

## APPENDIX A: EXAMPLE PRESS RELEASE

### **NEWS RELEASE ARTICLE:**

#### ***Restaurant Saving Money From Water Conservation Audits***

The City of X is implementing a water audit program designed to reduce water use in commercial and institutional food sectors within City water supply systems. The City will target potential food service establishments having the most potential to save water. Currently, the City is inviting 15 food service industries to participate in this FREE money saving program.

The City's water supply is primarily from groundwater with wells. Obtaining new water supplies is becoming more expensive and harder to obtain. Water conservation is the least expensive way make our water last.

Similar water conservation training audits and retrofits for food services programs have already been implemented in California and Arizona and are predicted to save thousands of acre-feet of water every year. The audit program is based on a proven methods and technologies that increase water efficiency for commercial and industrial food businesses. The program will replace any existing inefficient dishwashing pre-rinse-nozzle with a new, efficient and money saving pre-rinse-nozzle fixture. By simply replacing a single high water use pre-rinse spray nozzle with the newer low flow model, a single food service establishment can save an estimated 50,000 gallons of water per year. This is an immediately realized reduction of water. The water savings provides an estimated savings of \$500 per year on a restaurant's water, sewer and energy bill.

The audit will look at all water uses within an establishment. Upon completion, management will receive a complete report of their establishment's water use, including a cost benefit analysis of any recommended replacements. The report will highlight recommended fixture and appliance replacements as well as alternative practices that can save water. Upon completion of the program, management will receive a Certificate of the Participation to hang in their establishment.

To participate and for additional details please call water conservation coordinator 505-\*\*\*-\*\*\*\*.

*Note: The City invites the media to participate in one or more of the scheduled audits. For information on photo opportunities and interviews, please contact water conservation coordinator 505-\*\*\*-\*\*\*\*.*

Actual Press Coverage

# Operation conservation

*Idea for saving water in local restaurants is first for N.M.*

By Kevin Killough  
Staff writer

**G**ALLUP — Water conservation can make a lot of sense from a business perspective. Gigi Garcia, who co-owns Genaro's restaurant on Hill Street with her niece Roxanne Garcia, knows first hand. When she changed out her crushed ice machines, which ran water constantly, she saved \$700 to \$800 a month.

"A lot of people love crushed ice, but the water doesn't go back up into the machine. It just goes down the drain," she said.

Yesterday, Genaro's was one of 15 restaurants in the city participating in water training audits. The program is an innovative approach that helps restaurants by lowering their utility bills and helps the city by conserving its dwindling water sup-



Brian Leddy/Independent

ply. The audits show restaurants what actions they can take to conserve water, and in exchange for their participation, the city retrofits their dishwashers with low-flow pre-rinse spray nozzles.

"The audits will say that if you do X, Y, and Z, then you can save this much on your water bill," Cheri Vogel said.

Vogel is the water conservation coordinator for the Office of the State Engineer. She calls the audits

a "development training program." Three cities are to receive the audits with Gallup being the first. The other two have not been selected yet. After one year, the OSE will look at water usage rates to gauge the results of the program. The goal is to create a program that other cities can implement.

"It's a way to develop a program so other cities can do it on their own," Vogel said.

During the audits, a contractor interviews the owners about the number of customers, age of the building, and number of plates per customer.

"We get a feel for how much volume comes through the place," Vogel said.

The contractor also looks at dishwashers, ice machines, water cool-

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ers, and any laundry facilities that are in use. From there, an assessment is made as to the best ways for the business to save water.

The first 15 restaurants were selected based on the records of their water use accounts.

"We took the restaurants that would get the biggest bang for their buck," said Elizabeth Barriga, water conservation coordinator for Gallup Joint utilities.

The program will be extended beyond the 15 restaurants to

include most of Gallup's eating establishments.

"The idea is that Elizabeth (Barriga) can later do the some 50 restaurants on her own," Vogel explains.

Garcia says she did it in part because she's the type of person that likes to learn as much as possible about how things are run. But she says she also knows the need for water conservation in the city.

"I know Gallup especially, we have a water situation," she said.