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MAYOR JERRY SANDERS FACT SHEET

MAYOR ANNOUNCES 15.2% DROP IN WATER USE

Thanks Comedian Paul Rodriguez for Filming Water Videos

Mayor Jerry Sanders applauded San Diegans for continuing to save water and thanked comedian Paul Rodriguez for filming two water-conservation videos with the mayor. Water use in the city dropped 15.2% in March compared to the same month last year. Water use by city departments dropped 25%.

The mayor also urged San Diegans to remain vigilant about watching their water use, given that the region's water shortage will persist for the foreseeable future. Recent rains have not been enough to end the multi-year drought. What's more, pumping restrictions in the Bay Delta region will continue to limit San Diego's access to water from Northern California.

The mayor's public-service ads with Mr. Rodriguez – an actor/comedian who also chairs the California Latino Water Coalition -- will air on CityTV and possibly commercial television. The ads will run in English and Spanish. The two men filmed the videos in Balboa Park earlier this month during a conference to discuss state-wide water issues.

“Paul was a great sport and a great messenger,” the mayor said. “And, of course, he was funny, too, as anyone who watches the ads will see.”

To see the videos, visit the City's web site at: www.sandiego.gov/water/conservation/drought/