WATERNEXT CAMPAIGN UPDATE

GET STARTED
Drive a strong SoCal voice in favor of CA WaterFix to get the project over the finish line.

Generate public awareness as water districts consider funding mechanisms.
01. Research and Polling
02. Messaging and Creative
03. Stakeholder and Media Outreach
04. Digital and Social Targetting
01. RESEARCH AND POLLING

**QUANTITATIVE RESEARCH**
Five County Poll
New Message Testing
Poll Rollout Program

**QUALITATIVE RESEARCH**
23 In-Depth Interviews
Thought Leaders from Diverse Backgrounds
Analysis and Findings
02. MESSAGING AND CREATIVE DEVELOPMENT

IMPROVE FLEXIBILITY FOR FUTURE DROUGHTS

PROVIDING CLEAN WATER DIRECTLY FROM THE SIERRAS

WATER IS VITAL TO OUR QUALITY OF LIFE – NOW AND IN THE FUTURE

MODERNIZE AND UPGRADE OUR WATER DELIVERY SYSTEM

Water so fresh from the Sierras... you have to watch out.

SoCal businesses can’t run without water.
02. MESSAGING AND CREATIVE

California WaterFix is THE best long-term solution to ensure our way of life here in Southern California.

LEARN MORE

Water Life

We depend on it for everything

Flexibility for Future Droughts

Securing reliable water for SoCal’s climate realities

In with the New

We need to upgrade our water delivery system
03. STAKEHOLDER & MEDIA OUTREACH

- Recruited, Educated & Engaged Key Audiences
- Developed Informational & Coalition Materials
- United Eager Coalition
- Secured Top Tier Thought Leader Letters & Testimony
03. STAKEHOLDER & MEDIA OUTREACH

OUTREACH ACTIONS

HIGHLY TARGETED VS. VOLUME BUSINESS

- Educated & recruited regional stakeholders
- Provided content and informational materials
- Activated stakeholder networks
- Secured letters of support & public testimony
- Coordinated direct outreach
- Briefed editorial boards

OUTREACH SUCCESSES

RIGHT PEOPLE AT THE RIGHT TIME

- Met the needs and activated an eager coalition
- Coordinated labor engagement
- Secured large bank of supportive letters
- Engaged top tier thought leaders to provide public testimony
- Secured LA Times endorsement
ENERGIZING SUPPORTERS.
ENGAGING NEW ALLIES.
03. STAKEHOLDER & MEDIA OUTREACH

THE ORANGE COUNTY REGISTER

IT'S TIME TO APPROVE ‘CALIFORNIA WaterFix’ PROJECT

Los Angeles Times

SOUTHERN CALIFORNIA NEEDS WATER. STOP WAFFLING OVER THE DELTA TUNNELS AND DIG
04. DIGITAL & SOCIAL TARGETING

INTERESTS:
• Jerry Brown
• Sustainability
• Infrastructure
• Drinking water
• Global warming
• Ecology
• Water treatment
• Eric Garcetti
• Natural environment
• Fresh water
• Water purification
• Green politics
• Sustainable development
• Kevin de León
• Green infrastructure
• Political consulting
• Sustainable energy
• Climate change
• Drought
• Agriculture
• Government
• Water
• Water quality
• Politics and social issues
• Environmentalism

FIELD OF STUDY:
• Environmental
• Engineering Science
• Environmental studies
• Surface-water hydrology
• Environmental science
• Political science
• Sustainability
• Environmentalism
• Hydraulic engineering
• Sustainable development
• Political Management
• Politics
• Ecology
• Political geography

POLITICS:
• US politics (liberal)
• US politics (moderate)
• Likely to engage with political content (conservative)
• Likely to engage with political content (liberal)
• Likely to engage with political content (moderate)

JOB TITLE:
• Planning Engineer or Infrastructure Engineer
04. DIGITAL & SOCIAL TARGETING

- **50 PERCENT** PAGE LIKE INCREASE
- **1.19 MILLION** TOTAL REACH
- **3.06 MILLION** TOTAL IMPRESSIONS

**Actions:**
- **46,238 TOTAL ACTIONS**
- **4,268 TOTAL POST REACTIONS**
- **168,418 TOTAL VIDEO VIEWS**
- **558 TOTAL POST COMMENTS**
- **2,678 TOTAL CLICK THROUGHS**
- **443 TOTAL POST SHARES**

**Engagement:**
- **3,026 VISITORS**
- **26% AVG. OPEN RATE**
- **4,267 UNIQUE SESSIONS**
- **558 TOTAL POST COMMENTS**
- **2,678 TOTAL CLICK THROUGHS**
- **443 TOTAL POST SHARES**
WHAT’S NEXT?
WATERNEXT CAMPAIGN UPDATE

THE END

MARCH 2018