



LONG BEACH WATER DEPARTMENT

The Standard in Water Conservation &
Environmental Stewardship

For Immediate Release
Wednesday, July 27, 2005

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Policy Think Tank Issues Report on Southern California Water Supply Challenges; Long Beach Investments Mirror Recommended Solutions

SACRAMENTO, CA – The non-profit and non-partisan Public Policy Institute of California (PPIC) issued a [195-page report](#) today citing the challenges faced by California water purveyors to keep pace with the growth of the state's population, projected to reach 48 million by 2030. The report highlights greater diversification of water sources and increased conservation as the strategy for successfully balancing water resources with future population growth.

The PPIC report cites average urban water use at 232 gallons per person per day. According to the report, if average per capita use remains the same, the addition of 14 million new people over the next 25 years will expand overall demand for water by 40 percent, or 3.6 million acre-feet by 2030. An acre-foot of water is approximately 326,000 gallons. Average per capita water use in Long Beach is currently 140 gallons per person per day, which means that the rest of California, on average, uses 65 percent more water per person per day than the average Long Beach resident. In fact, Long Beach is among the lowest per capita water users in the State of California. "Collectively, Long Beach is using the same amount of water it did in 1984, which was around 76,000 acre-feet per year, even though we've added over 100,000 people," stated [Kevin L. Wattier](#), the General Manager of the Long Beach Water Department. "Our conservation programs are and have always been a very critical component of our overall water [supply reliability strategy](#). With conservation leading the way, we will strengthen reliability and keep rates paid by our customers affordable."

The Long Beach Water Department's success in limiting its water use comes from its aggressive promotion of [water conservation](#) and its adamant stance on environmental stewardship. In addition to promoting water use efficiency devices and products, like toilets and clothes washers, which has been done for years, the Long Beach Water Department is now aggressively promoting "[California Friendly](#)" homes and landscapes, providing their customers with free home water audits and proactively identifying the city's biggest water users and working with them to lower their water use. "Most of the water used by our customers is for irrigation of non-native, high water consuming plants and grasses," according to [Matt Lyons](#), planning and water conservation manager at Long Beach Water. "We're making a real effort to bolster interest in California Friendly homes, which is really about making Long Beach neighborhoods more beautiful and environmentally sound, and keeping water bills affordable."

The Water Department is also swiftly diversifying and expanding its water resource portfolio by aggressively expanding the city's [reclaimed water system](#) to major parks, golf courses and athletic fields, researching cost and operational feasibility of [seawater desalination](#) and undertaking innovative and environmentally friendly [conjunctive use regional groundwater storage and recovery projects](#). In fact, the Department recently began its second groundwater storage project in two years, before most other agencies in Southern California have started their first. And the Department has been able to leverage its success to acquire outside funding, which has paid for both groundwater storage projects in full.

The [Long Beach Water Department](#) is an urban Southern California water supply agency, and the standard in water conservation and environmental stewardship.

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