Highlights Booklet Structure and Purpose

1) **Introductory Message**
   **Purpose:** Provide high-level water primer; hook the reader and impress upon them the importance of water

2) **Integrated Water Management Primer**
   **Purpose:** Help audiences understand what IWM means

3) **Update 2013 and the “Takeaway” Messages**
   **Purpose:** Distill messages to top 5; Relationship to Governor’s Water Action Plan

4) **Water: The Essence of Life for California**
   **Purpose:** Humanize water management in a way that speaks to voters

5) **California Water Today: The Lifeblood of Our State**
   **Purpose:** Provide necessary backdrop and context for making decisions

6) **A Call for Action: Ignore at Our own Peril**
   **Purpose:** Move voters and policy-makers to action

7) **The Future is Uncertain**
   **Purpose:** Convey a sense of urgency due to emerging challenges

8) **California’s Water: Charting a Future For Resiliency**
   **Purpose:** Introduce the strategic plan and three themes of Update 2013

9) **California Vision 2050: The Desired Future For Water**
   **Purpose:** Guide other strategic planning processes and legislation toward a common, desirable future.

10) **Three Themes of Update 2013**
    **Purpose:** Inform and enable action by elaborating on the three themes of Update 2013

11) **Recommended Financing Strategies for the Future**
    **Purpose:** Frame up productive finance planning and policy discussions