



**MAYOR KEVIN L. FAULCONER
CITY OF SAN DIEGO**

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CONTACT:
Matt Awbrey at (619) 453-9913 or mawbrey@sandiego.gov

NEWS RELEASE

August 2014 Water Usage Down 4.2% from 2013 Among City of San Diego Residents

Mayor Faulconer: "Positive Beginning to Increased Conservation Efforts"

San Diego, CA – City of San Diego water customers heeded the call for increased water conservation during this year's unprecedented drought, helping to move the needle in the right direction with a 4.2% water use reduction in the month of August compared to August of 2013, the City's Public Utilities Department reported.

"I want to thank San Diegans for stepping up to the plate and doing their part to conserve water, even during one of the hottest months of the year," said Mayor Kevin L. Faulconer. **"A 4.2% reduction is a positive beginning to increased conservation efforts, on top of what we have already achieved in years past. These numbers are testament to the fact that San Diegans understand the importance of conserving this valuable resource."**

The City's long-term conservation efforts have paid off. Since 2007, City of San Diego water consumption has decreased nearly 20%, thanks to outreach, education and programs that have sought to make water conservation a way of life – drought or no drought.

The 4.2% decrease for August 2014 is in large part a response to a variety of drought campaigns on a citywide, regional and statewide level. Following increased outreach efforts through the City's "Waste No Water" campaign and other avenues, customer response was strong.

Also, compared with all of Fiscal Year 2013, customers participating in the City's Grass Replacement Program are on track to outpace the entire last year in just the first three months of Fiscal Year 2014 by replacing their traditional grass with drought-tolerant landscaping. Requests for residential and commercial water use surveys are also up significantly.

To report water waste, call (619) 533-5271 or email waterwaste@sandiego.gov. For more information on Water Conservation programs and resources, visit www.wastenowater.org.

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