

Living in the Dash

Managing and Communicating through the 2020 - ?? Drought



Water Advisory Committee of Orange County (WACO)

May 13, 2022

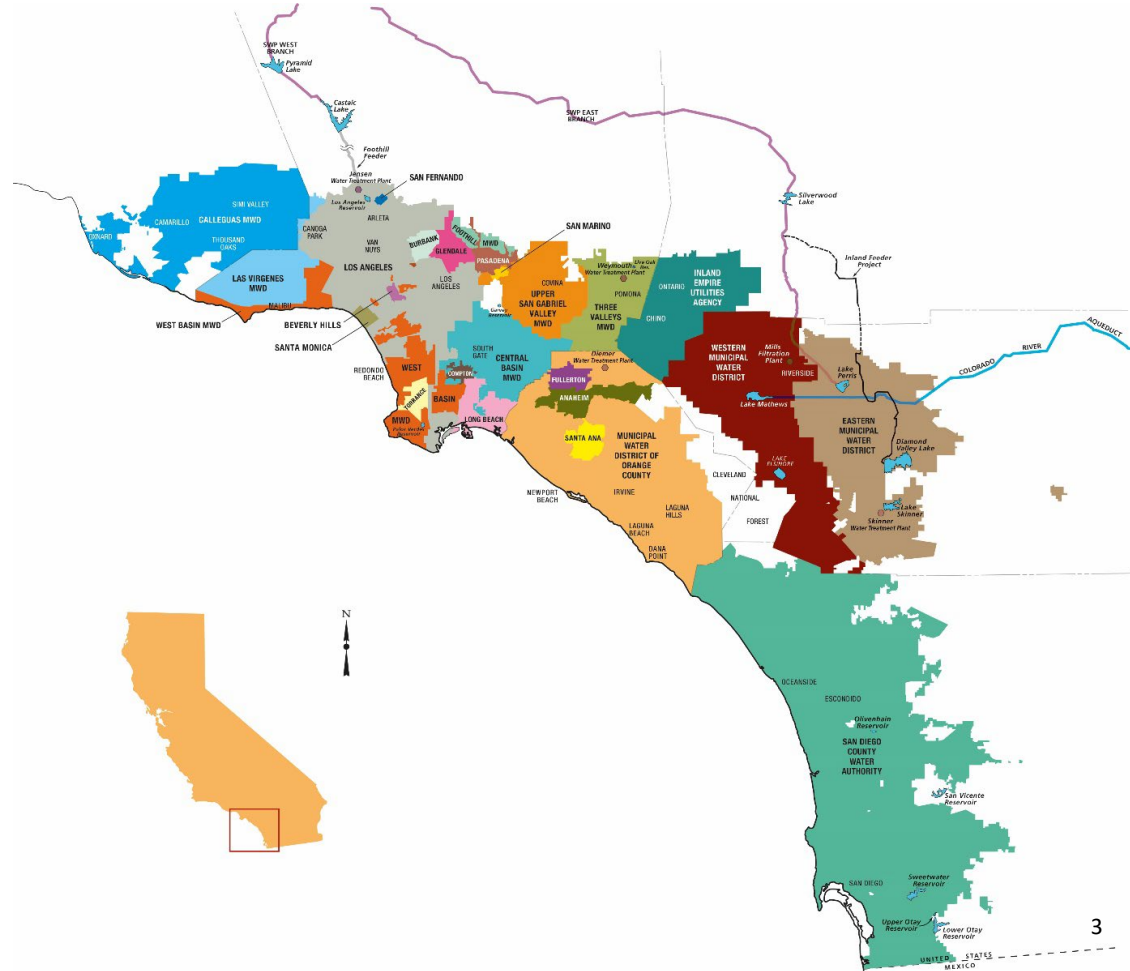
The Metropolitan Water District of Southern California



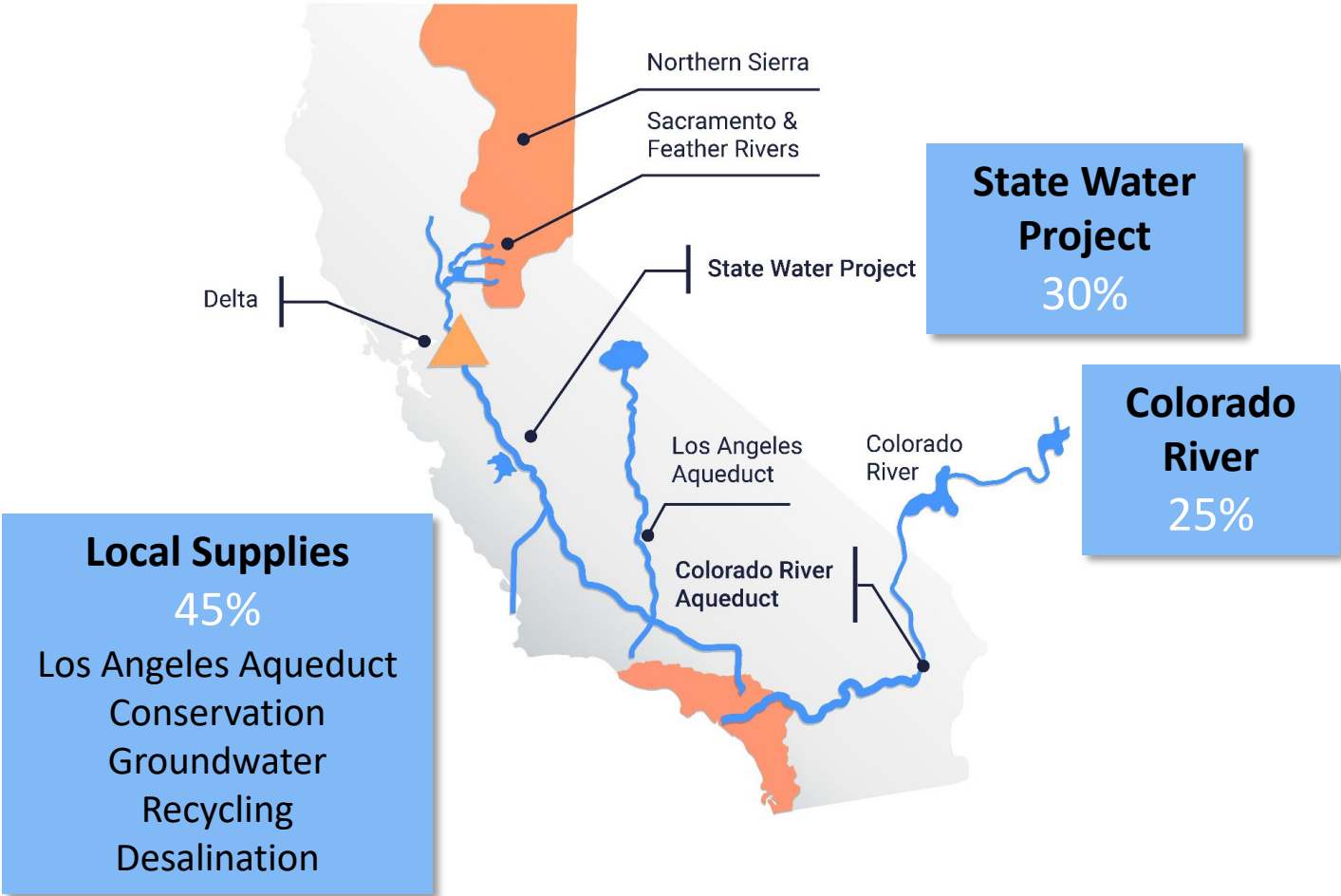


Metropolitan Water District of Southern California

- Nation's largest wholesale water provider
- Service area: 19 million people, 5,200 square miles, parts of six counties
- 26 member agencies
- Supports \$1.6 trillion regional economy (ranks 11th in the world)

