



SAVE OUR WATER CAMPAIGN UPDATE

Meeting: California Water Efficiency Partnership Spring Plenary

Date: March 9, 2023

Presenters:

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WATER LANDSCAPE

- Climate change is causing “**weather whiplash**” resulting in more extreme droughts and floods.
 - In Jan. we experienced three of our wettest weeks ever after three of the driest years on record, followed by a mostly dry February, followed by record setting snow in early March. As of DWR’s last snow survey, statewide snowpack is at 190% of average.
- Recent storms continue to build the Sierra Nevada **snowpack** to **above-average levels**, which should also **improve water storage levels** when the snow melts this spring.
 - Drought impacts vary by location and recovery needs to be evaluated at the local scale.
 - The Governor’s recent exec. order asks agencies to review their water supply and provide updates on state drought response by the end of April including possibly terminating emergency provisions that are no longer needed
- While winter storms have helped the snowpack and reservoirs, **groundwater basins** are much **slower to recover**. It will take more than a single wet year for groundwater levels to substantially improve at a statewide scale.
 - Many **rural areas are still experiencing water supply challenges**, especially communities that rely on groundwater supplies which have been depleted due to prolonged drought.
- With **climate change making swings between drought and flood more extreme**, Californians should continue to use water wisely so that we can ensure a thriving economy, community, and environment in the long-term.

LOCAL WATER CONSERVATION

December Water Board Data:

- Californians saved 17% more water relative to December 2020 (the state's baseline for comparison)
 - This is the largest savings since CA started collecting this data
 - Steadily ticking up from 3% since May 2022
- December's R-GPCD (64) trended dramatically downward compared to 2021
 - Every hydrologic region and nearly every county in the state is using less water than they were in 2020
- 182 individual suppliers have surpassed the Governor's goal of 15% cumulative savings since 2020

The Alliance For Water Efficiency ranked California #1 on their 2022 U.S. State Policy Scorecard for Water Efficiency and Sustainability.

ADDING CAPACITY TO CAMPAIGN OPERATIONS

- **Established in July 2022**
 - Full integration with DWR in Sept 2022
- **Follows best practices for statewide engagement campaigns**
 - Census 2020
 - COVID-19 Vaccines
- **OCPSC manages the State's highest priority community engagement and public awareness efforts**
 - COVID-19 vaccines
 - Water conservation
 - Extreme heat
- **Fund and manage a year round network of trusted messengers**
 - \$50 million local assistance investment
 - Highly interactive, peer to peer engagement
 - Communities with the greatest social and health inequities
- **Coordinated and collaborate with other key partners**



BRAND JOURNEY



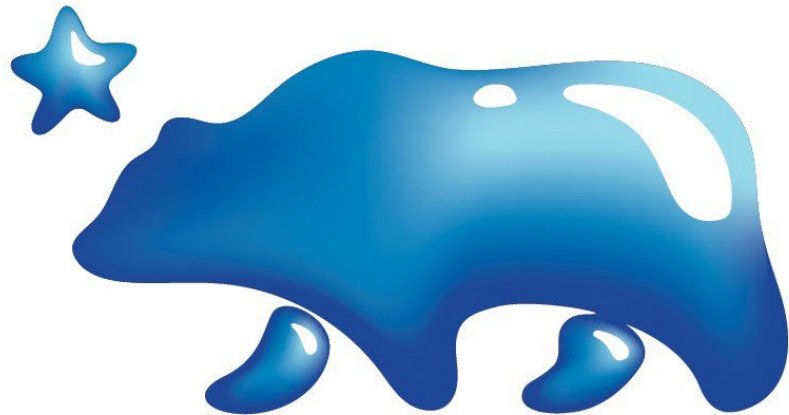
Original Campaign Mark

**SAVE OUR
WATER**

Campaign Refresh



REFRESHED BRAND IDENTITY



SAVE OUR WATER



Despite rain and snow

Much of California is still experiencing drought

[Find Ways to Conserve](#)

