

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



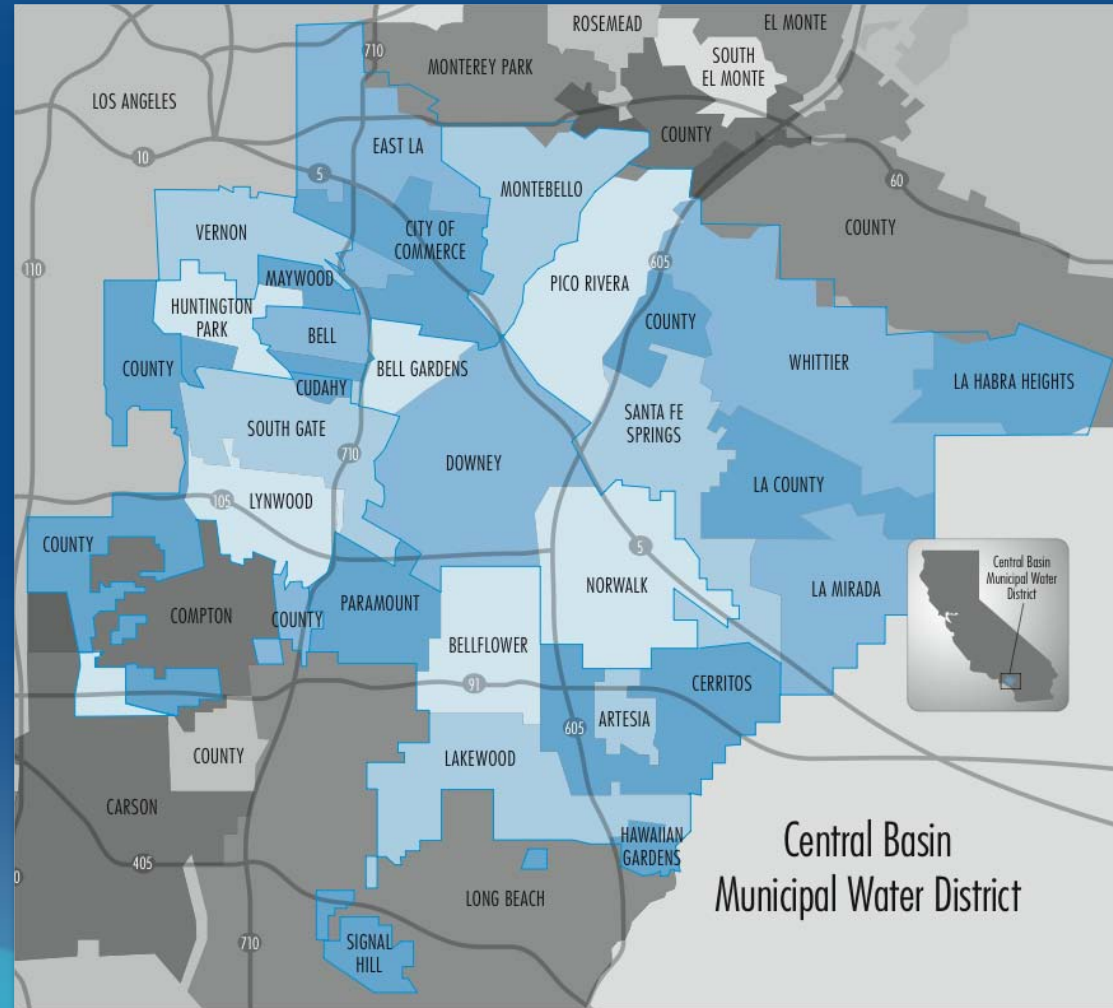


Shut Your Tap! Water Conservation Campaign

Using Social Marketing
in Conservation
Planning

The Central Basin Service Area

- 24 Cities
- 2 Million People
- 78% Spanish-Speaking



California's Drought





Shut Your Tap! Campaign Goals

- Promote water conservation as a way of life
- Effectively reach diverse, multilingual audiences
- Unify 24 cities under a single collaborative program
- Combine traditional outreach strategies with social media to reach a broader audience



Timeline

- **Phase 1: Fall 2008**
 - Develop program website & collateral
 - Contact Cities & Retailers
 - Identify program partners
- **Phase 2: Spring 2009**
 - Official Campaign Launch
 - Schedule Monthly Roundtables
 - Conservation Ordinance Task Force
 - Introduce Social Marketing ←

Campaign Website

www.shutyourtap.org

www.cierresullave.org



Key Elements:

- Drought Updates
- Get Involved
- Events/Workshops
- Free Resources



Collateral Portfolio



California is in a Water Shortage
City of Signal Hill

CONSERVE WATER TODAY!

