



For Immediate Release:  
Contact:

May 11, 2010  
Noelle Collins, Media and Public Affairs  
310-660-6217

## Water Use Down 13% in West Basin Service Area *Residents and Businesses Still Need to Conserve*

CARSON, Calif.— After a concerted effort to work with cities and retail water agencies within its service area to voluntarily conserve water, West Basin's water use was down 13% this past year. The Governor has called for a 20% reduction in water use by 2020 to make our water supplies more reliable. Although moving in the right direction, more conservation is needed.

Water supply allocations from the State Water Project are still only 40% of normal, even with the Sierra snowpack over 100% of normal. Three years of drought and tough environmental restrictions in place to protect fish species in the Bay Delta are impacting the amount of water allocated to southern California. Major water storage reservoirs remain low.

"We're still experiencing serious water supply challenges that will have an effect on southern California for the long-term," said West Basin Board President Gloria D. Gray. "West Basin is taking a comprehensive approach to resolving some of these complicated issues by investing in conservation and diverse water supplies and focusing on local control of our water."

West Basin wholesales water to its 185-square mile service area that is comprised of 66% imported water, 20% groundwater, 7% recycled water, and 7% conserved water. It is currently dependent on water imported from northern California and the Colorado River, both faced with shortages caused by climate change, ongoing drought, and regulatory restrictions.

Long-term, West Basin's Water Reliability 2020 program will reduce its dependence on imported water from 66% to 33% by the year 2020 by doubling its conservation efforts, doubling recycled water use, and adding desalted ocean-water to its water supply portfolio.

Residents and businesses can cut back to achieve the mandated 20% savings by shutting off the faucet while shaving or brushing teeth, washing only full loads of dishes and laundry, or taking a 5-minute shower or less while using a low-flow showerhead. More water can be saved by watering less outdoors, reducing the size of the lawn or planting native, drought-tolerant species.

Replacing water-wasting devices with water-efficiency devices can make a difference in water use and the water bill. High-efficiency toilets, sprinkler controllers and ocean-friendly landscape workshops are available to residents, while businesses can participate in "Cash 4 Kitchens" for commercial kitchens larger than 1,000 square feet. Cities can qualify for matching grants to make street medians drought tolerant while reducing runoff into streets, storm drains and the ocean. West Basin's Smart Landscape Expo on May 22<sup>nd</sup> from 9am to 12pm will showcase landscaping techniques that help reduce water use and runoff.

May is Water Awareness Month. For more information about West Basin's free water reliability programs, devices and additional conservation tips, visit [www.westbasin.org](http://www.westbasin.org).