



# External Affairs Management Report

Communications and Legislation Committee

Item 7-a

June 12, 2017

# Summary of Agreements

| Contract Term           | Primary Theme/Budget           | Amount                |
|-------------------------|--------------------------------|-----------------------|
| Mar 2015-Mar 2016       | Let's All Take a Turn          | \$5.5 million         |
| Mar 2016-Mar 2017       | H2Love                         |                       |
|                         | <i>Original 2016/17 budget</i> | \$2.2 million         |
| Winter/Spring 2017      | <i>Augmented Jan. 2017</i>     | \$1.3 million         |
| Summer/Fall 2017        | H2Love                         |                       |
|                         | <i>Original 2017/18 budget</i> | \$2.2 million         |
|                         | <i>Augmented Jan. 2017</i>     | <b>\$1.3 million</b>  |
| <b>Three-Year Total</b> |                                | <b>\$12.5 million</b> |

# 2017 Water Conservation Outreach

## Summer Media Plan

- **Outdoor, digital, social media, videos/PSAs, LA Galaxy sponsorship**
- Conservation messaging based on research and focus groups
- Negotiate for maximum value

## Budget \$3.5 million

- Summer campaign: \$2.8 million
- **Retain approximately 20% (~\$700k) of Board-approved budget for conservation messaging in winter**

# Other Highlights

- New Websites:
  - Innovations Website – [MWDInnovates.com](http://MWDInnovates.com)
  - California WaterFix Landing Page & Toolkit
- AWWA – Public Communications Achievement Award
- H2 ❤️/Metropolitan Title Night with LA Galaxy
- Successful Solar Cup Competition
  - Riverside Poly High School – overall winning team
  - Mira Costa High School – winning rookie team