



Our Region's Trusted Water Leader  
**San Diego County Water Authority**

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## Media Statement

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### **Chair Croucher: Epic Drought Means Everyone Should Find Even More Ways to Make a Meaningful Impact**

*Editor's note: Rebates, water efficiency tips, and other resources are at [www.watersmartsd.org](http://www.watersmartsd.org).*

Sept. 21, 2021 – San Diego County Water Authority Board Chair Gary Croucher today issued a statement in response to the State Water Resources Control Board announcement of water conservation figures for July.

“Over the past three decades, the water ratepayers in the San Diego region have done an extraordinary job of voluntarily reducing water use by nearly 50%. Those conservation efforts are enhanced by the Water Authority’s investments in a diversified water supply portfolio and regional facilities, including water transfers, seawater desalination, canal lining and reservoirs. That long-term track record of stewardship is a primary reason why we have reliable supplies during this record-breaking drought and for future years.

“While we should all be proud of our long-term track record of conservation, we need to do more to help eliminate water waste during this epic drought. The Water Authority offers numerous tools to enhance water sustainability, including free water-use check-ups for homes and businesses, along with rebates for WaterSmart upgrades. As a community, it’s important that we find ways to be even more water-efficient to ensure that we have reliable water supplies not just for today, but for future generations.”

-- Gary Croucher, Board Chair, San Diego County Water Authority

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*The San Diego County Water Authority sustains a \$253 billion regional economy and the quality of life for 3.3 million residents through a multi-decade water supply diversification plan, major infrastructure investments and forward-thinking policies that promote fiscal and environmental*

*responsibility. A public agency created in 1944, the Water Authority delivers wholesale water supplies to 24 retail water providers, including cities, special districts and a military base.*



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