



RESEARCH/PLANNING

California is entering its fifth year of record-breaking drought. In January of 2014, Governor Brown declared a drought State of Emergency and directed all cities to cumulatively cut water usage by a certain percent. The State Water Resources Control Board (SWRCB) mandated Long Beach to cut its water use by 16% cumulatively compared to 2013 from June 2015 until February of this year, and now the mandate has been extended further into October 2016. Effectively communicating the need for water conservation and a permanent lifestyle change in water efficiency was a significant task, given that the city is a major metropolitan area with nearly half a million residents living in 47 culturally diverse neighborhoods.

A fully integrated campaign was developed entitled MissionH2OLB. The goal of the campaign was twofold: to educate the residents of Long Beach about the importance of water conservation and to urge residents to “Join the Mission” in meeting the monthly water reductions. The objective was to communicate to Long Beach residents that saving water is much easier than they may think. The message to our audience stressed how simple it is to adopt effective water-saving habits, and that saving every day can easily become second nature— it doesn’t have to require a dramatic change in lifestyle.

The abundance of available research on water conservation issues—as well as relevant insight from past research projects and surveys—informed our approach on determining the campaign’s messaging and audience. The limited budget drove us to spend more efficiently in order to make the largest possible impact on Long Beach’s entire population. The mandated requirement to meet the 16% water reduction every month was an urgent focus.

The budget was about \$330,000. A cost breakdown of the major campaign expenditures is shown in Figure 1 in the Appendix.

IMPLEMENTATION

The campaign’s implementation focus is to mix water conservation tips with the unique Long Beach lifestyle. The campaign serves as an effective rallying cry for Long Beach water conservation and sustainability because of the enlisted participation of key influencers such as the Mayor of Long Beach, City Council members, and local artists and musicians. Multiple tactics were also 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 served 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 Spanish-speaking residents.

Our research indicated that most people understand that shorter showers conserve water and that Long Beach is an emerging music hub, so we urged residents to pledge to “Take a One Song Shower” and invited local musicians to do the same—while the cameras were running. Videos of the showering/performing musicians such as Bearcoon and Avi Buffalo appeared on the MissionH2OLB website and social channels to generate awareness. In addition, an engaging documentary-style short film showcased Avi Buffalo’s personal anecdotes on water conservation—a heartfelt plea that was seen as a movie trailer on Long Beach cinemas.

We took the campaign to the streets during a series of city events—and generated significant buzz. A Mobile Garden educated passersby on drought tolerant plants; an interactive Pledge Wall encouraged people to make a public water-

saving commitment; oversized MissionH2OLB cut-out letters served as a backdrop for photo opportunities, and a fun, inventive pop-up shower photo booth reinforced the importance of taking one-song showers.

The MissionH2OLB website (www.missionh2olb.com) serves as a full-featured online experience designed to keep Long Beach residents informed and engaged on water conservation. Visitors are encouraged to make a pledge to save water; calculate their responsible water usage target, and browse a selection of perfect one-song shower tunes. The website featured built-in metrics, enabling us to track the navigation habits of visitors and adjust the experience if necessary.

A key element of the MissionH2OLB campaign is Creative Conservation, which commissions local artists to express the importance of saving water through art, a major lifestyle element in the culture of Long Beach. Jeff McMillan, a diverse local artist whose work has been exhibited all over the world, was engaged to create a one-of-a-kind piece of art inspired by water conservation. A captivating short film was also produced featuring Jeff and his pledge to save water. The genuine, emotional film engaged audiences in all of Long Beach’s many movie theaters, and focused on the message that water conservation is simple and can be incorporated into your daily lifestyle.

Outside consultants were used for the campaign’s execution. ETA Agency provided advertising and creative services, while The Lamont Group created a Google banner ad campaign and YouTube campaign to promote the short videos to a targeted audience.

RESULTS AND EVALUATION

The MissionH2OLB campaign met the objective of rallying Long Beach residents to meet, and in some cases, exceed the City’s state-mandated water usage reduction. Despite summer heat waves in 2015, Long Beach residents significantly reduced water usage that year cumulatively. Some of the peak months with the highest water conservation cuts were 19% in June and July, 18% in August, and 19% in September.

