



ALL HANDS MEET
CAPIO2022

EPIC AWARDS

LUNCHEON

August 30, 2022
San Diego, CA

JPWCOMMUNICATIONS

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WELCOME FROM OUR VICE PRESIDENT

The California Association of Public Information Officials (CAPIO) is the leading professional organization dedicated to advancing public communication. This is accomplished through training, resources, and networking to strengthen and engage communities. The 2022 Excellence in Public Information and Communications (EPIC) awards ceremony is a prime example of the opportunities and recognition CAPIO offers.



It is my privilege to welcome back our complete EPIC awards programming following a spectacular 50th birthday bash in Olympic Valley. This year, we have added new categories, such as in-house video production, TikTok or Reel, and Diversity, Equity, and Inclusion (DE&I) Outreach/Campaign.

I am honored to serve on the CAPIO board as your Vice President of Awards. The achievement and dedication that public communicators invest daily to serve and connect communities tirelessly are humbling. Although we continue to make adjustments and remain flexible in our communication tactics, we have been unwavering in our commitment to providing accurate and timely public information. These awards are a true testament to the pledge as government communicators.

Tomorrow night, we have the opportunity to celebrate the phenomenal individuals who have gone above and beyond during one of the most challenging crises of the decade. The Communicator of the Year Award recognizes an individual who demonstrates exceptional abilities, skills, and talents in leading their organization to more successful communication and public engagement. The Frank Potter Cowan Crisis Communications Leader Award will honor an individual who demonstrated extraordinary success in leading a team during a natural disaster, an act of terrorism, or a reputational crisis. Lastly, the prestigious Paul B. Clark Award exemplifies exceptional leadership, a career of milestone achievements, and CAPIO involvement. Be sure to join me, the CAPIO committee, board members, and your colleagues for fun and dancing following the awards dinner.

Now sit back, relax, and help us hype up our EPIC award winners!

Respectfully yours,

SYLVIA ORNELAS

CAPIO 2021–2023 Vice-President, Awards
Public Information Specialist II, Rancho California Water District | Temecula, CA

8:30

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2022 EPICS AWARDS LUNCHEON PROGRAM

Tuesday, August 30, 2022 • Mission Bay Resort, San Diego

Today's EPIC Hosts



TAMMY GORDON
Public Information Manager
*Coachella Valley Mosquito
and Vector Control District*



STEVEN BAIRD
Public Affairs Associate II
*Las Virgenes Municipal Water
District*

11:45 am	Lunch
12:15 pm	Presentation of 2022 EPIC Awards
1:45 pm	Special Acknowledgements / Closing




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- Districting Outreach
- Organics Recycling Outreach



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2022 AWARD FINALISTS BY CATEGORY

ANNUAL REPORT

Category Finalists (2020)

Inland Empire Utilities Agency
Annual Report FY 2019/20

Placer County Water Agency
2020 Annual Report

ANNUAL REPORT

Category Finalists (2021)

Elsinore Valley Municipal Water District
Annual Water Quality Report

Placer County Office of Education
PCOE 2021 Digital Annual Report

Turlock Irrigation District
2020 Annual Report

AUDIO/PODCASTS

Category Finalist (2021)

Cucamonga Valley Water District
CVWD Through The Decades Podcast

BRANDING

Category Finalist (2020)

Soquel Creek Water District
Pure Water Soquel Project Re-branding

BRANDING

Category Finalists (2021)

City of Agoura Hills
City of Agoura Hills Brand Refresh

The City of Santa Clarita
The Cube – Ice and Entertainment Center

COMMUNICATIONS OR MARKETING PLANS/CAMPAIGNS – CONSULTANT- SUPPORTED

Category Finalist (2020)

County of Ventura
*County of Ventura –
2020 Census Campaign*

COMMUNICATIONS OR MARKETING PLANS/CAMPAIGNS – CONSULTANT- SUPPORTED

Category Finalists (2021)

City of Newport Beach
*City of Newport Beach Expanded
Recycling Program*

**County of Marin: Department of Health
and Human Services**
Get Vaccinated Marin

Eastern Municipal Water District
*“Landscapes for Living” Marketing
& Community Outreach Campaign*

**Placer County Health and
Human Services**
Rent Help Placer

Western Municipal Water District
*2020–21 Rate Adjustment
Outreach Campaign*

**Communications or Marketing Plans/
Campaigns – In-House**
Category Finalist (2020)

SBCERA
SBCERA Strategic Communications Plan



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to Collect Real
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**COMMUNICATIONS OR MARKETING
PLANS/CAMPAIGNS - IN-HOUSE**

