



G | W | R | S

GROUNDWATER REPLENISHMENT SYSTEM

OPERATION BOTTLED WATER

OUTREACH & COMMUNICATIONS PLAN FOR A
YEAR-LONG CELEBRATION



ADVANCED PURIFIED WATER SOURCED FROM WASTEWATER
 SAMPLE WATER - NOT FOR SALE



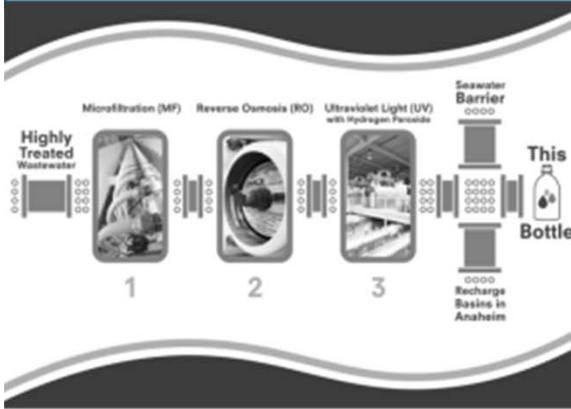
8 FL. OZ. (237ML)

TASTES LIKE WATER BECAUSE IT IS WATER!

Scientifically proven advances in water technology allow communities to capture and reuse water for many different purposes. The level of treatment employed depends on the water's source, its intended use and how it ultimately gets delivered. This water comes from the Groundwater Replenishment System™, the world's largest water purification project of its kind. The GWRS takes highly treated wastewater and purifies it using a three-step advanced purification process consisting of microfiltration, reverse osmosis and ultraviolet light with hydrogen peroxide. The result is high-quality water that is drinkable. Enjoy!



Produced by the Orange County Water District and the Orange County Sanitation District
 www.OCWD.com/GWRS - (714) 378-3200
 Orange County Water District 18700 Ward Street, Fountain Valley, California 92708 USA



THE PROJECT

A year-long celebration:

January 2017 (bottling GWRS water)

to

January 2018 (10 year anniversary)

PURPOSE:

- Reinforce OCWD & OCSD as leaders in water reuse
- Secure positive media coverage and stakeholder attention
- Opportunity to reinforce how safe advanced purified water is to support/advance other regional/global projects

GOALS & OBJECTIVES

- Convey GWRS as the future of new water
- Celebrate progress over past year and decade
- Reinforce technological progress with GWRS
- Reinforce OCWD and OCSD's leadership role in industry
- Support other agencies' water reuse projects
- Continue/increase public acceptance
- Engage new audiences
- Build support for direct potable reuse

APPROACH

- Aggressive statewide and national media relations program
- Statewide series of high profile events that raise awareness
- Expanded stakeholder engagement activities that bolster coalition of supporters
- Assertive social media program that brands recycled water in a positive light with key audiences

TARGET AUDIENCES

- Local, state and federal elected officials
- News media
- Millennials
- Environmental businesses and organizations
- Corporate partners
- Consumer market
- Like-minded organizations (Water Reuse, ACWA, AWWA, CASA, etc.)
- Late-night TV shows

TACTICS – WATER ROADSHOW



“Water” Stand:
use plumbing &
industrial supplies
to avoid an
immature look
while maintaining
light weight

**branded Lab
coats** for
staff &
personalities



giveaways:
Bottled recycled
water on ice in
kiddie pool



8'x8' banner & stand with
educational graphics, partner
logos & nod to sponsors.



taste test demonstration with bottled
recycled water compared to other
commercially available bottled waters
and local tap water.

TACTICS – WATER ROADSHOW

Rationale

- Opportunity to reach consumers in underserved markets and build support for larger statewide initiatives
- Moves conversation beyond Orange County—makes it a statewide discussion
- Expands coalition for future statewide and national needs
- Solidifies OCWD/OCSD as leading authority on recycled water statewide

TACTICS – GUINNESS EVENT

- Initiate and secure Guinness World Record setting attempt
- Create a media event that attracts media interest locally, nationally and internationally
- Provides a peak opportunity and reason for media and stakeholders to care about the 10 year anniversary
- Can rally GWRS supporters, stakeholders on the fence about water reuse, and those undecided about water reuse – driving promotion as well as a positive brand sentiment

TACTICS – GUINNESS EVENT

Rationale

- Guinness record attempts provide a proven platform to generate broad exposure and generate word-of-mouth for otherwise mundane happenings
- Recent record attempt organized by the team generated more than 1 billion media impressions worldwide that amounted to more than \$4 million in publicity value
- Guinness attempt will make the 10 year anniversary newsworthy and expose it in a way that would otherwise not occur

TACTICS – MEDIA RELATIONS

- A statewide and national media relations effort that focuses on:
 - Op-Eds
 - Expert Commentary
 - Feature Coverage
 - Video
- Ongoing and active media efforts will expand exposure to recycled water message and highlight policy challenges and opportunities for the state and nation

TACTICS – MICROSITE

Rationale

- A dedicated portal for the 10 year celebration on the GWRS page provides a content distribution opportunity that otherwise wouldn't exist
- This portal will provide regular updates through video, written posts and photos on the roadshow and serve as a portal for expanded information on recycled water

PROPOSED MICROSITE IDEAS

GWRS Operation Bottle



The Story | The Science | The Bottle Drop | The Videos | Where Are We Now? | Follow Us | G W R S
GROUNDWATER REPLENISHMENT SYSTEM



Most Recent Video
Description

OCWD GWRS Initial Expansion Video
112 views • 11 months ago

Orange County Water District California Water Network
331 views • 10 months ago

Orange County Groundwater Basin Geology
399 views • 10 months ago

What have we been up to?

