



Water Supply Update

June 10, 2021

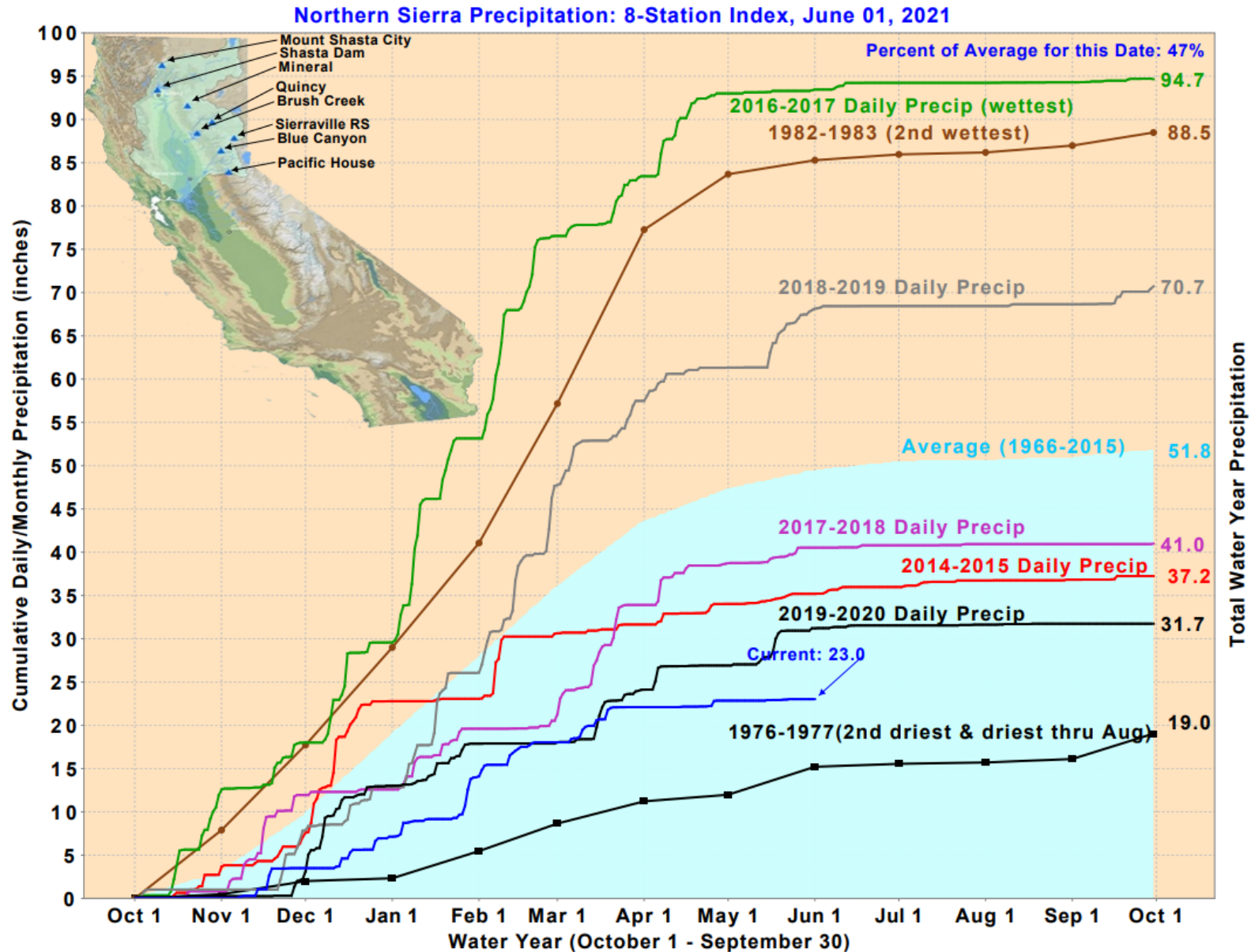


Water Supply Update

