



Update on water conservation campaign, including a request for proposal (RFP) for a three-year contract for media buying services not to exceed \$10.5 million

Communication and Legislation Committee

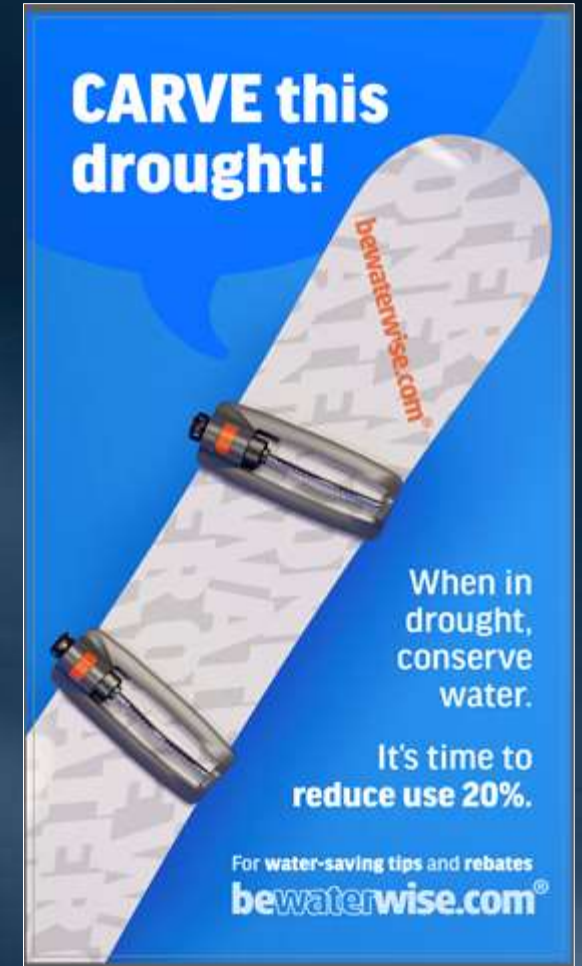
Item #9-3

October 11, 2021

Advertising and Outreach Campaign

45,000 visitors to
bewaterwise.com and
7 million impressions
on social media to
date

Our messages will
become more action-
oriented and specify
required reductions or
other requirements



Advertising and Outreach Campaign

New targeted and in-language outreach in communities

Placements in 50 locations, primarily in underserved areas in Los Angeles, Inland Empire, Orange County, San Diego counties



