



4699 HOLLISTER AVENUE
GOLETA, CALIFORNIA 93110-1999
TELEPHONE 805/964-6761
FAX 805/964-7002

PRESS RELEASE

News and Media Contact:

David Matson, Assistant General Manager
(805) 879-4624
dmatson@goletawater.com

Date: March 12, 2014
FOR IMMEDIATE RELEASE

Goleta Water District Declares Stage I Water Shortage – Conservation Is Critical To Extending Water Supplies

On March 11, 2014, the Goleta Water District (District) Board of Directors voted unanimously to declare a Stage I Water Shortage and called for a voluntary 20% water use reduction by District customers. 2013 was the driest year on record throughout California, and weather patterns to date in 2014 continue this trend. While the recent storms brought much needed rain to the region, it was not nearly enough to end the drought. The District is currently planning for potential future Water Shortage Declaration Stages, which call for more stringent, mandatory water reductions to protect the District's water supply reliability should drought conditions persist and worsen in the coming months.

Goleta Water District customers have exhibited a long-standing commitment to water thriftiness and have achieved the lowest per capita residential water use on the South Coast. The average residential District customer uses 66 gallons per person per day, which is 60% less water per day than the average residential customer on the South Coast. "Our community has a great track record of water conservation, but there is never enough to waste," said Board President Bill Rosen. "Conservation is critical to our ability to meet customer demand during the current unprecedented drought conditions."

What can customers do to conserve even more? Understanding how much water customers use in their home or business is the first step to identifying ways to conserve water. Reducing outdoor water use is the easiest way to save the most significant amount of water. Simple actions customers can take to save water outdoors include planting California-friendly trees and plants, reducing lawn size and watering less, adjusting sprinklers so they do not water driveways and sidewalks, setting irrigation systems to water at night or in the early morning hours, always using a shut-off nozzle with garden hoses, and using a broom to clean driveways and sidewalks.

Indoor water saving actions include installing water wise fixtures and appliances, fixing leaky faucets and toilets, running the dishwasher and washing machine only when full, taking shorter showers and turning off the shower while lathering, and turning off the faucet when brushing your teeth. Customers can learn more at www.goletawater.com or contact the District with questions and concerns, to report a leak, or to schedule a complimentary home or business water survey.

The Goleta Water District provides water to a diverse population of approximately 87,000 in the Goleta Valley area, including agricultural, residential, commercial, industrial, and institutional customers. The District's water system includes over 270 miles of pipelines, a water treatment plant, storage reservoirs, pumping facilities, active wells, a recycled water system, and connections with Lake Cachuma and the State Water Project.

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