



CITY OF FRESNO

NEWS RELEASE

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Residents Can Help Sustain Valley Water Sources By Using Less and Choosing Wisely

FRESNO, CA (May 10, 2007) –The City of Fresno Department of Public Utilities, Wastewater Management Division will begin outreach efforts to inform residents on ways to maintain the Valley’s water sources for the future through four simple words: Use less, Choose wisely.

Daily tests on the water coming into the Regional Wastewater Reclamation Facility (RWRF) indicate that an increase in ‘salts’ are passing through the treatment process and into our underground water supply ultimately degrading the quality of our water.

“Salt” is a generic term used to describe certain pollutants that cannot be removed from wastewater in an economically feasible manner. Safe, clean, affordable water for residential, agricultural and industrial use profoundly impacts both economic development and the quality of life in the Central Valley.

Salinity increases the cost of treating drinking water, reduces the availability of water for irrigation and can render farmland useless, costing the economy millions of dollars each year.

Any time chemicals such as detergents, soaps, shampoos or salt from water softeners are added to water, salt is added to our water source. To prevent contamination of our water supply, the City of Fresno recommends people simply “use less and choose wisely.”

“We want residents to know that they can be a part of the solution,” said Steve Hogg, Assistant Director, Department of Public Utilities. “Making a few simple changes to their everyday routines can make a significant impact to the amount of salt in our water and the life of our water source.”

Minimizing the use of household cleaning chemicals, disinfectants and fertilizers reduces the amount of salt that is deposited into our groundwater. Whether it’s cutting back on dish soap, fertilizers on your lawn or cleaning products, using less can have a significant impact on the future of our water.

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As the salts collect and concentrate in our underground water supply, they become so excessive that our water sources will be unsuitable for human or agricultural use.

Smart choices, such as choosing liquid dishwasher and laundry detergent, using compost instead of chemical fertilizers on the lawn and avoiding salt-based water softeners at home will also help to sustain our groundwater supply.

“We hope residents will join us in being a solution to our Valley’s salinity problem,” said Steve Hogg. “ Together, we can preserve our water sources for our region for years to come.”

For a full list of ways to “use less and choose wisely” please see the attached sheet. For more information about the Wastewater Division or salinity, please visit www.fresnowastewater.org or call (559) 621-5100.

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