



THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA

# Committee Item INFORMATION

## ***Legislation and Communications Committee***

3/9/2026 Committee Meeting

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**6a**

### **Subject**

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East Bay Municipal Utility District H2Flow Campaign: Presented by Kathryn Horn, EBMUD Senior Community Affairs Representative

### **Executive Summary**

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East Bay Municipal Utility District (EBMUD) will present their “H<sub>2</sub>Flow” campaign that uses music to build trust in tap water.

### **Fiscal Impact**

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None

### **Applicable Policy**

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Not applicable

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

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Not applicable

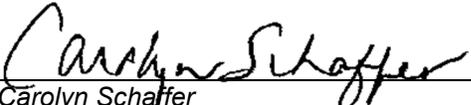
### **Details and Background**

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#### **Background**

Metropolitan is exploring different approaches to build trust in tap water. EBMUD will share their campaign and experience with the H<sub>2</sub>Flow campaign. H<sub>2</sub>Flow is a music video-driven water education campaign that uses rap, rhythm, and visual storytelling to connect audiences with the journey of drinking water from source to tap. Created in collaboration with Grammy- and Emmy-winning Oakland artists Alphabet Rockers, the song highlights water stewardship, builds trust in tap water, and encourages people to skip single-use plastic bottles. By blending culture, education, and environmental messaging, H<sub>2</sub>Flow reaches young people in a modern, engaging way that supports long-term awareness of water systems and sustainability.

EBMUD, established in 1923, provides high-quality drinking water for 1.4 million customers in Alameda and Contra Costa counties. The District's wastewater system serves 740,000 customers and helps protect the ecosystem of San Francisco Bay.

  
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Carolyn Schaffer  
Group Manager, External Affairs

3/4/2026  
Date

  
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Shivaji Deshmukh  
General Manager

3/4/2026  
Date

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