

External Affairs Monthly Activities & Highlights

Item 7a April 8, 2024 Report on Activities from External Affairs

Subject

Report on Activities from External Affairs

Purpose

To provide management announcements and highlights for External Affairs

Federal Update





Integrating Research into Messaging

- Press Release
- Follow-up on Probolsky results and future presentations on public awareness and messaging.

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

mwdh2o.com/newsroom

News for Immediate Release_

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Survey shows Southern Californians' commitment to water efficiency

Conservation remains top of mind for residents amid a changing climate

March 15, 2024

A vast majority of Southern Californians are committed to doing more to conserve water amid growing concerns about how climate change will affect the availability of water in the future, a recent Metropolitan Water District survey found.

Survey results presented to a Metropolitan board committee earlier this week showed 90% of respondents agree it's important to conserve water every day, whether or not the region is in drought, and 75% are willing to do more to conserve than they're doing currently.

Metropolitan General Manager Adel Hagekhalil underscored that the region's commitment to conservation will be critical in the future, as climate change stresses the availability of imported water supplies with longer and more severe droughts – a challenge recognized by those surveyed. According to the survey, 75% agree that climate change will significantly impact Southern California's water supply in the future and 83%

Earth Day Community Events & Outreach Activities











May 2024 Water Awareness Month



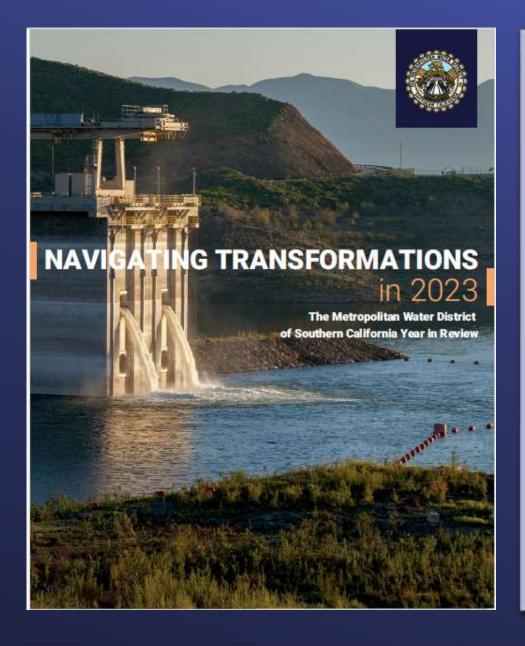








Year in Review



ADAPTING TO A CHANGING CLIMATE

DRIVING A COMMITMENT TO DIVERSITY

BUILDING GREATER
RELIABILITY, EQUITY FOR
SOUTHERN CALIFORNIA

BRINGING SUSTAINABILITY TO THE COLORADO RIVER

CONTINUING CONSERVATION MOMENTUM

