

Beau Goldie

From: Cottrell, Elaine [ElaineC@paramountfarming.com] on behalf of Phillimore, Bill [BillP@paramountfarming.com]
Sent: Tuesday, October 28, 2014 2:18 PM
To: Beau Goldie
Subject: Californians for Water Reliability



Beau,

I wanted to provide you with an update on our efforts to form a new coalition and launch a public affairs campaign in support of the Bay Delta Conservation Plan (BDCP). Since we met this summer, we have been busy pulling together the initial financial resources, growing a political coalition, and building out the political plan. We are looking for leaders to join with us on the Steering Committee to help guide our efforts if you are interested.

I am happy to report that we have secured initial seed money to move forward with Phase I of our plan. We recently formalized our new 501(c)(4) advocacy organization – **Californians for Water Reliability** – that is set up to receive donations and begin the heavy work ahead.

We are also in the process of conducting a series of voter focus groups all over the state, to be followed by a statewide poll. The voter research will be complete by January.

We plan to publicly launch our coalition in early 2015 with the updated strategy and messaging informed by the extensive voter research we are conducting. As we laid out in our meeting this summer, **Californians for Water Reliability** will wage an aggressive, multi-year public affairs campaign that pulls together key leaders and regional stakeholders in order to advance the project to improve the reliability of California's water supplies.

The coalition will engage in the media, through coalitions and grassroots advocacy, through advertising and other means to impact the necessary project approvals and decisions at the regulatory level (state and federal) and as needed in the State Legislature and Congress, in the courts and, of course, in the court of relevant public opinion.

A further goal is to help coordinate the many organizations and efforts currently working to support the BDCP project and help coalesce into a powerful, coordinated statewide campaign that helps bring this project to fruition and counter the small but vocal campaign in opposition.

Fortunately, after decades of debate and years of planning, we are closer than we ever have been to moving forward with a responsible, long-term fix to the Delta. **But if we do not move forward with this responsible plan, or fail to capitalize on this momentum, it could be another generation before we get the chance again. We must not let that happen.**

From: Teresa Alvarado
Sent: Tuesday, November 18, 2014 7:57 PM
To: Rick Callender; 'Brandon Castillo'
Subject: RE: polling
Attachments: Bay Delta Fact Sheet_071812.pdf

Ok. Would 9am on 12/2 work? If not, I am at ACWA the rest of that week but can certainly participate from there.

Brandon, attached is a brochure we created in July 2012. It is not current but many of the messages are still valid.

Teresa

From: Rick Callender
Sent: Tuesday, November 18, 2014 7:16 PM
To: Brandon Castillo
Cc: Teresa Alvarado
Subject: Re: polling

Works for me. I'll look for you to lead Teresa.

R

Sent from my iPad

On Nov 18, 2014, at 6:59 PM, "Brandon Castillo" <bcastillo@bcfpublicaffairs.com> wrote:

I'm out of the country next week. Can we schedule a call week after thanksgiving?

Brandon A. Castillo
 Bicker, Castillo & Fairbanks
 O: (916) 443-0872
 C: (916) 730-1011
www.bcfpublicaffairs.com

On Nov 18, 2014, at 6:37 PM, Teresa Alvarado <TAlvarado@valleywater.org> wrote:

Absolutely.

We did explore Delta issues. Why don't Rick and I schedule a conversation with you, either separately or jointly depending on schedules. He can discuss the recent poll results and I can describe our outreach on BDCP and key messaging.

I am largely unavailable this week but good to talk next week.

Thanks

I understand from our CEO and COO that you are moving forward with focus groups in our area. Please keep me informed. I will be your ongoing point of contact.

Thanks

From: Brandon Castillo
[mailto:bcastillo@bcfpublicaffairs.com]
Sent: Monday, September 22, 2014 9:07 AM
To: Teresa Alvarado
Subject: RE: polling

Teresa – I confirmed with our lawyers that if we provide you the actual poll it could get us into PRA issues that we'd rather avoid. It's a long shot but we are playing it safe. I'm happy to provide you with the questions we asked.

I'll call to follow up.

From: Teresa Alvarado
[mailto:TAlvarado@valleywater.org]
Sent: Thursday, September 18, 2014 5:15 PM
To: Brandon Castillo
Subject: RE: polling

Perfecto, thanks

<image001.png> **TERESA ALVARADO**
Deputy Administrative Officer
Office of CEO Support, Communications and
Community Engagement
(o) 408-630-3081 (m) 408-805-6869
talvarado@valleywater.org

From: Brandon Castillo
[mailto:bcastillo@bcfpublicaffairs.com]
Sent: Thursday, September 18, 2014 5:12 PM
To: Teresa Alvarado
Subject: polling

Teresa, I got your voice mail this morning. I'm asking our campaign attorneys if there are any issues sharing the polling with you. At a minimum I'll be able to get you the questions for sure, but want to know if there are any problems with me providing the results as well in writing.

I'll let you know
Thanks
Brandon

From: Brandon Castillo [bcastillo@bcfpublicaffairs.com]
Sent: Monday, December 01, 2014 6:43 PM
To: Teresa Alvarado
Cc: Rick Callender; Tiffany Baker
Subject: Re: BDCP Polling Call

Let's start at 915 and we will see how far we get.

Brandon A. Castillo
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On Dec 1, 2014, at 6:34 PM, Teresa Alvarado <TAlvarado@valleywater.org> wrote:

If we could make it 9:15, that would give me a little wiggle room. Thanks!

From: Brandon Castillo [<mailto:bcastillo@bcfpublicaffairs.com>]
Sent: Monday, December 01, 2014 6:31 PM
To: Rick Callender; Teresa Alvarado
Cc: Tiffany Baker
Subject: RE: BDCP Polling Call

Teresa I'd like you on the call. Should we reschedule?

