



# External Affairs

# Management Report

Communications and Legislation Committee

Item 7a

August 18, 2014

# Southern California Drought Outreach Efforts

# MWD Media Plan Overview

- Radio – 21 weeks
- TV – 6 weeks
- Digital – 4 months
- Out of Home (State Water Project areas) - 3 months
- Bloggers – 2 months
- Search – 12 months



# New Elements of MWD Campaign



**bewaterwise.com**

**Win a \$5,000 California Friendly® Yard Makeover!**

Plus, you could win one of seven \$650 VISA Gift Cards! Be California Friendly® - Be Water Wise!

Don't waste another minute wasting water.

A journey from the Metropolitan Water District of Southern California and your local water agency

California Landscape Contractors Association

Sheryl Crow



Verizon 11:42 AM 100% BATT

Los Angeles, CA 90001 Little Santa Monica Blvd

**ALERT BEACH HAZARD STATEMENT**

73° Fair 75° / 63°

Save water now. **bewaterwise.com** WATER SAVING TIPS AND RESOURCES

**Don't waste another minute wasting water.**

**bewaterwise.com**

물을 낭비하는데 더 이상 단 1분도 낭비하지 마십시오.

**bewaterwise.com** 에서

**No pases ni un minuto desperdiciando agua.**

**bewaterwise.com**

友善加州 一分鐘也不要再浪費水了!

