



Morro Bay Business Digital Resource Toolkit

The following digital toolkit serves to support the Morro Bay business community during construction of the City of Morro Bay Water Reclamation Facility Pipelines and Lift Stations. The City is committed to communicating with local businesses to help navigate construction, and the resources in this toolkit are meant to be tailored for use by individual businesses.

Social Media

These social media posts and graphics are intended to be distributed by you – a Morro Bay business – during construction in order to communicate with your customers. Please feel free to copy/paste the following messages across your social media networks – Facebook, Instagram, and Twitter – and share the information widely. All social media posts will be unified under the hashtag #TheMorroBayWay.

Hashtags

Use the following hashtags so the City and project team can see your posts:

#TheMorroBayWay #MorroBayBusinesses #OurWaterMorroBay

Social Media Handles

Tag the City of Morro Bay and Morro Bay Chamber of Commerce so the project team can see your posts:

Facebook: @CityofMorroBay @morro.chamber
Twitter: @CityofMorroBay @MorroBayChamber
Instagram: @CityofMorroBay @morrobaychamber



Post 1. We are Open

Post Copy: We are open for business! Stop by and say hey, as we continue doing business #TheMorroBayWay.

Accompanying Graphic: download here



Post 2. Construction Update

Post Copy: Temporary construction, permanent water supply! Water Reclamation Facility Pipelines construction is underway but business remains the same.

Accompanying Graphic: download here



Post 3. Customer Engagement

Post Copy: Share a selfie in front of your favorite Morro Bay Business! Tag #TheMorroBayWay for a chance to be featured in the Morro Bay Customer Spotlight Program.

Accompanying Graphic: download here

Additional taglines for consideration:

- 1. Temporary Construction, Permanent Water Supply!
- 2. Business Done Right, #TheMorroBayWay





E-Newsletter

Copy/paste this e-newsletter content and share with your e-newsletter customer database:

Newsletter Update: Business Done Right, #TheMorroBayWay

Construction is underway for the City of Morro Bay's Water Reclamation Facility (WRF) Pipelines and Lift Stations. The four pipelines are being constructed in segments on Atascadero Road, Main Street, Quintana Road and South Bay Boulevard, on weekdays from 7 a.m. to 3:30 p.m. each day. Weekend or night work may be scheduled, as needed, but properties will be notified beforehand. The Morro Bay Water Reclamation Facility (WRF) Program is currently on track to meet the 2023 State-mandated completion deadline, with major construction on the pipeline and lift stations anticipated to complete in December 2021.

Our business remains open and is committed to serving our customers. If you have any questions regarding construction or how to visit our business during this time, please visit https://morrobaywrf.com/construction-information/or call 877-MORROBAYH2O. For more information, please contact the City directly at wrfinfo@morrobayca.gov.

We are fortunate enough to remain open during this time and will continue to serve our customers. As construction continues throughout this year, we thank you for your patience and for continuing to support our business!



Tip: Remind customers about your location and address by calling it out on this map in an e-newsletter!





Website Content for Businesses

Copy/paste this information and post it on your website:

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