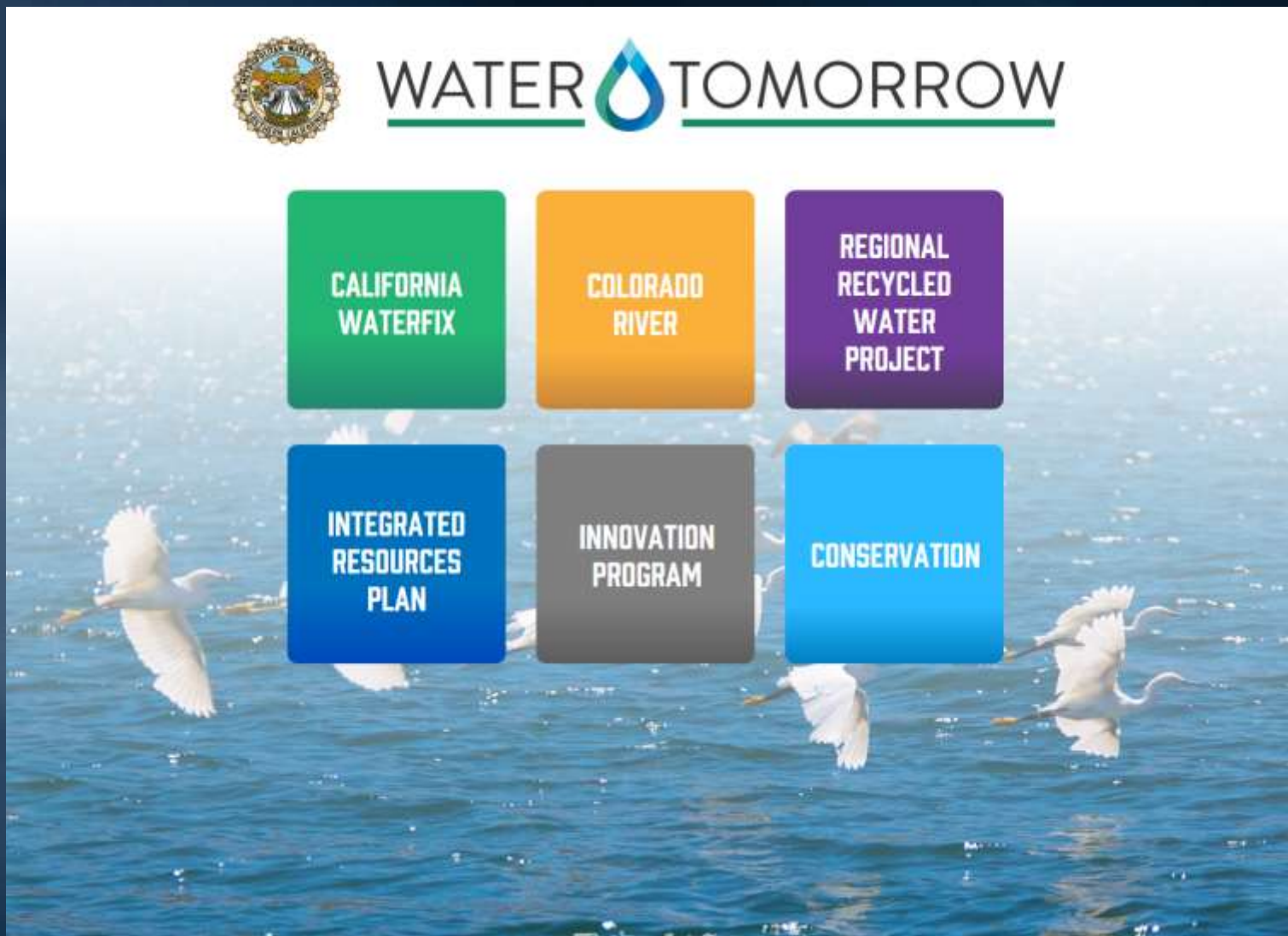




# Update on Outreach and Public Education Activities

Communications and Legislation Committee  
Item 6-a  
November 7, 2016

# MWDWaterTomorrow.com

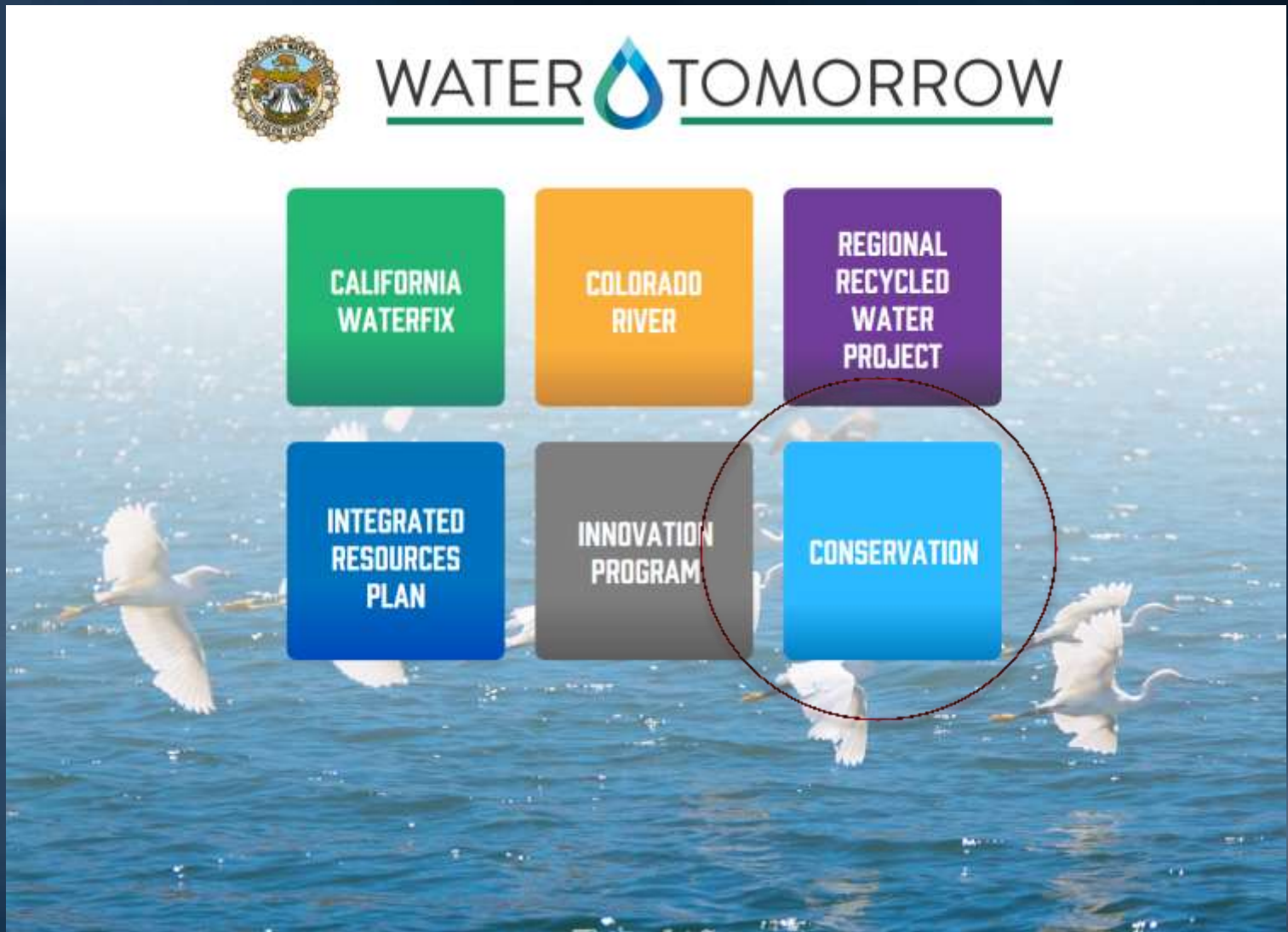


The image features the Water Tomorrow logo at the top, which includes a circular seal on the left and the text "WATER TOMORROW" with a blue water drop icon between