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News Release

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Joshua Basin Water District Reduces Water Consumption by 28.2 Percent During Summer Months

Joshua Tree, CA—Joshua Basin Water District (JBWD) has reached a cumulative water use reduction of 28.2 percent since June 2015 and is well on its way of meeting their 28 percent state imposed goal by February 2016 thanks to community participation, announced the Mojave Water Agency (MWA) today.

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.

Serving some 4,500 customers in Joshua Tree, Curt Sauer, JBWD General Manager, credits citizens, businesses, and community organizations with going the "extra mile" in conserving water. In addition to programs such as, water audits and replacement of high water use indoor appliances, the District has embarked on an aggressive public outreach campaign. The campaign includes newsletters, workshops, public service announcements, education tours of the District's Demonstration Garden, and a weekly water tip contest. Additionally, many residents have embraced the bucket challenge that includes catching shower water, and water used to rinse fruits and vegetables in the kitchen with a bucket to water plants, and more.

"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."