PALMDALE WATER DISTRICT

2029 East Avenue Q • Palmdale, California 93550 • Telephone (661) 947-4111 • Fax (661) 947-8604

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FOR IMMEDIATE RELEASE

Contact: Mike McNutt, PIO: 661-456-1041 (w), 614-390-7930 (c), email: pio@palmdalewater.org

Residents Embracing Water Conservation

Palmdale, CA – On April 1, 2015, Governor Brown mandated a statewide water consumption reduction of 25% by March, 2016. Water agencies were tasked to figure out mechanisms to achieve the new requirement. The State Water Resources Control Board further defined how much water each of the hundreds of water agencies must reduce. Palmdale's reduction is 32%.

Since 2009, when then Governor Arnold Schwarzenegger tasked all water agencies and Californians to reduce water consumption by 20% by the year 2020, the Palmdale Water District has been proactive in its conservation initiatives, and the community has responded by achieving this initial goal of a 20% reduction back in 2010.

In July of 2007, residents, on average, were using 267 gallons of water per person per day, compared to July, 2015 where residents are consuming, on average, 123 gallons of water per person per day; a 54% reduction. While Californians are used to droughts and temperature variability, this historic drought, now in its fourth year, created an emergency to an already over-taxed statewide water consumption rate.

"It's stunning that our rate payers have reduced water consumption by this much," said Gloria Dizmang, Director of the Palmdale Water Board. "Any time our community is asked to do more, put a little extra effort into it, and seemingly get something from nothing, they always rise to the occasion and get it done."

Reporting to the State Water Resources Control Board occurs once a month and began in June of this year with the initial reporting figure of a 28% reduction. July has seen a 35% reduction for an average of 31.6%; almost to the mandated goal.

"Many water agencies throughout the state were not as aggressive as we have been in getting our consumption numbers down," said Dennis LaMoreaux, General Manager. "When Governor Brown and the State Water Resources Control Board told us to reduce water use by another 32%, our residents were already using less water per person per day than many water agencies both in the state and here in the Antelope Valley. So, because of the hard work the community has already accomplished to minimize water use, the new conservation mandate is more difficult to achieve."

Because 70% of all residential water use is for outdoor irrigation, continued water conservation efforts from the entire community is needed to reach the 32% goal. A focus on water conservation in the next few months will be critical for the District service area to reach the mandated goal.

“Some residents are becoming frustrated with neighbors, businesses, apartment complexes, and other water consumers who blatantly disregard the watering restrictions when they themselves are doing what is required,” said Mike McNutt, PIO/Water Conservation Director. “The District has assigned employees to drive throughout the area to look for improper water use and waste. We can’t let the few ruin the entire community’s efforts.”

The Water District is asking the community to continue pushing to conserve water where they can and to report water waste or watering at non-designated times by calling 661-456-1099 or emailing at waste@palmdalewater.org. For more information regarding the Palmdale Water District’s watering restrictions, visit www.palmdalewater.org.

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