



# Making A Case for Conservation in the Face of Drought & Climate Change

MWDOC-Metropolitan Joint Board Workshop

August 3, 2022

Spring/Summer 2022 Campaign(s)\_



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



Spring/Summer 2022 Campaign(s)\_

## Messaging Strategy

- Elevate the urgency of the current supply situation
- Split outreach efforts into two separate campaigns: 1) regional campaign centered on tips/personal action and 2) SWP-dependent area campaigns for watering restrictions
- Target advertising for precise messaging by zip code/regional boundaries
- Expand reach using earned media and events and creative outlets

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Spring/Summer 2022 Campaign(s)\_

## Campaign Parameters



### Strategy

- Increase drought awareness & promote water conservation

### Timeline

- Flight 1: July – November 2022
- Flight 2: February-June 2023

### Budget

- \$3.5 Million – Fiscal Year 22/23

### Tactics

- Radio, outdoor, print, influencer, digital, along with earned media

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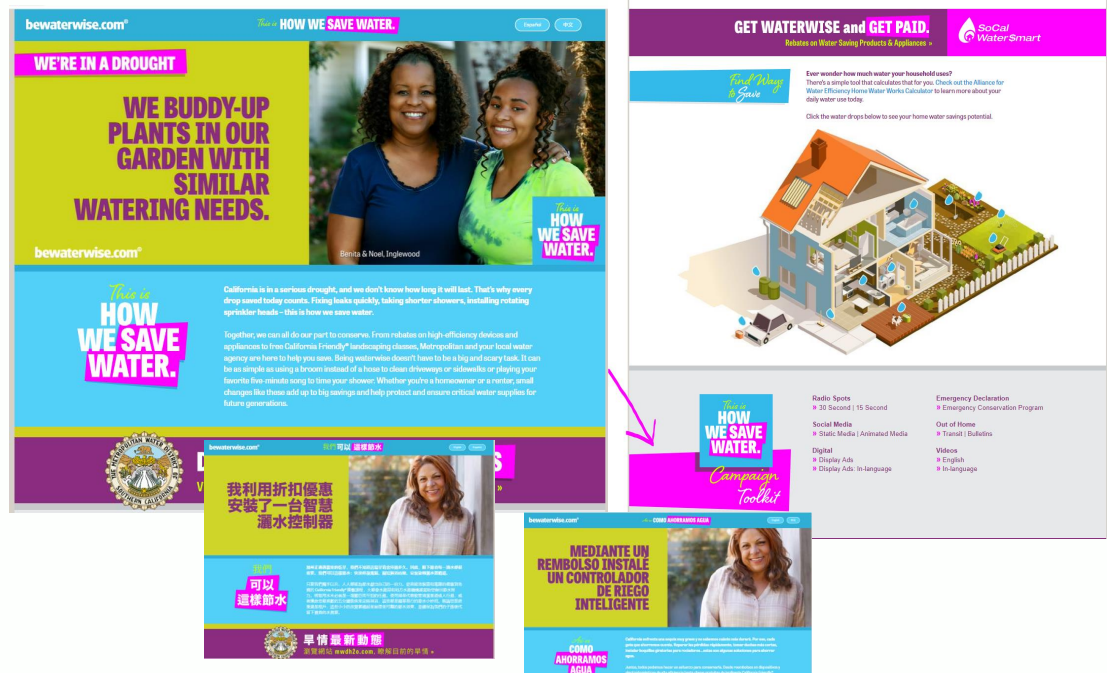
# Multimedia, Immersive, Multilingual

Spring/Summer 2022 Campaign(s)\_



Immersive experience with tips across multiple platforms:

- Billboards/bus shelters
- Ethnic print publications
- Digital media
- Radio
- Google Search
- Social Media
- CTV
- Grocery store banners
- In-app game



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Spring/Summer 2022 Campaign(s)\_

## In-house Commercial & Radio

- Creation of our own commercial to run in CTV and social media (produced in three Asian languages and Spanish too)



