A Comprehensive Water Conservation Program for South Florida

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Water Resources Advisory Commission
June 5, 2008

Public Involvement

- ✓ **December 17, 2007: Stakeholder Meeting #1**
- ✓ **January 28, 2008: Stakeholder Meeting #2**
- ✓ February 7, 2008: Update to WRAC
- ✓ **February 28, 2008: Stakeholder Meeting #3**
- ✓ February 29, 2008: Ten-County Coalition Presentation
- ✓ March 6, 2008: Update to WRAC
- ✓ **March 28, 2008: Stakeholder Meeting #4**
- ✓ April 3, 2008**:** Update to WRAC
- ✓ April 9, 2008: Presentation of program to Governing Board
- ✓ **May 2, 2008: Stakeholder Meeting #5**
- ✓ May 8, 2008: Update to WRAC
- June: Present Final Draft Plan to WRAC & Governing Board

Program Components

- Regulatory Initiatives
- Voluntary & Incentive-based Initiatives
- Education & Marketing Initiatives

Example: Social Marketing Education & Marketing Initiatives

Strategy: Develop and implement an effective social marketing campaign

- *Immediate Action Steps*: Identify partners, inventory existing campaigns, assess adaptability to South Florida
- *Short-Term Action Steps:* Identify target audiences,conduct market research, set goals for behavioral change, develop messages, select mediums, pre-test
- *Mid-Term Action Steps*: Evaluate results, adapt campaign

Success Indicator: Region-wide public recognition of individual water use, value of water conservation, adoption of individual water conservation behaviors.

Integrated Approach Example: Landscape Irrigation

- Regulatory
  - Year-round landscape irrigation measures
- Voluntary & Incentive-based
  - Urban mobile irrigation labs
- Education & Marketing
  - Florida Friendly landscape guide
  - Public service announcements
  - Industry/government partnerships
  - Professional development

Regulatory Initiatives

Regulatory Initiatives Strategies: Public Water Supply

CONSERVE FLORIDA WATER

Promoting Conservation in Our Public Supplies

- Utility-specific goal-based conservation plans
- Effective water conservation rates
- Retrofit and leak-detection programs

Regulatory Initiatives Strategies: Agricultural Irrigation

- Crop-specific irrigation systems

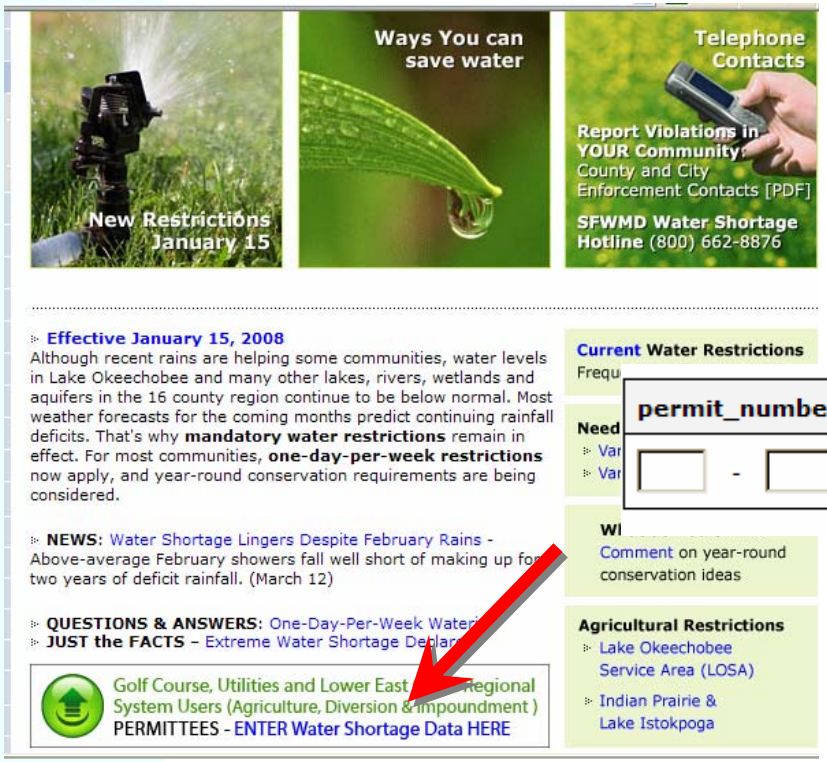
Regulatory Initiatives Strategies: Landscape Irrigation

