



Legislation and Communications Committee

Metropolitan's New Tap Water Campaign

Item 6a

May 11, 2026

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New Tap Water Communications Campaign

Subject

Metropolitan's new tap water awareness campaign

Purpose

Update the board on the background, strategy, and production of Metropolitan's new tap water awareness campaign

Campaign Development

Our Process

Assess existing regional tap awareness efforts

Align internally on Metropolitan's role, purpose and campaign objectives

Explore messaging and outreach strategies

Develop initial campaign framework and creative approach

Refine campaign through internal and external feedback

Southern California Regional Tap Campaigns



Campaign Goals & Objectives

Goals:

- Elevate public confidence in tap water across Southern California
- Support consistent, region-wide tap water messaging

Objectives:

- Focus on three key messaging themes
 - ✓ **Greatest Value:** Less than a penny per gallon
 - ✓ **Highest Quality:** Meets the highest safety standards
 - ✓ **Convenience and Reliability:** The easiest everyday option
- Leverage existing Metropolitan outreach channels
- Develop and share campaign resources with Member Agencies, including a style guide for creating new assets

CAN'T
BEAT
THE TAP

*Highest Quality
Greatest Value*



*Take a
healthy break
for pennies
on the gallon.*

**CAN'T
BEAT
THE TAP**

*Highest Quality
Greatest Value*





*Keep the
whole team
hydrated for
pennies.*

**CAN'T
BEAT
THE TAP**

*Highest Quality
Greatest Value*





*Tap water is
always there for
you when you're
on the go.*

CAN'T BEAT THE TAP

*Highest Quality
Greatest Value*





*Tap water
makes a
great cup of
morning
coffee.*

**CAN'T
BEAT
THE TAP**

*Highest Quality
Greatest Value*





*Tap water is
ice in your
favorite
drinks.*

**CAN'T
BEAT
THE TAP**

*Highest Quality
Greatest Value*





*Tap to table.
Fancy but
with free
refills.*

**CAN'T
BEAT
THE TAP**

*Highest Quality
Greatest Value*





*The tap is
good for the
entire family.*

**CAN'T
BEAT
THE TAP**

*Highest Quality
Greatest Value*





*Hielo es Agua
de la Llave.
Qué refrescante!*

**AGUA^{DE}
LA LLAVE**

*Calidad Superior
Inigualable Valor*





Highest Quality
Greatest Value

CAN'T
BEAT
THE TAP











Next Steps

- Finalize campaign
- Launch campaign across key channels:
 - Social Media
 - Community events
 - Education and local government outreach
- Share creative assets and style guide with Member Agencies
- Explore paid advertising opportunities to further promote the campaign

