



## SAVE OUR WATER

*Save Our Water* is California's flagship water conservation campaign – co-managed by the Office of Community Partnerships and Strategic Communications (OCPSC) and the Department of Water Resources (DWR).

As California's climate becomes hotter and drier, changing public perception about the drought and engaging Californians in long-term water conservation are more critical than ever. This partnership brings together decades of technical expertise and proven success in public outreach and engagement to drive a shift in how Californians live with this new water reality.

### CHALLENGE

- **California has a rapidly diminishing water supply:** Hotter, drier weather could diminish our existing water supply [by up to 10% by 2040](#).
- **Californians may not understand the gravity of the situation:** Research shows that only [30% of adults rank drought and a lessening water supply as the state's most important environmental issue](#). This suggests the **drought is not top-of-mind for Californians** and lacking urgency because they believe drought is cyclical, not permanent.
- **We need a statewide approach:** Californians need to be better educated about the realities of our state's evolving climate. Residents need to understand water conservation can't stop – even when it rains.

### OUR APPROACH

- Through public education, *Save Our Water* will drive a shift in Californians' attitudes and perceptions to **make water conservation a year-around effort**.
- Messaging will emphasize ways to **save water inside and outside the home** as well as how to take advantage of rebates for water-efficient appliances available through local water agencies.
- Building on California's [Water Supply Strategy](#), OCPSC and DWR will apply best practices from other recent, successful public awareness initiatives – like the 2020 Census and COVID-19 vaccination efforts – by supporting paid media, community partnerships, outreach, and content development.

### ABOUT US

The **Office of Community Partnerships and Strategic Communications** (OCPSC) manages the state's most pressing community engagement and public awareness efforts. The office coordinates statewide outreach efforts with **trusted community partners**

to directly engage Californians – particularly those experiencing the **greatest health and social inequities** – and provide them with culturally competent and accessible information and resources. Learn more at [opr.ca.gov/ocpsc](https://opr.ca.gov/ocpsc).