



Legislation, Regulatory Affairs, and  
Communications Committee

# External Affairs Management Report

Item 8a  
July 10, 2023

Update on  
Communications & Messaging

# Summer Ad Campaign Preview



Digital Boards



Transit Shelters

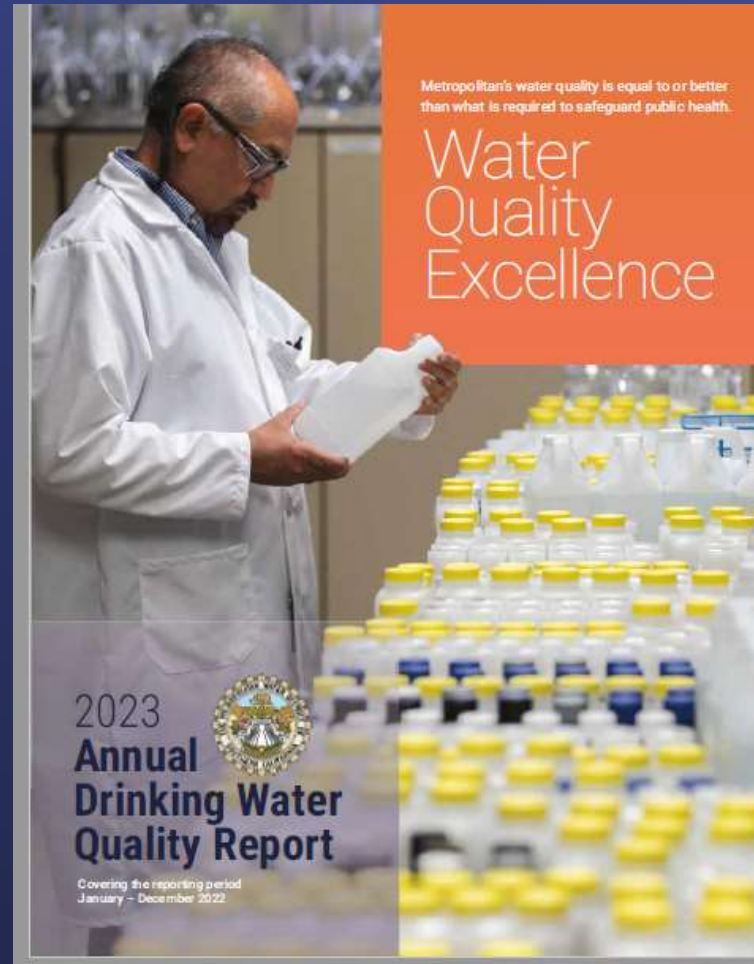


Mobile Game App

- Billboards and other outdoor ads in English, Spanish, Chinese, Korean, Vietnamese, Tagalog and Armenian
- 9,500 television spots on KTLA, KMEX, cable, Dodgers Live

Update on  
Communications & Messaging

## Current Projects



## 2023 Annual Drinking Water Quality Report



Presentation of \$80  
million from State of  
California for Pure  
Water Southern  
California (July 19)



Update on  
Communications & Messaging

# Sponsorship Programs



Other summer education events w/MWD sponsorships:

- Salesian Family Youth Center's Water Education for Children and Youth Project in Boyle Heights
- Olivenhain Municipal Water District's Water Education at the Center, Encinitas

Update on  
Communications & Messaging

# Sponsorship Programs

[Video](#)



Other summer education events w/MWD sponsorships (continued):

- Friends of the Bernard Biological Field Station, Ecological & Waterwise Walk in Claremont
- Native garden and water conservation curriculum for Hands 4 Hope youth summer camp in North Hollywood

