



# Water Conservation Advertising and Outreach Campaign

Communications and Legislation Committee

Item 8-3

November 13, 2017

# Proposal

- Authorize staff to initiate a request for proposals (RFP) for a three-year water conservation advertising and outreach campaign
- Appropriate funding for a campaign and related research activities not to exceed \$14.7 million

# GM Business Plan Strategic Priority

## Strategic Priority #4:

Educate the Public and Stakeholders on Critical Water Supply Conditions and Critical Water Management Decisions



# Video Recap of Campaign



**Take your turn.**  
Every drop we save counts.



**Love Water.**  
**Save Water.**



# 2015-2017 Campaign Results



- Negotiated for nearly \$5 million in media at no additional cost
- 95% of Southern California residents reached 20+ times
- Led to large gains in website visits and social media coverage
- Nearly 9 out of 10 surveyed plan to keep taking actions to conserve water

# More ink, less water: News coverage of the drought prompted Californians to conserve, study suggests

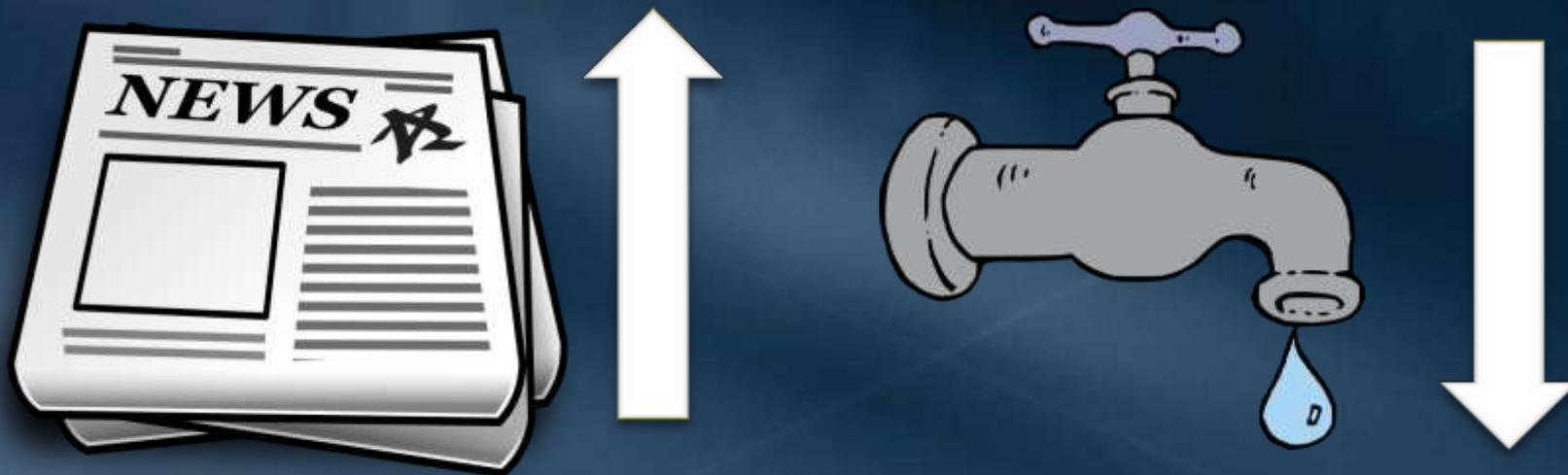
– October 27, 2017



Research found that the more media coverage:

- The more people searched online for information
- The more residential water use fell

# More Media = More Results



100 Articles

11-18% Drop

Stanford Water in the West , 10-year study on media coverage correlation to water usage

# Proposed Budget for Next Campaign

	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	TOTAL
Initial creative production	\$700,000				
- Campaign Creative Development, Production Media Buy - Research		\$5.5 million	\$5.5 million	\$3 million (July- Feb.)	
<b>TOTAL</b>	<b>\$700,000*</b>	<b>\$5.5 million</b>	<b>\$5.5 million</b>	<b>\$3 million</b>	<b>\$14.7 million</b>

\*reserved from current year budget

## Three year program not to exceed \$14.7 million

# Next Steps

1

Issue RFP and use targeted outreach to attract small businesses, agencies, consultants

2

Evaluate proposals for efficiency and creativity, that will reach many diverse audiences

3

Return to Board in early 2018 for approval and award contract for services

4

Work with WRM to identify research tools to further increase campaign effectiveness

# Board Options

- Option # 1

- Adopt CEQA determination, appropriate funding for a three-year, multi-media water conservation campaign for a not-to-exceed amount of \$14.7 million, and authorize staff to initiate request for proposals for a consultant contract for this campaign.

- Option # 2

- Do not authorize staff to initiate a request for proposals and do not authorize funding for a water conservation campaign

# Staff Recommendation

- Option # 1

