

MEMORANDUM

To: Technical Advisory Committee
From: Chris DeGabriele, Chair, Technical Advisory Committee
Subject: Common Water Conservation Message
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December 1, 2009

The Water Conservation Sub-committee met on Monday, November 9th and considered a draft water conservation message as follows:

"Thank you to our customers for doing a great job reducing water use this past summer. The region served by the Russian River remains in drought conditions and it is unknown how much rainfall we will get this winter and spring to replenish our reservoirs. We do expect similar summer water restrictions in the future as environmental compliance activities on the Russian River are likely to limit available water deliveries. Customers are highly encouraged to continue using water efficiently and to make the summer efficiency measures a lifelong habit. We urge you to participate in our water conservation programs (links here: [specific city/district and save our water](#))."

The consensus of the Sub-committee is that the theme of the message is acceptable. The Sub-committee agreed to request TAC approval of the theme in December along with talking points to be used for elected officials in potential outreach to the press. Possible talking points have not yet been developed. Water contractors would use the message theme on their websites and outreach material as appropriate.

RECOMMENDATION:

The TAC approve the above water conservation message as a theme for all of the water contractors and recommend the WAC adopt same at their February meeting.