



Water Reliability 2020 Communications Plan

September 2008

Water Reliability 2020 - Introduction



- **Water Reliability 2020 is plan to lower our dependence on imported water from roughly 2/3rds to 1/3rd by 2020**
- **By increasing recycling, conservation, education & ocean water desalination**
- **Want to lower our dependence due to:**
 - Reoccurring droughts with greater impacts
 - Continued population growth
 - Environmental restrictions now & in future
 - Possible climate change impacts
 - And other issues that will make imported water less reliable in the future

Water Reliability 2020 – Introduction (Cont.)



- **Exact projects in WR 2020 determined as find new conservation & recycling customers**
- **Ocean desalination will have strong environmental group opposition**
- **Presenting desalination as part of overall water reliability solution based on research**
- **Not depending solely on desalination to solve future water needs**
- **By combining desal, recycling & conservation, desal's energy use and costs are mitigated**

Water Reliability 2020 – Introduction (Cont.)



- **Supports Strategic Business Plan, our Commitments, our Customer's needs, & prior Communication Plan**
- **Shows visionary Board/staff leadership**
- **Timing is optimal for launching WR 2020 because of water crisis**
- **At recent mtg. with ex-Coastal Commission representatives, they strongly endorsed this plan**

Water Reliability 2020 - Objective



- **Gain strong, broad-based community leadership and regulatory acceptance**
- **We want letters of support from community leaders & groups**
- **Want people to attend regulatory hearings in support of WR 2020 and ocean water desalination**

Water Reliability 2020 - Research



- **Our formal research consists of focus groups, survey research & interviews with community leaders**
- **Other research includes related water related articles, studies & reports; lessons from other projects; and expert input in communication, oceanography, recycling, conservation and related issues**

Water Reliability 2020 – Focus Group Research



- **What do we know from focus groups:**
 - **People in Socal water do not know water issues, so we must explain problem as well as solution**
 - **They feel desal was worth paying a bit more, but don't know how it works**
 - **People would be willing to listen to ocean experts on the issue of harm to environment by desalination**
 - **Dependable, local-controlled, sustainable & reliable water were positive in people's mind**

What Did Learn from Telephone Survey



- **Water not concern, most happy with cost, but future supplies is more of concern**
- **Supplies more important than cost or quality**
- **Expanding supplies – prefer desal, recycling for irrigation & industrial, & conservation**
- **Favor developing new supplies over mandatory water restrictions**

Recent Telephone Survey (Cont.)



- **39% feel limiting supplies to limit population is good idea vs. 54% want to expand supplies to handle growth**
- **67% approve conservation, 65% willing to do more voluntary conservation**
- **People want other options than just desal, i.e. conservation, recycling**
- **Desal explained elicited 83% support...more from coastal area, less from inland folks**
- **Environmental concerns are out there in general public as well as environmental groups**

Recent Telephone Survey (Cont.)



- Dependable, reliable, locally-controlled, & sustainable all good words
- Water shortage would cause equal concern for environment, household impacts, economy
- 56% people willing to pay more money, about 10% or less for reliability, but like parcel tax (\$35/yr) on property over raising water rates
- West Basin unknown, Friends of LA River, Heal the Bay and Sierra Club well known in our District
- For electeds: supporting desal is better than imposing mandatory conservation

Water Reliability 2020 - Planning



- **Strategy is to communicate with community leaders, esp. electeds & people who support them**
 - Leaders will carry our messages top down to the remainder of public
 - Cost effective, proven method
 - Will reach 500,000 people in our service area over time
- **Strong community support will be required to counter opposition by environmental groups in front of regulatory agencies**

Water Reliability 2020 - Planning



- **Written support & testimony before regulatory agencies will be sought**
- **Plan will also raise awareness of West Basin**
- **Integrating WR 2020 into all West Basin outreach efforts**
- **Must stay engaged, informed and dialogue with environmental groups**
- **Must be very proactive in reaching out to all groups, leaders & media**

Water Reliability 2020 – Messages



- **Have several sets of messages:**
 - **West Basin general messages**
 - **Water Reliability 2020 messages**
 - **Water problem & solution messages**
 - **Recycling messages**
 - **Conservation messages**
 - **Education messages**
 - **Desalination messages**
- **Message details at end of power point**

Water Reliability 2020 - Audiences



- Local, county, state and federal elected officials & staffs
- Business, industry leaders & organizations
- Our Retail Customers
- Environmental groups
- General community leaders/groups
- Regulatory agencies
- Multi-cultural leaders
- Media
- Additional audiences at end of power point

Water Reliability 2020 - Tactics



- **Tactics appropriate to audiences**
- **Requires Board member involvement**
- **Primary tactics:**
 - **One-on-one briefings**
 - **Group presentations**
 - **Assembling and publicizing letters of support/supporters (web site, list handouts, etc.)**
- **Develop information products to support outreach**
- **Other tactics at end of power point**

Water Reliability 2020 – Information Tools



- **Speakers bureau**
- **Web site (section on WR 2020)**
- **& possibly separate WR 2020 site eventually**
- **WR 2020 Products:**
 - **Fact sheets on: recycling, conservation, education, desal, WR 2020 general, West Basin general**
 - **4 color brochure with pocket**
 - **Frequently asked question flyer**
 - **Power point**
 - **Individual support cards/letters**
 - **White paper**
 - **Pre-written Articles for placement community pubs**
- **Other tools at the end of power point**

Water Reliability 2020 - Evaluation



- **Formal survey every three years**
- **Informal evaluation methods**
 - **No. of letters of support from leaders & organizations**
 - **Individual public supporters**
 - **Media placements on WR 2020**
 - **Feedback from community leaders**
 - **Speaker response notes**

