



SOLVE THE WATER CRISIS

ACT NOW TO SECURE CALIFORNIA'S FUTURE.

CLIMATE CHANGE IS NOW



Unpredictable weather. Multi-year drought. Dwindling snowpack. Vanishing runoff. Intense atmospheric rivers. Increased flood risks. Extreme heat and catastrophic wildfires. Conditions Californians know all-too-well. What California policymakers and their constituents do not know well is that California is in the middle of a severe water supply crisis. This existential threat to California's future economic stability, security, and growth, as well as its environmental legacy, has been exacerbated by insufficient State investment in infrastructure and regulatory logjams resulting in the acceleration of reduced water supply reliability. The trajectory of this crisis must be reversed. California's future hangs in the balance.

Solve the Water Crisis Coalition, through a critically needed education effort, will bring into sharp focus the ongoing water supply crisis that is already impacting residents' quality of life, economic growth, community health, and the environment, as well as risking California's future. By raising awareness among California policymakers and thought leaders, Solve the Water Crisis Coalition will demonstrate the enormous water supply crisis and the urgency that requires bold and immediate State action to secure California's future.

OUR MISSION



SOLVE THE WATER CRISIS COALITION WILL

1

Elevate water as a crisis that is already here; educate leaders that this crisis must be addressed immediately to protect California's future.

2

Prioritize California legislators, regulators, and the Newsom Administration as our key audience.

3

Critically demonstrate to key audiences the need for comprehensive, long-term investments, improved science, and regulatory reforms to increase water supply and supply reliability for California.



SOLVE THE WATER CRISIS

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What does zero percent allocation mean for our future?

- No water for agriculture – threatening our nation's food security
- No outdoor irrigation
- Disadvantaged communities will suffer
- Catastrophic economic impacts statewide
- Depletion of groundwater basins
- Ecosystems and wildlife strained
- Increased water costs

In December 2021, after only two years of extreme drought, the California Department of Water Resources issued its first-ever zero percent allocation on the State Water Project, which meant that communities from the Bay Area to San Diego would receive only “health and safety” water. And for the second year in a row, Central Valley Project (CVP) allocations have been at zero percent, significantly impacting agriculture and further exacerbating the current water supply crisis statewide.

MAKE POLICYMAKERS AWARE OF THE CRISIS.



ENCOURAGE A DISCUSSION AROUND SOLUTIONS.



CREATE THE ENVIRONMENT FOR SUCCESS.



SOLUTIONS

Solve the Water Crisis Coalition will focus on developing and elevating public awareness and support for solutions, urging the Governor, Legislature, and State Agencies to act now to address the water crisis by enhancing and rehabilitating statewide water solutions that will meet present and future needs of the state and its more than 40 million residents.

**FOR MORE INFORMATION
VISIT WWW.SOLVETHEWATERCRISIS.COM**





Organization and Structure

KP will immediately work with individual water agencies to form the Solve the Water Crisis coalition and establish the following organizational and structural elements:

1. **Coalition Board:** made up all paying members; will receive regular updates and meet monthly to assess progress and discuss strategy.
2. **Steering Committee:** made up of 7 – 10 general managers representing each California region; will guide strategy and provide input on collateral development. This group will be highly engaged, meeting weekly and supporting Coalition Board communication.
3. **Coalition Partners:** made up of the various non-paying stakeholders and supporters who join our effort to engage in message and material dissemination as a third-party Solve the Water Crisis member; will be kept up to date through regular coalition communications.
4. **Working Groups:** as specific issue areas or items that may need attention from a smaller group arise, working groups will be developed to focus on the issue at hand.
5. **Funding:** each participating agency will contribute an up-front payment of \$15,000 to cover the first phase of the program. Once phase one is completed, a comprehensive evaluation will be conducted to determine effectiveness of phase one and determine next steps for phase two. If we proceed with phase two, a second installment of \$15,000 will be requested from participating members for the remainder of the program implementation. Phase one will be April through September, and phase two will be October to March 2023.
6. **Contract Management:** KP will hold all contributions in trust for the Solve the Water Crisis Coalition and will invoice for services against this amount and pay expenses approved by the Steering Committee.