Since launch, the website gained more than 12,000 site visits from nearly 8,200 users throughout the rest of 2015. Website traffic spiked in September, leading the site to receive 7,081 sessions from 4,370 unique visitors. In the same month, 81 pledges were made on the website—the most common pledge being *watering twice a week*. On the other hand, the custom calculator was used more than 500 times to calculate target indoor and outdoor usage, while the sound bar was clicked more than 400 times.

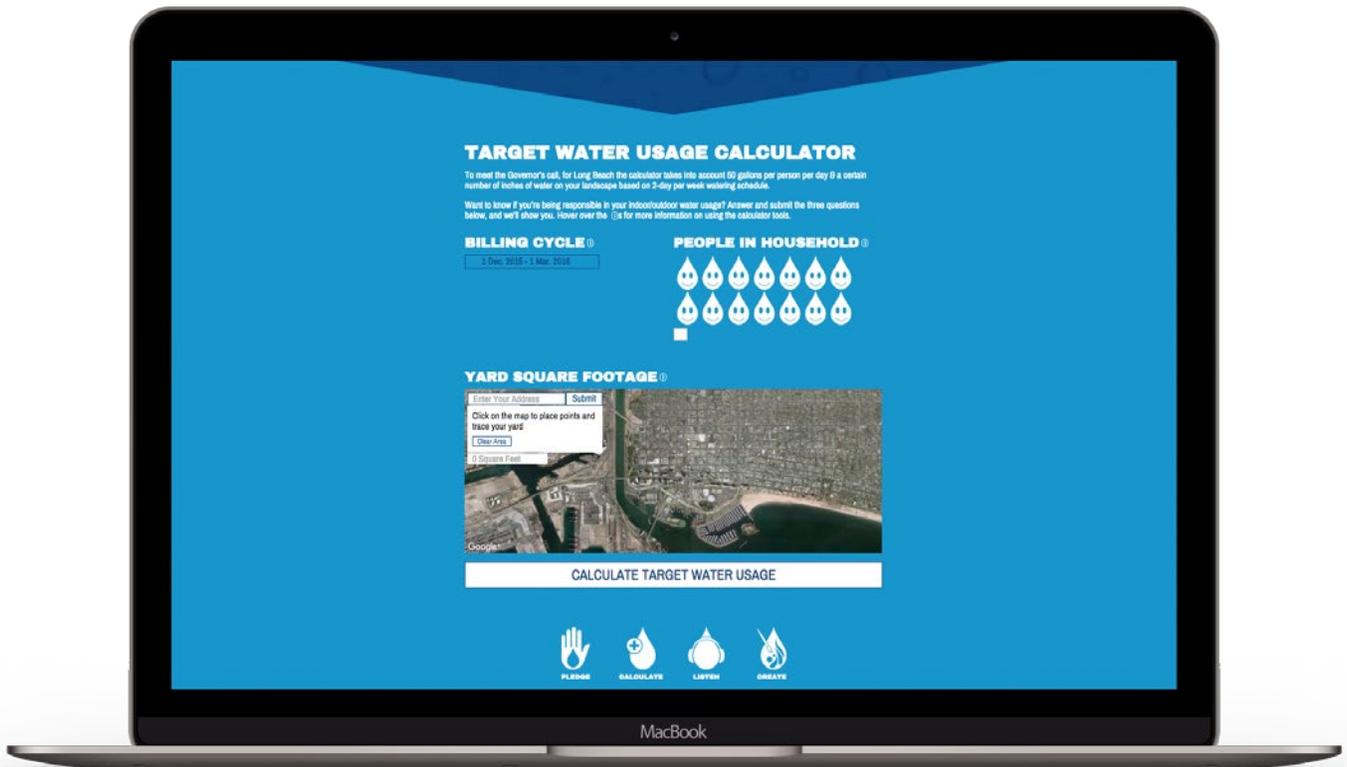
Since the campaign began, the Long Beach Water profile gained 1,208 new fans and 57,424 organic impressions on Facebook. By utilizing the Twitter page more vigorously, Long Beach Water gained more than 12,200 organic impressions. Lastly, the number of engagements with the Long Beach Water Instagram increased by nearly 500% from the previous months before the start of the campaign. Through the Google banner ad campaign more than one million impressions occurred on websites that further helped drive traffic to missionh2olb.com.

