



Legislation and Communications Committee

Update on Conservation Outreach

Item 6a
July 7, 2025

Strategy & Performance Report

Subject

Update on Water Conservation Advertising and Outreach

Purpose

To provide a report on conservation advertising campaign strategy, performance and expenditures.

Conservation Advertising & Outreach

Spring Summer 2025 Strategy & Performance

Multilingual, dynamic, flexible



Radio

- Broadcast radio, Dodgers sponsorship
- 15M impressions

Outdoor

- Digital & mobile billboards
- 72M impressions

Digital

- Emphasis on commercial sector
- 4.7M impressions

Print

- In-language community newspapers

Experiential

- Three events, 30K attendees

Conservation Advertising & Outreach

Spring Summer 2025 Creative

Regional messaging,
local impact



Grocery Store
Advertising: Spanish-
language mini
billboards



Mobile Van Digital Billboard



Bloom Box Experience

Conservation Advertising & Outreach

Advertising Agreement Budget

Up to \$10.5 million over three
fiscal years

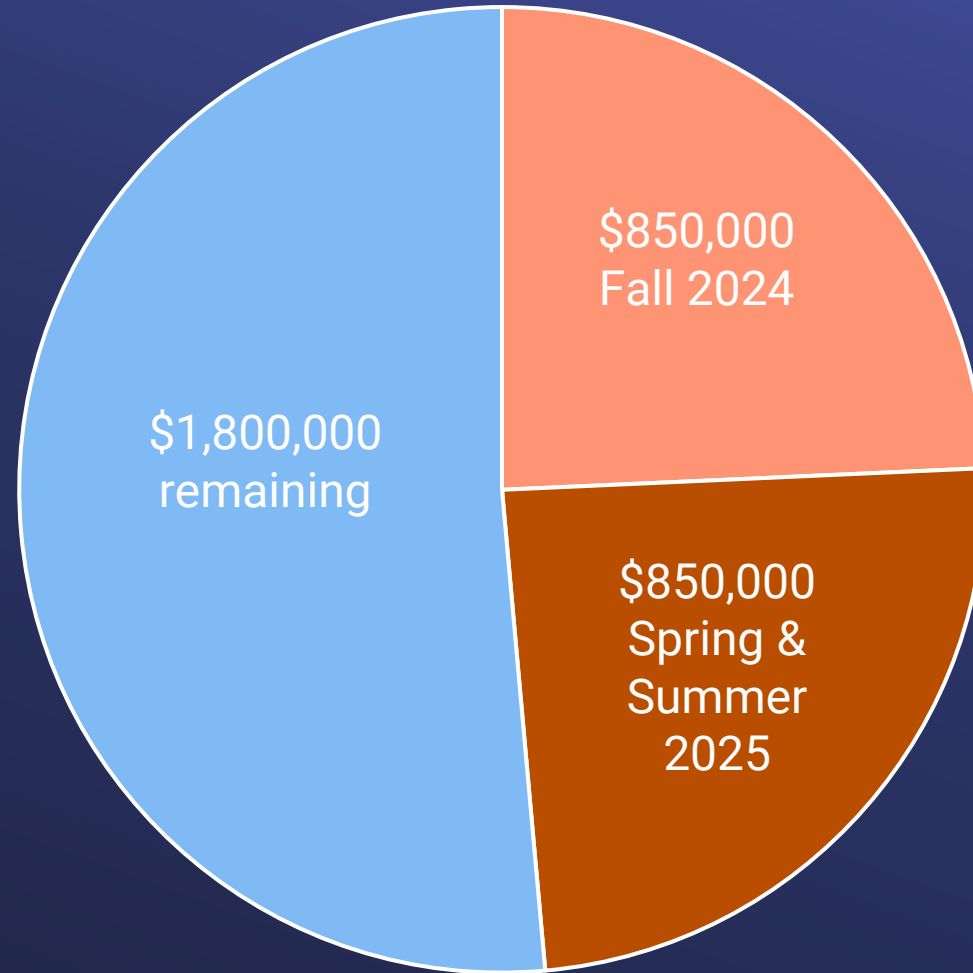
FISCAL YEAR	CONTRACT CAPACITY Media planning and placement, strategic input, research
FY 2024/25 July 2024 – June 2025	Up to \$3.5 million
FY 2025/26 July 2025 – June 2026	Up to \$3.5 million
FY 2026/27 July 2026 – June 2027	Up to \$3.5 million
TOTAL	Up to \$10.5 million

Conservation Advertising & Outreach

Fiscal Year 24-25 Spend

July 1, 2024 – June 30, 2025

\$3.5 Million Board-Approved Budget



Reaching New Audiences

Online & digital spaces

Social Media Influencer Partnerships

Jeff Parker

- Altadena-based guitarist and composer

Tim Biskup

- Southern California-based artist, author, and gallery owner

Evan Lovett (LA in a Minute)

