



# Strategic Digital Communications Program

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MWD OC Administration & Finance Committee Meeting

August 11, 2021



# Discussion Items



- Social Climate
- Benefits
- Service Comparison
- Cost Comparison
- Responsibilities
- Program Overview
- Summary





89%

Have experienced at least one negative change in their lives



### Top Worries

1. COVID-19
2. Unemployment/food security
3. Social inequity
4. Crime/violence
5. Political corruption
6. Healthcare
7. Environmental issues
  - Water supply & drought – 63%

### Top Societal Worries

1. Diversity, Equity, and Inclusion
2. Climate change
3. State of the government
4. State of mental health
5. State of education



70%

Are more worried about climate change

only 50%

Believe consumers should take action



### Barriers to Action (Say-Do Gap)

1. Motivation
2. Ability
3. Processing
4. Physical
5. Social



# 2021 Social Climate *Who are we?*

Latest eCurrents

**Poll:** What will you do to save water? **77 responses**

1. Inspect for Leaks (I&O) **19%**
2. Install smart timer **21%**
3. Replace turf **18%**
4. Mwdoc.com/savewater **9%**
5. Other **11%**
6. I've done all I can or am willing to do **22%**

# Benefits of Strategic Digital Communications

## REACH A LARGER AUDIENCE

More traffic = more opportunity.  
**86%** of Americans get some news online.  
**32%** from print publications.\*  
 Reach is far greater and far less costly.



## BUILD TRUST AND CREDIBILITY

Consistent messages and community engagement develops and secures trust.



## ACTIVE SOCIAL LISTENING

Hear what others are saying and doing. Align messages and gauge effectiveness.



## QUICKLY SHARE IMPORTANT NEWS

Immediately drive traffic and engagement to contests, classes, events, and more. A critical tool used to minimize communications gaps during an emergency.



## FOUNDATIONAL TOPICS

Leveraging reach to message on foundational issues.



## SPOTLIGHT SUNDAY & SHOUT OUTS

150-450 views from MWDOC followers.



## SHARED CAMPAIGNS

Boost interest in shared activities like Water Awareness Poster Contest, Wyland Mayor's Challenge, and Drought.



## SHARED RESOURCES

MWDOC media/tool kit, videos to promote programs like School Program, WEEA, and Drought.



## UNIFIED VOICE

Avoid confusion or misinterpretation and create a message that sticks.





