



Thursday, November 17, 2011

Yard Sign Campaign Urges Central Texans to Conserve Water and Protect Our Water Supply

Austin, Texas – A group of Central Texas water providers, municipalities and water conservation advocates launched a yard sign campaign today to urge residents to protect our region's water supply by conserving water. Residents and business owners can let others know about their commitment to saving water by placing a free "This yard is helping to conserve our water supply" sign in their lawn. The signs are available at 6 easy pick-up locations in central and south Austin, Round Rock, San Marcos and Bastrop.

"Despite recent rain showers and cooler temperatures, Texas is still in the grips of an extreme and historic drought. And with the drought expected to continue through next summer, water conservation must remain a priority in Central Texas," said **Jan Klein with City of San Marcos Public Service**.



In response to the drought, most water providers in our region have implemented outdoor watering restrictions based on triggers, such as low lake or aquifer levels. Visit www.WaterIQ.org for a list of restrictions by community.

"Outdoor watering accounts for one of the largest uses of water in our region and is the most logical place to start conserving," said **Jennifer Walker with the Sierra Club Lone Star Chapter**. "Watering your lawn less frequently and taking other actions to reduce water use at home not only safeguards our limited water supply, but also lowers your water bill," added **Ms. Walker**.

"Water is a shared resource, so we ask all residents to join us in our effort to protect our water supplies and spread the word that brown is the new 'green' for Central Texas

lawns during the drought," said **Robin Gary of the Barton Springs/Edwards Aquifer Conservation District**.

"The yard signs give bragging rights to people who pledge to conserve water at home or at work *and* help educate neighbors and passersby about the important role conservation plays in protecting our water supply," said **Jennifer Ellis with the National Wildlife Federation in Austin**.

"This yard sign campaign is a project of the newly-formed Central Texas Water Efficiency Network, a coalition of over 15 water suppliers, municipalities and water conservation advocates in Central Texas. These entities work together to promote water efficiency education, technologies, and other efforts that regionally impact water supplies and use," said **Jessica Woods with City of Round Rock Public Works and the coalition's coordinator**