Category Finalists (2021)

City of Folsom

"We Support Folsom"

San Diego County Water Authority

Drought Safe San Diego

**COMMUNITY RELATIONS/
PARTICIPATION**

Category Finalist (2021)

City of Carlsbad

*Our Home, Our Future – Updating
Carlsbad's Housing Plan*

CRISIS COMMUNICATIONS RESPONSE

Category Finalists (2020)

City of San José

*City of San José Language Access Unit
for COVID-19 Communications*

County of Riverside

Cover Your Face

CRISIS COMMUNICATIONS RESPONSE

Category Finalists (2021)

Napa County Office of Education

*COVID-19 Framework for Napa
County Schools*

DOLLAR STRETCHER

Category Finalist (2020)

East Bay Municipal Utility District

EBMUD Epic Virtual Tours

DOLLAR STRETCHER

Category Finalists (2021)

OC San

OC San Logo – Dollar Stretcher

The City of Santa Clarita

"State of the City" Augmented Reality

GRAPHIC DESIGN – ONLINE

Category Finalists (2020)

Placer County Water Agency

Foothill Raw Water Pipeline Project Logo

Valley County Water District

Trust the Tap Logo Design

GRAPHIC DESIGN – ONLINE

Category Finalists (2021)

City of Pico Rivera

Community Bike Ride

**San Diego Unified School District
Facilities, Planning, and Construction**

2021 Construction Expo

GRAPHIC DESIGN – PRINT

Category Finalists (2021)

City of Folsom

Folsom Saves Graphic Design

San Mateo Medical Center

*Becoming Survey Ready: Tools to Help
Our Healthcare Heroes*

The City of Santa Clarita

"Guard That Auto" Campaign

INTERNAL COMMUNICATIONS

Category Finalist (2020)

Placer County Office of Education

"PCOE Promise" Internal Communications Plan

Turlock Irrigation District

*2020–2025 Strategic Plan –
Internal Communications*

INTERNAL COMMUNICATIONS

Category Finalists (2021)

San Mateo Medical Center

True North: Our Journey Together

Yuba Water Agency

*Internal Communications Strategy
and Implementation*

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LIVE STREAMING/LIVE STORIES

Category Finalists (2021)

Elsinore Valley Municipal Water District
Water-Wise Workshops Virtual Series

Orange County Transportation Authority
OCTA I-405 Improvement Project Virtual Neighborhood Meetings

MARKETING AND PROMOTIONAL ITEMS

Category Finalist (2020)

Valley County Water District
Trust the Tap Logo Design

MARKETING AND PROMOTIONAL ITEMS

Category Finalist (2021)

City of Moreno Valley
Fireworks – They're Just Not Worth It

MEDIA EVENT

Category Finalist (2021)

City of Citrus Heights
State of the City 2021

MOST INNOVATIVE COMMUNICATIONS

Category Finalist (2020)

City of Livermore
Livermore Asset Geocache

MOST INNOVATIVE COMMUNICATIONS

Category Finalist (2021)

Orange County Transportation Authority
OCTA I-405 Improvement Project Geofencing Advertising

NEWSLETTER OR MAGAZINE

Category Finalist (2021)

City of Carlsbad
City Manager's Update E-Newsletter

PHOTOGRAPHY

Category Finalist (2021)

Cosumnes Community Services District
"A Torn Hero"

PREPAREDNESS/PUBLIC SAFETY EDUCATION CAMPAIGN

Category Finalist (2020)

City of Lancaster
SEE AND BE SEEN

Zone 7 Water Agency
Flood Ready Freddy Preparedness Campaign

PREPAREDNESS/PUBLIC SAFETY EDUCATION CAMPAIGN

Category Finalist (2021)

City of Rancho Cordova
Keeping Rancho Cordova Safe During the Fourth of July Season

SOCIAL MEDIA BEST USE OVERALL

Category Finalists (2021)

The City of Santa Clarita
City of Santa Clarita TikToks

Walnut Valley Water District
Water Professionals Appreciation Week Digital Communications

SOCIAL MEDIA CAMPAIGN

Category Finalists (2020)

City of San José
City of San José COVID-19 Social Media Influencer Campaign

City of Sunnyvale
Shop Sunnyvale Campaign

OC Parks
OC Parks Virtual Content

SOCIAL MEDIA CAMPAIGN

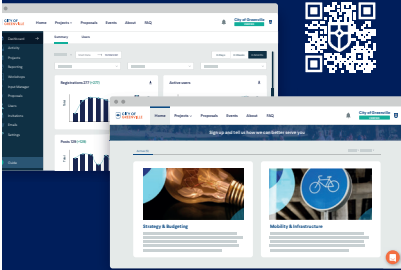
Category Finalists (2021)

California High-Speed Rail Authority
California High-Speed Rail: 2021 Fact Friday Campaign



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— Melissa Wissel, Communications Manager



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(Social Media Campaign cont.)

