



# Update on Metropolitan's Water Conservation Outreach Campaign

Communications and Legislation

Item 6b

March 11, 2019

# Mid-Year Campaign Recap

Using a range of media to reach diverse audiences



TV Ads	Local Papers	Music Stations	Social Media	Digital SEO	Dodger Sponsor	Movie Theatre Trailers	Multi Language
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# Benchmarking

Fall/Summer Media Buy - \$3.26 million  
\$4.3 million in savings and added value

Reached  
multi-cultural  
audiences in  
six languages

More than  
1 billion  
impressions

300,000  
visits to  
bewaterwise  
website

# Advertising Placements 2018: Focus on DACs for Summer/Fall Campaign



**About 70 percent**  
of outdoor advertising in  
DAC census tracts



**About 50 percent**  
of zip codes for social media  
placements are in DACs\*

SB535 DAC designation

# Spring Campaign Focus

Build awareness, increase participation, support member agencies and track success

## Turf Replacement

- New Messaging
- Media, How-To Tools and Outreach
- Support to Agencies

## Regional Pilot Program

- Local Support
- Multi-Family Toilet Replacement Rebates

# Creative, Direct Messaging



- Simple and direct message
- Call to action

# Multilingual Materials



REEMPLACE SU PASTO  
Y RECIBA REEMBOLSOS.  
[bewaterwise.com](http://bewaterwise.com)

RECIBA  
**\$2**  
POR SQ. FT.  
O MÁS.

This advertisement features a light green background with a white rectangular border. The text is in white and dark green. On the right side, there is a large dark green leaf graphic containing the rebate information. The background is decorated with various green floral and leaf motifs.



告別草坪  
迎接退款  
[bewaterwise.com](http://bewaterwise.com)

每平方英尺  
可獲得  
**\$2**  
或更多

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# Outreach Components

- Focused targeted marketing
  - Earned media – morning talk shows, radio, home improvement shows, local news
  - Paid multi-media media campaign using billboards, radio, digital ads, social media
- Community events
- Local nurseries, native garden resources
- Educational tools, new videos
- Marketing assistance to member agencies

# Rebates and Resources



## California Native Plant Profiles

Check out our new photo guides and learn all about native plants in your garden



# Regional Pilot Program

- Technical and outreach assistance
- Member agencies
- Outreach
  - Community events
  - Apartment associations
  - Management companies
  - Previous participants
  - Local officials, organizations

**PREMIUM HIGH-EFFICIENCY TOILET**

**INODOROS DE ALTA EFICIENCIA**  
PROGRAMA REGIONAL PARA EDIFICIOS  
MULTIFAMILIARES

Reciba  
reembolso de  
**\$250**  
por inodoro



- **AHORRE AGUA, TODOS LOS DIAS**
- **ACTÚE AHORA**, los fondos son **limitados**
- Inodoros de alta eficiencia deben ser instalados en apartamentos construidos **antes de 1994**

Para detalles sobre elegibilidad, visite [socialwatersmart.com](http://socialwatersmart.com)



THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA

# Disadvantaged Communities Program Update

## Local Support to Member Agencies

- Local projects being developed by member agencies
- Meeting with member agencies
- Securing consultant contracts
  - Program design
  - Program administration
  - Grant writing