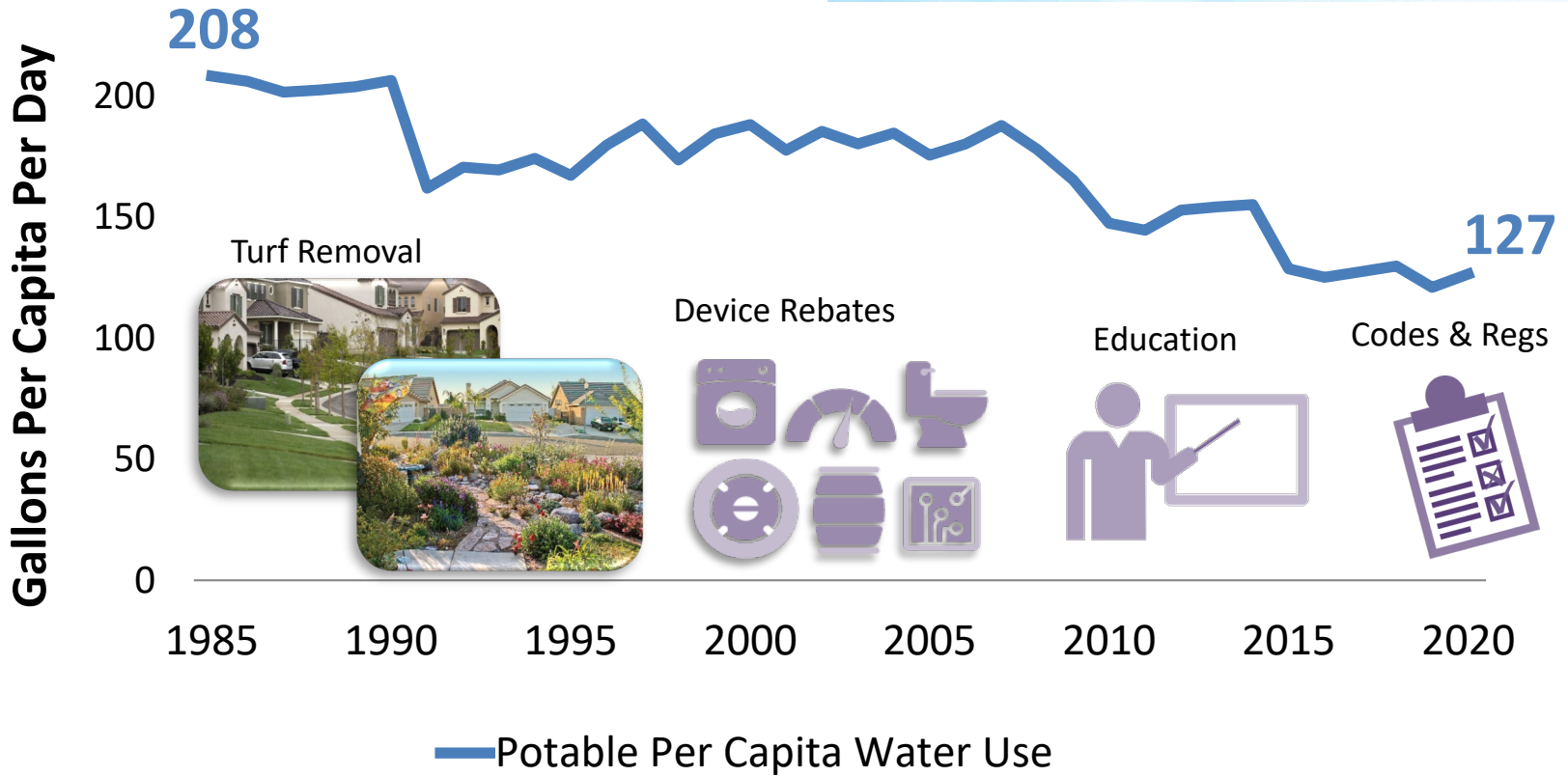


Securing Water for Southern California

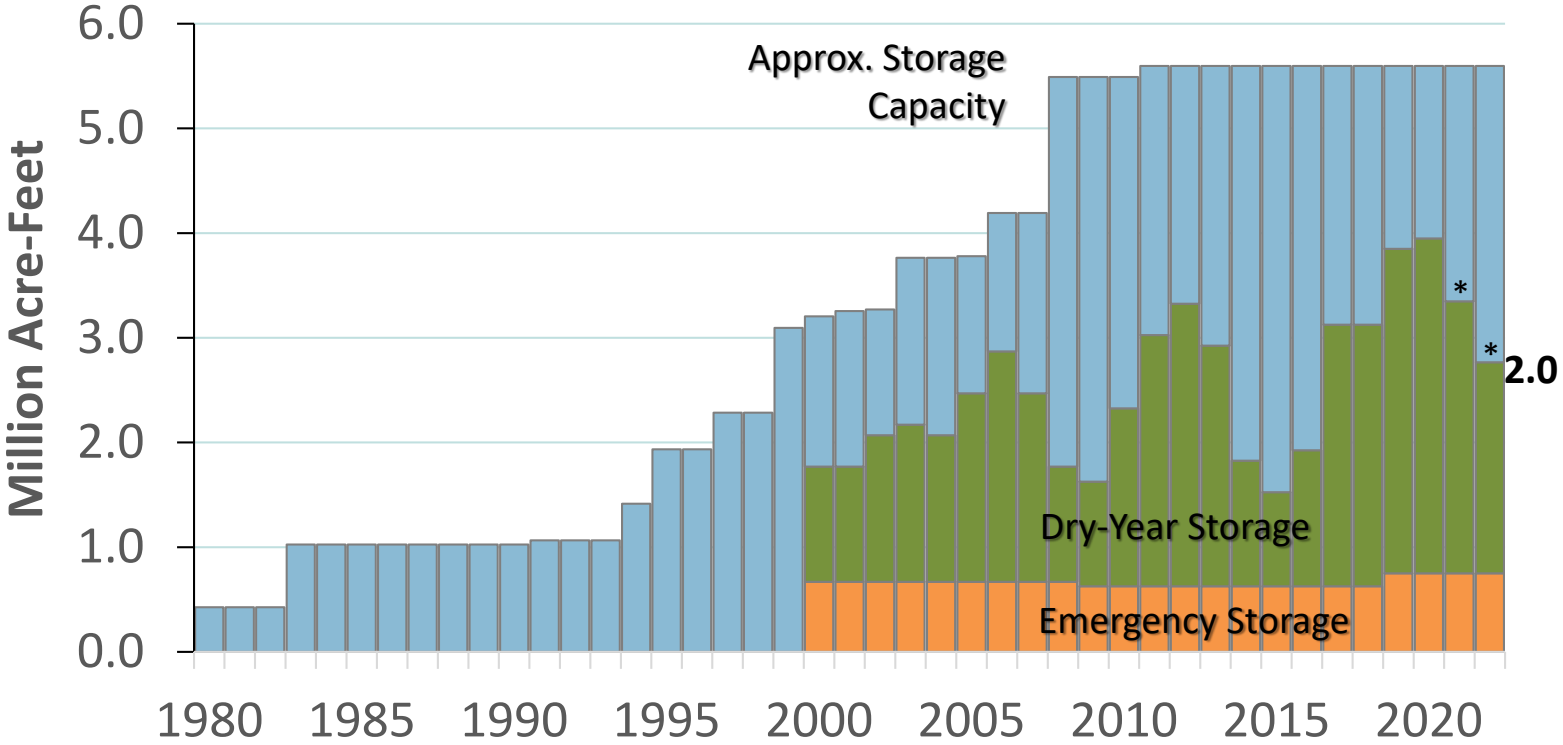


Regional Per Capita Water Usage Declined by Nearly 40%

Outreach



Overall Storage Remains Healthy



* Estimated

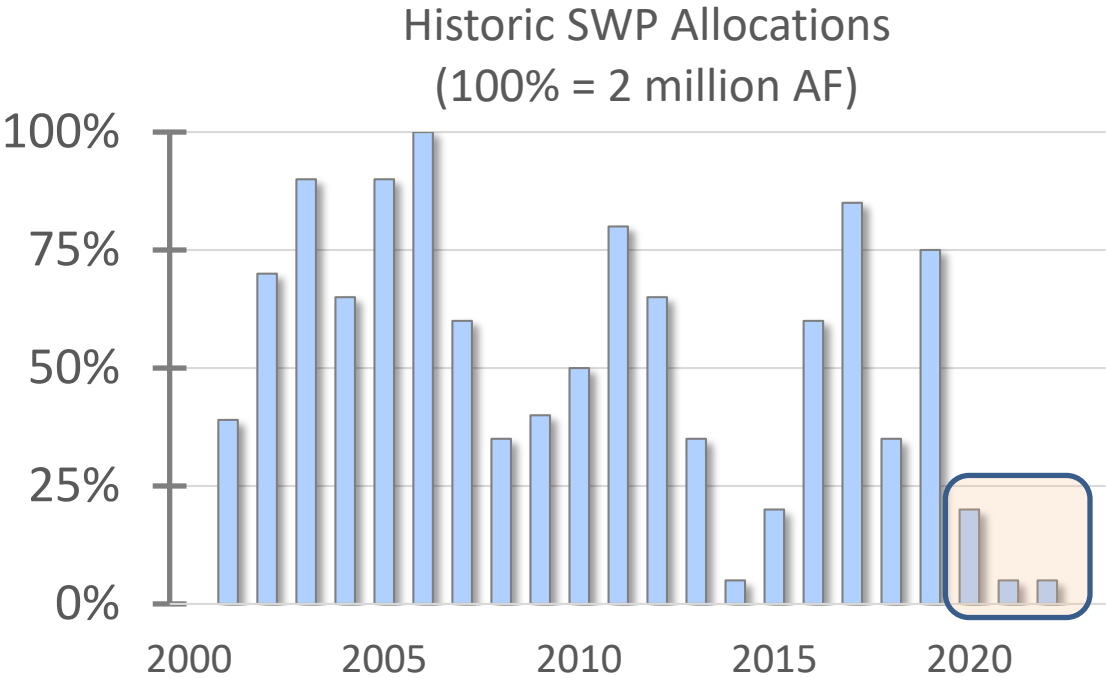
But Imported Water Supplies are Stressed

