District Reminds Customers That Every Drop Counts During the Drought Following Gov. Brown’s Approved Emergency Conservation Regulations

New state regulations mandate Western customers conserve an additional 32 percent

Riverside, Calif. — The State Water Resources Control Board today adopted emergency regulations to meet Gov. Brown’s 25 percent water conservation mandate for urban water use, and Western Municipal Water District will prepare to work with customers to further reduce water use.

As part of the state board’s adopted proposal, Western along with other California water suppliers, are required to reduce water use between 8 percent and 36 percent from 2013 to ensure the Governor’s goal of 25 percent statewide is achieved. Western’s retail service area has been assigned to the mandatory 32 percent water reduction category.

“Western supports the Governor’s determination to get California through this historic drought and is ready to further reduce water use,” said Western’s General Manager John Rossi. “While we remain concerned about both the fairness of the State Board’s framework as well as the local impacts a 32 percent cut will have in our region, we’re committed to looking for creative and collaborative ways to accomplish Gov. Brown’s conservation mandate.”

“We applaud our customers, the early adopters of increased water efficiency, who have reduced residential annual water use by nearly 2 billion gallons since the District adopted its water use efficiency master plan in 2008,” Rossi explained. “Every drop counts every day, especially during the drought. We have many programs to help our customers continue to reduce their water use.”

With the state’s emergency regulations going into effect June 1, the Western Board of Directors will consider moving to the next phase in its Water Supply Shortage Contingency Plan in the next few weeks. Western will continue its ongoing customer outreach and education regarding the state required reductions and on the wide variety of customer support programs offered by the District.

Western is providing information on the drought, water restrictions, rebates and programs through its website, social media, direct mail pieces and bill messages. In the coming weeks, three town hall meetings will also be scheduled in Murrieta and Riverside.

An early adopter of efficiency measures and a budget-based rate structure, Western and its customers have lead the way with a rigorous water use efficiency ethic. In order to help customers be water-wise, Western offers a diverse menu of customer support programs including turf replacement rebates; free landscape efficiency evaluations; free high-efficiency urinal flush-valve retrofits; and rebates for various other water saving devices.
“It’s a new day, with a Governor-mandated order for a new water ethic in California. We must all embrace it – brown lawns included – to get through this historic drought,” Rossi said.

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Western Municipal Water District provides water supply, wastewater disposal and water resource management to the public in a safe, reliable, environmentally sensitive and financially responsible manner.