



# Communications Update

May 19, 2021



# Drought Communications & Outreach Overview

- Communication Goals
- Direct-to-Customers
- Stakeholder Engagement and Partnerships
- Digital Outreach: Social Media and Website
- Advertising Campaign
- Media Coverage
- New Community Engagement Programs
- Next Steps



# Communications Goals

- Clear, consistent, compelling messaging to raise awareness and change behavior
- Provide our community with the knowledge and resources needed to reduce their water use.
- Reach a broad audience on a variety of platforms: Direct-to-customers; social media; website; media; advertising; signage and collateral; community partnerships and engagement.
- Refine and expand campaign to meet changing conditions and to build greater community engagement.

April 2021

Alpine Lake



June 2020

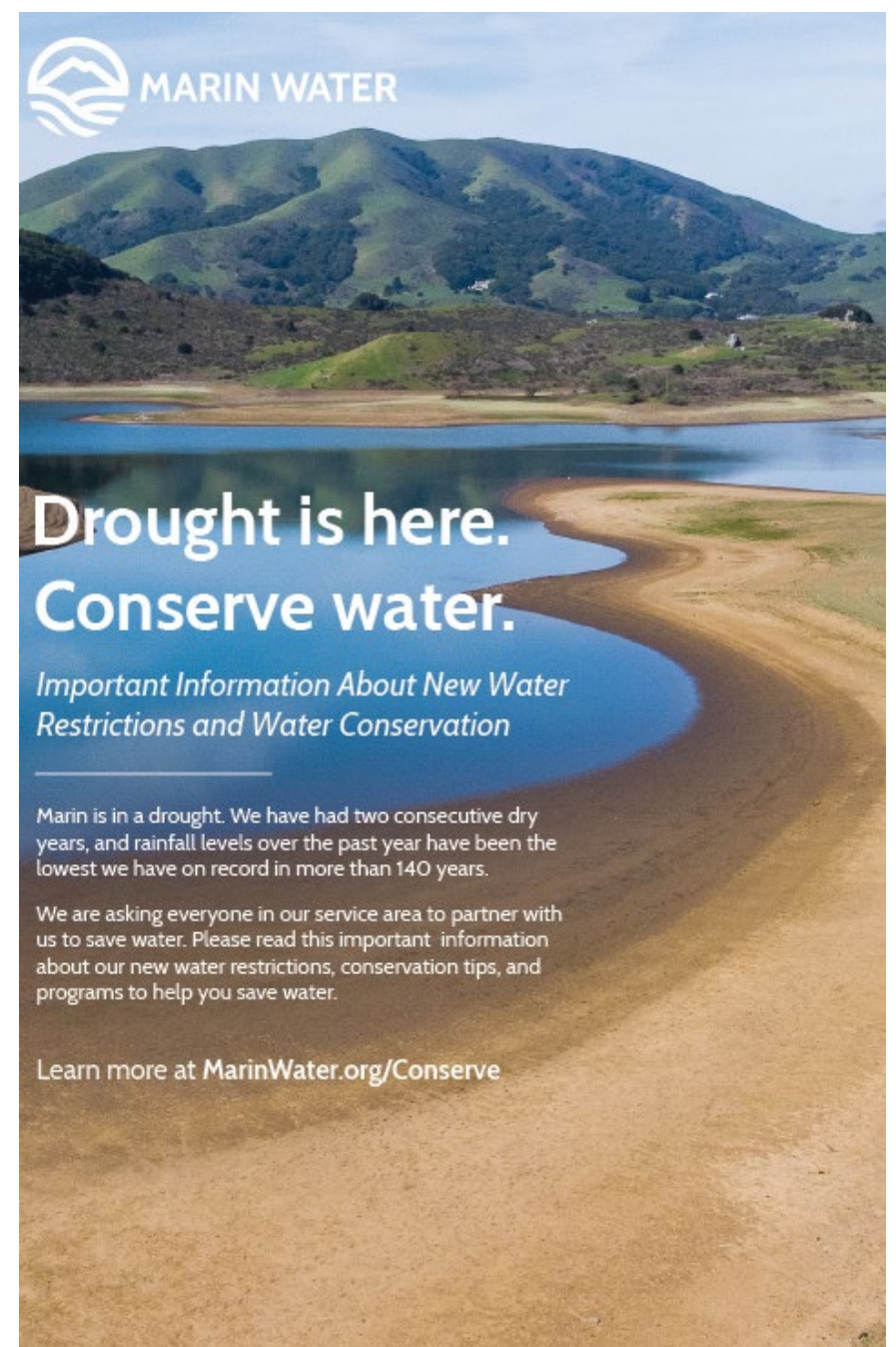
Alpine Lake





# Direct-to-Customer Outreach

- Each board action triggered a new phase of direct-to-customer outreach and messaging across platforms
- Feb. 16 (*Drought Declaration and Voluntary Conservation*)
