



NEWS RELEASE

News Media Contacts:

Brian Jacobson
Public Information Officer
(916) 774-5397
bjacobson@roseville.ca.us

Sean Bigley
Government Relations Analyst
(916) 774-5513
sbigley@roseville.ca.us

March 24, 2014
FOR IMMEDIATE RELEASE

Roseville announces mandatory 20 percent water use reduction due to persistent drought conditions.

Due to persistent drought conditions, the City of Roseville is announcing mandatory water use restrictions of 20 percent for its residential and commercial water customers effective immediately. The water use reductions also require commercial water customers to reduce their outdoor irrigation by 30 percent, bans the washing of cars without a water nozzle or without going to a commercial car wash, prohibits washing of hardscape surfaces unless for health and safety purposes, and prohibits water waste.

“Although our recent storms were welcome, we are still in a drought and the coming months may prove to be challenging with the record low precipitation and snow pack that we have received,” said Ed Kriz, Environmental Utilities Director. “The data indicates that this is the level of restriction needed given current circumstances. However, if the drought continues to worsen, we may have to increase the mandatory water use reductions.”

“Outdoor irrigation accounts for more than half of a typical home’s water use. Eliminating or reducing your irrigation is the quickest and most efficient way to reach your 20 percent water reduction goal,” said Lisa Brown, Roseville’s Water Efficiency Administrator.

Other effective ways to conserve water include quickly repairing leaks and breaks in irrigation systems, fixing leaking toilets and faucets, and only washing full loads in the laundry and dishwasher. Roseville residential water customers can take the guesswork out of water

conservation by signing up for the free, online WaterInsight program (www.roseville.waterinsight.com). Here water customers can track their water use, compare their usage to similar residences and find easy water saving ideas.

Additional drought information is available on the city's website at www.roseville.ca.us/drought.

Some Roseville residents in Stoneridge and in a small area north of Stanford Ranch Road and east of Highway 65 receive their water from the Placer County Water Agency, some Roseville residents east of Sierra College Boulevard receive water from San Juan Water District, and some Roseville residents on the border of Citrus Heights receive water from the Citrus Heights Water District. Those water customers should contact those water agencies with questions related to their home or business water usage and water-conservation programs those water agencies may offer to their customers.

#