



Update on 2018-2021 Water Conservation

Outreach Campaign

Communication and Legislation Committee

Item 6c

March 8, 2021

Investing in Conservation Outreach

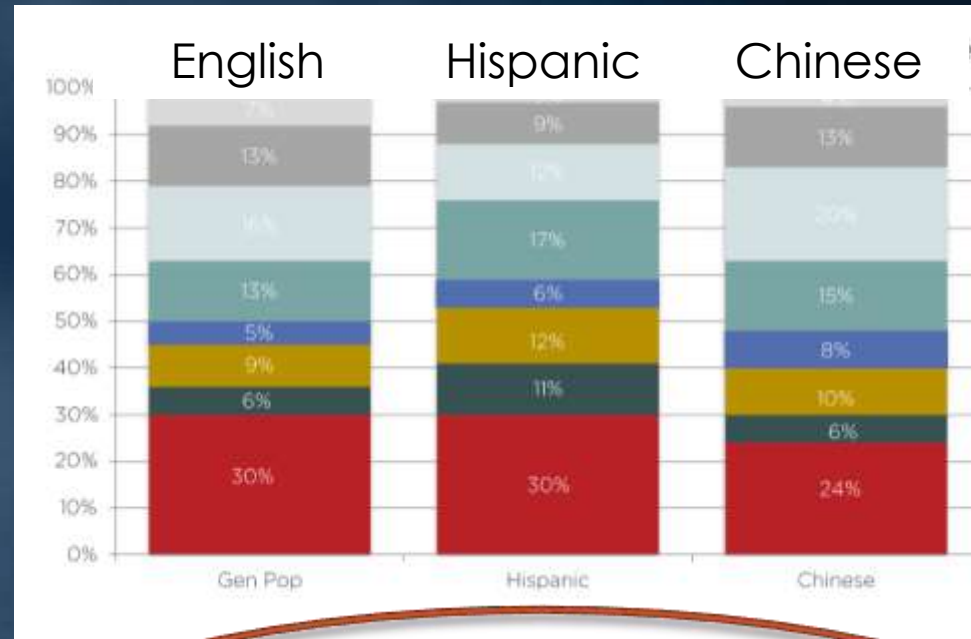


November 2017: Board appropriated funding for a water conservation advertising and outreach campaign not to exceed **\$14.7 million**

March 2018: Board authorized the General Manager to enter into a **three-year agreement** with Quigley-Simpson & Heppelwhite

Research For Campaign Message

Which Message Would Encourage You to Conserve?



Water conservation needs to happen 365 days a year

Summer/Fall 2018 – 365 Campaign

Every day
is a chance to
save water.
And money.

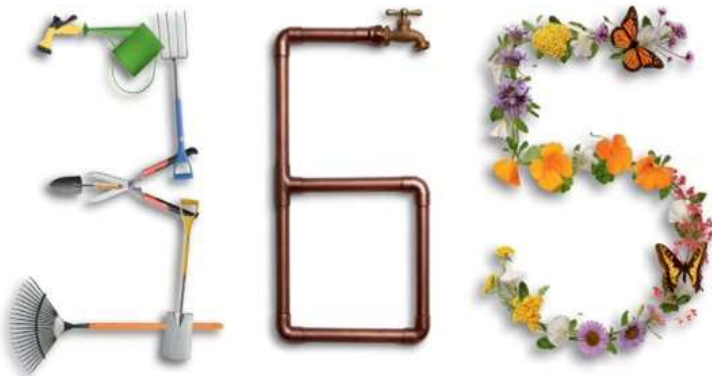


More than one billion
media impressions



Reaching Our Diverse Region

每天都是省水省錢的機會



當省水成為習慣後，您會發現是如此容易。加上改造庭院和使用高效能家電的多種全新退款，讓您省得更有成就感。

取得退款幫您省水省錢，請參閱  bewaterwise.com



"365" Events



Dodger Game, August 2018

Ciclvia, September 2018



Taste of Soul, October 2018

Spring/Summer 2019

Promoting the new
Turf Replacement
Program



REEMPLAZA TU PASTO.
Y RECIBE REEMBOLSOS.

