

Some in La Crosse are using lots of water to try and keep lawns green. Water getting pumped from the city's water utility prove that out. But the volume levels during this drought summer don't come close to the all time high of about 37 million gallons pumped on one day in a very hot, dry summer day in 1988. Highest this summer: about 21 million gallons. Why the change? Awareness mostly, says water utility manager Mark Johnson

Average water volumes in the city for July are typically 13 to 14 million gallons per day. The utility has a max capacity of 40 million gallons.