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NEWS RELEASE

September 22, 2016

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Sacramento Region Water Reductions Nearly 18 Percent in August

Water Providers Encourage Residents to #RethinkYourYard This Fall

SACRAMENTO-- Sacramento-area residents reduced their water use by nearly 18 percent in August compared to the same month in 2013, according to an analysis by the Regional Water Authority (RWA), which represents water providers in Sacramento, Placer, El Dorado, Yolo and Sutter counties.

The findings come from a review of August water use data submitted to RWA and the State Water Resources Control Board (State Water Board).

August's 18 percent voluntary savings is in line with the 22 percent voluntary savings achieved by the Sacramento region in August 2014—a more accurate comparison than evaluating current voluntary reductions against last year's state-mandated reductions that were enacted during the most extreme period of the drought.

"We continue to be impressed by the water savings achieved by residents, especially during the summer's hottest months when landscapes are thirstiest," said RWA Water

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Efficiency Program Manager Amy Talbot. “We encourage everyone to keep saving—and to make water efficiency a way of life.”

#RethinkYourYard

RWA and local water providers launched the [#RethinkYourYard](#) campaign in June to showcase people from throughout the Sacramento region who have embraced a water-wise lifestyle and decided to make permanent, long-term changes in the way they use water every day.

The campaign, which has been running on billboards and online throughout the summer, is looking for a new face and landscape to feature on digital billboards in October. To be considered, Sacramento-area residents are invited to take a selfie in their water-wise landscape and submit the photo online at facebook.com/BeWaterSmart. The deadline to enter is September 25, 2016,

“September and October are an especially great time for people to start rethinking their yards and replacing some of their lawn with beautiful low-water use plants,” Talbot said. “Planting in the fall gives your plants a great opportunity to set down some roots and get well established just in time for winter rain.”

Learn how to [#RethinkYourYard](#), as well as tips for reducing water use and information about rebate programs to help residents save water at BeWaterSmart.info.

About the Regional Water Authority: RWA is a joint powers authority representing two dozen water providers and affiliates 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.

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