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## **WEST BASIN CALLS ON COMMUNITY TO BE *SUPER-CALI-FRUGALISTIC* WITH WATER**

*New campaign urges local water saving as drought intensifies across the region and state*

**CARSON, Calif.** – The West Basin Municipal Water District announced its latest drought outreach campaign, calling on its 17 cities and portions of unincorporated Los Angeles County to be SUPER-CALI-FRUGALISTIC with our water.

The campaign call to “Save Water, Save California” highlights how local actions can make a far-reaching impact. The SUPER-CALI-FRUGALISTIC drought campaign challenges West Basin local communities to be frugal – in other words, prudent– with their water use in order for all communities to thrive.

“When we use less water as individuals, we preserve limited supplies for our communities and all Californians during this severe statewide drought,” said West Basin Board President Harold C. Williams, MSCE, P.E.

Historically low allocations of water from Northern California and strained supplies from the Colorado River - which combined make up nearly 60% of the West Basin water supply portfolio - mean that West Basin water users must use less to see us through this drought and beyond.

For West Basin, a 15% reduction means actively decreasing water use by 20 gallons per person per day on average. Overall, district-wide water use is trending downward with a commendable 5% decrease compared to 2020. The West Basin service area has successfully demonstrated an ability to save water throughout the decades. However, we can still save more. Together we can reach the current 15% reduction goal, as West Basin, Metropolitan Water District of Southern California and Governor Gavin Newsom are calling on each of us to do.

In the upcoming months, the SUPER-CALI-FRUGALISTIC campaign will include memorable community outreach experiences like drought kit giveaways that will highlight the substantial benefits of West Basin’s water use efficiency programs.

For drought updates impacting the West Basin, visit [www.westbasin.org/drought](http://www.westbasin.org/drought). For water-saving programs and tips, visit [www.westbasin.org/conservation](http://www.westbasin.org/conservation).

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*West Basin Municipal Water District (West Basin) is a wholesale water agency that serves nearly one million people in 17 cities and unincorporated areas in Los Angeles County. West Basin provides imported drinking water, recycled water, as well as conservation and education programs. Through its Water for Tomorrow Program, West Basin is committed to protecting, diversifying, and securing our water supply for the future while continuing a history of innovation and industry leadership. Visit [www.westbasin.org](http://www.westbasin.org) to learn more.*