

Save Our Water Ramps up with Viral Campaign, New PSAs, Media Placement

With a \$4 million infusion from the 2015-'16 state budget, Save Our Water's summer campaign is in full swing with media buys in targeted areas, a viral social media campaign and a new public service announcement featuring San Francisco Giants star Sergio Romo.

The phased summer campaign, which is tailored to support urban water conservation in communities with the highest state-mandated reduction targets, emphasizes the need for immediate reductions in water use with a sharp focus on outdoor irrigation and limiting irrigation of ornamental turf.

A key feature is the new "Saving Together" viral campaign, designed to encourage Californians to shoot a selfie and share their water saving efforts on social media and encourage their friends to do the same, using the hashtag #KeepSavingCA. "Saving Together" already is gaining traction with actors such as Amelia Rose Blair from MTV and is prominently featured on the Save Our Water website at saveourwater.com.

Other components of the summer campaign include digital media, small-scale billboards, theatre ads, and radio spots in targeted areas.

Save Our Water also has rolled out a full-scale Spanish-language website and has ramped up Spanish-language marketing to account for 25% of its total media buy.

The 30-second PSA with the Giants' Romo is airing on Comcast SportsNet in Northern California. A shorter 15-second version will air in AT&T Park, and Spanish-language versions are in development. Visit www.saveourwater.com to see the new PSA, produced in partnership with the Bay Area Council.

Save Our Water also has partnered with California ReLeaf, a statewide urban forest nonprofit, to raise awareness of the importance of proper tree care

during this historic drought. The partnership is highlighting tips at www.saveourwater.com/tree for both residents and agencies on how to water and care for trees so they survive the drought and thrive.

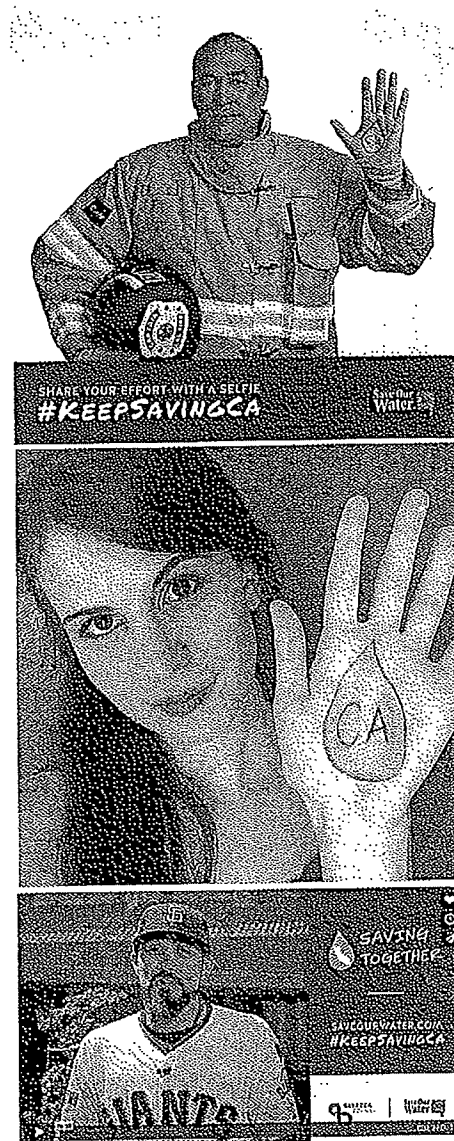
Toyota dealerships in Northern California also are partnering with Save Our Water to help conserve water in the state through a new program called, "The Wash Can Wait." The program offers customers the opportunity to opt out of a complimentary car wash following a service appointment, with a goal of saving 20 million gallons of water.

In early June, ACWA on behalf of Save Our Water worked with FM3 Research to conduct a survey on attitudes around water conservation. The poll of 800 California voters was targeted to those living in water districts with the highest water-reduction targets as identified by the State Water Resources Control Board. The data is being used to frame messaging for the statewide Save Our Water program.

The survey results clearly show that concern about the drought and awareness of the new water-reduction targets is nearly universal, even in areas with the highest conservation targets. Overwhelming majorities are both familiar with California's mandatory reduction targets (91%) and support the state's overall package of water conservation requirements (82%). Three-quarters (76%) report having reduced their water use during the current drought. However, a majority (51%) reports that, realistically, they have already done what they can and are unlikely to further reduce their water use this summer.

Survey highlights are available in the Save Our Water toolkit at saveourwater.com/toolkit/.

ACWA members are encouraged to utilize the all-new Save Our Water toolkit and other resources available on



Saving Together with SF Giants Sergio Romo

Save Our Water's new "Saving Together" viral campaign is designed to encourage Californians to shoot a selfie and share their water saving efforts on social media and ask their friends to do the same using the hashtag #KeepSavingCalifornia. Top: A Cal fire captain shares his conservation selfie. Middle: Actress Amelia Rose Blair encourages her friends and followers to conserve in her selfie. Bottom: San Francisco Giants Pitcher Sergio Romo pitches the notion of water conservation in a public service announcement.

saveourwater.com, and to partner with the program on local media buys.

ACWA manages the Save Our Water program in partnership with the California Department of Water Resources. ♪