



## Drought Messaging and Outreach



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# Message Development

## Commonalities

- 🔥 "Dry conditions"
- 🔥 "Climate resiliency" / "Drought resiliency"
- 🔥 Sound planning
- 🔥 Smart investments
  - 🌱 Modernize infrastructure
  - 🌱 New, sustainable projects
  - 🌱 Agency projects
- 🔥 Conservation (vs water use efficiency)
  - 🌱 CA lifestyle
- 🔥 Take action
  - 🌱 Rebates and incentives
  - 🌱 Tips
- 🔥 Regional approach
  - 🌱 Unified message
  - 🌱 Consistency
- 🔥 Step-up messaging



## Key Messages

” While **dry conditions** are a **normal pattern** in Southern California, we can't predict with accuracy when **drought** begins or ends.

California Drought

” The reality is that we live in a **semi-arid** area. Dry conditions are **not unusual** and drought is always on the horizon.

Regional Climate

” Orange County is **prepared** for drought, thanks to **sound planning**, **wise investments** in water supply and infrastructure, and **water-smart behaviors** adopted by businesses and residents.

Planning Efforts

” A **diverse** water supply allows the region to have more **flexibility** to meet water needs, particularly in **critically dry** years.

Investments





## Conservation vs Water Use Efficiency



- ◆ Conservation
  - Triggers
    - Lack of supply
    - Emergencies/Disasters
    - Drought
  - Sacrifice
    - Restrictions
    - Penalties
- ◆ Water Use Efficiency
  - Lifestyle
    - Good water stewardship
    - Climate awareness
    - Reduce waste
    - Use available resources

” A Southern California lifestyle includes **using water efficiently every day**. This simple practice is the **least costly** method we have to extend our water supply.




## MWD OC Media/Tool Kit

- ◆ Background
- ◆ Over 50 categorized key messages
- ◆ Four (4) social media posts – image, text, and #'s
- ◆ News article template
- ◆ Four (4) mini ads
- ◆ One (1) full-page ad
- ◆ PowerPoint slides
- ◆ Updated/recycled briefing paper
- ◆ Updated/recycled infographic
- ◆ Badges:






**89%**  
Have experienced at least one negative change in their lives



**Top Worries**

1. COVID-19
2. Unemployment/food security
3. Social inequity
4. Crime/violence
5. Political corruption
6. Healthcare
7. Environmental issues
  - Water supply & drought – 63%


**70%**  
Are more worried about climate change



**Top Societal Worries**


1. Diversity, Equity, and Inclusion
2. Climate change
3. State of the government
4. State of mental health
5. State of education

**only 50%**  
Believe consumers should take action



**Barriers to Action (Say-Do Gap)**

1. Motivation
2. Ability
3. Processing
4. Physical
5. Social



**2021 Individual & Societal Concerns**  
*Who are we?*

Latest eCurrents  
**Poll: What will you do to save water? 77 responses**

1. Inspect for Leaks (I&O) **19%**
2. Install smart timer **21%**
3. Replace turf **18%**
4. Mwdoc.com/savewater **9%**
5. Other **11%**
6. **I've done all I can or am willing to do 22%**

Sources – Ipsos Global Market Research, McKinsey Global Institute, PPIC, and Pew Research



## Metropolitan's Summer Campaign



### Objectives

- ◆ Incorporate “One Water” to emphasize regional interdependence – we need to work together
  - One Water logo
- ◆ Phase one tagline “You Know What to Do in a Drought”
- ◆ Promote rebates and classes
- ◆ Support efforts to increase (conservation) outreach and program delivery to underserved communities
- ◆ Develop multi-lingual and culturally relevant resources
- ◆ Next Met PIO meeting Thursday, August 26

## Orange County Lifestyle



- ◆ Tapping into social identity
- ◆ Solutions-driven, 3-tiered approach
- ◆ A marathon not a sprint
  - Warm Up
    - Praise and encouragement
    - Educate and inform
    - Reengage in drought conversation
  - Training
    - Prepare for potential restrictions
    - More resources
  - Race
    - Buddy up – partnerships & community
    - Flex – you can make a change
    - Bigger buys - paid media





 MWDOC

**Questions?**  
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