

Long Beach WATER



MEDIA RELEASE

Friday, April 15, 2016

Contact: Kaylee Weatherly
(562) 570-2314

kaylee.weatherly@lbwater.org

Long Beach Water Receives Two Excellence in Communications Awards for MissionH₂OLB Campaign from the California Association of Public Information Officials

Winner in Communication or Marketing Campaigns and Go Green/Environmental Categories

LONG BEACH, CA – Today, Long Beach Water Department announces that it is the recipient of two Excellence in Communications Awards from the California Association of Public Information Officials (CAPIO) for its “MissionH₂OLB” conservation campaign. The awards were presented Wednesday, April 13 at the 2016 Annual CAPIO Conference in Olympic Valley to honor outstanding public agency information and communications programs.

Long Beach Water’s MissionH₂OLB conservation campaign aims to help the city use water efficiently, meet the state’s target, and still enjoy the community’s lifestyle. By visiting www.lbwater.org/mission, residents can calculate their water usage to see if they are meeting the Long Beach target, take the pledge to save water and listen to song playlists by two local bands to remind them to take a one song shower.

“We are thrilled to receive the highest of honors from CAPIO,” said Kaylee Weatherly, Assistant to the General Manager. “Conservation needs to be our new normal, and this campaign strives to educate our community that water saving can be simple and incorporated into our daily lives.”

The campaign’s focus is to mix water conservation tips with the unique Long Beach lifestyle and promote Long Beach Water’s Lawn-to-Garden incentive and rebate programs. It serves as an effective rallying cry for Long Beach water conservation and sustainability because of the

enlisted participation of key influencers such as Mayor Robert Garcia, City Councilmembers, Board of Water Commissioners and local artists and musicians. Multiple tactics were used to reach the diverse audiences of Long Beach, including traditional advertising vehicles such as print, online, social; out-of-home advertising, and an engaging website that serves as the central hub of the campaign. Out-of-home elements were created to effectively reach multi-lingual residents in Long Beach's Cambodia Town, which represents the highest Cambodian population outside of Cambodia, and similarly for Spanish-speaking residents.

Long Beach Water worked with ETA Agency and The Lamont Group, two Long Beach-based marketing agencies, to implement the campaign.

Long Beach Water began its MissionH₂OLB campaign when Governor Brown declared the drought a State Of Emergency and directed the state to cut water usage by 25 percent. The State Water Resources Control Board (SWRCB) mandated Long Beach to cut its water use by 16 percent cumulatively, compared to 2013, until February of this year. The SWRCB has extended the mandate, and the continuing mandate will require Long Beach to cut its water use by 12 percent monthly compared to 2013 until October of this year. Long Beach has reduced water use cumulatively by 15 percent since June 2015 to March of this year.

Long Beach Water is the standard in water conservation and environmental stewardship.

###