  - Customer newsletter and a special conservation brochure with details about drought, water-saving tips and rebates
- April 20 (*Water Shortage Emergency and Mandatory Restrictions*)
  - Marin Water e-news launched; special insert with restrictions, conservation information and resources
- May 04 (*Irrigation Restrictions*)
  - Direct mailer to all residents and businesses with details on water restrictions, conservation information, and programs and incentives





# Stakeholder Engagement & Partnerships

## Coming Up

- 05-19: Town of Tiburon
- 05-20: Sen. McGuire's Town Hall on Drought
- 05-20: Marin Villages
- 05-24: American Association of University Women
- 06-05: Dominican/Black Canyon Neighborhood Association
- 06-07: City of Mill Valley
- 06-10: Town of Ross

## Recently Completed

- ✓ 05-18: Marin County Board of Supervisors
- ✓ 05-18: Sustainable Mill Valley
- ✓ 05-12: The Tamalpais
- ✓ 05-11: Del Mar HOA
- ✓ 05-10: Belvedere City Council
- ✓ 05-07: North Bay Watershed Association
- ✓ 05-06: Marin Coalition
- ✓ 05-05: Larkspur City Council
- ✓ 05-05: Tiburon-Belvedere Rotary
- ✓ 05-05: Marin Conservation League



