



## 2023 Strategic Communications Plan - Drought Messaging

# Meeting today's challenges, preparing for tomorrow's.

To meet the water supply shortages of today while preparing for future challenges presented by a changing climate, the District's outreach efforts have evolved from a transactional relationship to a shared responsibility for conservation initiatives. This shift requires LVMWD to educate and provide tools to the customer, and the customer must become educated and implement the tools provided. Strengthening this partnership in 2023 will continue by encouraging the efficient use of water, offering support for landscape transformation efforts, and providing clear education on weather impacts to water supply reliability.

# LVMWD Makes Conservation History in 2022

Having already moved to Stage 3 of the Water Shortage Contingency Plan in November of 2021, LVMWD positioned itself as **an early adopter of unprecedented water use restrictions** to help stretch a drought-parched water supply.

The District implemented a **50% reduction in residential outdoor water budgets** following the 3 driest months on record, preceding the Metropolitan Water District of Southern California's sweeping one day per week water use restrictions.

LVMWD had already established a strategic communications plan to educate, inspire and empower customers to meet this moment of emergency conservation. Executing this plan in 2022, the District **surpassed the established key performance indicator by shattering the 35% reduction in water use in the latter half of the year compared to 2020**. Key outreach tactics included:

- Developing strong local, national and international press relationships to tell our story
- Focusing our digital outreach distribution geographically and demographically through our partnership with AdTaxi
- Promoting and supporting hands on garden classes and multiple educational webinars to keep customers informed
- Educating customers on the water saving tools of WaterSmart and driving portal registrations
- Continuing outreach surrounding the Rachio WBIC program to promote redemptions

5000

ACRE FEET of potable water conserved.



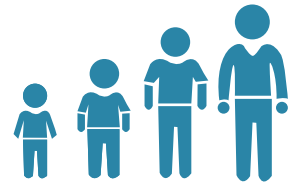
18,662

ADVANCED METERS installed



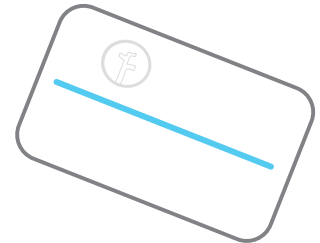
3,990

CUSTOMERS registered to WaterSmart 2022.



351

RACHIO irrigation controllers installed



786,000

GALLONS provided through the Recycled Water Fill Station.



## Analysis of 2022 Results:

Outreach by LVMWD was **received and effective** in educating, inspiring and empowering our customers who responded with historic **water use reductions of 20% on average, and 39% in the latter part of the year compared to 2020**.



# Creating Lasting Change Through Outreach

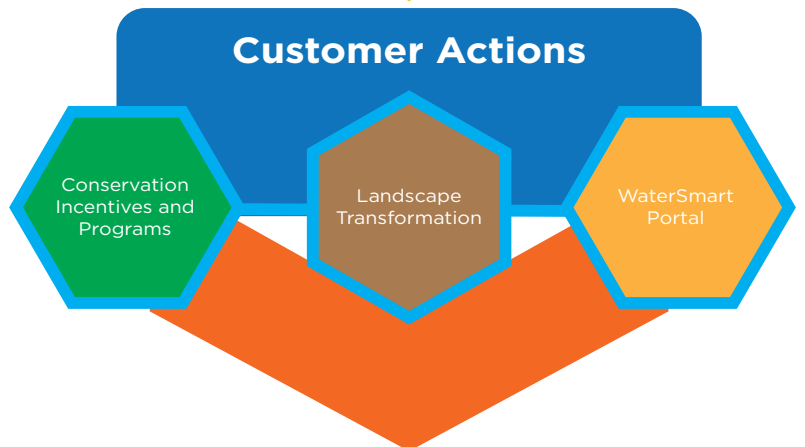
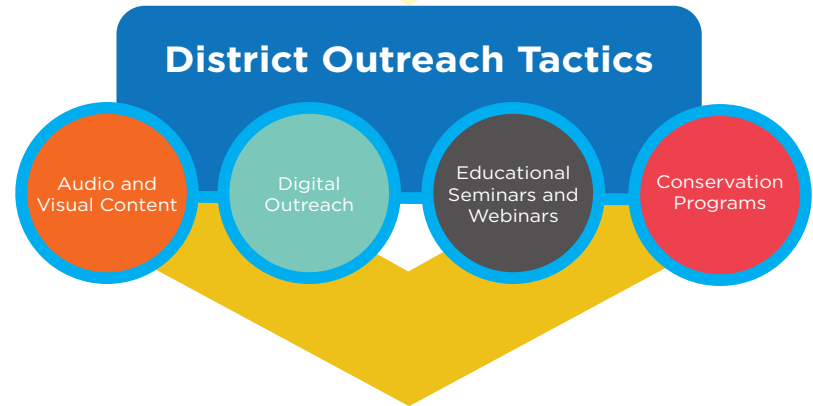
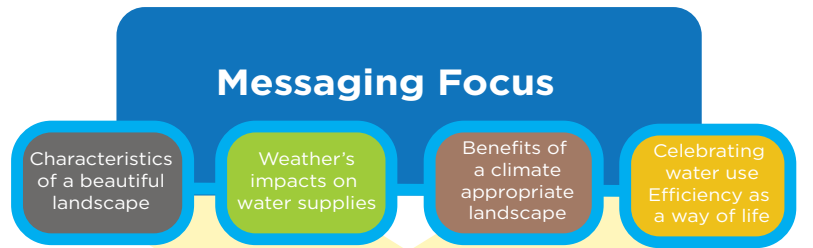
After successful outreach initiatives spurred customers to historic conservation efforts throughout 2022, messaging fatigue and extreme unpredictable weather conditions serve as major roadblocks to sustaining conservation successes.

