

SAVE OUR WATER

Public Education Campaign

Presented by:
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Public Affairs Office



Save Our Water campaign aims to educate Californians about the urgent need to take actions today that help save water for our current and future needs, while providing educational information and tangible tips to conserve.



Brief Overview of Save Our Water

- 2009: Governor Schwarzenegger declared a Statewide drought emergency urging Californians to save 20%.
 - Partnership with ACWA began with DWR for the Statewide Education Outreach campaign
- 2012 – 2016: Statewide mandates were in place
- 2016: Governor Brown Executive Order: Making Conservation a California Way of Life.
- Drought ended in 2016 except for 4 CA counties



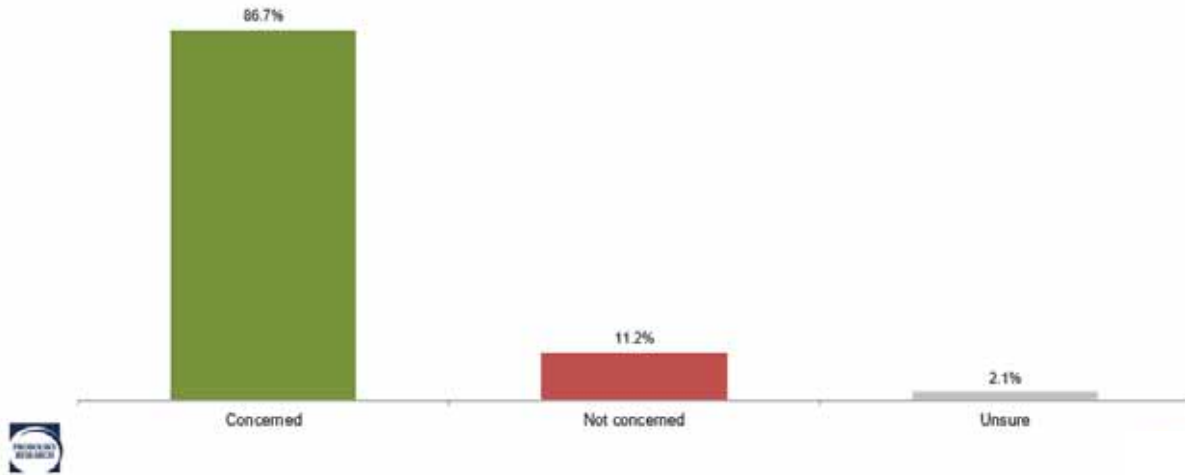
What the Research Tells Us

- Last Save Our Water survey 2016
- Probolsky Research performed the Statewide Survey in July 2021
- 1000 Californians surveyed



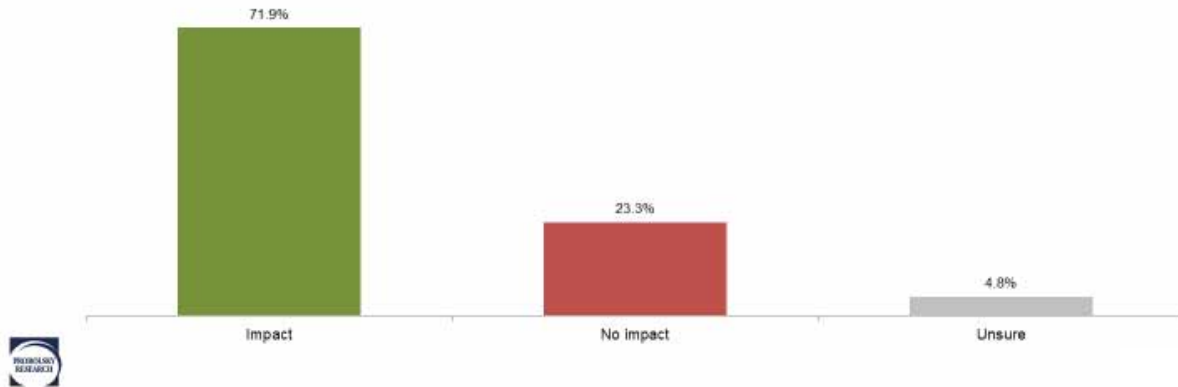
87% are concerned about drought conditions in California

Question 37: How concerned are you about current drought conditions in California?



72% say California's current drought has had an impact on their water usage

Question 20: Has California's current drought caused you to reduce your water usage, or has it had no impact on your water usage?



