



Communications & Legislation Committee

Update on Water Conservation Advertising Campaign

Item 6a

September 12, 2022

Overview and Objectives

bewaterwise.com[®]

Execute media and outreach strategy to:

- Increase public awareness about drought and need for **conservation**
- Show the many ways **Metropolitan** and member agencies can help everyone save
- Provide tips, tools, training & rebate information

Water Conservation Advertising Campaign

This is How We Save Water Campaign



- Ads in seven languages
- Featuring more diversity
- Partnerships with member agencies, Tree People
- On track to reach 218 million impressions

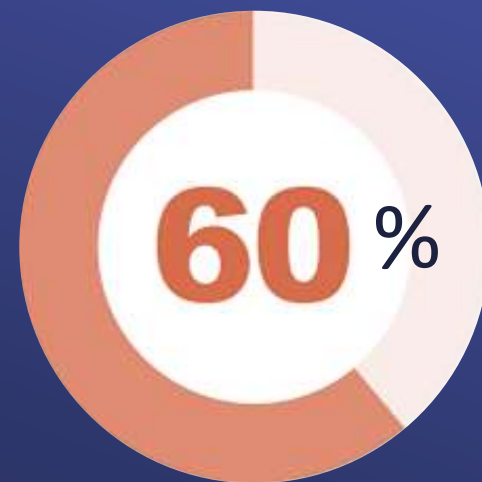


Water Conservation Advertising
Campaign

Fall Media Budget

Flight I Schedule and Budget July-November 2022

Platform	Projected Spend
Radio	\$638,290
Out of Home	\$802,987
Digital	\$588,593
Print	\$42,288
Influencer	\$54,113
TOTAL	\$2,126,270



~ 60% of FY 2022/23
spend is for the
summer/fall
campaign to maintain
strong messaging

Water Conservation Advertising
Campaign

Media Coverage of Metropolitan's Conservation Message



380 million
earned media views
(July - August 2022)

