



# SAVE OUR WATER CAMPAIGN

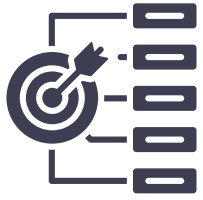
Water Conservation Messaging Highlights

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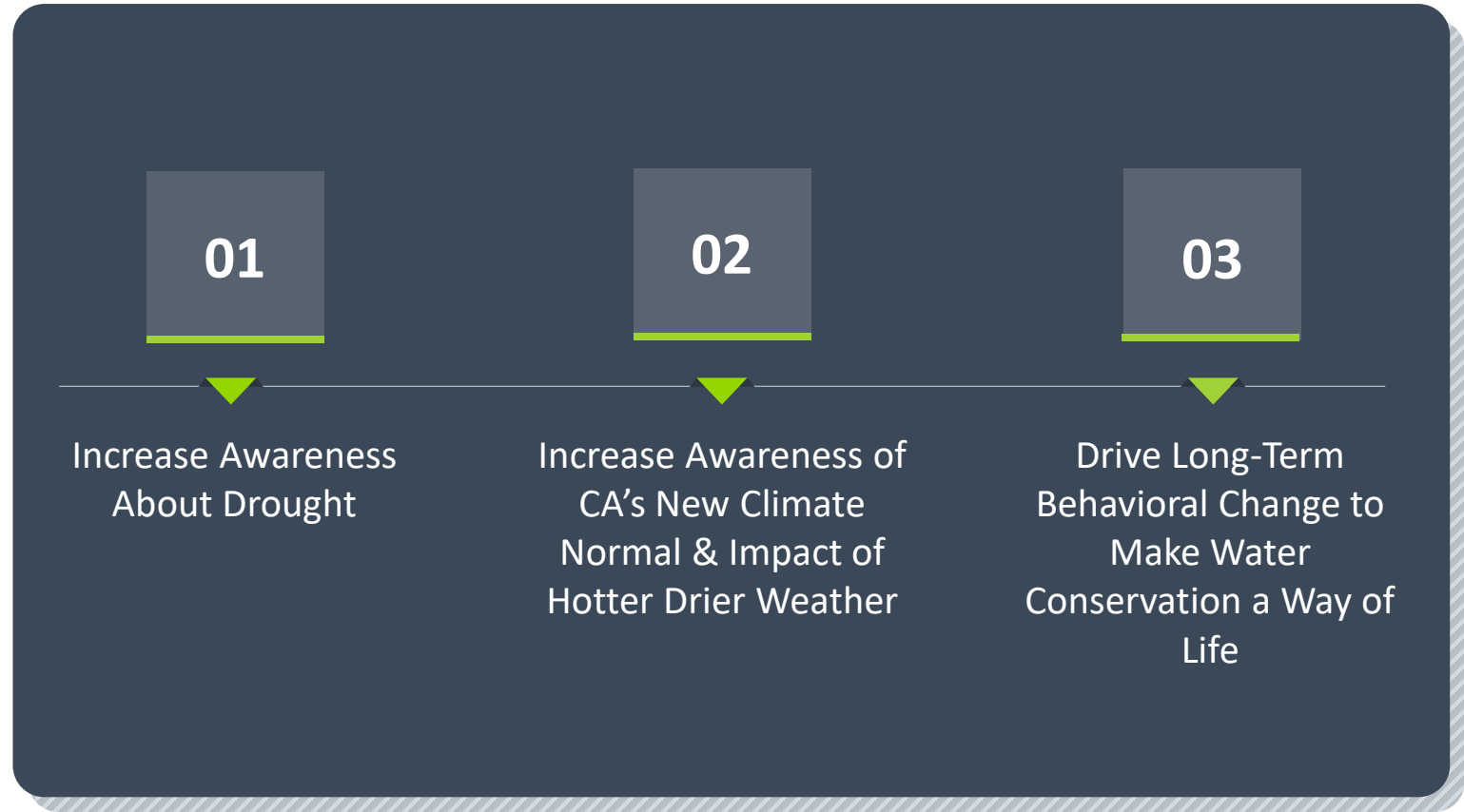
*Prepared for:* Water Quality Coordinating Council (WQCC) Annual Meeting

*Date:* October 28, 2022

**SAVE OUR  
WATER**



# PHASED OBJECTIVES



# PHASE 1: INCREASE DROUGHT AWARENESS

## 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 influence and assist parents, in addition to implementing their own water savings.

## Findings

### July 2021:

- 72%: Drought has affected water usage
- 11%: Water/drought is an important issue
- 57%: Can do more to save water (emphasis ages 18-24)
- 55%: Value conservation for future
  - 50% motivated by not being wasteful
  - 47% motivated by being responsible

### February 2022:

- Awareness of drought slipped – October and December storms
- 44%: Can do more to save water
- Most don’t know how much water they use

**PREFERRED MESSAGERS:**  
Local Water Managers

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## SAMPLE DROUGHT AWARENESS CONTENT



# PHASE 2: CLIMATE REALITY / CONSERVATION

## Target Audiences



### Single-Family Homeowners with Yards

Mix of ages, gender and ethnicity



### High Urban Use Zip Codes & Disadvantaged Communities (DACs)

Residents with and without yards;  
Conducted in English and Spanish

## Findings

### May 2022:

- 7%: Water supply is a top issue
- Majority views drought as cyclical
- 91%: Actively trying to cut back water use
- Majority are doing it for their kids, family, community – it's the right thing to do

### August 2022:

- 10%: Water supply is a top issue
- Outdoor watering has not decreased since May
- Two-thirds have favorable opinion of rebates, but “turf replacement” causes confusion
- Messages that focus on the benefits of drought resistant landscaping, rather than the drawbacks of lawns, are better received

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## SAMPLE URGENCY MESSAGES



Out of Home



Digital



Place Based

Bill Inserts

**SAVE WATER. SAVE CALIFORNIA.**

Let's make saving water a way of life in California.

Try these water wise habits in your yard to help save our water.

- 🎯 Set a timer while watering your garden
- 🌿 Place mulch around your plants and trees
- 🧹 Use a broom to clean your patio and driveway instead of the hose

Find more ways to save water inside and outside the home at [SAVE OUR WATER.com](http://SAVEOURWATER.com)

# PHASE 3: LONGTERM BEHAVIORAL CHANGE

## Target Audiences

### Areas Lagging on Conservation

Residents with and without lawns; Residents who speak English and Spanish



## Findings

### October 2022:

- Participants highly aware of state's changing climate; weather is getting hotter and drier
- Still feeling lack of urgency
- Conserving water already seen as a way of life
- Many express crisis fatigue
- Business and Ag have responsibility to conserve
- Messages about shared responsibility, we are all in this together resonated well.
- Residents could benefit from information about their current and recommended water usage
- Colorful drought tolerant landscaping is presumed to be labor intensive and/or expensive to maintain.

# CORE PHASE 3 MESSAGING CONCEPTS

01

Further shift perceptions away from drought being cyclical and continue to build greater understanding of **California's year-round hotter drier climate.**

02

Increase awareness, support, and adoption of **water saving measures** that Californians can take, with an emphasis on **yard transformation.**





# LOCAL ENGAGEMENT



## *Supporting Regional Approach*

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