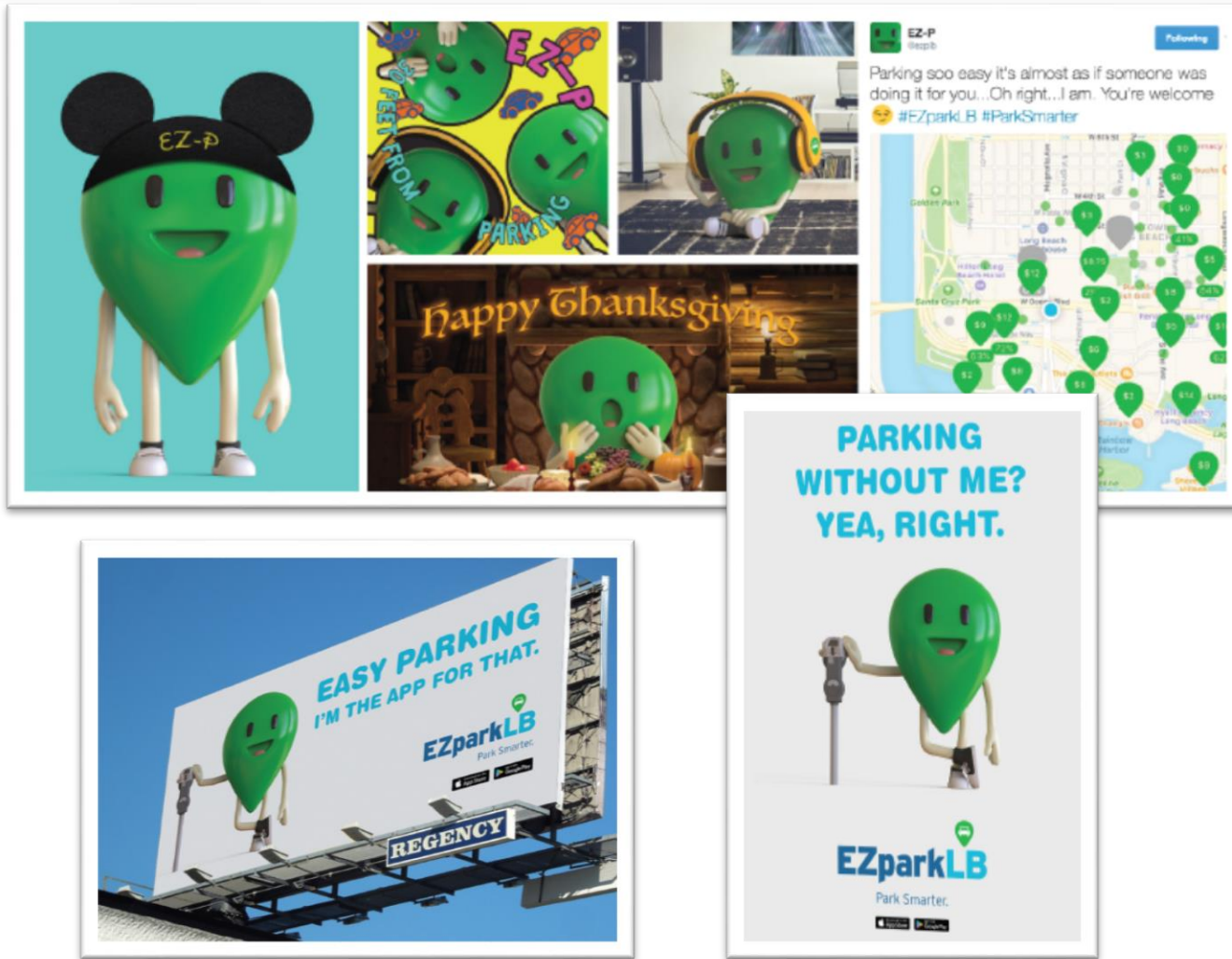


*Award of Distinction – TIE*

**Orange County  
Transportation Authority**

**OCBus October  
Ridership Campaign**

# MARKETING/BRANDING CAMPAIGNS



*Award of Distinction – TIE*

**City of Long Beach  
Public Works**

**EZ-P the Parking G  
Campaign**



# MARKETING/BRANDING CAMPAIGNS

**STAY INFORMED**

**BUILDING A BETTER BASE LINE**  
I-15 BASE LINE ROAD INTERCHANGE IMPROVEMENT PROJECT

**FOR MORE INFORMATION:**

**Tim Watkins,**  
Public Information Officer, SANBAG  
Email: [TWatkins@sanbag.ca.gov](mailto:TWatkins@sanbag.ca.gov)  
Project Hotline: (800) 701-1370