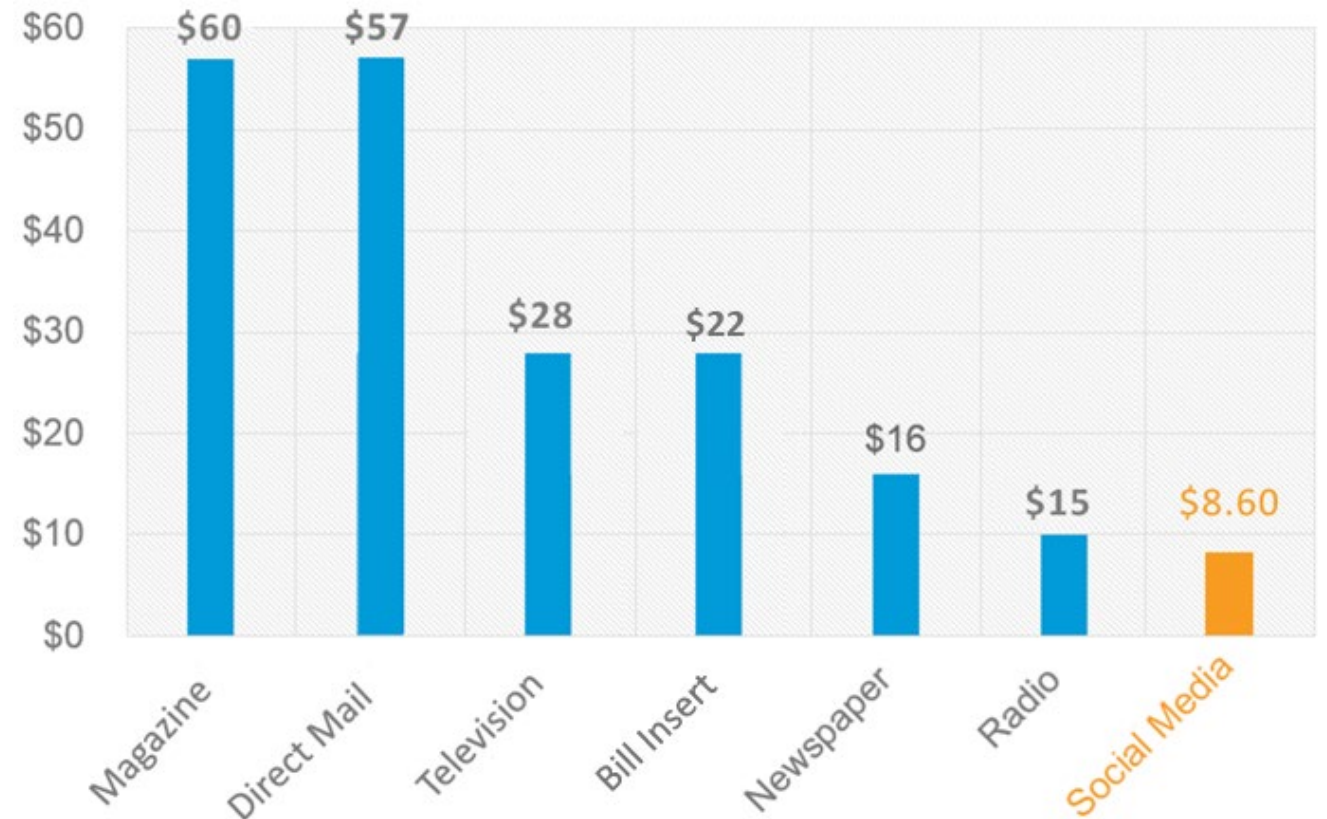
# Comparative Media Cost



## Cost per Thousand Impressions (CPM)

Cost to reach 1,000 impressions (viewers, readers, listeners, etc.)

- 💧 Magazine - \$60 CPM
- 💧 Direct Mail - \$57 CPM
- 💧 Television - \$28 CPM
- 💧 Bill Insert- \$22
- 💧 Newspaper - \$16 CPM
- 💧 Radio - \$15 CPM
- 💧 **Social Media - \$8.60**



*\*Source – Top Draw, MWDOC bill insert invoices*

# Social Media vs. Strategic Digital Communications

4 YEARS AGO

THEN

## THOROUGH REVIEW

Review the District's Social Media strategy, policies, use of platforms, audience groups, and content structure.

THEN

## STATIC CONTENT

Daily structured posts and hashtags on Facebook and Twitter. Introduced a scheduling tool that also provided metrics.

THEN

## GROWTH

Establishing a presence, and connecting with key organizations, influencers, and residents of Orange County.



## VISION

Take-it-to-the-next-level ideas. Passionate about California water and invested in MWDOC's success as a leading voice.

NOW

## EXPERTISE

Tech-savvy, strategic-minded 7-member team of skilled communications professionals who develop creative consumable digital content.

NOW

## COLLABORATION

Extension of our MWDOC PA team. Actively participate in team meetings, PAW, Water Policy Dinners, partner campaigns, and more!

NOW

## STRATEGY

Firm grasp of social media nuances and the value of relationships. Practice active social listening and targeting.

NOW

TODAY

**\$95k per year**  
1200 FB Followers

**\$95k per year**  
7800 FB Followers



# Cost Comparison



## Video Production

**\$800-\$5k per minute**

More for animation

- ✓ Script
- ✓ Voiceover / Talent
- ✓ Quality video footage
- ✓ Photography
- ✓ Editing
- ✓ Mileage



H A S H T A G P I N P O I N T  
S T R A T E G I C C O M M U N I C A T I O N S

**IF - \$2000 per minute\* - BUT**  
**\$95k per year\*\***

- ✓ Full Service
  - ✓ Video Production
  - ✓ Develop and Post Content
  - ✓ Grow Presence
  - ✓ Responding to Customers
  - ✓ Graphic Design
  - ✓ Social Strategy
  - ✓ Campaign Strategy
  - ✓ Social Listening and Targeting
  - ✓ Metrics
- ✓ 7-Member Team Support - Included
- ✓ Event Support
- ✓ Secure and Develop Partnerships
- ✓ Weekly Check-ins

