



Communications & Legislation Committee

External Affairs Management Report

Item 7a

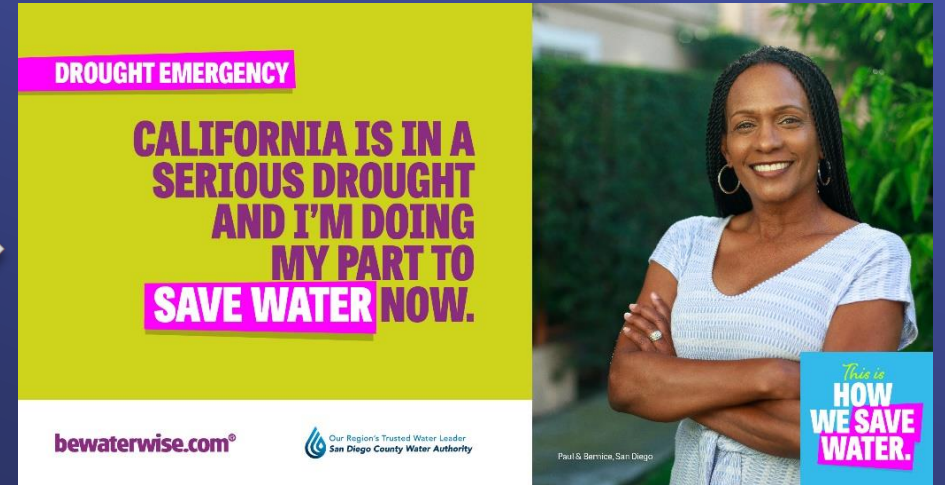
June 13, 2022

Growing Our Campaign

Messaging Updates

- Elevating messages to reflect current, more urgent conditions
- Inspiring young Californians
- Coordinating with member agencies on localized messaging
- Collaborating with DWR on Save Our Water campaign, funding opportunities

Stronger, More Direct Messaging



New Spanish and Chinese Language Toolkits

External Affairs
Management Report

Multi-lingual Resources

COMO AHORRAMOS AGUA

MEDIANTE UN REMBOLSO INSTALE UN CONTROLADOR DE RIEGO INTELIGENTE

COMO AHORRAMOS AGUA

California enfrenta una sequía muy grave y no sabemos cuánto más durará. Por eso, cada gota que ahorremos cuenta. Reparar las pérdidas rápidamente, tomar duchas más cortas, instalar boquillas giratorias para rociadores... estas son algunas soluciones para ahorrar agua.

Junto, todos podemos hacer un esfuerzo para conservarla. Desde reembolsos en dispositivos y electrodomésticos de alta eficiencia hasta clases gratuitas de jardinería California Friendly®, Metropolitan y su agencia de agua local están presentes para ayudarlo a ahorrar. Ser inteligentes con el consumo del agua no tiene por qué ser una tarea complicada y abrumadora. Puede ser tan sencillo como utilizar una escoba en lugar de una manguera para limpiar la entrada de su auto o las aceras, o tomar duchas que duren lo mismo que sus canciones favoritas de cinco minutos. Así sea propietario o arrendatario, pequeños cambios como esos pueden representar grandes ahorros, además de asegurar el suministro de agua para las generaciones futuras.

ACTUALIZACIONES SOBRE LA SEQUÍA
Visite mwdh2o.com para informarse sobre la sequía actual »

我們可以這樣節水

我利用折扣優惠安裝了一台智慧灑水控制器

我們可以這樣節水

加州正遭遇嚴重的乾旱，我們不知道這場旱情會持續多久。因此，省下節省每一滴水都很重要。我們可以這樣節水：快速修復洩漏、縮短淋浴時間、安裝旋轉灑水頭噴頭。

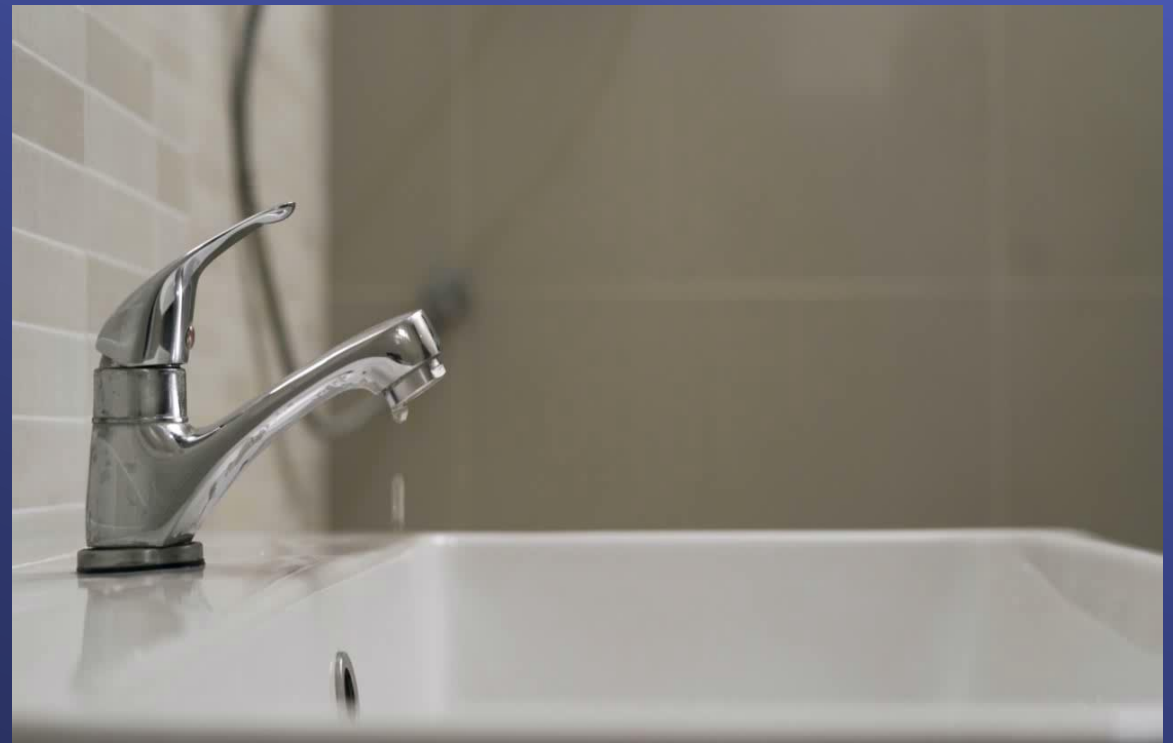
只要我們攜手以共，人人都能為節水獻出自己的一份力。從高能效裝置和電器的優惠到免費的 California Friendly® 園藝課程，大都會水務局和地方水務機構將幫助您做出節水努力。明智用水未必就是一项艱巨而可怕的任務。使用掃帚代替軟管清潔車道或人行道，或者播放您最喜歡的五分鐘歌曲來定時淋浴，這些都是簡單易行的節水小妙招。無論您是房東還是租戶，這些小小的改變累積起來就帶來可觀的節水效果，並確保為我們的子孫後代留下寶貴的水資源。

