

Long Beach **WATER**



MEDIA RELEASE

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Long Beach Beats Governor's Mandate Second Month in a Row

July 2015 water use down 19 percent compared to 2013

LONG BEACH, CA – Today, the Long Beach Water Department reports that residents and businesses exceeded the 16 percent water conservation mandate for Long Beach, set by the SWRCB, by an additional three percent. The city used about 4,540 acre-feet of water in July. Last month's water use is the lowest since 1955. June 2015 water use was also down 19 percent compared to 2013.

“Long Beach continuously proves that we are a statewide leader,” said Robert Garcia, Mayor of the City of Long Beach. “We all need to work together to keep conserving water as much as we can.”

“Long Beach still has a ways to go until February 2016 to beat the state mandate,” said Harry Saltzgaver, President of the Board of Water Commissioners. “We cannot lose the momentum of our strong conservation efforts.”

Long Beach Water's “Mission H2OLB” conservation campaign has been launched via print and digital media to help residents conserve water and make a permanent lifestyle change in water efficiency. The campaign is working with local bands to promote water conservation and the unique “take a one-song shower” call to action, which is a way to share that conservation is simple and easy. Residents can view the campaign details, music videos and listen to song playlists by two local bands to remind them to take a one-song shower in the weeks ahead at www.lbwater.org.

The State Water Resources Control Board (SWRCB) has mandated Long Beach to cut its water use by 16 percent cumulatively compared to 2013 until February of next year.

Long Beach Water is an urban, Southern California retail water supply agency, and the standard in water conservation and environmental stewardship.

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