



**FOR IMMEDIATE RELEASE:**

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**\*\*\* PRESS RELEASE \*\*\***

**MAYORS NEWSOM & REED JOIN BAY AREA WATER AGENCIES TO UNVEIL  
REGIONAL "WATER SAVING HERO" CONSERVATION CAMPAIGN**

*Amidst Statewide Drought, Newsom Issues New Water Conservation Executive Directive  
Targeting City Water Use, Irrigation*

**SAN FRANCISCO, CA** - San Francisco Mayor Gavin Newsom and San Jose Mayor Chuck Reed today joined leaders from Bay Area and statewide water agencies to unveil a regional public education campaign aimed at reminding residents and businesses to curb water use this summer and fall. The "Water Saving Hero" campaign features ordinary people adopting simple water conservation practices in their everyday lives, and will soon blanket radio and television airwaves, billboards, transit stations, buses, trains and websites throughout the region. The effort also features a new website [www.WaterSavingHero.com](http://www.WaterSavingHero.com), where Bay Area residents can link directly to their local water agency's conservation tips and cash rebate information. The effort comes as California faces its first statewide drought in 16 years and amidst growing concerns about the future of water supplies from the Delta and other sources.

"After two of the driest winters in our state's history and with climate change upon us, every Bay Area resident and every Bay Area city has a responsibility to save water and help fight this drought," said Mayor Newsom, who also issued a new City and County of San Francisco Executive Directive aimed at reducing water consumption by city government and requiring more water-efficient irrigation, street cleaning and other services. "Cities like San Francisco must lead by example when it comes to water conservation, but the actions that millions of Bay Area 'Water Saving Heroes' take every day will truly make the difference."

"From San Jose to Santa Rosa, Bay Area residents have taken real steps to save water, but we have to keep it up," said Mayor Reed. "A regional campaign is so important because if we all save a little, together we'll save a lot. Fighting this drought is a job for every Bay Area resident, business and City."

The more than \$1 million "Water Saving Hero" campaign is a partnership among eleven Bay Area water agencies and organizations from the nine Bay Area counties, including the Alameda County Water District (ACWD), Bay Area Water Supply & Conservation Agency (BAWSCA), Contra Costa Water District (CCWD), East Bay Municipal Utility District (EBMUD), Marin Municipal Water District (MMWD), City of Napa, Santa Clara Valley Water District (SCVWD), San Francisco Public Utilities Commission (SFPUC), Solano County Water Agency, Sonoma County Water Agency and Zone 7 of the Alameda County Flood Control & Water Conservation District. The campaign is funded by Bay Area water agencies, but will be reimbursed by a grant from the California Department of Water Resources.



“Drought, struggling ecosystems, aging infrastructure and the effects of climate change are converging to create the most serious water crisis we’ve seen in 50 years,” said Timothy Quinn, executive director of the Association of California Water Agencies (ACWA). “The Bay Area is affected just as much as every other part of the state. Regional efforts like the 'Water Saving Hero' campaign and other local initiatives to reduce water use show we can make conservation a way of life without sacrificing our quality of life. Whether you live in San Francisco or San Diego or anywhere in between, taking these steps to reduce water use will make a real difference.”

The campaign ads and billboards will run at least through the summer and early fall 2008. The campaign aims to make Bay Area residents think about short and long-term steps they can take to reduce water use in their home or business. To learn more about the “Water Saving Hero” campaign, view the ads or link directly to your local water agency’s conservation tips and cash rebates, visit [www.WaterSavingHero.com](http://www.WaterSavingHero.com).

Mayor Newsom also issued City and County of San Francisco Executive Order 08-05, effective immediately, aimed at setting an example for residents and businesses through City government leadership in water conservation and water efficiency. Among the provisions of the Mayor’s Water Conservation Executive Directive:

- All departments are directed to reduce their water consumption by 10 percent in the coming 2008-09 fiscal year, complete a water efficiency audit by October 1 and identify and repair all indoor water leaks by November 1, 2008.
- By August 1, all departments who are responsible for irrigation of parks, medians and other public spaces are required to cease planting new natural turf except for replacement and planned capital projects, reduce irrigation time by 10%, irrigate only at night or early morning and use brooms or water-efficient “water brooms” where practical instead of hoses in street cleaning.
- By September 1, all departments who are responsible for irrigation of parks, medians and all other irrigation spaces are required to identify and repair or schedule for repair broken sprinklers and improperly functioning or improperly positioned irrigation systems.

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