



Legislation and Communications
Committee

Update on Water Conservation Advertising

Item 6a
September 9, 2024

Quarterly Report

Subject

Update on Water Conservation Advertising

Purpose

To provide a quarterly report on media buy expenditures for water conservation advertising and outreach

Multimedia Placement Services_

Conservation Advertising Spend.

Fiscal Year 2024-2025¹

Media Platform	Timeline	Paid	Committed ²
Digital	8/5/24 – 9/22/24	\$0	\$75,000
	TOTAL	\$0	\$75,000

- (1) The FY24-25 expenditure authorization is \$3.5M of the Conservation Program budget
- (2) Committed dollars as of August 27, 2024



Sample Creative (Digital)

