



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.



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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**

