



**FOR IMMEDIATE RELEASE**

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## **“4Natomas” Program to Raise Flood-Protection Awareness in the Community**

*Reclamation District 1000’s Announcement Comes Amid  
Predictions of Future Mega Floods in California*

**SACRAMENTO, CA** – Reclamation District 1000 (RD1000) today announced the launch of [4Natomas](#) – a new public awareness program intended to provide Natomas residents a better understanding of the area’s flood control system and information about a proposed fee to make sure the region is protected for years to come.

“This new effort provides valuable information about our intricate system of levees and lift - pumps that protect lives and ensures a Flood-Safe Future for the Natomas Basin,” said Kevin King, the General Manager of RD1000. “Despite the current drought, this topic is extremely relevant, especially because long-range weather forecasts predict [mega floods](#) to ravish California in the future due to climate change”

The awareness program, which will run through the remainder of the year, includes a host of activities to reach those living and working in the Basin, including:

- Community meetings (homeowner associations, businesses, neighborhood groups)
- Billboards
- Streaming radio
- Social media
- News releases/media coverage
- Direct mailing

“Our goal is to provide Natomas residents and businesses with resources regarding flood protection,” King said. “We’re trying to reach as many people as possible in our service area to

ensure they can better appreciate the threat of flooding, understand the infrastructure needs and the necessary funding for improvements.”

King recommended that residents learn more by visiting the website, which includes video, media coverage, flood facts and details for both RD1000’s financial and capital improvement plans. These resources help underscore the threat of flooding to the region, especially because of the district’s aging pumps and other equipment, he said.

Ever since its inception in 1911, the district has provided flood protection and public safety to Natomas in several ways that require ongoing vigilance. This includes, (1) Maintaining more than 40 miles of levees that surround the basin to keep out overflows from the Sacramento and American Rivers; (2) Monitoring hundreds of miles of canals, including the East Main Drain Canal, Pleasant Grove Creek Canal and Natomas Cross Canal; and (3) Operating seven pump stations that control runoff and pumps it back into the river.

“Modernizing our flood protection system is an investment in the future of Natomas, which deserves to grow and thrive without fear of natural disasters,” King said. “The external levee system will be fortified by 2026, nevertheless we are looking to improve our internal pumping operations to protect lives – not just for the immediate future but for generations to come.”

For more information, please visit: [www.4natomas.org](http://www.4natomas.org).

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*Reclamation District 1000 (RD1000) is a California Special District created in 1911. Its mission is flood protection for the Natomas Basin by providing for the public’s health and safety by operating and maintaining the levees and the District’s canals and pump stations in a safe, efficient and reliable manner. RD1000 maintains approximately 55,000 acres in Sacramento and Sutter counties.*

For press inquiries related to pumps, water ways and/or interviewing the General Manager, please contact Hector Barajas at 323-314-3342 or [hector@amplify360inc.com](mailto:hector@amplify360inc.com)