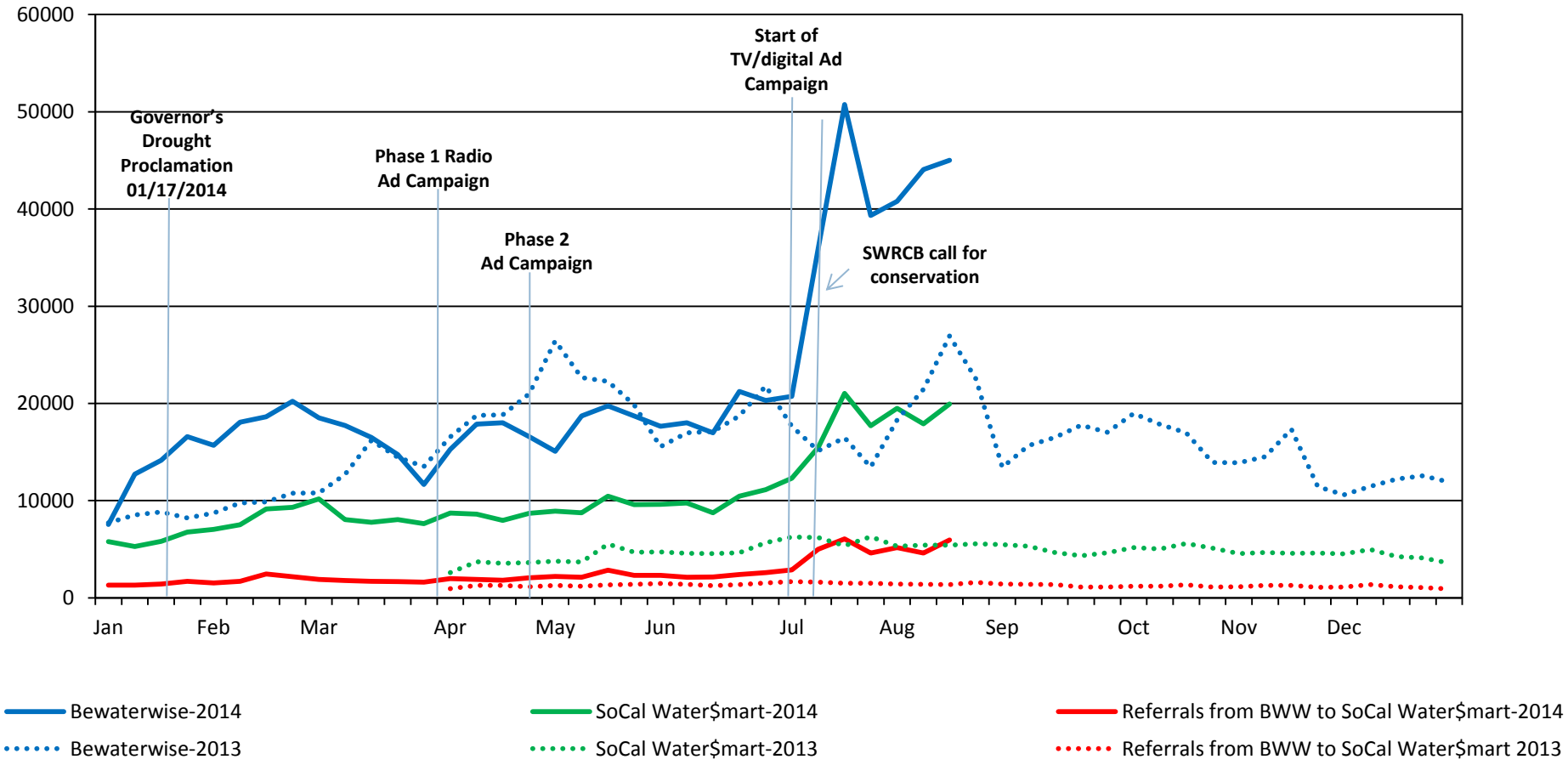
**bewaterwise.com**

# MWD Media Schedule/Reach

Los Angeles DMA and San Diego*	2014																				Total TRPs / Spots**	Impressions			
	JULY					AUGUST					SEPTEMBER					OCTOBER									
	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13			20		
GENERAL Market SPOT TELEVISION :30s																								712	57,715,356
GENERAL MARKET SPOT RADIO :60s																								1170	84,322,961
TRAFFIC REPORTS (SPANISH, CHINESE & ENGLISH) :15s/:10s - Spots																								1350x	21,975,795
SPANISH LANGUAGE SPOT RADIO :60s																								299	18,746,851
ASIAN LANGUAGE SPOT RADIO LA :60s																								288x	904,813
OUT OF HOME (SPANISH & ENGLISH) - Targeted Billboard and Cinema																								N/A	39,469,986
DIGITAL ADVERTISING - Geo-targeted Video and Banners																								N/A	125,830,951
GOOGLE SEARCH																								N/A	N/A

# MWD Campaign Performance

## Weekly Website Visits – Bewaterwise.com®, SoCalWaterSmart.com



# State Outreach Efforts

**Save Our Water**

**TIPS & SAVE OUR WATER NEWS**

AUG 16TH, 2014 Recycle Cooking Water	AUG 15TH, 2014 Water Plants Early or Late	AUG 14TH, 2014 Take a Break from Hand Washing Dishes	AUG 13TH, 2014 Take Quicker Showers	AUG 12TH, 2014 Desert Water Agency Encourages Water Conservation
AUG 11TH, 2014	AUG 10TH, 2014	AUG 9TH, 2014	AUG 8TH, 2014	AUG 7TH, 2014

**JOIN THE EFFORT**  
#SaveOurWater #JoinTheEffort

**JOIN THE BUCKET BRIGADE**  
FILL WHILE YOU SHOWER, EMPTY IN YOUR GARDEN

**CONAN AND ANDY RICHTER JOIN THE EFFORT**  
Conan O'Brien and Andy Richter: Native Drought Resistant Plants

**JOIN THE EFFORT**  
#SaveOurWater #JoinTheEffort

**BROWN IS THE NEW GREEN**

I JOINED THE EFFORT

**Give Water, Stay Golden.**

**energy upgrade CALIFORNIA**

**STAY GOLDEN, CALIFORNIA.**

# Local Outdoor Advertising



**HELP SAVE WATER!**  
**We're in this drought together**  
Learn more at [www.westbasin.org](http://www.westbasin.org)





# Local Digital and Social Media



**Now required in Burbank**  
**3 days a week**  
**watering, it works!**

Mon	Tues	Wed	Thur	Fri	Sat

**Let's do our part for California**  
Limit your outdoor watering to 3 days a week  
15 minutes per station, before 9 a.m. or after 6 p.m.

Municipal Water District of Orange County  
July 1 - 31

July is Smart Irrigation Month! Take this opportunity to upgrade your sprinkler system – and get paid to do it. We're offering rebates on smart sprinkler timers, soil moisture sensors, and rotating sprinkler nozzles. We'll also give you money to install a rain barrel or replace your lawn with California Friendly landscaping. Visit [www.ocwatersmart.com](http://www.ocwatersmart.com) for info.



**JULY SMART IRRIGATION MONTH**

2014 Drought Preparedness: Foothill MWD Seeks Extraordinary Conservation



Long Beach Water Dept.

