



PLAINVIEW WATER DISTRICT

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For Immediate Release

P R E S S R E L E A S E

Earth Day is the Perfect Time to Start Preserving Plainview

*Water Conservation is Key to Long-Term Sustainability of Long Island's Aquifer
Residents Are Asked to Be mindful of Plastic Bottle Consumption*

Plainview, NY (April 18, 2019)—As the community celebrates Earth Day, the Plainview Water District (PWD) is encouraging all POB residents to adopt the goals of the Preserve Plainview initiative into their everyday lives. Last spring, PWD launched Preserve Plainview as a way to remind residents of the important role they play in ensuring the long-term health and sustainability of their community's drinking water supply and overall environment.

“While Earth Day is only celebrated once a year, we hope that our residents carry the sentiment surrounding it into each and every day of their lives,” said PWD Chairman Marc Laykind. “Every drop of water saved is helping to keep our aquifer plentiful and every plastic water bottle replaced with a reusable one keeps hundreds—if not thousands—of plastic bottles from polluting our environment. Individual efforts, regardless of how small, add up to something much bigger when they're part of a community-wide effort.”

Irrigation systems are the single largest consumer of water around the home and are responsible for the vast majority of the community's water consumption. Over the past five years, the PWD pumped—on average—more than 1.84 billion gallons of water each year. However, 1.1 billion gallons—or 60 percent—of this water was pumped during the five months between May and September. The Preserve Plainview initiative, among other things, aims to draw more attention to this reality and provide residents with the knowledge and tools needed to affect change.

“This initiative is not about telling people to stop watering their lawns, it's about empowering them to make a change to their watering habits to reduce their overall usage while still having a green lawn,” said PWD Commissioner Amanda Field. “We invest millions of dollars to pump and treat hundreds of millions of gallons of water just to meet the supply needs of our irrigation systems and by educating our consumers to make simple changes to watering schedules, together we can make a big impact on conserving water. With so much water

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currently being wasted, we really hope to provide the information people need to more efficiently use water and keep our aquifer plentiful for our future generations.”

As part of the Preserve Plainview initiative, the Plainview Water District has been working hard to promote the benefits of water saving tools and habits. With irrigation systems posing the greatest opportunity to significant savings, the District has been prioritizing dissemination of information about smart irrigation controllers, rain sensors, Nassau County’s Lawn Watering Ordinance and overall summertime watering practices. The District has portions of its website, Lawn Irrigation and Smart Lawn Irrigation, which are dedicated to providing quick and easy access to this important information.

“We too often take for granted that we have a seemingly effortless and unlimited access to our most precious natural resource,” said PWD Commissioner Andrew Bader. “Simply because water is relatively inexpensive and available on demand, we should not and cannot take this luxury for granted.”

This District would also like this Earth Day to serve as a reminder to residents to be mindful of their plastic bottle use and encourage them to recycle as much as possible. The typical American uses more than 160 plastic water bottles each year, with only 20 percent of these bottles being recycled. Having an over-utilized product that can take between 400 and 1,000 years to decompose filling landfills has become hugely problematic for the environment and all the lifeforms it supports.

“We understand the appeal of bottle water because of its convenience, but the amount of plastic filling our landfills and water ways is having a detrimental impact to our environment,” added Commissioner Field. “Reusable water bottles are much more eco-friendly and provide the same level of convenience at a fraction of the cost.”

If residents have questions about water conservation or ways that they can help contribute to the Preserve Plainview initiative, they are encouraged to visit the District’s website, www.plainviewwater.org, email info@plainviewwater.org or call 516-931-6469. Learn more about water conservation tips by staying connected with the District on Facebook or by signing up for email updates on the District’s website homepage.

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Photo 1 – Preserve Plainview aims to provide residents with additional information and perspective in the role they collectively play in protecting their local environment and water source. From cutting back on irrigation water usage to limiting disposable plastic bottles in their daily routine, this Earth Day can serve as a reminder that simple changes can have a big impact in the overall sustainability of the community.