

## **PRESS RELEASE**

Town of Clarkdale  
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**Date: Effective October 2, 2014 @ 12:01 a.m., The Town of Clarkdale moved from Demand Reduction Strategy II “Water Emergency” to Demand Strategy I “Water Alert”.**

### **FOR IMMEDIATE RELEASE**

**On October 2, 2014 effective @ 12:01 a.m., The Town of Clarkdale moved from Demand Reduction Strategy II “Water Emergency” to Demand Strategy I “Water Alert” Water Restrictions.**

The Demand Reduction Strategy I “Water Alert” water restrictions will remain in effect until at least the end of October 2014 when the Town will evaluate current water usage demand and our well production capabilities to determine if these restrictions can be lifted.

**For reference Demand Reduction Strategy I “Water Alert” measures that are currently still in effect include:**

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 use shall not occur between the hours of 9:00am and 5:00pm.** 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 (playgrounds, right-of-ways, medians, etc.). **No irrigation shall be allowed on Mondays.**
4. Automobile washing shall only be undertaken with a bucket and hose with a shut-off nozzle or other water saving devices such as a pressure washer, or at carwashes that recycle or recirculate 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 effect.
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 effect.

9. Construction projects are required to use reclaimed water or effluent for construction purposes and dust control purposes.
10. Requests for Commercial Provisions must be made to the Clarkdale Utilities/Public Works Director.

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 19-11-9 (D).
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](http://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”).

**Background:** On July 2, 2014 @ 12:01 a.m., The Town of Clarkdale had moved into Demand Reduction Strategy II “Water Emergency” to reduce additional seasonal water usage demands to a level where safe well production capabilities exceeded water demands. In addition to the measures in Drought Strategy I outlined above the following measures listed below were mandatory under Drought Strategy II. **Effective October 2, 2014 @ 12:01am the following measures are no longer in effect:**

1. Sidewalks, driveways, parking areas, tennis courts, patios, or other similar paved surfaces shall not be washed down with water.
2. Water shall not be added to fountains, water features, recreational swimming pools, spas, or wading pools holding more than one hundred (100) gallons of water.
3. No new landscaping for commercial projects shall be installed.
4. Landscaping not installed, which was required by the Town of Clarkdale to meet the Landscaping Requirements of the Clarkdale Town Code or Zoning Code, will not delay a Certificate of Occupancy to be issued, providing its installation is delayed as a result of a suspension of new landscaping permits and a surety is provided that is acceptable to the Community Development Department.

The Town of Clarkdale is asking its residents 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. By conserving water, residents and businesses supplied by the Town’s water system can do their part to limit impacts to our water production wells and to the Verde River.

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