the words. Below the logo are six colored boxes arranged in two rows of three, each containing a program name. The background is a photograph of several white birds flying over a body of blue water.

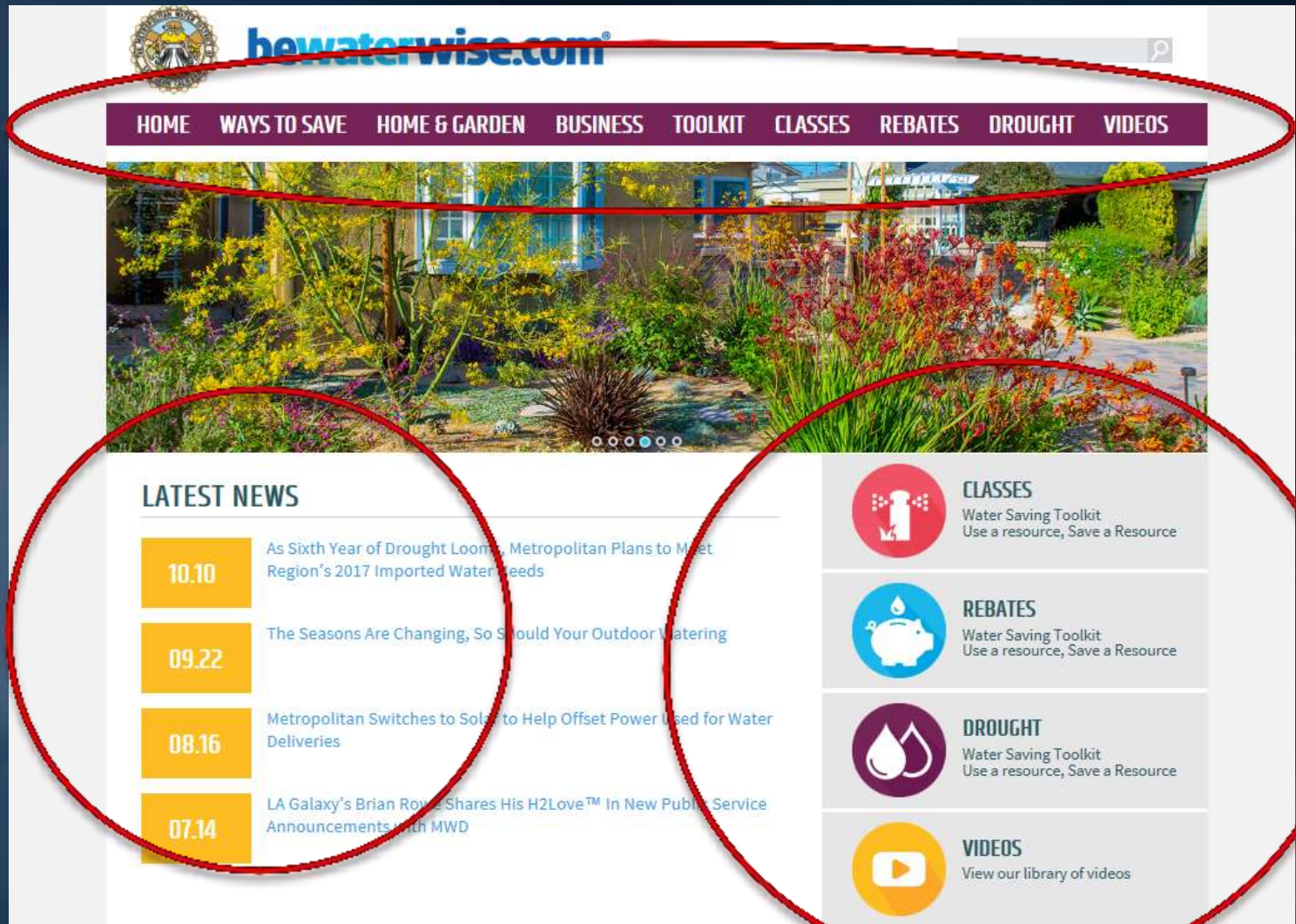
**WATER TOMORROW**

- CALIFORNIA WATERFIX
- COLORADO RIVER
- REGIONAL RECYCLED WATER PROJECT
- INTEGRATED RESOURCES PLAN
- INNOVATION PROGRAM
- CONSERVATION