Coalition Mission

Solve the Water Crisis Coalition, through a critically needed education effort, will bring into sharp focus the ongoing water supply crisis that is already impacting residents' quality of life, economic growth, community health, and the environment, as well as risking California's future. By raising awareness among California policymakers and thought leaders, Solve the Water Crisis Coalition will demonstrate the enormous water supply crisis and the urgency that requires bold and immediate State action to secure California's future.

Water Agency Recruitment

KP will immediately work with the Steering Committee on developing key documents to support initial recruitment efforts of other water agencies to join the Coalition Board. Recruitment toolkit will include:

1. Program PowerPoint
2. Q and A
3. One Pager

Strategy

Solve the Water Crisis will focus on implementing three strategies to achieve our education and awareness objectives, initial strategies include:

1. Elevate water as a crisis that is already here and that needs to be addressed immediately.
 - Give the process a “jolt” and provide justification for why now is the time for urgent action.
 - Illustrate the devastating impacts on commercial and industrial water customers on the horizon could motivate business groups more meaningfully than ever before.
 - Present the threat to the California economy as demonstrated in recent studies.
 - Demonstrate the negative impacts that lack of water will have on California residents and their lifestyles.
 - Highlight the environmental consequences of failing to invest in restoration and new infrastructure – water crisis threatens fish, wildlife, and habitat.
2. Make the water crisis relevant to the specific conditions in regions and districts throughout the state – build the narrative of lost jobs and opportunities and decreased lifestyle of Californians without a secure and reliable water supply.
 - Rather than debate the specifics, shift the debate to failed state policies emphasizing the state’s responsibility to fix the problem.
 - Create an approach that is tailored to legislators, outlining the specific water conditions and impact in their districts.
 - Promote water investments as a key climate adaptation strategy for every region – need to address extreme heat and fire risks.
3. Educate the legislature and state officials about CA’s deteriorating water supply and the benefits of a comprehensive, long-term solution that results in more water.
 - Work with community allies to provide information to decision-makers that describes the impact of California’s failing water system in their region.
 - Create water events at the Capitol that demonstrate the dire nature of the state’s water supply system.

Solutions

Solve the Water Crisis will educate key audiences about the need for solutions to the address the state’s water supply and reliability issues. To conform to the rules regarding education efforts, this program will focus on the water supply crisis and the potential solutions but refrain from organizing public support for any policy solution. This program will focus on developing and elevating public awareness and support for

solutions, urging the Governor, Legislature, and State Agencies to provide a water action plan that will meet present and future needs of the state. The solutions that will be presented include the following:

1. Surface and groundwater storage
2. Inter-regional and local conveyance
3. Creative regulatory solutions, such as the voluntary agreements
4. Investments in local water infrastructure, such as groundwater recharge, desalination, and recycling

Audience

This effort is not intended to focus on the general public. Solve the Water Crisis will prioritize legislators, the Newsom Administration, and state regulators as our key audience. We will also identify subgroups within this audience to further support our efforts including water champions, legislative leadership, and water and budget committees.

Preliminary Messaging

Initial message tracks include:

1. State is facing a water supply crisis that will impact all parts of the economy, every region in the state, and all Californians.
 - The current water system was not built for current conditions.
 - The climate has changed, the population has doubled, but we continue to approach water supply and water policy as if neither has happened. These changes are evidenced by:
 - Reduced and less productive snowpack,
 - Large water runoff events,
 - Loss of stored water and hydro power,
 - Water supply shortage on farms and in cities, and
 - Extreme heat and wildfires
 - This water crisis will have an impact on the quality of life for Californians across the state.
 - The ripple effect of California's water crisis will have negative economic and environmental implications.
2. The current water crisis is due to antiquated state water policies and inadequate investments in large projects.
 - Local water agencies have done everything they can and have taken significant measures on recycling, conservation, and other measures to operate more efficiently under these conditions, while the state has taken few meaningful steps to solving the problem and implementing a solution.
 - The credibility of state government rests on the ability to provide a more secure water future by building new infrastructure such as new supply sources, storage, interties and conveyance, and habitat projects; and providing regulatory clarity to maintain a dependable and reliable water supply.
 - State policymakers must act now to secure a water supply future for the state and future generations.
 - "The politics of water became ossified – multiple interests fighting over shares of the current supply, which has become even less predictable due to climate change, and politicians going AWOL, seeing it as a no-win political quagmire." (Dan Walters)

