

# California Water Protection Council

401 San Miguel Way, Sacramento, CA 95819

(916) 453-0443

Dear Friend,

With a stroke of your pen, you can help change the course of California history regarding our state's most precious and important natural resource -- *water*.

The Water Resources Conservation and Efficiency Initiative, which is presently in the process of qualifying for the November, 1982 ballot, is the most significant water policy reform effort to be undertaken in California in more than 60 years. It will promote water conservation as well as provide clearly needed protections for California's surface and ground water supplies.

By the time you receive this letter, we will have gathered about one-half of the total signatures necessary to qualify this important measure for the ballot. *Now, with your pen and the materials you have received in this envelope, you can help guarantee the success of this effort.*

*It's as simple as one, two, three.* Just pick up your pen and:

1. Sign the enclosed water reform initiative petition;
2. Get two or three friends or relatives to sign the petition (*they must be registered voters*);
3. Send your petition back to us in the enclosed envelope with a check for whatever you can afford.

When you have done these three simple things, you will have helped qualify the Water Reform Initiative for the November, 1982 general election ballot.

If you cannot afford a contribution at this time, be sure to send back your signed petition anyway. But remember, anything you can give -- \$10, \$25, \$35, \$50 -- will help us mail petitions to more Californians so we can guarantee that this important initiative will be presented to the voters next November.

Of course, there are some special interests that hope you will do nothing with this petition -- interests such as Prudential Insurance and Tenneco Inc. These "*corporate farmers*" want to continue to get huge water subsidies at taxpayer's expense. But this proposition will begin to phase out those subsidies and offer, instead, economic incentives for conservation and efficient water management.

Then there are the big utility companies. Along with the powerful corporate farming interests, they have been damming and diverting public streams and rivers for private use for decades. This proposition will establish new state policies to restrict that kind

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(Organizations are listed for  
identification purposes only)

of activity. It will ensure that enough water is left in rivers, streams, lakes and wetlands for fishing, recreation, wildlife support and water quality control.

Because this proposition is so important to the economy and natural resources of California, it has drawn a broad base of early support from leading organizations and individuals who know water policy best. Won't you join them as a *Guardian of California's Water Resources* and help qualify this measure for the ballot?

- If you will send us your petition with **three or more valid signatures** of registered voters and a **contribution of \$15** or more, we will send you a personalized certificate, suitable for framing, designating you as a "*Guardian of California's Water Resources*."
- If you can send us your petition with **three or more valid signatures** and a **contribution of \$35** or more, we will send you a personalized certificate and your choice among three attractive and informative books:  
*California Coastal Access Guide*  
*Hidden Canyon • A River Journey*  
*A Guide to Three Rivers*  
(see the enclosed literature for information on these books)
- If you are able to send us a petition with **three or more valid signatures** of registered voters and a **contribution of \$100** or more, we will be happy to arrange a *free trip on one of California's scenic rivers* for you or someone you designate, in addition to sending you a personalized commemorative certificate.

Remember, in the difficult struggle to reform California water policy, every signature and every dollar counts. So, please act now and do all that you can to help protect California's water resources for the present and future generations.

Sincerely,



Harrison C. (Hap) Dunning  
Chairman