## Full Service

**\$3500 per minute\*\*\***

**\$200k-450k per year\*\*\*\***

- ✓ Full Service
- ✓ 4 Staff Members – Billable Rates
- ✓ Mileage

\*Video production only: 142 minutes of video divided by 3 years

\*\* 2 – 4 ½ times less expensive than other **full-service** firms

\*\*\*Metropolitan Member Agency contract for video production only

\*\*\*\*Five (5) similar agency contracts reviewed - Average range for full service

# Responsibilities



H A S H T A G P I N P O I N T  
STRATEGIC COMMUNICATIONS

Responsibility	Includes	MWD OC	#P
Direction	Board and District priorities, Communications Plan, industry chatter, member agency & partner promotion, calendar of events, engagement-driven content	✓	✓
Strategic Planning	Short & long-term goals, audience identification, SWOT, messaging, approach, action plan – integration	✓	✓
Secure Partners	Identify potential partners - common ground, making the ask, negotiating details	✓	✓
Static Content	Post structure, subject matter, photo selection, graphic design, platform selection, hashtags, tagging partners	✓	✓
Video Content	Topic, scripts, talent, interviews, brand alignment	✓	✓
Video Production (Technical Skills & Professional Equipment)	Professional quality filming, photography, b-roll, editing	✗	✓
Social Media Expert (vs Proficiency)	Social listening and targeting, <i>industry-aware</i> – up-to-date on trends, pitfalls, and emerging technologies	✗	✓
Social Audit & Recommendations	Analysis of every platform, provide metrics, make recommendations based upon performance, growth, top content, demographics, media, trends, campaigns	✗	✓





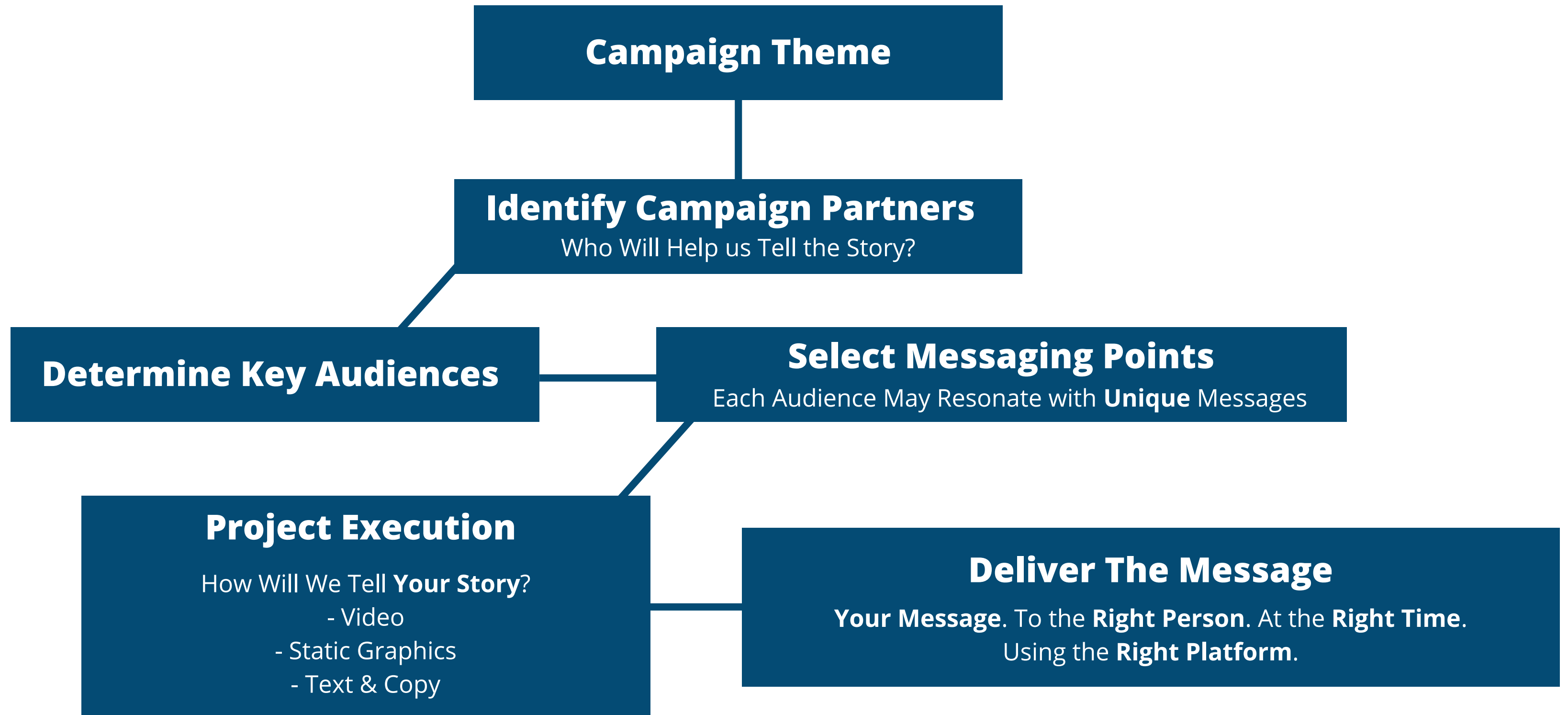
H A S H T A G P I N P O I N T  
S T R A T E G I C C O M M U N I C A T I O N S

