



# Update on Conservation Messaging and Extended Outreach Program

Communications and Legislation Committee

Item 6-e

December 8, 2014

# Objectives

- To maintain awareness of the need for water conservation and the serious nature of the drought in Southern California—especially in light of rain and mandatory conservation
- Increase visits to [bewaterwise.com](http://bewaterwise.com) for more information on conservation tips
- Provide timely and frequent updates and information regarding the drought and ways to conserve

# Winter Campaign – Paid

- Continue Radio Traffic Messaging
  - 7-week total spots
  - :10 and :15 second messaging
  - Mix of General market, Spanish and Asian radio stations
  - Los Angeles-Riverside/San Bernardino-Oxnard/Ventura and San Diego
- Renew Talent Licensing for TV Spots and Radio Spots (Spanish and English)
  - 6-month period
  - Spanish and English
- Continue Google Search through February 2015



# Winter Campaign – Public Outreach

## ● Media

- Initiate editorial board meetings with major SoCal newspapers
- Hold briefings with television news reporters, anchors and weathercasters at stations throughout region on drought and water supply developments.
- Conduct media training

Los Angeles Times





# Winter Campaign – Public Outreach

## ● Media

- Promote Water Saving Incentive Program projects and other conservation partnerships in media
- Distribute press releases regarding board decision on allocation, rebates, etc
- Op-eds in area newspapers
- Coordinate talking points and messages with member agency public information officers
- Potential press conference on water- and drought-related topics



OP-ED

### We've come a long way in slaking SoCal's thirst

Yes, we're in a drought. But Southern Californians should also know that the situation here isn't yet dire, and it doesn't need to be if we are careful.

# Winter Campaign – Public Outreach

## ● Social Media/Web

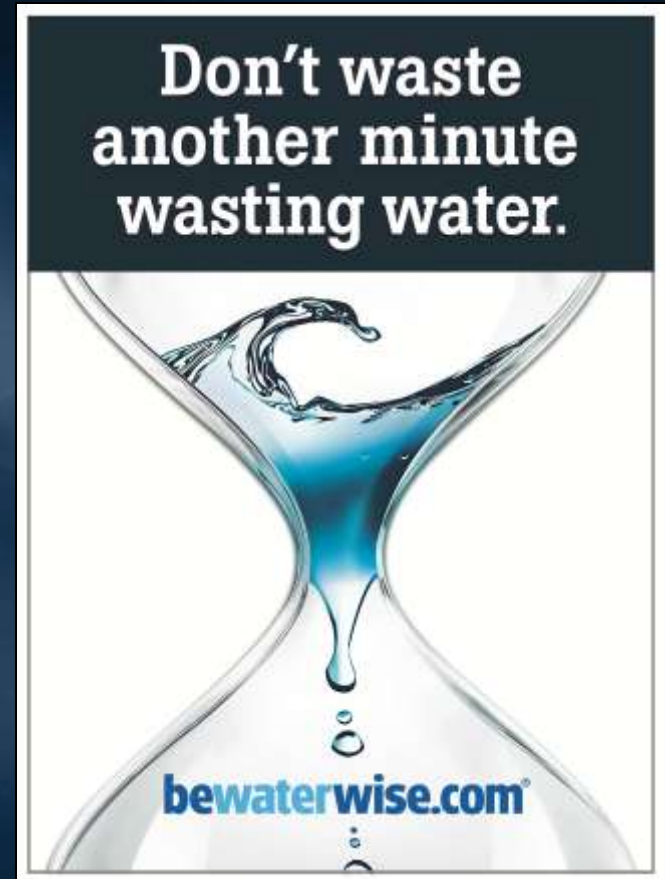
- Boost social media presence beyond Twitter
- Increase GM blog postings on drought and conservation information on mwdh2o.com, bewaterwise.com®, drought web page
- Reach out to bloggers and attend their events
- Continuously update information and presence on mwdh2o.com, bewaterwise.com, drought page, and education page



Follow us on **Twitter**   
**@bewaterwise2o**

# Winter Campaign - Public Outreach

- Messaging
  - Brief Hispanic, Asian, and African American community leaders on drought and water issues
  - Integrate conservation message “Don’t Waste Another Minute Wasting Water” into education programing, including Solar Cup public service message requirement





# Winter Campaign – Education Outreach

- Conduct education programs promoting Water Conservation and Stewardship
- Conduct workshops for students, teachers and employees on water and drought related topics
- Provide conservation curriculum for school and home Water Audits
- Promote California Friendly® Landscape Training Program Online Courses
- Collaborate with Member Agencies to participate with Community Events





# Winter Campaign – Civic and Business Outreach

- Targeted outreach to industry, HOAs
- Speakers for civic and business organizations
- Help promote and staff local water conservation events
- Extend outreach through Community Partnering Program recipient organizations



October 27, 2014  
Business Events  
CALENDAR  
Business Outreach  
CONTACTS

## CONSERVATION CORNER

### Saving Water is Serious Business

The current drought is one of the worst in California's history. The Metropolitan Water District wants to help our business partners in the community respond to the drought and spread the word about water conservation. We have printed materials available at no cost that include restaurant table cards to notify customers of drinking water on request as well as numerous materials for the hotel/motel hospitality industry to inform guests of water-saving options they have during their stay. We even have housekeeping instructions in English and Spanish to introduce hospitality conservation measures.

E-mail [Steve Hines](mailto:Steve.Hines@metwater.com) to order materials.

Click METconnect:

- To become SBE certified – it only takes minutes.
- To automatically receive this newsletter

SUBSCRIBE to Tap Into Opportunities



# Staff Recommendation

- Conduct competitive bid process for future Advertising and Outreach services

