What is the goal of MWD in regards to the drought?

Website 🡪 Information about conservation, etc.

What is the process of putting that information together? And how do you decide which is the best way to get that information out to the public?

Govt relations 🡪 interact with elected officials., understand dynamics of responsibilities (MWD don’t set planning goals, no zoning, mission is to serve 6 counties of South.CA 🡪 supplemental water supplies 🡪 85 years ago, form entitiy that will build aqueduct from Colorado to SCA, don’t want to buy it all the time beause I haveit, but it’s there when I need it) of MWD. Appealing to intellect so they know nuts and bolts and sprinkle real life situations, lack of water, and lack of high quality water impact people’s lives and jobs.

Competing interest with environmentalists. Jobs for farmers. Water for fish. Elected officials are Latinos. Can’t be direct. Let audience make own conclusion, lead the audience.

Share reality of the drought, situation, limitations, consequences as result of limited supply (employment, rationing), finding the balance

Save water 🡪 boss vs. governor. 2 years going through serious consideration where water is going to have to destricted. Drought off and on for 5 years, but we had supply. 2 years since we had to ask people to conserve at a ceratin rate.

SouthCA 🡪 maintain vigilance to conserve. Turn off the light reminder. That level to communicate with gen public is always there, regardless of water levels, etc.

When water is limited? What is the next level? 🡪 sharing with gen public, reality of limited supply 🡪 more technical than conveying a message because of technical aspects

Visuals

Pictures of res, supply is limited

If no response 🡪 (by consumption) state doesn’t know consumption, they know production

Consumption vs. production (what agency generates to sell)

Big res in the North, moves through the system, deposited throughout the state res, etc.

State doesn’t know why agencies are asking for that water, could be selling, could be power, could be water in ground for grow

You only know from consumers 🡪 gage in terms of production, if the message is resonating people use less

RC water 🡪 bill insert 1. Reminder 2. Red ink, drought landscape, cracked dry land, (can lose impact based on volume)

Amber alert 🡪 severe drought , rent them to put on regular streets, not just on freeways,

the board starts talking, talk restrictions, what are restrictions? Don’t turn off the valve, use cost incentives, tell member agencies, you buy 100 buckets, I’m going to sell you 15 at a premium, disinsentive, incentive them to buy fewer,

Then they decide to go conservation (first level), visuals (second level),

Pictures in the paper, show drought landscape,

First conservation message is reminder

Visuals = cracked terrain, dry landscape, cautious in use of visuals such as these

Different communities have different

Gov. Brown 🡪 talking, telling people about supplies being limited, can’t control rain, can’t control water, ball and , visited parts of state, gaged it, warned about water, voluntary mark, if mark not met, he will make mandatory water etc.

25% for all of Southern CA 🡪 MWD 55% of water

Fines if you don’t conserve, SC has conserved 27%

Next level gov. brown 🡪

Tier rate consumption 🡪 3rd level = penalization

If the drought continues?

Gov. Brown 🡪 will have to start fining

MWD might have to cut more restrictions

Local community will have to ramp up fees with rates

Research  
Univision 🡪 ranking water and water related jobs  
get an idea of how to approach latino groups. Focus group,

MWD🡪 supplemental history 🡪 moved to primary source, don’t set policies, one main responsibility, figure out how to get water to agency, need to get elected official know that MWD isn’t part of planning and zoning, mission is to respond to demand,

Can influence with the message, use the message to incorporate when making decision on local/county level

Facts 🡪 water supply is limited, this is the situation under environmental lens, compete with special interest groups (builders, take facts to use them to advantage to prove their point)

We have a long term plan. These are our obstacles, help us realize these, put this aside, help us conserve, etc.

Maintain economy 🡪 sustain community with water supply, sustains quality of life under current living habits, 100 gallons living habit but you can do with 80 🡪 elected official decides if it’s impacted at 100, 80 or less

MWD🡪 Have enough at X amount, official decides if it’s an impact or not

I’m not a regular lobbyist, I’m a good/cool lobbyist.

Never will go beyond limit allocated.

What do these presentations look like?

Visuals 🡪 commercials 🡪 kids and elderly (pathos)

Care most about? Kids and old people 🡪 if things are good, first worry is mom/dad, and the kids

Parents, grandparents, parents, and children

Visuals that best resonate show that kids are aware of things 🡪 Not what you say, but what you do

Kids are aware when parents save water, and that grandparents are wiser

Elderly with kids (focus group success) 🡪 caring for environment 🡪 visual/commercial

Care for California. Obvious directed at CA.

Brushing their teeth, grandparent/parent turn off water

Ethnic groups 🡪 Japanese community = recognized as   
hardware store, bonsai trees, son is going to hose down sidewalk, elderly father shuts off the water/valve 🡪 throws a broom, use the broom,

Incorporate ethnic groups

to know their audience

Commercials on website

Give it a turn (Spanish campaign)

Who works the land the best? 🡪 Latinos as environmentalists. Picks the crops. Out of the ground is the food we eat. “Our restrictions of water, not all of it, related to fish.”

Presentation? 🡪 Who cares about the fish? In English yes, not in Spanish. Not anti environment. Latinos are more connected to environment more manual labor. Not as a stereotype but just suggest a relationship to the land as a worker. Never been voiced in general public saying.