**FOLLOW US:**

[www.SANBAG.ca.gov/projects](http://www.SANBAG.ca.gov/projects)  
[@SANBAGnews](https://twitter.com/SANBAGnews)

#BetterBaseLine

**I-15 Base Line Road Interchange Improvement Project**  
**CONSTRUCTION NOTICE: INTERMITTENT RAMP, FREEWAY LANE AND CITY STREET LANE CLOSURES**

**WHAT:** Paving and excavation  
**WHERE/WHEN:**

- 1-15 northbound on- and off-ramps at Base Line Rd. Tuesday-Friday, May 31-June 3, 2016 10:00 p.m. to 6:00 a.m.
- 1-15 northbound #3 and #4 (outside lanes) from just north of Foothill Blvd. to just south of SR-210 Friday-Saturday, June 3-4, 2016 11:00 p.m. to 7:00 a.m.
- 1-15 southbound on- and off-ramps at Base Line Rd. Tuesday-Friday, May 31-June 3, 2016 8:00 p.m. to 6:00 a.m.
- 1-15 southbound #3 and #4 (outside lanes) from just south of SR-210 to just north of Foothill Blvd. Friday-Saturday, June 3-4, 2016 10:00 p.m. to 7:00 a.m.
- East Ave. and Base Line Rd. / Baseline Ave. Friday-Saturday, May 31-June 4, 2016 8:00 p.m. to 6:00 a.m.

In honor of the Memorial Day holiday, ramp and freeway closures will be suspended all day on Monday, May 30, 2016. Closures will resume on Tuesday, May 31, 2016.

Motorists and pedestrians should use caution while traveling through work zones near barricades and equipment. Thank you for your patience and support during this improvement project. Please adhere to all posted signage in the construction zone and always remember to **SLOW FOR THE COST JUNE**.

**FOR MORE INFORMATION:**  
Tim Watkins, Legislative and Public Affairs, SANBAG  
Email: [twatkins@sanbag.ca.gov](mailto:twatkins@sanbag.ca.gov)  
Project Hotline: (800) 701-1370

