



MEMORANDUM

TO: Agency Department Directors, Chief Deputy Directors and Conservancy Executive Directors

FROM: John Laird, Secretary for Natural Resources

DATE: May 4, 2015

RE: Drought and the Save Our Water Campaign

California has entered its fourth year of an unprecedented drought. Recently, Governor Brown issued his fourth drought proclamation calling for a 25% water use reduction ([B-29-15](#)). As the Natural Resources Agency, and its departments, boards, conservancies and commissions continue to take all necessary steps to manage through this crisis, we should take every opportunity to communicate the conservation message throughout the state. We ask that everyone add the [Save Our Water](#) link and [Drought](#) link to their email signature blocks. Please see the attached document for instructions on how to easily add these logos to your email signature block. This is a simple thing we can all do that helps get out this important message.