



SILICON VALLEY  
**WATER CONSERVATION  
AWARDS**

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**NEWS RELEASE**  
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## **Eleven to Receive Water Conservation Awards**

CUPERTINO, CA – The first annual Silicon Valley Water Conservation Awards will be presented today at 11am, in conjunction with World Water, at the Kirsch Center for Environmental Studies at DeAnza College in Cupertino.

### **Silicon Valley Water Conservation Awards**

Monday, March 23, 11am

Kirsch Center for Environmental Studies, DeAnza College  
21250 Stevens Creek Blvd., Cupertino

Map & Directions – [www.deanza.edu/map/directions.html](http://www.deanza.edu/map/directions.html)

Please park in Lot D. A campus map is available at [www.deanza.edu/map/index.html](http://www.deanza.edu/map/index.html)

The following agencies, businesses, organizations and individual will be presented with awards to honor their cutting-edge efforts to conserve water:

#### **Applied Materials** – Overall Business category

Reduced water use by 16%, saving more than 40 million gallons of water per year.

#### **California Native Plant Society** – Education category

Cosponsored Going Native Garden Tour, educating more than 3,500 people about the water conservation benefits of native plants.

#### **City of Redwood City** – Innovation category

Water Allocation Program creates water budgets for landscape irrigation customers, resulting in 15-30% reduction in water use.

#### **City of San José Environmental Services Department** – Large Government Agency/Utility category

Water Efficient Technologies (WET) program provides financial incentives for conservation, resulting in 1.6 million gallons of water savings per day.

**First Community Housing** – Multiple Benefit category

Water conservation measures reduce indoor use by 35% and outdoor use by 64%.  
Green roof retains 80% of rain fall.

**Former Assemblyman John Laird** – Individual category

Sponsored state bills to reduce urban and agricultural water use, and to require high efficiency toilets in new developments.

**Kirsch Center for Environmental Studies** – Small Organization category

LEED-certified green building dramatically reduces indoor water use, and native plants reduce landscape irrigation by 50%.

**L-3 Communications** – Program-Specific Business category

Reduced city water use for cleaning and plating by 65%, saving 10 million gallons of water and \$21,000 per year.

**Montara Water & Sanitary District** -- Small Government Agency / Utility category

Reduced already-low community water use by 16% to just 69 gallons per person per day.

**Stanford University** -- Large Organization category

Comprehensive water conservation program has reduced daily campus use from 2.7 to 2.3 million gallons per day since 2001.

**ValleyCrest Landscape Maintenance** -- Landscape Management category

Helped its Silicon Valley clients save more than 2.3 million gallons of water per day through improved landscape management.

**Why the Awards?** – California is in its third year of drought, and despite recent storms, precipitation is below average for the year. As a result, Governor Schwarzenegger has called for a 20% reduction in water use. With population growth and climate change looming, current water conditions are expected to become the new norm. The Silicon Valley Water Conservation Awards recognize businesses and organizations on the cutting edge of water conservation. We hope they will serve as role models for others.

**Water Awards Coalition**

The Silicon Valley Water Conservation Awards are presented by a coalition of 10 organizations, including: Acterra, Bay Area Water Supply and Conservation Agency, California Native Plant Society, Clean Water Action, Joint Venture: Silicon Valley Network, Santa Clara Valley Water District, Silicon Valley Leadership Group, Sustainable San Mateo County, Sustainable Silicon Valley and Tuolumne River Trust.

More information can be found at [www.WaterAwards.org](http://www.WaterAwards.org)

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