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*Award of Excellence – TIE*

**Kleinfelder (on behalf of San Bernardino County Transportation Authority)**

**I-15/Base Line Road Interchange Improvement**

# MARKETING/BRANDING CAMPAIGNS



*Award of Excellence – TIE*

**Riverside County  
Transportation Commission**

91 Project – Steer Clear





**DOLLAR STRETCHER AWARD:  
MOST CREATIVE PROJECT  
WITH LEAST DOLLARS SPENT**



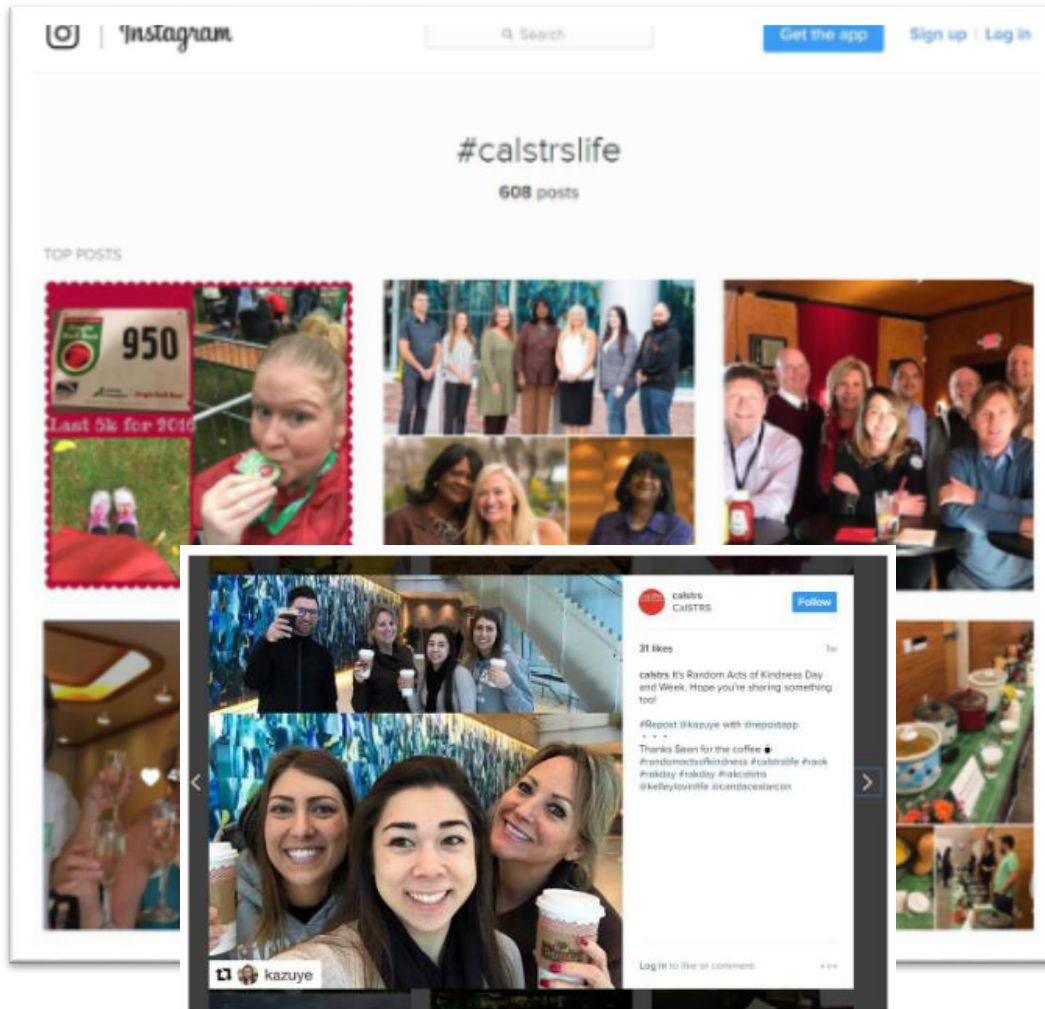
# DOLLAR STRETCHER AWARD



*Award of Merit*  
**Orange County  
Transportation Authority**  
64XPress Bus Dedication  
in Little Saigon



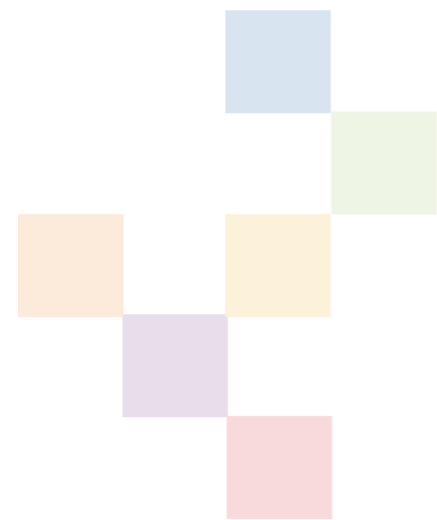
# DOLLAR STRETCHER AWARD



*Award of Distinction*

**CalSTRS**

#calstrslife Campaign





# DOLLAR STRETCHER AWARD



*Award of Excellence*

**Kleinfelder (on behalf of  
San Bernardino County  
Transit Authority)**

**Downtown San Bernardino  
Passenger Rail Safety**



# **MOST INNOVATIVE COMMUNICATIONS**



# MOST INNOVATIVE PROGRAMS



圣盖博市

## 商业活动

2016-06-21 圣盖博市



在圣盖博我们努力创造友好的商业环境，尽可能的帮助本地的公司。由很多理由为什么你应该在圣盖博创建你的公司。我们有一个优秀，多种族的社区，一个蓬勃发展的旅游业，和令人垂涎三尺的正宗亚洲美食。如果需要商业执照，请在市政府的财务部登记注册，可致电 626.308.2800, 分机 4612 或在网上了解更多信息[www.sangabrielcity.com/172/Business-Licensing](http://www.sangabrielcity.com/172/Business-Licensing)



圣盖博市

## 警民交流日

July 9



8月2日晚6:30-9:30是警民交流日，警察和市政府领导将访问社区来回答大家的问题。如需更多信息，请致电6

Read All

Monday 5:33 PM

## 本周夏日夜活动

July 11



城市信息 住在圣市 常见问题

- 翻译
- 施工
- 停车证
- 投诉
- 公共安全

*Award of Merit*  
**City of San Gabriel**  
WeChat  
Chinese outreach  
(Weibo)

# MOST INNOVATIVE PROGRAMS



Placer County

## The Placer Life

Placer County

[Details](#) [Ratings and Reviews](#) [Related](#)

**Description**

The Placer Life shares gripping, touching, humorous or interesting stories of the amazing people and places of beautiful Placer County -- California's best kept secret. From harrowing tales of wilderness survival to fascinating oral history from Placer's greatest generation, hear from the real people of Placer why it's the best place on earth to live, work, play and learn - and why we are proud to enjoy what we call the Placer Life. The Placer Life is a production of Placer County, California.