Lowest 3-year allocation on SWP

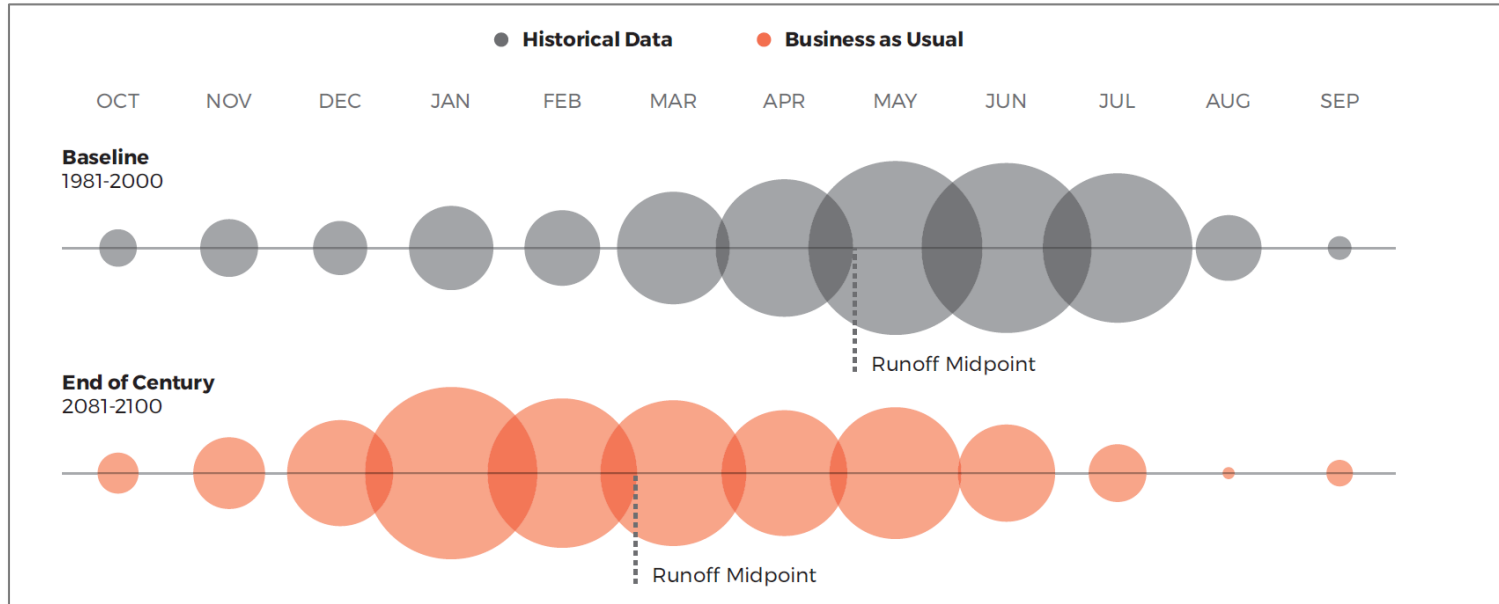
**Shortage declared for
Lower Colorado River Basin**



Three Dry Years Intensified the Drought



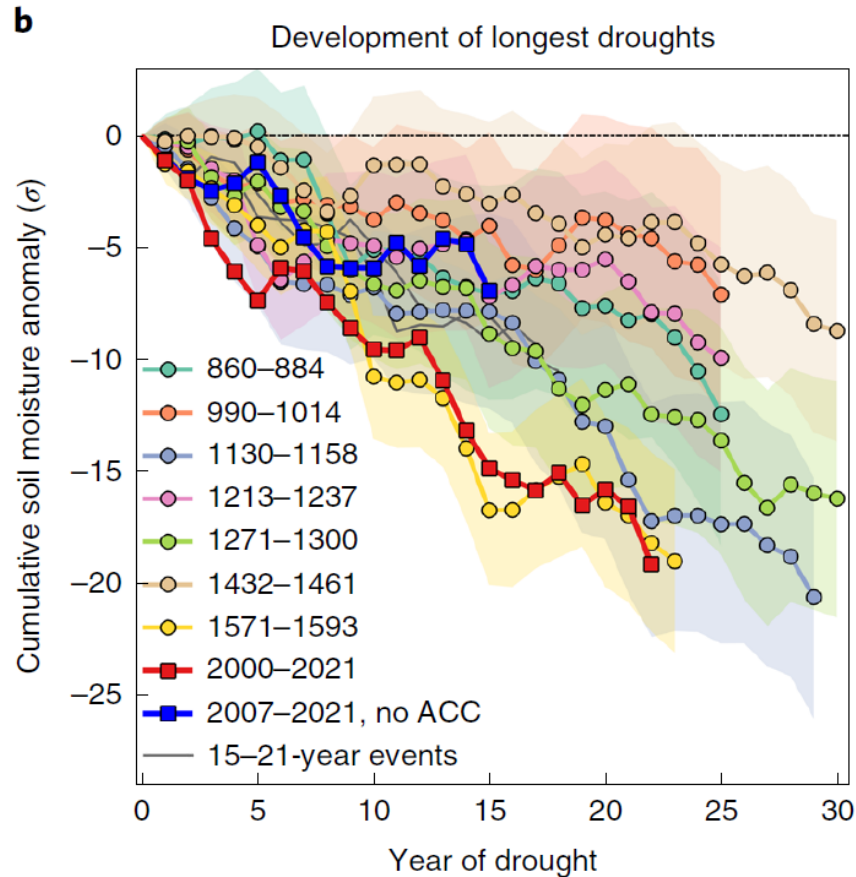
Challenges of Climate Change



Reich, K.D., *et al.* (2018). Climate Change in the Sierra Nevada: California's Water Future. UCLA.

- Less snow/more fire
- Big atmospheric river events get bigger
- Flooding increases dramatically
- Dry years (probably) get drier

Persistent Drought in the Southwest



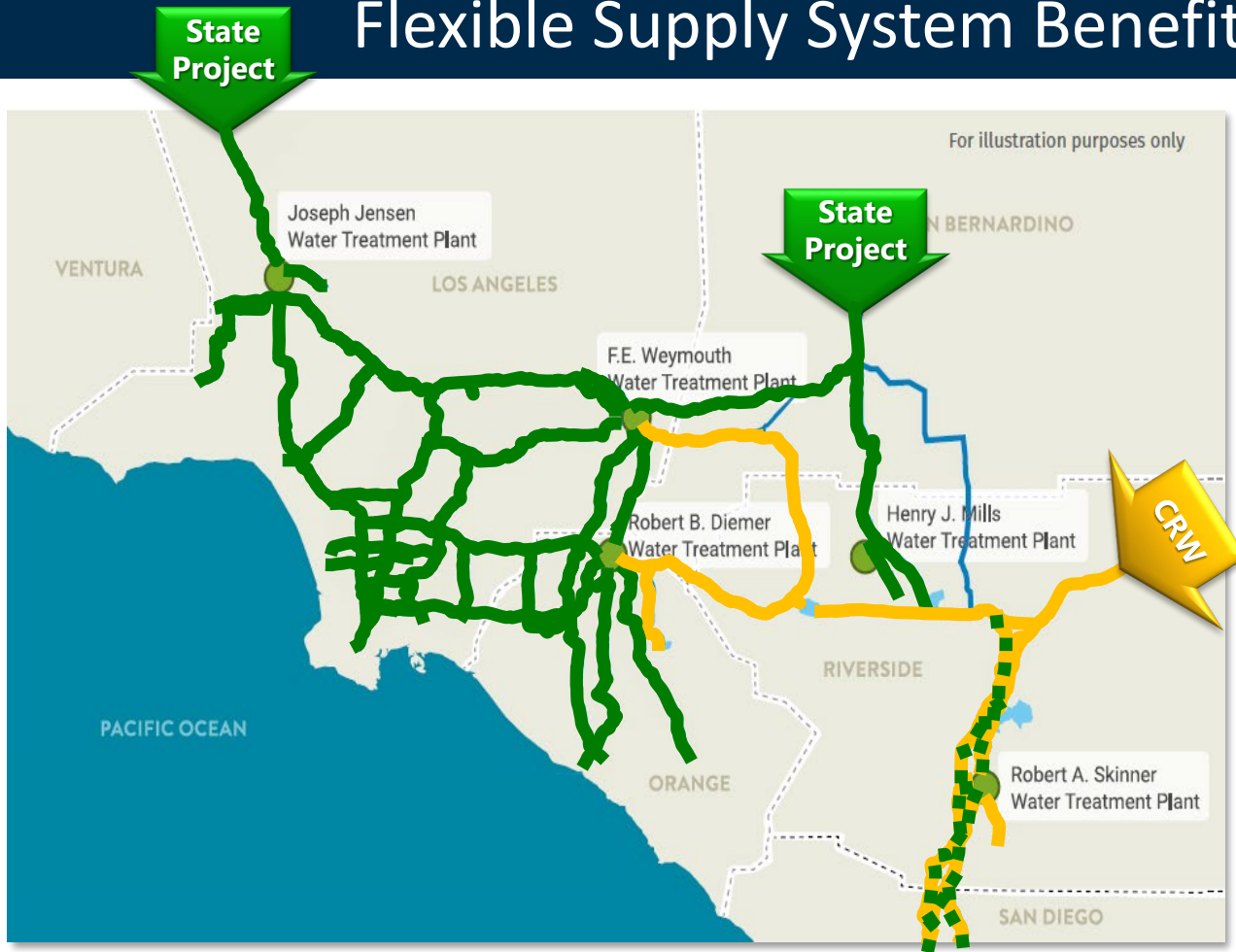
Williams, A.P., I., C.B., & Smerdon, J.E. (2022). Rapid Intensification of the Emerging Southwestern North American Megadrought in 2020–2021. **Nature Climate Change**.