Advertising and Outreach Campaign

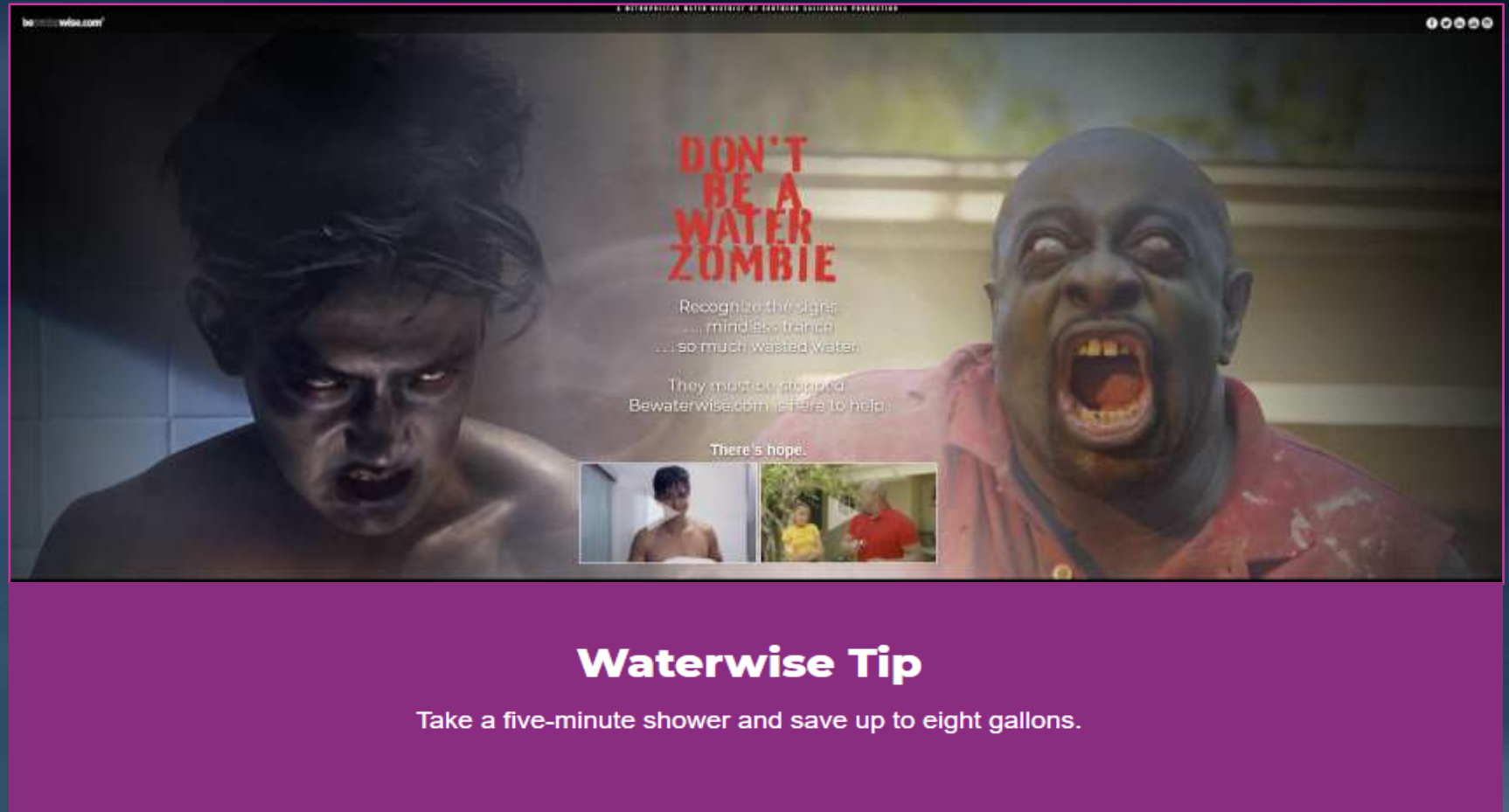
- La Opinion Heritage Month
- Co-branding with cities, agencies
- KFI AM 640 'Home with Dean Sharp'



Advertising and Outreach Campaign

Coordinated video releases in October, timed for seasonal theme and tied to water-saving tips

Advertising on YouTube with a target of 250k views



Conservation Advertising Budget

- FY 2020/21-2021/22 Board-approved conservation budget
 - Currently investing \$1 million for fall/winter campaign
- Proposed three-year campaign – not to exceed \$10.5 million
 - Up to additional \$3.5 million in spring/summer 2022 (from current board-approved conservation budget)
 - Proposed \$7 million in FY 2022/23 and FY 2023/24 Continuance of contract in second and third years is dependent upon Board approval of funding in biennial budget

Benefits of Using Media Buying Firm

Negotiate to
Increase Buying
Power

Expanded
Multi-media
Opportunities

Verify and Track
Advertising
Placements

Added Value,
Make-Goods on
Media Buys



Next Steps



Input from Board

C&L Committee Presentation and
incorporate board feedback in
(early October)

Issue Request for Proposals

Work with Business Outreach to
Ensure Broad Distribution of RFP
(late October)

Review and Score Proposals

Staff to interview top firms for
experience, value
(December 2021-January 2022)

Award Contract

Return to Board in early 2022 with
recommendation to award contract
for media placement service

