



[13846 Conference Center Drive ♦ Apple Valley, California 92307](http://13846_Conference_Center_Drive_Apple_Valley_California_92307)
Phone (760) 946-7000 ♦ Fax (760) 240-2642 ♦ www.mojavewater.org

News Release

September 21, 2015

Contact: Yvonne Hester, Community Liaison Officer at
760.946.7067 (office) or 760.964.8982 (mobile)

Region Makes Great Gains in Conservation

Apple Valley, CA—Five local water providers are currently meeting or exceeding their state mandated water conservation goals with water use reductions as high as 33.69 percent, and several others are within 10 percent of their goal thanks to community participation, announced the Mojave Water Agency (MWA) today. The reductions to date reflect the months of June, July, and August 2015.

Earlier this year, the State Water Resources Control Board adopted an emergency regulation that assigned water suppliers a target date of February 2016 to meet specific conservation targets ranging from four percent to 36 percent. This action was in response to Governor Jerry Brown's executive order to achieve a statewide 25 percent reduction in water usage.

Following the new conservation mandates, MWA and the Alliance for Water Awareness and Conservation (AWAC), as well as city and county leaders met to address ways to meet these goals. Key programs include the Cash for Grass program for both residential and large scale projects, toilet replacement programs, workshops that provided free weather based irrigation controllers, as well as continued public outreach and education.

Among the group of water providers that made great gains include San Bernardino County Service Area 64 (CSA 64) that serves Spring Valley Lake, and Apple Valley Ranchos Water Company. Assigned a target of 32 percent reduction, CSA 64 has reduced its usage to date by 33.69 percent. Apple Valley Ranchos Water Company reached a 32.38 percent reduction and is in the 28 percent conservation tier. Additionally, Golden State Water Company in Barstow reached 27.81 percent reduction to date with a state mandated tier of 24 percent.

Two additional agencies assigned to the 28 percent reduction tier met their goals to date. San Bernardino Service Area 70, that serves Oak Hills, reported a 28.99 percent reduction, and the City of Victorville achieved 28.72 percent reduction.

These conservation achievements are very impressive, but not surprising,” said Kirby Brill, Mojave Water Agency General Manager. “Our residents and businesses recognize the challenges of living in a desert and are continuing to adopt conservation as a way of life to ensure water for the future.”

Embracing conservation as the way of life in the desert is the theme of the Alliance for Water Awareness and Conservation’s new public outreach campaign. “Save Water! Live Like a Desert Native” encourages residents and businesses to learn how to thrive with less water by taking lessons from native plant life.

“While the State is focused on the current drought, we live in a perpetual drought here in the desert,” said Yvonne Hester, MWA Community Liaison Officer. “Our conservation efforts aren’t a response to a new crisis, but these efforts need to continue to reinforce that conservation is simply the way we live in the desert.”