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Media Release 2: World Water Day 2024 commemoration in Penang

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PENANG'S "MINUS 10%" DOMESTIC WATER SAVING TARGET FOR 2024

- **PBAPP is appealing to Penang domestic consumers to reduce household water consumption by 10% in 2024.**
- **10% drop in per capita domestic consumption will reduce the state's overall water consumption by about 50 million litres per day (MLD).**

PENANG, Saturday, 25.5.2024: PBAPP is launching a "minus 10%" campaign to encourage Penang consumers reduce household water consumption by 10% in 2024.

A 10% reduction will potentially lower Penang's per capita domestic consumption statistic from 284 LCD in 2023 to 256 LCD in 2024.

PBAPP believes that the 256 LCD target is achievable due to the following 3 key reasons:

1. The national average was 237 LCD, according to the "Water and Sewerage Fact Book 2022" published by the National Water Services Commission (SPAN).
2. 25 years ago, Penang's per capita domestic consumption was 255 LCD in 1999. Penangites have lived well with this lower level of per capita domestic consumption before.
3. A 10% reduction is realistic. We are not asking for much, only for every consumer to reduce his or her domestic consumption by about 28 litres per day.

However, a 10% reduction in per capita domestic consumption by 1.77 million people in Penang will translate into an overall water saving of about 50 million litres per day (MLD).

This 50 MLD represents a volume of water that may be used to fill 33.3 million big (1.5L) drinking water bottles every day.

More importantly, a 50 MLD domestic water saving will support continuous good water supply to all households in Penang, including households in the high ground and end-of-line (EoL) neighbourhoods in Seberang Perai Selatan (SPS) and Daerah Barat Daya (DBD).

Surge in water consumption and climate change

A few neighbourhoods in SPS and DBD have reported intermittent water supply issues in 2023 and 2024. The two main causes are a 10% surge in state water consumption since 2019 and climate change.

In 2019, prior to the Covid-19 pandemic, Penang's water consumption was 843 MLD. In February 2024, water consumption hit a peak of 927 MLD.

The difference between 843 MLD in 2019 and 927 MLD in February 2024 is 84 MLD, representing an increase of about 10%. PBAPP has optimised its water treatment and supply infrastructure to meet this additional 84 MLD in water demand.

PBAPP has also implemented various projects to mitigate intermittent issues in SPS and DBD, including the commissioning of a new 10 MLD water treatment module in Bukit Panchor. PBAPP is investing RM688.4 million into various projects to minimise water supply issues in SPS and DBD.

Meanwhile, climate change has compelled PBAPP to defend the low effective capacity of the Air Itam Dam during the hot and dry seasons in 2023 and 2024. Under the Air Itam Action Plan 2024 (AIDAP 2024), we have been pumping more water from Sungai Dua in Seberang Perai to Air Itam.

Looking ahead, PBAPP is implementing its Water Contingency Plan 2030 (WCP 2030) to:

- Increase water treatment capacity by 602 MLD in Seberang Perai;
- Boost treated water pumping capacity from Seberang Perai to Penang Island; and
- Tap the Expanded Mengkuang Dam, Sungai Kerian and Sungai Perai as daily raw water resources for Penang.

The WCP 2030 is scheduled for completion in 2028.

Please note that WCP 2030 encompasses 8 public water supply projects that require substantial investments, careful planning and proper implementation in accordance to the CAT (clean, accountable and transparent) principles of governance in Penang.

Today, PBAPP is supplying more treated water daily than ever before. We seek the cooperation of all Penang households to be “good water neighbours”, in terms of kindly sharing the 850 MLD – 950 MLD of treated water that we supply daily.

Minor lifestyle adjustments

“Kindly sharing water” simply means using water more wisely at home. All Penang households can support Penang’s “minus 10%” water consumption campaign by making minor lifestyle adjustments, such as:

- Minimising usage of a hose: Every time you use a hose to clean or wash your home, house yard, car, motorcycle or anything else you will consume a large volume of water.
- Reducing the frequency of washing cars and motorcycles: Instead of washing a vehicle once a week, wash it once every two weeks.
- Reducing the frequency of watering your garden or plants: Instead of watering once a day, do it once every two days. For potted plants, please use a watering can instead of a hose.
- Installing water saving devices (WSDs): WSDs are devices that will help you to reduce water consumption with every use. These devices include double-flush toilet systems, tap or shower fittings and water-saving washing machines.

It is not difficult to consume less water at home. Please think of it as making sure that your neighbours in Penang will also enjoy good water supply.

For more domestic water saving tips, please visit www.pba.com.my.

Thank You.

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