Appendix

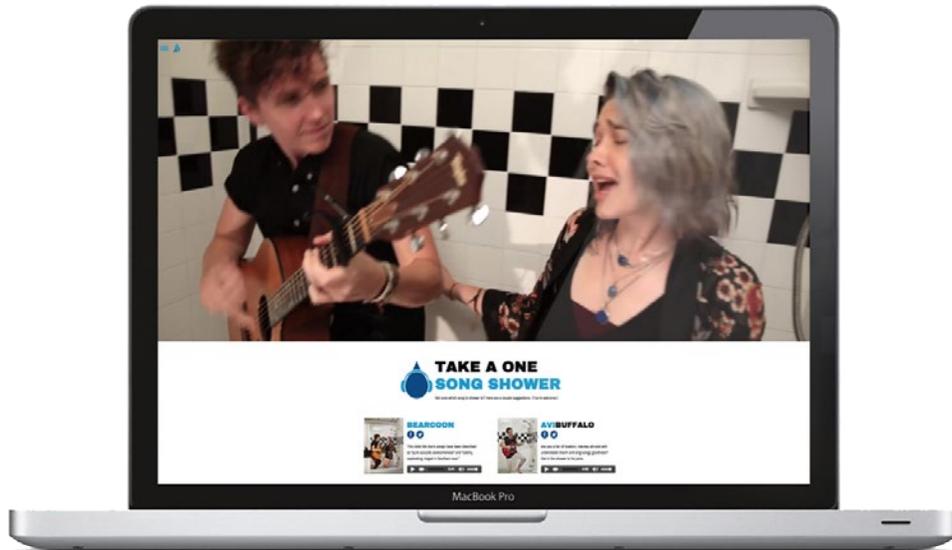
Figure 1: Cost Breakdown of Major Campaign Expenditures

Expenditure	Cost
Consultant – ETA Advertising	\$140,000
Consultant – The Lamont Group	\$16,000
In-Theater Movie Spots	\$80,000
Bus Tails	\$64,000
Billboards/Posters	\$15,000
State of the City Sponsorship	\$15,000

MISSIONH2OLB WEBSITE



TAKE A ONE SONG SHOWER WEB PAGE & MUSIC VIDEO



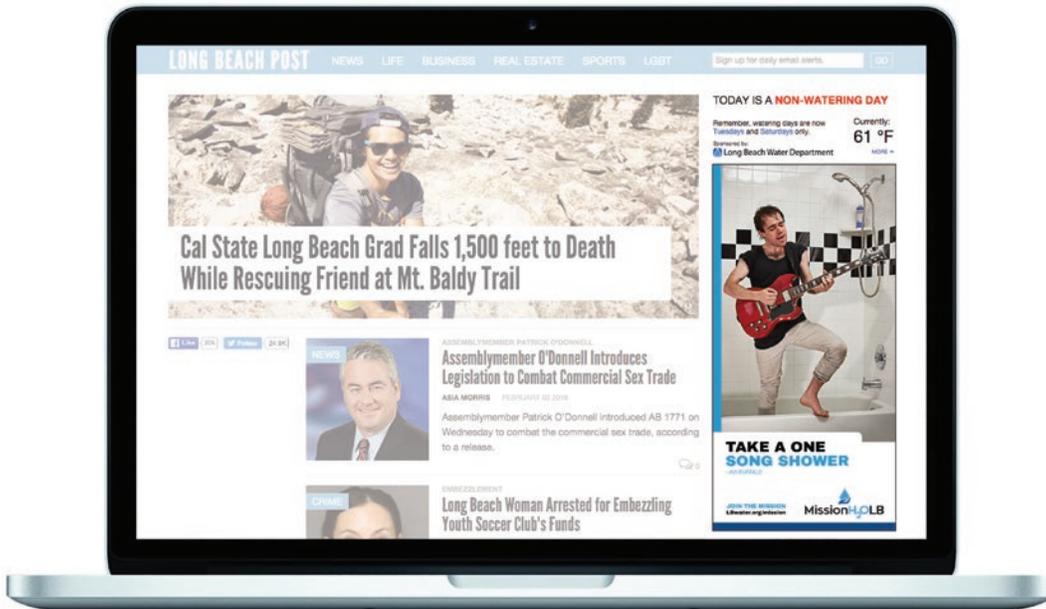
TAKE A ONE SONG SHOWER PRINT AND DIGITAL BANNERS



**TAKE A ONE
SONG SHOWER**
- BEARCOON

LBwater.org/mission

MissionH₂OLB
YOUR WATER. YOUR FUTURE.



