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NEWS RELEASE

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Regional Water Authority Launches “Blue Thumb” Campaign, Starring Sacramento Mayor Kevin Johnson

SACRAMENTO—The Regional Water Authority (RWA) and 19 local water providers today launched a new public education campaign promoting landscape water efficiency in the Sacramento region. ¹

The television and radio campaign stars Sacramento Mayor Kevin Johnson, Dinger and Grounds Manager Chris Ralston of the Sacramento River Cats, Meteorologist Elissa Lynn of the California Department of Water Resources and six Sacramento-area residents who have earned their “Blue Thumb” by using water efficiently outdoors.

The public service campaign focuses on landscape water efficiency because most water use occurs outdoors. With the Sacramento region’s hot, dry climate and long summer season, more than 65 percent of a household’s yearly water consumption typically goes toward landscape irrigation. Of that, 30 percent is lost due to overwatering or evaporation.

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¹ Outreach campaign funded in part by a Department of Water Resources 2008 Urban Drought Assistance Grant.

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“People can make a big difference in their total water use by making sure landscape irrigation is efficient and by eliminating runoff,” said RWA Executive Director John Woodling. “Those are two of the most cost-effective ways to stretch our limited water supplies and ensure we continue to have sufficient water for a healthy environment and economy in the Sacramento region.”

The campaign features residents in their own garden talking about how they earned their “Blue Thumb” by using water efficiently outdoors through every-day tasks such as making sure sprinklers water the lawn instead of the sidewalk, adjusting their irrigation system according to the season or using an automatic shut-off valve on their hose.

RWA received 24 nominations from throughout the Sacramento region for residents who deserved to star in the “Blue Thumb” campaign. Six homeowners from Sacramento, West Sacramento, Elk Grove, Folsom and Granite Bay were ultimately selected to participate.

“These folks understand that water is a limited, precious resource that shouldn’t be wasted,” Woodling said. “Having enough water is critical to our local and state economy. Our water use impacts the environment around us, including the health of our Sacramento and American rivers and our local creeks. Ultimately, we all need to earn our “Blue Thumb” by making a personal commitment to be good stewards of our resources to ensure water is available today and for future generations.”

The “Blue Thumb” campaign will run through August 2010. Components include regional television and radio advertising and public service announcements, a new educational Web site (BeWaterSmart.info) where residents can pledge to be water efficient and receive a prize, as well as partnerships with The Home Depot, WaterSense, Sacramento River Cats and Save Our Water (a statewide water efficiency campaign). It also includes a unique grass-roots pilot project designed to help customers use water efficiently outdoors.

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About the Regional Water Authority: *The RWA is a joint powers authority representing 19 water providers in the greater Sacramento area. Its primary mission is to help its members protect and enhance the reliability, availability, affordability and quality of water resources.*

RWA Water Efficiency Program Participants:

<i>California American Water</i>	<i>Fair Oaks Water District</i>
<i>Carmichael Water District</i>	<i>Golden State Water Company</i>
<i>Citrus Heights Water District</i>	<i>Orange Vale Water Company</i>
<i>City of Folsom</i>	<i>Placer County Water Agency</i>
<i>City of Lincoln</i>	<i>Rio Linda/Elverta Community Water District</i>
<i>City of Roseville</i>	<i>Sacramento County Water Agency</i>
<i>City of Sacramento</i>	<i>Sacramento Suburban Water District</i>
<i>City of West Sacramento</i>	<i>San Juan Water District</i>
<i>El Dorado Irrigation District</i>	
<i>Elk Grove Water Service</i>	

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