Date: _____

Dear Neighbor,
We've notice excessive use of water as indicated below:

- Your sprinklers are watering the pavement. Please adjust sprinklers heads to prevent overspray & runoff.
- Your sprinklers are on during days not allowed. Allowed outdoor water days are:
Sunday Monday
Tuesday Wednesday Thursday
Friday Saturday
- Your sprinklers are on during daytime hours. Please water only before _____ and after _____ to reduce water loss from evaporation and wind.
- Broken sprinkler - irrigation system leak. Please make repairs right away.

See reverse side for more water conservation tips.




**JOIN THE MOVEMENT
CONSERVE WATER!**

- Use a broom instead of a hose
- Limit landscape watering days
- Avoid water runoff
- Fix leaks

Follow Your Local Water Ordinance, California is in a Drought

For more tips visit:
www.centralbasin.org

A message by:   



California is in a Water Shortage

WATER CONSERVATION TIPS

DID YOU KNOW?

- California is experiencing its fourth straight year of below average rainfall
- Colorado River is experiencing its eighth year of drought conditions
- We are using our reserves to supply everyday water

WHAT YOU CAN DO

-  Fix a leaky faucet. Save 20 gallons of water a day!
-  Fix a leaky sprinkler system and broken sprinkler heads. Save 500 gallons of water a month!
-  Use a broom instead of a hose to clean your driveway and sidewalks. Save 150 gallons per cleaning!
-  Take shorter showers. Save 5 gallons of water a day!
-  Turn off the water when you brush your teeth. Save 3 gallons of water a day!
-  Install a new high-efficiency clothes washer. Reduce energy costs by 50%!
-  Wash only full loads of laundry. Save 15 to 50 gallons per load!

For additional tips, water conservation rebates, and a wealth of water information, visit www.centralbasin.org. Talk to your family and friends about saving water. If everyone does a little, we all benefit a lot.

- Order Form:
- Door Hangers
 - Bill Inserts
 - Fact Sheets
 - Public Service Announcements
 - Newspaper Ad's



SHUT YOUR TAP!

California is in a drought. So conservation get more water. It's important we do what we can to conserve.

Save Water - and money!

Consumer Savings

- 2-3 gallons per minute
- 2-3 gallons per minute
- 2-3 gallons per minute

20-25 gallons per day
10-20 gallons per month
10-20 gallons per day

www.centralbasin.org



Regional Campaign



Norwalk
Aug 5, 2008



South Gate
Aug 26, 2008



Bell
Sep 8, 2008



Montebello
Sep 10, 2008



Commerce
Sep 16, 2008



Monterey Park
Sep 17, 2008



Bell Gardens
Sep 22, 2008



Hawaiian Gardens
Sep 23, 2008



Pico Rivera
Sep 23, 2008



Santa Fe Springs
Oct 9, 2008



Maywood
Oct 14, 2008



La Mirada
Oct 14, 2008



Huntington Park
Nov 17, 2008



Carson
Nov 18, 2008



Bellflower
Nov 24, 2008



Vernon
Dec 1, 2008



Paramount
Dec 2, 2008



Artesia
Dec 8, 2008



Signal Hill
Dec 9, 2008



Cerritos
Dec 11, 2008



Lynwood
Jan 6, 2009



Downey
Jan 13, 2009



Lakewood
Jan 27, 2009



Cudahy
Feb 3, 2009



Whittier
Feb 10, 2009



La Habra Heights
May 14, 2009

Water Awareness Month: May 2009

- LA County Board of Supervisor's declared ***"Shut Your Tap! Day"***
- TV Cable Announcements
- Email Blasts
- Water Cooler Blog





