



WATERNEXT CAMPAIGN UPDATE

GET STARTED

MARCH 2018



CAMPAIGN OBJECTIVE

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.

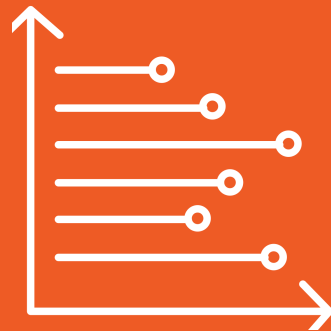
DIGITAL AND
SOCIAL
TARGETTING

01. RESEARCH AND POLLING



QUANTITATIVE RESEARCH

Five County Poll
New Message Testing
Poll Rollout Program



QUALITATIVE RESEARCH

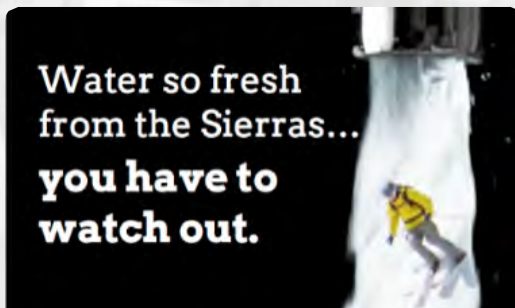
23 In-Depth Interviews
Thought Leaders from Diverse
Backgrounds
Analysis and Findings



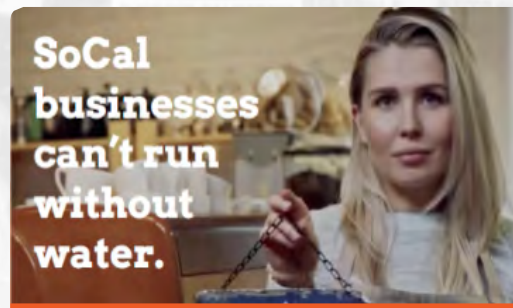
02. MESSAGING AND CREATIVE DEVELOPMENT



**IMPROVE
FLEXIBILITY
FOR FUTURE
DROUGHTS**



**PROVIDING
CLEAN WATER
DIRECTLY
FROM THE
SIERRAS**

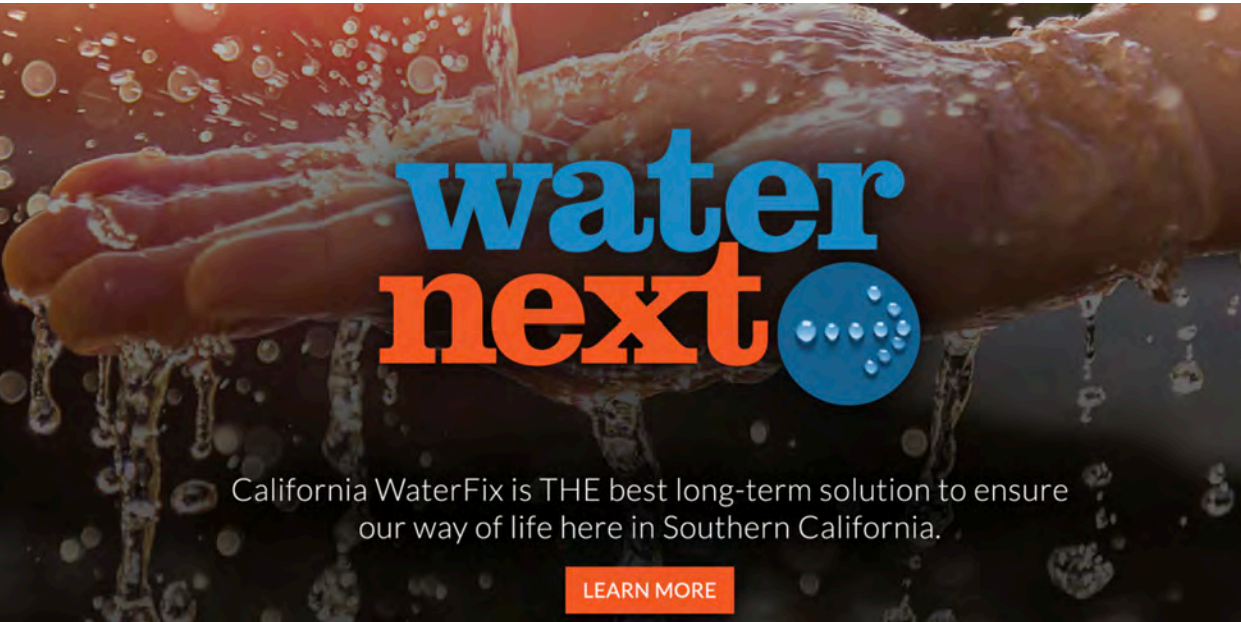


**WATER IS
VITAL TO OUR
QUALITY OF
LIFE – NOW
AND IN THE
FUTURE**



**MODERNIZE
AND UPGRADE
OUR WATER
DELIVERY
SYSTEM**

02. MESSAGING AND CREATIVE



**water
next**

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

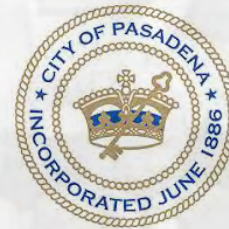
RIGHT PEOPLE AT THE
RIGHT TIME

- 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

03. STAKEHOLDER & MEDIA OUTREACH



ENERGIZING SUPPORTERS.
ENGAGING NEW ALLIES.