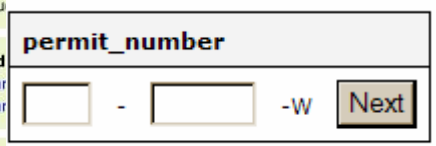
- Consistency in local governments' landscape code ordinances
- Year-round landscape irrigation measures

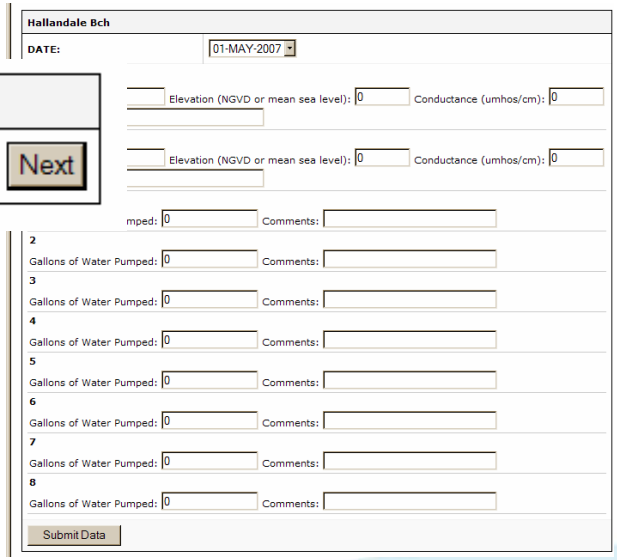
Naturescape BROWARD

NATURESCAPE

Regulatory Initiatives Strategies: Industrial, Commercial & Institutional Uses







- Improved compliance through web-based self reporting

Regulatory Initiatives Strategies: Golf Courses

- Florida Friendly landscape design
- Irrigation technologies- rain and soil moisture sensors/weather station systems
- Improved web-based compliance reporting

Voluntary & Incentive-Based Initiatives

Voluntary & Incentive-Based Initiatives Strategies: Leading by Example

- Reduce water use at District and public facilities
- Water audit and conservation plans

Voluntary & Incentive-Based Initiatives Strategies: Financial Incentives

- Identify public/private partnership opportunities
- Continued support for:
  - Water Savings Incentive Program
  - Alternative Water Supply
  - Mobile Irrigation Labs

Voluntary & Incentive-Based Initiatives Strategies: Alternative Water Sources

- Assist with implementation and expansion of reclaimed water systems

Voluntary & Incentive-Based Initiatives Strategies: Public Water Supply

- Identify regional conservation opportunities
- Improve coordination and implementation of water conservation plans
- Encourage use of effective technologies:
  - Automatic line flushing devices
  - Automated meter reading devices

Voluntary & Incentive-Based Initiatives Strategies: Agriculture Irrigation

- Enhance availability of mobile irrigation labs
- Promote water efficient irrigation technologies

Voluntary & Incentive-Based Initiatives Strategies: Landscape Irrigation

- Maximize use of urban mobile irrigation labs
- Explore alternative practices for landscape irrigation

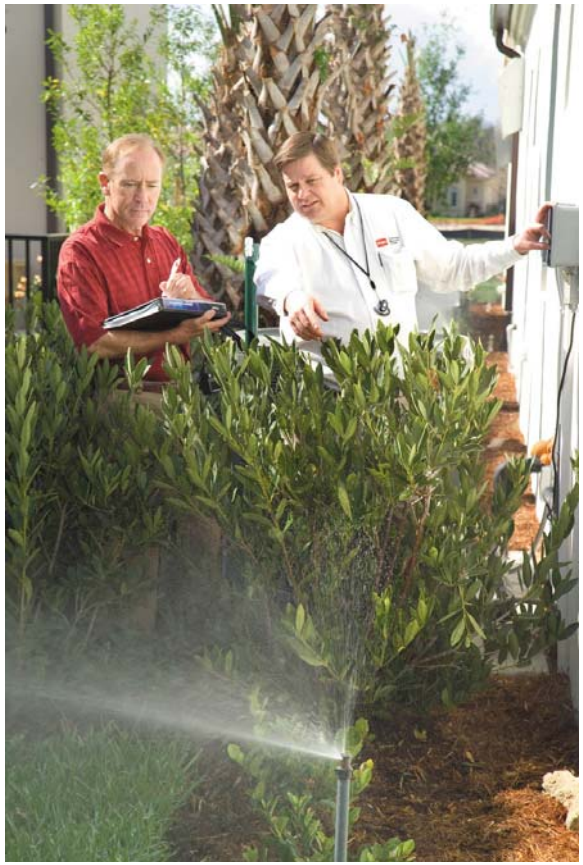
Voluntary & Incentive-Based Initiatives Strategies: Industrial, Commercial & Institutional Uses

