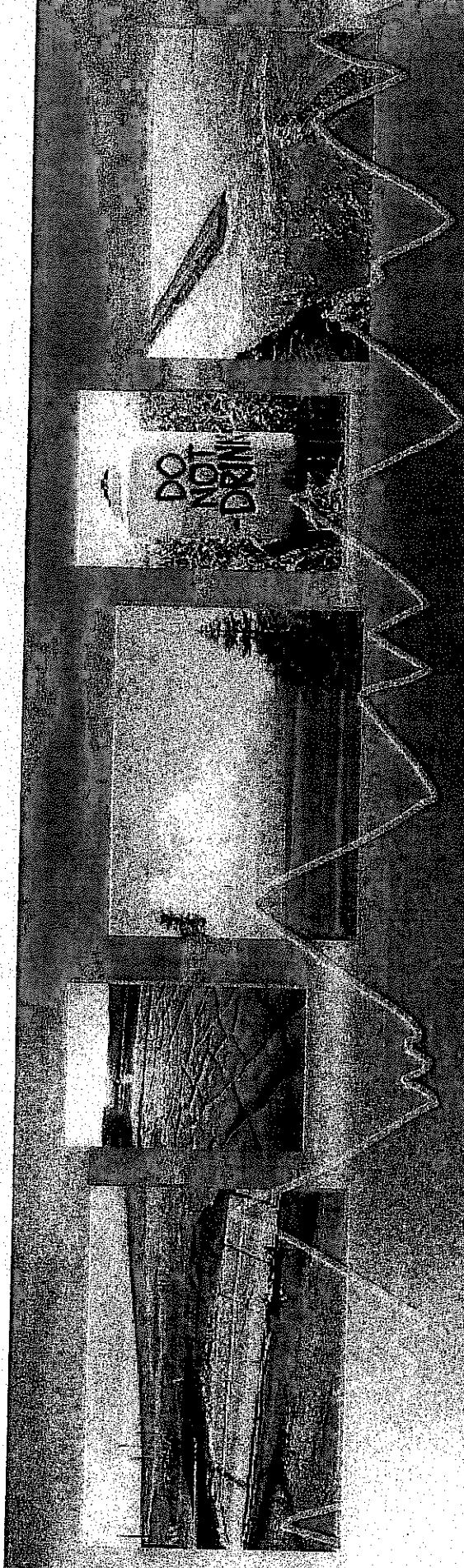


EXHIBIT “A”



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

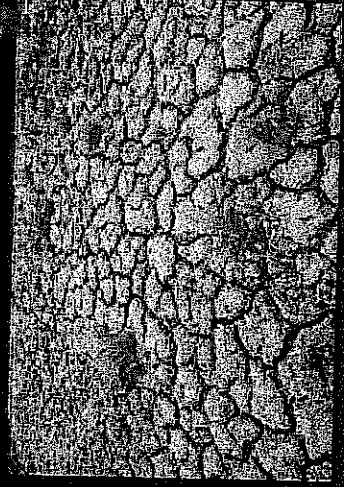
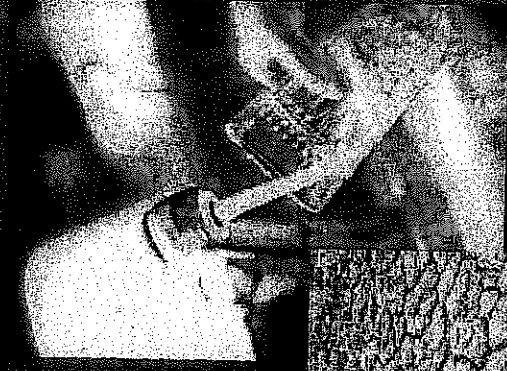
- Rapid population growth, yet no significant statewide system improvements in 30 years