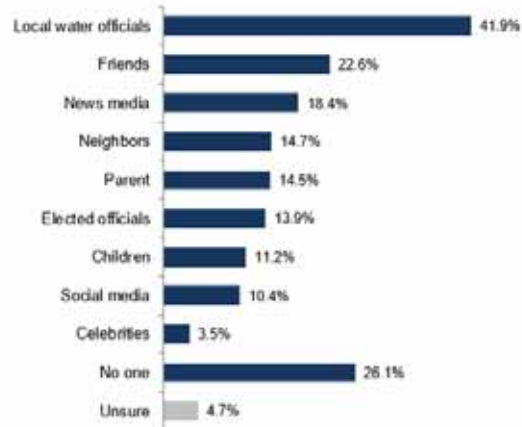
54% are willing to make behavior changes to be more water efficient

Question 24: Which of the following are you or your household willing to do to be more water efficient? Select all that apply.



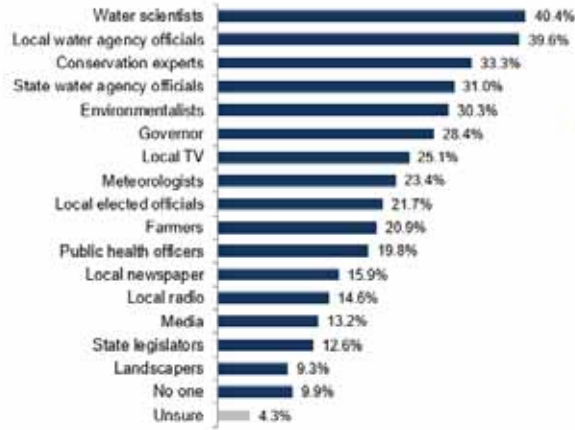
42% say local water officials would influence them to be more water efficient

Question 36. Who influences or would influence you the most on how much you conserve or do to be more water efficient? Select all that apply.



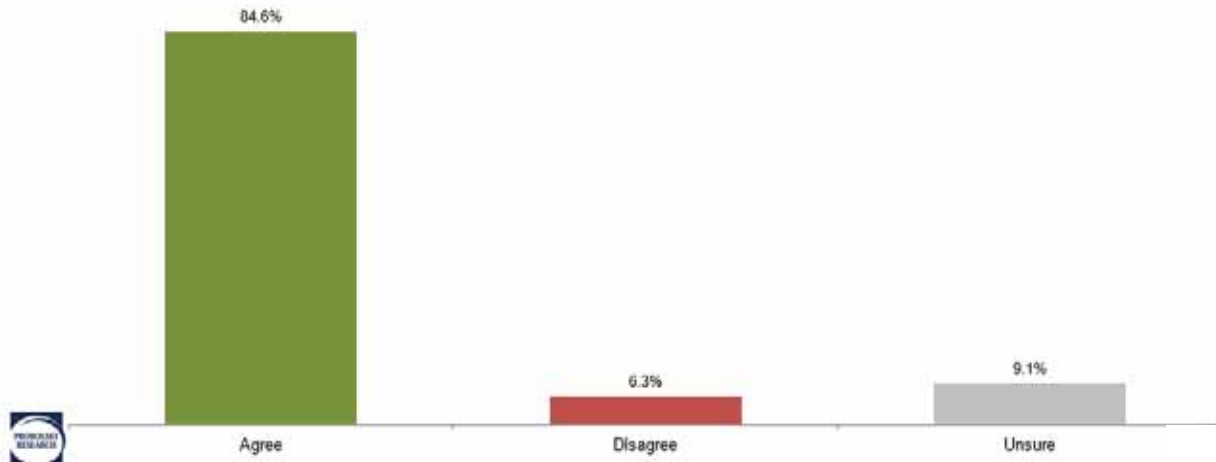
40% trust water scientists to tell them about drought information

Question 35: Who do you trust to tell you about drought information? Select all that apply.