Turn off sprinklers when it rains

[Learn More](#)

SAVE OUR WATER

#SaveOurWater

SAVE OUR WATER

#SaveOurWater

Go from thirsty to water-wise

Lower outdoor water use by 53% with water-wise plants

Lower outdoor water use by 53% with water-wise plants

SAVE OUR WATER

[Learn How](#)



SAVE OUR WATER CAMPAIGN OBJECTIVES

PRIMARY

Our climate is hotter and drier, thus we need to make **water conservation a way of life, year-round**

SECONDARY

We must adapt and move people to **transform their yards**

Data Driven Approach: On-going qualitative and quantitative research to drive messaging and approach. Targeting that includes 300 Zip Codes with most opportunity for savings.



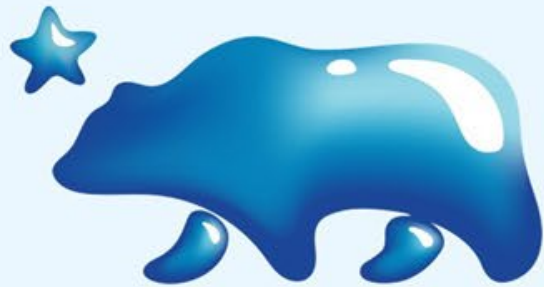
LOCAL ENGAGEMENT

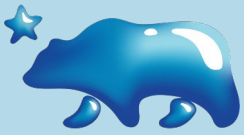


Supporting Regional Approach

- Directly partner with regional water representatives
- Bi-monthly communications call
- Track agency drought actions & alignment on messaging
- Prioritize high urban water use areas
- Organize regional events with stakeholders & media
- Coordinate agency participation in SOW events
- Coordinate regional ad buys and creative requests
- Cascade state insights and messaging through agency channels

PILOT CO-OP PROGRAM





SOW x PWA Co-Branded Regional Approach

Save Our Water's (SOW) Statewide initiatives have the power to provide opportunities for regional support, aiding local water agencies in achieving a common goal of reducing water consumption.

As each region is unique in efforts and needs, Save Our Water sought to deliver a program that:

Is **strategic** yet **flexible**, with the ability to be fine-tuned based on needs of local entities.

Extends partner exposure through **1:1 matched funding** and ability to leverage SOW's incredible buying power.

Delivers **streamlined co-branded creative**, embodying partnership, while connecting locals with direct resources or priority messaging.



Co-Op Program Design

Participating water agencies will work with The Shipyard team to develop micro-campaigns that achieve local objectives, driving traffic to partner websites.

GEOGRAPHY

Focused geotargets specific to local water agency service area.



CUSTOM TARGETING

Vendors to deploy custom targeting segments, profiles to engage **Home Owners** and/or **Renters**.

Demographic

Home Ownership Status/Home

type

Message Specific



CO-BRANDED MESSAGING

Co-branded messages to be developed for each campaign, leveraging SOW's campaign creative with partner logo inclusion.



Media Framework

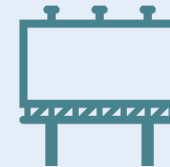
Media partnerships will be negotiated across a range of key Save Our Water media channels, customized for each local water district participating.

- Develop micro-campaigns based on local needs
- Discounted rates/CPMs
- Guaranteed added value
- Assist in ad development and production
- Campaign management and optimization

Available Media Channels & Partners



Radio
Partners will vary by program



Digital OOH
Partners will vary by program



Audio Streaming
Partner:
Pandora



Digital Display
Partner:
Causal IQ



Local Market Collaboration

TSY team will collaborate with local water districts to identify program goals, determine appropriate media mix and appropriate messaging.

