



# Update on Water Conservation Advertising and Outreach Campaign

Communication and Legislation

Item 6a

July 8, 2019

# Spring Campaign Strategy



Digital  
Media



Community  
Papers



DAC/  
multi-family



Radio, TV  
& Video



Social  
Media



Research

**Research-based**  
Multicultural Considerations  
Reaching Target Audience

# Spring Focus: Turf Replacement Program

告別草坪  
獲得草坪更換的退款。  
bewaterwise.com  
現在申請  
每平方英尺  
可獲取  
**\$2**  
或更多

DITCH  
YOUR  
GRASS.  
GET YOUR LAWN  
REPLACEMENT  
REBATE TODAY.  
bewaterwise.com  
APPLY NOW  
RAKE IN  
**\$2**  
OR MORE  
PER SQ. FT.

- Three languages
- Incorporated digital tracking to accurately measure results

REEMPLAZA TU PASTO.  
Y OBTÉN REEMBOLSOS POR CAMBIARLO.  
RECIBE  
**\$2**  
O MÁS  
POR PIE  
CUBIERTO  
APLICA AHORA  
bewaterwise.com

# Reaching Diverse Audiences

- Placed ads in 20 community papers
  - San Fernando Sun, LA Sentinel, Inglewood Today, LA Times en Español, Sing Tao Daily, Epoch Times and nine publications in San Diego Community News Network
- Multi-language digital ads
- Translated outreach materials and web content
- Ethnic Media Fellowship





# DAC – Multi-Family Outreach: Providing Member Agency Support & Resources

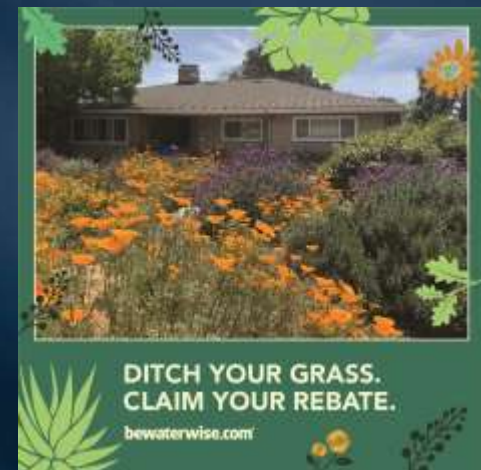
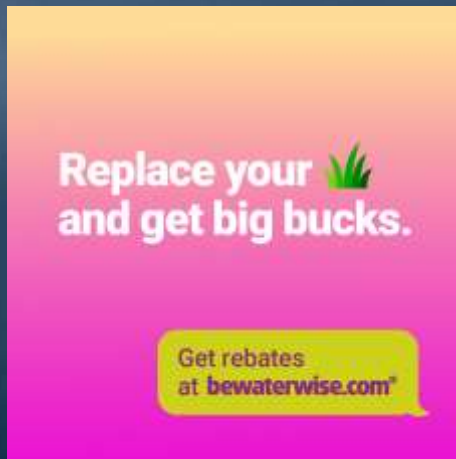
- Working with WRM staff to help increase water savings programs within DACs
- Outreach to commercial and multi-family property owners
- Met with 25 member agencies to help tailor programs and reach more residents and businesses:
  - City of Compton –demonstration garden to help educate residents on native plants
  - City of Santa Ana and Central Basin MWD - design and translation services to promote conservation programs to more people



# Social Media Boosting

## Campaign on Social Media

- Facebook (April –June)
  - Reached 3 million people
  - 100,000 link clicks
  - 11 million impressions
  - More than 79,000 rebate page views from Facebook



# Research

69% have considered changing their landscapes to reduce water use

But....

85% say they need moderate to full assistance to change out their landscaping.

Source:

Alliance for Water Efficiency, January 2019

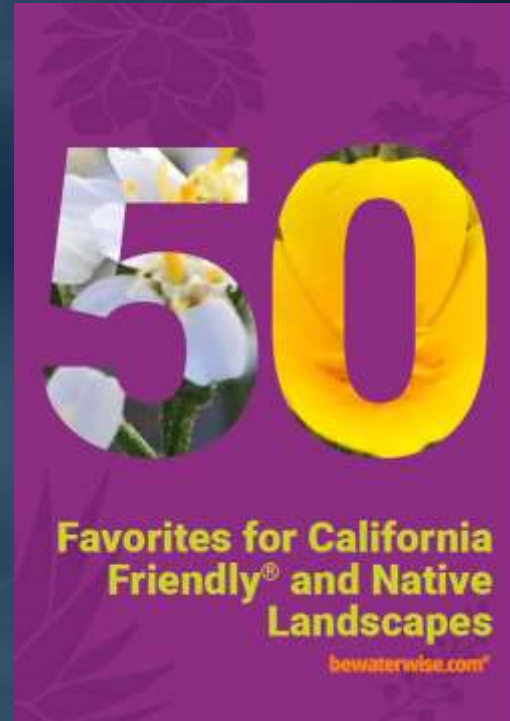
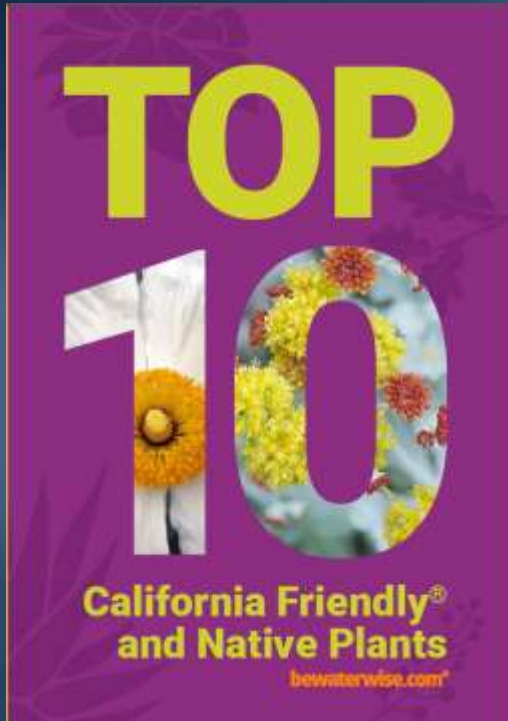
# New Assets: Videos

- Created in-house video series to simplify the lawn removal process and encourage rebate participation.
- New testimonial videos from homeowners who have replaced turf with native plants





# New Assets: Native Plant and California Friendly Resources



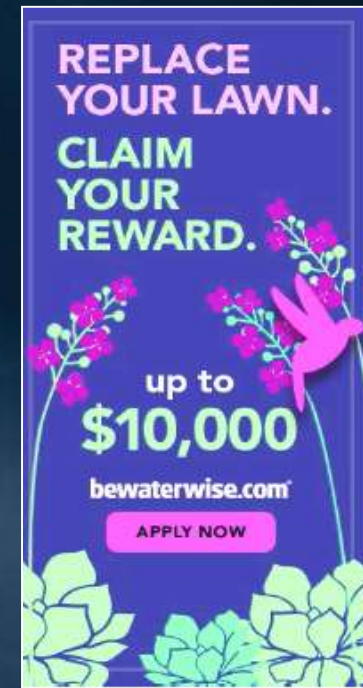
# Point of Purchase Advertising

Product-specific rebate advertising in 200 hardware and landscape stores



# Summer Bridge Campaign

- Refresh the rebate ads
- Maintain targeted digital presence – then optimize based on results
- Radio spots
- Asian, Spanish language partnerships - print and television
- TV integrations with on-air talent
- Continue Google search





# Outreach

**RIP OUT YOUR LAWN and GET PAID**

**H2O**

Get Your Rebate at [bewaterwise.com](http://bewaterwise.com)

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

www.mwdh2o.com

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA logo

A12 2019年9月1日 星期二

星島南加 SING TAO SOCIAL NEWS

五月冷鋒罕見來襲 山區老弱避免失溫

A11

## 灌溉草皮 草皮浪費水資源蓄水力差 可換石景仙人掌每呎助2元

占住戶用水量五成

▲圖為加州聖地牙哥市(St. Diego)的草皮。圖為加州聖地牙哥市(St. Diego)的草皮。

▲圖為加州聖地牙哥市(St. Diego)的草皮。圖為加州聖地牙哥市(St. Diego)的草皮。

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## 告別草坪 今天就獲得 草坪更換的 退款。

每平方英尺 可領取 \$2 或更多

[bewaterwise.com](http://bewaterwise.com)

## 「是拉差」夠辣 與辣椒農場互告

▲圖為「是拉差」(Isi)辣椒農場。圖為「是拉差」(Isi)辣椒農場。

▲圖為「是拉差」(Isi)辣椒農場。圖為「是拉差」(Isi)辣椒農場。

## 華興保險與加州財長辦講座 雇主獲益良多

▲圖為華興保險與加州財長辦講座。圖為華興保險與加州財長辦講座。

▲圖為華興保險與加州財長辦講座。圖為華興保險與加州財長辦講座。

### 西科補神藥劑放加法益酒 引發反對

▲圖為西科補神藥劑。圖為西科補神藥劑。

▲圖為西科補神藥劑。圖為西科補神藥劑。

▲圖為西科補神藥劑。圖為西科補神藥劑。



# Next Steps

- Survey of Southern California residents to better understand how conservation attitudes and behaviors change over time.
- August-November paid media campaign
  - Broad messaging
  - Maximize reach of paid media
  - Develop in-house creative – social media original content, videos, print and display ads
  - Digital tracking