Los Angeles Department of Water & Power



Know Your **Watering Days**

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
<b>ODD</b> Addresses							
<b>EVEN</b> Addresses							

people reached

Comment Share 150 3 25

**WATER CONSERVATION ALERT STATUS**  
**EXTRAORDINARY**

**T O D A Y**




**WHEN IN DROUGHT**

Save every day, every way.

**In San Diego County, we save for sunny days.**  
**Thank you for saving water.**

Learn more at [whenindrought.org](http://whenindrought.org)

Supported by the San Diego County Water Authority and its 24 member agencies

City of **Glendale**  
Water & Power  
**GWP**  
Your Trusted Community Utility

Glendale Water,Power @CGWaterPower - Jun 20

Thinking of planting a water wise garden? Visit [Glendalewaterwisegardening.com](http://Glendalewaterwisegardening.com) to look at real gardens in Glendale that did just that. #savewater

# Local Cinema Advertising

Learn about local water suppliers.

Visit **beWaterwise.com** for valuable rebates and information.

**nem**  
MEDIA NETWORK

**tap into**  
Quality . Reliability . Value

Brought to you by your Riverside County Water Agencies

Eastern Municipal Water District, Riverside County Water Agency, Corona, EMMWD

# Local Information Resources



## Save Every Day, Every Way

Water Efficiency is Now Smarter Than Ever

**WHEN IN DROUGHT**  
Save every drop, every way.

**RECORD TIPS FOR RESIDENTS**

Water Efficiency Tip	Estimated Savings
Don't take showers every other day. Don't leave water running when doing dishes.	3-4.7 gallons/fixture
Turn off water when brushing teeth.	2.3 gallons/fixture
Shower less often.	2.2 gallons/fixture
Don't use the bidet or a toilet brush.	1.0 gallon/flush
Take a 5-10 min. shower at a time.	10-20 gallons/fixture
Use a bucket instead of a hose to clean your driveway.	30-60 gallons/fixture
Use a broom instead of a hose to clean your driveway.	10-20 gallons/fixture
Use a broom instead of a hose to clean your driveway.	10-20 gallons/fixture
Use a broom instead of a hose to clean your driveway.	10-20 gallons/fixture
Use a broom instead of a hose to clean your driveway.	10-20 gallons/fixture

## CONSERVE WATER TODAY, L.A.!

Water conservation is more important now than ever. California is experiencing the driest year in more than 100 years. Do your part today to use less.

**Reducing your water footprint is easier than you think**

- Turn off all faucets inside and outside your home and make sure that no appliances that use water are running including your water filtration system and ice maker.
- Take shorter showers and install a water-efficient shower head.
- Wash only full loads of laundry and install a high efficiency washer.
- Install a high efficiency toilet and fix running toilet leaks.

**Know your watering days.** Limit your outdoor watering. L.A. has a designated water conservation ordinance that states outdoor water use may only increase 10% over a year depending on the current water use, and only during 1 L.A. or after 5 p.m.

**ODD** (1, 3, 5, 7, 9) Add even numbers  
**EVEN** (2, 4, 6, 8) Add odd numbers

## Step-by-Step Instructions to Check for Water Leaks

- Turn off all water fixtures inside and outside your home and make sure that no appliances that use water are running including your water filtration system and ice maker.
- Locate the water meter in front of your house. Open the water meter lid and check the meter for any water flow activity. If the blue flow indicator is rotating there is a leak somewhere on the property.
- Check all basins for sinks, showers and bathtubs. Water usually leaks from the spout and is easily detectable. But it may also be leaking from on and off handles or loose fittings. Tighten loose fittings about a quarter of a turn if you observe a leak. Loosening fittings can often caused by the rubber washer being loose or deteriorated. Replacing the rubber washer is an easy fix if determined to be the source of the leak.
- Toilet Leaks  
Toilets are the most common source of leaks in the home and if you are able to determine what components of the toilet are leaking you can purchase the appropriate repair kit from a home improvement store. First lift the toilet tank cover and listen for a water hissing sound or see if there is water running into the bowl. Next check the

## What does a 20% Reduction in water use look like?

The amount of water the average Orange County resident uses each day. Here are some easy tips to help you reduce your water use by 20% or 20 gallons per day!

