



Media Advisory

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New Report to be Released November 18

California Can Slake its Thirst via Efficiency, Conservation Water Now Wasted is the Best, Fastest, and Cleanest Source for the State

OAKLAND, CALIF – The largest, least expensive, and most environmentally sound source of water to meet California’s future needs is the water currently being wasted in every sector of our economy. That’s the core message of a major new analysis to be released by the Pacific Institute of Oakland, California on Tuesday, November 18.

“Waste Not, Want Not: The Potential for Urban Water Conservation in California,” in preparation for three years, is the first report to look comprehensively at residential, commercial, institutional, and industrial water use in the state – and then evaluate the potential for reducing this use through conservation and efficiency. The bad news: California’s urban sector currently uses a third more water than it needs to satisfy demand. The good news: Available and well-understood technology along with innovative policies, regulations, and education can capture this wasted water, save consumers and water agencies money, reduce energy use, and protect California’s environment.

Despite the progress California has already made in water efficiency, the Institute report estimates that up to one-third of California’s current urban water use – more than 2.3 million acre-feet – can be saved using existing technology without harming our economy or quality of life. And at least 85% of this savings (over 2 million acre feet) can be saved at costs below what it will cost to tap into new sources of supply and without the social, environmental, and economic consequences that any major water project will bring.

Report and media materials will be available at: http://www.pacinst.org/reports/waste_not

Who: 2003 MacArthur fellow, Pacific Institute director, and lead author Dr. Peter H. Gleick along with senior report authors Dr. Gary H. Wolff and Dana Haasz.

What: Release of “Waste Not, Want Not: The Potential for Urban Water Conservation in California” – a groundbreaking report on California water.

When: Tuesday, November 18, 2003 at 10:00 am Pacific time.

Where: The Pacific Institute, 654 13th Street, Preservation Park, Oakland, California, 94612. Detailed directions and a map are available at <http://www.pacinst.org/directions/>

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- Lead report authors will be available for in-person and phone interviews all day.
- An electronic copy of the report will be web-posted at 10:00 am on Tuesday.
- Print copies of the report will be available at our office and for shipping.