**Drought Is Here:  
Save Water**

May 15, 2021



# Stakeholder Engagement & Partnerships

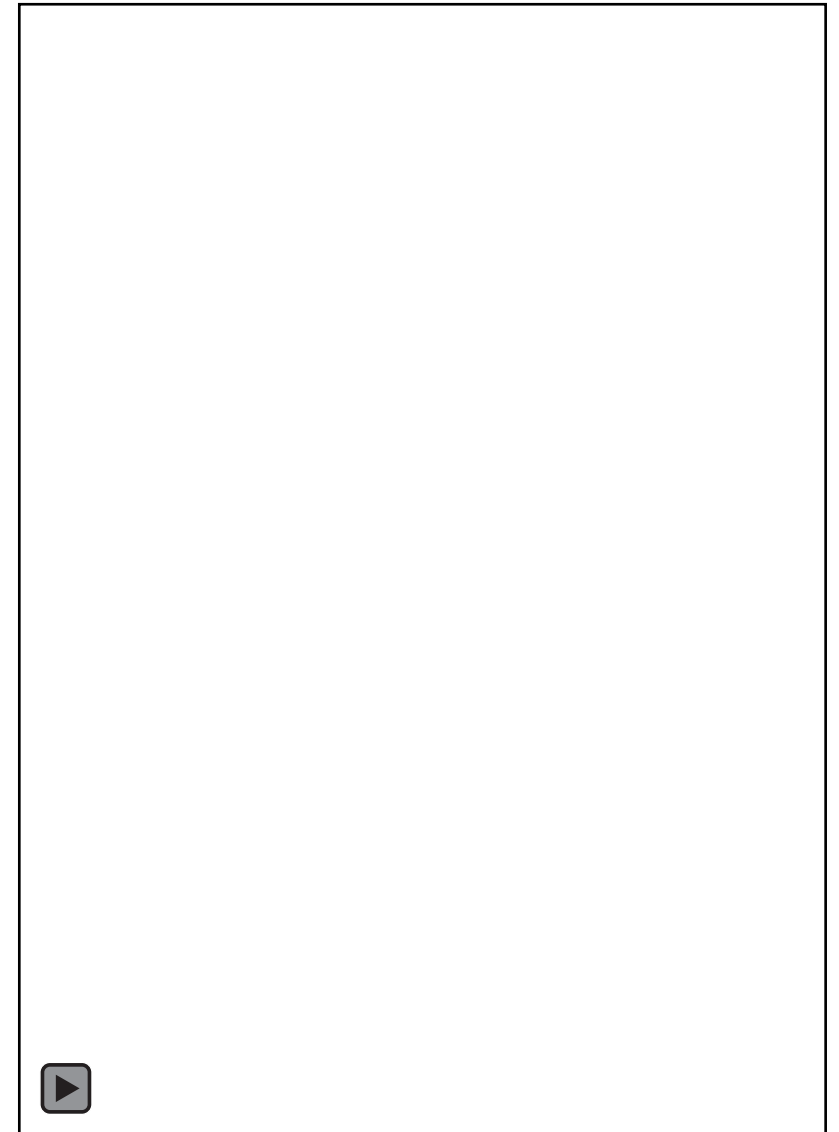
- Newsletters and Websites
  - Corte Madera; San Rafael; Mill Valley Chamber; Tiburon Peninsula Chamber; California Landscape Contractors Association; One Tam; City of Larkspur; City of Mill Valley; FireSafe Marin
- Brochures and Materials
  - Corte Madera, City of San Rafael, Sausalito Library; various homeowners associations and chambers of commerce
- Signage and Banners
  - Belvedere, Corte Madera, Mill Valley, Ross
  - Banners: San Anselmo, San Rafael, Tiburon
  - Watershed Signage
  - More than 500 yard signs distributed