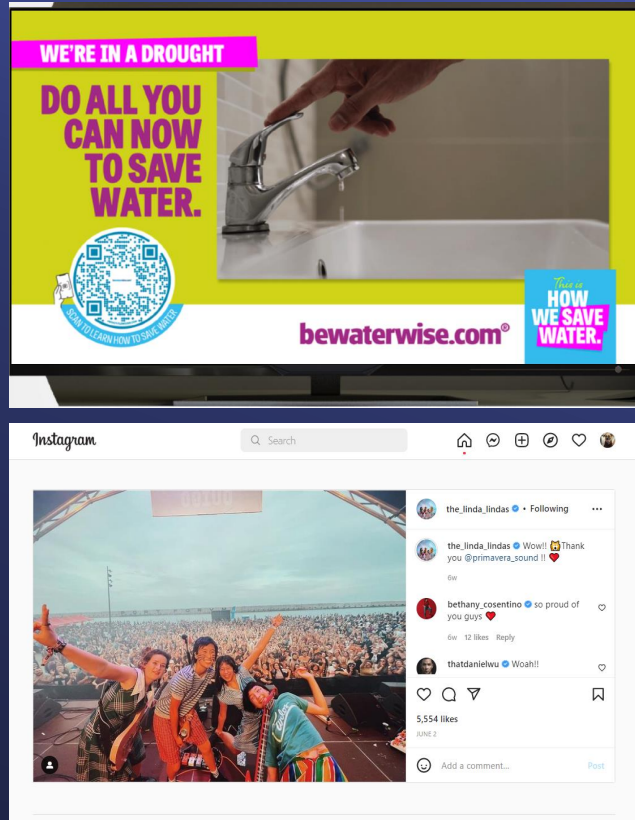
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Spring/Summer 2022 Campaign(s)\_

# Cutting Through Media Exhaustion

- Custom QR code for CTV landing page
- Social Media Influencer Campaign



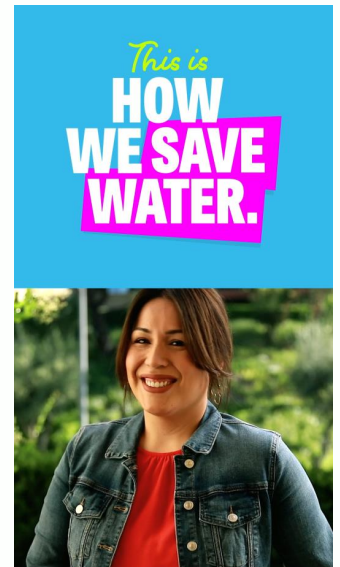
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# TV Integrations

## EV Charging Stations

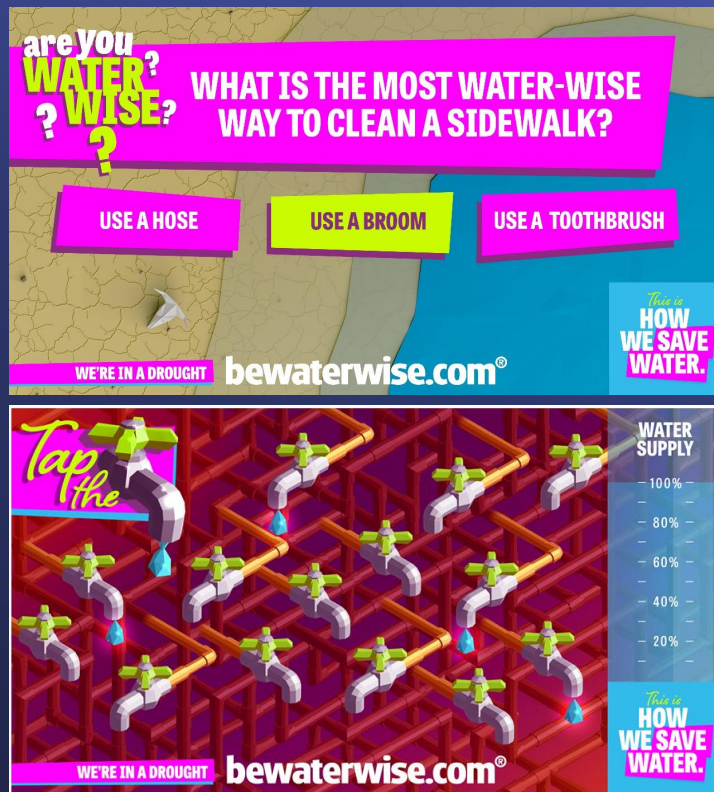
## Gas Station Monitors



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Spring/Summer 2022 Campaign(s)\_

## In-App Game



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## Localized Messaging: SWP-Dependent Areas

- Customized digital, radio and outdoor ads for member agencies
- Drought dashboard – tracks cumulative & monthly water use per SWP-dependent agency
- In-store marketing for rebates, targeted by zip codes





Spring/Summer 2022 Campaign(s)\_

## Measuring Success

### Awareness-based

- Google Analytics
  - Monitors web traffic & activity
- Social media metrics
  - Engagement, impressions, clicks
- Campaign metrics
  - Impressions, reach, views
- Rebate program participation (long-term trending & tracking)

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Spring/Summer 2022 Campaign(s)\_