3. Lack of progress in building an adequate water system will leave the next generation in a perilous condition.
 - The public wants a solution to the water supply crisis.
 - “California faces serious challenges around water—and the ground is shifting beneath our feet.” (PPIC)

Refinement of Program

As Solve the Water Crisis ramps up in its initial weeks, we will work with Steering Committee members to refine key driving elements and principals of our effort, including:

1. Mission,
2. Strategy,
3. Messages, and
4. Creative.

Research

With the significant amount of research already in the public domain on this issue, KP will work to conduct a comprehensive audit of existing research to further understand our areas of strength and vulnerabilities, allowing us to repurpose compelling documents and messengers that further support our arguments and overall effort. This will also include an assessment of our opponents messaging.

Materials

We will develop key materials that will be used throughout our effort and will be critical in Solve the Water Crisis coalition building, media engagement, and education of various stakeholders. Initial materials will include:

1. Fact sheet educating on current problem, the ongoing crisis, and identified coalition solutions.
2. Infographic demonstrating why the issue is real now and different from before.
3. What Others are Saying (experts doc).
4. Fact sheet discussing/demonstrating everything water agencies have done and measures taken under dire conditions to help solve the problem, while the state has done little.
5. Regional fact sheets on local impact of water shortages.

Coordination with Water Agencies

KP will work with participating water agency leadership to develop the most effective program for their service area, utilizing the materials developed and working with the individual water agencies to develop specialized materials. KP will also work with participating water agencies on outreach to media, potential coalition members, local elected officials, and other key stakeholders.

Coalition Building

While our effort is positioned to have initial broad support from over 20 water agencies across the state, the effectiveness of Solve the Water Crisis will hinge on widespread and diverse support from a number of industries, organizations, and individuals across California. Mobilizing our Solve the Water Crisis coalition partners will be a critical element to building a solid foundation of allies who we can tap into for support and further dissemination of messages and materials. Coalition building efforts will include:

1. Development of comprehensive outreach list, initial groups include:

- Ag,
 - Business Chambers,
 - Builders,
 - Local Water Agencies, both urban and agricultural,
 - Labor,
 - Tourism,
 - Recreation,
 - Local Govt, and
 - Local Elected Officials.
2. Development of outreach email and Solve the Water Crisis coalition toolkit including Solve the Water Crisis materials and easily actionable items for allies to act quickly and seamlessly.
 3. Coordination with water agencies on local Solve the Water Crisis coalition outreach.
 4. Spokesperson identification.
 5. Development of speaker's bureau.
 6. Repurpose media wins with allies to amplify messages and reach.
 7. Frequent communications to Solve the Water Crisis coalition members to share updates, key developments, opportunities, and calls to action.

Regional Program

To further support our Solve the Water Crisis coalition building activities and personalize water supply issues, we will incorporate a regional element into our stakeholder education and engagement efforts. This will be critical to generate interest from state legislators at home in their districts, identifying key issues that their constituents care about and will be impacted by, further elevating the issue up to the State Capitol and among water stakeholders. Regional program activities will include:

1. Identification of key impacted regions,
2. Identification of regionalized impacts,
3. Identification of target legislative districts,
4. Tailored materials for these regions, reinforcing our message tracks but highlighting regionalized impacts, and
5. Conduct regional briefings with local chambers, business groups, LEOs, etc.

Media

Since this effort is not focused on the general public, media will be one of our most critical means to reach our Capitol audience. Elevating this issue with media will be key to achieving a level of awareness that will employ policymakers to act on solutions. Media activities will include:

1. Conduct a media audit to better understand the media landscape around this issue and identify who is reporting on it further informing where we may have opportunities to pitch stories or place opinion pieces.
2. Identification of media outlets and target journalists that we will target including but not limited to:
 - Water reporters,
 - Ag reporters,
 - Business reporters,
 - Political reporters,
 - Ed boards,
 - Community newspapers,
 - Major dailies, and

- Trade publications of impacted sectors.
- 3. Draft and distribute press release announcing Solve the Water Crisis effort.
- 4. Development of media background/briefing materials.
- 5. Conduct reporter briefings and backgrounders.
- 6. Conduct editorial board meetings.
- 7. Hold Capitol press conference once we reach critical mass of Solve the Water Crisis coalition support, timed with the legislative calendar.
- 8. Pitch journalists on local impacts and statewide impacts to secure favorable local and statewide media coverage.
- 9. Draft and place opinion pieces by water agencies and allies.
- 10. Disseminate published op-eds to state legislators, Newsom Administration, and state regulators.

