

**NEWS RELEASE**  
**Mammoth Community Water District**  
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**Mammoth Community Water District Joins California’s Conservation Efforts with the “Brown is the New Green” Lawn Sign Campaign**

*Free lawn signs with the new message available to customers*

The Mammoth Community Water District (MCWD) implemented Level 3 Water Shortage Conditions this year in early April when the runoff year started with just 2 percent of normal conditions. Reducing irrigation demand is critical to ensure we meet our 30% reduction target and have a reliable potable water supply. With irrigation starting up and water resources at critical levels, the MCWD is hoping lawn signs sporting the new conservation message, “Brown is the New Green” will encourage more customers to reduce landscape water use. The current irrigation schedule of 2 days a week with significantly reduced times, should allow for enough water to keep landscapes alive, but customers should expect to see some signs of stress. “We’d like our customers to make sure their irrigation systems are running efficiently and find ways to cut back on their irrigation consumption where possible,” said Pat Hayes, General Manager at MCWD. Simply turning back the run time for each cycle will likely do the trick. For example if you are running 10-minute cycles, dial it back to 7 minutes. Betty Hylton, GIS Specialist with MCWD, added, “If a customer is letting their lawn turn a little brown or die this summer, they can advertise their commitment to conservation with our new signs. We are hoping our customers evaluate whether their lawn is necessary and consider replacing it with plants that don’t need spray type sprinklers and use minimal water. These conversions will conserve our water resources every summer, not just during the drought.”

The District is stepping up water conservation enforcement. Customer data is reviewed daily and those who are not following the time of day and day of use requirements will be issued violation notices. After two violations, those not in compliance will be faced with a \$50 per day fine and ultimately have water restrictors or shutoff occur.

To encourage and support customers decreasing irrigation during the drought, the MCWD is making a limited number of lawn signs available free to its customers. Ms. Hylton remarked, “the first ‘Brown is the New Green’ lawn sign will be planted in MCWD’s previously green lawn.”