- Storyteller, content creator

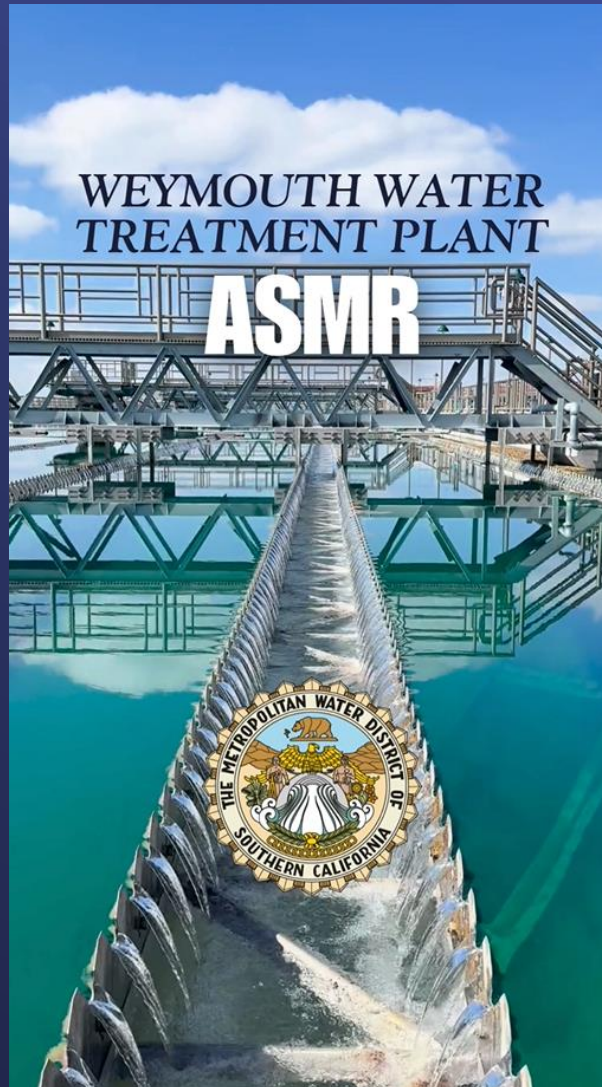
Past Influencers

- Fred Armisen – actor, comedian (SNL)
- The Linda Lindas – all-female rock band
- Kyle MacLachlan – actor (Twin Peaks, Dune)

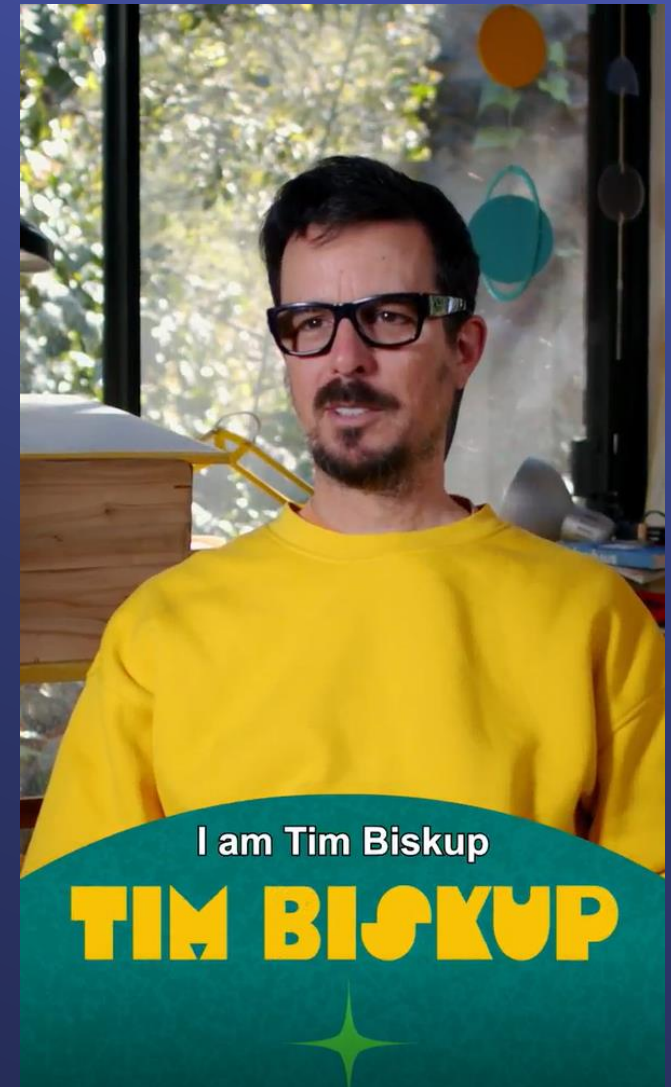
Conservation Advertising & Outreach

Social Media Creative

Creating meaningful connections



Social Media Video:
Weymouth ASMR



Influencer Video:
Tim Biskup

Nonfunctional Turf Education & Outreach

Partnerships

- California Water Efficiency Partnership
- Business groups, member agencies, associations, private sector

Research and data

- Industry-specific surveys and focus groups

Integrated approaches

- Cross-disciplinary collaboration
- One Water Awards – regional recognition
- LinkedIn advertising to reach industry decision makers

Conservation Advertising & Outreach

Engaging the Commercial Sector