LOS ANGELES AREA
CHAMBER OF COMMERCE



03. STAKEHOLDER & MEDIA OUTREACH



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

JOB TITLE:

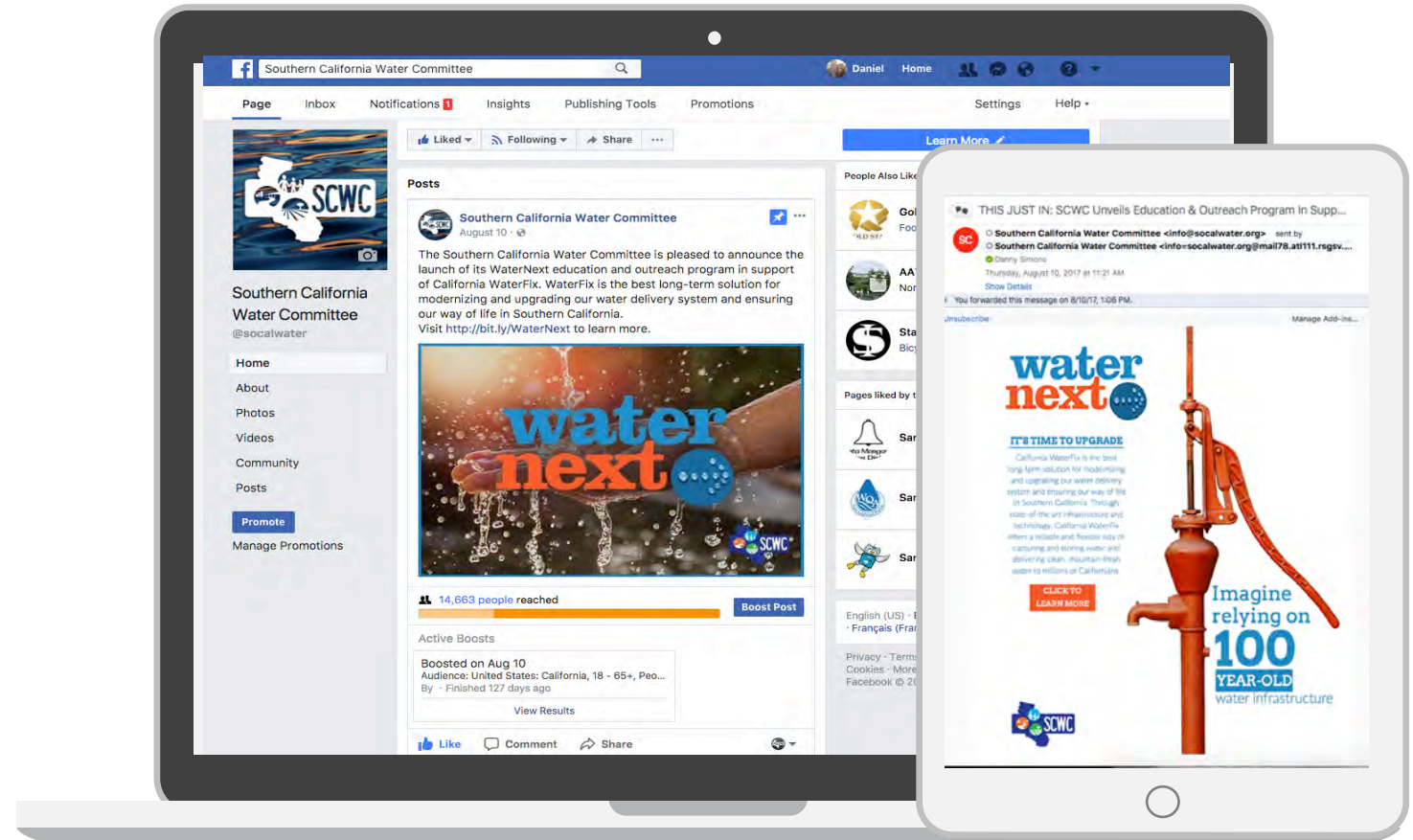
- Planning Engineer or
- Infrastructure Engineer

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)



04. DIGITAL & SOCIAL TARGETING



We continually reinvent the future for the rest of the world.

It's time we do it for ourselves.

64%
IN FAVOR
OF CALIFORNIA WATERFIX



Imagine
relying on
100-YEAR-OLD
water infrastructure



California WaterFix is "an insurance policy that is absolutely vital to ensure the reliability of the flow of water."



Jerry Brown,
Governor State of California



From the Snowpack
to Your Tap

Ensuring high-quality water for SoCal families

04. DIGITAL & SOCIAL TARGETING



50

PERCENT

PAGE LIKE INCREASE

1.19

MILLION

TOTAL REACH

3.06

MILLION

TOTAL IMPRESSIONS



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



3,026

VISITORS

4,267

UNIQUE SESSIONS



26%

**AVG. OPEN
RATE**



**WHAT'S
NEXT?**



WATERNEXT CAMPAIGN UPDATE

THE END

MARCH 2018