



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Water Awareness Month Presentation

MEETING DATE: May 19, 1999

PREPARED BY: Public Works Director

RECOMMENDED ACTION: That the City Council designate May as Water Awareness Month in Lodi.

BACKGROUND INFORMATION: Water Conservation Coordinator Orson Laam will make a presentation on Water Awareness Month in California.

City of Lodi is a sponsor of the California Water Awareness Campaign which assists agencies such as Lodi with educational materials. Attached is a California Water Awareness Campaign overview concerning water awareness month.

FUNDING: Not applicable.

Richard C. Prima, Jr.
Public Works Director

Prepared by Fran E. Forkas, Water/Wastewater Superintendent

RCP/FB/dsg

Attachment

cc: Water/Wastewater Superintendent
Assistant Water/Wastewater Superintendent
Water Conservation Coordinator

APPROVED: _____

H. Dixon Flynn for DF
H. Dixon Flynn -- City Manager



MAY IS WATER AWARENESS MONTH

A 1995 survey of Californians found the public perceives that California's future water supply is a serious problem, and they overwhelmingly support the need to improve and expand the water storage and delivery system in the state. They also understand that California will continue to grow and that additional water storage and supply is necessary for a growing population.

While the public feels strongly about these water issues, there is not a sufficient depth of understanding on specifics, hence the need to educate the public about the many aspects of water in California.

Now in its twelfth year and celebrated in the month of May, the California Water Awareness Campaign is continuing its work in educating all Californians about the value of water in everyday life. The campaign focuses on water quality, distribution, and conservation in the areas of agriculture, industry, the environment, and recreation. The campaign sponsors statewide activities such as distributing public service announcements to radio and television stations, advertising on billboards, promoting Water Awareness Nights at minor league baseball games, and providing a campaign kit to local water agencies in the state. Education Kits are also available to teachers.

The Water Awareness Campaign is jointly sponsored by the Association of California Water Agencies, California Farm Bureau, U.S. Bureau of Reclamation, California Water Association, Metropolitan Water District of Southern California, and the state Department of Water Resources. Elected members include the California Groundwater Association, Mojave Water Agency, and MWD of Southern California.

California Water Awareness Campaign

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