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Michael Wade

TO: San Luis & Delta-Mendota Water Authority Board of Directors
FROM: Mike Wade, Executive Director, California Farm Water Coalition
DATE: February 2, 2024
RE: Program and Activities Update

Communications Plan

On January 17, at the request of SLDMWA staff, CFWC Executive Director Mike Wade briefed the SLDMWA Budget Committee on some of the elements and costs associated with conducting a communications plan at various levels. In order to reach and effectively influence an audience, several elements of the strategy are essential, including reach, frequency, and consistent messaging.

The briefing included three levels of communications plans, including \$100,000, \$300,000, and \$500,000 levels. Variances in the amounts reflected differences in the amount of public polling and actual advertising that would be completed.

SLDMWA staff will continue to evaluate future outreach and education needs and provide additional information to the board.

CFWC Social Media

Social media has been an affordable and effective messaging platform in CFWC's mission to educate consumers about California's water supply and the connection between water and the food we consume. CFWC's consumer-oriented "Food Grows Where Water Flows" channel on Facebook and Instagram has been a very effective part of our outreach program. During the past 12 months, this segment generated 1,362,711 impressions, reached 1,164,534 people at a cost of less than 1 cent per person reached, and generated 73,370 clicks.

On January 17, CFWC posted a short informational piece about San Luis Reservoir, which generated a bigger response and engagement numbers than most other content we've created. The caption by a photo of the reservoir read:

"The San Luis Reservoir, located west of Los Banos, holds over 2 million acre feet of water. It provides water for 27 million Californians, almost 2 million acres of farmland, & is the largest off stream reservoir in the United States."

This post resonated with an extremely large audience. It had a reach of 357,865 people and generated 9,683 link clicks, which was more than double the next highest post on the Food Grows Where Water Flows channel. We attribute this to the familiarity a large portion of the traveling public has with the reservoir, with many of them commenting about positive memories of fishing at the reservoir and compliments on the Romero Visitor's Center.

There were a number of criticisms of the facility as well, although most of them were unfounded. Complaints included the topic of water being used to grow pistachios and almonds, the majority of which get shipped to China; water being stolen from the Sacramento River; all of the water in the reservoir going to L.A. with none of being used to irrigate farms.

Despite the extreme nature of some of this feedback, it is always a helpful to guide future messaging, which keeps the public informed with accurate, educational information.



Food Grows Where Water Flows

Published by Hootsuite · January 17 at 10:00 AM · 🌐



The San Luis Reservoir, located west of Los Banos, holds over 2 million acre feet of water. It provides water for 27 million Californians, almost 2 million acres of farmland, & is the largest off stream reservoir in the United States.

#CFWC #CaliforniaAgriculture #InSeason #CAwater #Farming #foodgrowswherewaterflows #whatsfordinner #eatcalifornia #californiafarmsandranches



[See insights and ads](#)

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3K

549 comments 418 shares

San Luis Reservoir Post

Impressions	(ads displayed)	358,748
Reach	(people)	357,865
Clicks		9,683

Last 12 months - Food Grows Where Water Flows

Impressions	(ads displayed)	1,362,711
Reach	(people)	1,164,534
Clicks		73,370

Sample Comments

Fished there with my mom and dad many weekends!!!! Loved it.

We used to camp and fish there in the 80's- 90's

Beautiful, just drove by last weekend. It's so low right now- where did the water go? It was full a few months ago.

So how much of that locally grown is sold and consumed locally and how much is sold as snacks to China?

San Luis Reservoir's water is water from the Shasta Dam completely controlled by the votes of Southern California

Thanks to those farmers who mass produce it is filled with chemicals. They are owned by Monsanto.