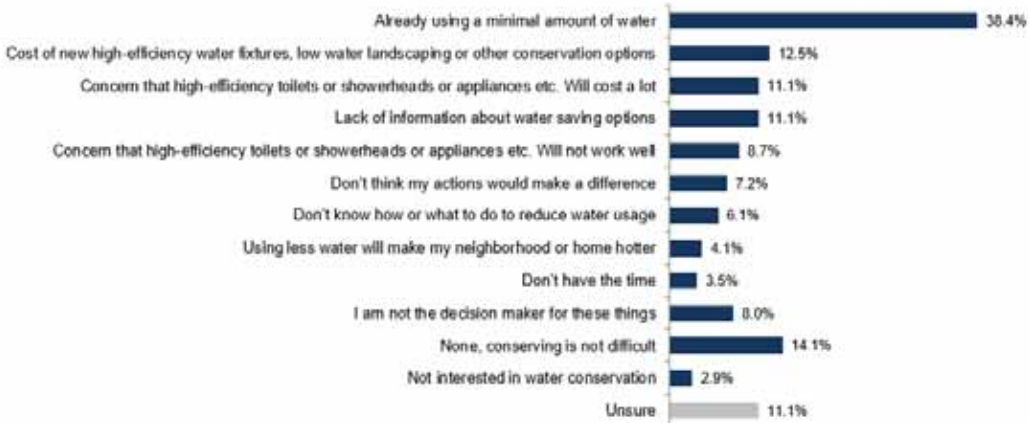
85% agree we need to make major investments and upgrade water infrastructure

Question 39: Water supply is always an issue in drought-prone California, and while water conservation is important, it is only part of the solution. We need to make major investments to modernize and upgrade our water infrastructure to ensure local, safe, reliable, high quality water now and in future years. Do you agree or disagree with the statement?



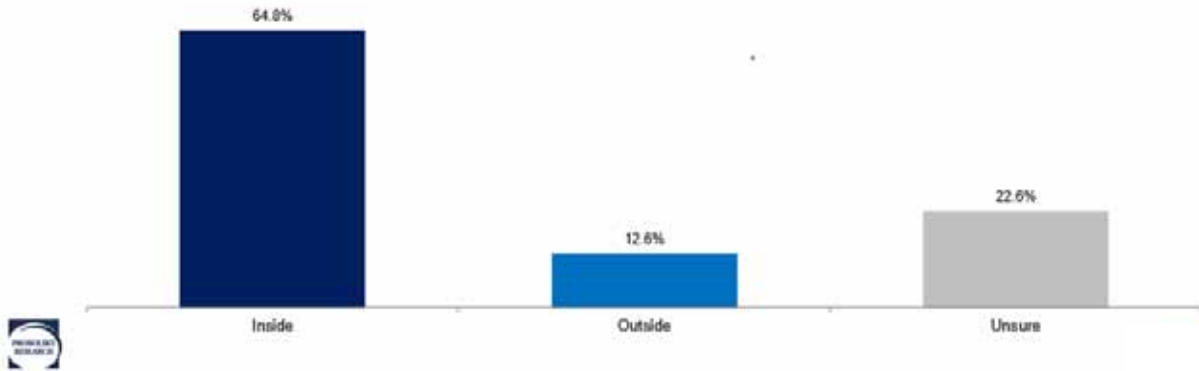
38% say they already use a minimal amount of water making it difficult to conserve more

Question 25: Thinking about using water more efficiently, which, if any, of the following challenges make it difficult for you to conserve more water? Select all that apply.



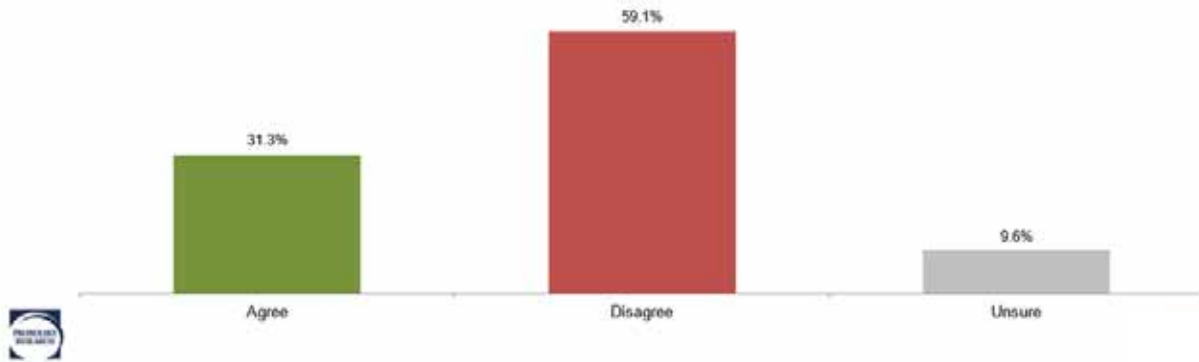
65% say their household uses more water inside than outside their home

Question 21: On average, do you know whether your household uses more water inside your home or outside your home?



