



External Affairs Management Report

Communications and Legislation Committee

Item #7a

January 10, 2022

Messaging and Outreach Based on One Water Strategy



- Respond to unprecedented water supply conditions
 - Work with member agencies - including specialized messaging needs for State Water Project dependent areas
 - Explain and prepare for potential impacts of ongoing drought conditions and allocation in those areas
 - Outreach to diverse and underserved communities
- Stress continued importance of making Southern California more climate-resilient
 - Reinforce Conservation Message, using earned and paid advertising
 - Support Investments in Local Projects including Recycled Water Program

Range of Creative Assets, Messaging



Maximize High Media Interest



Los Angeles Times

Los Angeles Daily News



LADWP has saved enough water that it will start sharing with neighbors



Messaging Strategy – Coordination

Coordination with Member Agencies

- Metropolitan's role defined to support member agency objectives
- Clear messages to share latest information on water supply and impacts
- Multi-layered outreach to support messaging, build greater public awareness



Messaging Strategy – Conservation

Conservation Focus

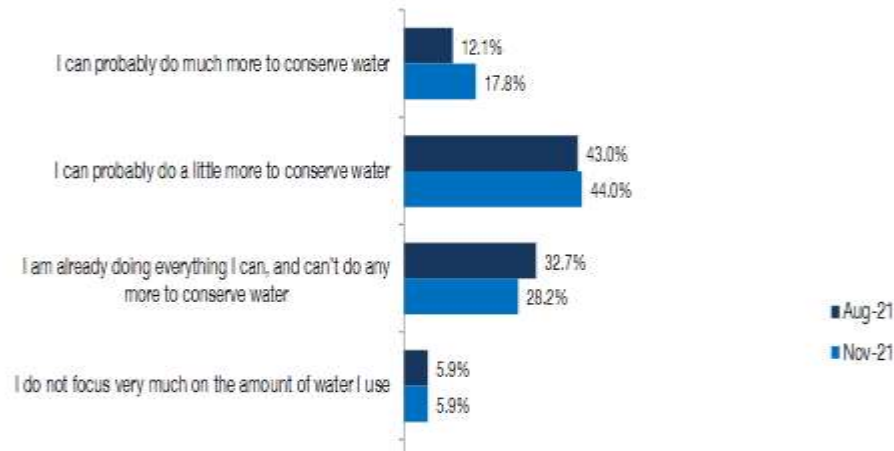
- Continually strengthen and adapt messaging to underscore the need for more conservation
- Use multi-media, multi-lingual platforms to share message broadly, inspire action
- Promote rebate programs
- Fine tune messages to address unique needs in communities



Polling & Research to Support Messaging

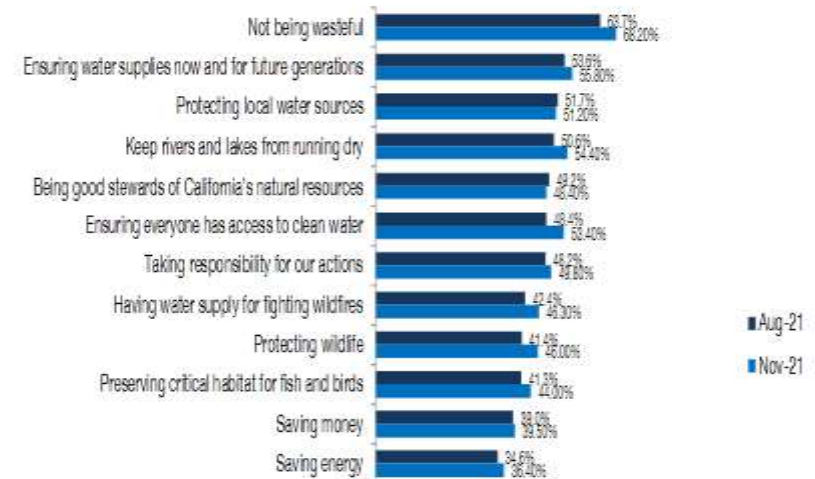
55.1% say they can probably do a little or much more to conserve water

Question 6: Which of the following statements best describes your current efforts to be more efficient with your water usage?



64% say their best motivation for being more efficient with water usage is not being wasteful

Question 5: Which of the following are the best motivators for being more efficient with your water usage? Select all that apply.



Messaging Strategy – Communication

Communication

- External Affairs developing new communications plan
- Actions Metropolitan, member agencies are taking to respond to drought and climate change, new initiatives, investments
- Earned Media
 - Press conferences and other events, outreach and partnerships
 - Videos, blogs, podcasts, website content, editorial boards
- Paid Advertising and Outreach
 - Board awards three-year media contract in February
 - Message testing and ongoing research