Category	Current Usage	Target Usage (20% Reduction)
Shorten your shower by 2 minutes	12 gallons per day	21 gallons per day
Work only full loads of laundry	15-40 gallons per day	50+ gallons per day
Fix leaky toilets and faucets	20 gallons per day	120 gallons per day
Install high efficiency toilets	19 gallons per day	40 gallons per day

## Western's Water-efficient Garden

For water-friendly gardening recommendations that make sense, visit Western's Landscape Services California Style® garden in Riverside. The garden provides a great example of water-efficient plants. For more local gardening inspiration, check out the design ideas and plant lists on our website.

### It's About Thyme

Outdoor Water Savings Tips for Summer

According to the U.S. Environmental Protection Agency, as much as 50 percent of outdoor water use is wasted because of evaporation, wind and runoff. Due to California's ongoing drought, there are several simple ways to save water outside:

- Test a shade that your watering time
- Use a light-colored mulch
- Fix outdoor leaks

# Local Contest

## The San Gabriel Valley Water Smart City Challenge

Upper San Gabriel Valley Municipal Water District



- Bring awareness of the drought to residents
- Promote water conservation as a “way of life”
  - Promote Governor’s call for a 20 percent water use reduction
- Promote water rebates for businesses and residents through [www.socalwatersmart.com](http://www.socalwatersmart.com)
- Adopt city policies that will contribute to the overall sustainability of the San Gabriel River Watershed



# Local Community Events



*Santa Monica*

*Foothill MWD*



*Anaheim*

*Las Virgenes MWD*



**Communications and Legislation Committee**



**7-a**

**August 18, 2014**

# Local Bill Inserts and Labels

**GET SMART ABOUT WATERING!**

**SMART IRRIGATION TIMERS:** These 'smart' timers use information about your landscape and local weather conditions to automatically adjust your watering schedule.

**Rebate level:** Up to \$380 per controller for properties less than 1 acre, or \$35 per station for properties over 1 acre.

**ROTATING SPRINKLER NOZZLES:** Replace traditional pop-up spray heads with rotating sprinkler nozzles, which water more evenly and efficiently.

**Rebate level:** Up to \$4 per nozzle.

**SOIL MOISTURE SENSORS:** Installed in plant root zones, they tell your sprinklers when watering is needed and for how long.

**Rebate level:** Up to \$380 per controller for properties less than 1 acre, or \$35 per station for properties over 1 acre.

ocwatersmart.com | (888) 376-3114

**GET CASH FOR YOUR LAWN!**

Receive \$2 for every sq. foot of living grass you replace with California Friendly landscaping.

**Water... Less is More**

Using less water now helps us replenish our supplies and have more for the future.

Find out more: [www.CaliforniaWaterSmart.com](http://www.CaliforniaWaterSmart.com)

- High Efficiency Clothes Washers
- High Efficiency Toilets
- Rotating Sprinkler Nozzles
- Smart Irrigation Controllers
- Rain Barrels
- More...

**Water Conservation Starts at your home or business!**

There are a number of rebates available to help you conserve water and save money too!

VISIT: [www.socalwatersmart.com](http://www.socalwatersmart.com) to learn more about rebates in your area.

**\$\$\$ REBATES!**

Three Valleys Municipal Water District's Areas Served:  
 Azusa, Boy Scouts of America-Fire Base, Brea, Brea, California State Polytechnic University-Pomona, City of Industry, Claremont, Colton, Colton Irrigation Co., Diamond Bar, Glendora, Golden State Water Co., Hesperia, Hemet, La Brea, La Verne, Montclair, Orange College, Pomona, Pomona Water-Recreation Joint Water Line Commission, Rowland Heights, Rowland Water District, San Dimas, San Gabriel Water Systems, Van Nuys, Van Nuys Water Co., Walnut, Walnut Valley Water District, West Covina



**REBATES & DROUGHT UPDATES**  
**[bewaterwise.com](http://bewaterwise.com)**

**IT'S TIME TO SAVE WATER.**

There are many steps you can take to help use water wisely!

- Test your irrigation system to identify leaks and overwatering
- Trim a minute from your watering time
- Water before 7am or after 8pm
- Cut back a day for irrigation
- Fix outdoor leaks
- Use a broom. Don't hose down driveways and walkways

**PUBLIC WORKS**

# Research

- MWD Pre-Campaign Survey Highlights
  - 82% Aware of drought\*
  - 71% Report less lawn-watering
  - 26% Plan to remove turf
- MWD Post-Campaign Survey – November

\* Drought awareness among Latino respondents - 44%

