

# Orange County

## Regional Drought Campaign and Strategic Plan

Communicating effectively with the public, stakeholders, and the media is critical as we continue to experience warm, dry days in drought conditions. The **Municipal Water District of Orange County (MWD OC)** has prepared the following regional drought campaign draft to help Orange County water providers and community partners communicate confidently with their customers while preserving a unified, regional voice.



FAMILY OF ORANGE COUNTY  
WATER PROVIDERS

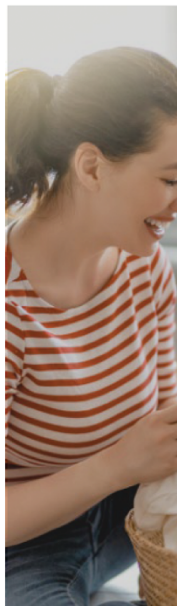




Thanks to years of water supply and conservation efforts by OC water providers, Orange County is drought ready. [mwdoc.com/drought](#)  
**#OCisWaterSmart**



Whether we are in drought or not, we do our part to use water-saving changes. Learn how you can save water. [mwdoc.com/save](#)  
**#OCisDroughtReady**



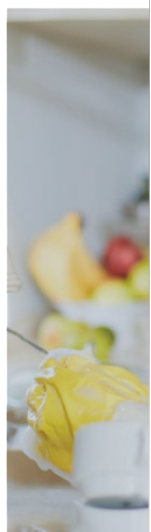
## BA

Historically, drought conservation, while this still in a semi-arid climate, preserve the land every day. Dry drought is always Orange County distinguishing efficiency. When drought or emergency long-term water supply. Using particularly creative

For decades, many programs, education encourage Orange County to use water wisely significant investment infrastructure for this year's

## WHAT

- 01 Over 50 key unified voice
- 02 Social media the message
- 03 Sample news customers
- 04 Full page include in
- 05 Infographic communicate
- 06 Briefing Paper Board of Directors
- 07 PowerPoint presentation
- 08 "It's Official graphics,



## MINI AD 03



## MINI AD 04



## 2021

ORANGE COUNTY DROUGHT READINESS

## INTRODUCTION

Communicating effectively during a summer in drought a unified, regional voice delivered to offer a

## KEY MESSAGES

## CALIFORNIA

1. Once again California Department of Water Resources
2. By Executive Order and water [Resilience Policy](#) face of more drought
3. In April 2021 include one-time investments to endure water
4. Southern California this one. Security and development
5. The drought is reliable.
6. While dry conditions begins or ends
7. California's new

# Foundational Collateral

## Building off of July 2021

### Orange County Drought Media/Tool Kit

## Currently Included:

Background

50+ Key Messages

Social Media Posts

News Article Template

Mini Ads

Full-Page Ad

PowerPoint Slides

Bill Insert (*coming soon*)

Recognizable Drought Badges

Refreshed *Family of Orange County Water Providers* logo

# Target Audience

## Tapping into social identity.

We asked Orange County water providers to tell us what an OC lifestyle means to their customers. ***Who are they? What do they care about? What makes them unique?*** The answer is, OC is vibrant, diverse, active, and easy-going. We care about our families and friends, our pets, and the environment.

OC Is...

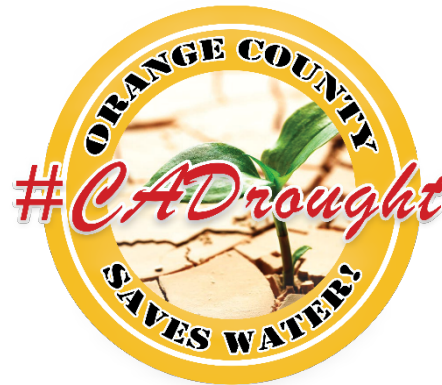




# Solutions-Driven

## Three-tiered approach

An Orange County lifestyle includes using water efficiently every day. This simple practice is the least costly method we have to extend our water supply. While dry conditions are a normal pattern in Southern California, we can't predict with accuracy when drought begins or ends. Implementing a three-tiered approach allows flexibility to step-up messaging as drought conditions persist.



FAMILY OF ORANGE COUNTY  
WATER PROVIDERS



# Phase I

## OC Do Your Thing.

Orange County knows how to save water.

The warm up.

**Goal:** Reengage customers in drought.

**Tactics:** Connect through identity. Inform and educate with tips and resources. Energize.

Offer praise and encouragement.



**OC SURFERS**  
Do Your Thing.

Orange County knows how to save water.

#SaveWater  
#ItsWhatWeDo  
#OCisWaterSmart

Visit [mwdoc.com/drought](http://mwdoc.com/drought) to learn more today!

**OC Do Your Thing. #CADrought SAVED WATER!**

*In Partnership*



**OC EQUESTRIANS**  
Do Your Thing.

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**OC FOODIES**  
Do Your Thing.

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*In Partnership*



# Phase I (cont.)

## OC Do Your Thing.

Orange County knows how to save water.

Make it personal. Make it memorable.

We asked OC water providers to tell us who their customers are and they responded. We are beach goers and gardeners, foodies, sports nuts, animal lovers and so much more. If it's your thing, it's an Orange County thing.