Flexible Supply System Benefits Region



During most years

Flexible Supply System Benefits Region



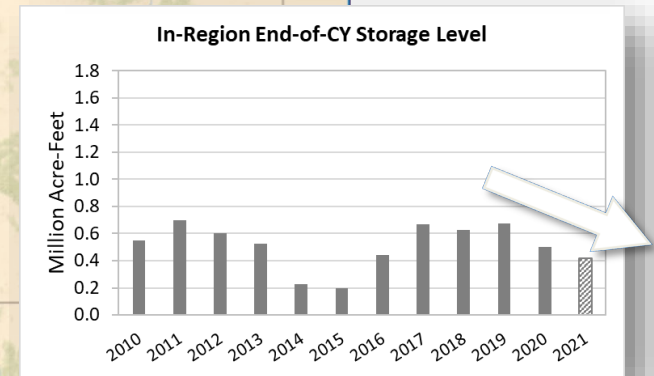
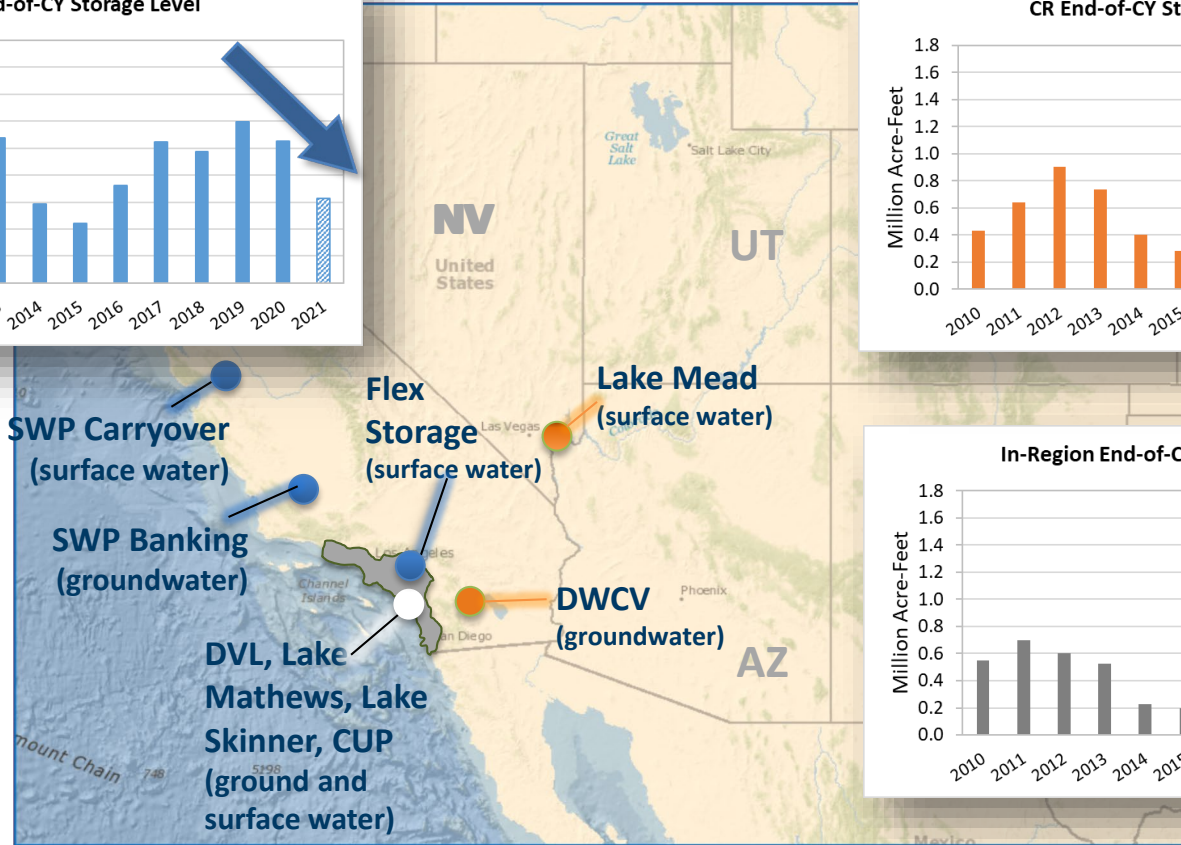
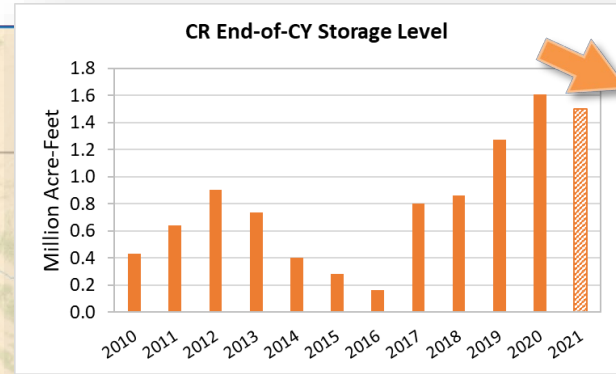
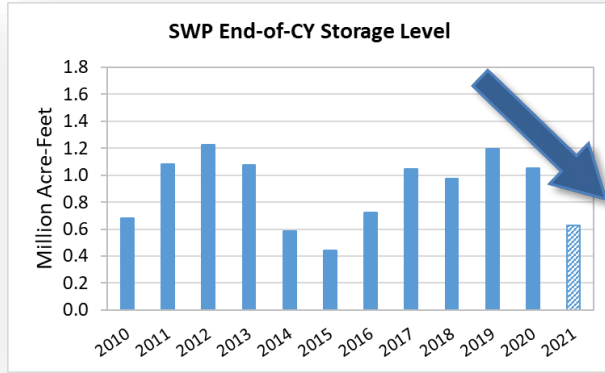
When State Water Project
(Northern California)
Supplies are
abundant

