

# Development & Implementation of Drought Related Messaging

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# Today's Agenda

- **MWDOC and the Family of Orange County Water Agencies**
- **Drought Related Messaging Goals**
- **Developing a Communications Plan**
- **Marketing & Communications Strategy**
- **Tactics to consider**
- **Metrics**
- **Questions**



# Municipal Water District of Orange County & the Family of Orange County Water Agencies

- **Who we are**
  - Wholesale water supplier and resource planning agency
  - Third largest member agency of Metropolitan Water District of Southern California
  - Service area:
    - 600 square miles, 2.2 million residents
      - Includes all of Orange County except Santa Ana, Anaheim and Fullerton
  - 28 client agencies:
    - 14 cities
    - 11 water districts
    - 1 groundwater management agency
    - 1 community service district
    - 1 private water company
  - Governed by seven-member Board of Directors, elected by the public



# Drought-related Communications ≠ Crisis Communications



## Regional Messaging Goals

- Be sustainable for the long term
- Be Positive
- Be able to customize at the retail agency level
- Focus on water-use efficiency, **NOT** conservation
- Build a brand related to reliability and sound resource stewardship
- Be weather-resistant
- Be affordable



# Communications Plan

- Regional messaging goals
- Determine appropriate marketing strategy
- Include readily accessible tactics
- Incorporate brand centric concept
- Budget
- Metrics
- Timeline



# Marketing Strategy

- The right tool for the right job!
- Guerilla Marketing
  - Unconventional system of promotions
  - Relies on time, energy and imagination
    - Minimal budgeting requirements
  - Unexpected
  - Unconventional
  - Interactive



# Tactics

- **Develop Private – Public Partnerships**
  - Use their marketing resources to expand reach and frequency
  - Regional messaging in unexpected places
  - Tie into sustainability and reliability initiatives
  - Focus on sound, resource stewardship
  - Share brand wealth
- **Community Outreach**
  - Face to face interaction
  - Present and visible in the community at all levels
- **Social Media**
  - Appropriate Channels





# Metrics

- **Water Demands**
  - Achieving water demand milestones for the expected timeframe
- **Public Sentiment**
  - Comments
  - Social media posting and interactions
  - Partnership engagement
  - Increased value for water
  - Polling
- **Public Behavior**
  - Increased rebate participation
  - Long term behavior changes





**WATER: DO MORE WITH LESS**



# QUESTIONS?

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