LONG BEACH POST NEWS LIFE BUSINESS REAL ESTATE SPORTS LGBT Sign up for daily email alerts.

Cal State Long Beach Grad Falls 1,500 feet to Death While Rescuing Friend at Mt. Baldy Trail

Assemblymember O'Donnell Introduces Legislation to Combat Commercial Sex Trade

Long Beach Woman Arrested for Embezzling Youth Soccer Club's Funds

TODAY IS A NON-WATERING DAY
Remember, watering days are now Tuesdays and Saturdays only.
Sponsored by Long Beach Water Department

Currently: **61 °F**

TAKE A ONE SONG SHOWER
- BEARCOON

LBwater.org/mission MissionH₂OLB

JOIN THE MISSION AVI BUFFALO MOVIE THEATER TV SPOT / WEB VIDEO



JOIN THE MISSION

MissionH₂OLB
LBwater.org/mission

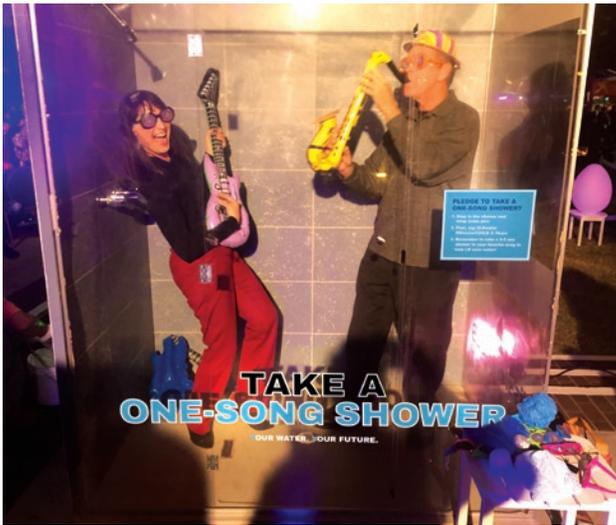
JOIN THE MISSION JEFF MCMILLAN MOVIE THEATER TV SPOT / WEB VIDEO



JEFF MCMILLAN COMMISIONED ART PIECE



MISSIONH2OLB – STATE OF THE CITY EVENT



DROUGHT TOLERANT MOBILE GARDEN



BUS TAIL ADVERTISING



**GIVE YOUR SPRINKLERS
THE RAINY SEASON OFF**

 **JOIN THE MISSION**
LBwater.org/mission

 **MissionH₂OLB**

©2011 Long Beach Water

**EL NIÑO WON'T END THE DROUGHT
SAVING WATER WILL**

JOIN THE MISSION
LBwater.org/mission



 **MissionH₂OLB**

©2011 Long Beach Water

**SERIOUS DROUGHT
NEEDS SERIOUS SAVING**

JOIN THE MISSION
LBwater.org/mission



 **MissionH₂OLB**

©2011 Long Beach Water

FACEBOOK SOCIAL MEDIA

MissionH₂OLB
YOUR WATER. YOUR FUTURE.
JOIN THE MISSION
#MissionH2OLB

Long Beach Water
Public Utility

Sign Up Liked Message

Timeline About Photos Reviews More

Search for posts on this Page

12,671 people like this
Niko James SanMiguel Dahlilg and 7 other friends

178 people have been here

Invite friends to like this Page

3.8 of 5 stars · 44 reviews
View Reviews

ABOUT

Orange Av
Reservoir Park

1800 E Wardlow Rd
Long Beach, California

(562) 570-2300

Ask for Long Beach Water's price range

<http://www.lbwater.org/mission>

Long Beach Water
February 26 at 5:24pm · 🌐

#FREE "Residential Irrigation" class on March 5th taught by landscape professional, Dominic Masiello (DP Environments).
Sign up for the free class here: <http://bit.ly/1XAgMSP>