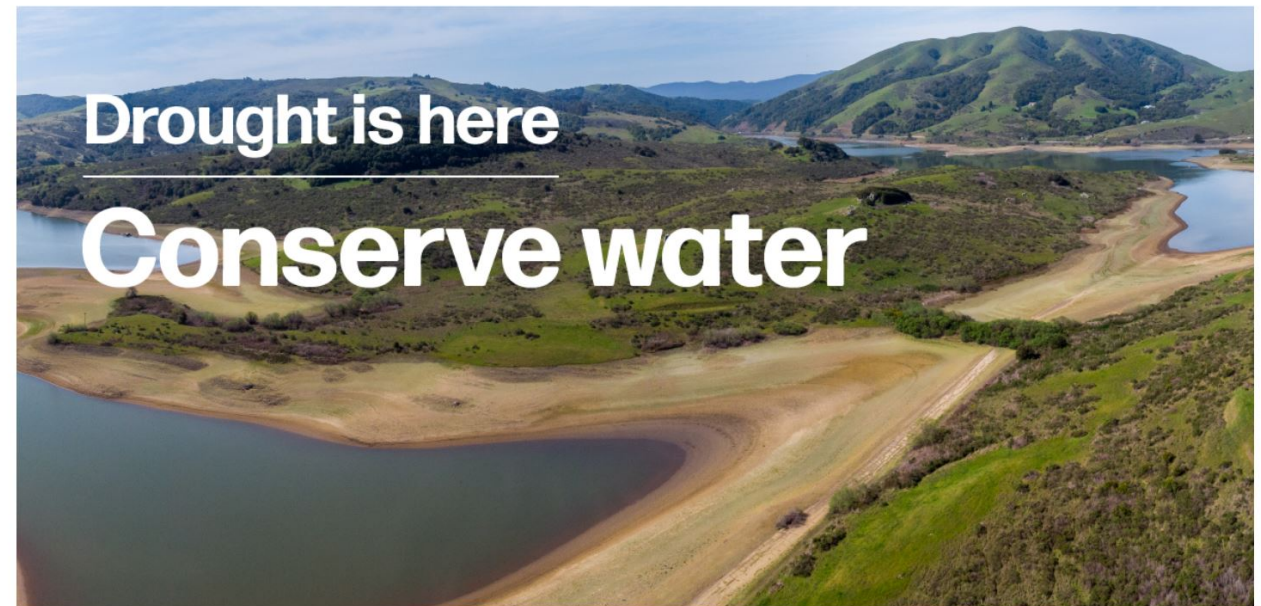
# Digital Drought Outreach

- Social Media Campaign
  - Sponsored Posts: Facebook and Instagram (10)
    - Reach: 198,300
  - Since the February drought declaration, we have had more than 250 social media posts (Facebook, Instagram, Twitter and Nextdoor)
    - Reach: 520,180
- Website
  - New drought landing page expanded
  - New landing page for mandatory water rules
    - Page Views: 260,000 (Feb-May 15)
    - Drought Pages Views: 58,600 (Feb-May 15)
    - Drought landing page in our top 3



# Digital Drought Outreach

- Marin Water E-News
  - Direct to more than 23,000 inboxes
    - Open rate 42% (industry standard 30%)
  - May Edition:
    - New Water Use Restrictions
    - Flume
    - Graywater
    - Water Watch Team





# Drought and Conservation Awareness Advertising

- Digital Programmatic Advertising
  - Targeted digital display ads will be seen throughout Marin County on a variety of websites.
  - Impressions exceed 640,000 to date
  - Ads in English and Spanish
- Media Outlet Advertising
  - Both print and digital versions
  - Three-month initial run in daily and weekly, community-based media outlets
  - Next Phase: Expanded to include radio, magazines, and cable programming



**It's every-drop-counts time.**  
Drought is here.

Save Water



# Drought and Conservation Awareness Advertising

- Out-Of-Home (OOH) Outdoor Advertising
  - Bus and train shelters
  - Bus backs on routes throughout the service area on Marin Transit and Golden Gate Transit
  - Ads in Spanish and English
  - Spanish placements using demographic data
  - Running now through August
  - Next Phase: Expanded to outdoor kiosks Corte Madera Town Center and The Village

Es hora de  
manejarlo sucio.

Estamos en sequía. Ahorra el agua.

Marín, tenemos una sequía y ya sabemos lo que esto significa. Es hora de reducir el consumo de agua. Es decir, reparar cualquier fuga de agua que encontremos, a regar los jardines a mano y a conducir nuestros carros, entre más sucios, más hermosos.



[MarinWater.org/Conserve](http://MarinWater.org/Conserve)