Example Local Program: **City of Modesto**

Local Objective: Yard Rebates

Service Area: Turlock homeowners

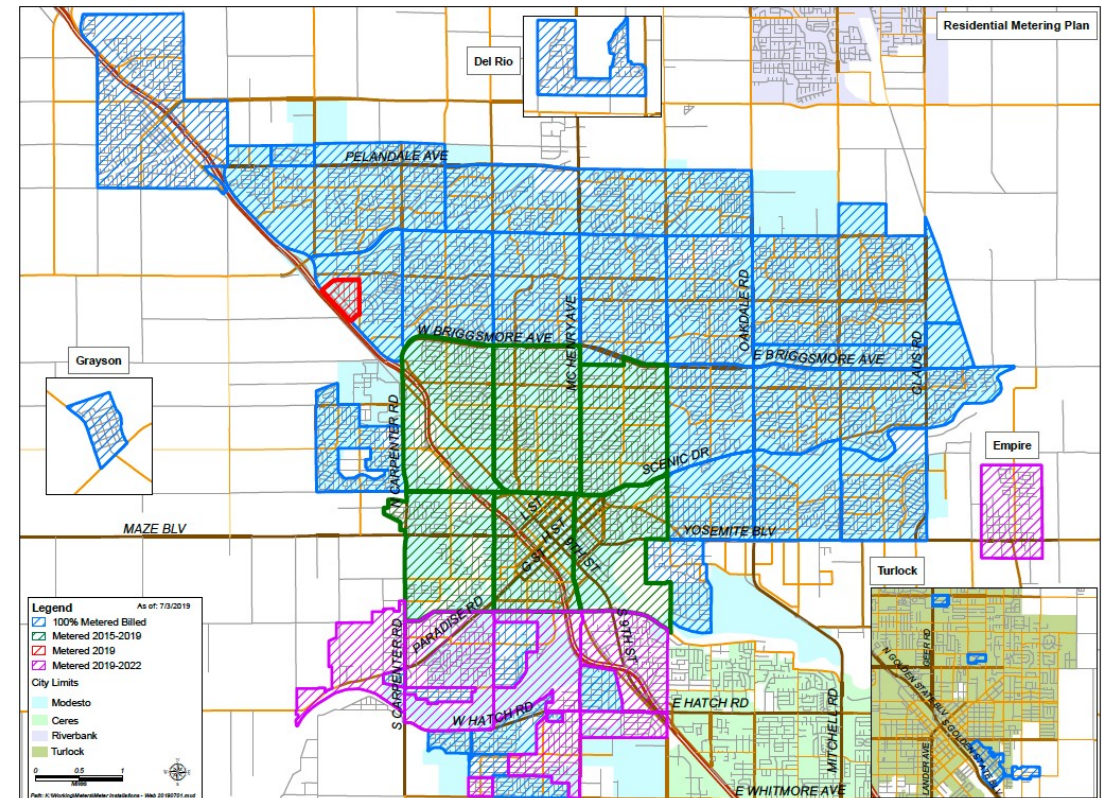
- Target zip codes shared by water district

Budget: \$10,000 investment by City of Modesto

- SOW to match investment 1:1, increasing media spend to \$20,000

Media Mix: City of Modesto has opportunity to prioritize mediums of interest

- TSY team to provide strategic media plan based on City of Modesto inputs and viability