## **Program Overview**

# Campaign Focused. Tell **Your** Story.

## Strategy Driven Messaging

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# #OCisGardenSmart

OC's semi-arid climate supports the diverse landscapes that are enjoyed here, including coastal, canyon, mountainous, and metropolitan areas. **Successful gardens and landscapes in these areas require a range of water and garden smart know-how**, and OC residents and businesses are increasingly up to the challenge.

## Campaign Partners

- Orange County Coastkeepers
- UCCE Master Gardeners
- University of California, Irvine
- El Toro Water District (Director Kay Havens)
- Moon Valley Nurseries
- And More...

## Messages/Themes

- Water Smart Garden Hacks
- Right Plant, Right Place
- Rethink that Lawn!
- California Natives
- Etc.

## Key Audiences

- Orange County Homeowners
- Gardening Enthusiasts
- DIYers (Do It Yourself)

## Project Execution

- Script Coordination with Campaign Partners
- Scheduling/Planning
- Filming & Projection (On-Site)
- Editing & Review
- Supplemental Graphics Designed
- Roll Out Scheduling Plan
- Digital Placement & Targeting





## Worth Mentioning...

- Currently Filmed 11 Videos of the Series
- Interest from Multiple NEW Partners and our Member Agencies
- Content and Messaging Planned Through 2021





# #ValueWater

Water — it's the thread that weaves together our daily lives. It keeps our communities healthy, our cities running, and our economies growing. **Water is a cup of coffee, the produce aisle, better production, increased exports, and greater American strength.** While essential, water infrastructure is largely invisible. Few people realize what it takes to treat and deliver drinking water every day. The high quality of life we enjoy in Orange County would not be possible without water and the infrastructure that fuels it.

## Campaign Partners

- Bottle Logic Brewing
- Miss Mini Donuts
- Moongoat Coffee
- Santiago Canyon College
- Brea and Fullerton Fire Departments
- California Water Alliance

## Messages/Themes

- Highlight the Value of Water for...
  - Local Businesses
  - Schools
  - Farmers & Agriculture
  - Fire Responders & Emergency

## Key Audiences

- Orange County Rate Payers
- Partner Related Fans

## Project Execution

- Script Coordination with Campaign Partners
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- Filming & Projection (On-Site)
- Editing & Review
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- Digital Placement & Targeting





## Worth Mentioning...

- Campaign Awarded: DotComm Award "Best Use of Video", Capio EPIC
- Content Lined Up and Scheduled Through 2021
- Campaign Will Line Up With Planned Drought Messaging



# Wyland Mayor's Challenge

Each year during the month of April, cities across the United States take part in the annual Wyland National Mayor's Challenge for Water Conservation (Mayor's Challenge). With no cost to cities or taxpayers, **the Mayor's Challenge offers a unique and compelling way to motivate residents to conserve water.** Also, as an added incentive for Orange County cities, MWDOC and the Wyland Foundation have partnered together to create an award-winning Orange County breakaway competition of the Mayor's Challenge.

