



MICHAEL CRUZ

For NEWHALL COUNTY WATER BOARD

Thursday, July 16, 2009

Dear Friend,

Santa Clarita is a great place to live and raise your family!

The smart stewardship of our water supply helped make this happen and it must continue to happen to keep Santa Clarita a Southern California success story.

Our excellent parks and sports fields would be nothing without water. It is vital to the development of our infrastructure so we can continue to grow our community, build our homes and create jobs for the 21st century economy.

The Newhall County Water Board has the responsibility to lead Santa Clarita through some difficult challenges. The Governor's emergency drought declaration has reduced the amount of water for Santa Clarita families provided by the state. Furthermore, litigation regarding the San Joaquin Delta resulted in a Federal Judge reducing the water available to not only Santa Clarita but also to all of Southern California.

Our community needs innovative approaches to become more self-reliant to overcome these challenges and meet our community's water needs.

Because of the challenges our community faces when it comes to our water supply, I have decided to run for the Newhall County Water Board.

My goal is simply this: Bring back common sense approaches to the issues we will face; Do what is best for the ratepayers; and, finally, to never increase our water rates.

To help meet our challenge, I will implement the three R's that make up my platform:
Reduce, Re-use and Replenish:

REDUCE

- Conserve our water by making outdoor lawn and landscaping moisture sensors more available to NCWD ratepayers
- Replace toilets with efficient ones.
- End wasteful water use abuse and provide approaches to conserving water.

RE-USE

- Increase the use of recycled water for watering all municipal facilities, sports facilities and residential areas.

REPLENISH

- Create and develop a water recovery system to reclaim up to 100 million gallons a day, such as the one constructed by the Orange County Water District and brought on-line in 2007.

Implementing a solar energy plan for the Newhall County Water District will reduce our energy costs and bring the savings to our customers. This will be my #1 priority.

Your help will play an essential role in making this vision become reality. As such, I ask for your vote, support and financial assistance.

I look forward to hearing from you.

With kindest regards,

Michael Cruz

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