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FOR IMMEDIATE RELEASE

Lauren Hanson Announces Candidacy for Goleta Water Board

Lauren Hanson, business owner and citizen activist, today announced her candidacy for the Goleta Water District's Board of Directors.

"Water is one of the most important issues of the 21st century. Our Water District needs to be smart, nimble and ready to deal with things we may never have seen before. I'm running to make that happen." says Ms. Hanson.

As a Goleta Water District Director, Ms. Hanson's priorities will include:

- A well-thought-out plan for our water supply
- Strong fiscal management to insure affordable rates
- A Board of Directors that is responsive to the district's customers
- A water policy to keep our local agricultural community robust
- Creation of a detailed Groundwater Management Plan
- Compliance with the SAFE Water Ordinance

"The challenges of today and tomorrow---including global climate change, statewide drought and the need for innovation in how we use and store water---are big, interesting, complex topics that local Districts such as ours need to address and need to get right," Ms. Hanson says.

Ms. Hanson earned an M.B.A. from Harvard Business School and a B.A. in Economics from Yale University. She is the owner of a business which practices sustainable water use and water recycling.

"My academic training and work experience make me very comfortable with the responsibilities involved at the Goleta Water District. I interact with engineers in my work and know I'll be able to communicate very effectively with the Water District's excellent engineering staff," she notes.

Initially, Ms. Hanson says, some basic things need to be done. "We need to know how much water we have in the basin below us. That's where we store our very critical drought buffer and we ought to have a good idea of how much we've got. I'm

astonished that the District does not have a good handle on this and does not have a Groundwater Management Plan.”

Next, the District needs to be realistic about its other sources of water---Lake Cachuma and the State Water Project. “There will be increasing variability in those water sources according to experts. We need to acknowledge that and plan for it,” says Ms. Hanson.

“We also have to be very careful with the promises we make with our water,” she says. “District voters put in place a very powerful and protective Water Ordinance in the 1990s called ‘SAFE.’ It has strict guidelines for maintaining our drought buffer and allocating new water. Until now, the District has been, I would say, casual about its approach to SAFE. The Goleta Water District must embrace the SAFE guidelines and follow them fully.”

Then there is the matter of water rates. “We need a rate system that is fair and understandable to all,” she says. “It needs to be structured to clearly encourage conservation. The current residential billing system doesn’t even tell you in plain language how many gallons of water you use each month. Customers need to be able to see the results of their conservation efforts and get an immediate benefit when they save water. They also need to know that conserving means that our community will have more in our drought buffer for emergencies.”

As for the importance of local agriculture, Ms. Hanson points out that ag lands in the Goleta foothills helped shield us from the Gap Fire and ag reservoirs filled the buckets of helicopters working the fire. “The Water District needs to be sure its policies are in sync with the community’s strong desires when it comes to preserving our ag lands. Flourishing local agriculture is extremely important to all of us. It’s part of our heritage and critical to our future,” she says.

“There are so many ways the District can be more responsive to its customers, and they deserve that. People’s lives are hectic; they shouldn’t have to wonder about their water. I’m running on behalf of every busy resident who wants to be sure we have enough good, clean water and wants to know that the Water District is looking out for our future,” Ms. Hanson says.

Ms. Hanson has been a community activist in the Goleta Valley and was one of twelve members of the Goleta Vision Committee, a citizen group appointed by the 2nd District Supervisor. She was selected by her colleagues in the group to co-author the committee’s report, “A Comprehensive Vision for the Eastern Goleta Valley.” “My experience on the Goleta Vision Committee gave me a much broader knowledge of this area and the issues facing all of us. It also showed me that citizens can make their voices heard,” Ms. Hanson says.

“After attending Goleta Water District board meetings for the past two years, I can tell you that this is a time when citizens need to shout. The board’s current majority doesn’t want to hear the concerns that citizens raise. Now is the time to change that. Now is the time when we can use our votes to be sure that this precious resource we share is being managed wisely,” Ms. Hanson says.

Lauren Hanson has a broad coalition of early supporters, including Second District Supervisor Janet Wolf, Second District Planning Commissioner Cecilia Brown, City of Goleta Mayor Pro Tem Roger S. Aceves, Goleta City Council Member Jonny Wallis, Goleta Water District Director Bert Bertrando, Gary Earle, Margaret Connell, Edward Easton, Ted Adams, E.J. Borah, Oscar Carmona, Marc Chytilo, Patti Close, Joanne Croisdale, Barbie Deutsch, Carolyn Easton, Tish Gainey, Mike Getto, Rev. Maureen Green-Richard, Susan Grgich, Harold "Hal" Hill, Charles and Bonny Kent, Kathy B. Lucian, Lalo Mora, George Relles, James R. Richard, Bill Rosen, Jack Ruskey, Kelly Travers, Pete Travers, Roberta Weissglass and Mary C. Whalen.

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