## Campaign Partners

- Wyland
- Wyland Foundation
- MWDOC Member Agencies
- KCAL9

## Messages/Themes

- Water Conservation
  - Save Costs for Consumers
- Promote Drought Resiliency
- Protect Watersheds and Ecosystems

## Key Audiences

- Orange County Residents
  - All Ages

## Project Execution

- Media Kit Coordination & Strategy with Staff
- Script Coordination with Campaign Partners
- Scheduling/Planning
- Filming & Projection (On-Site)
- Editing & Review
- Supplemental Graphics Designed
- Roll Out Scheduling Plan
- Digital Placement & Targeting





## Worth Mentioning...

- Placement on KCAL9
- Wyland Recently Appeared on CBS Pushing our Partnered Message
- Former Challenge Winners Include: City of Laguna Beach & Westminster





# MWD OC is a Leading Voice in Water

## Orange County (Top 3)

- South Coast Water District - 13,029
- Municipal Water District of Orange County - 7,744 Likes
- Irvine Ranch Water District - 4,383 Likes

## Last 5 Organic Posts (Engagement Rates)

- South Coast Water District - .02%
- Municipal Water District of Orange County - .37%
- Irvine Ranch Water District - .27%

## Statewide

- Metropolitan Water District of SoCal - 28,117 Likes
- California Water Alliance - 8,551 Likes
- Municipal Water District of Orange County - 7,744 Likes
- Association of CA Water Agencies (ACWA) - 1,895 Likes

## Last 5 Organic Posts (Engagement Rates)

- Metropolitan Water District of SoCal - .22%
- California Water Alliance - .21%
- Municipal Water District of Orange County - .37%
- Association of CA Water Agencies (ACWA) - .21%

## Recognized Statewide & Nationally

- DotCOMM Awards - Best Use of Video
- CAPIO - Award of Distinction (x3), EPIC (x2), Communicator of the Year (Tiffany Baca)
- OCPRSA - Award of Excellence (Broadcast Productions), Award of Excellence (Social Media Program)
- PSRA National - Bronze Anvil Award of Commendation (Online Videos)



# Tapping into **NEW** Audiences



## #ValueWater Campaign - Bottle Logic Brewing

**Total Views:** 11,000+

**Target:**

- Orange County Beer Drinkers
  - Likers of Orange County Breweries
  - Engaging with Orange County Breweries
  - Previously Tagged at Orange County Breweries



## #ValueWater Campaign - Moon Goat Coffee

**Total Views:** 15,000+

**Target:**

- Orange County Coffee Drinkers
  - Likers of Orange County Roasters (Coffee Shops)
  - Engaging with Orange County Roasters
  - Previously Tagged at Orange County Roasters



The background of the slide is a close-up, slightly blurred photograph of a calendar. Several colorful pushpins (blue, red, yellow, green) are pinned to the calendar pages. The calendar shows days of the week and dates, with some numbers like '10', '12', '13', '14', '20', '21', '22', '27', '28', '29' visible. The overall tone is professional and forward-looking.

# **WHERE WE'RE HEADED.**

2021 - 2022 STRATEGIC COMMUNICATIONS



# The California Drought

California is no stranger to drought; it is a **recurring feature of our climate**. Droughts cause **public health and safety impacts, as well as economic and environmental impacts**. With California experiencing a second consecutive dry winter, California Governor Gavin Newsom announced on April 21, 2021, several actions related to drought preparedness. Additional drought emergency proclamations were issued May 10, 2021 and July 8, 2021.