# MWDWaterTomorrow.com



# New Design – Mobile Friendly



# Rebate Information

**bewaterwise.com**

HOME WAYS TO SAVE HOME & GARDEN BUSINESS TOOLKIT CLASSES VIDEOS

**BeWaterWise Rebates**

In this record drought, we all need to turn our attention to saving as much water as we can. Our rebates are incentives that can help you save water and save money at home and at work.

- Save Water, Save Money**
  - SoCalWater\$mart**

Rebates are available for water efficient fixtures and equipment for single and multi-family residences, businesses, industry, institutions, and large landscapes.
  - Inside your home**

High-efficiency toilets and clotheswashers.
  - Inside businesses, institutions, and public facilities**

High-efficiency plumbing fixtures, HVAC, commercial kitchen equipment, and more.

    - Special rebates for fitness centers
  - Outdoors in gardens and landscapes**

Sprinkler controllers, high-efficiency nozzles, soil moisture
- Water Savings Incentive Program**

Metropolitan provides incentives to help large volume water customers improve water use efficiency. Commercial, industrial, institutional, and agricultural customers may apply for financial assistance for custom projects that reduce water use.

[Click here for more information.](#)
- On-Site Retrofit Pilot Program**

Metropolitan provides incentives to assist public or private property owners to convert irrigation or industrial systems from potable water to recycled water.

[Click here for more information.](#)
- Landscape Irrigation Survey**

Metropolitan provides no-cost surveys to help improve irrigation efficiency for commercial, industrial, institutional and common area landscapes one-acre or larger.

**Rebates & Grant Programs**

**SoCalWaterSmart Rebates**  
Save for homes, businesses, gardens and landscapes.

## FEATURED VIDEO



## LATEST TWEETS

BeWaterWise Retweeted



**Bryan Burks**  
@BSburks

This Painted Lady Butterfly was loving the Buddleja today! #butterflyhub @LAArboretum @Panorganic



## THE WATERING INDEX



You can all get the same widget information from this [RSS Feed](#).

### Public Use Widgets

[Click here](#) to add the Water Gauge and Watering Index to your website.

## EDUCATION & COMMUNITY PROGRAMS

### Community Partnering Program

Grants for up to \$2,000 for water use efficiency education and outreach programs.

### Education Resources

Student activities and education curricula that includes information about Solar Cup and World Water Forum.

## GARDEN VIEW

Have you transformed your yard to a California Friendly garden? [Share what you did](#).



## LOCAL WATER AGENCIES

[Find Your Water Agency](#)

### Member Agency Programs

Learn how other communities are saving water.

PARTNERS  
SITE MAP  
PRIVACY POLICY  
EVENT CALENDAR

CONTACT US  
STAY CONNECTED:



Sign up for our newsletter and you'll never run dry of water-saving ideas. Read the latest newsletter.



Enter Email Address

SUBMIT



# Metropolitan Water District [+ Follow](#)

Metropolitan Water District of South... 0 Followers • 0 Following

10 Photos Joined 2015

Photostream Albums Favorites Groups

More



# H2Love Campaign

- Paid media campaign and Galaxy sponsorship nearly complete
- Search engine and in-house outreach activities continue
- Results of 2016 campaign

