

- **Board of Directors**
Education and Outreach Committee

February 14, 2006 Board Meeting

7-3

Subject

Adopt the California Friendly™ logo and theme as a brand name for promoting water use efficiency among Southern Californians

Description

A public outreach logo ([Attachment 1](#)) and theme called California Friendly is proposed for use as a brand to increase water use efficiency throughout the Metropolitan service area. The brand would be used in outreach efforts, such as the outdoor water conservation advertising campaign. Initially, use of the brand would be applied to products such as landscapes, plants and irrigation devices; services such as landscape maintenance (California Friendly Gardener); and eventually to institutions or programs such as California Friendly cities, schools, or businesses. If this logo is approved by the Board, staff would implement simpler brand applications such as products, without further board approval. Larger or more complex applications would be brought to the Board for approval before beginning implementation.

About half of the water savings needed to meet the IRP's regional water conservation goals will be derived from actions the public would take without receiving financial incentives. California Friendly will employ a researched public message and use non-financial incentives such as structured recognition programs to advance a market transformation in water-saving devices and practices.

What is California Friendly?

The California Friendly logo and theme uses the private sector's best practice of "branding" to communicate water use efficiency and increase participation in incentive and rebate programs among Southern Californians. Public agencies such as the U.S. Environmental Protection Agency and U.S. Department of Energy successfully have used a branding strategy to promote conservation nationally through EnergyStar. Metropolitan staff proposes adopting a similar but regional approach, called the California Friendly brand, for promoting water use efficiency among Southern Californians as a daily practice, not just during drought conditions. A federal registration mark for the phrase is pending.

How does California Friendly support water use efficiency?

Using a brand such as California Friendly simplifies the efficient water use message by creating a bigger context, allowing Metropolitan and its member agencies to talk about programs collectively. Its consistent presence maximizes outreach activities by taking away the need to continually resell programs or the need for conservation.

A simplified communications approach such as this one will enable member agencies and subagencies to enhance the effectiveness of their marketing and communication efforts, and heighten awareness of rebates and other programs throughout the region. It is a necessary next step for ensuring a reliable water supply for the future. It will also encourage broader participation by the private sector in water-efficient practices and products.

How does the public view California Friendly?

The theme and logo have evolved through a collaborative process with Metropolitan's member agencies since 2002. The phrase "California Friendly" is already in use by garden retailers, builders and many member agencies.

A consumer market study of the logo and phrase conducted in October 2005 found that more than 80 percent of respondents would choose water-efficient products and services if they were easy to identify, and that the California Friendly logo clearly communicates water savings.

Proposed Implementation Steps

- Develop educational and promotional materials using California Friendly concept
- Develop California Friendly standards for products, cities, gardeners, businesses, schools and other entities to support and promote water use efficiency
- Develop criteria and procedures for controlling use of the California Friendly term and logo
- Create comprehensive rebate and incentive information resource on bewaterwise.com
- Conduct consumer research to benchmark awareness of concept for future success measurements

Policy

Pursuant to Metropolitan Water District's Administrative Code, Section 4210, it shall be the policy of the District to undertake and support water conservation programs. To that end, the District may develop and implement such programs and enter into agreements with member public agencies and other organizations to make more efficient use of water resources through water conservation programs so long as such agreements serve a beneficial purpose of the District.

California Environmental Quality Act (CEQA)

CEQA determination for Option #1:

The proposed action is not defined as a project under CEQA because it involves continuing administrative activities, such as general policy and procedure making (Section 15378(b)(2) of the State CEQA Guidelines). In addition, where it can be seen with certainty that there is no possibility that the proposed action in question may have a significant effect on the environment, the proposed action is not subject to CEQA (Section 15061(b)(3) of the State CEQA Guidelines).

The CEQA determination is: Determine that the proposed action is not subject to CEQA pursuant to Sections 15378(b)(2) and 15061(b)(3) of the State CEQA Guidelines.

CEQA determination for Option #2:

None required

Board Options/Fiscal Impacts

Option #1

Adopt the CEQA determination and adopt the California Friendly™ theme and logo as a brand name for promoting water use efficiency among Southern Californians.

Fiscal Impact: None, as the theme and logo would be incorporated into existing campaigns and materials.

Option #2

Do not adopt the California Friendly™ theme and logo as a brand name for promoting water use efficiency among Southern Californians.

Fiscal Impact: Potential benefits of consistent branding would be lost.

Staff Recommendation

Option #1



for Tim Worley
Robert S. Joe
Manager, External Affairs

1/12/2006
Date



Debra C. Man
Interim CEO/General Manager

1/17/2006
Date

Attachment 1 – Logo

BLA #4022

California Friendly™ Public Outreach Logo