RECIBE
\$2
O MÁS
POR PIE
CUBIERTO

El programa de Reembolsos está sujeto a los términos y condiciones de participación y disponibilidad de fondos. Para más información, visite bewaterwise.com.

Despierta
LOS PÁRQUEOS

bewaterwise.com
Para más información

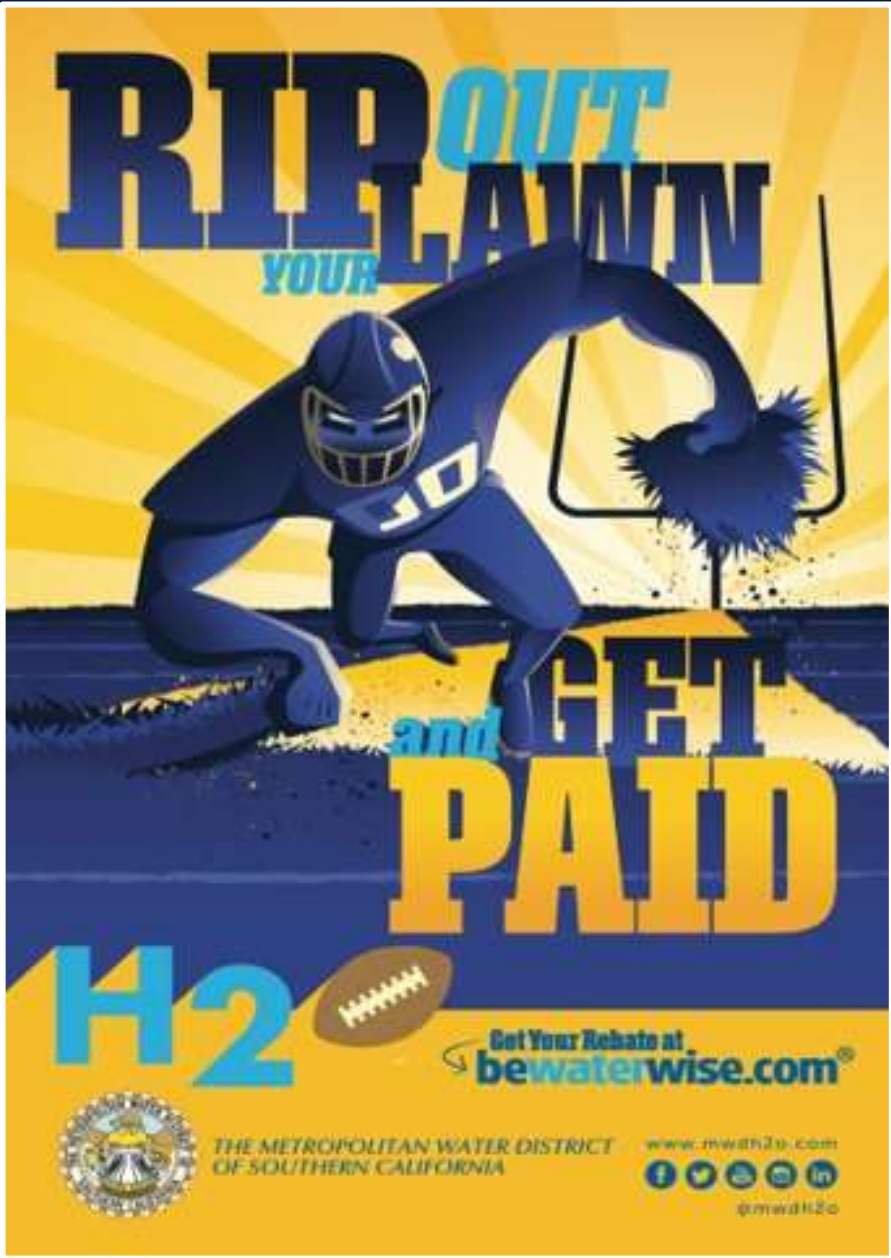


DITCH YOUR GRASS.
**CLAIM YOUR
REBATE.**

bewaterwise.com

**RAKE IN
\$2
OR MORE
PER SQ. FT.**

Play Ball with In-House Creative and Production



In-House Creative to Support Bewaterwise.com



Fall/Winter 2019

In-House Creative Digital Campaigns



GET YOUR
REBATE TODAY.

up to
\$10,000

bewaterwise.com[®]

A digital advertisement with a purple background. It features a pink hummingbird on the left and pink flowers on the right. The text is in white and pink. The website URL is in white.



