



Staff Reports

File #: 320-2020, **Version:** 1

To: Honorable Mayor and Members of City Council

From: Tiffany Carranza, City Clerk

Prepared By: Paulette Cooper, Office Assistant II

TITLE:

“Imagine a Day Without Water” Proclamation

RECOMMENDED ACTION:

Proclaim that water is essential to our health, safety, environment and economic prosperity, and recognize the importance of educating the public through the sixth Annual “Imagine a Day Without Water” campaign.

DISCUSSION:

Imagine a Day Without Water is a nationwide day of education and advocacy about the value of water organized by the US Water Alliance. The City of Napa is participating for the third straight year, joining more than 1,000 organizations across the country in raising awareness about the crucial need for investment in our water systems. Through a teaser ad in a local magazine, water bill messages, web site links, a newspaper op-ed, a social media campaign (#ValueWater), and today’s proclamation, City staff will bring attention to the people, equipment, and costs involved in ensuring that safe, clean drinking water is available 24/7. These outreach efforts culminate on the official day, October 21, 2020.

FINANCIAL IMPACTS:

None.

CEQA:

The City Clerk has determined that the recommended action in this agenda report is not subject to CEQA, pursuant to CEQA Guidelines Section 15060(c).

DOCUMENTS ATTACHED:

ATCH 1- Proclamation

NOTIFICATION:

None.