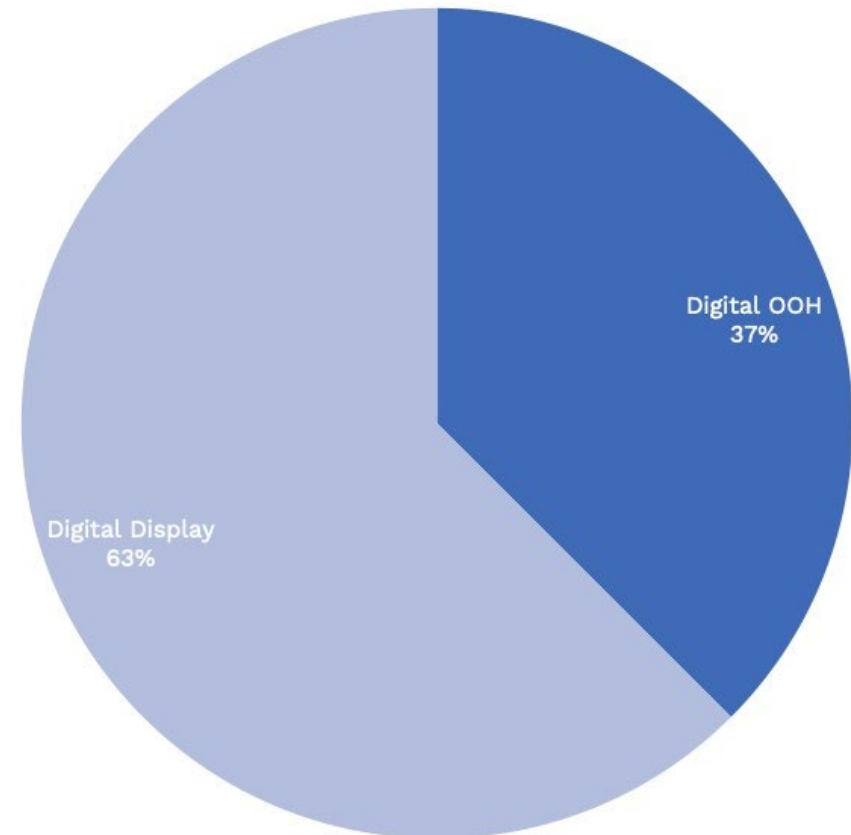


Example Media Plan

Based on information shared by the City of Modesto, TSY team recommended a media plan consisting of **Digital OOH** and **Digital Display**.

RECOMMENDED PROGRAM

- Digital OOH
 - 1 units for 3 periods
 - Placed in high value zip code
- Digital Display
 - Display banner targeted to homeowners in high opportunity zip codes
 - Creative message features yard rebates
 - Drive traffic to Modestogov.com/1659/Water-Rebates





Example Media Buy Summary

By partnering with SOW to leverage their buying power, City of Modesto will receive a substantial return on their investment.

Medium / Partner	Net Investment City Of Modesto	SOW Match (100%)	Total Spend	CPM	Total Imps	Total Value*
DOOH / OUTFRONT	\$3,750	\$3,750	\$7,500	\$3.00	2,500,000	\$10,000
DIGITAL / CAUSAL IQ	\$6,250	\$6,250	\$12,500	\$5.00	2,500,000	\$15,000
TOTAL	\$10,000	\$10,000	\$20,000	\$9.12	5,000,000	\$25,000

*Total value, value ratio and return on investment are not guaranteed until buys are fully negotiated. Amounts included here are estimated and meant to illustrate the value of partnering with SOW.

VALUE RATIO*

2.5



Co-Op Creative Themes

Capitalizing on the launch of Save Our Water's new brand campaign, Co-Op themes will build off of brand awareness with messaging options that align with key PWA objectives.

BRAND CAMPAIGN

TACTICAL CO-OP ASSETS:

PEAK HEAT

Timing: July-October 2023

TACTICAL CO-OP ASSETS:

YARD TRANSFORMATION

(INCL. REBATES)

Timing: October 2023-January 2024



Increased Local Support

Co-Op Benefits:

- Access to SOW buying power and Media Rates
- Creative messaging alignment:
- 100% Media Matching Funds
- Includes creative asset development (# of messages pending investment)

Sample Investments:

Media Budget	100% SOW Media Match	Total Media Budget	Production Added Value	Total Program Value
\$25,000	\$25,000	\$50,000	Includes 2 sets of creative executions (\$5,000 value covered by SOW)	\$55,000 (+120%)
\$100,000	\$100,000	\$200,000	Includes 3 sets of creative executions (\$7,500 value covered by SOW)	\$207,500 (+115%)



Next Steps & Timing

**SURVEY OF
INTEREST**

WK MARCH 6

**PROGRAM
DEVELOPMENT**

APRIL & MAY

**PROGRAM
LAUNCH**

JUNE

Q&A

