

DRIVING CHANGE

**BUILDING CONSENSUS TO SECURE
A RELIABLE WATER SUPPLY**



2016
SOUTHERN CALIFORNIA WATER COMMITTEE



ABOUT SCWC



WATER +
SOUTHERN
CALIFORNIA

THE UNIFYING VOICE

From severe drought conditions to complex environmental and infrastructure needs, our state's water resources are under constant pressure. With Southern California accounting for more than half of the state's population, **we must be part of the solution.**

Since 1984, SCWC has been the unifying voice on water issues in Southern California, a nonprofit, nonpartisan organization driving change through education and advocacy to ensure reliable water supplies for the region.



22
MILLION
PEOPLE



34
MAJOR CITIES
(100,000+
POPULATION)

2016 MEMBERSHIP BY THE NUMBERS

5
COUNTIES

61 BUSINESS
MEMBERS
17 CITIES

50
WATER
AGENCIES

8 NONPROFIT
MEMBERS

9 AGRICULTURE
MEMBERS

ISSUE TASK FORCES

SCWC contributes ideas, resources and viable strategies to statewide issues



STORMWATER



PUBLIC
EDUCATION



URBAN WATER
PLANNING



ABOUT SCWC



EVERYONE HAS A STAKE

IN THE FUTURE OF CALIFORNIA'S WATER SUPPLY

SCWC is the only organization in California that brings together so many diverse interests to engage on critical water issues. SCWC's membership crosses all sectors and spans across Southern California, from Kern and Ventura down to San Diego and Imperial counties.



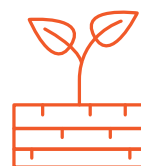
WATER + SOUTHERN CALIFORNIA



700,000+ MANUFACTURING JOBS

JOIN SCWC!

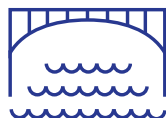
- ✓ Gain insights, shape solutions by joining our issue task forces
- ✓ Learn from experts, collaborate with stakeholders at workshops & forums
- ✓ Network with water industry leaders at premier regionwide events
- ✓ Tap into target policy analysis, outreach and advocacy
- ✓ Be in the know with breaking news and updates



\$15 BILLION IN FARM REVENUE



WATER ENERGY



COLORADO RIVER



WATER QUALITY



BAY DELTA



LEGISLATIVE



EDUCATION +
ADVOCACY

IN 2015-2016



DROUGHT NAMED

#1

ENVIRONMENTAL
ISSUE

BY CALIFORNIANS



659.7

BILLION GALLONS

OF WATER CONSERVED STATEWIDE



150

MILLION SQUARE FEET

OF TURF REMOVED
IN SOUTHERN CALIFORNIA

WE'RE DRIVING CHANGE

HOW SCWC MAKES A DIFFERENCE

- ✓ Serving as the **Public Voice** for Southern California on Key Water Issues
- ✓ Advancing Solutions through **Issue Task Forces**
- ✓ **Advocating** on Legislation and Key Policy Issues for Members
- ✓ Hosting Workshop & Forums for **Collaboration**
- ✓ Conducting **Outreach** to Regional & Statewide Stakeholders
- ✓ Creating Informational Materials to **Promote Awareness**
- ✓ Providing **Analysis & Updates** to Members on Priority Issues

2016 OUTREACH BY THE NUMBERS

127,000

SOCIAL MEDIA IMPRESSIONS

5,000

SCWC NEWS SUBSCRIBERS

12



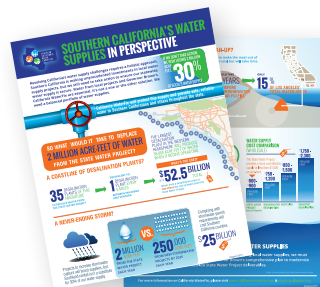
LEGISLATIVE SUCCESSES

150 MEMBERS

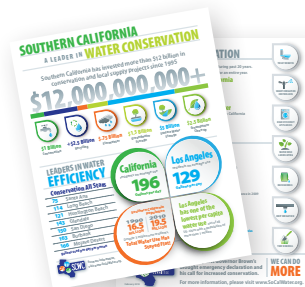
750 STAKEHOLDERS
AT SCWC EVENTS

SCWC OUTREACH

Original content
to engage and
educate



SOUTHERN
CALIFORNIA'S
WATER
SUPPLIES IN
PERSPECTIVE



SOUTHERN
CALIFORNIA -
A LEADER
IN WATER
CONSERVATION



EDUCATION +
ADVOCACY

PRIORITY ISSUES

CALIFORNIA'S WATER FUTURE



MODERNIZING THE STATE WATER PROJECT

30%

OF SOUTHERN CALIFORNIA'S WATER

originates in the north, but outdated infrastructure leaves this supply vulnerable. Modernizing the water delivery system to secure our water is paramount to our future as a region. Nearly ten years in the making, **CALIFORNIA WATERFIX** is the right plan to secure freshwater for 26 million people, farms and businesses. Moving the project across the finish line is SCWC's number one priority.



ADVANCING SUSTAINABLE WATER & ENERGY SOLUTIONS

Water and energy efficiency are vital to the region's future as the drought and impacts associated with climate change persist.