## Identify Partners

- **OC Business Owners**
  - Including Agriculture
- **OC Residents**
  - Homeowners
  - Kids (Schools)
  - Etc.
- **Metropolitan Water District of Southern California & Member Agencies**
  - Cohesive Message

## Audience Development

- All Orange County Residents**
  - Homeowners
  - Rate Payers
  - Business Owners
  - Students/Teachers
  - Parents
  - Kids (K-12)

## Message Development

- Story Telling**
  - Unique Message Towards Each Audience Group
- **Conservation Efforts**
  - Homeowners
  - Kids (Schools)
- **Value Water**
  - Business Owners
  - Agriculture
  - Educators

## Strategy Execution

- Content Creation**
  - Video Production
  - Graphic Design
  - Op-Eds & Articles
- Placement**
  - Social Networks
  - Local News Sources
- Pinpoint Targeting**
  - Age
  - Region (Location)
  - Language
    - Multiple Languages

## Call To Action

- Make the Pledge.**
  - Collecting Data
    - Used for Remarketing
    - Coalition Building
    - Control Narrative



"The DCP is the **most economical way to ensure water continues to flow reliably throughout the state**. Desalination, recycling, and other local projects are certainly part of the blueprint for long term reliability. However, without completing the DCP, these options will not assure sufficient supplies."

- *Sat Tamaribuchi, MWDOC President and Metropolitan Director*

# Discovering The Bay Delta - Video Series



## Introduction (What is The Delta Conveyance Project? Discuss The History.)

**The Delta is the heart of California's statewide water delivery system.** It's where the state's two largest rivers and their tributaries meet and mix with salt water from the San Francisco Bay and the Pacific Ocean. Gov. Newsom has prioritized Delta conveyance as part of the state's **Water Resilience Portfolio**, a plan to ensure California has a reliable water supply for future generations in the face of climate change and other challenges.

## What Are The Issues Facing The Delta

Since the 1800's the Delta has been altered to support farming, transportation, commerce and housing development, which has in effect, harmed native and non-native species that inhabit or pass through the Delta. **The Cost Of Doing Nothing Is Too Great.** Impacts without the DCP could include species decline, water supply disruption, loss of jobs, and higher food and water prices.

## Why Is This Project Important To Me? Orange County & Southern California

About 1/3 of Southern California's water comes from Northern California via the State Water Project, passing through the Sacramento-San Joaquin River Delta. But aging infrastructure, climate change and the declining health of the Delta ecosystem threaten the reliable delivery of water supplies to Southern California. Modernizing the Delta conveyance system will strengthen the state's water transportation infrastructure while providing greater operational flexibility to improve aquatic conditions in the Delta.

## What Is The Urgency? Why Now?

**The Delta water system is outdated and unreliable.** The system relies on levees that are vulnerable to earthquakes, floods and rising sea levels under climate change. And when these levees fail, water rushes into the lower-than-sea level islands behind them, pulling in salt water from the bay and diminishing water quality before it can be delivered to SoCal, the Bay Area and Central Valley farmland. In addition to protecting this water supply from threats posed by climate change and earthquakes, the modernized system resulting from the DCP would provide greater operational flexibility to meet multiple regulatory requirements intended to protect sensitive fish species that reside in or migrate through the Delta.

## What Can You Do To Help?

You can oppose any legislation that impedes or delays the advancement of completing the project.

