

City of Dallas News Release

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Dallas Water Utilities announces major new conservation initiative; “Save Water: Nothing Can Replace It” will work with hospitality industry

DALLAS – City of Dallas Water Utilities (DWU) today unveiled a major public awareness and education campaign to help Dallas hotels, motels and restaurants conserve water.

“I am pleased to announce that we are expanding DWU’s highly successful campaign, “Save Water: Nothing Can Replace It” to the hospitality industry in Dallas,” said Mayor Tom Leppert. “Developing partnerships with hotels, motels and restaurants will help us preserve this precious resource for future generations.”

Over the next several years, Dallas Water Utilities will partner with Dallas hotels/motels and restaurants to encourage them to continue, and in some cases, expand their efforts to conserve water. The program will be voluntary and will not be regulated by the City.

“Through existing water conservation efforts Dallas residents and businesses have saved over 120 billion gallons since 2001,” said Councilmember Linda Koop. “As the population and demand for water grows in our region, we must increase our conservation efforts, and this partnership with the hospitality industry is a step in the right direction.”

Officials of key local organizations have pledged their support to the campaign and to recruit their members and constituents to become water conservation partners with DWU and the City.

“The Fairmont Dallas management and staff are dedicated to improving energy and water conservation and to innovative community initiatives like the Save Water: Nothing Can Replace It” program,” said Fairmont Dallas Director of Engineering Jeff Floyd.

Dallas Water Utilities will be asking hotels and motels to encourage guests to embrace fewer sheet/linen and towel changes and inform guests that water is served in dining rooms by request only. The City will also provide free television commercials to participating hotels, motels and restaurants to educate guests on the program.

The initiative is supported by the Hotel Association of North Texas, the Greater Dallas Restaurant Association, DowntownDallas and the Dallas Convention and Visitors Bureau.

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