

June 6, 2018

Dear No Drinking Water Tax Campaign Contributor:

Thank you for your contribution to ACWA's external affairs campaign to fight the proposed tax on drinking water. ACWA raised more than \$390,000 from member agencies to enhance staff's efforts on this important issue. I want to personally thank you for your involvement and provide you a summary of campaign's progress.

As you already know, ACWA hired a consultant to develop a new website, which was launched in late April. The site – [www.WaterTaxFacts.org](http://www.WaterTaxFacts.org) – is aimed at educating the public about the proposed drinking water tax included in SB 623 by Sen. William Monning (D-Carmel) and the Brown Administration budget trailer bill. As of June 1, the site had more than 8,000 visits and 11,000 page views. To ensure compliance with applicable laws concerning the use of your public funds, the new website takes a balanced approach to presenting information about the proposed tax and has been thoroughly reviewed by our legal counsel.

ACWA members are encouraged to continue promoting the website through their newsletters, websites and social media accounts.

Your support of educational efforts on the proposed water tax is making a real difference. This work complements direct advocacy at the Capitol by ACWA and ACWA member agencies in a very constructive way. This Monday at a meeting of the Budget Conference Committee regarding funding for safe drinking water solutions, the Conferees who spoke all wanted to solve the drinking water problems (as we do). Only one member spoke in favor of SB 623 (without noting a position on the budget trailer bill), and all of the other Legislators who spoke directly opposed the proposed tax. Please note, however, that this is a highly volatile issue. The Budget Conference Committee has not taken action yet. If the budget trailer bill is not approved, Senator Monning may try to move SB 623. The outcome on this issue may not be decided until the end of the Legislative Session in late August.

Other campaign progress includes:

- The No Water Tax landing page on ACWA's website ([www.acwa.com/no-water-tax](http://www.acwa.com/no-water-tax)) has been revamped to highlight advocacy messaging that isn't allowed on the educational website.
- A full-scale digital advertising campaign has begun in targeted legislative districts to direct traffic to the website. The advertising campaign includes Google search, Facebook, Twitter, Instagram, Pandora, Rough & Tumble and Capitol Morning Report. For the month of May, these ads resulted in nearly 2 million impressions and more than 7,000 clicks to the website.

- Staff has helped draft numerous op-eds that have been placed in newspapers across the state. To read the latest op-eds opposing the water tax, please visit ACWA's website at: [www.acwa.com/our-work/delivering-safe-drinking-water/no-water-tax-op-eds](http://www.acwa.com/our-work/delivering-safe-drinking-water/no-water-tax-op-eds).
- ACWA staff continues to reach out to member agencies to join the growing coalition opposed to the water tax. In addition, the consultant has helped grow the coalition beyond the water industry to include chambers of commerce and other business groups. As of June 4, the coalition has grown to 189 chambers, cities, associations and water agencies. Staff has collaborated with the chambers and business groups to help educate their stakeholders write op-eds and letters to legislators.
- ACWA staff continues to share key messages on its social media channels multiple times per week to ensure strong opposition messaging against the proposed tax on drinking water.
- And, of course, ACWA's government relations team continues to lead the coalition's advocacy efforts at the Capitol with frequent meetings with legislators and their staff.

If you have any questions or concerns, please don't hesitate to contact me directly at [timq@acwa.com](mailto:timq@acwa.com) or ACWA's Director of Communications Heather Engel at [heathere@acwa.com](mailto:heathere@acwa.com).

Best Regards,

A handwritten signature in black ink, appearing to read "Timothy H. Quinn", enclosed in a thin black rectangular border.

Timothy H. Quinn  
Executive Director