

Water Conservation Partnership Plan Draft 10-05-09

Goal	Sub Goals	Responsible Stakeholders - District & Alpha List	Action Items	Deliverable/Performance Measure	Committed Collaborators	Lead - District & Alpha List	Implementation Date and/or Frequency	Comprehensive Water Conservation Plan (9/08) Reference
Public Policy	Develop and Implement Uniform Public Policy Statements	SFWMD Green Industry Local Governments Utilities	Establish special issues workshops under WRAC for landscape irrigation stakeholders	Conduct annual review of results and make subsequent recommendations on future direction of SFWMD year-round landscape irrigation conservation measures		SFWMD		
			Adopt formal policy to encourage Florida Friendly landscaping, the sale of Florida Friendly plants, and promoting landscape water use efficiency	Written Policy		All		
			Create model ordinance for local governments on year-round landscape irrigation conservation measures rule	Model ordinance created		SFWMD		
			Local government adoption of ordinances that implement District's Year-Round Irrigation Rule and encourage additional conservation measures, if applicable.	Number of ordinances adopted		Utilities / Local Governments		
			Support/comment those entities that promote conservation	Public acknowledgement; media and promotional support for entity's conservation programs		All		Page 17
			Through financial incentives and collaboration on grant opportunities, support entities implementing conservation efforts	Incentives offered; technical and other assistance provided		SFWMD		
Public Outreach and Education	Develop and Implement Public Outreach and Education Campaign	SFWMD Green Industry Utilities	Develop and implement marketing campaign to promote Florida Friendly landscaping and efficient irrigation that utilizes best management practices and new/feasible technologies	Campaign implementation; implementation plan for this outreach effort is developed and includes clearly defined campaign components		SFWMD / Green Industry		
			Collaborate with environmental education centers to develop a travelling exhibit on water conservation	Exhibit developed; number of outreach opportunities leveraged		SFWMD / Green Industry		
			Produce downloadable educational and marketing materials, such as printable collaterals and PowerPoint presentations, and make them available on SFWMD web properties	Materials developed/distributed		SFWMD		
			Develop and implement marketing campaign to promote conservation; educate residents, consumptive use permit holders, and self suppliers regarding local ordinances and/or District landscape irrigation rules.	Campaign implementation; implementation plan for this outreach effort is developed and includes clearly defined campaign components		SFWMD / Utilities		
	Expand collaborative partnerships with other organizations including those listed in SB 2080, (Florida Irrigation Society, local governments, HOAs, professional groups, conservation groups, schools, etc.) to integrate and promote water conservation messaging, Florida Friendly landscaping principles, and landscape water use efficiency.	Targeted continuing education/training initiative for HOAs and property management associations; number of training sessions completed		SFWMD / Irrigation Industry / Green Industry/ Utilities		Page 24		

	Sample Public Outreach Activities	SFWMD Irrigation Industry Green Industry Utilities	Develop standard package for distribution to Green and big box stores to identify and promote Florida Friendly landscaping.	Number of packages delivered; number of participating stores		Green Industry	
			Work collaboratively with local governments, stakeholders, and other organizations and subject matter experts to coordinate the development and distribution of public information materials on relevant topics, which may include reclaimed water.	Materials developed/distributed		All	Page 24
			Air videos; place ads in local papers; use bill stuffers; add information to water bills; implement informative billing systems; and other "conservation messaging" per the Conservation Plan.	Number of public information strategies implemented		All	
			Identify nursery growers and landscape leaders as information sources or ambassadors to the water conservation effort	Number of experts identified		Green Industry	
			Develop and incorporate a voluntary water conservation challenge; evaluate progress and modify as necessary to encourage Floridians to reduce their use as part of social marketing campaign. Campaign may be aligned with outreach efforts for April as Water Conservation Month.	Conservation Challenge implementation		SFWMD	Page 27
			Work with local partners to recognize and address challenges to effective messaging in areas where WMD jurisdictions overlap.	Delivery of tailored outreach in select areas		SFWMD / Green Industry / Utilities	
			Create common web-based repository with related links for water savings data and water audits from statewide efforts, such as Conserve Florida, as well as from SFWMD and utility-generated information and reports	Repository created		SFWMD / Utilities	Page 17
Studies/Research	Landscape	SFWMD Green Industry Utilities	Coordinate/initiate South Florida specific turf grass study.	Study and report published		SFWMD	Page 21
	Infrastructure	Utilities	Identify and evaluate operational or facility modifications necessary to facilitate the most efficient landscape irrigation schedule, including system design for fire flows in accordance with AWWA M31 and National Fire Protection Associations standards.	Summary of evaluations and findings published		Utilities	
			Document current flushing volumes and frequencies in accordance with FAC 62-550 and AWWA G200-04 guidelines	To the extent available, provide current and historical flushing volumes in annual report. Document system issues and improvements, including resulting changes in flushing volumes.		Utilities	

Enforcement	Education	SFWMD Utilities	Develop and provide local governments with information/tools they need to actively engage in enforcement	Information provided		SFWMD		Page 14
			Conduct workshops for local governments and enforcement officials regarding the District's rule and/or local ordinances	Number of workshops held		SFWMD		
	Compliance	SFWMD Utilities	Develop format and requirements for enforcement/compliance verification, and establish semi-annual reporting requirements. Frequency to be evaluated by WRAC work group.	Form created by SFWMD with input from local enforcement staff; reporting schedule established and contacts assigned at both the SFWMD and individual governments		SFWMD		
			Enforcement of District's landscape irrigation rule and/or local ordinances	Monitor trends of number of warnings/citations issued. <i>Declining trend is anticipated over time as outreach efforts evolve and new water savings are realized.</i>		SFWMD / Utilities		
Reports	Annual Report Data	SFWMD Utilities	Annual utility reports may include: 1) summary of water usage and savings compared to 7-day irrigation baseline; 2) graph comparing monthly finished water demand to baseline above; 3) summary of enforcement and compliance activities; 4) summary of water conservation activities; 5) summary of related water quality issues; 6) Insurance Services Office, Inc. (ISO) fire ratings when available and summary of compliance with AWWA M31 Fire Protection Manual (every three years); 7) Graph of current & historical flushing volumes; 8) annual water savings. To reduce the number of times a utility needs to report data to the district, this report should also be a component of the Utilities annual CUP reporting requirements.	Reports submitted		Utilities		
	Annual Report Format	SFWMD Green Industry Utilities	Develop report template for required reports specifying the information needed for the annual report and the evaluation method used to determine acceptability of performance measures	Templates developed		All		
	Annual WRAC Report	SFWMD	Annual summary of estimated water conservation results, Florida Friendly implementation, research plan progress, new technology identified and feasibility of implementation, and work plan implementation for WRAC Special Issues Workshop review	Report submitted/presented		SFWMD		

* The term "Green Industry" refers collectively to the Florida Nursery, Growers & Landscape Association, and individual nursery, sod, landscape and irrigation industry professionals participating in this Partnership Plan