Brandon A. Castillo
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www.bcfpublicaffairs.com

----- Original message -----

From: Rick Callender <rcallender@valleywater.org>
Date: 12/01/2014 6:29 PM (GMT-08:00)
To: Teresa Alvarado <TAlvarado@valleywater.org>, Brandon Castillo
<bcastillo@bcfpublicaffairs.com>
Cc: Tiffany Baker <tbaker@bcfpublicaffairs.com>
Subject: RE: BDCP Polling Call

I can still do 9am. If we need to reschedule to accommodate Teresa's flight, I will ask for a late afternoon call.

From: Teresa Alvarado
Sent: Tuesday, December 16, 2014 5:17 PM
To: 'Brandon Castillo'
Subject: RE: Sunnyvale Focus Group Information

Sorry but I will not be able to attend. I look forward to seeing the results. Teresa

From: Brandon Castillo [mailto:bcastillo@bcfpublicaffairs.com]
Sent: Tuesday, December 02, 2014 9:31 AM
To: Teresa Alvarado; Rick Callender
Subject: Sunnyvale Focus Group Information

Tuesday, December 16
 6PM; 8PM
 Nichols Research
 333 W. El Camino Real, Suite 130
 Sunnyvale, CA 94087

From: Teresa Alvarado [mailto:TAlvarado@valleywater.org]
Sent: Tuesday, November 18, 2014 7:57 PM
To: Rick Callender; Brandon Castillo
Subject: RE: polling

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Brandon-

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I understand from our CEO and COO that you are moving forward with focus groups in our area. Please keep me informed. I will be your ongoing point of contact.

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Deputy Administrative Officer
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(o) 408-630-3081 (m) 408-805-6869
talvarado@valleywater.org

From: Teresa Alvarado
Sent: Tuesday, January 13, 2015 9:11 AM
To: Brandon Castillo
Cc: Jim Fiedler
Subject: Re: Sunnyvale Focus Group Information

Hello Brandon:

Can you please give me an update of any outreach activities planned to include Santa Clara County and how we may be able to help.

Thank you,
Teresa

On Dec 2, 2014 9:31 AM, Brandon Castillo <bcastillo@bcfpublicaffairs.com> wrote:
Tuesday, December 16
6PM; 8PM
Nichols Research
333 W. El Camino Real, Suite 130
Sunnyvale, CA 94087

From: Teresa Alvarado [mailto:TAIvarado@valleywater.org]
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To: Rick Callender; [Brandon Castillo](#)
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talvarado@valleywater.org

From: Teresa Alvarado
Sent: Saturday, January 24, 2015 8:18 AM
To: Brandon Castillo
Subject: RE: question on BDCP cost

In our December 2013 board memo we estimated \$7-8 per house per month in north county and \$3-4 per month in south county.

On Jan 23, 2015 6:51 PM, Brandon Castillo <bcastillo@bcfpublicaffairs.com> wrote:
I figured it out. Pulled stuff from your website. The oped will run this week. Thanks!

Brandon A. Castillo
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M: (916) 730-1011
www.bcfpublicaffairs.com

----- Original message -----

From: Teresa Alvarado <TAlvarado@valleywater.org>
Date: 01/23/2015 6:25 PM (GMT-08:00)
To: Brandon Castillo <bcastillo@bcfpublicaffairs.com>
Subject: RE: question on BDCP cost

Yes we do have a figure. Sorry I couldn't read this earlier. Ok to provide Monday??

Thanks

From: Brandon Castillo [<mailto:bcastillo@bcfpublicaffairs.com>]
Sent: Friday, January 23, 2015 10:18 AM
To: Teresa Alvarado
Subject: question on BDCP cost

Teresa — as I mentioned we submit an oped to the Merc News from the SVLG. They came back to us with a question on cost and want us to address in the oped. here's what I added, but I want to know how you guys are talking about it. have you provided a per-household figure or anything that would plug in?

From: Brandon Castillo [bcastillo@bcfpublicaffairs.com]
Sent: Tuesday, January 27, 2015 10:47 AM
To: Thomas Martinez; Teresa Alvarado
Subject: SJ Merc ran oped online, in print tomorrow

http://www.mercurynews.com/opinion/ci_27398586/delta-plan-new-coalition-supports-governors-w

Brandon A. Castillo

O: (916) 443-0872

C: (916) 730-1011



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From: BC F [customer@gotowebinar.com]
Sent: Wednesday, February 04, 2015 8:02 AM
To: Marty Grimes
Subject: Reminder: Briefing on Californians for Water Security Launch starts in 1 Hour
Categories: Red Category

Dear Martin,

This is a reminder that "Briefing on Californians for Water Security Launch" will begin in 1 Hour on:

Wed, Feb 4, 2015 9:00 AM - 10:00 AM PST

[Add to Calendar](#)

Please send your questions, comments and feedback to: mail@bcpublicaffairs.com

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Location: 1-866-279-1566 *9252081* (must dial stars)

Start: Wed 2/4/2015 9:00 AM
End: Wed 2/4/2015 10:00 AM

Recurrence: (none)

Meeting Status: Accepted

Organizer: Sheri Madsen

Webinar Information

Please register for Briefing on Californians for Water Security Launch on Feb 4, 2015 9:00 AM PST at:

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Subject: GoToWebinar - Briefing on Californians for Water Security Launch
Location: GoToWebinar - See conference call information below
Start: Wed 2/4/2015 9:00 AM
End: Wed 2/4/2015 10:00 AM
Recurrence: (none)
Meeting Status: Not yet responded
Organizer: mail@bcfpublicaffairs.com

1. Click and join at the specified time and date:

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