告別草坪
迎接退款

bewaterwise.com[®]

每平方英尺
可獲得
\$2
或更多

A digital advertisement with a green background and floral patterns. The text is in white and black. The website URL is in black. The rebate amount is highlighted in a dark green leaf shape.



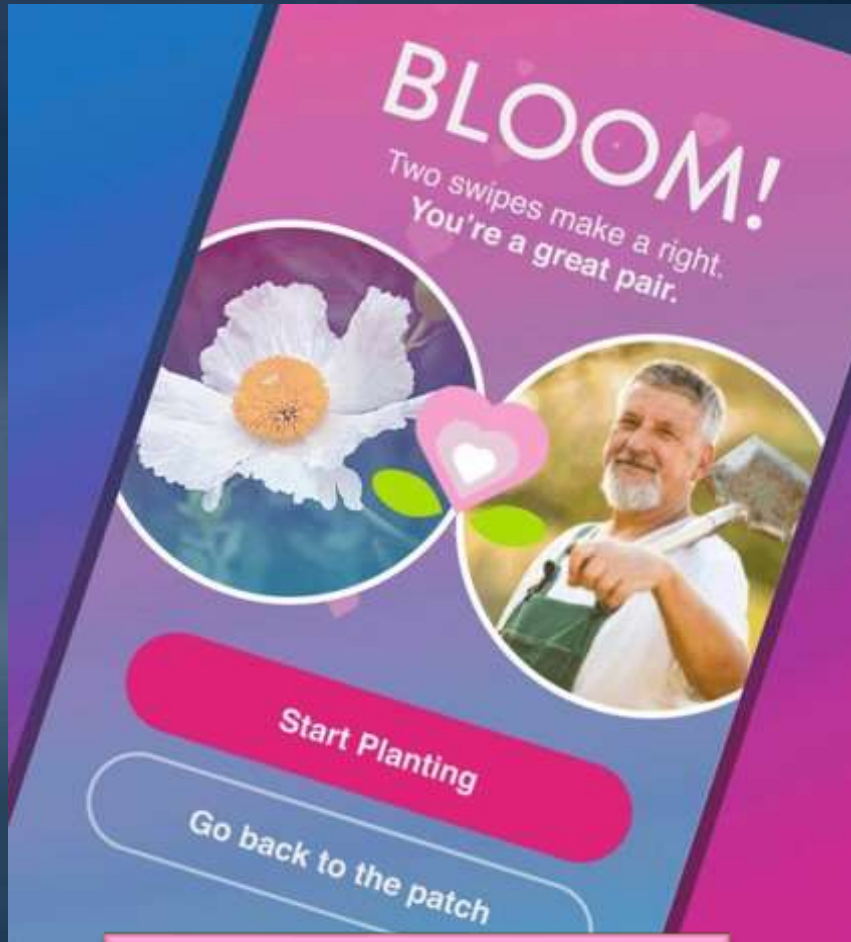
REEMPLACE SU PASTO
Y RECIBA REEMBOLSOS.

bewaterwise.com[®]

RECIBA
\$2
POR SQ. FT.
O MÁS.

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Fall/Winter 2019



“PatchMatch” App



Video Production Team



Spring 2020



我們已做好準備

大都會水務局已測試
 應急響應和業務
 連續性計畫與系統，
 包括針對疫情爆發
 的計畫。

按一下這裡瞭解更多資訊

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

solo decimos
 Los californianos del
 sur saben escuchar

Conservan el agua.
 Ahora mantienen su distancia.
 Se ayudan entre sí.
 Hacen lo correcto.