City of Moreno Valley
ANTI Fireworks

Cosumnes Community Services District
Fentanyl Awareness Campaign

The City of Santa Clarita
Santa Clarita Public Library TikTok Series

SPECIAL OR COMMUNITY EVENT – ONE-TIME
Category Finalists (2020)

Elsinore Valley Municipal Water District
Flow into Fall Virtual Open House

San Bernardino County Transportation Authority
I-10 Express Lanes Groundbreaking

SPECIAL OR COMMUNITY EVENT – ONE-TIME
Category Finalists (2021)

City of Roseville
Barton Road Water Treatment Plant 50th Anniversary

East Bay Municipal Utility District
EBMUD Epic Fossil Discovery

SPECIAL OR COMMUNITY EVENT – RECURRING
Category Finalists (2020)

Greater Los Angeles County Vector Control District
GLACVCD's Pop-Up Events

OC Parks
OC Parks Drive-In Movies

SPECIAL OR COMMUNITY EVENT – RECURRING
Category Finalists (2021)

City of Eastvale
Taste the World in Eastvale International Food Festival

City of Irvine
Irvine Global Village Festival 2021

San Bernardino County Transportation Authority
I-10 Express Lanes Webinars

TIK TOK OR REEL
Category Finalist (2021)

The City of Santa Clarita
Santa Clarita Public Library TikTok Series

VIDEO PRODUCTION – PROMOTIONAL – CONSULTANT SUPPORTED
Category Finalist (2020)

Modesto Irrigation District
Until the Last Drop Documentary

VIDEO PRODUCTION – PROMOTIONAL – CONSULTANT SUPPORTED
Category Finalists (2021)

City of Livermore
Livermore Asset Management Plan Educational Video

Placer County Sheriff's Office
Using the Community's Voice to Recruit the Best

VIDEO PRODUCTION – PROMOTIONAL – IN HOUSE
Category Finalists (2020)

Walnut Valley Water District
WVWD is Thankful Video Production

VIDEO PRODUCTION – PROMOTIONAL – IN HOUSE
Category Finalists (2021)

California High-Speed Rail Authority
California High-Speed Rail: 2021 Year in Review

San Diego County Water Authority
Drought Safe San Diego



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Annual Conference**



*(Video Production –
Promotional in House cont.)*

The City of Santa Clarita
*The Cube – Ice and Entertainment Center,
Announcement Videos*

**VIDEO PRODUCTION – SERIES –
CONSULTANT SUPPORTED**
Category Finalist (2020)

Zone 7 Water Agency
Flood Ready Freddy Video Campaign

**VIDEO PRODUCTION – SERIES –
CONSULTANT SUPPORTED**
Category Finalists (2021)

City of Carlsbad
E-bike Safety Video Series

Cosumnes Community Services District
Singh and Kaur Park Videos

Zone 7 Water Agency
Water Wise Wendy 2021

**VIDEO PRODUCTION – SERIES –
IN HOUSE**
Category Finalists (2020)

City of Elk Grove
Know Your City

County of Riverside
We are #RivCo NOW

**VIDEO PRODUCTION – SERIES –
IN HOUSE**
Category Finalists (2021)

Roseville Parks, Rec & Libraries
What's Happening in PRL videos

San José Fire Department
Wheels Wednesdays

WEBSITE
Category Finalist (2020)

SBCERA
SBCERA Website Redesign

WEBSITE
Category Finalists (2021)

City of Folsom
Folsom Website

Eastern Municipal Water District
“Landscapes for Living” Microsite

WRITING
Category Finalist (2020)

SBCERA
Retirement Consultation Guide

WRITING
Category Finalists (2021)

City of Newport Beach
*Newport Beach Expanded
Recycling Program*

**East County Advanced Water Purification
Program Joint Powers Authority**
*WaterWorld East County AWP
Guest Column*

SPECIAL NOTE:
The following awards will be presented
during our August 31 EPIC Awards Dinner:

Best In Show Awards

**Diversity, Equity and Inclusion (DE&I)
Outreach/Campaign Awards**

Communicator of the Year Award

**Frank Potter Cowan Crisis Communications
Leader of the Year Award**

Paul B. Clark Award

Congratulations

**CAPIO
AWARD WINNERS!**

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