In response, LVMWD will focus on:

- **Diverse messaging celebrating and encouraging** continued conservation by making water use efficiency a way of life
- **Educating** customers about the benefits of landscape transformation
- **Examining** what constitutes a beautiful landscape and the cultural barriers to grass removal
- **Explaining** to our customers the complex intersection of weather, geography, water supply sources, the District, and them

The tactics the District will use include:

- Continuing **digital outreach** through strategic partnerships such as AdTaxi
- Creating additional **audio visual content** to reach customers on new and existing platforms
- Promoting District **conservation programs** especially landscape transformation and WaterSmart
- Educating customers through **virtual content and in-person outreach** events



## Key Performance Indicators

- 20%** reduction in potable and recycled water use compared to 2020
- 85%** minimum of customers within monthly water budget on average for the year
- 200** minimum landscape transformation rebate program participants
- 8,000** total accounts registered with WaterSmart (38% of accounts)
- 300** minimum large leak notifications with verified repairs
- 4** minimum landscape transformation workshops for customers
- 350** additional Rachio Weather Based Irrigation Controllers installed
- 50%** fewer penalties compared to 2020

# Climate Change Adaptation in Real-Time

For decades, climate scientists have predicted increasingly extreme weather events, both in severity and frequency. Intense storms delivering historic rain and snowfall at the end of 2022 provided a brief respite from crippling water supply shortages for State Water Project dependent water agencies. This relief is welcome, but our region remains short on water and is still facing possible mandatory conservation requirements as the Colorado River and its key reservoirs Lake Mead (pictured), and Lake Powell continue to suffer from the impacts of a changing climate.



Ensuring long-term water reliability throughout the state is a shared responsibility between lawmakers, water agencies, and residents. The Legislature must work in partnership with water agencies to make strategic investments in infrastructure that will capture & store rainwater during deluges to better prepare us for inevitable dry spells.

Customers must position themselves as active participants in the stewardship of this shared resource by adopting conservation as a way of life. Switching to climate appropriate landscaping is the most effective way to do this. The district

provides educational programs about outdoor living space alternatives to thirsty lawns – and how they can be implemented in their own home landscapes – using the Pure Water Sustainability Garden as a living example.

The self-guided demonstration garden, offers several examples of various climate appropriate plants, and other features to maximize the efficient use of water. QR codes that provide accessible web content for all plants are highlighted on the signage throughout the garden. This resource is provided to customers to demonstrate how their landscaping can be beautiful, efficient, and aligned with the local ecosystem.



## Resources For Customers

[LVMWD.com/DroughtResponse](https://LVMWD.com/DroughtResponse)



### 2022 Drought FAQs

[LVMWD.com/DroughtFAQs](https://LVMWD.com/DroughtFAQs)

Comprehensive Frequently Asked Questions to help you understand the District's drought response.



### Virtual Landscape Classes

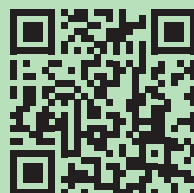
[LVMWD.com/VirtualLandscapeClasses](https://LVMWD.com/VirtualLandscapeClasses)

Learn how to transform your landscape with FREE classes presented by the Green Gardens Group.

### WaterSmart Portal

[LVMWD.com/AdvancedMeters](https://LVMWD.com/AdvancedMeters)

Near real-time water use data and customizable water use alerts and leak notifications.



### Discounted Irrigation Controller

[LVMWD.com/Rachio](https://LVMWD.com/Rachio)

Take the guess work out of your irrigation with custom settings to match current watering restrictions.



### Free Recycled Water

[LVMWD.com/RWFillStation](https://LVMWD.com/RWFillStation)

Free recycled water for use in your landscape can help it make it through the hot months.



### Free Compost

[LVMWD.com/Community-Compost](https://LVMWD.com/Community-Compost)

Free compost helps retain moisture in your landscape and delivers critical nutrients to plants.