

Outreach and Communications for the Drought

Board of Directors
January 13, 2022

Item #5A



Conditions in the Southwest

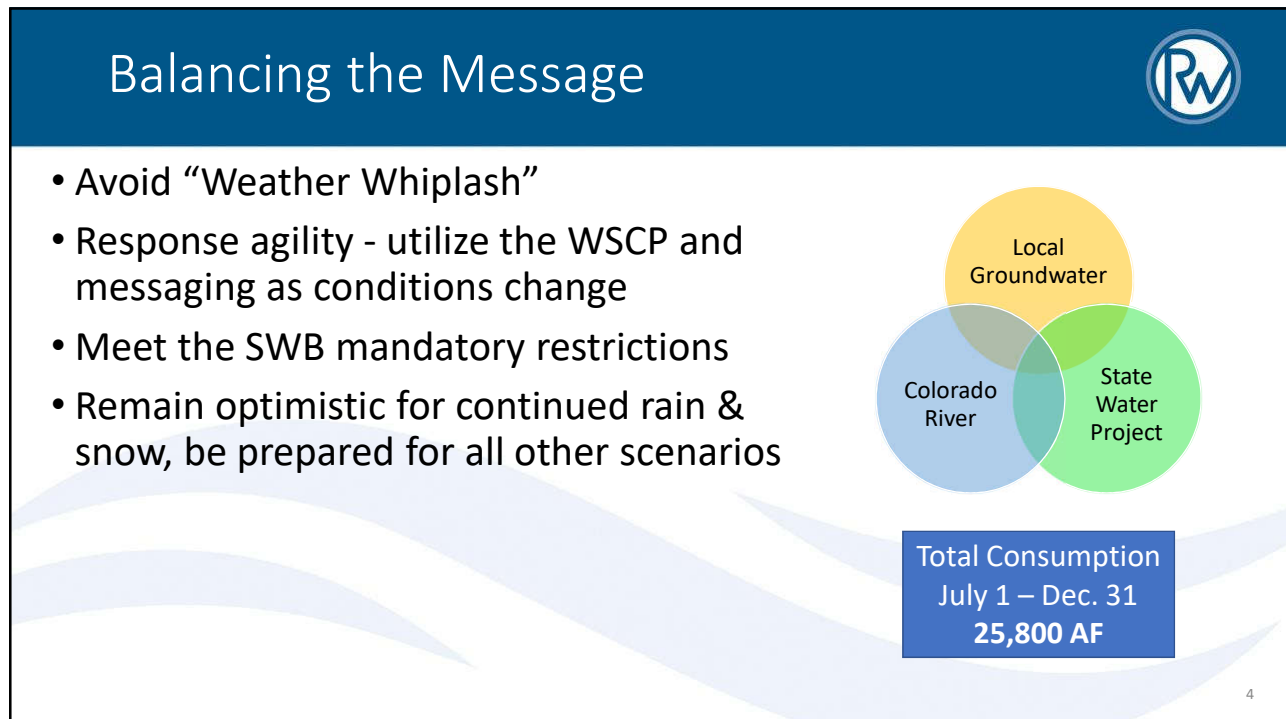
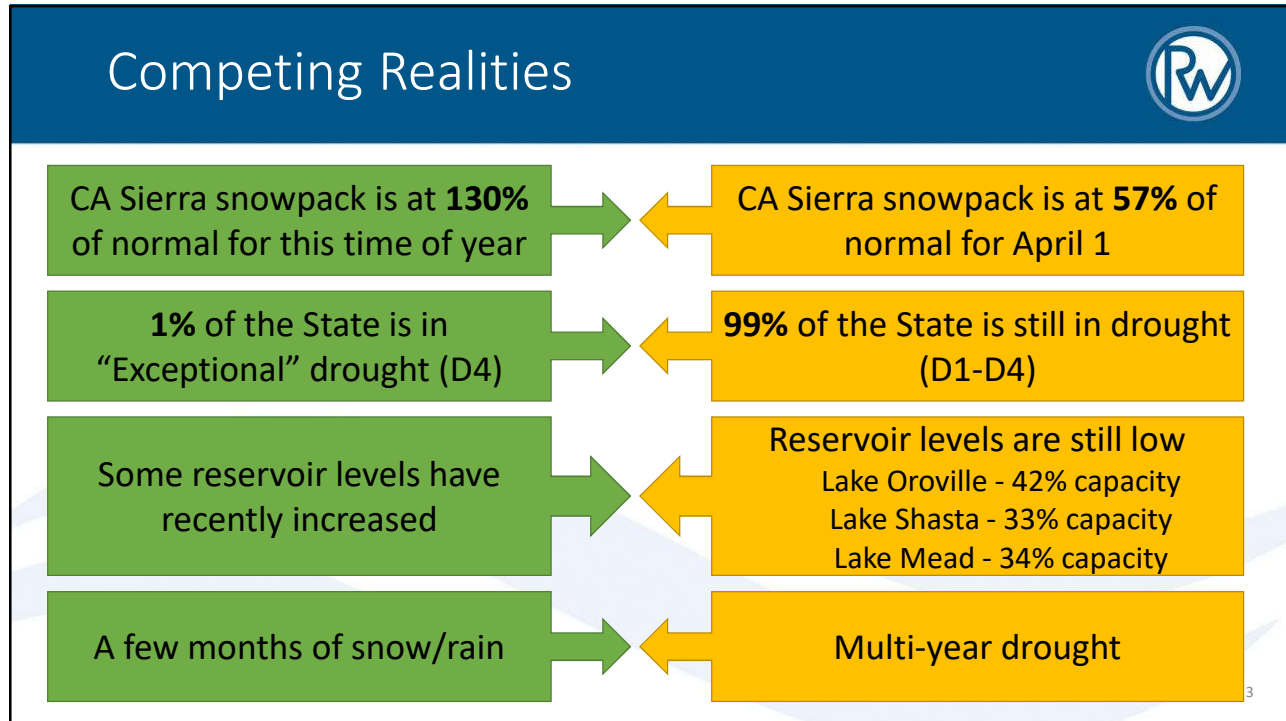


