



Press Release

For Immediate Release

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Regional Water Conservation Campaign Focuses on Top 10 Conservation Tips

Santa Rosa, CA – The Sonoma County Water Agency (Agency), in partnership with its water contractors, will immediately implement a regional water conservation campaign to increase awareness and educate the public on how to conserve water this summer by administering ten water conservation tips. The campaign was created due to the projection of historically low water supply levels in Lake Mendocino this fall and the request by the Agency for voluntary ten to fifteen percent reductions in water use.

The top ten water conservation tips that will be highlighted in the campaign include:

1. Reduce irrigation by 20%.
2. Find and repair leaks now.
3. Inspect and tune-up irrigation system monthly.
4. Irrigate between midnight and 6:00 a.m. to reduce water loss from evaporation and wind.
5. Use a broom, not a hose, to clean driveway, deck or patio.
6. Use a bucket and a hose with an automatic shut-off nozzle when you wash the car, or take your car to a carwash that recycles.
7. Cover pools and hot-tubs to reduce evaporation.
8. Use front-load washing machines.
9. Run the dishwasher and clothes washer with full loads only.
10. Prevent and report water waste.

The campaign will include a series of advertisements in regional and local newspapers, along with a television commercial, radio spot, movie theater advertisements, bus boards, and an internet presence. The Agency is also placing advertisements with several business and agricultural trade publications. In late April, the Agency placed a water conservation message on its billboard on Highway 101 near Todd Road. Copies of the advertisements may be viewed online at www.sonomacountywater.org under the Conservation and Lola/Wilson sections.

Participating water contractors include the City of Santa Rosa, City of Rohnert Park, Town of Windsor, City of Cotati, City of Petaluma, City of Sonoma, North Marin Water District, Marin Municipal Water District, Valley of the Moon Water District, Forestville Water District and California American Water

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Sonoma County Water Agency provides water supply, flood protection and sanitation services for portions of Sonoma and Marin counties. Visit us at www.sonomacountywater.org.