

PRESS RELEASE

Town of Clarkdale
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FOR IMMEDIATE RELEASE

Under the Town of Clarkdale's water ordinance, Drought and Water Shortage Preparedness Strategy Level I is automatically in effect from May 1st through September 30th each year. With that in mind, effective May 1, 2010 @ 12:01 a.m., The Town of Clarkdale will move into Demand Reduction Strategy I "Water Alert". **The following measures are mandatory:**

1. Water shall be conserved both inside and outside the home using best practices available to minimize waste.
2. Landscaping for residential uses shall be accomplished with plant materials that require little or no supplemental irrigation water.
3. Outdoor water usage shall not occur between the hours of 9:00 am and 5:00 pm. Watering days shall be coordinated with your address. Even numbered addresses may irrigate on Wednesday, Friday and Sunday. Odd numbered addresses may irrigate on Tuesday, Thursday, and Saturday. For places where there is no discernable address, the even date schedule should be followed (right-of-ways, medians, etc.). No irrigation shall be allowed on Monday.
4. Automobile washing shall only be undertaken with a bucket and hose with shut off nozzle, other water saving devices such as a pressure washer, or at carwashes that recycle or re-circulate water.
5. No person shall waste water.
6. Cooling of outdoor areas with water or misting devices is prohibited.
7. Restaurants shall serve water to customers upon request only, and shall display table tents or other types of public notice to this affect.
8. Hotels shall wash a customer's linens if a stay is in excess of one night on request only, and the hotel shall display notice to this affect.
9. Construction projects are required to use reclaimed water or effluent for construction and dust control purposes.
10. Requests for Commercial Provisions must be made to the Clarkdale Utilities Director.

The Town of Clarkdale is asking its citizens and businesses to become more aware of their water use habits and determine where they can reasonably reduce their water use to ensure a long term, sufficient water supply for all of us in Clarkdale.

All Demand Reduction Strategies of the Plan are enforced by the Town of Clarkdale Utilities Department. Violations of this Plan shall result in the following surcharges:

1. A surcharge of \$25.00 (twenty-five dollars) shall be assessed to the account of record for a violation of **Demand Reduction Strategy I “Water Alert”**, pursuant to Town Code Section 19-11-7.
2. Surcharges shall double for every repeat violation that occurs within a calendar year.

Updates to Resource Status Levels and Demand Reduction Strategies will be posted on the Town’s website: www.clarkdale.az.gov. Signage is also in place throughout the Town providing notice of the prevailing Demand Reduction Strategy Level (Strategy I = “Water Alert”; Strategy II = “Water Emergency”; Strategy III = “Water Crisis”).

Practicing a low water use lifestyle is a way each individual and business can reduce the impact of drought on our natural resource.

For more information, please contact the Clarkdale Utilities Department at (928) 639-2520.