Short Term



Long Term





The Audience is Listening



- Program objectives
 - Reduce demand
 - Educate about the drought
 - Relay the importance of conservation and investments in water supply reliability
- An audience of influencers

Elected officials (local, regional, state, and federal)

Legislative staff (local, regional, state, and federal)

Residential customers

Business community

Agricultural community

Education community

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Messaging the Drought



- Tagline remains
 - “Save Today to Protect Tomorrow. No Water Wasted.”
- Educating the public
 - Check your water – MyWaterTracker, fix leaks, check sprinklers
 - What is a drought? How can the rainfall help (not end) the drought?
 - Where does Rancho Water’s water supply come from?
 - What does “moving to Stage 3b” mean? Restrictions, tier budget changes, how it aligns with other neighbor agencies.

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Drought Outreach Plan



- Working from an overarching Drought Outreach Plan to guide communications and messaging

2022 Drought Outreach Plan (DRAFT)

Overview

Customer Outreach Network has delivered a strategic emergency plan for all of California and...
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Key Messages

The goal of the drought outreach campaign is to educate customers on all...
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Outreach & Timeline

Date	Communications Item
1/4/22	• State Water Board meeting to discuss emergency regulations
1/19/22	• Drop Journey of Water video on social, TV, website
1/13/22	• Board of Directors consider moving to Stage 3 • Bancho Water mandatory restrictions in place • Launch new "Your Water" webpage with flow leading to water data page • Drought page updated with Stage 3a info & new graphics
1/14/22	• Press release drops about Stage 3a, emergency regulations, mandatory restrictions • FAQs set to toolbar with drought info • Send bill insert to IRISland for 1/22 cycle
1/17/22	• Drop About that Drought! Check Your Water
1/18/22	• Maricopa City Council presentation (5pm) • E-mail to customers with link to RW, About that Drought, Check Your Water, Journey of Water, WWS, and new "Your Water" webpage
2/10/22	• Drop About that Drought! Hasn't it Rained Enough?
2/25/22	• Temecula City Council presentation (7pm) • 1st bill insert drops (others on 2/1, 2/8, 2/15) • Pop up on account page about Stage 3a
2/4/22	• Signage at Temecula Valley Players "Cher" performances (2/4-2/13)
3/9/22	• Temecula Chamber "In the Know" meeting (8am) • Bidsvale HOA Board Meeting presentation (5:30pm)
3/10/22	• Drop About that Drought! Hasn't it Rained Enough?

• Key Messages

Customers in their communities can help reduce water usage by staying hydrated and...
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Who are we talking to?

- Customers
- Employees
- Community
- Government
- Education
- Media

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Coordination with the City of Temecula, City of Murietta, and the County of Riverside

- Meet with staff
- City Council presentations
- Send information looking letter on drought situation
- Include city staff on outreach
- Send drought updates relevant materials that can be used in their parks, etc.
- Share information on their social media sites
- Sign on properties

Direct Mail

- Letter to stakeholders offering presentations about the situation (City Councils, Chambers, Boards, etc.)
- Bill inserts to all customers with drought update
- Envelope wrap
- Update letter to stakeholders/customers (as needed)
- Letters to all customers (as needed/usage changes)

Workshops/Presentations

- HOA presentations (ongoing)
- Community groups (ongoing)
- Library presentations (ongoing)
- Farmers markets or other community events

Media Outreach

- Press releases
- Op Eds from Board President

Joint Campaign Partnerships

- Media advertisements (ongoing)
- Bill inserts?
- Event coordination (ongoing)

Collateral materials

- Develop a pocket information card for field staff and to have at events
- Develop a one page with information for customers
- FAQ document

Spreading the Word



- Partnering with the cities, county, HOAs, chambers, and other agencies to get the message out
- Educational videos
- School partnership
- Public workshops
- Communications
- Collateral



Outreach Timeline



- Now through March (Stage 3b tier reductions in place March 15)
- Next two weeks
 - Presentations given to city councils
 - Videos begin dropping on YouTube, social media, and website
 - Reimagined “MyWaterHub” webpage launches
 - FAQs available to staff & customers
 - Bill inserts, account page pop-up, and e-newsletter delivered to customers



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Outreach Timeline



- February
 - Public virtual workshop for locating and fixing leaks
 - Presentations to HOA groups and chambers
 - School video completed and distributed
- March
 - Social media campaign
 - Previous efforts continue (workshops, videos, newsletters, presentations)
 - Public surveyed again to re-gauge drought awareness
 - Additional advertising considered depending on survey results and available funding

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