



# Update on Conservation Messaging

Communication and Legislation Committee

Item #6a

August 16, 2021

# Evolving Messaging, Based on Conditions



# Leveraging Media Opportunities

- Elevate public awareness and action with media interviews, blogs and op/eds, press releases, press conferences and events
- Leverage earned media to increase social media engagement and page views of [bewaterwise.com](http://bewaterwise.com) – our rebate and conservation portal



## Editorial: It's time again for water officials to sound the alarm

**The Star Editorial Board**

Published 6:01 a.m. PT Jul. 31, 2021

### The 15 Percent Challenge: Use Water More Wisely

By Gloria D. Gray  
Chairwoman, Metropolitan Water District Board of Directors



# Summer Conservation Campaign

- Goal is to increase Metropolitan's outreach and advertising to raise public awareness and support Gov. Newsom's call for conservation +
  - Reach underserved communities
  - Further develop multilingual and culturally relevant creative assets
  - Create online toolkit for member agencies' use
- Launch campaign week of Aug. 23 using existing External Affairs budget of \$510,000, beginning with social media and then expanding to digital marketing and targeted radio as budget allows



# Primary Marketing & Outreach Strategy

## Earned Media

- TV, radio, print articles & interviews
- Press releases/announcements
- Media events and briefings
- Blogs, Op/Eds, podcasts



## Social, Digital Media

- Bi-weekly series with conservation tips
- Boosted/targeted ads
- Videos for digital, CTV



## Community Based

- Targeted marketing to SWP exclusive areas
- Point-of-sale rebate information
- In-language materials to expand reach
- Community events and media



## Partnerships

- Metropolitan's member agencies
- State of California, Save Our Water
- California Native Plant Society
- Conservation Organizations/NGOs



# Research-Driven Campaign - Statewide

## KEY FINDINGS

- 87%** are concerned about drought conditions in California
- 72%** say California's current drought has had an impact on their water usage
- 54%** are willing to make behavior changes to be more water efficient

Telephone and online survey of 1,000 California residents July 15-22, 2021, conducted by Probolsky Research for State of California and ACWA

● People of color (66%) are likely to increase their water efficiency

Demographic of respondents who believe they can do more to be water efficient.



● Residents under 30 are the most likely to increase their water efficiency



survey respondents aged **18-29** believe they can do more to be water efficient

# Research-Driven Campaign – MWD Service Area

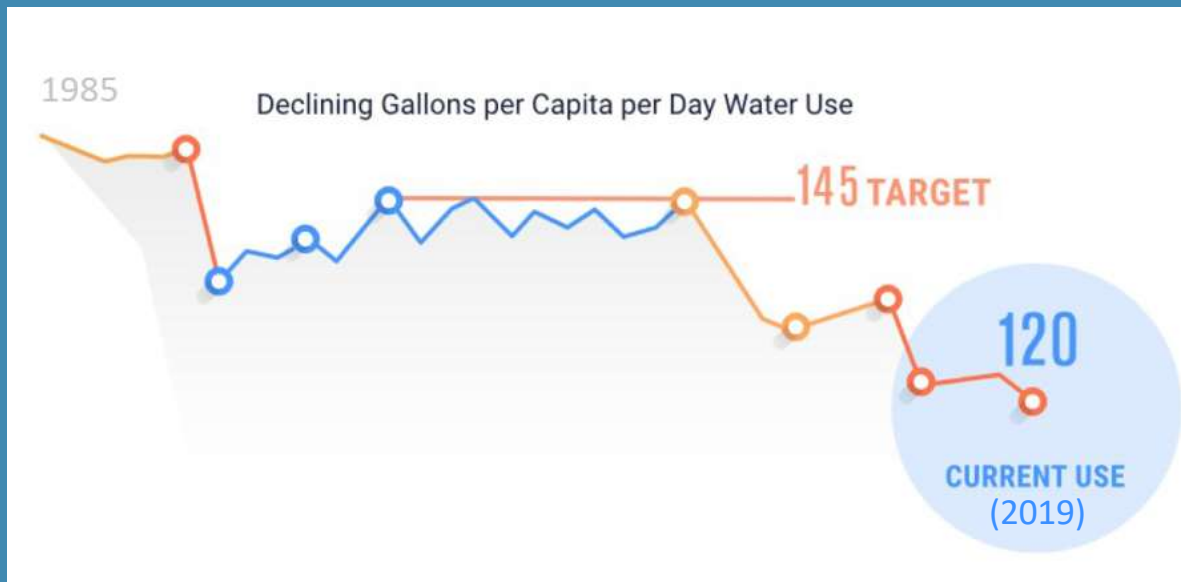
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- Drought awareness by Southern Californians is very high at 91%
- Concern over drought by is high at 84%
- A majority of Southern Californians (62%) say they can do a little or much more to be water efficient

Telephone and online survey of 1,000 residents in Metropolitan's service area by Probolsky Research, August 2-9, 2021

# Baseline and Opportunities

Southern Californians have made a conservation a way of life – **but now we need to do more**



- Per capita water use in So Cal dropped in last drought – and has stayed low
- Studies from UC Riverside, Metropolitan’s previous focus groups, and UC Santa Barbara (2020) evaluated how conservation messaging can further reduce water use



# Summer Conservation Campaign Creative Concepts

## SAMPLE CREATIVE - CALIFORNIA HERITAGE SERIES



**Déjà vu,  
totally.**

Southern Californians  
know what to do  
in a drought.