Flexible Supply System Benefits Region

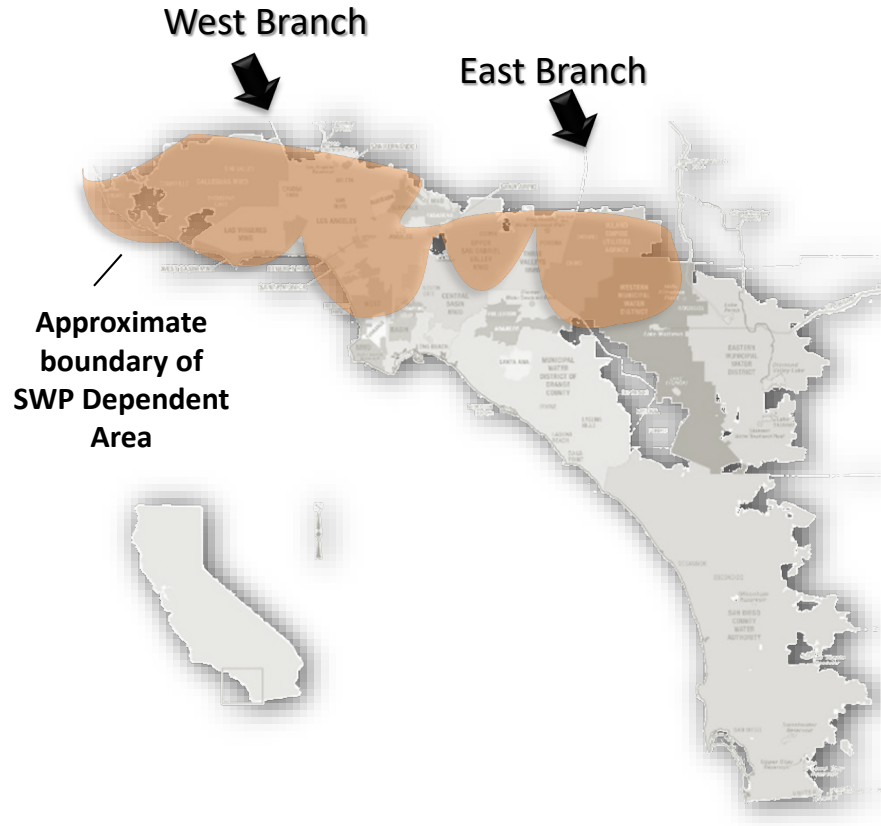


When State Water Project
(Northern California)
Supplies are
scarce

SWP Storage Dropped Precipitously Since 2019



Challenge for SWP Dependent Areas

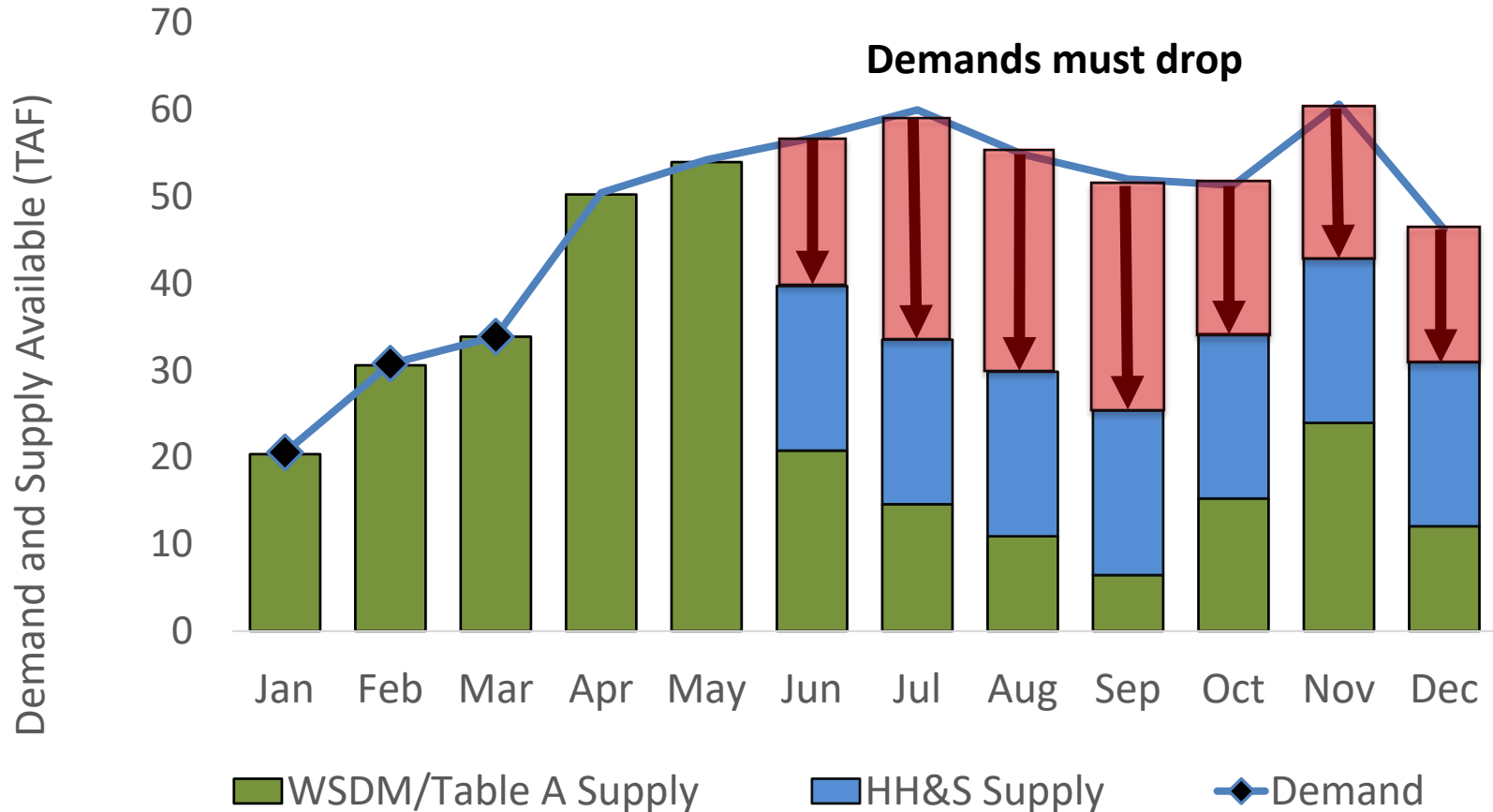


Lake Oroville, Oct. 28, 2021

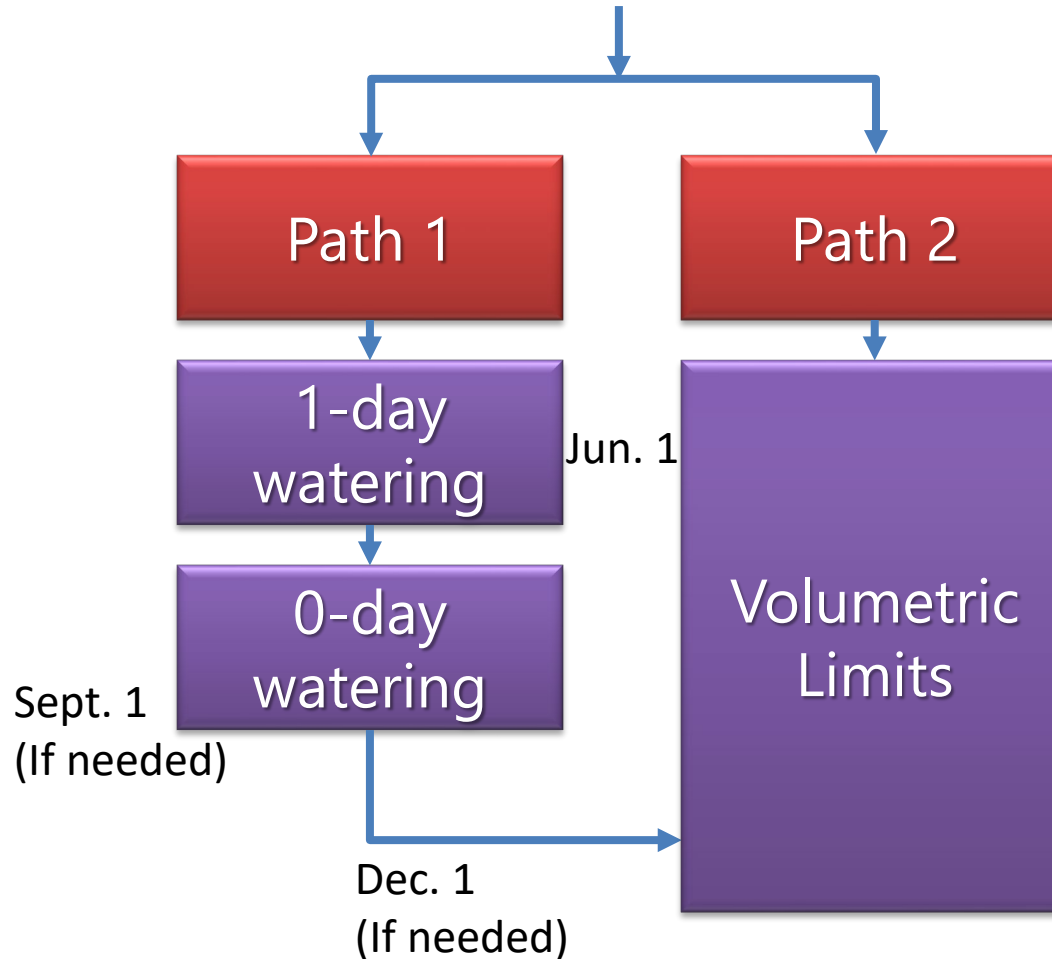
Emergency Conservation Program

- Public Hearing held on April 26, 2022
- Water Code Section 350
 - Declared when ordinary demands cannot be satisfied without depleting water for human consumption, sanitation, and fire protection
 - Conserve the water supply for the greatest public benefit with priority for human health and safety
 - Establish priorities in the use of water for other purposes
- Result: Limit non-essential, outdoor use