Estimated value = \$4.3 million



Water Conservation Advertising
Campaign

Influencer Campaign



Water Conservation Advertising
Campaign

Influencer Campaign

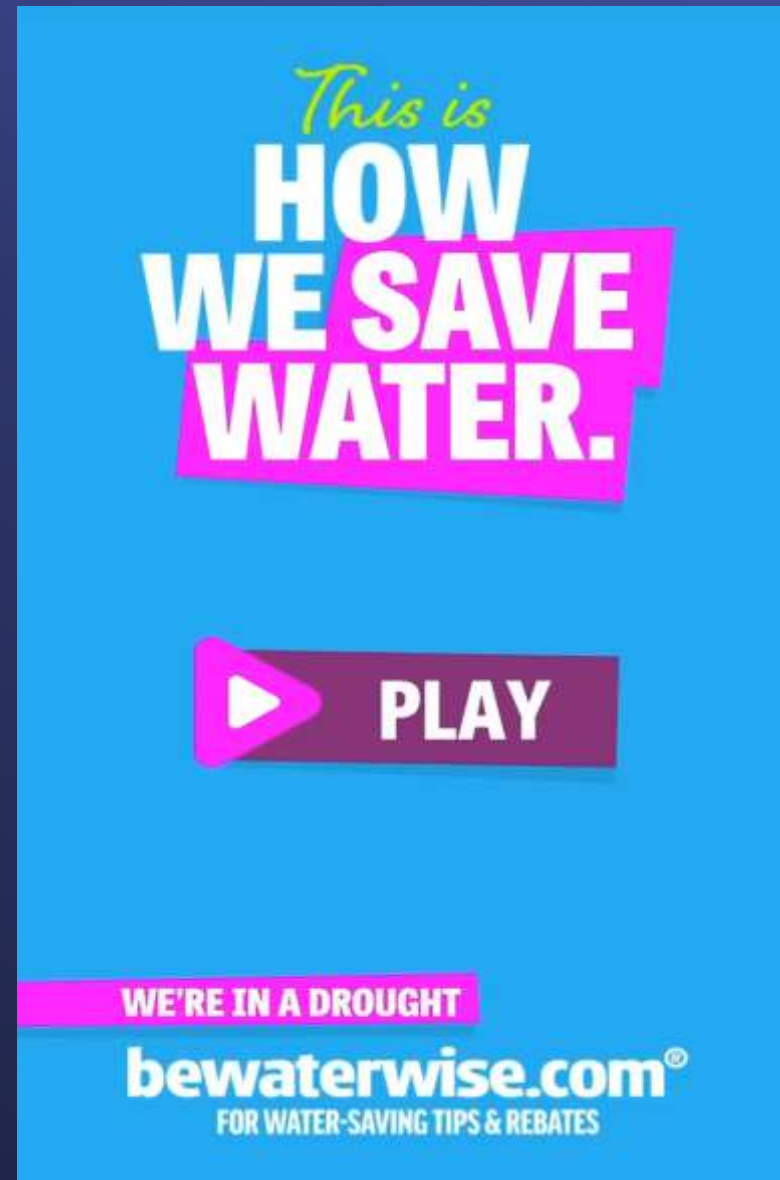


Atiba Jefferson



Water Conservation Advertising
Campaign

Mobile Gaming



Water Conservation Advertising
Campaign

Multi-lingual
Community
Outreach

EV Charging
Stations
Monitors



Water Conservation Advertising Campaign

Outdoor Conservation Tips and Rebates

Partnership with Landscape Industry Monitors

Turf Replacement Checklist

Get Paid To Replace Your Lawn!

The Turf Replacement Program rewards rebates to residents who convert their thirsty lawns into beautiful California Friendly® landscapes. Money for this program is limited, so reserve your rebate. Refer to this checklist when designing your landscape and applying for your rebate.

- 1

Get Inspired & Create a Plan
- 2

Apply For Your Rebate Reservation
- 3

Complete Your Project



There is HOW WE SAVE WATER.

WE'RE IN A DROUGHT

CONSERVE THE SMART WAY WITH SMART PLANET DOUGHT TOLERANT PLANTS.

bewaterwise.com®

SMART PLANET



Armstrong Garden Centers



ALTMAN PLANTS



Water Conservation Advertising
Campaign

Sports Team Partnership

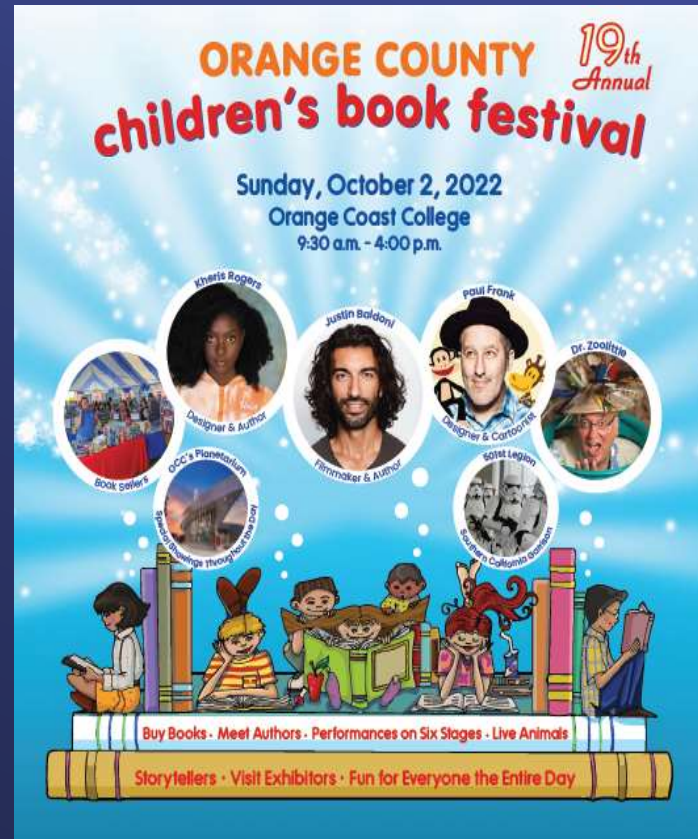


- Advertising, Community Events and Water Conservation Promotions
- Partnership with state's Save Our Water



Water Conservation Advertising
Campaign

Education



Workforce and Career Development Program for Middle and High School

Nation's largest
children's book fair

S.T.E.A.M. Ahead Stage
sponsored by Metropolitan



Lessons Learned

- Changing media landscape demands ever-changing communication style
- Leverage earned media and in-house resources to be cost- effective, adaptable & nimble
- Listen to your audience
- Balance specialized regional & local messages
- Actively seek to reach diverse demographics and underserved audiences

