



El Toro Water District

"A District of Distinction"

Serving the Public - Respecting the Environment

Board of Directors

Ted F. Martin
M. Scott Goldman
John S. Dudley
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Jerard B. Werner

General Manager

Robert R. Hill

July 1, 2010

SAMPLE LETTER

Dear Customer:

In an on-going effort to encourage water use efficiency and promote fairness, El Toro Water District (ETWD) is implementing a new tiered rate structure, as of July 1, 2010.

The Water Budget-Based Tiered Conservation Rate Structure rewards customers who use water efficiently and discourages waste. It is a fair and highly efficient system that is used by many neighboring water districts.

As one of the largest water users in the District, we would like to invite you to an information meeting to learn more about the Water Budget-Based Tiered Conservation Rate Structure and how it will impact you. We will host a total of four information meetings and hope that one of these will fit into your schedule.

INFORMATION MEETINGS

Monday, July 19 at 11:30 a.m. (lunch served)
Monday, July 19 at 4:30 p.m. (light snack served)
Wednesday, July 21 at 7:30 a.m. (breakfast served)
Wednesday, July 21 at 11:30 a.m. (lunch served)

The Water Budget-Based Tiered Conservation Rate Structure provides an indoor water budget and a separate outdoor water budget. Each budget is calculated based on a variety of individual factors, including occupancy, estimated irrigation area and real time weather data. The formula for each water budget will be thoroughly explained during the information meetings, as well as the tiered rates that apply in case of inefficient and excessive water use.

Please contact Carrie Arneith Miller at carrie@keenathomas.com or 949.455.4600 to indicate which meeting you would like to attend.

Sincerely,

EL TORO WATER DISTRICT

Robert R. Hill
General Manager