

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Water: Do More with Less

Engaging Citizens in Water Awareness

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Presentation Overview

- Program sponsors
 - MWDOC, Family of O.C. Water Agencies
- Existing outreach efforts
- Program development, implementation
- Guest comments
- Campaign results
- Lessons learned
- Potential enhancements



Municipal Water District of Orange County

- **Who is MWDOC?**
 - Wholesale water supplier, resource planning agency
 - Service area – Orange County, CA
 - 2.3 million residents
 - 28 member agencies
 - 26 retail water agencies/cities
 - 1 private water co.
 - 1 groundwater management agency
 - Purchase imported water from Metropolitan Water District of Southern California
 - Third largest member agency
 - CRA, SWP



Family of Orange County Water Agencies

- **The Family of Orange County Water Agencies**
 - Partnership
- **Partnership objectives**
 - Provide a unified voice
 - Disseminate messages regionally yet maintain local control
- **MWDOC's role**
 - Coordinate with MWD and O.C. agencies
 - Lead messaging workshops, facilitate info sharing

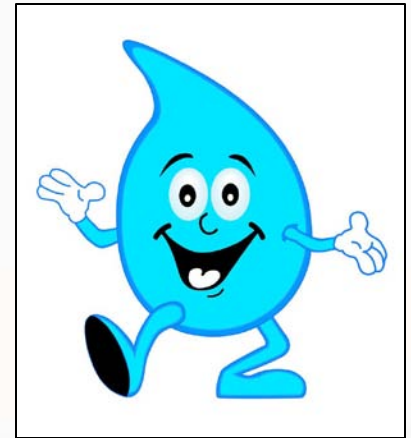


Existing Outreach Efforts



MWDOC Water Education School Program

- Program began in 1976 – 34 years
- More than 3 million students reached
- Partnership with Discovery Science Ctr.
- Assembly-style & in-class presentations
 - For grades K-6
 - Grade specific
 - CA science standards-based
- Mascot “Ricki the Rambunctious Raindrop”
- Students consider careers in water!



O.C. Water Hero Program

- Program began in 2007 – 3 years
- Partnership with Orange County WD
- Students pledge to save 20 gallons per day – get prizes
 - Makes saving water fun!
 - Water Hero kit
- Engages the whole family in water conservation
- Teach parents through their children
- More than 13,000 participants
- Superhero component to involve parents



Community Education and Outreach

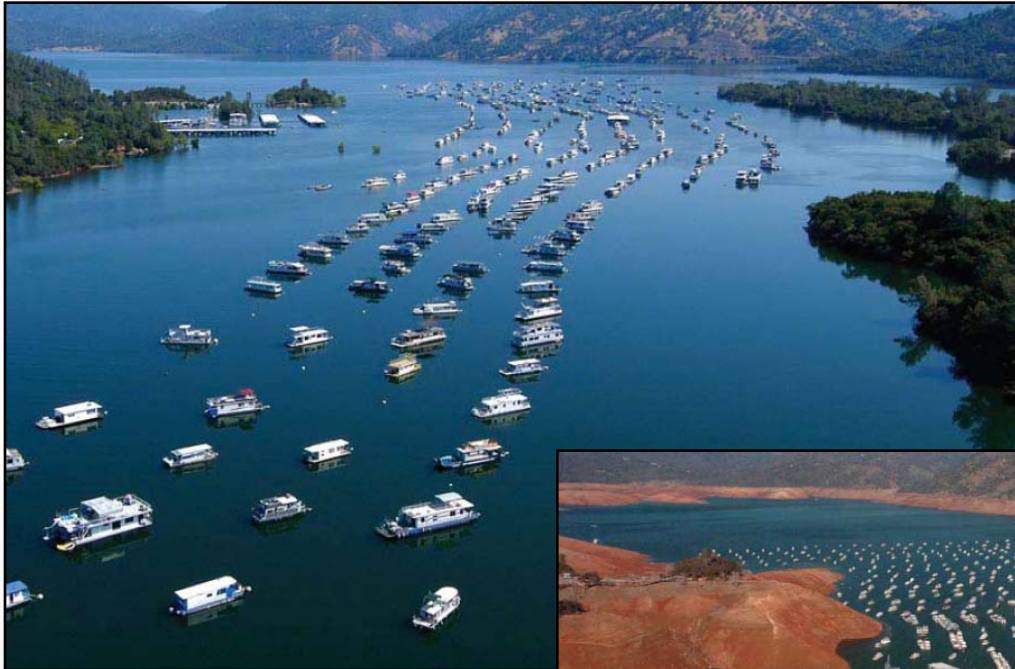
- Poster/Slogan Contest
- Website – *new!*
- eCurrents newsletter
- O.C. Water Summit
- Water policy dinners
- Public service announcements
- Water facility Inspection trips
- Magazine and newspaper articles
 - Live OC
 - Sunset magazine