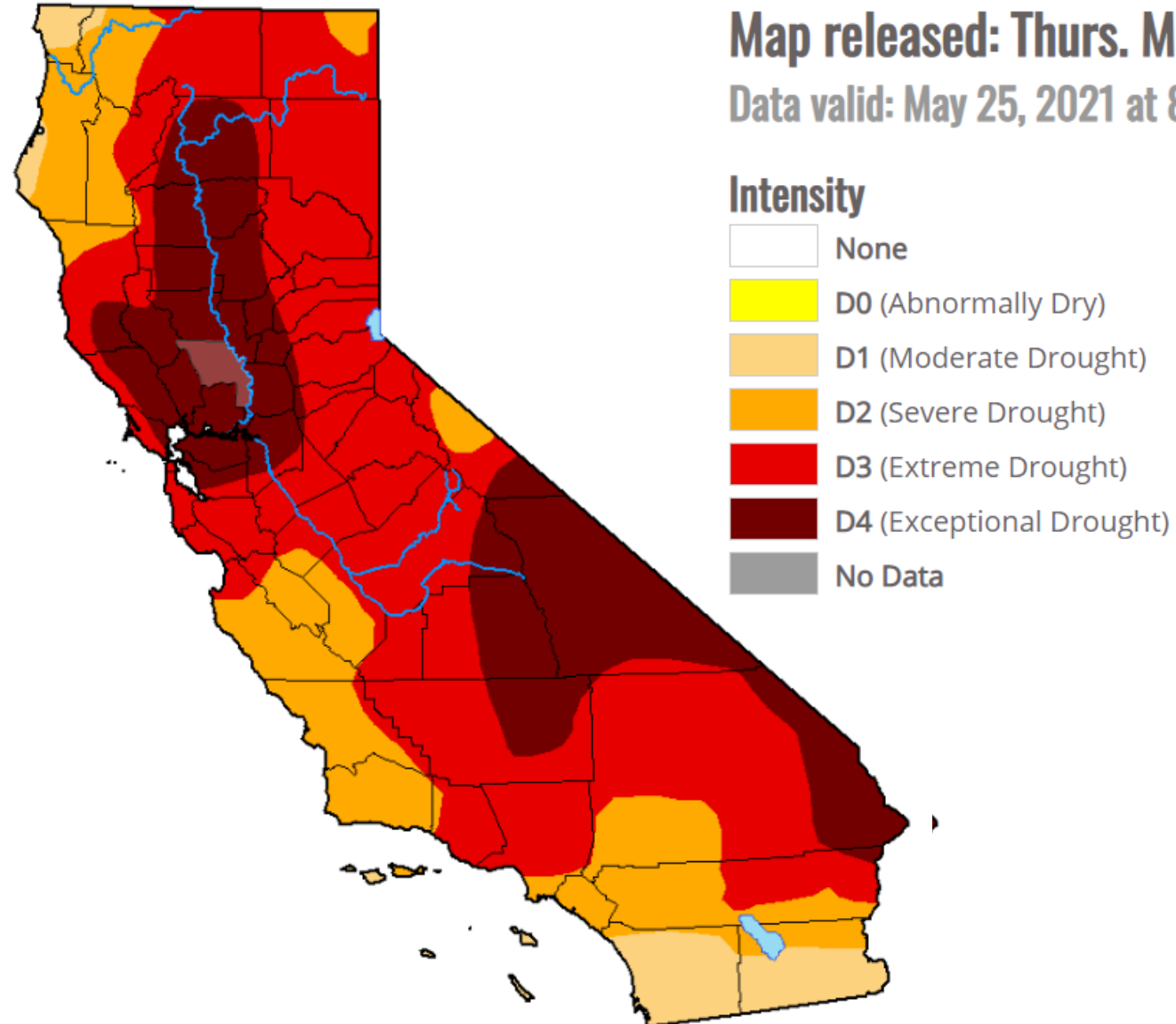
- Current Hydrologic Conditions
- Groundwater Supply
- Imported Water Supply
- Public Messaging