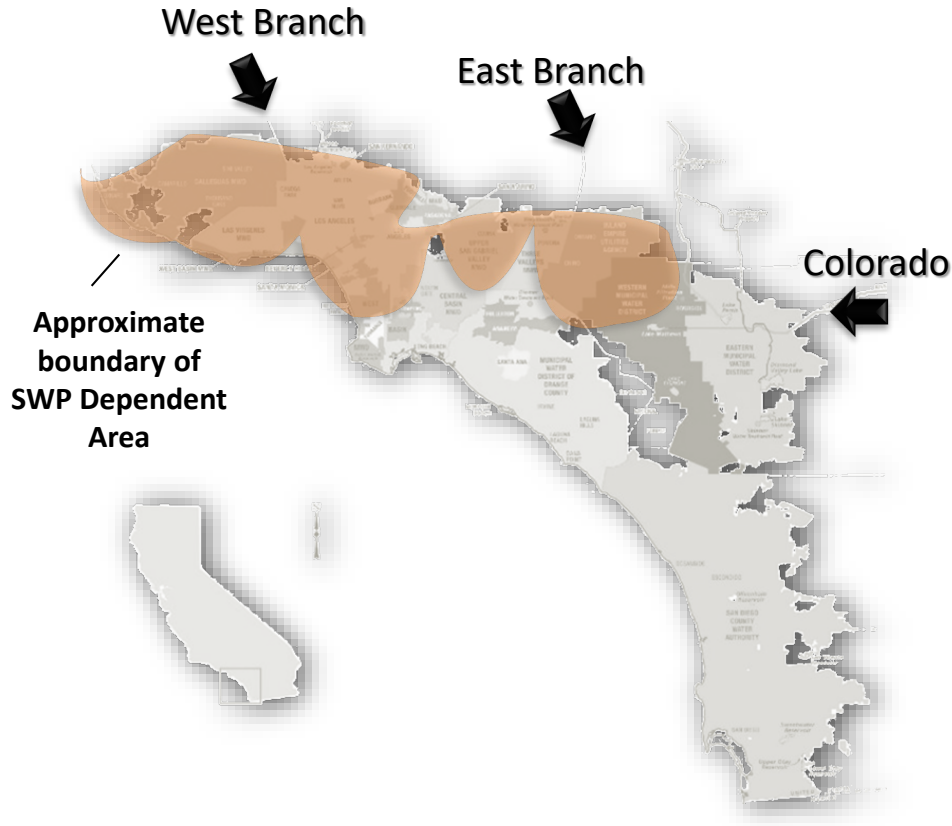
2022 SWP Dependent Area Demand for MWD Supply



Emergency Conservation Program



We Commit to Fixing this Problem

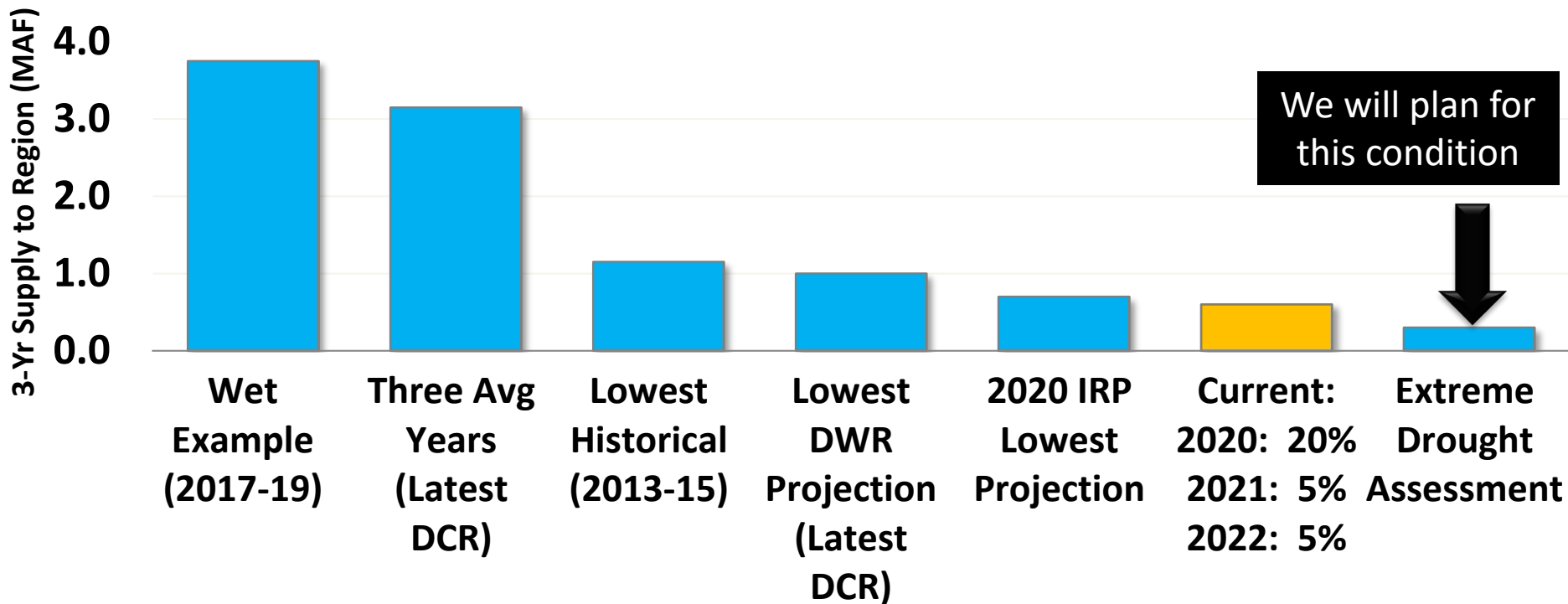


Provide equivalent reliability for all Member Agencies...

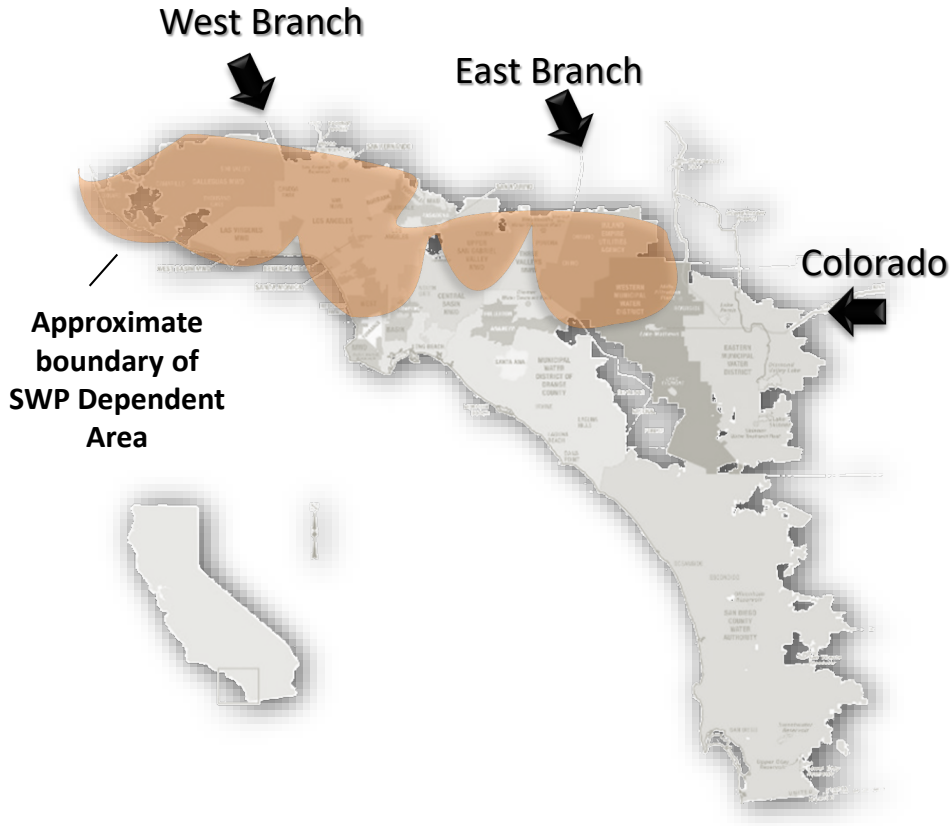
...advanced through a One Water approach

SWP Risks Must Be Addressed

Planning processes zero in on risk.



Why Not Other Areas Now?



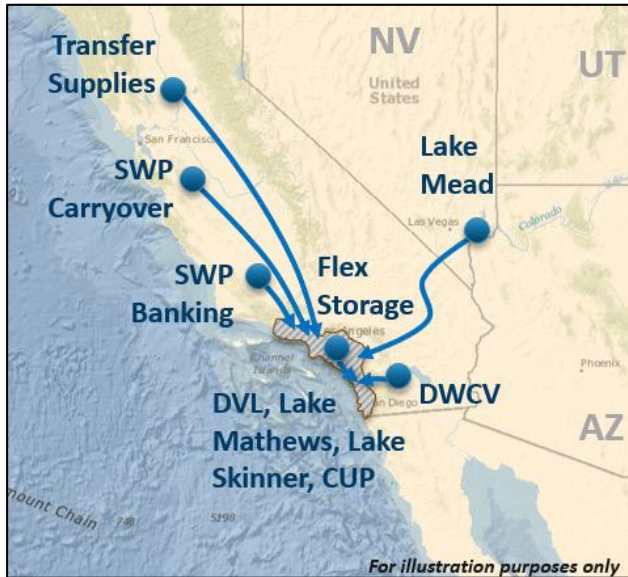
**Statewide requirement
for Level 2 (up to 20%)
WSCP actions**

**Overall storage remains
healthy**

**Colorado River water
availability more certain
in next two years**

Living in the Dash – What are We Doing Now?