With water and energy challenges tied to one another, solutions should be as well.

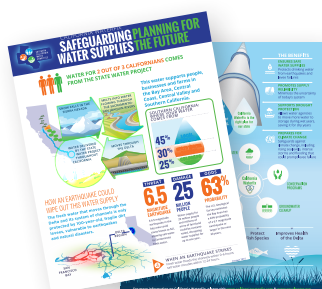
This year, SCWC came together with members and stakeholders to **launch a new task force** as a venue for this timely, critical issue.



CREATING NEW, LOCAL WATER SUPPLIES

Southern California leads the way in local water supply development and conservation. Continued investment in these projects is more important than ever as the region prepares for population growth, ongoing drought, regulatory challenges and other threats to water supply availability.

- ✓ **Recycled Water**
- ✓ **Stormwater Capture**
- ✓ **Conservation & Efficiency Investments**
- ✓ **Groundwater Programs**
- ✓ **Desalination**



CALIFORNIA WATERFIX SAFEGUARDING WATER SUPPLIES + PLANNING FOR THE FUTURE



WATER-ENERGY EFFICIENCY TASK FORCE LAUNCH

WATER LOST INFOGRAPHIC





WORKSHOPS
+ EVENTS

GAINING INSIGHT



FELICIA MARCUS
State Water Resources
Control Board Chair

Southern California Water Committee provides forums for stakeholders, civic leaders, elected officials, businesses, water agencies, trade associations and environmental leaders to gain insight, foster collaboration and ignite solutions on challenging water issues.

ANNUAL MEETING AND DINNER

SCWC's marquee event, the Annual Dinner hosts more than **300 stakeholders** from throughout the region. In 2015, SCWC welcomed State Water Resources Control Board Chair Felicia Marcus and NBC4's Fritz Coleman as featured speakers. SCWC also honored Felicia Marcus with the organization's Harriett Wieder Water Leadership Award for her paramount role in guiding California through the multi-year drought.

QUARTERLY LUNCHEONS

SCWC's Quarterly Luncheons bring together **the region's top industry leaders** to both provide SCWC members with expert commentary and analysis of our state's most pressing water issues, and offer noteworthy networking opportunities. Speakers have included John Laird, California Natural Resources Agency Secretary; Karla Nemeth, California Natural Resources Agency Deputy Secretary for Water Policy; John Rossi, Western Municipal Water District General Manager; Debra Man, MWD Assistant General Manager; Brandon Goshi, MWD Manager of Water Resources; Shane Chapman, Upper San Gabriel Valley MWD General Manager and more.



JOHN LAIRD
California Natural Resources
Agency Secretary



GEOFF BROSSAU
CASQA
Executive Director

STORMWATER WORKSHOP

SCWC's Annual Stormwater Workshop creates a forum for cities, water agencies, regulators and regional leaders to **discuss the potential of stormwater capture projects and integrated regional water management** to expand local water supplies and help reduce reliance on imported water during the state's ongoing drought.



MARY NICHOLS
California Air Resources
Board Chair

WATER ENERGY WORKSHOP

Although water and energy go hand in hand, before SCWC there was no regional forum to address the two concurrently. After launching its new Water Energy Task Force, SCWC had a full house at its inaugural Water Energy Workshop – "The Nexus Between Water and Energy" – earlier this spring. Chair of the California Air Resources Board Mary Nichols served as keynote speaker and was joined by **a panel of regional influencers and experts.**

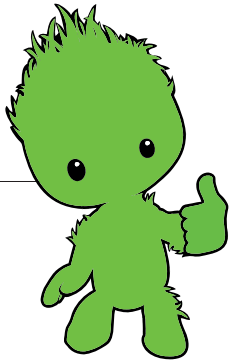


PROMOTING AWARENESS



LAWN DUDE +
HIS CONSERVATION SLOGANS
HAVE BEEN FEATURED ON

BILLBOARDS
200,000+
TIMES!



LAUNCHED IN 2014
AND STILL
GOING STRONG!

LAWN DUDE COMES OUT SWINGING IN 2016 (AGAIN)

At the height of California's worst drought in decades, water agencies took extraordinary measures to promote conservation and launched the nation's largest rebate and turf removal programs. To spur action and support its members, SCWC partnered with Clear Channel Outdoor Americas in 2014 to launch a drought and conservation awareness advertising campaign... and Lawn Dude was born.

Spunky, water-saving character Lawn Dude entered the 2016 political season swinging with his fourth, election-themed, digital billboard campaign "up in lights" throughout Southern California. Lawn Dude unveiled his timely campaign pledge to "Conserve, Conserve, Conserve!" during the State Water Resources Control Board's May 2016 meeting to consider the adoption of continued emergency statewide drought regulations.

SCWC GETS A NEW LOOK

In an effort to keep SCWC's appeal fresh, in 2016 we redesigned our website with a whole new look. In addition, our latest collateral materials have been designed to complement the new website's style. More to come in 2017!



SCWC

Dedicated to ensuring the health and reliability of Southern California's water supply.

SPONSORS



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA



Advanced Microgrid Solutions



PARSONS

Signature
CONTROL SYSTEMS, INC.

PATRONS



CONNECT WITH THE SOUTHERN CALIFORNIA WATER COMMITTEE

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