



Santa Cruz County Business Council

January 28, 2014

2014 Board of Directors

AT&T

Barry Swenson Builder

Bay Federal Credit Union

Cruzio Internet

Dominican Hospital

First Alarm

Graniterock

Hutchinson & Bloodgood
LLP

Lighthouse Bank

Pajaro Dunes Company

Palo Alto Medical
Foundation

PG&E

Physicians Medical Group
of Santa Cruz County

Plantronics

Santa Cruz County
Association of Realtors

Santa Cruz County Bank

Santa Cruz Sentinel

Shadowbrook/The Crow's
Nest

University of California,
Santa Cruz

Watsonville Community
Hospital

Wells Fargo
Commercial Banking

Wells Fargo Insurance
Services

Soquel Creek Water District Board of Directors
5180 Soquel Dr
Soquel, CA 95073

President LaHue and Directors,

Re: Agenda Items 4.1 and 4.2 on the January 28, 2014, agenda

As we have stated before you in the past, the Santa Cruz County Business Council (SCCBC) firmly believes that a safe, reliable and affordable water supply is fundamental to community and economic well-being. We understand that as stewards of our water supply, you must have serious concerns, as do we, related to the future of Soquel Creek Water District's (SCWD) water resources. Be that as it may, we strongly encourage you to not adopt Tier 3 mandatory curtailment measures at this time, but rather, continue will the current process you are embarking upon through your established schedule of "exploratory meetings and topics."

Please know, as business leaders, we realize that steps must be taken in order to safeguard the future of our natural resources. We also know that the "exploratory meetings and topics" process you started in September 2013 is working to achieve this. Your constituency is engaged, as evidenced by having to move the meeting to a larger venue. Local experts are coming forward in the quest to find solutions through consensus and practicality. Groups/organizations that did not weigh in previously are now actively participating in the discussion. Positive steps are being taken.

By enacting Tier 3 mandatory rationing at this time, without seeing the "exploratory meetings and topics" process through to its publicly communicated June 2014 conclusion, you are moving away from a schedule set by SCWD to allow adequate time for research/discussion of all options for which to base highly impactful policy decisions.

We certainly recognize the pull to take action especially in the face of the Governor's recent drought declaration. That said, as a Board, you have already been "in action" by setting forth on the "exploratory meetings and topics" path in which the community finds itself participating. If action

must be taken in light of the Governor's announcement, please consider making a formal request to support the Governor's call for a 20 percent voluntary reduction in consumption on the part of your customers. This is a community universally recognized as ready and willing to conserve when asked. Additionally, as an organization, our individual members are ready to work with you in any way to achieve ongoing and future conservation goals.

In conclusion we ask two things of the SCWD Board of Directors today:

- 1. Allow the business community, and your constituency as a whole, the chance to step up conservation efforts in the wake of the Governor's drought declaration.**
- 2. Allow your ongoing "exploratory meetings and topics" process a chance to accomplish what it set out to achieve before taking a serious step toward Tier 3 mandatory rationing.**

Thank you,

Joe Foster
Executive Director

cc:
Santa Cruz County Business Council Board of Directors
Soquel Creek Water District General Manager