59% disagree that California residents have done enough to conserve water and be more efficient

Question 42: California residents have done enough to conserve water and be more efficient. There is nothing left for us to do to save more water. Do you agree or disagree with the statement?



Creative Direction Foundation

87%

Are
concerned
about
drought
conditions in
California

61%

Are more likely to
be water efficient
knowing we need
to ensure water
for future
generations

57%

Say they can
do more to be
water efficient

Probalsky Research, July 2021 Statewide Survey

Public Education Campaign

3 Targeted Campaigns:

- General Market (includes Asian American Pacific Islanders)
- LatinX - Hispanic Market
- BIPOC - African American Market

Priority Geographies:

- GM - Focus on regions with high and medium residential per capita water use
- Metropolitan Water District service area
- AA/Hispanic – Focus on core cities/communities
- Adjust messaging in communities facing shortages



Target Audiences



Single-Family Homeowners and Renters

Ages 30+

Likely already implementing water saving indoors, but have high potential to implement outdoor water savings



Young Adult "Mobilizers"

Ages 18-29

Condo, townhome, apartment renters

Potential to activate their ability to influence and assist parents, in addition to implementing their own water savings



Households Facing Supply Shortages

Rural, farming communities

Need tactical messages on how to use water wisely, monitor water quality and availability (Reached via outreach and water districts)

Save Our Water Public Education Campaign

Media campaign rolling out this week

- Radio
- Social Media
- Billboards
- Print Media & Interviews
- Community Outreach Events
- Youth Conservation Program



Creative Goals

Goals:

- Raise awareness about the urgent need to fundamentally shift how we think of and use water.
- Provide Californians with tips and guidance on how to be water efficient, especially outdoors and in the yard.



Campaign Kickoff Theme

**Let's make it last.
SaveOurWater.com**

Creative may adjust slightly



Social Media





1080 X 1920

HEADLINE:

Let's make it last, California

Link Description:

Saving our water is saving our future.

TEXT:

Climate change is here, and we are facing a serious drought. Let's work together to reduce water use by 15%. Find water-wise tips at saveourwater.com



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HEADLINE:

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Saving our water is saving our future.

TEXT:

Installing drip irrigation and a smart controller in your garden can help save our water. Find more water-wise tips at saveourwater.com



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HEADLINE:

Let's make it last, California

Link Description:

Saving our water is saving our future.

TEXT:

Running your dishwasher only when it's full is a great way to help save our water. Find more water-wise tips at saveourwater.com



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Social Media



1080 X 1920

HEADLINE:

Let's make it last, California

Link Description:

Saving our water is saving our future.

TEXT:

Use water-wise plants. They're not only beautiful, they also require little or no water. Find more water-wise tips at saveourwater.com



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Social Media



Social Media



Drip Irrigation: Getty - 183109504



Campaign Timeline

Media launch: September 2021

September/October/November

- Quick to market tactics: Digital, audio, LED boards, print
- English, followed by Chinese, Vietnamese, Korean, Tagalog
- Spanish and African American campaign
- Earned media leveraging state and local spokespeople (radio, print, broadcast, podcast, events)

December/January/February

- Ongoing earned media, partnerships, outreach

March/April/May/June

- Out of home, video, retail
- Ongoing earned media, partnerships, outreach



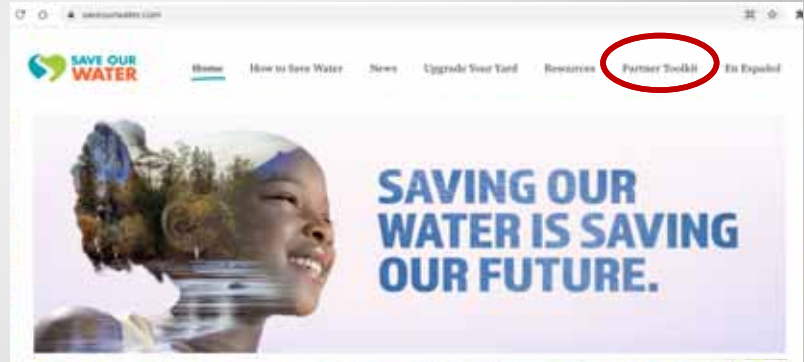
SaveOurWater.com



SaveOurWater.com Toolkit

Save Our Water is a resource for water conservation tools

- Press release for local customization
- Organic social media post copy
- Blog/newsletter content
- Radio Scripts
- Graphics for Social Media





Contact Information:

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