

## Orange County Regional Drought Campaign

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As abnormally dry conditions persist, it is crucial that Orange County water providers communicate effectively with the public, stakeholders, and the media about current and changing drought conditions. Over the last several months, the Municipal Water District of Orange County's (MWDOC) public affairs team has worked with water agencies throughout the county and beyond to develop a regional drought campaign encouraging customers to "Do Your Thing" to save water. The campaign preserves a shared, unified voice, emphasizes the need for using water wisely, and offers water-saving resources and tips to help extend the region's water supply during this critically dry period. The abundance of campaign collateral is presented gratis to Orange County water providers and community partners alike, offering the tools needed to speak confidently with customers and clients about the current drought situation.



The regional solutions-driven drought campaign titled "Orange County Knows How to Save Water" builds on a foundational media toolkit developed in July 2021 to help local water agencies in their drought-related public outreach efforts. This foundational communications piece has since been updated to align with the regional drought campaign tagline and collateral.

Tapping into the County's unique makeup, the campaign recognizes the diversity of people, activities, and hobbies that make Orange County distinct. We are vibrant, active, and easy-going. We are strong together; whether in our circles of family, friends, or coworkers, on the sports teams we join, or in the social groups we form. Fortunately for the region, our combined strengths are precisely what will be needed as we brace once again for an extended period of drought. Every person and every drop will count.

For decades, MWDOC and the Family of Orange County Water Providers have educated children, residents, and businesses about the value of water and the importance of good water stewardship. Saving and protecting our water supply is an Orange County way of life, and adjustments need to be made to thrive here. Wet weather is far more unusual than dry, and drought is always just around the corner. Additionally, nearly half of the water used to meet a large portion of our county's needs is imported from hundreds of miles away. Because of this, Orange County water providers have made significant investments over the years in water recycling, water use efficiency, and groundwater storage to ensure a reliable, long-term water supply for the region.



Orange County residents and businesses have also done their part by embracing a water-efficient lifestyle. These wise investments and smart behavior changes will help support the region during this period of drought, although there is always more that each of us can do.

To access campaign collateral, including social media posts, mini ads, PowerPoint slides, 50+ talking points, and more, contact Tiffany Baca at [tbaca@mwdoc.com](mailto:tbaca@mwdoc.com).