## Community Outreach + Education

- Nonprofit partnerships
  - Community Partnering Program
  - OC Book Fair
  - TreePeople
  - CA Native Plant Society
- Commercial industry spotlights & Water-Saving Checklist
- Restaurant table tents
- “Landscaping in a Drought” brochure



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Spring/Summer 2022 Campaign(s)\_

## Regional Partnerships

- Developing resources & materials with nursery industry partners
- Partnerships with regional & state public/private agencies
- Co-branding, in-store signage, social media, community events



**Armstrong**  
Garden Centers

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Spring/Summer 2022 Campaign(s)\_

## Lessons Learned

- Changing media landscape = changing communication style
- In-house creative allows us to be adaptable & nimble
- Know your audience, general vs. direct call to action
- Balance regional & local messages
- Leverage in-house resources where possible
- Actively seek to reach underserved audiences & communities

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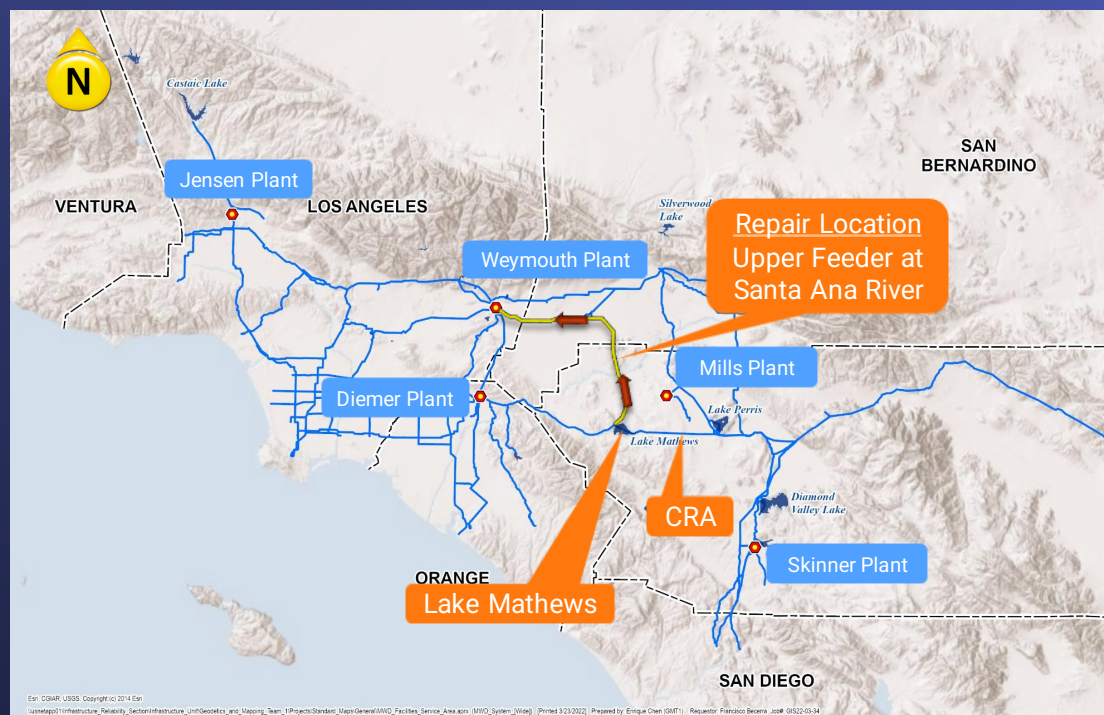


MWDOC Board Meeting

# Upper Feeder Update

August 3, 2022

Upper  
Feeder  
Shutdown  
Repair  
Location





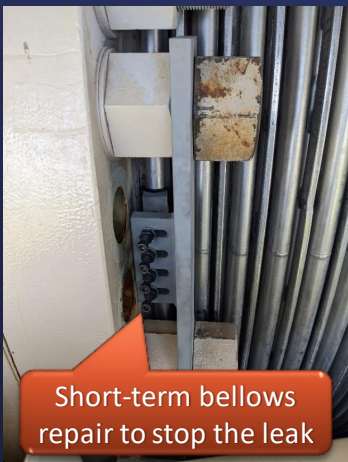
## Upper Feeder- Santa Ana River Bridge

- 1010' Long
- 116" Diameter
- 750 cfs max flow



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## Upper Feeder Leak Repair Current Status



### Inspection

- No crack growth since 5/19 measurement
- Monitoring weekly

### Ongoing Efforts

- Slip joint test fit complete
- Flange fabricated
- GM executed emergency contract
- Planning to install slip joint once fabricated to restore feeder capacity to 750 cfs (currently limited to 525 cfs)
- 15-day shutdown planned Sept 6<sup>th</sup>



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