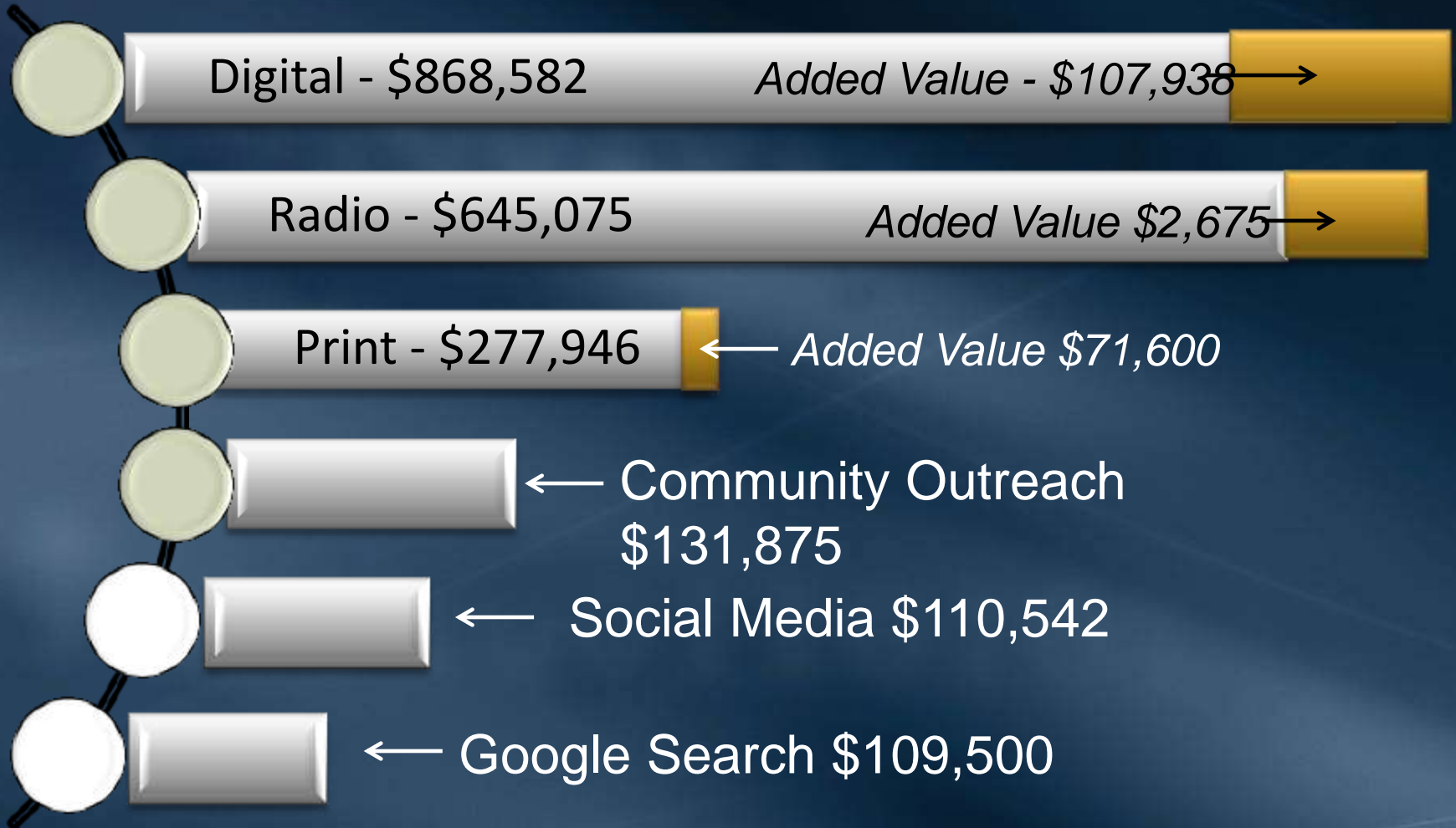




# Budget Summary

- 2016 advertising budget: \$2.2 million
- Negotiated added value: \$182,213
- Efficient with a much smaller budget

# Paid and Earned Media

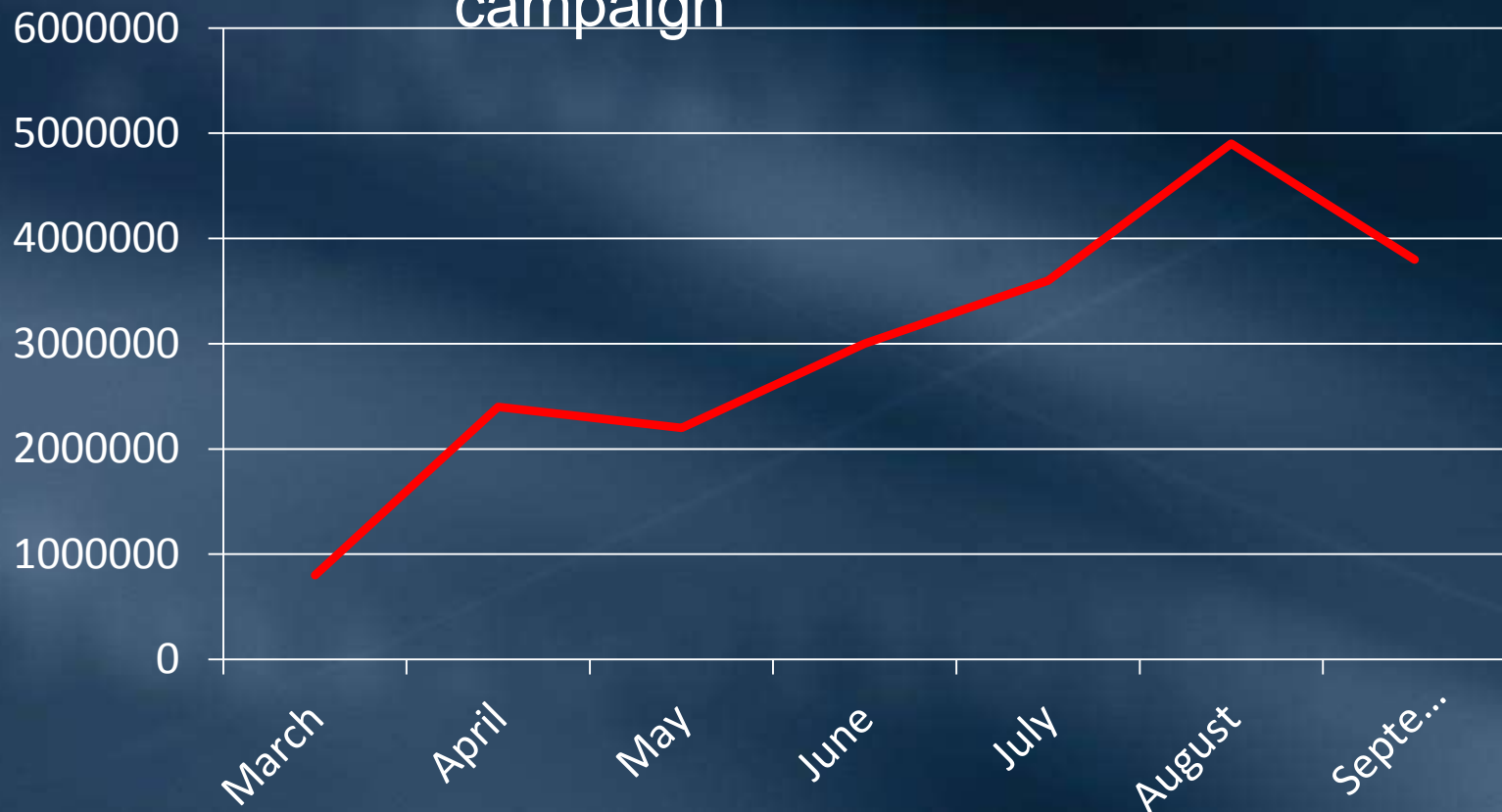


# Budget Summary

- 2016 advertising budget: \$2.2 million
- Negotiated added value: \$182,213
- Highly efficient with a much smaller budget
  - Digital = 15% increase in page views (CTRs)
  - Radio = 7,000+ spots in five languages
  - Print = targeted to ethnic audiences
  - Search impressions up 180%
  - Added value with Galaxy games