www.calwatercrisis.org



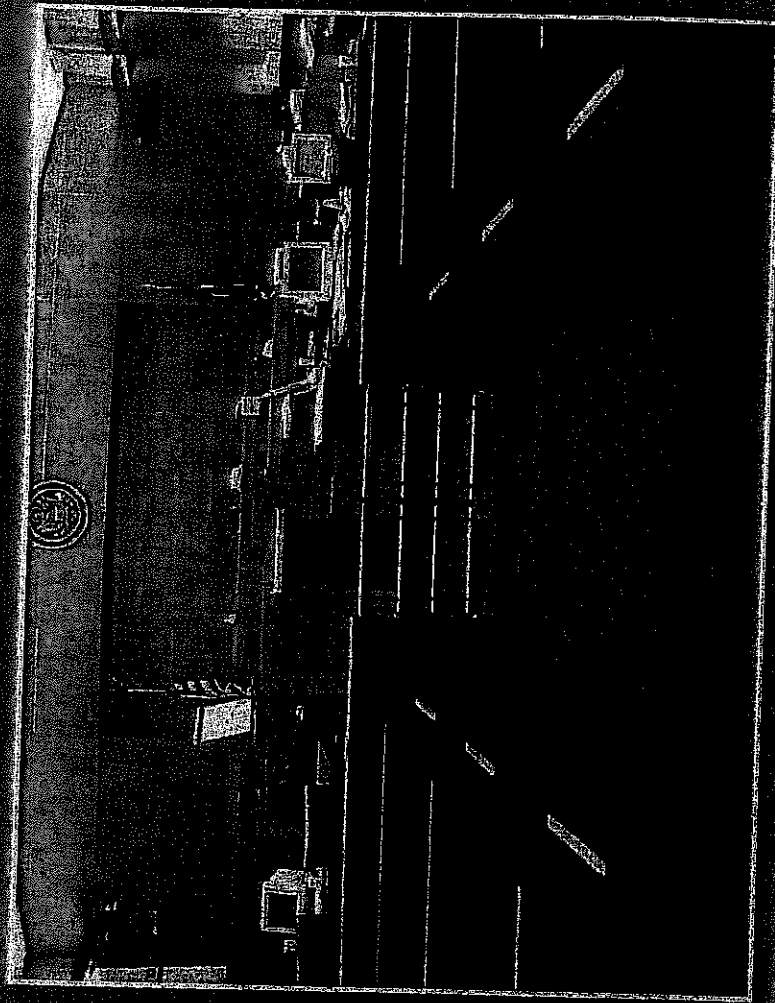
Today's Water Crisis (cont.)