NAME	TIME	RELEASED	DESCRIPTION	POPULARITY	PRICE
1 Hugging George Lucas: Placer artist Frank ...	22 min	Dec 22, 2016	Before setting up shop i...		Get
2 Lost in the Wilderness - The Story of Cody ...	30 min	Dec 5, 2016	It was supposed to be ju...		Get
3 Betty Samson - Placer's Original 'Rosie the ...	15 min	Nov 10, 2016	Living near Auburn is an ...		Get

TOTAL: 3 ITEMS

*Award of Distinction*

**Placer County**

**The Placer Life**

**Podcast**

Subscribe

★★★★★ (6)

Audio

Society & Culture

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# MOST INNOVATIVE PROGRAMS



*Award of Excellence*

**Long Beach Water**

*Who's That Hero?*

Transforming a Mascot  
into a Unique, Digital  
Gaming Experience



Long Beach Water





**CRISIS COMMUNICATIONS/  
PUBLIC SAFETY  
EDUCATION**



# CRISIS COMMS/PUBLIC SAFETY EDUCATION



320x50 Static Mobile Banner (Display)



300x250 Static Desktop/Mobile/Tablet Banner (Display)

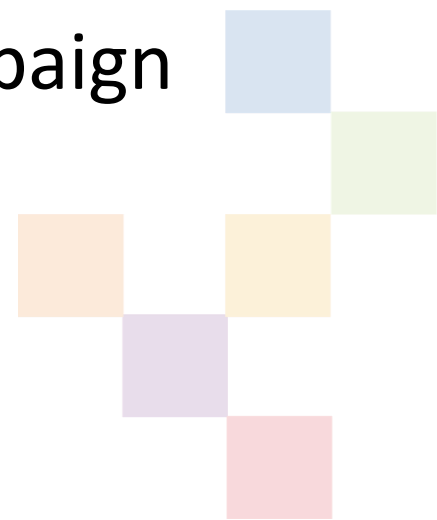


*Award of Merit*

**County of San Diego**

Zika Virus

Outreach Campaign



# CRISIS COMMS/PUBLIC SAFETY EDUCATION

**City of SANTA CLARITA**  
**EMERGENCY UPDATES**

Home Shelters Current Evacuations Current Emergency Road Closures Resources Map

### Sand Fire Map

City of Santa Clarita

Road closures, evacuation centers and evacuation areas. Please note all locations are approximate. View a map of the burn area here (as of 7:00 p.m. on 7/25/16).

**EMERGENCY TEXT ALERTS**  
Sign up to receive emergency text alerts to your phone.

**TWEETS BY @SANTA CLARITA**

Tweets by @santaclarita

Santa Clarita City @santaclarita  
Were on LinkedIn! Follow us to stay up to date on available positions with our team!  
#SantaClaritaJobs #SANTA CLARITA

**Find**

**City of SANTA CLARITA**  
**EMERGENCY UPDATES**

Home Shelters Current Evacuations Current Emergency Road Closures Resources Map

### Sand Fire – Click Here for Updates

City of Santa Clarita

**EMERGENCY TEXT ALERTS**  
Sign up to receive emergency text alerts to your phone.

**TWEETS BY @SANTA CLARITA**

Tweets by @santaclarita

Santa Clarita City @santaclarita  
Were on LinkedIn! Follow us to stay up to date on available positions with our team!  
#SantaClaritaJobs #SANTA CLARITA

**Find**

*Award of Distinction*

**City of Santa Clarita**

**Sand Fire Crisis**

**Communications**

# CRISIS COMMS/PUBLIC SAFETY EDUCATION



**SAN BERNARDINO COUNTY HUMAN SERVICES**

San Bernardino County Human Services  
@SBCountyHumanServices

Home  
About  
Photos  
Likes  
Notes  
Videos

**San Bernardino County Human Services** shared  
Homeward Bound Project Adopt's video.  
Published by C.L. Lopez [?] - August 20, 2016

Thank you to Riverside County Animal Services for sending a team up to assist in the care of #bluecutfire evacuated animals. Dr. Allan Drusys and his team visited evacuated animals cared for Town of Apple Valley, CA animal shelter and San Bernardino County Fair