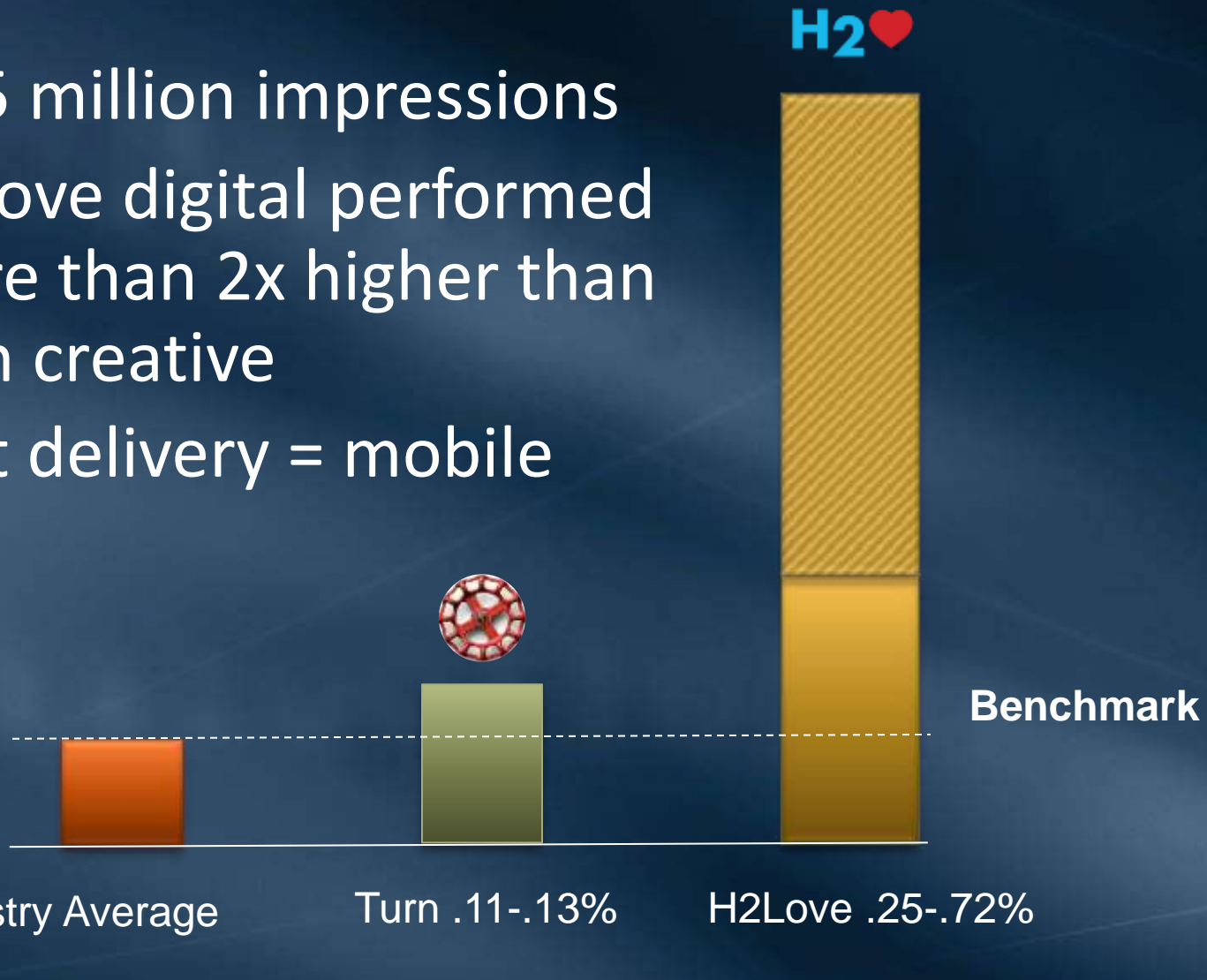
# Search Impressions - Google

180% increase since launch of H2Love campaign



# Strong Performance in Digital

- 79.5 million impressions
- H2Love digital performed more than 2x higher than Turn creative
- Best delivery = mobile



# Using Many Tools to Share H2Love



# Earned Media to More Audiences



- Press releases, conferences
- Content for local publications – *reaching community influencers*
- Community partnering programs

# Fall/Winter Conservation Outreach

## Next steps

- **Google search and social media**
- Press coverage, interviews
- **Community outreach events**
- Coordinate with member agencies
- **Ongoing conservation messaging through [bewaterwise.com](http://bewaterwise.com)**
- Finalize campaign results
- **Public awareness survey**



# Conservation Messaging



**Los Angeles Times**  
MONDAY, SEPTEMBER 14, 2014

## After saving a lot of water, a big backslide

Some of the state's most extreme conservationists have returned to their old ways of thinking. In Northern California, led by the San Joaquin Water District, some farmers have taken a step back from the water-saving measures they adopted last year.

**California opens the spigots**  
Many of the state's best water savers ramped up consumption this year. In some cases, they're using more water than they did last year.

