



Communications & Legislation Committee

External Affairs Management Report

Item #7a

2022 California Resiliency Challenge

- The Bay Area Council hosted the California Resilience Challenge on Feb. 28, 2022. Metropolitan is a major sponsor of the initiative.
- Thirteen winners from under-resourced communities received a combined \$2 million for local climate resilience projects.
- This year's awardees include:
 - U.S. Green Building Council Los Angeles and Boyle Heights Arts Conservatory
 - Fernandeno Tataviam Band of Mission Indians (San Fernando)
 - California-Hawaii NAACP
 - Forestry and fire recruitment program for wildfire resilience in the Angeles National Forest



CALIFORNIA
RESILIENCE
CHALLENGE

Current Paid Advertising Campaign (January-March)

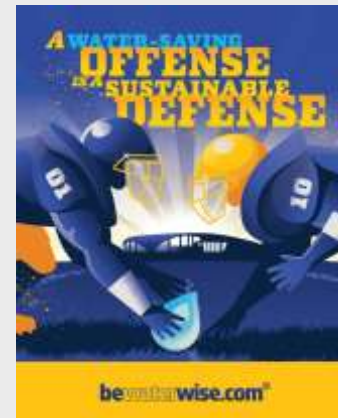
More than 85 million estimated impressions to date since January

More than 104,000 visits to bewaterwise.com for tips and rebates

Campaign visibility throughout service area on radio, out of home, digital, social media and Google search

30% of the current campaign is in-language – Spanish, Chinese, Vietnamese and Persian

English-language creative for general market, African American and Hispanic audiences



Measuring & Incorporating Public Awareness.

- Landline and online survey of 1,000 Southern Californians
- In the field next week - initial results available in mid-March
- Understand public awareness trends on drought awareness, willingness to take additional conservation actions
- Inform next phases of campaign with data-driven decisions
- Focus groups and message testing this spring

Op/Eds and blogs aimed at reaching key audiences – CalMatters, MWD publications - while **working** with member agencies on other placements in local papers

Regularly using media coverage (**KNX radio, CBS2, LA Times, KQED, Sacramento Bee**) of current events, such as DWR's Snow Survey, to incorporate **conservation messaging**

In collaboration with SCWC, participating in series of six **California Water** special supplements in newspapers across the region focused on conservation, drought, need for state/federal infrastructure investments

Exploring advertising and partnerships with **community newspaper** including San Fernando Valley Sun, LA Sentinel

Recent Press Coverage & Media Sponsorships.

Other Activities.

- Continued coordination with member agencies
- Working with DWR to promote Save Our Water campaign in So Cal/ support other state activities, investments
- Expanded outreach to community leaders and organizations on drought conditions and impacts
- Developing new creative for spring/summer advertising campaign
- Toolkit of resources on bewaterwise.com
- Launching social media campaign highlighting Real People, Real Savings

Other Activities.

- Producing new Wasting Water Is... Unbelievable video (featuring Big Foot)
- Official partner on US EPA's Fix a Leak Week promoting leak detection device rebates on social media
- New visual depictions of water supply, reservoir levels to illustrate drought impacts