- Implement water audits
- Reduce water use for air-conditioning and cooling systems

Voluntary & Incentive-Based Initiatives Strategies: Golf Courses

- Encourage water efficient ground covers
- Promote Florida Friendly landscape design

Voluntary & Incentive-Based Initiatives Strategies: New Development



- Encourage installation of high efficiency water saving devices
- Promote LEED & Water Star certification

Florida Water℠

Stewardship starts at home.

U.S. GREEN BUILDING COUNCIL LEED USGBC

LEED AP

Voluntary & Incentive-Based Initiatives Strategies: Hospitality

- Encourage high efficiency water saving devices
- Assist implementation of water audit and recognition programs

Education & Marketing Initiatives

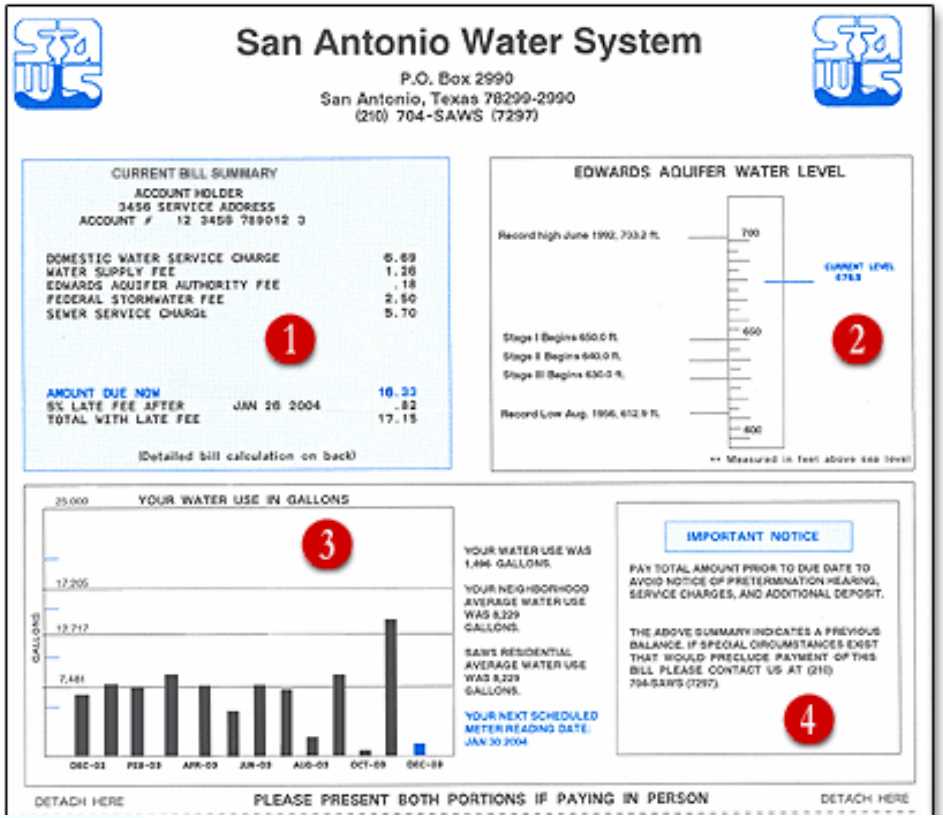
Education & Marketing Initiatives Strategies: School-based Education

- Build on existing initiatives
- Workshops for educators
- Share classroom resources

