

WYLAND
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28 YEARS PROUDLY SERVING OUR COMMUNITY
ORANGE COUNTY
CONSERVATION CORPS

OC Streams of Hope | 2022 Earth Month Public Arts and Community Clean-Up Campaign

Tiffany Baca, Public Affairs Manager
MWDOC Planning and Operations Committee
02•14•2022



Discussion Items Agenda

01

“Stella” the
Baby Gray Whale”

02

Call for Artists

03

Community Action

04

Promotion





“Stella” The Baby Gray Whale

36” X 80”

Self-standing structure
with die-cut gray whale image

01

Silhouette based on an original drawing by world-renowned marine life artist Wyland

02

Artists can paint the whale in any style or medium with a single-color background

03

The OC Conservation Corps will deliver Stella statuettes to approved artists that must be completed by **March 29, 2022**

04

Completed Stellas will be placed in high-profile locations throughout Orange County



OC Water Providers Call for Artists

Earth Month, April 2022
Awareness and Action Campaign

01

MWDOC and participating Orange County water providers will sponsor art kits

02

Participating water providers select artists from their service area to participate

03

Artists and local art groups will be selected based on statements of purpose and samples

04

Statements of purpose must reflect the importance of good water stewardship and water pollution prevention

Educators and Water Providers Call for Student Artists

Earth Month, April 2022
Water and Pollution Prevention
Education and Action Campaign

01

MWDOC, Metropolitan, and Orange County Department of Education's Inside the Outdoors will sponsor art kits

02

Open call to all Orange County **high school** student art groups

03

Participating student art groups must submit a statement of purpose that reflects the importance of good water stewardship and water pollution prevention

04

Participating schools will display the completed Stella on campus, in public view, throughout the month of April





Orange County Community Action

Pre-Earth Day Beach and Fresh Waterways Clean-Ups

01

Clean-up times are from 8 AM to 11 AM with locations throughout the county (TBD)

02

Participation can include organized clean-ups, or on your own with friends and family

03

Classrooms can participate as part of a service-learning project through their school

04

Volunteers can track real-time progress by including their participation on the *My Volunteer Water Project* digital platform

Campaign Promotion

Spread the Word

Events, Activities, and Traditional and Online Media Channels

01

Stella reveal press conference at the Dana Point Festival of Whales – **CONFIRMED March 5**

02

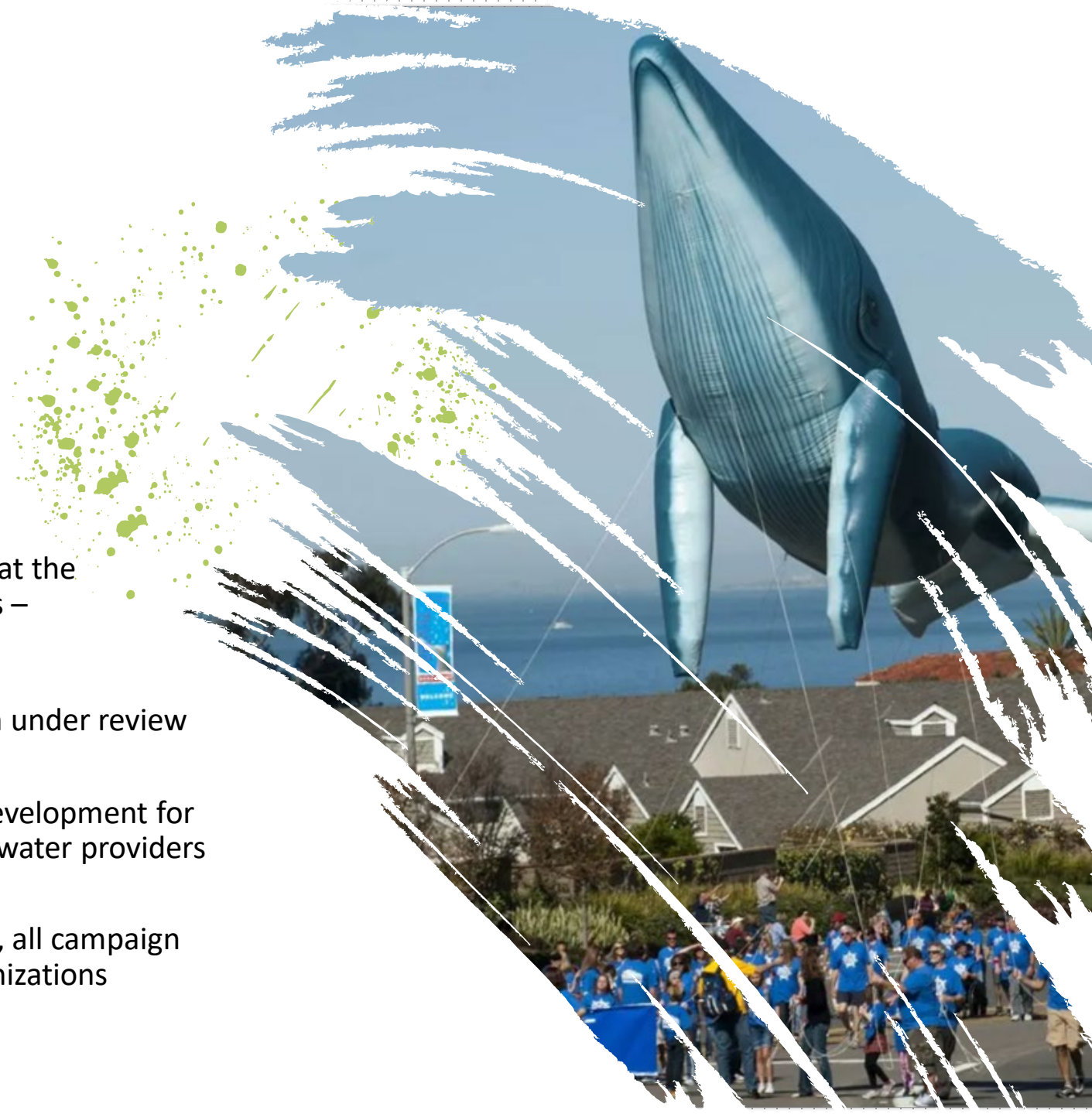
Downtown Disney promotion under review

03

Communications toolkit in development for participating Orange County water providers

04

All communications channels, all campaign partners, all sponsoring organizations





6 Quick Benefits

Promote shared Vision

- Conservation
- Good Water Stewardship
- Pollution Prevention
- Investment in Future Generations

Engage Communities

- Unified Front
- Build Credibility and Trust
- Equitable Access
- Water Education Opportunities

Drive to Resources

- Rebates
- Water-Saving Programs
- K-12 Resources
- Online Platforms – Social and Webpages

Action-Based Campaign

- Ties into Environmental Literacy
- Hands-On Activity With Vision Statement
- Community Clean-Ups
- Track Water Savings on Community Projects

Boost Reach and Exposure

- Multiple Angles
- Multiple Target Groups of All Ages
- High-Profile Partners (Limited)
- Personalized Storytelling

Media Opportunities

- Social Platforms
- News Releases
- Press Conference(s)
- Local and Regional news channels

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*Water is life. If all of us can
do a little bit, we can
change the world together.*

~ Wyland

Thank you for your attention.
Questions?

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