

2009 WATER SHORTAGE ALLOCATION CONSERVATION MESSAGING

The MWD Imported Water Shortage Allocation will impact various water agencies and cities differently, but the Allocation does provide another opportunity to reinforce our conservation messages.

MAIN MESSAGE

EVERYONE SHOULD TRY TO CONSERVE AT LEAST 20 GALLONS A DAY

(this is roughly 10% - 15% of average daily per capita use)

- People need to make permanent water conservation behavior changes.
- Conservation is a great protection against future, inevitable water rate increases. The more you conserve, the less you will be impacted by future rate increases.

TIPS TO CONSERVE AT LEAST 20 GALLONS A DAY

- Here are conservation tips that should be shared with all southern California water users. (These types of conservation tips are consistent with MWD's "bewaterwise.com" website):

DO THIS:	SAVE AS MUCH AS:
1. Install a water-efficient faucet aerator and turn off water when shaving or brushing your teeth	5 gallons per day
2. Install a low-flow showerhead and take a 5-minute shower	5 gallons per day
3. Use full loads in the washing machine and dishwasher	9 gallons per day
4. Water your yard only in the morning or evening to reduce evaporation –and use a broom instead of a hose to clean driveways and sidewalks	25 gallons per day
5. Install a 'smart' sprinkler controller in your yard	Up to 47 gallons per day
6. Replace large turf areas with drought tolerant plants	Up to 60 gallons per day
7. Check for and fix leaks inside and outside the home (including sprinklers and valves)	500 gallons a month