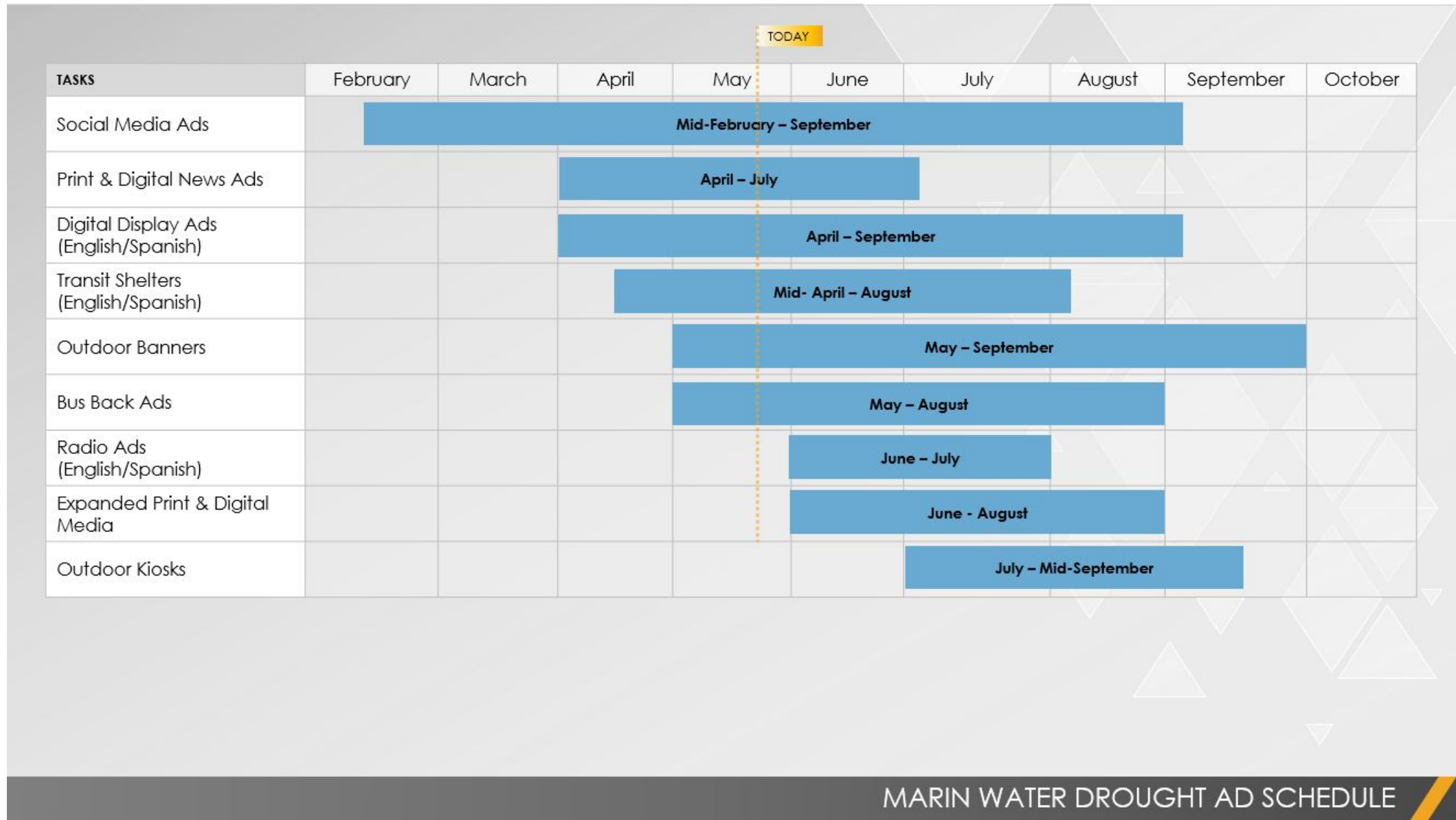




# Drought and Conservation Awareness Advertising



# Drought and Conservation Awareness Advertising





# Media Coverage

- Press releases and media advisories in English and Spanish
- Op-eds and editorial board meetings
- Print, television, radio, online. Includes local, national and international media
- More than 180 drought and conservation stories across platforms since February drought declaration

The New York Times

## *Water Shortages and Fires Loom After a Dry Winter*

Monday: An update on California's water situation. Also: A stair-walking love story.



## Marin to be first big Bay Area water agency to push ahead with water restrictions



Kurtis Alexander

April 19, 2021 | Updated: April 19, 2021 8:18 p.m.



# New Community Engagement Programs

- Drought Drive-Up Event
  - June 12, 9 a.m. to 1 p.m. @ Marin Water offices; Mill Valley Community Center; San Rafael Community Center
- Drive-it-Dirty Campaign
- Super Savers Campaign
- Weekly Water Wise Tracker
- Water Conservation PSA
- Youth Outreach and Resources
  - Youth community groups and recreational events
- Water Efficiency Webinar



# Upcoming Outreach

- New Community Engagement Programs
- Expanded Advertising
- Conservation Incentives
- Stakeholder Presentations
- Continued Media Coverage