Website

KP will create a Solve the Water Crisis website that will house all Solve the Water Crisis materials, media wins, favorable news stories, and information on how to get involved in the effort. Website development will include SEO to ensure we are being seen and found by the right audience.

Social Media

Social media will be a great supplement to the activities discussed above. We will utilize social to further engage our allies, encourage them to share and engage on their platforms, and amplify our media and coalition building activities. Social media activities will include:

1. Establishment of social platforms, including research to determine most appropriate social channels for our effort,
2. Development and implementation of social media calendar and graphics, and
3. Repurposing media wins, Solve the Water Crisis coalition activities, and newsworthy items.

Tracking and Measurement

To ensure our effort is meeting the objectives and successful levels of effectiveness, we will implement tracking and measurement elements throughout the program, including:

1. Weekly 1 hour check in meetings with the Steering Committee to discuss developments, opportunities, and adjustments to strategy,
2. Monthly meetings with the Coalition Board to provide effort updates,
3. Monthly written report to all Coalition Board members,
4. Frequent communications to Steering Committee and Coalition Board to share updates, key communications, developments, etc.,
5. 3-month evaluation and written update of effort's progress, recommended adjustments,
6. 6-month evaluation and written update of effort's progress, recommended adjustments,
7. 9-month evaluation and written update of effort's progress, recommended adjustments, and
8. 1-year report summarizing effort's outcomes, recommendations for next steps.

Timeline

While some activities may get shifted depending on unanticipated opportunities or challenges, the attached timeline coincides with all the activities discussed above for phase one.

Phase One Budget

| Budget Item | Cost |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Management and execution fee <ul style="list-style-type: none"> • KP Public Affairs (All aspects of education campaign including material development, media relations, coalition activities, social and digital media) – (\$22,000 per month) • Ethnic and regional media and outreach firms – (\$17,000 per month) | \$39,000 per month |
| Social media ad budget | \$30,000 |
| Video services | \$5,000 |
| Travel, capitol events, and production costs | \$6,000 |
| Total budget | \$275,000 ***If 20 agencies contribute, the cost per agency would be \$15,000 for phase one of the program. |

| ACTIVITY: Phase One | Mar 2022 | Apr 2022 | May 2022 | Jun 2022 | Jul 2022 | Aug 2022 | Sep 2022 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|
| Organization/Structure | | | | | | | |
| Establish Coalition Board, Steering Committee, Working Groups | | | | | | | |
| Refinement | | | | | | | |
| Program, goals, mission, strategy, messages, creative | | | | | | | |
| Water Agency Recruitment | | | | | | | |
| Develop toolkit including letter from Steering Committee, deck, Q and A | | | | | | | |
| Engagement of water agency boards | | | | | | | |
| Research | | | | | | | |
| Conduct audit of existing research, including opposition | | | | | | | |
| Messaging | | | | | | | |
| Develop key message tracks | | | | | | | |
| Initial Materials | | | | | | | |
| Development of key materials including: 1. Fact sheet educating on current problem, the crisis, and identified coalition solutions. 2. Infographic demonstrating why issue is real now and different from before 3. What Others are Saying (experts doc) 4. Fact sheet discussing/demonstrating everything water agencies have done and measures taken under dire conditions to help solve the problem, while the state has done little | | | | | | | |

| | | | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|
| Coalition Building | | | | | | | |
| Development of comprehensive outreach list including but not limited to ag, business chambers, builders, labor, tourism, recreation, local government, and LEOs | | | | | | | |
| Create package of outreach materials and engagement toolkit with actionable items | | | | | | | |
| Spokesperson identification | | | | | | | |
| Establish speaker's bureau | | | | | | | |
| Coordinate with water agencies on outreach | | | | | | | |
| Conduct statewide outreach to generate support | | | | | | | |
| Repurpose media wins with allies to amplify messages and reach | | | | | | | |
| Frequent communications to coalition to share updates, key developments, opportunities, calls to action | | | | | | | |
| Regional Program | | | | | | | |
| Identify key impacted regions, including allies within these regions | | | | | | | |
| Coordinate with water agencies on regional targets | | | | | | | |
| Tailor materials for these groups | | | | | | | |
| Identify target legislative districts | | | | | | | |
| Conduct regional briefings with local chambers, business groups, LEOs, etc. | | | | | | | |
| Conduct targeted regional outreach to generate support | | | | | | | |
| Media | | | | | | | |
| Conduct media audit | | | | | | | |
| Identify media targets | | | | | | | |
| Development of media backgrounder/briefing materials | | | | | | | |
| Draft and distribute press release announcing effort | | | | | | | |
| Conduct reporter/ed board briefings, and story pitching to targeted outlets including community newspapers, major dailies, political outlets, water, and trade publications | | | | | | | |

| | | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|
| Draft and place op-eds authored by allies | | | | | | | |
| Disseminate published op-eds to Sacramento legislators, Administration, and regulators | | | | | | | |
| Hold Sacramento press conference with water agencies and allies | | | | | | | |
| Website | | | | | | | |
| Develop campaign website | | | | | | | |
| Populate website with materials | | | | | | | |
| Publish media wins, videos, news articles, coalition developments | | | | | | | |
| Social | | | | | | | |
| Establish social platforms | | | | | | | |
| Develop and implement social media calendar and graphics | | | | | | | |
| Tracking and Measurement | | | | | | | |
| Weekly 1 hour check in meetings with Steering Committee to discuss developments, opportunities, adjustments to strategy | | | | | | | |
| Frequent communications to Steering Committee and Coalition Board to share updates, key communications, developments, etc. | | | | | | | |
| Monthly 1 hour check in meetings with Coalition Board to provide effort updates | | | | | | | |
| Monthly written report to Coalition Board members | | | | | | | |
| 3-month evaluation and written update of effort's progress, recommended adjustments | | | | | | | |
| 6-month evaluation and written update of effort's progress, recommended adjustments | | | | | | | |
| Create Phase One report summarizing effort's outcomes and effectiveness, recommendations for next steps | | | | | | | |



SOLVE THE WATER CRISIS

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Q&A

1 WHAT IS THE OBJECTIVE OF THE SOLVE THE WATER CRISIS COALITION?

The Solve the Water Crisis Coalition, through a critically needed education effort, will bring into sharp focus the ongoing water supply crisis that is already impacting residents' quality of life, economic growth, community health, and the environment, as well as risking California's future. By raising awareness among California policymakers and thought leaders, Solve the Water Crisis Coalition will demonstrate the enormous water supply crisis and the urgency that requires bold and immediate State action to secure California's future.



2 WILL SOLVE THE WATER CRISIS ADVOCATE FOR SPECIFIC SOLUTIONS IN SACRAMENTO?

No. This effort does not have the ability to legally advocate for specific solutions with policymakers. Phase one will strictly be an education and awareness campaign designed and targeted to: (1) elevate the water crisis discussion in Sacramento; (2) reframe the mindset in the Capitol from being about making more demands on an already too stressed system to a wake-up call regarding how new hydrologic realities require immediate investments in California's water management infrastructure to reverse declining water supplies and supply reliability; and, (3) position water as a top policy item for legislators and the Administration.

3 HOW IS SOLVE THE WATER CRISIS DIFFERENT FROM PREVIOUS WATER EDUCATION EFFORTS?

There are three key differences of Solve the Water Crisis:



Given the critical moment CA finds itself in with respect to the seismic hydrological shift of climate change making existing systems incapable of meeting California's needs, now is the time to act and do big things that could not be done before.



This effort will not be focused on the public or changing public perception. Poll after poll tells us the public "gets it". Solve the Water Crisis will prioritize legislators, the Newsom Administration, and state regulators as our key audiences. We will also identify within this audience water champions, legislative leadership, and water and budget committee members who can further support our efforts.