**Water savings inch up**  
Slight uptick in conservation rates assuages some fears of backsliding



**THE PRESS ENTERPRISE**

City News | Politics | Topics | Environment | Education | Announcements | Traffic | P

## Californians using more water again

NEWS

G+1 Tweet

Print Photo



**The San Diego Union-Tribune**

## State considers new drought rules as conservation ebbs

FIND HEALTH CARE THAT'S RIGHT FOR YOU

SIVE

U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

# MWDWaterTomorrow.com



## WATER TOMORROW

**CALIFORNIA  
WATERFIX**

**COLORADO  
RIVER**

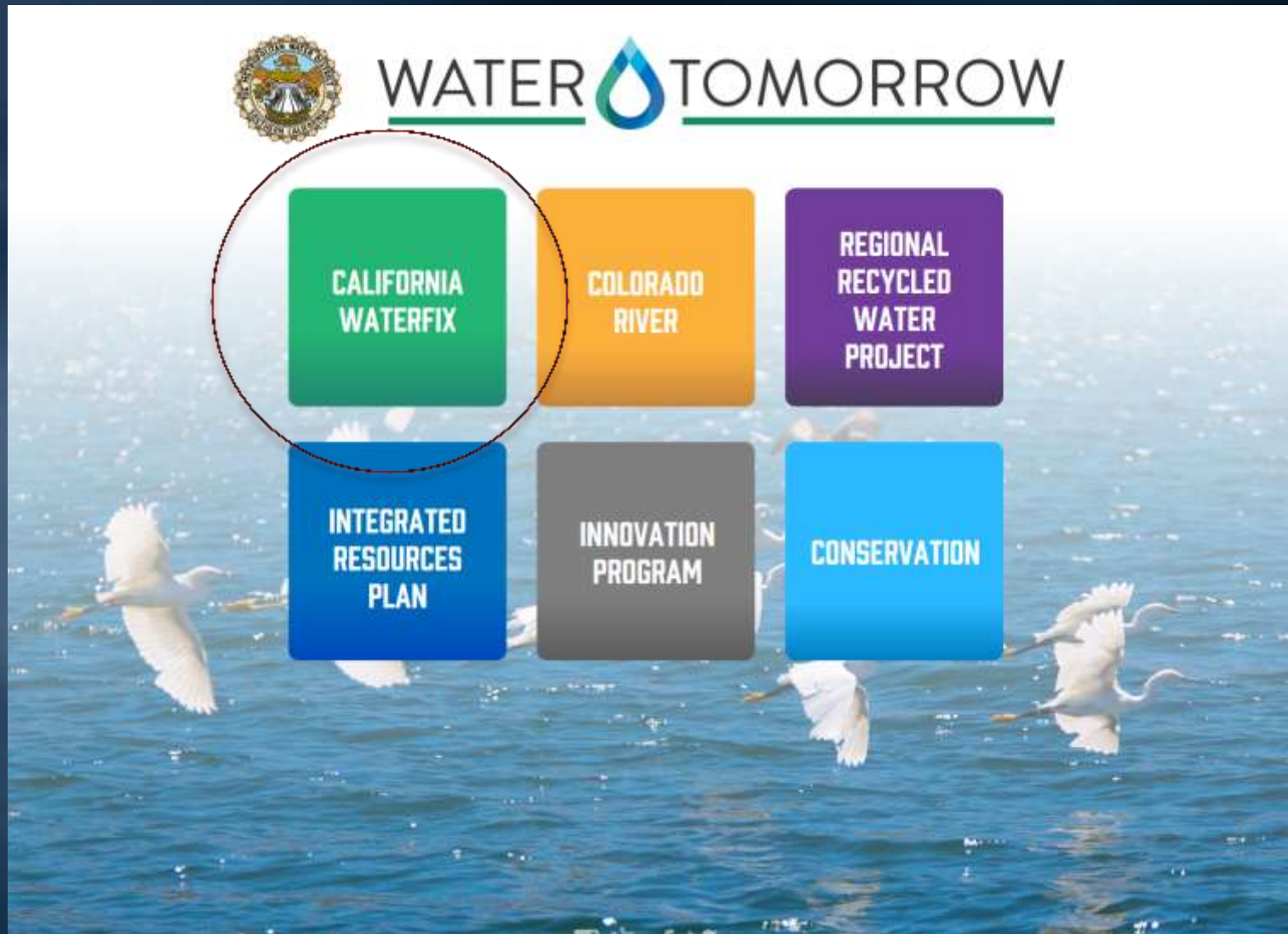
**REGIONAL  
RECYCLED  
WATER  
PROJECT**

**INTEGRATED  
RESOURCES  
PLAN**

**INNOVATION  
PROGRAM**

**CONSERVATION**

# MWD Water Tomorrow





# California WaterFix Toolkit

Informational Resources

Sign-up for Metropolitan's California WaterFix Update e-newsletter.

Sign Up

About 90 percent of the water that flows out of taps in Southern California comes from Northern California via the Sacramento-San Joaquin Delta. But the Delta's declining ecosystem and 1,100-mile levee system are increasingly vulnerable. California WaterFix is a comprehensive solution proposed by state and federal agencies to ensure our state has a reliable water supply for many years to come.

This California WaterFix Toolkit contains materials designed to help educate and inform Southern Californians on the project. They are intended to be shared with organizations, businesses, elected officials and the public. The collateral listed below can be downloaded at any time for your use and distribution. More information about the Delta and California WaterFix is available [here](#).