**OC FARMERS**  
Do Your Thing.

Orange County knows how to save water.

#SaveWater  
#ItsWhatWeDo  
#OCisWaterSmart

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**OC GARDENERS**  
Do Your Thing.

Orange County knows how to save water.

#SaveWater  
#ItsWhatWeDo  
#OCisWaterSmart

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**OC SOCCER PLAYERS**  
Do Your Thing.

Orange County knows how to save water.

#SaveWater  
#ItsWhatWeDo  
#OCisWaterSmart

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# Phase I (cont.)

## OC Do Your Thing.

Orange County knows how to save water.

*“Visit [\[mwdoc.com/drought\]](https://mwdoc.com/drought) to learn more today!”*

The url on campaign images will be editable.

## Social Media Examples

” We applaud Orange County residents and businesses that continue to use water efficiently every day! Thank you for doing your part to **reduce water waste**. #OCSavesH2O || For rebates on **water-saving** devices visit [\[mwdoc.com/savewatersavemoney\]](https://mwdoc.com/savewatersavemoney)

Rebates

Opportunity in the text to expand.

Suggested social media text includes approved drought messaging, links to resources, and recommended hashtags.



” Have you heard? When you shorten your shower by a minute or two, you can **save up to** 150 gallons of water per month! #EveryDropCounts || [\[mwdoc.com/watersavingtips\]](https://mwdoc.com/watersavingtips)

Calculate Savings

” Have you heard? There are many ways to be more **water efficient**. Adding mulch to plant beds helps retain soil moisture and prevents water run-off. #OCisWaterSmart || For more garden tips, visit [\[mwdoc.com/ociswatersmart\]](https://mwdoc.com/ociswatersmart)

Water Smart Tips

# Phase 2

## Fun with puns.

Orange County knows how to save water.

The training.

**Goal:** Prepare for potential water restrictions.

**Tactics:** Offer more resources. Introduce games, contests, and polls. Tap into personal and collective responsibility. Its ok to have fun.



**OC SURFERS**  
Seas the opportunity.

Orange County knows how to save water.

#SaveWater  
#ItsWhatWeDo  
#OCisWaterSmart

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**OC EQUESTRIANS**  
Rein it in.

Orange County knows how to save water.

#SaveWater  
#ItsWhatWeDo  
#OCisWaterSmart

Visit [mwdoc.com/drought](http://mwdoc.com/drought) to learn more today!

*Brought to You In Partnership*



**OC FOODIES**  
Never skip a beet.

Orange County knows how to save water.

#SaveWater  
#ItsWhatWeDo  
#OCisWaterSmart

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# Phase 2 (cont.)

## Fun with puns.

Orange County knows how to save water.

Humor is an effective survival tool.

OC water providers are tired of doom and gloom, particularly in this unprecedented time. In Phase 2, solutions-based messaging is bumped up and more resources are offered. Look to uncover *new ways* to save water.



**OC FARMERS**  
Reap what they sow.

Orange County knows how to save water.

#SaveWater  
#ItsWhatWeDo  
#OCisWaterSmart

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**OC GARDENERS**  
Nip it in the bud.

Orange County knows how to save water.

#SaveWater  
#ItsWhatWeDo  
#OCisWaterSmart

Visit [mwdoc.com/drought](http://mwdoc.com/drought) to learn more today!

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**OC SOCCER PLAYERS**  
Kick it up a notch.

Orange County knows how to save water.

#SaveWater  
#ItsWhatWeDo  
#OCisWaterSmart

Visit [mwdoc.com/drought](http://mwdoc.com/drought) to learn more today!

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# Phase 3

## The real Orange County.

Orange County knows how to save water.

### Examples



<https://www.youtube.com/watch?v=DI2FuSI58BA>

The race.

**Goal:** Collective water savings.

**Tactics:** Video-first approach. Utilize existing partnerships and forge new ones to extend reach. Introduce real community members who do their part to save water.



<https://www.youtube.com/playlist?list=PL3U4jSduzeSPqI92vufFOgvc35MUbw4qA>

# What We Like

## Foundational Messaging.

Orange County knows how to save water.

Offering Orange County water users a unified, regional voice on drought that promotes water use efficiency and good water stewardship. Pick and choose from a range of personas that represent your service area. **There is something for everyone.**



### Motivation

Tapping into social identity helps people relate to an issue and make the connection to how it impacts them.

**Why should this matter to me?**



### Solutions-based, Positive

Providing information and resources that help all Orange County water users participate. **What can I do?**



### Customizable, Easy to Expand

Add your logo and url. Campaign templates enable us to easily add more personas. Just tell us who we're missing.

**Am I represented?**

# Orange County

## Regional Drought Campaign and Strategic Plan

Unquestionably, together our reach is greater. The primary objective of this campaign is to provide a memorable, identity-rich foundation for Orange County water providers and community partners to message on drought. Nuances, such as indoor versus outdoor water use, are addressed at the service area level, and campaign collateral offers an option to add logos and personalize the call-to-action url. That said, to move forward collaboratively, we need to hear from you.

**Please take a few minutes to offer your thoughts.**

**<https://tinyurl.com/MWDOCdroughtcampaign>**





## Questions?

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