



THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA

# Committee Item INFORMATION

## **Legislation and Communications Committee**

5/11/2026 Committee Meeting

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### **Subject**

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Metropolitan’s New Tap Water Campaign

### **Executive Summary**

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Metropolitan is developing a new tap water communications campaign, *Can’t Beat the Tap: highest quality, greatest value*, to highlight the value, quality, and everyday relevance of tap water in Southern California.

### **Fiscal Impact**

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The campaign is being developed in-house with existing resources. Advertising will be funded through External Affairs’ approved O&M budget.

### **Applicable Policy**

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None

### **Related Board Action(s)/Future Action(s)**

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None

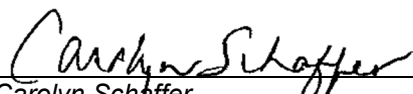
### **Details and Background**

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Each year Metropolitan publishes the Annual Drinking Water Quality Report that discusses how we safeguard the public’s drinking water. In early 2026, staff began exploring how Metropolitan could strengthen public confidence in tap water across Southern California in a manner consistent with its role as a regional wholesaler.

As part of this effort, staff developed a communications campaign designed to raise awareness of tap water as a dependable and cost-effective resource. The campaign uses relatable, everyday examples to highlight the reliable, affordable and familiar role tap water plays in the Southern California lifestyle.

The resulting concept, *Can’t Beat the Tap: highest quality, greatest value*, is intended to reframe the conversation around tap water by emphasizing its quality and affordability. Staff plans to launch the campaign in May as part of Water Awareness Month. It will be integrated into Metropolitan’s existing outreach channels, shared with member agencies for use in their own communications, and potentially expanded through additional platforms.

  
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Carolyn Schaffer  
Group Manager, External Affairs

5/5/2026  
Date

  
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Shivaji Deshmukh  
General Manager

5/5/2026  
Date