



# External Affairs Management Report

Communications and Legislation Committee

Item 7-a

May 7, 2018

# Conservation Activities

- Media outreach with Save Our Water campaign
- “Bridge” media campaign promoting rebates, native plants
- Retooled BeWaterWise website - including multilingual videos on how to apply for rebates



# Out and About – Upcoming Events



- May 18-20
- 38 teams, 700 high school students, sponsored by 17 member and retail agencies
- MWD Industry Day, May 31
- Cal Con Expo, July 19-20

# California WaterFix Outreach

April 2018

- California WaterFix on MWDWaterTomorrow portal
- E-newsletters
- New fact sheet, PowerPoint
- Presentations to community and business organizations
- Social media
- Digital media





# California WaterFix Outreach

- GM featured on KNBC-TV Newsmakers
- News release and well-attended press conference
- Front page coverage LA Times, OC Register, Sac Bee
- LA Times editorial
- Op-eds by Chairman
  - SD-UT and Southern California News Group



# Public Participation

- 180 letters and resolutions to Board
- 68 speakers
- Webcast
- Letter from Governor Brown and statement following Board action



# Ongoing Actions/Next Steps

- Ongoing updates to website, fact sheet, social media, presentation materials (including additional bilingual resources)
- Coordination with state (DWR and Natural Resources Agency), other public water agencies
- Source of accurate information for member agencies, local officials, business and community organizations

