



FOR IMMEDIATE RELEASE
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ALAMEDA COUNTY STEPS UP PUSH FOR WATER CONSERVATION, ISSUES COMMUNITY “CALL TO ACTION” ON DROUGHT

Alameda County is stepping up its efforts to encourage water conservation during this fourth year of severe drought in California, offering a new online resource to residents to help them respond to the drought and issuing a “call to action” to the community and 9,500 County employees to take immediate steps to curb water use.

“We all must take action now to respond to this emergency,” said Scott Haggerty, President of the Alameda County Board of Supervisors. “The drought is already adversely affecting Alameda County and communities across California. We want to make sure the message is clear: without everyone joining together now to conserve water, this crisis will impact the economy, the environment, and our way of life in ways few of us can imagine.”

On Tuesday, the Alameda County Board of Supervisors approved a resolution urging all residents and businesses to do their part in conserving water. The resolution directs all County employees to take conservation measures and instructs the County’s General Services and Public Works agencies to establish water usage baselines for County operations, develop conservation plans, and report on progress. The Resolution urges water suppliers within the County to heed Governor Brown’s Drought Executive Order B-29-15 by encouraging customers to meet at least the minimum 25% reduction target for potable urban water use by February 28, 2016. Lastly, it urges federal and state agencies to provide the needed financial support to citizens, businesses, and local governments to meet the ambitious conservation target.

The County has set up a new online resource to promote water conservation and to provide resources to residents to learn more about ways they can most effectively respond to the drought. A new website, acgov.org/drought/, has been created to provide the public with information about the magnitude of California’s current water shortage and the long-term lifestyle changes we need to make to properly respond to drier weather patterns linked to climate change.

The website lists many simple steps residents can take to effectively respond to the drought, as well as providing contact information for each water district in Alameda County. It also provides examples of many steps Alameda County has already taken to reduce water use in its buildings, landscapes, roadways, and unincorporated communities.