

Draft Plan for Content of 2014 Winter Newsletter

Submitted by staff
at 2/21/2014
committee meeting
Item 4

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1. Action re public water now initiative

Headline -- Ballot measure set for June 3, 2014

Photo – stack of petitions. Caption: Enough signatures were gathered by Public Water Now on its petition regarding public ownership of Cal-Am to schedule a vote on the issue.

Article follows – 3 paragraphs

2. Water Supply Status

Headline – Local Drought Response Includes Voluntary Conservation

Photo – stock photo of faucet and water filling a glass. Caption: Peninsula water use is 60 gallons per-day, lowest in the state. Governor's call to reduce additional 20% equals 12 gallons per-person each day.

Photo – rain on windshield or window – Peninsula needs _____ rainfall to meet _____

Photo -- low-flow washer – Generous rebates available to residents and businesses for installation of low-flow washers and other fixtures that reduce water use.

Article follows – 3 paragraphs

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3. SB936 – Water Rate Relief Legislation

Headline -- Senate Bill to Reduce Cost of Desal Project

Photo -- Calif Senate chambers. Caption: The California Senate _____ Committee will consider SB936 that would expand opportunities for low-interest bond financing of a local desalination project and reduce project costs. (Include a link to legislation language) Water Management District staff can give a presentation to your community group on how ratepayers would benefit from the cost savings proposed in SB936. Contact Arlene Tavani at 831-658-5652 or arlene@mpwmd.net to schedule a presentation.

4. Update on Desal Projects

Photo of ocean – Provide two sentences on (1) CAW desal include link to Cal-Am website and two sentences on (2) DeepWater Desal, provide link to their site ?? Also link to GM report from 1/29 or 2/13 Board packet on water supply project update.

5. Explanation of MPWMD fee shown on CAW Bill

Photo -- Image of CAW bill section that lists MPWMD fee. Provide short explanation.