Evaluation Goals



Water Reliability 2020 Evaluation (2008-9)

Task (Q-1 Jul-Sep 08)	Q1 Goal	Q1 Actual	Q2 Goal	Q2 Actual	Q3 Goal	Q3 Actual	Q4 Goal	Q4 Actual
Brief Board and staff on WR 2020	1							
Letters of Support from Federal Reps			5		5		5	
Letters from State Reps		1	4		4		5	
Letters from Supervisors			1		1		1	
Letters from City Councils			5		5		7	
Customers (non-cities)			4					
Community leaders and groups	2	2	5		20		20	
Individual supporters	5	60	50		50		50	
People willing to testify	1	8	10		10		10	
Multi-cultural leaders letters			5		5		5	
Environmental group letters	1	1	1		1		1	

Supporters to Date



Water Reliability 2020 Supporters (2008)

Organization	Contact	Date of Support	Type
VOICE (Volunteers and Organizations Involving the Community's Environment)	Gina Connor	5-Jun-08	Environmental
Redondo Beach Rotary		25-Jul-08	Civic
Assemblyman Curren Price		12-Aug-08	Elected

Water Reliability 2020



Questions?

Water Reliability 2020 – Messages*



- Water Problem messages:
 - Southern California has long-term water challenges due to static water system, population growth, environmental restrictions on water, reoccurring droughts with greater impacts & possible impacts of climate change
 - Southern California is unique water area - there is no local, steady supply of water - we are currently very dependent on imported water
 - Imported water system is out of date, weather dependent, hub - Bay Delta is broken & Colorado River system will be over taxed in future
- Water Solution messages
 - West Basin is decreasing its dependency on imported water thru Water Reliability 2020 program – helps MWD
 - Increasing local control, reliability & drought proofing area
 - All southern California water agencies will diversify & localize water portfolios
 - WB's solution is better than continuing to depend on imported water & suffering continued drought shortages

* Some messages may be adjusted after telephone research is complete and analyzed

Water Reliability 2020 – West Basin Messages



- West Basin general messages
 - WB is a industry leader in recycling, conservation, water resource management, education and recently ocean water desalination
 - WB is planning now to provide reliable water for the future
 - WB's efforts will help with future droughts
 - Use less energy & cost same as importing
 - WB's efforts will improve water quality

Water Reliability 2020 Messages



- WR 2020 Messages
 - WR 2020 addresses future water problems
 - WR 2020 is what every SoCal water agency needs to do
 - West Basin is leading the way
 - WR 2020 has many benefits:
 - Better water reliability
 - Local control of water supplies
 - Prevents rationing, cut backs
 - Provides drought protection/emergency supply
 - Provides water for business/industry
 - Reduces energy use
 - Costs same as importing water, but more reliable
 - Lessens strain on Met & Bay Delta
 - Improved water quality

Water Reliability 2020 – Recycling Messages



- Recycling messages

- WB is expert at recycling, most unique recycling plant in world, 5 types of designer waters
- \$500 million investment with 87\$ million in grants to keep costs down
- Local industries can save 30% on water costs with recycled water & not fear being cut off
- Produce 30,000 MGD, wastewater pollution not discharged to bay
- 70 mile network of purple pipes growing to 130 miles
- Goal is to produce 70,000 MGD
- You can help us – hook up!

- Conservation messages
 - Less expensive than finding new sources of water
 - Have programs that will save industries up to \$120,000
 - With grants/partners we get 400% return on our conservation investment
 - \$1 gets us \$4 worth of conservation programs
 - Many programs for industry, small business, government and citizens
 - You can help us – be personally efficient



- Education messages:
 - Educating youth on water conservation means more water efficient future
 - Many programs for different ages
 - 3rd – 12th grade
 - Meets California standards
 - Includes environmental education
 - Free buses, tell a teacher

- Desalination messages
 - Nothing new, doing since 16th century on ships
 - Today doing it in 130 countries & off coast Catalina
 - WB has successful pilot project for 6 years using MF & RO
 - Starting demonstration project to test safe withdrawal of water from ocean
 - Desal only uses 15% more energy than importing & WB plans to do offset green energy (solar)
 - Eventual goal is 20,000 MGD full scale plant by 2020
 - WB doing responsible desal – in concert with other measures
 - Will do in environmentally responsible manner

Water Reliability 2020 – Tactics (Cont.)



- Develop program “Champions”
- People to testify
- Feedback systems
- Tours
- Electronic newsletter
- Web site
- Active media outreach (reporter briefings, B-roll, editorial briefings, blogs, article placements, media training, etc.)
- Experts
- Consider advisory group
- Construction outreach

Old Plan vs. New Plan



- Both plans address the following:
 - Consistent messaging
 - Relationships with key audiences
 - Emphasize recycling, conservation, education and desal
 - Measured performance
 - Proactive measures
 - Raise WB awareness
 - Develop new communication products
 - Establish communications protocols
 - Develop power point presentations
 - Facility tours
 - Visits into the community
 - Conservation outreach

Water Reliability 2020 – Other Information Tools



- WR 2020 Bookmark
- WR 2020 banner
- WR 2020 DVD- HH has agreed to do
- Speaker's Bureau brochure
- B-roll video footage
- Media training
- Crisis Plan
- Contacts data base
- Displays
- Lists of most influential groups, leaders, etc.
- Look at New media
- Displays @ ECLWRF, Demo site & Roundhouse

Water Reliability 2020 – Additional Audiences



- Faith-based leaders
- Misc. community organizations (Rotaries, Kiwanis, etc.)
- Unions
- Academics
- Employees
- Water Industry
- Media
- Special audiences – scientific/medical, oceanographers, etc.
- Other audiences of opportunity