- 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

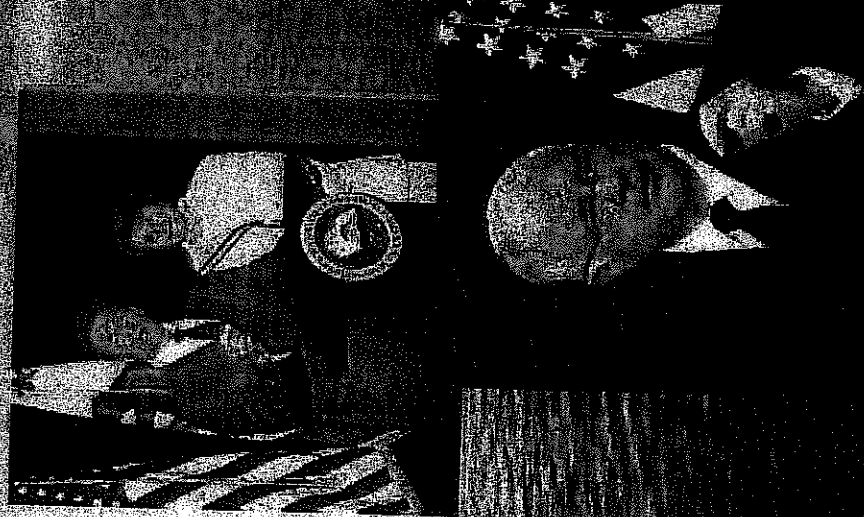


Court Decisions

- Wanger #1 – Conveyance
- Wanger #2 – Surface Storage



Public Unaware of Challenges

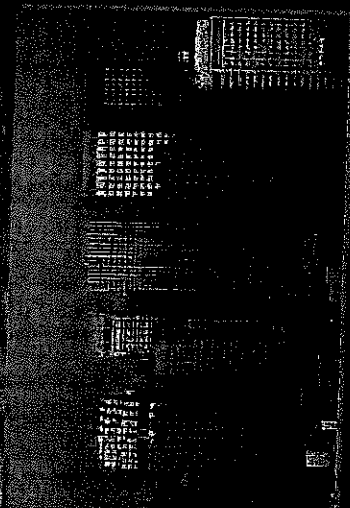


- Despite intense media attention & focus by Governor and state legislators, the public is **UNAWARE** of the state's water problems
- ACWA and its member agencies are obligated to inform and educate the public about threats that could affect water supplies

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



Program Team

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



Fundraising

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



Pledges/Contributors

- Alameda County WD
- Alameda Zone 7 WA
- Castaic Lake Water Agency
- Central Coast Water Auth.
- Coachella Valley WD
- Cresline 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 Geronimo Pass WA
- Santa Clara Valley WD
- Solano County
- Tulare Lake Basin WSD
- Yuba City
- San Luis & Delta Mendota Water Auth.
- Byron Eberly 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
- El Toro WD
- Fallbrook PUD

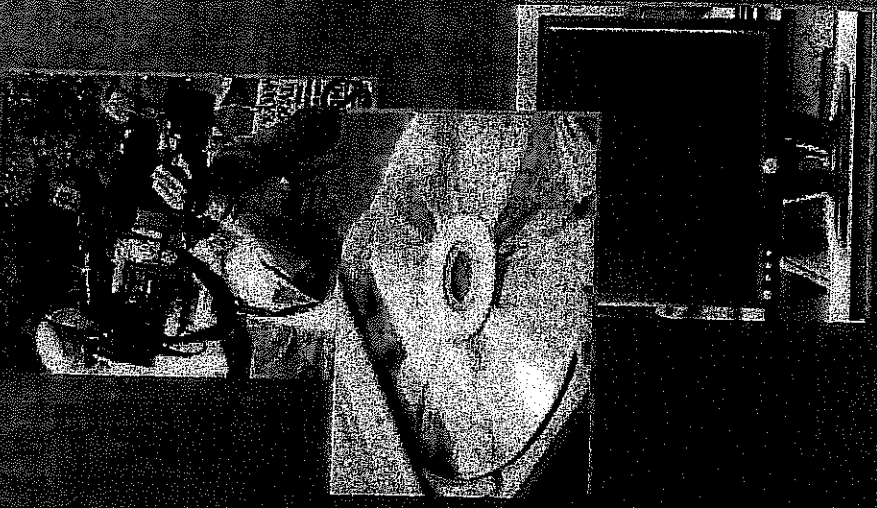
Pledges/Contributors

- ✓ Helix WWD
- ✓ Henry Miller Recl. Dist. #2134
- ✓ HI-Desert Water District
- ✓ Irvine Ranch WWD
- ✓ Laguna WWD
- ✓ Las Virgenes MWD
- ✓ Mid-Peninsula WWD
- ✓ North of the River MWD
- ✓ Placer County WA
- ✓ San Francisco FUC
- ✓ San Gabriel County WWD
- ✓ Valley Center MWD
- ✓ West Basin MWD
- ✓ Wheeler Ridge-Maricopa WSD

(as of 10-11-07)

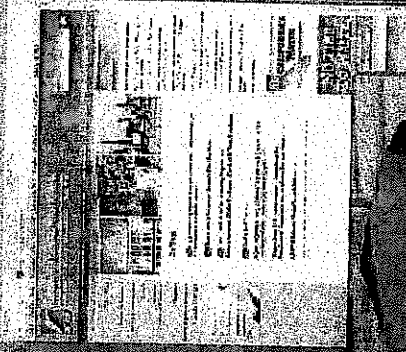
Reaching the Public – Program

- └ Patch 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



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



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: Crisis We Can't Ignore," to educate Californians about critical challenges now confronting the state's water supply and delivery system.