Check out our latest tweets.

Orange County Water @OCWDWaterVoice - 2d
Happy #WaterWednesday! Check out this week's edition of Water Lines: ow.ly/x73b307GH8H

Orange County Water @OCWDWaterVoice - Jan 2
#OCWD offices are closed today in observance of New Year's Day. We will reopen tomorrow. #2017 #happynewyear

Orange County Water @OCWDWaterVoice - Jan 1
Happy New Year! District offices will be closed tomorrow in observance of the holiday. We will open again on Tuesday, January 3.



MICROSITE: WATER ROAD SHOW MAP WITH ASSOCIATED VIDEOS



TACTICS – EVENT SPONSORSHIPS

- OCWD/OCSD sponsorship of a series of industry events will reinforce the issue to other agencies, generate support and excitement for future opportunities
- Potential events include:
 - ACWA/CASA DC Advocacy Trip
 - ACWA Annual Conference
 - Cal Reuse Conference
 - AWWA ACE 17

Slide 15

TE7

add a couple bullets on potential events

Torres, Eleanor, 1/6/2017

TACTICS – SOCIAL MEDIA

- An expanded social media program that is built on a 14 month content calendar
- Content will focus on consistently promoting the 10 year celebratory message, highlighting events and expanding dialogue around critical issues

TACTICS – COALITION BUILDING

- Identifying and creating corporate and agency partners will help expand reach and bring new resources to the table to promote the recycling message
- Celebrity partnerships can enhance influence public acceptance of water reuse and help mainstream the message, while also expanding media opportunities
- Increases visibility to influence changes to the State Revolving Fund and Title XVI programs and support for additional water bond

TACTICS – DOCUMENTARY & VIGNETTES

Documentary

- A feature length documentary that can be created to culminate in a screening series
- Opportunity to highlight and demonstrate the process of GWRS on both the OCSD and OCWD sides

Vignettes

- Short, 1-3 minute, videos that would live on the microsite and be posted monthly
- Provides regular opportunity to reinforce and explain the process

DAY-TO-DAY MANAGEMENT

Dick Jones Communications will be responsible for

- Creating an overall strategic plan
- Creating a monthly work plan
- Executing the events, content, social media and media relations aspects of the program.
- Securing event sponsorship, developing necessary collateral for events
- Training OCWD/OCSD staff for covering key events and opportunities

WINTER 2017

January

- Bottling begins
- Finalize marketing/outreach plan and begin initial elements
 - YouTube channel created for video series
- Coalition, partner building
- Rolling installation assembly

February

- Finalize website/microsite, produce introductory video
- Partnership building
- Bottles available
- Celebration event of AB2022-Sacramento
 - News release, video segment

March

- Launch water tour in Death Valley
- Media briefing/op-ed
- WaterReuse CA Section conference-San Diego (March 19)

SPRING 2017

April

- Water tour stops at UCR, San Diego
- Partnerships event
- Festival – Coachella

May

- Water tour stops at USC/UCLA sports camps
- ACWA conference-Monterey
- Partnerships event

June

- Water tour stop at San Jose
- Hosted event
- Festival(s)
- Partnership event
- AWWA “ACE 17” conference-Philadelphia

SUMMER 2017

Water installation tour stops at TBD

Media relations

July

- TBD

August/September

- Awards submittals

FALL 2017

- ACWA fall conference (Nov.)
- Water installation tour at TBD
- Partnership event
- Hosted event
- Media relations
- Awards submittals

WINTER 2018

- Combined Guinness event and GWRS 10th anniversary (Jan.)
- Commemorative glass bottle of GWRS water, possible giveaway
- Documentary screening
- Awards submittals
- ACWA/CASA D.C. trip-Reception/Briefing (Feb.)
 - Media relations with DC outlets (briefings, op-ed, columns)

WHY WE SHOULD EXPAND/ENHANCE OUTREACH

- Opportunity to bring GWRS “taste tests” to a wider range of population segments throughout California and the U.S.
- Media inquiries are slowly declining as other agencies explore water reuse projects and other topics dominate the media’s interest
- The 10th anniversary of the GWRS is deserving of commemoration
- Public acceptance of DPR will be critical to California’s water future

HOW TO REMAIN RELEVANT AND CONTINUE TO BE IMPACTFUL

- Implementing an outreach plan that reinforces OCWD and OCSD's leadership role in water reuse and keeps the agencies relevant in the media.
- Implementing an outreach plan that utilizes a balance of traditional and nontraditional media tactics to draw more positive impressions on social media and in national media outlets.
- Contracting the services of a consultant/firm to assist in executing an outreach plan that has far reaching impacts.

SUMMARY OF TACTICS TO CONSIDER

- Guinness World Record Attempt
- Water Reuse Roadshow
 - Statewide Events Programs
 - Festival Tour
- National & Statewide Media Relations Programs
- Microsite
- Community Engagement
- Industry Event Sponsorship
- 12 Month Vignettes Video Program
- Social Media Program
- Feature Length Documentary