2009: Reservoirs Rapidly Depleting, Water Supply Allocations



Lake Oroville



June 2005

February 2008



Diamond Valley Lake



June 2005

July 2008



Need to do more!



Campaign Development

- **Met with Family of Orange County Water Agencies**
 - Each agency doing different outreach activities
 - Using different messages
 - Desire to do more, but lack of resources
- **Development of regional conservation message**
 - Positive
 - Emphasis on long-term change
 - Customizable
 - Agreement from everyone



WATER: DO MORE WITH LESS



Campaign Development

- Strategic, countywide communication plan
- Goals:
 - Raise awareness of water as an issue, the Delta
 - Increase water use efficiency → meet allocation levels
 - Foster long-term change
- Key strategies employed:
 - Develop strategic partnerships
 - Augment member agencies' efforts
 - Focus on “guerilla marketing”



How It Works

- Organizations and businesses include the “Water: Do More with Less” tagline in outreach efforts
- Increase frequency and reach - unexpected places
 - Reach new audiences
- Focus on our water supply, simple things everyone can do to be more efficient
- Voluntary, no financial commitment



Strategic Partners

- Hurley
- Volcom
- Project Save Our Surf
- Discovery Science Center
- Inside the Outdoors
- Orange County Department of Education - WIN
- Live OC
- Sunset Magazine
- Jamba Juice
- Paul Mitchell



DISCOVERY
SCIENCE CENTER

Hurley)(



WILLIAM M. HABERMEHL
County Superintendent of Schools



NURTURING
A NATURAL
CURIOSITY



Sunset
LIVING IN THE WEST



PAUL MITCHELL



Implementation

- **Team W.A.T.E.R.**
 - Team of paid interns
- **Comprehensive 2-day training program**
 - Water supply situation
 - Delta – conveyance issues
 - Water sources
 - Water use efficiency
 - Desalination
- **TEST!**



Implementation

- Staffed events throughout O.C. from June 2009 – present, including...
 - O.C. Fair
 - Hurley US Open of Surfing
 - Fountain Valley Summerfest
 - San Clemente Ocean Festival
 - Assmbly. Solorio Open House
- At the booth:
 - Giveaway items
 - Trivia questions
 - Conservation materials



Team WATER Trivia

- How many gallons of water does it take to produce one pound of wool/cotton?



Team WATER Trivia

- On average, O.C. residents use how many gallons of water per day?



Press event with Hurley and H.B.



