



Department of Utilities
Office of the Director

CITY OF SACRAMENTO
CALIFORNIA

1395 35th Avenue
Sacramento, CA 95822-2911
phone (916) 808-1400
fax (916) 808-1497

News Release

Contact: Maurice Chaney, Media and Communications Specialist
916-808-7948, 916-300-7597 Mobile

Release Date: June 8, 2009

City of Sacramento Increases Efforts to Help Customers Use Water Wisely *New Water Conservation Ordinance takes effect June 12*

Sacramento, Calif. – The City of Sacramento Department of Utilities is launching a new outreach program designed to educate and assist customers with using water wisely. This education effort will help customers adapt to the newly updated and recently adopted Water Conservation Ordinance, which takes effect June 12.

Called “Spare the Water Sacramento,” the program’s goal is to educate City residents about the easy things they can do every day to use less water at home and in the garden, as well as connect them with free City services such as Water Wise House Calls and rebates.



“Our goal is for the City of Sacramento to become known as the Water Conservation Capital,” said Department of Utilities Director and Assistant City Manager Marty Hanneman. “We know we have a long way to go, but we are ready to work in partnership with our customers to get there.”

The City’s updated Water Conservation Ordinance is a first important step toward increasing water efficiency. The ordinance demonstrates how customers can save water outdoors through adjusting their irrigation schedule, preventing overspray and runoff, using an auto shut-off nozzle on the garden hose and using a broom instead of water to clean the driveway or sidewalk.

The ordinance also has stronger enforcement measures, including increased penalties for continued water waste. “Of course, the City would rather not fine customers,” Hanneman said. “What we’d really like is for customers to request a free Water Wise House Call so that we can show them how to use water wisely.”

-Continued-

2-2-2-2

During a Water Wise House Call, a trained Water Conservation Specialist will visit a customer's home free of charge to identify potential water savings inside and out by examining irrigation systems, helping to set irrigation timers and equipping customers with plumbing retrofit devices and informational materials.

In addition to the updated ordinance and increased outreach, the City is also reviewing internal operations to see how it can set the example for efficient water use. For example, the Department of Parks and Recreation is developing a comprehensive water conservation strategy and guidelines for City parks, community centers and aquatic facilities. Highlights include:

- Following the City's Water Conservation Ordinance by watering parks before 5 a.m. and after 9 p.m.
- Actively replacing old irrigation systems with new, water-conserving, central irrigation systems. Fifty-five parks have already been converted.
- Designing new parks with less turf and more drought-resistant landscaping. In 2010, the City will have two artificial sports fields in our inventory, which will save approximately 5 million gallons of water each year.

"Ultimately we must all make a commitment to use water wisely—as a City and as individuals—and to have a new mindset where water is appreciated as a resource that deserves to be preserved," Hanneman said. "We look forward to working together with our customers to use water wisely every time we turn on the tap."

For information about free City services and rebates to help customers use water wisely, visit www.SpareSacWater.org or call 311.

###



CITY OF SACRAMENTO
DEPARTMENT
OF UTILITIES

Making a Difference in your Neighborhood