

For Immediate Release

Oct. 7, 2011

**Dallas Water Utilities recognized for excellence in water conservation;
*The City has received a 2011 WaterSense Excellence Award from the EPA***

Dallas - The Environmental Protection Agency (EPA) has recognized the City of Dallas Water Utilities' (DWU) water conservation education and outreach efforts with their 2011 WaterSense Excellence Award. The award, honoring WaterSense partners, was presented at the WaterSmart Innovations Conference Oct. 6 in Las Vegas.

"The City is honored to receive this important award validating the hard work and important steps taken by the Dallas City Council and the water conservation team's creative approaches to our outreach and education campaign," said Director of Dallas Water Utilities Jody Puckett. "We also applaud our customers for their impressive conservation efforts that have led to significant water savings."

The EPA also recognized DWU for winning a competition to host the WaterSense Fix a Leak Week community spotlight event for 2010 – the Great Dallas Fix a Leak Roundup. Local plumbers fixed leaks in more than 100 low-income households. It is estimated that the repairs and renovations made during that week are saving more than two million gallons of water annually.

DWU has had conservation programs since the early 1980s. Those programs have increased over the years to include children's activities, Water-Wise landscape seminars and an annual Water-Wise Landscape tour. In 2001, the City Council took conservation efforts to another level by adopting an irrigation ordinance which included time-of-day watering restrictions.

The ordinance and other measures have reduced gallons per capita per day in Dallas by 23 percent since 2001 resulting in:

- An estimated water savings of over 120 billion gallons or 13.3 billion gallons annually
- Energy savings of 320 million kilowatt hours of electricity
- An estimated water savings of 133.1 million gallons annually through the distribution of over 29,000 free low-flow toilets to DWU customers since 2007
- A reduction in greenhouse gas emissions by 222,064 tons

Although nearly 75 percent of the Earth's surface is covered with water, only one percent is available for human use. Additionally, the U.S. population has doubled over the past 50 years and withdrawals from public water supplies have tripled. WaterSense partners continue to work towards more efficient water use.

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