



*The Metropolitan Water District of Southern California*

# NEWS RELEASE

P. O. Box 54153, Los Angeles, California 90054-0153 • (213) 217-6485 • [www.mwdh2o.com](http://www.mwdh2o.com)

Contacts: Armando Acuna, (213) 217-6853; (530) 574-3111, mobile  
Lynn Lipinski, (213) 217-6603; (213) 324-6430, mobile

Feb. 26, 2010

**LATEST RADIO ADVERTISEMENTS TELL SOUTHERN CALIFORNIANS  
THAT WATER SUPPLY IS STILL RESTRICTED, EVEN WITH WET WINTER  
Metropolitan's new radio traffic sponsorships remind listeners  
to continue to be water efficient and reduce use**

Reminding consumers that the region's water problems are not over despite the recent rains, the Metropolitan Water District has launched the latest in its series of radio advertisements asking Southern Californians to continue conserving water.

Metropolitan is delivering its water-saving message in 10-second radio traffic sponsorships on more than 75 radio stations in English, Spanish and Mandarin Chinese throughout the Southland through March 12.

"Winter storms may have left many of us with the misperception that Southern California's reservoirs are being filled this winter. But that isn't true," said Metropolitan General Manager Jeffrey Kightlinger.

"The water shortages throughout the state are far from over because supplies from Northern California through the Sacramento-San Joaquin Delta remain constricted."

The state Department of Water Resources' revised allocation to Metropolitan from the State Water Project is now at 15 percent, up from an initial record-low of 5 percent.

Although the allocation may be adjusted upward as the season unfolds, Kightlinger said, the Southland and other areas of the state must deal with the reality that they will continue to receive less water than normal due to three years of statewide drought and the impacts of environmental restrictions aimed at protecting endangered fish species in the Delta, particularly the delta smelt.

In the past, about 30 percent of Southern California's overall water supply came across the Delta and was delivered to Metropolitan through the state project. In wetter winters, Metropolitan and its member public agencies have depended on these supplies to replenish reservoirs and groundwater basins throughout Southern California.

more . . . . .

In April, when much of the wet season has passed and the availability of water is better known, Metropolitan's Board of Directors is expected to consider whether to further reduce supplies delivered to the district's member agencies.

"Southern Californians made saving water a priority in 2009. Those efforts, combined with the recent winter storms, mean we have not drawn as heavily from our water storage which has allowed us to maintain reliable deliveries," Kightlinger said. "The bad news is that we have not increased our reserves because of the significant supply challenges."

The rain, however, did bring welcome relief to the area's landscapes, Kightlinger noted.

"With all the rain we've experienced this winter, yards and gardens don't need as much water. Nature did it for us. So consumers and businesses can turn off their sprinklers."

More water-saving tips are available at "[bewaterwise.com](http://bewaterwise.com)."

###

*The Metropolitan Water District of Southern California is a cooperative of 26 cities and water agencies serving 19 million people in six counties. The district imports water from the Colorado River and Northern California to supplement local supplies, and helps its members to develop increased water conservation, recycling, storage and other resource-management programs.*