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Messages of Reliability, Safety and Resilience

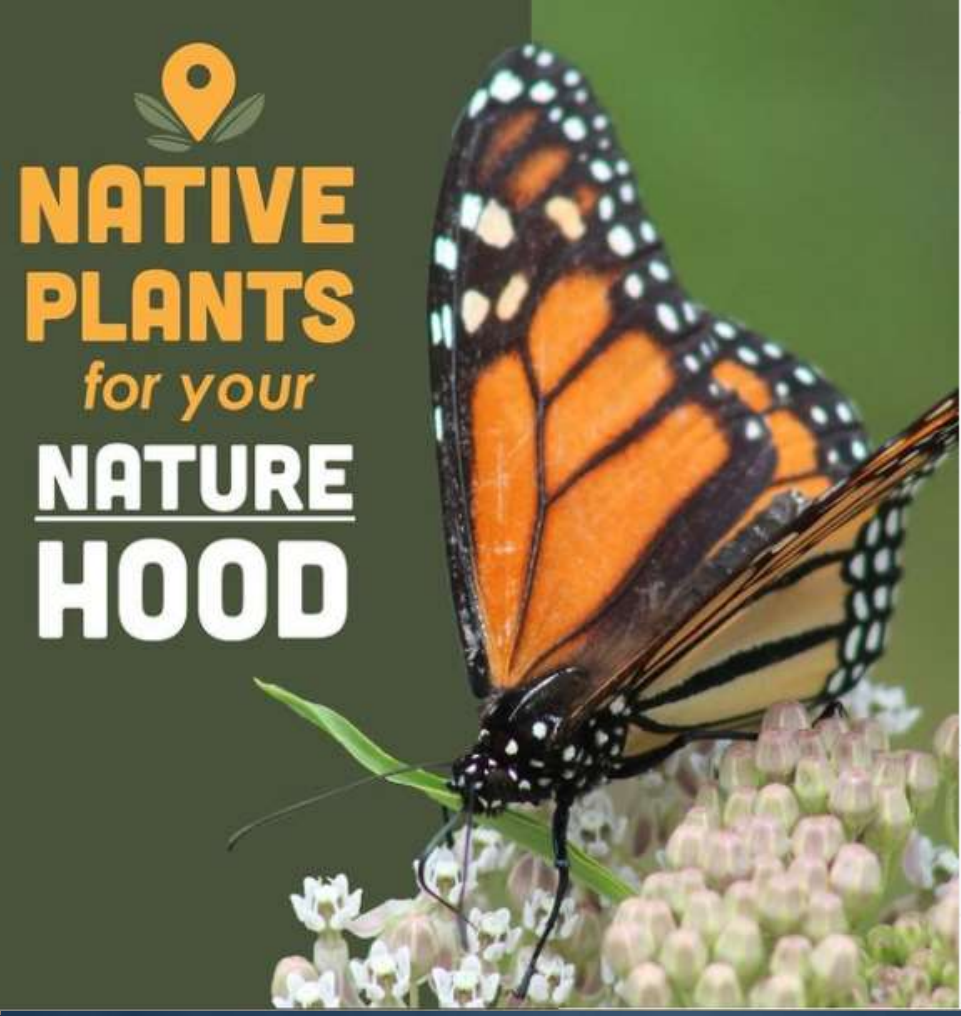
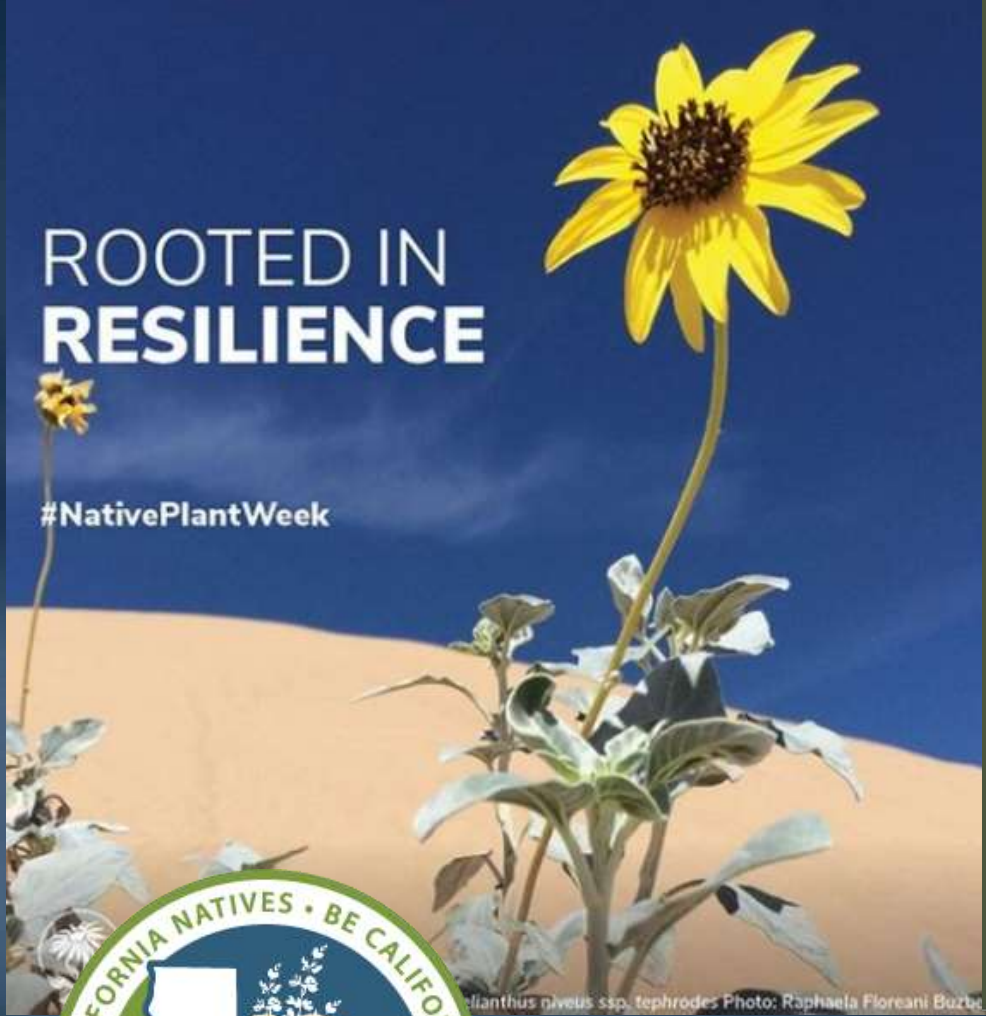
**We're taking care of
 your water supply
 and quality.**