Education & Marketing Initiatives Strategies: Public Information

- Build on existing initiatives
- Maximize distribution of public information
- Expand partnerships

Education & Marketing Initiatives Strategies: Public Information


San Antonio Water System
P.O. Box 2990
San Antonio, Texas 78299-2990
(210) 704-SAWS (7297)

CURRENT BILL SUMMARY
ACCOUNT HOLDER
3456 SERVICE ADDRESS
ACCOUNT # 12 3456 789012 3

DOMESTIC WATER SERVICE CHARGE	6.69
WATER SUPPLY FEE	1.26
EDWARDS AQUIFER AUTHORITY FEE	.18
FEDERAL STORMWATER FEE	2.50
SEWER SERVICE CHARGE	5.70
AMOUNT DUE NOW	16.33
5% LATE FEE AFTER JAN 26 2004	.82
TOTAL WITH LATE FEE	17.15

(Detailed bill calculation on back)

EDWARDS AQUIFER WATER LEVEL
Record high June 1992, 703.2 ft.
Stage I Begins 650.0 ft.
Stage II Begins 640.0 ft.
Stage III Begins 630.0 ft.
Record Low Aug. 1956, 612.9 ft.
700
650
600
CURRENT LEVEL
** Measured in feet above sea level

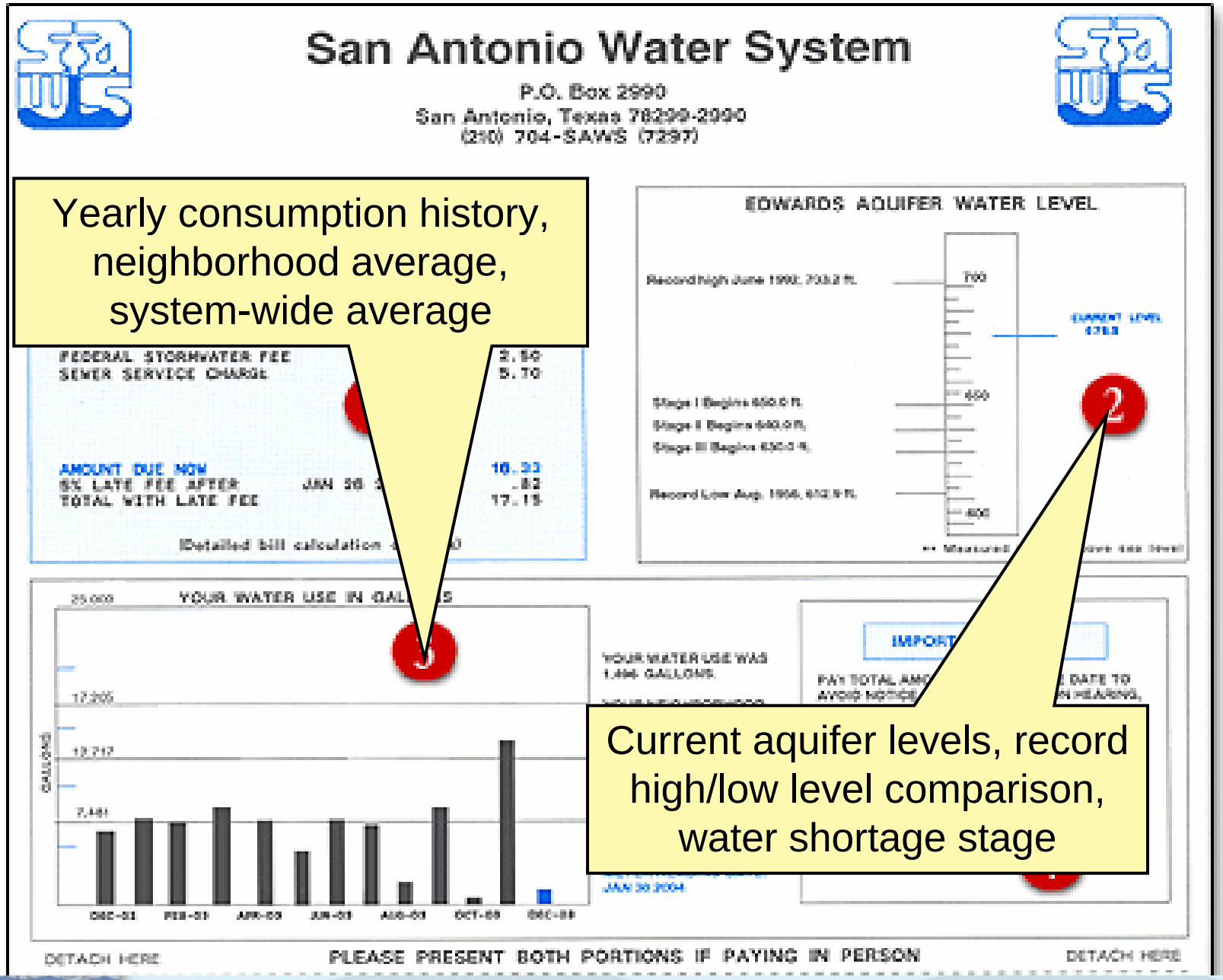
YOUR WATER USE IN GALLONS
25,000
17,205
12,717
7,481
GALLONS
DEC-03 FEB-03 APR-03 JUN-03 AUG-03 OCT-03 DEC-03