SPAW Unlimited
P.O. Box 10000, 10000
10000 10000 10000 10000
10000 10000 10000 10000

First Name

Last Name

Address

City

State

Zip

Phone

Email

Send

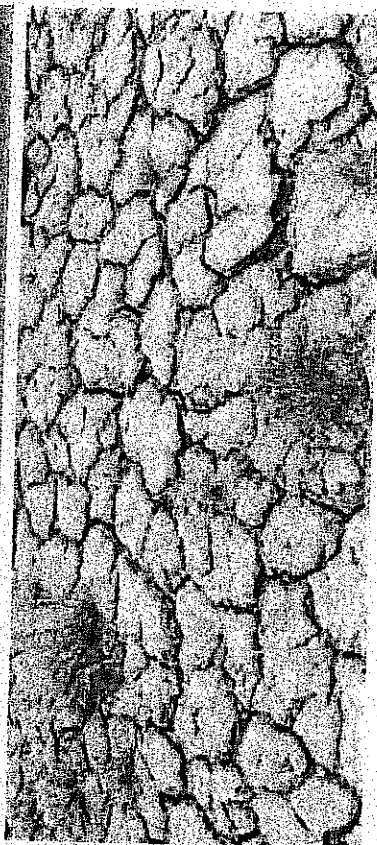
- >> About the Program
- >> About the Problem
- >> See Our Ads
- >> Press Room
- >> Important Links
- >> Contact Us



Sponsored by



Association
of California
Water Agencies



Program Launch

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

Program Launch

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

- └ 65-130 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; KXTV 10; KQVR 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

www.calwatercrisis.org

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”

Program Launch

■ Examples of Programming?

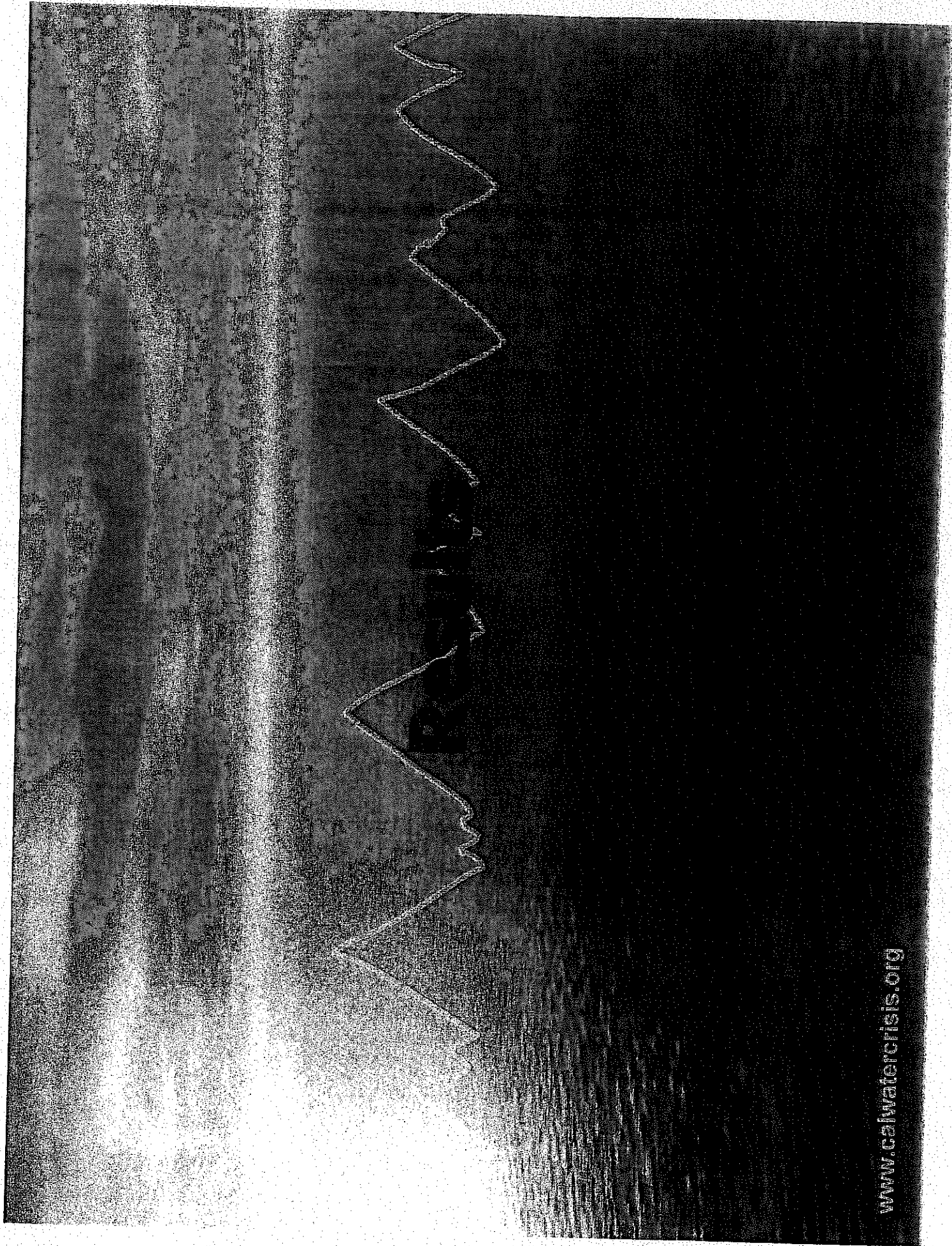
- The View; Oprah; Jeopardy; Wheel of Fortune; The Today Show; Good Morning America; Ellen; early and late local news
- Regis & Kelly; Oprah; Jeopardy; Grey's Anatomy; Desperate Housewives; Wheel of Fortune
- late local news
- Nightline; early and late local news

