



NEWS The United States Conference of Mayors

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Alamogordo, NM & Cerritos, CA Win U.S. Conference of Mayors' 2005 Water Conservation Awards

Facing Critical Water Shortages in One-Third of the Nation's Principal Cities by 2025, The Conference of Mayors Promotes Water Conservation Efforts

Washington, DC – The cities of Alamogordo, NM, and Cerritos, CA received today the U.S. Conference of Mayors' 2005 Municipal Water Conservation Achievement Awards, presented for the first time by USCM President and Long Beach, California Mayor Beverly O'Neill, along with Albuquerque Mayor Martin Chavez, Chair of the Conference of Mayors Urban Water Council. Alamogordo, New Mexico Mayor Donald E. Carroll, and Cerritos, California Mayor John F. Crawley received the awards, which recognize the water conservation efforts of both cities.

The Conference of Mayors 2005 National City Water Survey Report -- also released today -- indicates that 35 percent of surveyed cities will not have an adequate water supply in 20 years. More alarming, approximately half of those cities are threatened with critical water supply shortages in 2015. The Survey Report also indicates that larger cities (roughly 80 percent) were more likely than smaller cities (about 58.6 percent) to have water conservation plans in place.

Research by the Urban Water Council suggests that cities can conserve water through a variety of techniques. These include: modernizing with automated water meters which improve the tracking of water flows to locate leaks; implementing demand-management by altering water rates; using low-flow toilets in commercial buildings; installing high-pressure low-flow valves in dish washing equipment at restaurants and cafeterias; designing buildings that incorporate water recycling; and establishing water conservation education programs in communities.

The Conference of Mayors Urban Water Council established the Municipal Water Conservation Achievement Awards Program in 2005 to both recognize and reward cities that establish and implement effective water conservation programs. The winners of the 2005 Awards have documented outstanding achievement in this area.

The City of Alamogordo, NM won the award for "Innovative Water Conservation." Through a focus on commercial, construction, institutional and residential sectors, the 35,000 population city conserved more than 1 billion gallons of water over a ten year period (1994 to 2004) -- even with the population growth of nearly 29 percent. One of the more innovative conservation applications involved covering and lining the city reservoirs to minimize evaporative losses and leaking. Water supplies of cities in arid climates are vulnerable to losses from both temperature related evaporation and wind.

The City of Cerritos, CA won the award for "Overall Water Conservation," and focused primarily on the institutional (municipal facilities and grounds) sector. Cerritos saves approximately 815 million gallons of potable water each year through its extensive water recycling system. With a population of 51,488, the city participates in water conservation programs such as tours to local schools, ultra-low-flush toilet rebate and distribution programs, a high-efficiency clothes washer rebate program; and a water-saving toilet program.

In addition to receiving the first Municipal Water Conservation Achievement Awards, Mayor Carroll and Mayor Crawley each received a check for \$5,000 to continue their efforts.

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