### Top Five Reasons Fact Sheets



MORE

### Other Metropolitan Fact Sheets



DOWNLOAD

### State of California Fact Sheets



MORE

### Powerpoint Presentations



DOWNLOAD

### Newsletter



### Videos



## Top Five Reasons Fact Sheets

- Why A California Water "Fix"?
- Five Benefits for LA County
- Five Benefits for Las Virgenes
- Five Benefits for Ventura County

[MORE](#)

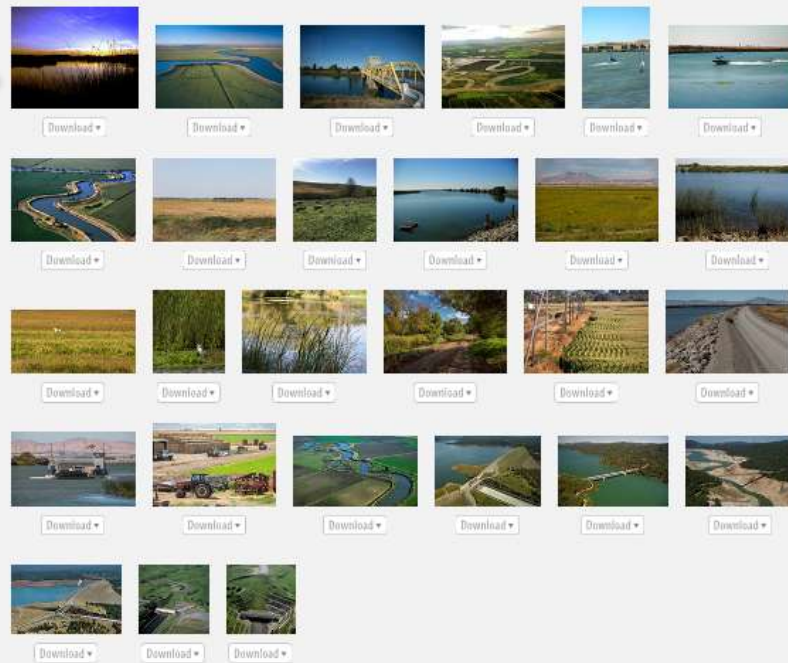
## State of California Fact Sheets

[DOWNLOAD](#)

## PHOTOS



# Photos



## Maps


# Maps and Graphics



## Graphics



# Informational e-newsletter



**CALIFORNIA WATERFIX**  
RELIABLE. CLEAN. WATER.

California WaterFix Update



Introducing Our Inaugural Issue: October 13, 2016

Welcome to our Inaugural Issue

With California in drought eight of the last 10 years, there is a growing sense of urgency within the Southland to ensure reliable water supplies. Much of the water delivered to Southern California from Northern California comes through the State Water Project. It diverts water via the Sacramento-San Joaquin Delta estuary. Unfortunately, the Delta's declining ecosystem and fragile 1,100-mile levee system are increasingly vulnerable. An earthquake could cut off this water supply for as long as three years.



**CALIFORNIA WATERFIX**  
RELIABLE. CLEAN. WATER.

California WaterFix Update

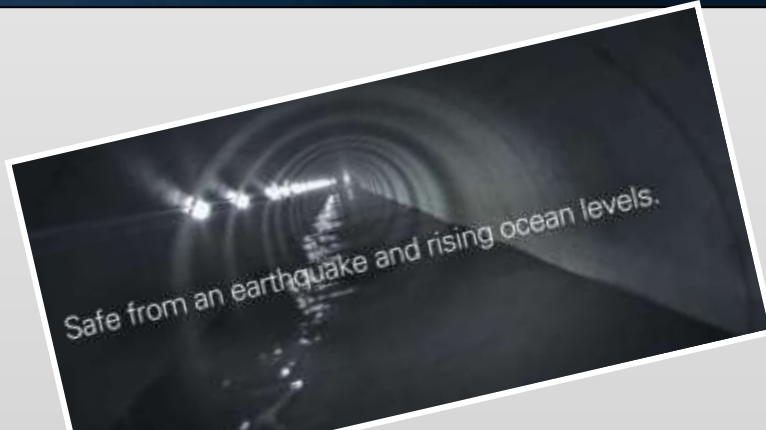


Issue 2, October 27, 2016

Catching up on California WaterFix

If you are new to CA WaterFix or haven't heard any updates about the project in a while, we have some background information and upcoming milestones to share. As the project moves through its final approval stages, this newsletter will provide up-to-date information. We

# Resources



## Why a California Water "Fix"?

About 20 percent of the water that flows out of taps in Southern California comes from Northern California via the Sacramento-San Joaquin Delta. State and federal agencies want to modernize the water system by building three new intakes in the Northern Delta along with two tunnels to convey water to the existing aqueduct system in the southern Delta. Why is it needed? Here are five reasons why the Metropolitan Water District of Southern California supports the planning effort known as California WaterFix.

### Five Reasons:

- 1. The Big One**  
The new tunnel pipelines coast safely transport supplies to the 25 million people, farms, businesses that depend on the water in the event an earthquake or other disaster collapses Delta levees and disrupts the existing decades-old system.
- 2. Drought**  
Nearly all of the water that is stored in Southern California for drought and emergency needs comes either from Northern California or the Colorado River.
- 3. Groundwater**  
Groundwater is Southern California's single largest local water source, but groundwater basin managers actually depend primarily on imported supplies from Northern California to help replenish those basins.
- 4. Big Storms**  
A modernized system could once again reliably capture enough water to refill reservoirs after big storms because it would have multiple locations in the Delta to divert supplies, providing flexibility and reducing conflicts with migrating fish species such as salmon.
- 5. The Highest Quality = More Local Supplies**  
Delta water is pure enough to recycle again and again in Southern California, promoting more recycling projects in the region's future. And the Northern California supply has been good enough for Metropolitan to enter into interbasin water-selling compacts - and win.