■ 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

www.calwatercrisis.org



www.calwatercrisis.org

Earned Media to Date

Contaminated water /
environmental
reporters
statewide editorial page
on
television and radio
reporters,
producers and news desks
196 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

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

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 88.1
 - KPBS Radio
 - KSCN Public Radio Northridge
 - KPSA Radio, Berkley
 - KPAX FM in Chico
 - KPCC Radio in LA
 - Univision Radio San Francisco
 - KORA 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

Earned Media to Date

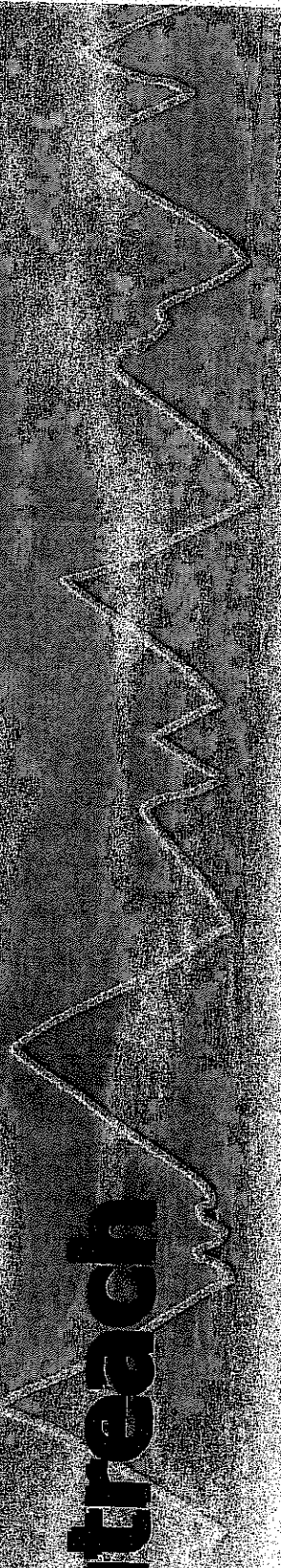
- └ Other Publications
 - └ AAA's Westways Magazine
 - └ Sunset Magazine
 - └ Southwest's Spirit Magazine
- └ Public Access T.V.
 - 43 out of 69 will air T.V.
 - 42 out of 69 will air 5 minute DVD Documentary
 - 6 out of 69 will place web banner

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.



Outreach



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

Web site visits = 9,700

Ongoing Presentations

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



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