

# CALIFORNIA'S WATER:

## A Crisis We Can't Ignore

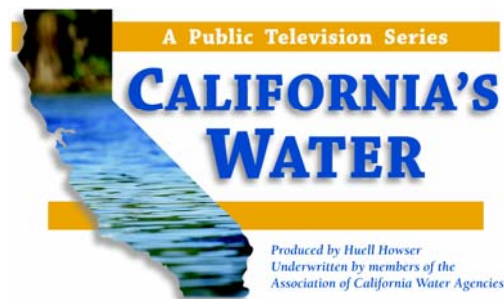
A Statewide Public  
Education Program

[www.calwatercrisis.org](http://www.calwatercrisis.org)

October 2007

# About ACWA

- Founded in 1910
- Statewide, non-profit association
- Largest coalition of 450 public water agencies
- Established history of successful public education programs – Huell Howser series *California's Water* for public television



# 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



# Today's Water Crisis

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

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



# 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

# 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

# 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



# Reaching the Public

## Paid Media

- Television, Radio & Print Advertisements
  - “Water Crisis” – 60 second Radio Ad
  - “Water Crisis” – 30 second TV Ad
  - “Mount” – 30 second TV Ad
  - “Farmer” – 30 second TV Ad
  - “Half Empty” – 30 second TV Ad



# Reaching the Public – *continued*

## ■ Informational Materials

- Color Brochure
- 5 minute DVD Documentary
- Fact Sheet & Frequently Asked Questions (English & Spanish)
- Informational materials on the different aspects of the crisis
- Sample Newsletter Article
- Sample Bill Stuffer



## ■ Internet

- Web Site, [www.calwatercrisis.org](http://www.calwatercrisis.org)
- Banner Link to [www.calwatercrisis.org](http://www.calwatercrisis.org)
- Email Distributions



# Reaching the Public – *continued*

## ■ Earned Media

- Press Releases
- Opinion Editorials
- Letters to the Editor
- Media Interviews – Print, Radio & Television

## ■ Statewide and Community Outreach

- Statewide & Regional Organizations
- Civic & Community Organizations
- Latino / Spanish Language Outreach
- Public Access/Government TV Stations

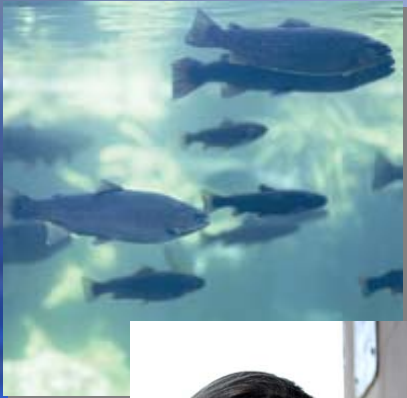


# How Outreach Partners/Interested Parties Can Help

- You can help spread the word:
  - ✓ Distribute materials & updates to email lists
  - ✓ Publish articles on the water crisis in your newsletter
  - ✓ Post a banner link on your web site to [www.calwatercrisis.org](http://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

The banner link, TV & radio ads, sample newsletter articles and bill inserts are all available at [www.calwatercrisis.org](http://www.calwatercrisis.org).

# Today's Water Crisis Affects All Californians



- California cannot prosper without a safe and reliable supply of water
- We must have a water system that works for the environment and people
- Clean and affordable water is the critical ingredient in sustaining the state's thriving economy
- If our water supply and infrastructure systems fail, the impacts would be felt in homes and businesses across the state
- Failure could trigger widespread water shortages and mandatory rationing

# Contact Information

For more information, please visit  
[www.calwatercrisis.org](http://www.calwatercrisis.org),  
or contact:

Timothy Quinn  
ACWA Executive Director  
(916) 441-4545

Jennifer Persike  
ACWA Director of Strategic Coordination & Public  
Affairs  
(916) 441-4545

Scott Adams (for outreach partners/interested parties)  
Outreach Director  
(818) 760-2121