http://www.youtube.com/watch?v=za0qwgCrzxQ&feature=channel_page



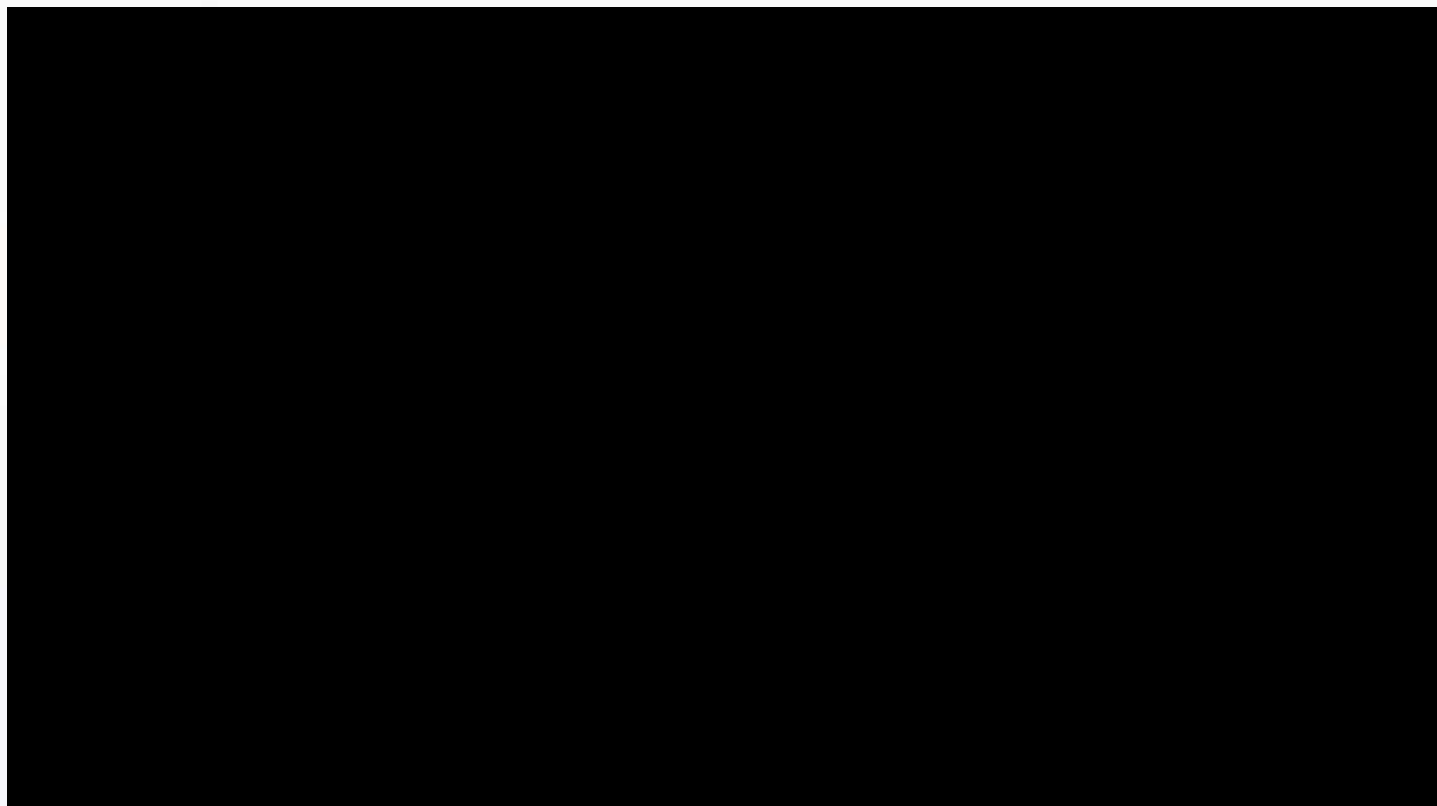
Press event with Hurley and H.B.



Rob Machado at MWDOC/H.B. booth



Rob Machado PSA



Surfboards in the Sand



“Water: Do more with less”



What Makes this Program Unique?

- Goal: engage instead of inform
- Audience: all ages, esp. young adults
- Messengers: student interns
- Message: *Do More with Less*
- Methodology: strategic partnerships, messages in unexpected places, back to basics
- Partners: non-traditional



Guest Comments

- Many questions about:
 - Rebates
 - Allocations
 - Ordinances
- Some questions about:
 - Where our water comes from
 - Who is MWDOC/What do we do?
 - Water rates
 - Conflicting watering schedules/restrictions
 - Issues covered in local media



Guest Comments

- Excited to tell us what they do to save water
- Desalination - wanting us to do it sooner
- Mention Ricki, School Program, Water Hero Program – very positive
- Glad to see us there and wanted to know why we weren't doing more outreach!



Campaign Results

- Summer 2009: Discussed water with more than 17,000 people
- Joint press event - more than 500 in attendance
- Several thousand O.C. Water Hero kits distributed
- Distributed tens of thousands of conservation literature and giveaway items
- MWDOC Allocation target: 8%
 - Retail water demand down 15%!
(July-Sept., 2009)



Lessons Learned

- Training for team W.A.T.E.R. interns was comprehensive and appropriate
- Staffing levels were functional (2 min.)
- Prize wheel - generated attention /excitement
- Trivia questions - engaged guests, facilitated dialogue
- Giveaway items - attract guests
- Face to face interaction is KEY



Potential Program Enhancements

- Photos of reservoirs and storage levels
- Map of California's water system
- Models of irrigation system hardware/devices
- Interactive activity for guests of all ages, esp. kids
- More handouts on easy water saving practices
- Info available re. local utilities



Questions? Thank you!

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