



COMMUNITY WATER CENTER ACTION FUND

EL FONDO DE ACCIÓN DEL CENTRO COMUNITARIO POR EL AGUA

Candidate Campaign Resources Information and Tips

Learning about your water district: Water quality information

- Consumer Confidence Reports (CCR): This is a report that public water systems send to their customers every year that explains the source of their water and the latest water quality test results. Most cities include a digital copy of their latest CCR on their city website. For most local water boards, the easiest way to receive a copy is to call your water district's secretary directly. The Environmental Protection Agency (EPA) has a tool where you can look up your water district and find contact information: <https://www.epa.gov/ccr>
- Past water quality violations: The State Water Resource Control Board has information about both current and past water quality violations for all public water systems. To download information about your district, go to the link provided below, then when you are on the Human Right to Water Portal, click on the "Water Date" tab and download the "Exceedance/Compliance of Public Water Systems data." Once downloaded, filter by county and then filter by your city and export that file. https://www.waterboards.ca.gov/water_issues/programs/hr2w/index.html
- Common drinking water contaminants: The Community Water Center has bilingual factsheets on the most common contaminants on the website: https://www.communitywatercenter.org/guides_and_factsheets

State funding information:

- Projects funded by Proposition 1 by county: https://www.waterboards.ca.gov/water_issues/programs/grants_loans/docs/prop1_funding_status_reports.pdf
 - Drinking Water Projects Interactive map: https://www.waterboards.ca.gov/water_issues/programs/grants_loans/proposition1/drinking_water_proj_locations.shtml
 - Small Community Wastewater Projects map: https://www.waterboards.ca.gov/water_issues/programs/grants_loans/proposition1/small_community_proj_locations.shtml
- Drinking Water State Revolving Fund: https://www.waterboards.ca.gov/drinking_water/services/funding/documents/srf/dwsrf_updated_comprehensive_list.pdf
- Cleanup and Abatement Account Interim Emergency Drinking Water Projects (2014-2016)
 - 2014-2015 Projects: https://www.waterboards.ca.gov/water_issues/programs/grants_loans/caa/dw_droughtfund/docs/sb103_tracking.pdf
 - 2015-2016 Projects: https://www.waterboards.ca.gov/water_issues/programs/grants_loans/caa/dw_droughtfund/docs/ab91_tracking.pdf
- Drinking Water for Schools Program Projects (as of July 2018): https://www.waterboards.ca.gov/water_issues/programs/grants_loans/schools/docs/7_5_18_dwfsawardlist.pdf

Campaign strategy planning resources:

- The Campaign Handbook: <http://campaignhandbook.gef.eu/>
Online guide to successful political campaigning that includes how-tos, tips, and examples. Topics like: campaign preparation, running your campaign, and post-campaign preparation.
- Political Data Inc. (PDI): <https://www.politicaldata.com/online-counts-reports/>
PDI is a California voter data information provider. PDI offers candidates to purchase voter data including how voters in your district have voted in the past. In the link provided above, candidates can enter the name of their district and receive a free overview of voter information including: age, gender, race and ethnicity, language, if voters have voted in past, and more.

Digital strategies resources:

- Canva: A free online tool to create digital and print materials. Canva provides templates and ideas for flyers, business cards, posters, postcards, social media posts, presentations, and much more. It has click and drag features that make it quick and easy to use and learn. You can pay to unlock more templates but it is not necessary. (www.canva.com)
To get started: <https://support.canva.com/getting-started/design-canva/select-document-type/>
- Relay: This is a platform to send peer-to-peer text messages to your voters. It is easy and affordable to have access to this platform, with no set-up costs and each text sent only costing \$0.08. It is easy to use and allows you to communicate with more voters in your district in a direct way that may not be possible at an event or through door-to-door outreach.
(<https://www.relaytxt.io/>)

Social Media: Social Media can be a very powerful tool for reaching voters in your district by posting about the issues you care most about, share upcoming events, and talking directly with voters. Here are a few helpful tools for getting your campaign started on social media:

Facebook: Create your account (<https://www.facebook.com/help/104002523024878/?ref=u2u>)

- Post in multiple languages: <https://www.facebook.com/help/181155025579876>
 - Turn on this setting on your page to post in multiple languages, and Facebook will show the appropriate language to each viewer based on their language setting.
- Create an event: https://www.facebook.com/help/210413455658361?helpref=about_content
 - A great way to get the word out about any upcoming community events you are hosting!
- Facebook ads: <https://www.facebook.com/business/help/836841043059793>
 - Facebook ads can be a powerful tool for reaching the voters in your district. This is not a free tool, but even ads placed for \$20 or less can have a big impact for spreading the word about your campaign!
- Facebook live: <https://live.fb.com/about/>
 - A free tool connected to your Facebook page that allows you to broadcast live. This can be a great way to share your message with your followers or even host an interactive question and answer session!

Instagram: Create your account (<https://help.instagram.com/155940534568753>)

- Link your Facebook page to Instagram: Allows you to post to both at the same time. Posts on the two platforms are often similar, so a great time saving tool.
[https://help.instagram.com/1173750949310136/?helpref=hc_fnav&bc\[0\]=Instagram%20Help&bc\[1\]=Using%20Instagram&bc\[2\]=Sharing%20Photos%20%26%20Videos](https://help.instagram.com/1173750949310136/?helpref=hc_fnav&bc[0]=Instagram%20Help&bc[1]=Using%20Instagram&bc[2]=Sharing%20Photos%20%26%20Videos)

Twitter: Create your account (<https://help.twitter.com/en/create-twitter-account>)