3rd Driest Year in 100 years

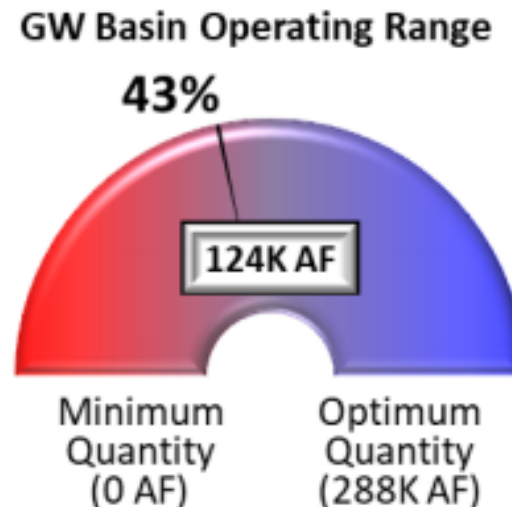


100% of CA in Drought

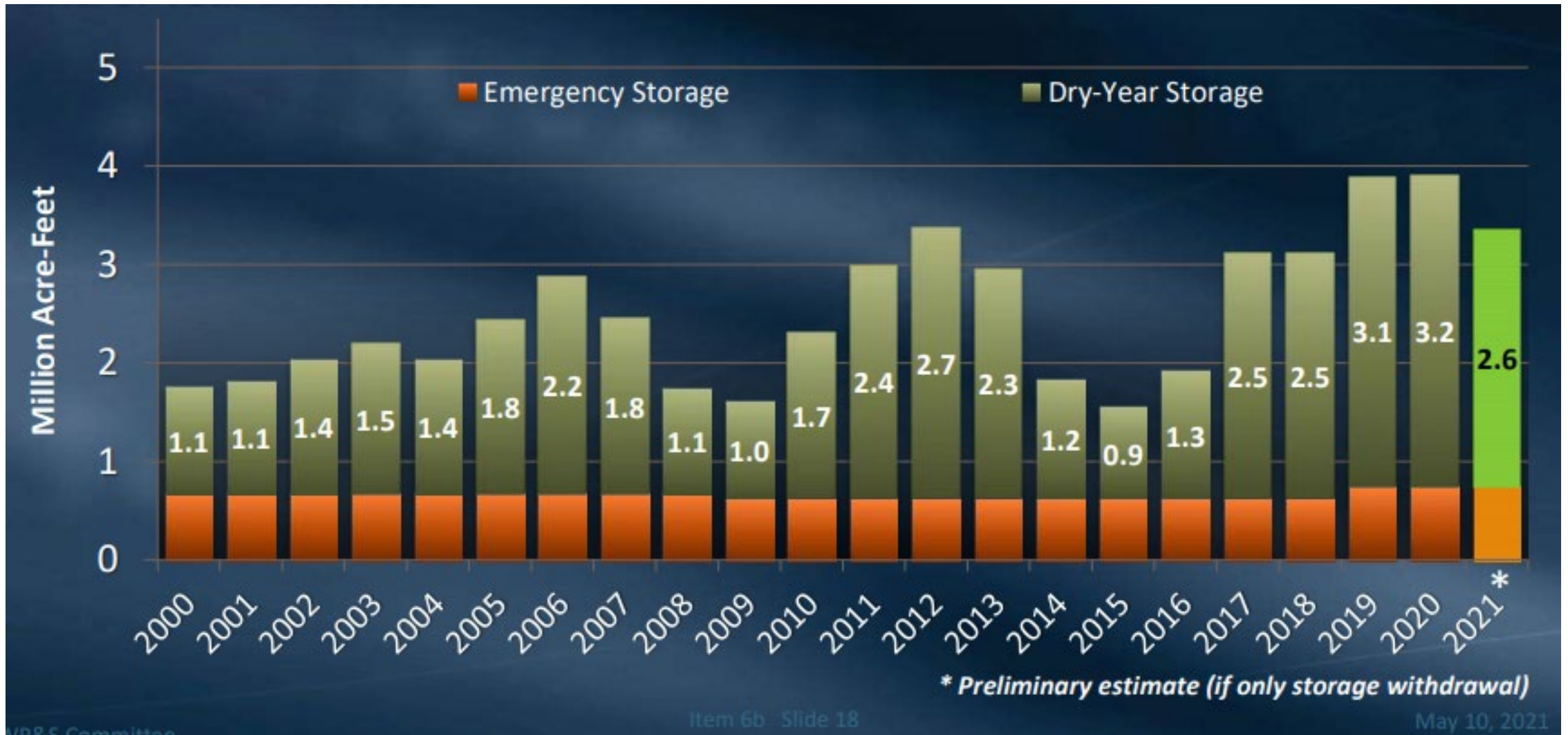


Groundwater Supply

- Central Basin groundwater rights are adjudicated
 - WRD actively manages basin replenishment
 - Pumping not subject to curtailment because of drought



Imported Water Supply - Storage



Item 6b - Slide 18

May 10, 2021



Public Messaging

- MWD
 - Storage enough for several years of drought
 - Voluntary conservation measures encouraged
- LBWD
 - Long Beach is an example to the state of how a community can adopt water-wise lifestyles
 - Keep up the good work to save water every day in every way. Water use efficiency is the LB way of life.
 - Easy things you can do to save water
 - LBWD is here for you – customer support programs



LiveH2OLB Campaign

- LiveH2OLB is the evolution of MissionH2OLB and response to statewide drought
- Refresh coming in summer 2021
- Key elements include:
 - Position campaign as umbrella for customer support programs
 - Customize to reflect Long Beach way of life
 - Tailor messages to different audiences
 - Inclusive strategies and tactics
 - Positive and upbeat tone
 - Incorporate humor where possible





Long Beach Water

Exceptional Water • Exceptional Service

