EXHIBIT "A"
CALIFORNIA'S WATER: A Crisis We Can't Ignore

Orange County Public Affairs Workgroup Meeting
October 17th, 2007

A Statewide Public Education Program

www.calwatercrisis.org

October 2007
Today's Water Crisis

The state is facing some of the most significant water challenges seen in the last half-century:

- Sacramento-San Joaquin River Delta is in ecological crisis
- Water deliveries cut to protect species
- Aging Delta levees vulnerable to natural disaster
- Rapid population growth, yet no significant statewide system improvements in 30 years

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Today's Water Crisis (cont.)

- Extremely low water reserves, unable to meet demand during a major disruption
- Record drought, may lead to water rationing
- Reduced water supplies; farmers fallowing agricultural land
- Climate change impacts, reduced snow pack
- Conservation not enough

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Court Decisions

- Wanger #1 - Conveyance
- Wanger #2 - Surface Storage
Public Unaware of Challenges

- Despite intense media attention & focus by Governor and state legislators, the public is UNAWARE of the state's water problems.

- ACWA and its member agencies are obligated to inform and educate the public about threats that could affect water supplies.

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ACWA Launches Public Education Program

- **Objective:** Educate Californians and build concern about critical challenges now confronting the state's water supply and delivery system.

- Statewide, multi-million dollar effort.

- Scheduled to run through 2007.

- Funded by voluntary contributions from public water agencies across the state.

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Public Education vs. Advocacy

- ACWA program is designed as public education to define the problem, not advocate

- Under California law, public agencies may fund and take part in public education efforts
  - Information communicated must be factual
  - Program will not advocate for legislation or a ballot measure
  - Program will not encourage public to contact their legislators
  - Program will not issue a general call for action or advocate for any specific solution

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Program Team

- ACWA – Program Management / Fundraising
- Winner & Associates – ad component
- Redgate Communications media/outreach
- Mayer, Brown, Row & Maw, LLP – legal consultation

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Fundraising

- $6.1 million (pledged/contributed)
- $7 million = budget goal

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Pledges/Contributors

- Alameda County WD
- Alameda Zone 7 WA
- Castaic Lake Water Agency
- Central Coast Water Auth.
- Coachella Valley WD
- Crestline Lake Arrowhead WA
- Desert Water Agency
- Kaweah Delta WCD
- Kern County Water Agency
- Kings County WD
- Metro WD of So. California
- Mojave Water Agency
- Napa County WD
- Palmdale WD
- San Bernardino Valley MWD
- San Gabriel Valley WD
- San Gorgonio Pass WA
- Santa Clara Valley WD
- Solano County
- Tulare Lake Basin WSD
- Yuba City
- San Luis & Delta Mendota Water Auth.
- Byron Bethany ID
- Central California Irrigation District
- Columbia Canal Co.
- Eagle Field WD
- Firebaugh Canal WD
- James ID
- Reclamation Dist. #1606
- San Benito County CD
- San Luis WD
- Tranquility WD
- Westlands WD
- Friant Water Users Authority
- Bear Valley WD
- Chino Basin WCD
- Dudley Ridge WD
- East Valley WD
- Eastern MWD
- E! Toro WD
- Fallbrook PUD

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Pledges/Contributors

- Helix WD
- Henry Miller Rec. Dist. #2131
- Hi-Desert Water District
- Irvine Ranch WD
- Laguna WD
- Las Virgenes MWD
- Mid-Peninsula WD
- North of the River MWD
- Placer County WA
- San Francisco PUC
- San Gabriel County WD
- Valley Center MWD
- West Basin MWD
- Wheeler Ridge-Maricopa WSD

(as of 10-11-07)

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Reaching the Public - Program

- Paid Media
  - Television, Radio & Print Advertisements
- Informational Materials
  - Brochure
  - 5 minute DVD Documentary
  - Fact Sheets & Collateral Materials
  - Spanish Versions
- Internet
  - Website, www.calwatercrisis.org
  - Banner Ads with cross hyperlinks
  - Email Distributions

www.calwatercrisis.org
Reaching the Public — continued

- Earned Media
  - Press Releases
  - Placement
  - Editorial Outreach
  - Radio Talk Show

- Statewide and Community Outreach & Constituent follow up
  - Statewide business and elected leaders
  - Civic & Community Organizations
  - Latino / Spanish Language Outreach

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California's Water: A Crisis We Can't Ignore.

The Association of California Water Agencies (ACWA), a coalition of 450 public water agencies, has launched a statewide public education program entitled "California's Water: A Crisis We Can't Ignore," to educate Californians about critical challenges now confronting the state's water supply and delivery system.
Program Launch

- Sept. 12 – Statewide Press Call
  - Radio Ad – 30 seconds “water crisis” (Statewide)
  - Statewide media
  - Outreach blast (5000)
  - calwatercrisis.org – live

www.calwatercrisis.org
Program Launch

Sept. 17 – 1st 30 second TV Spot "Water Crisis" launched statewide

- 65-180 spots in different markets

Broadcast stations include:

- Los Angeles: KABC 7; KCAL 9; KCBS 2; KNBC 4; KTLA 5; KTTV 11
- San Francisco: KGO 7; KTVU 2; KFTY 50; KPIX 5; KNTV 11; KRON 4
- San Diego: KFMB 8; KNSD 39; KUSI 51; KGTV 10; KSWB 69; XETV 6
- Sacramento: KCRA 3; KMAX 31; KXTV10; KOVR 13; KQCA 58; KTXL 40
- Fresno: KFSN 30; KGPE 47; KSEE 24; KMPH 26
- Palm Springs: KESQ 42; KPSP 38; KMIR 36; KDFX 33
- Santa Barbara: KCOY 12; KEYT 3; KSBY 6
- Bakersfield: KERO 23; KBAK 29; KGET 17; KBFX 58

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Program Launch

Oct. 3 – 2nd 30 second TV spot launched
- Dr. Jeffrey Mount, Geology Professor, U.C. Davis

Oct. 10 – 3rd 30 second TV spot launched
- Farmer: Jim Beecher, Central Valley
- Glass “Half Empty”

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Program Launch

Examples of Programming:
- The View, Oprah, Jeopardy, Wheel of Fortune, The Today Show, Good Morning America, Ellen, early and late local news.
- Regis & Kelly, Oprah, Jeopardy, Grey’s Anatomy, Desperate Housewives, Wheel of Fortune
- Late local news
- Nightline, early and late local news

Cable Television Programming Highlights
- 45-60 spots a week on cable in major markets.
- Cable networks spots on: USA, TBS, Comedy Central, Lifetime, Oxygen, TNT, Food Network, E Network, and A&E

Next TV Ad: Dr. Jeffrey Mount

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Earned Media to Date

- Associated Press, reporters
- statewide editorial pages
- 5 television and radio reporters
- producers and news desks
- 496 weekly magazines and community newspapers

Water crisis subject of television ads
North County Times - 9/18/07
By Gig Conaughton, staff writer

Water association launches education effort
Capital Press - 9/18/07
By Elizabeth Larson

Coalition of water agencies launches television ad campaign
KSBY Channel 6 (Central Coast) - 9/18/07

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Earned Media to Date

- Interviews:
  - Associated Press
  - Bakersfield Californian
  - Capitol Press
  - Long Beach Press Telegram
  - Los Angeles Times
  - North County Times
  - Riverside Press Enterprise
  - San Diego Union Tribune
  - Stockton Record
  - Channel 11, El Centro
  - Sacramento Bee
  - San Bernardino Sun
  - Stockton Record
  - Ventura County Star
  - Victorville Daily Press
  - Auburn Journal
  - Gannet
  - La Opinion

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Statewide water crisis campaign launched; Water districts unite to convince Californians their supply is in jeopardy as the Legislature is in a special session to discuss water policy
Los Angeles Times - 9/18/07
Associated Press
Earned Media to Date

Radio and TV stations:
- KEAR FM 93.1
- KPHS Radio
- KSCN Public Radio Northridge
- KPSP Radio Berkeley
- KPAX FM Chico
- KDOC Radio in LA
- Univision Radio San Francisco
- KCRA TV Channel 3
- Radio Disney
- KBLF News, Red Bluff

Letters to the editor to:
- Fresno Bee
- Long Beach Press-Telegram
- Los Angeles Daily News
- Los Angeles Times
- North County Times
- Orange County Register
- San Diego Union-Tribune
- Stockton Record

The Stockton Record
Water crisis? What's that?
By Hank Shaw
September 15, 2007
Capitol Bureau Chief

Op-Ed Program
- Los Angeles Daily News
- Orange County Register
- San Francisco Chronicle
- Modesto Bee
- Chico Enterprise Record
- Redding Record Searchlight
- Napa Valley
- San Diego Union Tribune

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Earned Media to Date

- Other Publications
  - AAA's: Westways Magazine
  - Sunset Magazine
  - Southwest's: Spirit Magazine
- Public Access T.V.
  - 43 out of 69 will air T.V.
  - 42 out of 69 will air 5 minute DVD
- Documentary
  - 6 out of 69 will place web banner
Outreach

- 5,000 targets (all state, local electeds, business, civic, education, etc.)
- Follow up with each. More than 50 on board to help spread message.
  - Examples
    - League of California Cities
    - California Chamber of Commerce
    - California Council of Churches
    - California / Nevada Council of Operating Engineers
    - Silicon Valley Leadership Group
    - California State Sheriffs Association
    - AFSCME District Council 57
    - Numerous Cities
- Providing: Links, mailings, newsletter coverage, emails.

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Outreach

- 40 ACWA Members placed web banner.
- 6 ACWA Members sending out Bill Stuffers.

Web site visits = 9,700

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Ongoing Presentations

- Members (Regions)
- Other water groups
- Business groups, etc.
- Education

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How Outreach Partners/Interested Parties Can Help

- You can help spread the word:
  - Distribute materials & updates to email lists
  - Publish articles on the water crisis in your newsletter
  - Post a banner ad linking to www.calwatercrisis.org
  - Post TV, radio & print ads to your website
  - Include inserts in monthly bill to customers
  - Distribute/Show 5-minute video/DVD to members/customers
  - Host a local public forum
  - Include panel discussion at your annual convention & conferences
  - Submit letters to the editor
  - Write opinion editorials

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