**You take care of
 each other.**

bewaterwise.com

Creative that's Visual, Conversational, Timely





Creative to support partnerships with member agencies, conservation organizations

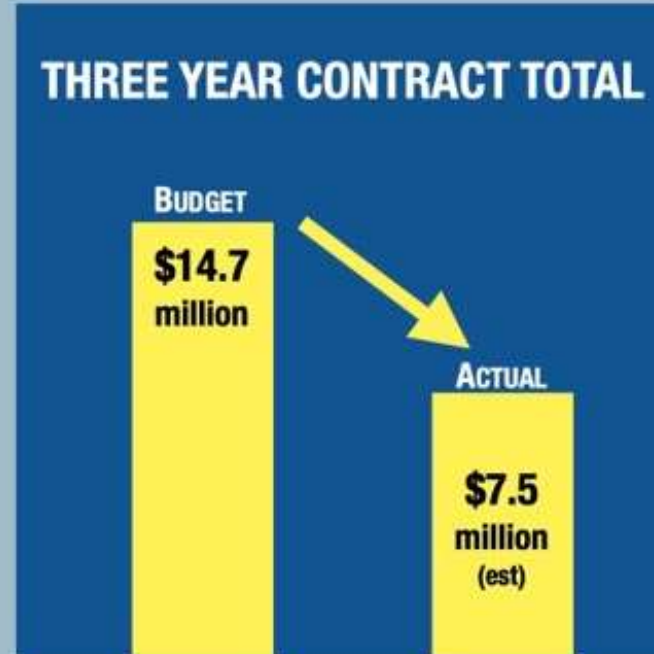
Fall/Winter 2020

Building new Online Tools, Collaboration with Member Agencies, In-Language



Executed Messaging and Outreach Cost Effectively

FISCAL YEAR	BUDGET	ACTUALS
2017/18	\$700K	\$700K
2018/19	\$5.5M	\$5.0M
2019/20	\$5.5M	\$1.7M
2020/21	\$3.0M	\$120K (est)
TOTAL	\$14.7M	\$7.52M (est)



2018-2020 Rebate Application Results:

107,000+ residential device applications
8,000+ residential turf applications





2021

