



Media Release

State Water Board Reaches Agreement with Redlands to Promote More Water Conservation

Civil Liability for Failing to Meet Water Conservation Standard to be suspended

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SACRAMENTO – Today the State Water Resources Control Board announced an agreement with the city of Redlands to create a new irrigation efficiency program and an awareness campaign to promote the importance of conserving water. This settlement agreement was reached in lieu of an administrative civil liability of \$61,000 levied against the city for allegedly failing to meet its mandatory water conservation rate of 36 percent.

Redlands was assessed the financial penalty in the [fall of 2015](#) for its alleged failure to reach its conservation standard. The city has since agreed to create a citrus grove irrigation retrofit-rebate program that will provide incentives for replacing inefficient irrigation systems. The program will address large water users with a focus on grove irrigation.

Along with the Grove Rebates program, Redlands will launch an education campaign to promote the investigation of water waste and how to report it. The awareness program will be directed toward elementary-school-aged children through a pair of fictional alligators who will show students the importance of water conservation, and how to report water waste when they see it. The program will award prizes, and in some cases, publicly recognize children who report water waste in the community.

“The State Water Board’s goal has always been about furthering the efforts of water conservation – not issuing fines,” said Cris Carrigan, director of the State Water Board’s Office of Enforcement. “This is the third agreement we’ve reached with a water supplier that was originally issued a civil liability for not meeting its water-saving mandate. This project will help upgrade old, inefficient irrigation systems, and educate the next generation of water users on the importance of conservation and stopping water waste. A key advantage of this approach is that funds that would have gone to pay the civil liability will be kept locally to help improve water savings.”

Redlands estimates that the cost of this project will be approximately the same as the proposed civil liability. If the city has both aspects of the project under way by June 30, 2017,

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the State Water Board will suspend the \$61,000 penalty. If Redlands does not implement the project by the June deadline, it will be liable for the administrative civil liability.

Previously, the State Water Board reached agreements with the [Indio Water Authority](#) and the [Coachella Valley Water District](#) to create water conservation programs in place of administrative civil liabilities. The penalties were initially issued for failure to meet mandated water conservation standards. The city of Beverly Hills has paid its penalty of \$61,000.

Redlands will measure the success of the water conservation project through customer participation in the rebate program, and consumers' overall water usage compared to previous years.

“The city of Redlands appreciates the State Water Board’s support of this project and its willingness to allow us to spend the funds in a way that benefits the residents of our city, as opposed to paying a financial penalty,” said Redlands Mayor Paul Foster. “We expect this rebate program will become a valuable resource for those wishing to improve their irrigation systems. And educating our city’s youth on the benefits of water conservation will help us in our efforts to make water conservation a way of life for generations to come.”

For more information on the settlement agreement and the proposed water conservation project, see the Office of Enforcement [webpage](#).

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