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December 18, 2015

Dear Valued Customer,

With 2016 around the corner, California is entering its fifth consecutive year of drought. This year, our customers have done a great job responding to the statewide mandate to conserve water. Nonetheless, **we have not met the State's conservation goal of 32% – we have only reduced water usage by approximately 26%.**

In order to achieve the state-mandated 32% reduction in water use for local customers, California American Water is taking additional action to reduce water use.

California American Water is seeking to increase the drought surcharge, effective January 1, 2016. When approved by the California Public Utilities Commission, the drought surcharge in the Ventura District will increase from 21 cents to 41 cents for each 100 gallons used in excess of 8,976 gallons.

In addition, we will be ramping up local conservation efforts and will be assisting customers who use large amounts of water to identify opportunities for savings. California American Water will be reaching out to our top 250 residential users to help them spot leaks and other opportunities for conservation. This will include outbound calls to top users to schedule free water-wise surveys and the use of technology to identify how water is being used by these top customers. And we will take the necessary actions to educate and enforce water-use restrictions with these customers.

We want to help you save water and avoid the drought surcharge. California American Water offers programs and rebates to help you reduce water use. Visit our website at www.californiaamwater.com/drought or call our conservation hotline at (805) 498-1266, ext. 2809 for the following:

- **Report water waste.**
- **Sign up for a water-wise survey in which a conservation expert will help homes and businesses identify ways to save water.**
- **Request free water-saving devices, such as low-flow showerheads, aerators and hose nozzles.**
- **Learn about rebates for toilets, washing machines, irrigation timers, and more.**

Thank you for helping do your part to conserve!

Sincerely,

Rick Saldivar
Operations Manager, Ventura District



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