Taking WSDM Actions

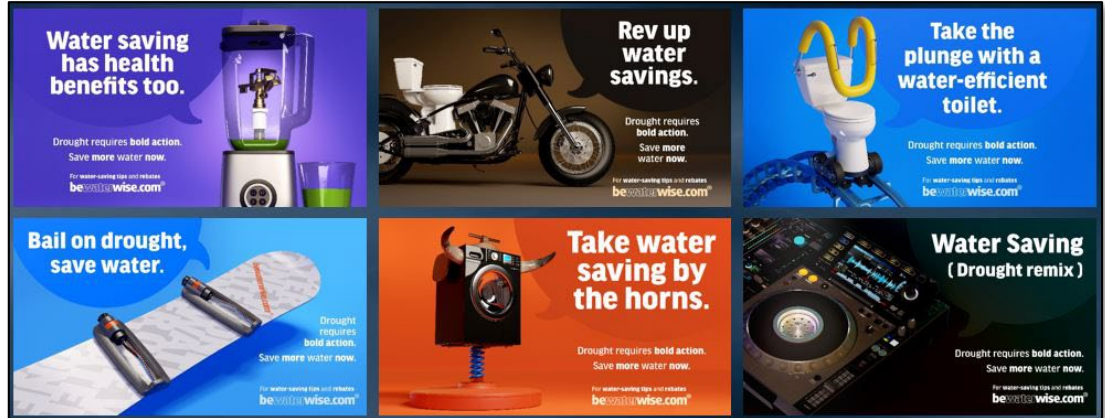


News for Immediate Release__

Metropolitan Declares Drought Emergency

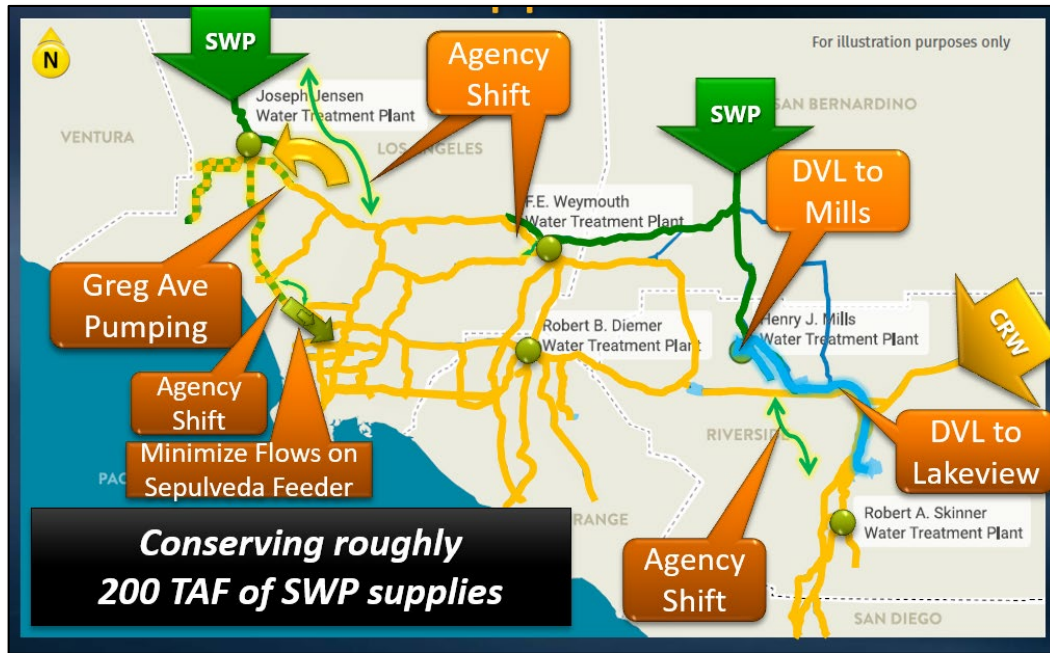
Metropolitan Board of Directors calls for increased conservation and expands water efficiency programs

Nov. 9, 2021



Living in the Dash – What are We Doing Now?

Taking Extraordinary Operational Action



Living in the Dash – What are We Doing Now?

Building New Infrastructure Connections

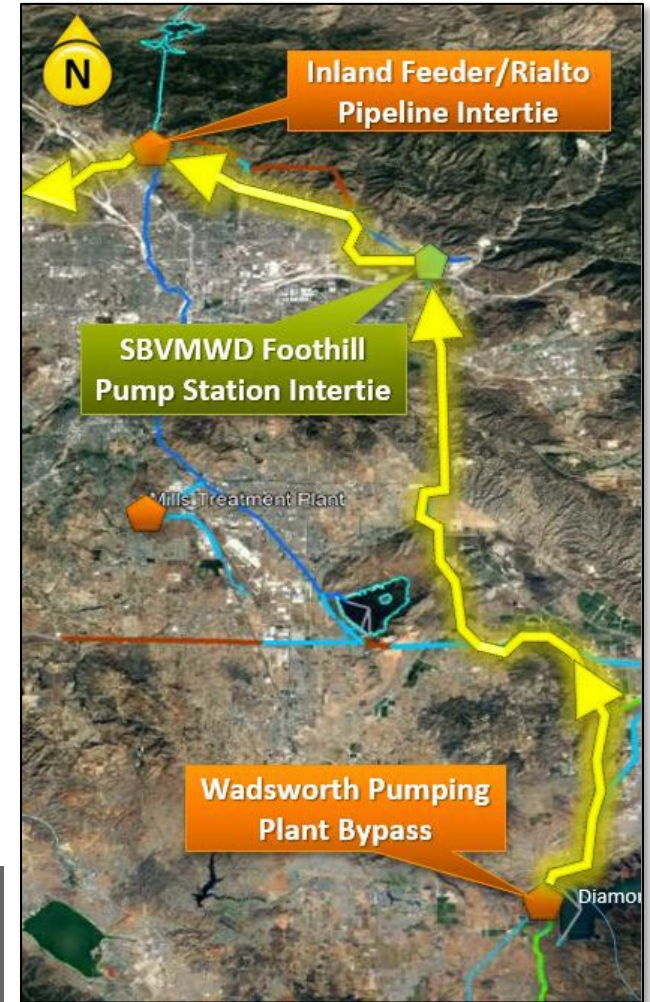
News for Immediate Release__

Metropolitan Board Takes Actions to Alleviate Drought

New investments, partnerships increase reliability during challenging times

Dec. 14, 2021

Connecting
Diamond Valley Lake



Living in the Dash – What are We Doing Now?

Expanding Water Exchanges

News for Immediate Release__

Agencies Partner to Boost Water Supplies for Southern California

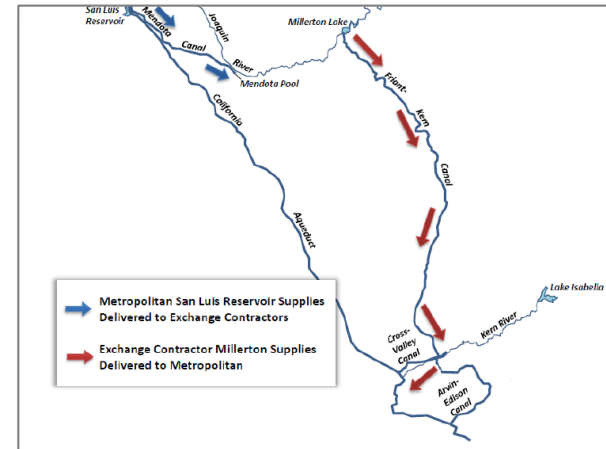
Metropolitan-Water Authority agreement responds to governor's call for drought actions

Dec. 1, 2021



Arvin Edison/Friant Exchange

Water Purchase & Capacity Lease at Semitropic



What If Current and Near-Term Actions were Available in 2020?

Investments underway would have prevented emergency declaration (so far).



Communicating in the Dash

Metropolitan as a regional wholesale agency is used to developing a collaborative regional message.

How do we do that when the message is different for member agencies?



