



LONG BEACH WATER DEPARTMENT

The Standard in Water Conservation &
Environmental Stewardship

MEDIA ALERT

FOR IMMEDIATE RELEASE

Thursday, September 13, 2007

Contact: Ryan J. Alsop
Ryan_Alsop@lbwater.org
(562) 570-2314

Water Supply Shortage Imminent

LONG BEACH, CA – The Long Beach Board of Water Commissioners today officially declared that a water supply shortage for the City of Long Beach is imminent, at a meeting held at the Long Beach Water Department's Groundwater Treatment Facility. In making the Declaration, the Board of Water Commissioners has activated the Long Beach Water Department's Emergency Water Supply Shortage Plan, implementing additional water use prohibitions throughout the City of Long Beach. The Declaration is a proactive measure taken to forestall or lessen the impact of an expected water supply shortage.

Residents and business, citywide, are strongly urged to immediately implement [three specific water conservation measures](#):

1. Immediately eliminate landscapes over-watering and all water run-off;
2. Reduce time in the shower and install low-flow shower heads; and
3. Check your water meter for potential leaks at your home or business

Under the Declaration of Imminent Water Supply Shortage, the following uses of water are [now prohibited](#), citywide:

Washing driveways, sidewalks, parking areas, patios or other outdoor cemented or paved areas with a garden hose, unless it is attached to pressurized water broom;

Irrigating any landscape with potable water between 7:00 a.m. and 6:00pm;

Irrigating any landscape more than three days per week;

A complete list of all current prohibitions on water use in the City of Long Beach can be viewed, [HERE](#).

The Declaration of an Imminent Water Supply Shortage is necessitated by the profound impact of a U.S. District Court's August 31st, federal Endangered Species Act ruling, the dramatic, recent reductions in water storage levels in key reservoirs in northern California, this year's record low rainfall in the southern California coastal plain, and a continuation of the historic 8-year drought in the Colorado River Watershed, which is a significant source of imported water for southern California. Nearly half of the [City's water supply](#) is imported. The City of Long Beach has been under a Declaration of Immediate and Extraordinary Water Conservation since June 14th.

"I'd like to stress that while we continue to communicate our need to conserve more of the water we're using, it is increasingly clear that what is going to have to take place in not only our community, but throughout southern California, is a profound lifestyle change in the way all of us think about, and use, water," stated [Frank Clarke](#), President of the Long Beach Board of Water Commissioners. "Our society is using water inefficiently. The faster we reduce inefficient uses, the longer we will be able to delay or avoid all together mandatory cutbacks that will impact us all in a very tangible way."

"What we are experiencing is a profound change in our water supply situation, but I have tremendous confidence in our City and our citizens that we can meet this challenge head-on if we are pro-active and work together," stated [Kevin L. Wattier](#), General Manager of the Long Beach Water Department.

Under the Declaration, the Long Beach Water Department will significantly elevate its public communication urging residents to conserve water, until further action is taken by the Long Beach Board of Water Commissioners. If, subsequent to this Declaration of an Imminent Water Supply Shortage, the water supply situation warrants elevated attention, the Long Beach Board of Water Commissioners may declare more serious Stages of the now activated [Emergency Water Supply Shortage Plan](#), triggering increased mandatory prohibitions on potable water use in the City of Long Beach.

The Long Beach Water Department is an urban, southern California water supply agency and the standard in water conservation and environmental stewardship.

###

Useful Subject Links:

[Who or what is the Long Beach Board of Water Commissioners?](#)

[Where does Long Beach water come from?](#)

[How does the Water Department manage its water supply resources?](#)

[What will the Long Beach water supply look like in 2015?](#)

[What is per capita water use in the City of Long Beach?](#)

[How does the Water Department assist customers with conservation?](#)

[What can I do to conserve water at home?](#)

[What can I do to conserve water at work?](#)

[What about drought-friendly landscape?](#)

[How can I get a pressurized water broom?](#)

[Who is the Water Department's Director of Conservation?](#)

[What about Seawater Desalination?](#)

[What are the Rules and Regulations of the Board of Water Commissioners?](#)

[Who or what is the Metropolitan Water District of Southern California?](#)