0:53

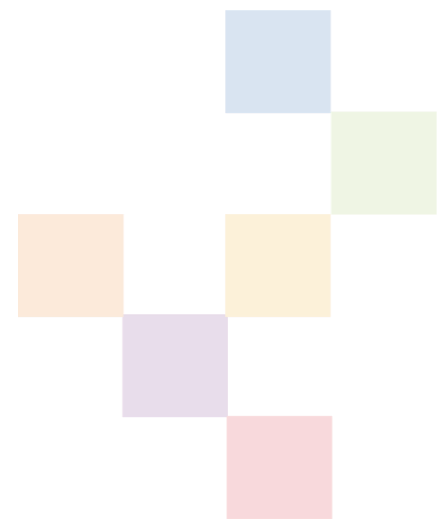
*Award of Excellence*

**San Bernardino County  
Human Services**

Blue Cut Fire  
Animal Evacuation



**Congratulations to this  
year's award recipients!**

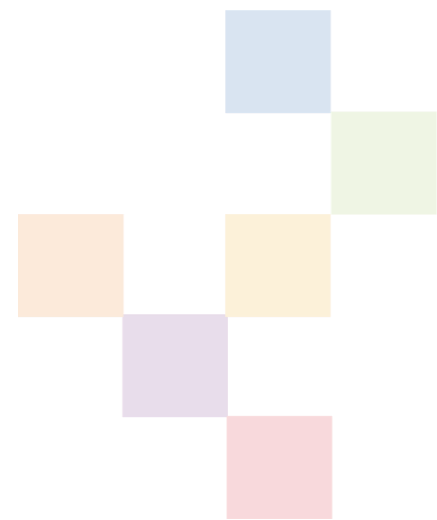




J. LINDSEY WOLF  
**PIO INSTITUTE GRADUATES**

**Congratulations to this year's graduates!**

- **Michelle Adams**
- **Lynne Butler**
- **Vanessa Carrera**
- **Gabriela de la Cruz**
- **Helen Dyda**
- **Charlene Engeron**
- **Tracy Franklin**
- **Delana Gbenekama**
- **Lauren Gold**
- **Karen Herrera**
- **Laurie Huelga**
- **Kristi Jourdan**
- **Melissa McChesney**
- **Leslie Payne**
- **Margie Revilla-Garcia**
- **Gwyneth Shoecraft**
- **Heather Sumagaysay**
- **Erin Treadwell**
- **Brittnie Van De Car**
- **Kristen Yasukawa**



