



Legislation and Communications Committee

Update on Conservation Outreach

Item 6a
November 17, 2025

Strategy & Expenditure Report

Subject

Update on Conservation Campaign

Purpose

To provide a report on conservation advertising strategy and proposed expenditures for continuation of residential outreach and launch of commercial, industrial and institutional campaign.

Conservation Outreach

Fall 2025 Campaign Ideation

Engaging hard-to-reach audiences

Objective

To raise awareness of AB 1572 (2023) nonfunctional turf regulation.

Target Audience

Commercial, industrial, institutional sector, including HOAs in Metropolitan's service area.

Key Message

Your water agency is here to help. Transform nonfunctional grass now while increased rebate funding is available.

Conservation Outreach

Informed by Resource Sharing

Multidisciplinary knowledge and
expertise

Collaboration Across Industries

California Water Efficiency Partnership

- Nonfunctional Turf Toolkit
- Statewide coordination

Member agency input

- Helped develop messaging
- Co-branded materials

Industry outreach

- Presentations to business groups and associations
- Advertisements in trade publications

Conservation Outreach
**Fall 2025
Creative**
Integrated and versatile



**Time to
Change
is Now.**

**NONFUNCTIONAL GRASS
WATERING BAN**
ON COMMERCIAL & PUBLIC PROPERTIES

01.2027

be prepared,
California.
**be
water
wise®
.com**



**NONFUNCTIONAL GRASS
WATERING BAN**
ON COMMERCIAL & PUBLIC PROPERTIES

**Time to
Change
is Now.**

01.2027

The ban on watering unused grass on public and commercial properties, including HOA common areas, starts **January 2027.**

What is AB 1572?
Assembly Bill 1572 (2023) bans using potable (drinking) water to irrigate nonfunctional turf on public, commercial and HOA properties. The new law goes into effect in phases, starting with government and public properties in January 2027, with a complete rollout to commercial and HOA sites by 2031.

What is nonfunctional turf?
Nonfunctional turf is grass that is purely decorative and not used for recreation or other community purposes. Examples include:

- Grass in medians
- Strips of grass along sidewalks or parking lots
- Decorative lawns in front of office buildings, restaurants and stores
- Grass in non-play or gathering areas at schools, universities, churches and parks
- Grass in HOA common areas

How can I prepare?
Identify areas of unused grass on your property and consider replacing it with waterwise landscaping. We have rebates and funding available now to help you get ahead of future watering restrictions. Your local water agency may offer additional incentives. Visit [bewaterwise.com/commercial](https://www.bewaterwise.com/commercial) for details.

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Conservation Outreach

NFT on TV

American Legion Hollywood Post
43 serves as a case study



Conservation Outreach

Evolving Goodbye Grass Creative

Targeting residential and
commercial audiences



**BEFORE
AND
AFTER**

Lead with your landscape. Install water-saving plants and get a rebate.
bewaterwise.com[®] + *You*



**DILE ADIÓS AL
PASTO**

Los jardines nativos y CA Friendly[®] ahorran agua.
bewaterwise.com[®] + *Tú*

Conservation Outreach

Media Plan & Tactics

Collaborative, dynamic, flexible



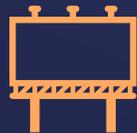
Radio (CII/Residential)

- Dodgers radio through World Series
- Traffic & weather sponsorship
- Podcast advertising



Digital (CII/Residential)

- Display advertisements
- YouTube video & connected TV
- Google search



Outdoor (CII)

- Strategic geographic placement
- Member agency coordination

Conservation Outreach

Ongoing Research & Data

Exploring CII sector attitudes,
values & beliefs with Probolsky
Research

Research Plan

- Focus on business owners/property managers; landscapers/groundskeepers
- Understand nonfunctional turf baseline awareness
- Explore how decisions are made

Methodology

- Mixed methods – Survey and focus groups
- Multilingual – One focus group for Spanish-speaking landscaper community
- Nonfunctional turf qualifier

Conservation Outreach

Advertising Agreement Budget

Up to \$10.5 million over three fiscal years

FISCAL YEAR	CONTRACT CAPACITY Media planning and placement, strategic input, research
FY 2024/25 July 2024 – June 2025	Up to \$3.5 million Spent: \$1.7 million
FY 2025/26 July 2025 – June 2026	Up to \$3.5 million
FY 2026/27 July 2026 – June 2027	Up to \$3.5 million
TOTAL	Up to \$10.5 million

Conservation Advertising & Outreach

Fiscal Year 25-26 Spend to Date

July 2025 – January 2026

\$3.5 Million Board-Approved Budget

