

Iowa American Water Provides Tips for Conserving Water This Summer

DAVENPORT, IOWA – JULY 10, 2025 – As summer temperatures rise and watering demands increase, Iowa American Water is offering water conservation tips to customers.

“With summer upon us, it's more important than ever to use water wisely,” said Brad Nielsen president of Iowa American Water. “We encourage our customers and the public to reduce outdoor watering, especially after it rains, and to adopt smart irrigation practices. It’s our collective responsibility to reduce water consumption and take proactive steps to protect our water supply.”

Many people unintentionally water their lawns during peak evaporation times or use more water than necessary to maintain a healthy yard. According to the Environmental Protection Agency (EPA), an [estimated 50% of outdoor water usage is wasted](#). This is why it’s important to use water wisely, both indoors and outdoors. Doing so supports conservation efforts and helps ensure that safe, clean and reliable water is available for customers and future generations. From adjusting your watering schedule to fixing household leaks, every drop counts.

Here are some helpful wise water use tips:

- Water early in the morning or later in the day, or even at night to minimize evaporation. As much as 30% of water can be lost by watering during midday.
- Make use of rainwater by collecting it in rain barrels for use on outdoor plants and gardens.
- Check sprinkler heads to help ensure water isn't being wasted on pavement or unwanted areas.
- Use a broom instead of a hose to clean patios, driveways and sidewalks.
- Mulch garden beds to retain moisture and prevent weeds. A two- to three-inch layer is typically effective.
- Set your mower higher. Grass cut to 2.5 to 3.5 inches is more drought-resistant and healthier overall.
- Check for leaks. Even small leaks can waste thousands of gallons of water each year. 10% of homes have leaks that waste 90 gallons or more per day.

Nielsen added that wise water usage can also reduce water bills. “Actively monitoring and making an effort to use less water in the warm weather months can help keep the usage portion of customer water bills in check, helping them to save money.”

Iowa American Water customers can monitor their water usage and find ways to use water more wisely online through their [MyWater account](#). For more water saving tips, visit: <https://www.amwater.com/iaaw/Water-Wastewater-Information/wise-water-use>. For information about Iowa American Water’s Customer Assistance Programs, visit: <https://www.amwater.com/iaaw/Customer-Service-Billing/customer-assistance-programs>.

About American Water

American Water (NYSE: AWK) is the largest regulated water and wastewater utility company in the United States. With a history dating back to 1886, We Keep Life Flowing® by providing safe, clean, reliable and affordable drinking water and wastewater services to more than 14 million people with regulated operations in 14 states and on 18 military installations. American Water’s 6,700 talented professionals leverage their significant expertise and the company’s national size and scale to achieve excellent outcomes for the benefit of customers, employees, investors and other stakeholders.

For more information, visit [amwater.com](https://www.amwater.com) and join American Water on [LinkedIn](#), [Facebook](#), [X](#) and [Instagram](#).

About Iowa American Water

Iowa American Water, a subsidiary of American Water (NYSE: AWK), is the largest regulated water utility in the state, providing safe, clean, reliable and affordable water services to approximately 227,000 people.

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