旱情最新動態
瀏覽網站 mwdh2o.com，瞭解目前的旱情 »

External Affairs
Management Report

Television and Radio

New in-house
produced
television
commercials
streaming,
YouTube



Radio ads in English, Spanish, Korean and
Vietnamese – public radio and traffic
segments of news channels

In the Classroom

School Engagement

- On campus and virtual webinars for teachers
- School Recognition Program for water savings
- Partnering with stakeholders to co-brand school curriculum and materials, to include drought messaging
- Conduct conservation pledge campaigns

Community Engagement

- Participating in district-wide virtual and in-person water conservation festivals and workshops
- Scouting badges for water conservation



Outreach Materials

Supporting Advertising Campaign & Water Use Efficiency



This is
**HOW
WE SAVE
WATER.**

**I ONLY ASK FOR
WATER WHEN I
KNOW I'M GOING
TO DRINK IT**

bewaterwise.com®

Lawns //

- Create a "green sponge"
 - Aerate your lawn using a spike aerator or core aerator and add compost.
- Reduce mowing and keep your grass blades four inches or higher



Add some diversity to your landscape with clover, it needs less water to stay green.

- Brown is the **NEW** Green
- By brown we mean MULCH. Mulch around your plants retains water and soil moisture and extends your watering day(s).
- Do not irrigate mulch; pull it away from plants when watering and then put back into place once watered.

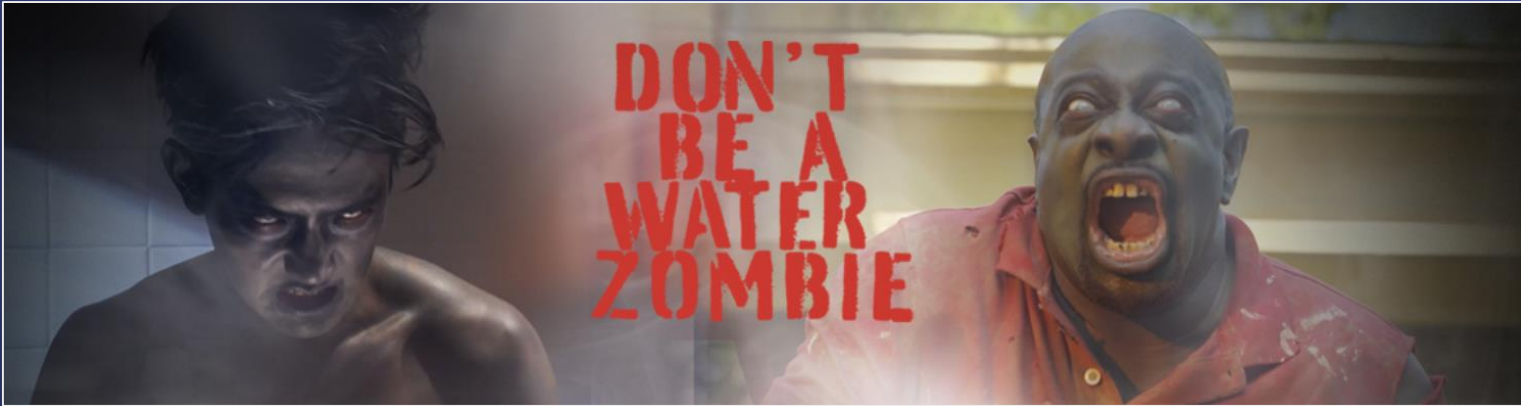


Partnerships with other Agencies



Best in Show – Conservation Videos

External Affairs
Management Report_
Awards



2022 Webby Awards - Best Data Visualization

External Affairs
Management Report_

Awards

mwdh2o.com
Website

Bringing Water to Southern California.

For Nearly a Century

We've helped Southern California grow and thrive by delivering high-quality water to the region. And now we're helping the region meet the challenges of climate change and extended drought.

26 MEMBER AGENCIES	19 million PEOPLE IN SERVICE AREA	1.5 billion GALLONS WATER DELIVERED DAILY	5 TREATMENT PLANTS	830 MILES OF PIPELINES	\$1.5 billion INVESTED IN LOCAL RESOURCES
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Current Events___

Happening Now.

May 2022
Board Meetings & Agendas.

Conserve Today
Drought 2022.

Met Responds
State Audit of Workplace Concerns