For tips + rebates  
**bewaterwise.com**<sup>®</sup>



**Sketchy  
climate.**

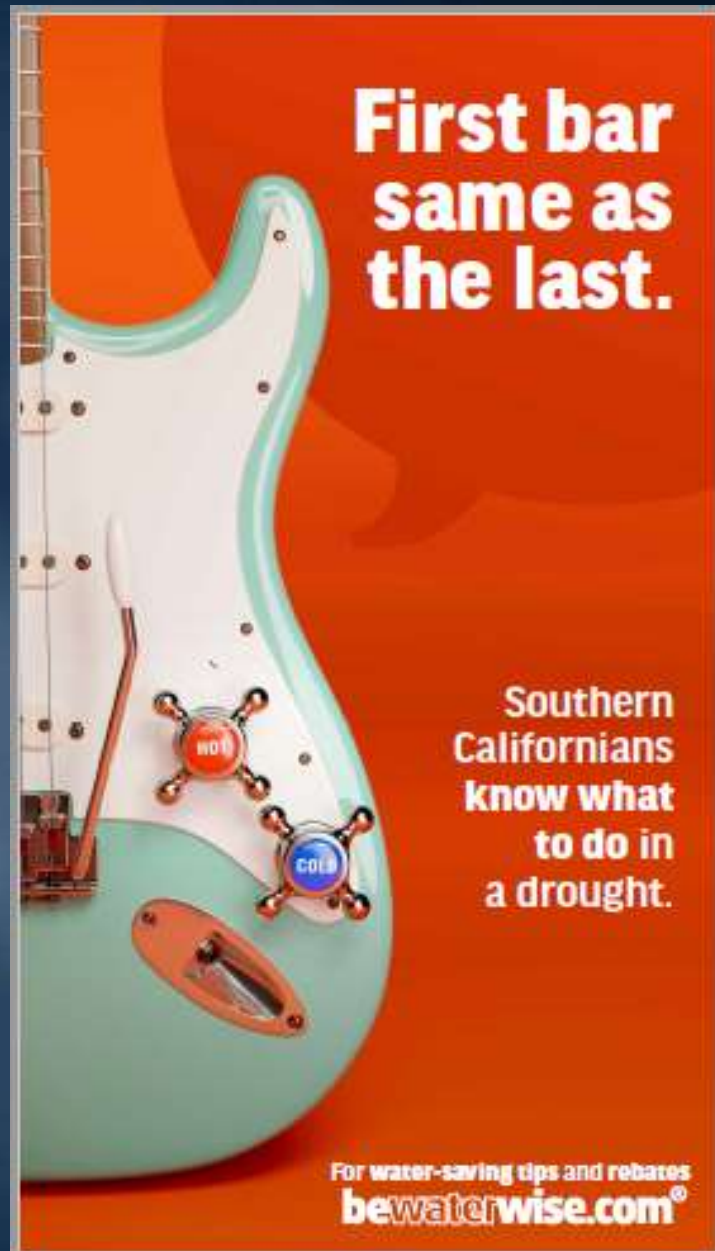
Southern  
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## SAMPLE CREATIVE – CALIFORNIA SPORTS SERIES





## SAMPLE CREATIVE - CALIFORNIA INDUSTRY SERIES

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## SAMPLE CREATIVE – CALIFORNIA LIFESTYLE SERIES

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SAMPLE CREATIVE - CALIFORNIA LIFESTYLE SERIES  
EXAMPLE OF MORE DIRECT MESSAGE AS CONDITIONS DICTATE

# Budget Proposal

CURRENT EXTERNAL AFFAIRS BUDGET FOR ADVERTISING IN FY 2021/22	
	August - October
Digital Media/CTV	\$60,000*
Radio (traffic, spots, digital)	\$110,000
Out of Home	\$100,000
TV (sponsorships)	
Print	\$45,000
Google Search	\$40,000
Social Media	\$120,000
Strategy/Media Buy Services	\$35,000
<b>TOTAL (estimated)</b>	<b>\$510,000</b>

\*includes previous buys

Additional funding needed for  
fall 2021-summer 2022  
advertising campaign:  
Approx. \$2.9 to \$3.2 million

# Next Steps

## August

- Launch summer campaign with new creative, beginning with social media
- Incorporate input from member agencies, polling results, message testing
- Increase traffic to [bewaterwise.com](http://bewaterwise.com)
- Create online toolkit

## September

- Seek Board approval to increase spending on fall campaign to include more radio, out-of-home (billboards, bus shelters etc., more digital, social)
- More placements in ethnic media, expand reach to underrepresented communities

## October

- Seek Board approval to issue RFP for agency/ media group to support spring, summer campaign and strategy
- Initial results of summer advertising campaign
- Further expand programs to reach diverse audiences



