



***THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA***

# **RECAP OF MEMBER AGENCY PIO WORKING GROUP MEETING**

**Thursday, February 10, 2011  
10:00 a.m. to 12 noon**

# Participants Reached Consensus On:

- Use “water-use efficiency” rather than “conservation”
  - The general sense is that people don’t want to be told what to do (conserve) versus suggesting how they do it (use it wisely)
- Acknowledge/thank public for using water efficiently
- Permanent way of life...not just about drought

# Participant consensus, cont'd

- Emphasize Value of Water (cost of water, supply/delivery; system repair/replace)
  - Address using less but paying more
- Crisis/issue/message fatigue...Need to be sensitive to this
- Water-use efficiency: emphasize immediate benefits. Future benefits (legacy) are secondary

# Participant consensus, cont'd

- Increased population message: Even if no more people move into the region, we're still going to grow
- Emphasize economic impacts-gains/benefits: Water is key to region's \$1 trillion economy
- Imported water travels hundreds of miles from Northern California and Colorado River
- Water-use efficiency is smart, it's responsible, it's about doing the right thing (peer pressure)