



For Immediate Release:  
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July 12, 2011  
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## **WATER RETAILERS RECOGNIZED FOR REDUCING WATER USE 20%**

CARSON, Calif. – West Basin Municipal Water District (West Basin) recently recognized its customer agencies for reducing water use throughout the South Bay by 20%. Due to the drought that existed from 2007 until this year, along with regulatory restrictions to protect the environment, local and regional water agencies have been implementing aggressive water efficiency programs to cut the demand for water use. Though we're currently experiencing reprieve from the recent drought thanks to above average precipitation this year, being efficient with water remains a top priority for West Basin and other water managers.

Water Reliability awards were presented by the West Basin Board to all of its customer agencies for their collective achievement in reducing water use throughout the region. The original goal was to reduce water use by 10%, under a water supply allocation plan initiated by Metropolitan Water District of Southern California (MWD) and a subsequent plan adopted by West Basin's Board of Directors.

"Through this effort, I am pleased to say, that the retail agencies working with West Basin have reduced water use in the region by 20%, far exceeding expectations," said West Basin Board President Ronald C. (Ron) Smith, "and I commend these agencies for working hard to educate residents and businesses about the unquestioned value of our critical water resources."

Retail agencies working with West Basin include the Cities of El Segundo, Inglewood, Lomita, and Manhattan Beach and Cal American Water, California Water Service Co., County Waterworks District No. 29, and Golden State Water Co.

Most of the water used by southern Californians is delivered through extensive infrastructure from northern California and the Colorado River and is allocated based on the amount of water available. Under West Basin's Water Reliability 2020 Program, the District's priority is to reduce our dependence on imported water by 50% by the year 2020.

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**West Basin Municipal Water District** is reducing its dependence on imported water through the Water Reliability 2020 program that will double conservation, double recycled water production and add desalted ocean-water to our portfolio by the year 2020. Partnering with community organizations, businesses and other public agencies keeps West Basin lean and strengthens its programs. West Basin is a wholesale water district that serves nearly a million people in 17 cities and unincorporated areas throughout its 185-square mile service area in the coastal Los Angeles area. [www.westbasin.org](http://www.westbasin.org)