**3 new intakes, each with 3,000 cubic-foot per second (cfs) capacity. Average annual yield of 4.9 million acre-feet.**

**2 tunnels up to 150' below ground designed to protect California's water supplies.**

**9,000 cfs**

**3 new intakes, each with 3,000 cubic-foot per second (cfs) capacity and an average annual yield of 4.9 million acre-feet.**



# Met Wiki

The image shows a mobile application interface for 'Met Wiki'. At the top, there is a search bar with the text 'Lak' and a list of search results. The results include 'Laguna Dec...', 'Levee', 'Lake Havasu', 'Lake Mathew', 'Lake Skinner', 'Las Virgene...', 'Law of the R...', 'LACSD', and 'Los Angeles'. The 'Lake Skinner' entry is highlighted with a red circle. Below the search results, there is a detailed view for 'Lake Skinner'. The text describes it as a 44,000-acre reservoir in Winchester, Riverside County, that receives water from the Colorado River and State Water Project. It also mentions the Skinner Treatment Plant and the Solar Cup boat race. A 'Learn More' link is circled in red. To the right, a screenshot of the Metropolitan Water District of Southern California website is shown, featuring a navigation menu, a sidebar with categories like 'About Your Water', and a main content area with an aerial photo of Lake Skinner and descriptive text. The website text includes details about the lake's construction in 1973, its storage capacity of 44,000 AF, and its role in supplying water to member agencies. It also mentions recreational facilities and the annual Solar Cup event.

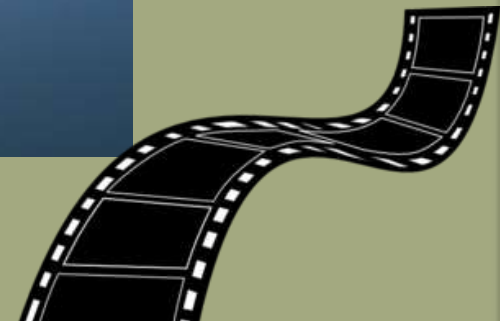
# Delta Islands Informational Video



Chipps Island

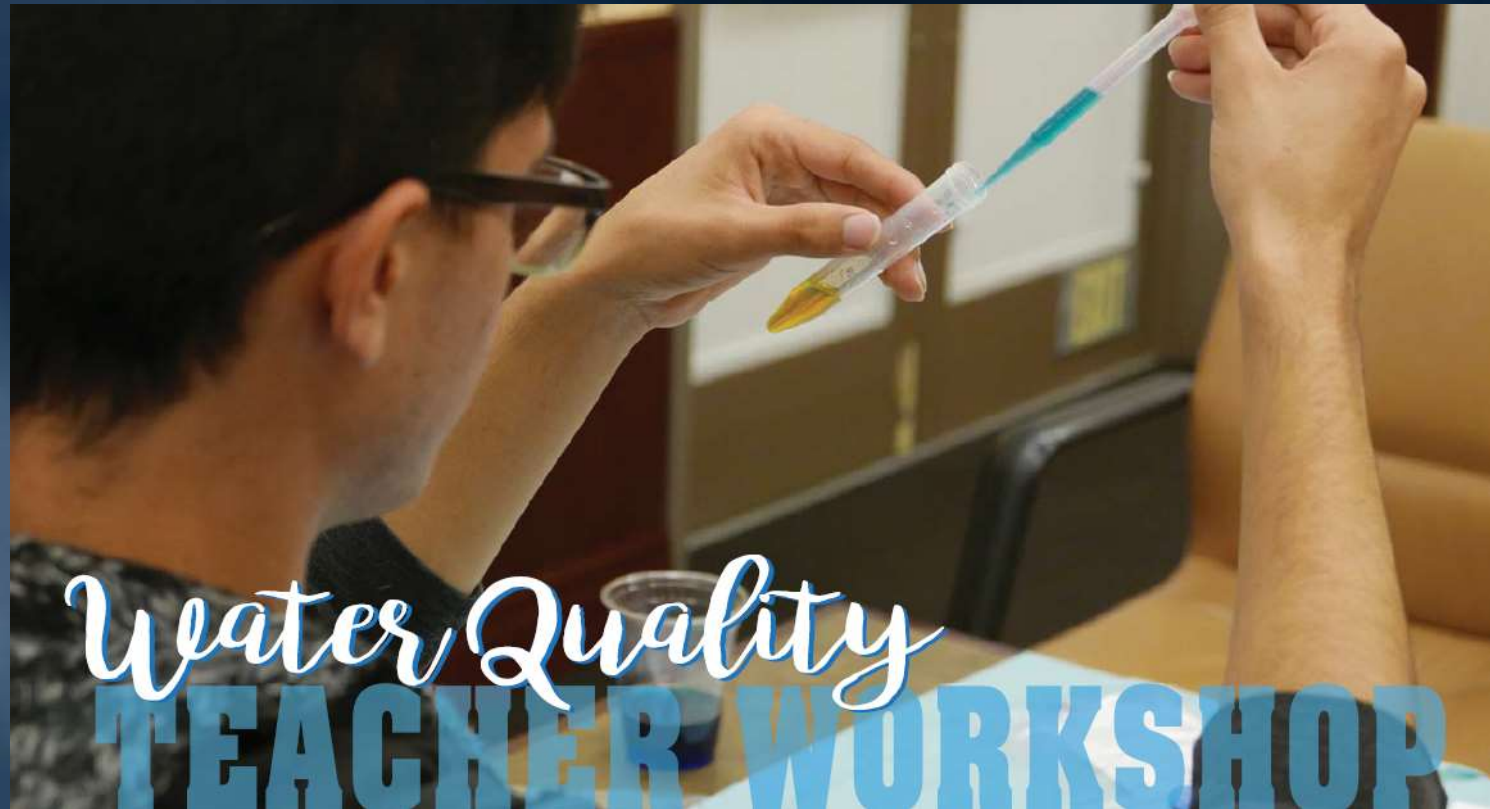


Bacon Island



Video clip (10-15 seconds)

# Water Quality iPad Program



Teacher workshops in December and January

# Virtual Reality Tour of Colorado River Aqueduct



