



CITY OF COACHELLA
INCORPORATED 1946

City News Release

FOR IMMEDIATE RELEASE:

November 4, 2015

Contact:

Berlinda Blackburn

760-501-8114 bblackburn@coachella.org

CITY OF COACHELLA WATER AUTHORITY EXCEEDS WATER CONSERVATION GOALS

City's successfully achieved a 27% water savings for the month of October 2015

Coachella, Calif. – In response to the State's drought mandate, the City of Coachella Water Authority (CWA) has successfully achieved a 27% water savings for the month of October 2015 compared to the same month in 2013. On April 1 Governor Brown's issued an Executive Order to reduce statewide water use, imposed mandatory restrictions and assigned a water use reduction of 24% to the City of Coachella Water Authority. The Water Authority has made significant Investments in education and outreach programs to communicate the need to conserve to our customers.

Here are some of the efforts Coachella staff along with Coachella residents played in our success to conserve water:

- Staff and Residents reported water waste
- Residents replaced older high water using toilets with low water using highly efficient toilets
- Residents replaced water thirsty turf to water saving desert landscape
- Residents replaced old fixtures with new low flow showerheads, aerators, automatic shut-off hose nozzles and timers
- Residents replaced irrigation controllers with weather based smart controllers
- Staff removed turf and converted to desert landscape in our street medians and non-playable sections in our parks

For more information regarding Coachella's water conservation programs, go to the conservation website at: www.ConserveCoachella.com

###