Class begins at 9:30am on Saturday at 1800 E. Wardlow Rd. Long Beach, CA 90807.... See More

RESIDENTIAL IRRIGATION CLASS:
SATURDAY, MARCH 5TH 9:30AM

LBwater.org/mission MissionH₂OLB

FACEBOOK SOCIAL MEDIA

Long Beach Water
August 28, 2015 · 🌐

"We have one more week to go until the end of the month, LB – and we're so close to hitting another whopping 19% reduction for August! Keep conserving and join the mission to save through the end of this month at LBWater.org/Mission"- Mayor Robert Garcia LB Mayor's Office



304 Likes 11 Comments 20 Shares

➔ Share

Long Beach Water
November 17, 2015 · 🌐

Share with us your drought tolerant garden #DIY projects #LongBeach! We've seen some amazingness lately that definitely needs to be shared.

Leave a comment (with a photo): Show and Tell style 📷 or leave some great drought tolerant DIY tips for others

#MissionH2OLB



LBwater.org/mission **MissionH₂OLB**

219 Likes 9 Comments 24 Shares

➔ Share

Long Beach Water
November 2, 2015 · 🌐

Long Beach met the Governor's mandate for the FIFTH month in a row, even with record-breaking high temperatures last month.

"Conservation needs to be permanently integrated into our community's lifestyle," says Mayor Robert Garcia. "We have to keep saving even during these projected wet winter months."

Remember to turn OFF your sprinklers tonight to prepare for a chance of rain showers coming our way!



143 Likes 7 Comments 19 Shares

➔ Share

Long Beach Water
January 29 · Long Beach, CA, United States · 🌐

It looks like it's going to be a wet weekend #LongBeach with a chance of #rain this Sunday. Let's skip our Saturday watering day and #water our landscape naturally this #weekend.

Nature has it taken care of.

#MissionH2OLB #SaveWaterLB



WATER NATURALLY
LBwater.org/mission **MissionH₂OLB**

214 Likes 14 Comments 40 Shares

➔ Share

TWITTER SOCIAL MEDIA



MissionH₂OLB
YOUR WATER. YOUR FUTURE.
JOIN THE MISSION
#MissionH2OLB

Long Beach Water
@LongBeachWater

The standard in water conservation and environmental stewardship

Long Beach, CA
lbwater.org/mission
Joined September 2008

135 Photos and videos

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
2,305	2,378	6,775	61	7

[Edit profile](#)

Tweets Tweets & replies Photos & videos

Long Beach Water @LongBeachWater · Feb 26
FREE Residential Irrigation class 3/5 in #LB taught by an expert. Reserve a spot here: bit.ly/1XAgMSP



LBwater.org/mission **MissionH₂OLB**

1 2

Long Beach Water @LongBeachWater · Feb 25

Your Tweet activity
Your Tweets earned 4,561 impressions over the last week



View your top Tweets

Who to follow · Refresh · View all

- Cedars-Sinai MDCHC** @Ce...
Followed by Margaux Marie...
[Follow](#) [Promoted](#)
- Long Beach Funk Fest** @L...
Followed by Long Beach Pa...

TWITTER SOCIAL MEDIA

 **Long Beach Water**
@LongBeachWater

Start the #NewYear conserving by shutting sprinklers OFF for the rest of the week. Big storms are expected to hit #LB



TURN YOUR SPRINKLERS OFF WHEN IT RAINS

MissionH₂OLB
LBwater.org/mission

RETWEETS 7 LIKES 4

5:41 PM - 4 Jan 2016

Reply to @LongBeachWater

 **Long Beach Water**
@LongBeachWater

#WaterYouDoing Tip: @AviBuffalo said it best, try & take 1 song showers. It can make a difference #MissionH2OLB



TAKE A ONE SONG SHOWER
- AVI BUFFALO
LBwater.org/mission

MissionH₂OLB

RETWEETS 5 LIKES 4

10:30 AM - 14 Sep 2015

Reply to @avibuffalo

 **Long Beach Water**
@LongBeachWater

Check out this #sneakpeek of a conservation partnership with @powwowlongbeach artist, @jeffmcmillanart



MissionH₂OLB

RETWEETS 4 LIKES 7

1:55 PM - 1 Dec 2015

Reply to @powwowlongbeach @jeffmcmillanart

INSTAGRAM SOCIAL MEDIA



lbwater

FOLLOWING

...