YOUR WATER USE WAS 1,496 GALLONS.
YOUR NEIGHBORHOOD AVERAGE WATER USE WAS 8,229 GALLONS.
SAWS RESIDENTIAL AVERAGE WATER USE WAS 8,229 GALLONS.
YOUR NEXT SCHEDULED METER READING DATE: JAN 30 2004

IMPORTANT NOTICE
PAY TOTAL AMOUNT PRIOR TO DUE DATE TO AVOID NOTICE OF PRETERMINATION HEARING, SERVICE CHARGES, AND ADDITIONAL DEPOSIT.
THE ABOVE SUMMARY INDICATES A PREVIOUS BALANCE. IF SPECIAL CIRCUMSTANCES EXIST THAT WOULD PRECLUDE PAYMENT OF THIS BILL PLEASE CONTACT US AT (210) 704-SAWS (7297).

DETACH HERE
PLEASE PRESENT BOTH PORTIONS IF PAYING IN PERSON
DETACH HERE

- Encourage informative billing


San Antonio Water System
P.O. Box 2990
San Antonio, Texas 78299-2990
(210) 704-SAWS (7297)
Yearly consumption history, neighborhood average, system-wide average
FEDERAL STORMWATER FEE 2.50
SEWER SERVICE CHARGE 5.70
AMOUNT DUE NOW 16.33
5% LATE FEE AFTER JAN 26
TOTAL WITH LATE FEE 17.15
EDWARDS AQUIFER WATER LEVEL
Record high June 1992, 703.2 ft.
Stage I Begins 650.0 ft.
Stage II Begins 640.0 ft.
Stage III Begins 630.0 ft.
Record Low Aug. 1956, 612.9 ft.
YOUR WATER USE IN GALLONS
YOUR WATER USE WAS 1,496 GALLONS.
IMPORT
Current aquifer levels, record high/low level comparison, water shortage stage
DETACH HERE
PLEASE PRESENT BOTH PORTIONS IF PAYING IN PERSON
DETACH HERE

Education & Marketing Initiatives Strategies: Professional Development

- Offer conservation best practices training and certifications
  - Turf and landscape industries
  - Plumbing professionals
  - General contractors
  - Educators

EPA WaterSense

Education & Marketing Initiatives Strategies: Social Marketing

- Utilize commercial marketing principals
- Provide tools to change behavior

Education & Marketing Initiatives Strategies: Volunteer Activities

- Recruit water conservation ambassadors
- Conduct water academies

Initial Steps

- Establish baseline for water use
- Determine 10-year goal
- Implement short term strategies
- Measure progress
- Review and adapt program

Public Input

- Capture water lost to tide – Everglades restoration
- Maximize reuse of reclaimed water
- Integrated initiatives – couple water and energy conservation
- Build on existing initiatives and partnerships
- Availability of funds for implementation
- Program flexibility and adaptation
- Continued public involvement

What's next?

- Further Board Direction
- Consent Agenda for July
- Plan Adoption
- Program implementation

www.savewaterfl.com