This effort seeks to bring together diverse stakeholders from across the state. This effort will not include just water agencies. The success of the effort will depend on effectively recruiting and mobilizing allies from across California, including business leaders and local influencers, who can provide further credibility to and increase the power of our effort, urging policymakers to act immediately.

Note: The Association of California Water Agencies (ACWA) is developing an education initiative that the Solve the Water Crisis effort will complement and make more effective. Solve the Water Crisis is intended to increase the receptivity to messaging of the ACWA effort and recommendations developed through other ACWA initiatives by informing policy makers that the reality of today's water management challenges is moving beyond the ability of water agencies to address effectively, with potential significant and severe operational and affordability impacts approaching on the near horizon unless action is taken now.



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4 WHAT IS THE ORGANIZATIONAL STRUCTURE OF SOLVE THE WATER CRISIS?

Solve the Water Crisis is a group of water managers, operators, purveyors of all shapes and sizes, urban and Ag, North and South. We are experts in the field with a stake in the game and the desire to solve problems. We are responsible for implementing water management regulations, including contradicting ones.



COALITION BOARD:

made up of all funding members; will receive regular updates and meet monthly to assess progress and discuss strategy.



STEERING COMMITTEE:

made up of 7 – 10 general managers representing each California region; will guide strategy and provide input on educational materials and outreach. This group will be highly engaged, meeting weekly and supporting Coalition Board communication as well as mobilizing supportive workgroups as necessary.



COALITION PARTNERS:

made up of the various stakeholders and supporters who join our effort to engage in message and material dissemination as a third-party and non-paying Water Agency and Stakeholder Effort to Secure an Adequate and Reliable Water Supply member; will be kept up to date through regular coalition communications.

5 WHAT IS THE ROLE AND EXPECTATION OF A SOLVE THE WATER CRISIS COALITION BOARD MEMBER?

A Coalition Board member is expected to financially support the effort through an initial contribution of \$15,000. There is also an expectation to participate in a monthly Coalition Board meeting where regular updates, effort developments, coalition activities, and calls to action will be shared.

6 HOW CAN SOLVE THE WATER CRISIS COALITION BOARD MEMBERS EXPECT TO BE UPDATED ON KEY COALITION ACTIVITIES AND DEVELOPMENTS?

Solve the Water Crisis will share updates and developments with Coalition Board members verbally at the monthly Coalition Board meeting, supplemented by a monthly written report. Additionally, frequent communications will go out to the coalition providing relevant updates, calls to action, and program developments. Solve the Water Crisis consultants are always available to answer any questions that Coalition Board members may have. If changes to the strategy, budget or scope of work arise, Coalition Board members will receive a written update and given an opportunity for input.

7 WILL COALITION BOARD MEMBERS BE MADE PUBLIC?

Coalition Board members will be listed on the Solve the Water Crisis website.



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8 WHO ARE THE KEY DECISION MAKERS OF THE SOLVE THE WATER CRISIS EFFORT?

All the funders of the effort will have input in the decision-making, with the day-to-day decisions being guided by the Steering Committee.

9 HOW WILL SOLVE THE WATER CRISIS ENGAGE AND COORDINATE WITH LOCAL WATER AGENCIES?

Outside of the funding and leadership components, Solve the Water Crisis will seek to engage with local water agencies frequently. Guidance and support from local agencies on local stakeholder identification and outreach will be a critical element to our regional programs. The Solve the Water Crisis consultants will also work with participating water agencies on outreach to media, potential coalition members, local elected officials, and other key stakeholders.

10 HOW WILL A COALITION BOARD MEMBER FINANCIAL CONTRIBUTION TO SOLVE THE WATER CRISIS BE SPENT?

In the Solve the Water Crisis Preliminary Program Outline and Timeline you will see a budget highlighting the key budget items for the phase one duration of the program. All funds will be spent according to that budget and if there are changes to the program strategy, necessitating a change in how money is spent, that will first be discussed and approved by the Steering Committee.



11 IS A FINANCIAL CONTRIBUTION TO SOLVE THE WATER CRISIS REPORTABLE UNDER FPPC RULES?

No.



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