# CONGRATULATIONS!

## 2017 COMMUNICATOR OF THE YEAR

**Francie Palmer**

Communications Manager,  
City of Rancho Cucamonga

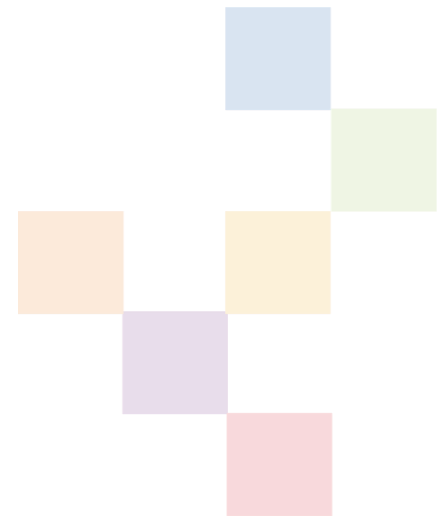


# CONGRATULATIONS!

## 2017 PAUL B. CLARK AWARD

**Jenny Windle**

President/CEO,  
JPW Communications

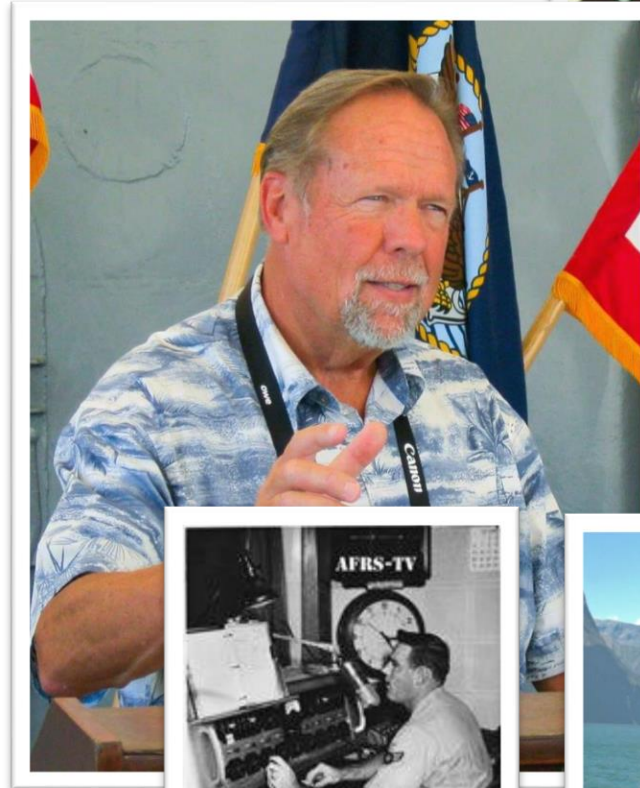


# WE SALUTE YOU, FRANK!

## 2017 FRANK POTTER COWAN CRISIS COMMUNICATIONS LEADER AWARD

### Frank Cowan

Thank you for your exceptional  
Crisis Communications leadership!





**Thank You to the  
2017 Conference Committee!**



# 2017 CAPIO CONFERENCE COMMITTEE CHAIRS

## Vice President – Conference

- Kristeen Farlow, Cucamonga Valley Water District

## Vice President – Awards

- Krista Noonan, CalSTRS

## Program/ Speaker Committee Co-Chairs

- Lauren Finney Burch, City of Union City
- Tom Christensen, County of San Diego

## Publicity Co-Chairs

- Jenny Windle, JPW Communications
- Jose Fregoso, San Bernardino County

## Sponsorship Committee Co-Chairs

- Erin Morales, Cucamonga Valley Water District
- Kathie Martin, Town of Apple Valley

## Hospitality Committee Chair

- Carlos Elaison, City of Sacramento



# 2017 CAPIO CONFERENCE PLANNING COMMITTEE

- Michelle Adams, West Valley Water District
- Lynne Butler, WMWD
- Christina Byrne, OCTA
- Maurice Chaney, City of Roseville
- Connie Cochran, City of Stockton
- Teresa Collins, City of Escondido
- Dede Cordell, Placer County
- Calvin Curtin, TID Water & Power
- Patty Eaton, Open Space Authority
- Tracy Franklin, South Lake Tahoe
- Geoff Gillette, Town of Danville
- Perette Godwin, City of San Diego
- Lauren Gold, City of Anaheim
- Monica Gutierrez, City of Chino
- Andrea Hammann, OCTA
- Calina Hon, City of Lake Forest
- Nicci La Piana, OCTA
- C.L. Lopez, County of San Bernardino
- Sarah MacDonald, City of San Marcos
- Rachel McGuire, APR, Western MWD
- Alma Rife, City of San Diego
- Paul Sanftner II, Supervisor Nate Miley's Office
- Heather Sumagaysay, Ventura County Fire
- Kaylee Weatherly, Long Beach Water



# 2015-17 CAPIO BOARD OF DIRECTORS

- **C.L. Lopez**, President
- **Christine Brainerd, APR**,  
President-Elect
- **Rachel McGuire, APR**,  
Past President & Education Chair
- **Kristeen Farlow**,  
Vice President: Conference
- **Krista Noonan**, Vice President:  
Awards and Treasurer
- **Jacqui Diaz**, Secretary
- **Kathleen McGrath**, Webmaster
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- **Amy Williams**, Membership Chair,  
Northern California
- **Kathie Martin**, Membership Chair,  
Southern California
- **Lael Wageneck**, Central California  
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- **Leslie Arroyo**, Northern California  
Director At-Large
- **Jose Arballo, Jr.**, Southern California  
Director At-Large



**THANK YOU,  
CONFERENCE SPONSORS!**

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AGENCY: **ETA**





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**WE APPRECIATE YOU!**



**THANK YOU,  
AMY ORR!**

*CAPIO Association  
Manager and Conference  
Event Manager*



**SAVE THE DATE – APRIL 9-12, 2018**

**HYATT**<sup>®</sup>  
VINEYARD  
CREEK  
SONOMA COUNTY



**2018 CAPIO ANNUAL CONFERENCE**

*April 9-12, 2018*

*Hyatt Vineyard Creek in Santa Rosa*

**IT'S AFTER-PARTY TIME!**

*The*  
**GROOVE**



**DJ ANDY**

**The Groove,  
San Diego's  
Top DJ Service**