Messaging Strategy

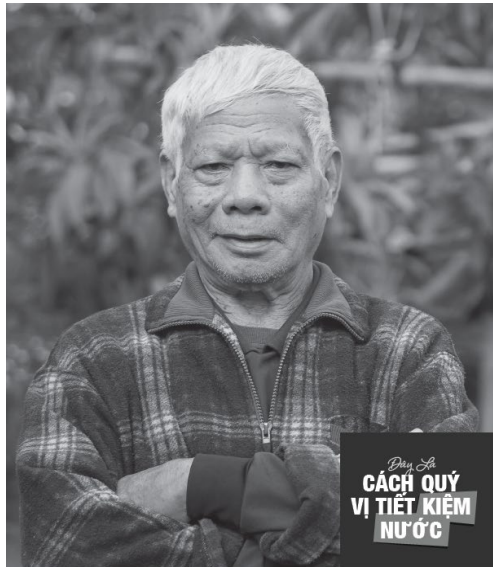
- **Implement Board-approved media buy for water conservation advertising.**
- **Bifurcate outreach to include:**
 - Regional campaign centered on tips/personal action and
 - SWP-dependent area campaign for one-day watering restrictions
- **Target advertising for precise messaging/ multi-language**
- **Closely coordinate with member agencies**

Regional Conservation Campaign: Taking Action

- Tips presented in friendly and personal way
- Co-branding opportunities for member agencies
- Photography-based campaign showcasing real and diverse people



Messaging Strategy

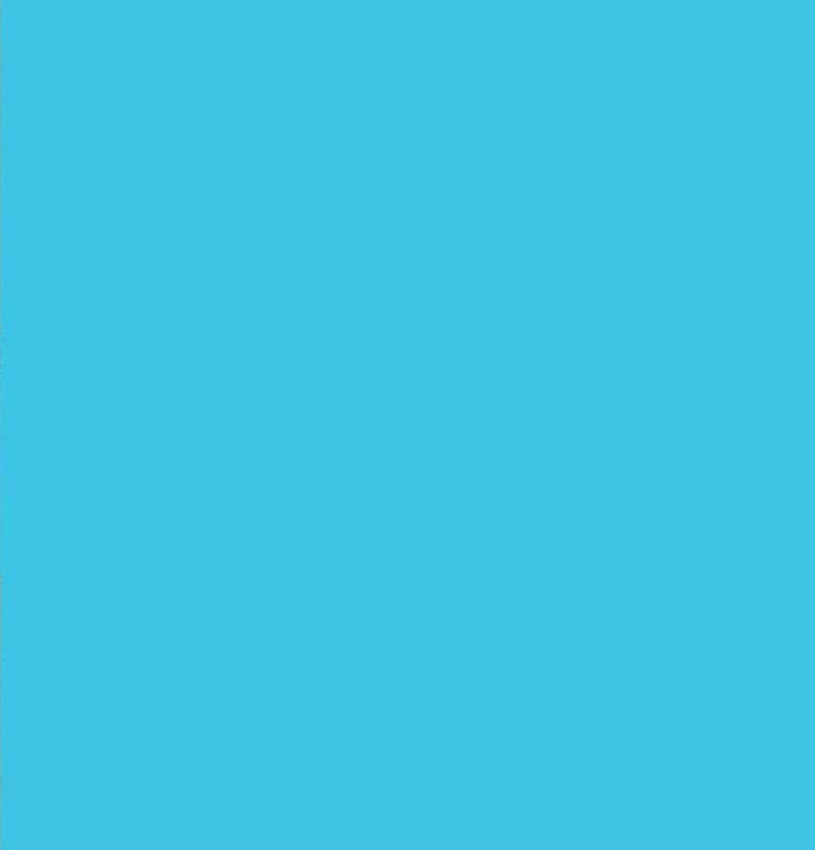


**TÔI TƯỚI CÂY
VÀO BUỔI
SÁNG SỚM ĐỂ
GIẢM NƯỚC
BỐC HƠI**

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Multimedia Strategy



SWP-Dependent Area Messaging



Drought **Emergency** //

Cut back outdoor watering to one day a week.

// For more information, visit www.calleguas.com



bewaterwise.com[®]



Drought **Emergency** //

Cut back outdoor watering to one day a week.

// For more information, visit www.lvmwd.com

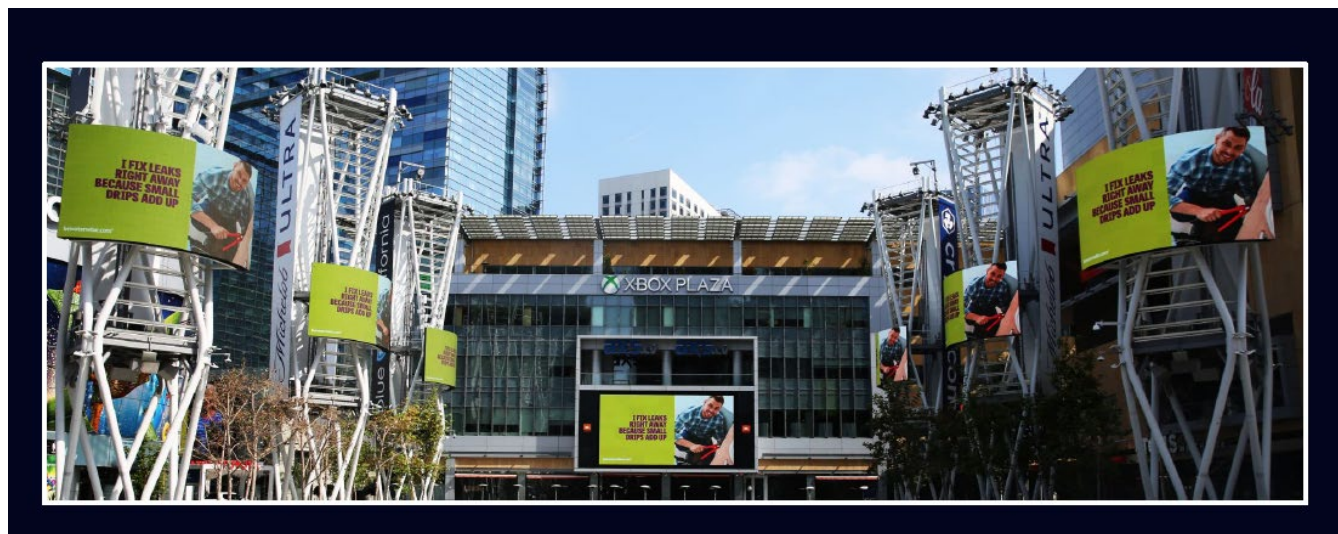


bewaterwise.com[®]

Immersive Messaging

Immersive experience with tips across multiple platforms:

- Billboards
- LA Live
- Transit shelters
- Ethnic publications
- Digital media
- Radio



Media Coverage

Media Event Coverage



Reuters Interview



- CNN
- Bloomberg News
- The Wall Street Journal
- The Washington Post
- USA Today
- NY Times
- LA Times
- Sacramento Bee
- SoCal News Group
- Associated Press
- Telemundo
- KPCC
- KFI & KNX Radio
- Spectrum News

Media Plan



Traditional
TV, radio, print,
outdoor



Social
Paid & organic



Digital
Web banners,
mobile, video



Search

Budget

Emphasis on digital tactics in SWP reliant area zip codes. Highly targeted with specialized drought messaging.

Platform	Projected Spend
Television	\$975K
Radio	\$652K
Digital	\$1.1M
Outdoor	\$743K
Local Print	\$55K
TOTAL	\$3.5M

Local print to target hard-to-reach, underserved communities in Asian languages

Regional Message

- English and Spanish networks with coverage across Los Angeles/OC, Oxnard/Ventura, Riverside and San Bernardino
- Customized sponsorships and integrations for added visibility during news segments + key personnel



Television Integration



Regional Message

- Increase message frequency with AM/FM Radio to help remind Californians about ways to save
- Broad coverage and reach to entire service area
- Includes NPR and Chinese, Korean and Vietnamese stations



iHeart
MEDIA

Dual Messaging

- Highly targeted and continuous presence for all audience segments, counties and languages served by MWD. Includes banner ads, video, CTV and Paid Search.
- Advanced capabilities to target homeowners, home renters and business owners



Outdoor

Regional + Targeted Message

- Broad reach, targeted based on zip codes & individual locations for bulletins/posters. Billboards, transit shelters, and place-based signage included.
- SWP areas emphasized and counties not in SWP area are also included (SD, OC)



True Value®

ACE®
Hardware

Community Outreach + Education

Reaching Diverse Audiences

- Grocery store advertising in underserved communities
- Partnerships with TreePeople,
- CA Native Plant Society, CA Water Efficiency Partnership
- Public/private opportunities with Armstrong Garden Centers and other nursery industry partners
- Commercial & multifamily outreach with Los Angeles Better Building Challenge



Armstrong
Garden Centers

Lessons from Living in the Dash



- Planning to pre-experience the future
- Conditions required Water Shortage Emergency
- Commit to equivalent level of water supply reliability
- Communicate appropriate message for the region





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