Water Ordinance Task Force

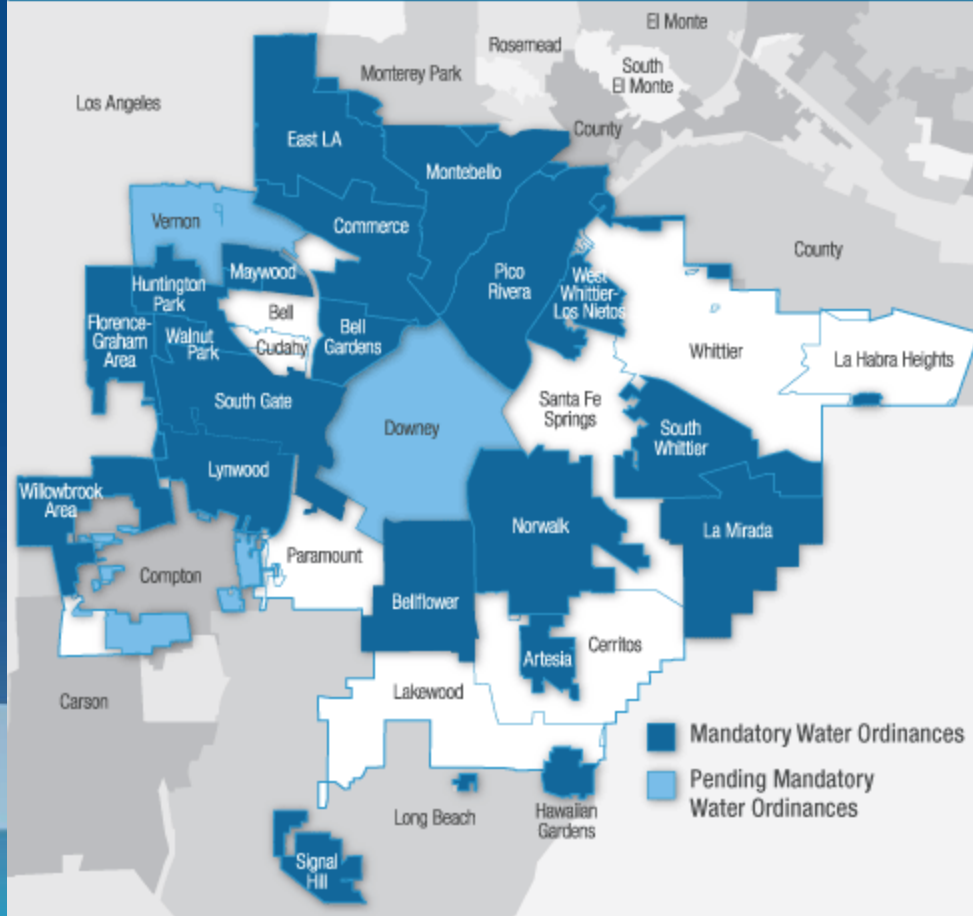
- Developed April 2009
- Objectives
 - Provide assistance to cities
 - Unify cities and retailers
- Tool Kit
 - Ready-to-Adopt and Sample Ordinances
 - Staff Report Template
 - AB 1881: Mandated Landscape Ordinance 2010



Online Ordinance Map



What Shade of Blue are You?



Congratulations to Our Cities!

- Mandatory Water Conservation Ordinance Adoption
- Email blasts to stakeholders
- Link to Service Area Map
- “Join the Movement!”



Join the Movement Today!

SHUT YOUR TAP!

Congratulations to the **City of La Mirada** for adopting a mandatory water conservation ordinance.

Central Basin Municipal Water District is working together with 24 cities to increase water conservation efforts.

Click here: www.shutyourtap.org/congratulations for more information on the "Shut Your Tap!" Campaign.

12 cities have adopted a mandatory water-use restriction ordinance.

4 cities pending mandatory water-use restriction ordinance.

Social Media: Find Your Focus

- **Twitter**
- **Blog**
- **Facebook***

- Three Most Popular Sites
- Constant Daily Activity
- Achieve Higher Rankings with Search Engines



Subscribe
to CB News



Water Cooler Blog

- Launched January 2008
- Water News: shape the message through articles
- Agency Updates: establish “personality”
- Terms of Use Important
- Consider Staff Time!



1 Comment

dave Says:

June 23rd, 2009 at 7:55 am (Reply)

Here's a green road to travel

A typical car wash lasting 10 minutes uses approximately 100 gallons of water. What if we could conserve hundreds of gallons of water in one week. Go to a local car wash that uses recycled water or use an eco-friendly waterless car wash.

It takes only 15 minutes, is effective and uses no water



Twitter

- Launched July 2009
- Requires Less Staff Time
- Ideal Customer Service Tool
- Followers Increase Daily:
 - Elected Officials
 - Cities & Government Agencies
 - Water Retailers
 - WaterSmart Innovations 09
 - *and more!*





Building a Following

- Promotional items
(i.e. magnets and lapel pins)
- Use existing channels
(i.e. email signatures, business cards)
- Host “How-To” Workshops
- Participate on existing blogs
- Host contests to build “buzz” and increase participation
- *Remember to cross-promote your social media!*





Central Basin
Municipal Water District



Thank you for Shutting Your Tap!

For more information:

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