Long Beach Water 100+ years of providing Long Beach with clean, high-quality water and serving as a champion of water conservation. #SaveWaterLB #MissionH2OLB www.lbwater.org/mission

150 posts

354 followers

149 following



lbwater.org/mission

MissionH2OLB



lbwater.org/mission

MissionH2OLB



lbwater.org/mission

MissionH2OLB



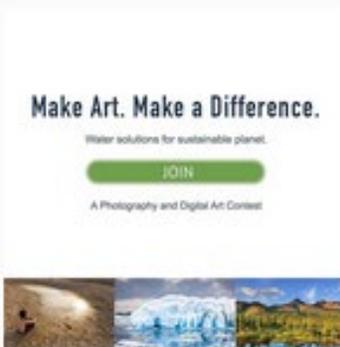
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MissionH2OLB



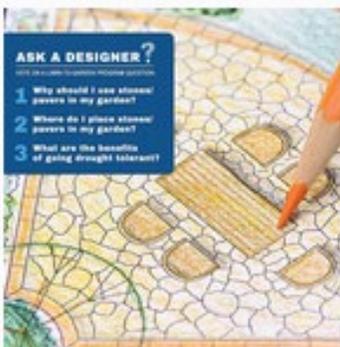
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MissionH2OLB



lbwater.org/mission

MissionH2OLB



lbwater.org/mission

MissionH2OLB

INSTAGRAM SOCIAL MEDIA

**FREE LANDSCAPE CLASS:
THIS SATURDAY 9:30AM**

1800 E. WARDLOW RD, LONG BEACH, CA 90807

LBwater.org/mission **MissionH₂OLB**

ibwater Long Beach W... **FOLLOWING**

22 likes 5w

ibwater #FREE "Creating Your New Landscape" class taught by Barbara Paul this #Saturday Jan 23rd at 9:30am (1800 E Wardlow Rd). This is an introductory #class for homeowners looking to create a new #California friendly #landscape. Topics discussed in this course include landscape #design, turf removal, irrigation, soil #improvement, and maintenance. Reserve your space on <http://www.lbwntogarden.com/class-list> #MissionH2OLB #SaveWaterLB

mykaizen This is so awesome! I'd actually love to get your input on my page. Link in bio. Dm me and Let me know what you think!

kiwiloostyle cool

Add a comment...

ASK A DESIGNER ?
VOTE ON A LAWN-TO-GARDEN PROGRAM QUESTION:

- 1 Why should I use stones/pavers in my garden?
- 2 Where do I place stones/pavers in my garden?
- 3 What are the benefits of going drought tolerant?

ibwater Long Beach, C... **FOLLOWING**

14 likes 3w

ibwater We've received many Q's over the past months & we just want to say "we hear you loud and clear" :). We've decided to have a professional #landscape #designer answer you directly.

Chime in. #Vote on one of the most commonly asked questions below (by commenting 1, 2 or 3) and we will post a video response to the top voted one, from special guest, Dominic Masiello our hardscape specialist.

- 1) Why should I use stones/pavers in my garden?
- 2) Where do I place stones and pavers in my garden?
- 3) What are the benefits of going drought tolerant?

Don't forget to reserve your space in his

Add a comment...

PLEDGE **CALCULATE** **LISTEN**

JOIN THE MISSION

LBwater.org/mission **MissionH₂OLB**

ibwater **FOLLOWING**

23 likes 24w

ibwater #MissionH2OLB is a movement. Together we can collectively make a more reliable #future for all of us, #LongBeach. Pledge, calculate and listen to #savewater. Visit the link in our bio. Tag a #friend , #family member or even a co-worker. The more we educate others the more #water we can save!

antonyovx @krisluvspitbulis

therealneeks @domfromguam

Add a comment...