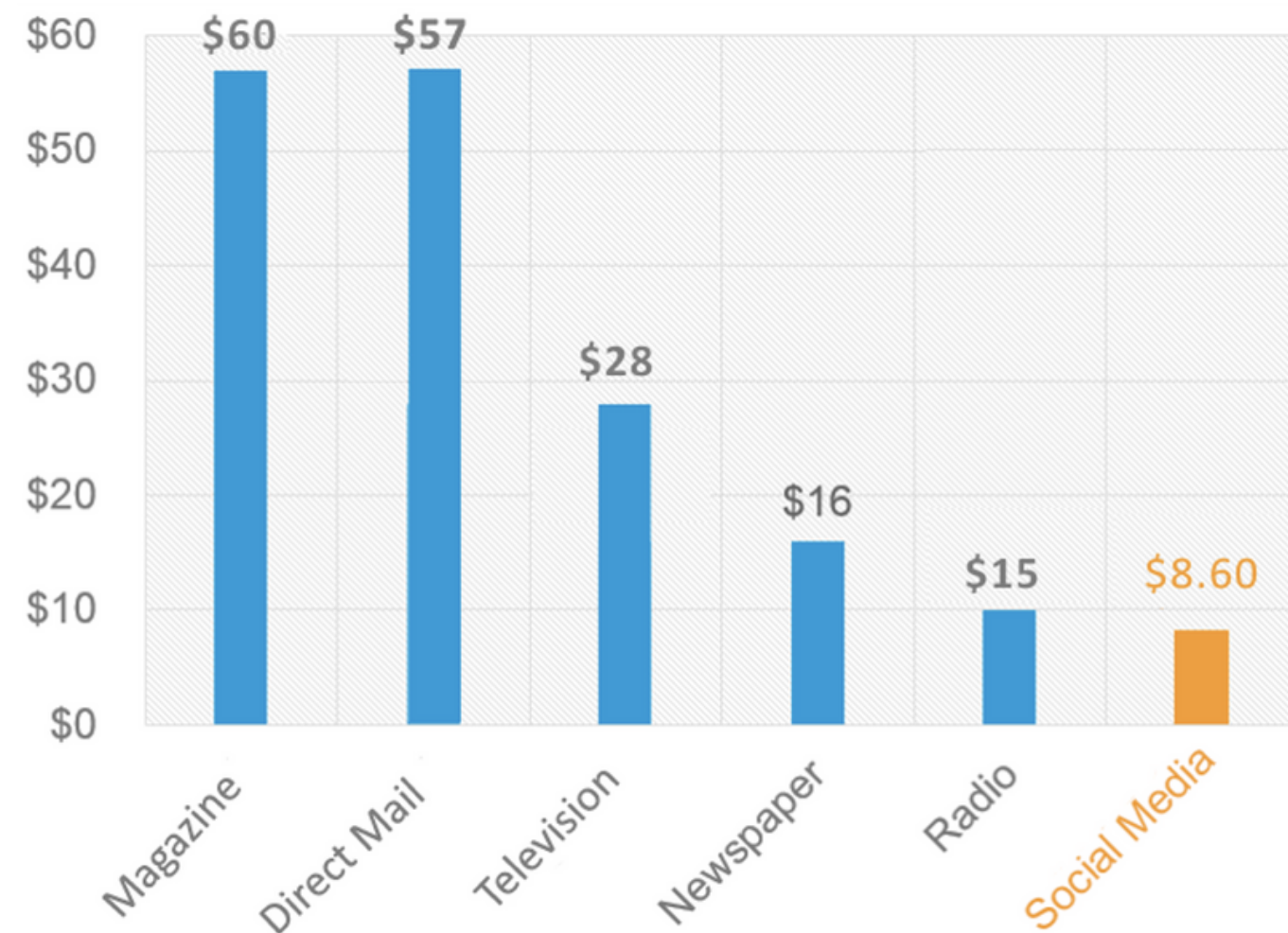
Set up landing page for advocacy ([www.MWDOC.com/Advocacy](http://www.MWDOC.com/Advocacy) - Utilizing letter generator to send local and state leaders messages directly from their constituents.)



# What's the Return on Investment (ROI)

When it comes to the return on investment for digital communications for MWD OC, we need to look past the traditional sense of 'ROI'. The reality is, we are not selling anything... **We are communicating. We are educating. We are moving** rate payers through digital messaging.

## Digital Marketing vs Traditional Marketing?



- **Higher Level of Customer Engagement**
  - Gives viewers the opportunity to engage and respond with content.
- **Ease of Measuring Results**
  - Views, Reach, Impressions, Reactions, Comments, Shares
- **Bigger Audience Range**
  - 4.2 Billion Active Users (All Platforms)
- **Less Expensive & More Effective**
  - Nimble & Measurable = Effectiveness



A close-up photograph of a dartboard with concentric black and white rings. A red dart with a silver ferrule is embedded in the red bullseye in the center. The numbers 8, 9, and 1 are visible on the rings. The background is dark.

# Key Takeaways

- Strategic Digital Communications is a vital piece of MWDOC's comprehensive communications program
- Comparing cost, service, time, and value, #P is on top
- #P is passionate about water and invested in our success
- #P is an extension of the MWDOC PA team
- High-quality professional services are a powerful bargaining chip with our current partners and future partners



## Questions?

Tiffany Baca, Public Affairs Manager, MWDOC

Tim Kearns, Executive Vice President, Hashtag Pinpoint

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