



Communications & Legislation Committee

External Affairs Management Report

Item #7a

April 11, 2022

Los Angeles Times

Newsom orders stricter conservation of water

By HAYLEY SMITH
AND JONAH VALDEZ

On the heels of the driest ever start to the year in California, Gov. Gavin Newsom on Monday issued a sweeping executive order calling on local water suppliers to implement more aggressive conservation measures as reservoirs dwindle and residents backslide in their efforts to cut back.

Specifically, the order requires that urban water suppliers activate "Level 2" of their locally customized contingency plans, meaning they must prepare for a shortage of up to [See Water, B5]



DANIEL VAN DER BEEK: Los Angeles Times
A FORMERLY submerged bridge is exposed as water levels recede at Folsom Lake.



Messaging Strategy

- Elevate conservation messages to reflect current conditions and drought actions by MWD, member agencies
- Target advertising for maximum impact and efficiency
- Expand our reach using earned media and events

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Media Coverage

Approx. 3 million views

Generated strong media coverage on local TV, radio & print



Metropolitan in the Media

March 2022



METROPOLITAN IN THE MEDIA

PARTNERING WITH THE STATE TO BRING OUR
CONSERVATION MESSAGE TO SOUTHERN CALIFORNIA

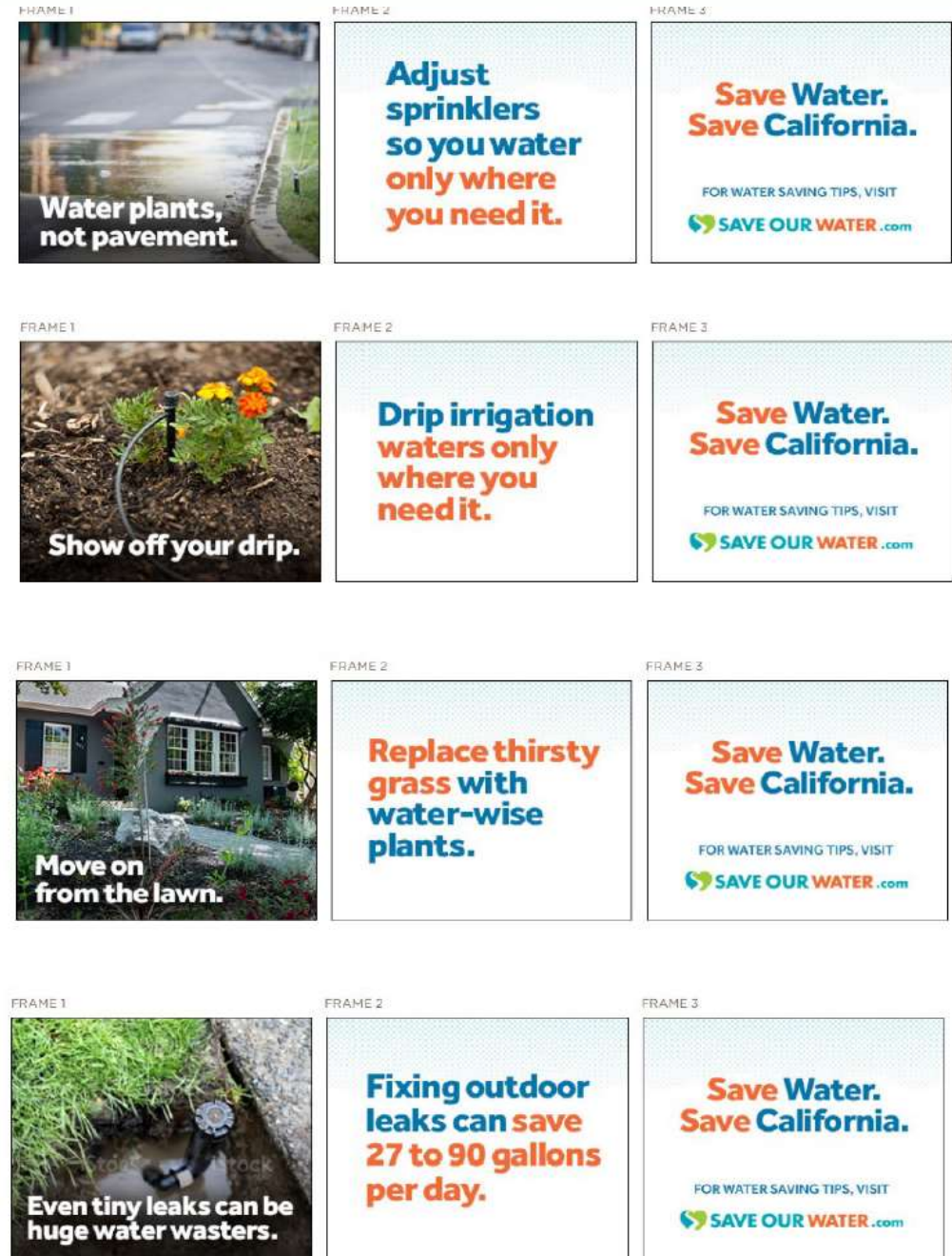
MARCH 2022

A United Front

Spring/Summer
2022 Campaign

Complementary Messaging & Strategy

- Partnering with State of California's "Save Our Water" Campaign
- Targeted Delivery to High Volume Water Users



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Transition Campaign

Direct call to action
guided by tips



Spring/ Summer 2022 Campaign



- Helpful tips presented in a friendly & personal way
- Co-branding opportunities for member agencies
- Photography-based campaign showcasing real people across our service area



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Digital Marketing Video

Latest in a series of high-performing, cost-efficient digital assets **produced in-house**



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Digital Marketing Video



