



## Public Outreach Challenge

**Due Date**

**Thursday, April 28, 2022**

The theme for the Public Outreach Project is: **“Wasting Water Is...** “(fill in the blank)

This theme was used as a theme in Solar Cup 2020, but the pandemic shut down the program and moved it online, so we didn't get to see the ideas students developed. In 2022, we are again facing low water supplies and record setting drought. We need to spread the message of water conservation in new ways to new audiences. We want this generation of high school students to help the generation of students behind them to understand the importance of saving water. Water conservation must be a way of life for every person in Southern California.

We're asking you to fill in the blank in “Wasting Water Is ...” Your selected adjective(s) should be ones that younger students understand. Stay away from slang or profanity. For example, Metropolitan has created a series of commercials – “Wasting Water is Trouble,” and “Wasting Water is Unbelievable.”

We think this theme fits well with the requirements for this Challenge. Your team will create a booklet that captures the attention of students in Pre-K through 3<sup>rd</sup> grade and uses fun activities to teach them to take action to conserve water.

To complete this Challenge, each team is required to create and submit two projects:

- Activity book for younger students
- Social media marketing plan for the Activity book

You will find more information below on the Challenge and why water conservation is so important. Good luck. If you have any questions, contact Julie Miller Kalbacher at [jamiller@mwdh2o.com](mailto:jamiller@mwdh2o.com)

## California's Water Supply Issues

It takes a lot of hard work, advanced planning and investment to help ensure 19 million Southern Californians have the water they need. About half of our water comes from local sources such as groundwater, recycled water and stormwater. The rest is imported from sources hundreds of miles away. In a typical year, about 30 percent is imported from the Sierra Nevada Mountains in Northern California via the State Water Project, a 444 mile aqueduct that, along with a network of pipelines, pump stations and reservoirs, delivers water to urban Southern California. We also get water from the Colorado River through Metropolitan Water District's Colorado River Aqueduct, which begins at Lake Havasu and crosses the Mojave Desert into our region.

Regardless of the origin, our imported water sources continue to be strained because of climate change and more frequent droughts. California is now in the third year of a severe drought and Gov. Gavin Newsom has declared a drought emergency and called for voluntary cuts to water use.

When it does rain and snow, water agencies capture as much as possible to save in our reservoirs and use when conditions are dry. Although our state has received some precipitation to replenish our depleted reservoirs, January and February were extremely dry, and we must all find ways to cut our water use more so that we can stretch the water supplies we have for as long as possible.

But climate change means that Southern California must use less water not just today, but always. We must fix leaky toilets and faucets, replace our appliances with more water-efficient models, swap out grass for California Friendly® and native landscapes that use less water, take shorter showers and only wash full loads of laundry and dishes. Every action we take to cut water use makes a difference.

It will take all of us, working together, to make sure Southern California has the water it needs, now and years into the future.

## Document It

Use video or photos to document your work. Get creative. Examples include a time-lapse video of you conducting the challenge, a selfie with the finished product, or a self-narrated video about your work. Metropolitan may post select submissions on our social media accounts to promote Solar Cup and the work students are doing. Don't use

profanity and inappropriate or copyrighted images or music. For a required media release and upload instructions, contact Julie Miller Kalbacher at [jamiller@mwdh2o.com](mailto:jamiller@mwdh2o.com). You also may post your videos and photos on your own social media account, or your school's account. If the account is public facing, tag Metropolitan at @mwdh2o and use the hashtag #SolarCup. Students that turn in a signed media release and upload their finished product to their school folder can earn up to 100 extra points. The more creative your idea, the more points you will earn.

## Deliverables

To successfully complete this Challenge, teams must submit the following items:

- Activity booklet helping spread the water conservation message to the next generation
  - Target audience for the activity books is students grades Pre-K to grade 3
  - Your activity booklet should be at least 5 pages long, excluding covers
  - Needs a front cover and back cover
  - Booklet activities should relate to “Wasting Water Is...” theme and could include:
    - Coloring book or short story book
    - Activities like dot-to-dot or word games
  - Booklet must not include any copyrighted characters or materials
- Social Media Marketing campaign
  - Must contain at least 3 assets (either graphics or designs) that tell your target audience about your booklet
  - The assets will then be posted to Instagram or Facebook to advertise your booklet
  - Each slide must include accompanying text to go with the asset
    - This text is where you include your water conservation research
    - Impress upon the audience why saving water is so important
    - Explain how the booklet will help younger students save water
    - Text can be submitted on separate paper from slide artwork
  - Explain in two or three paragraphs who you selected as your target audience and why you selected that audience for this social media campaign
    - Possible target audience for your social media campaign could be:
      - Teachers ~ to use your book in their classroom
      - Parents ~ to use your book with their young children

- Community leaders or water agencies ~ to use your booklet with younger students

## Social Media Post Campaign

More and more companies are hiring staff to organize and create content for their social media channels. Being able to create concise, impactful and engaging content for social media could lead you to a dream career.

A good social media post has a mix of background imagery and text. You can use programs like Google Slides or PowerPoint, but might want to expand your skill set and try one of the free and user-friendly online design tools to create your social media campaign:

- [Piktochart](#)
- [Canva](#)
- [Visme](#)
- [Venngage](#)
- [Snappa](#)

As a reminder, all your work for the booklet and the social media posts must be your own. Don't use copyrighted images. You can find some free stock photos online at the following websites:

- [Pexels](#)
- [Pixabay](#)
- [Unsplash](#)

When designing information for social media, you must work within the following design limitations:

- Instagram dimensions: 1080x1080px for feed posting or 1080x1920px for a stories posting
- Saved as a JPEG or PNG

You may get help from your sponsoring water agency. You can get more water conservation information and feedback on your draft booklet or social media ideas from Julie at [jamiller@mwdh2o.com](mailto:jamiller@mwdh2o.com).