KEY
Violet Text: New Text
Black Text: Narrative and/or Language from Previous Iterations
Blue Text: Based on a 2007 "Being Drought Smart" Strategy
Highlighted Text: Previous Action Step now incorporated as a Deliverable

South Florida Water Management District
Water Conservation Program Plan

Message from the Governing Board Chair
Message from the Executive Director
Governing Board Resolution

Introduction
- Brief District Overview
- Developing a Water Conservation Program for South Florida – a Stakeholder Approach
    - Drought
    - Summit
    - Stakeholder Group
        - Background
        - Participants
        - Task
        - Process
        - Timeline
        - Incorporate strengths, weaknesses, opportunities, threats
        - Core Values

Water Supply
- Where our water comes from
- Supply vs. population growth

Water Use
- National Water Use
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- Consumptive Use in South Florida

State of the System
- How We Got Here

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Alternative Water Supply

Being Drought Smart – Recommendations for a Drought-Resistant Florida

Water Conservation Program Executive Summary

- 2020 Vision
- Program Components/Goals/Strategies

A 2020 Water Conservation Program for South Florida

Vision

Create and implement a comprehensive and enduring water conservation program for South Florida. This successful program achieves a measurable reduction in water use, inspires governments, citizens and businesses to value and embrace a conservation ethic and serves as a national model for water conservation.

Core Values

- *Sustainable;*
- *Science-based;*
- *Measurable;*
- *Goal-based;*
- *Environmentally-protective;* and
- *Equitable.*

Program Initiatives and Strategies

To realize the vision of the South Florida Water Management District's water conservation program, the plan is organized into three program initiatives: **regulatory**, **voluntary and incentive-based**, and **education and marketing**. Each of these major initiatives has a corresponding goal, implementation strategies and success indicators, along with deliverables and milestones.

Built on a set of core values, the plan's goals and implementation strategies are designed to establish a proactive water conservation program that ensures, in conjunction with other District initiatives, an adequate and reliable supply of water to both protect the health of the ecosystem and satisfy current and future water demands.

Developing a reliable and sustainable funding strategy is essential for institutionalizing the components of the water conservation program. To this end and to ensure Floridians realize the most benefit from their investment in water conservation, implementation of strategies will take into account cost, ease of implementation, and potential water savings. Last, the program recognizes and bases decisions on the premise that water conservation is the least costly and most readily available source of water.

Regulatory Initiatives

From consumptive use permitting and local landscape ordinances to year-round irrigation conservation measures, rules and regulations have a role in advancing water use efficiency, promoting water conservation as the least-cost source of new water and

protecting the natural environment. Reducing water use through a combination of regulations and voluntary initiatives will help to sustain our limited water supplies.

Regulatory tools can increase water use efficiency and reduce water use by permitted water users. Chapter 373, Florida Statutes, requires a water use permit for all ground or surface water use. Permit allocations are evaluated on what has come to be known as the "three-pronged test:" that any new use be reasonable and beneficial, in the public interest, and not interfere with an existing, legal user. The requirements for permit issuance are found in the **Water Use Basis of Review (40E-2 and 40E-20) of the Florida Administrative Code.** Associated with water use permits are standard and particular conditions for permit issuance. Incorporating conservation practices into standard permit language and limiting conditions could lead to significant water savings.

Together with State regulations, local government ordinances can also result in reductions of water use through landscape irrigation measures, assuring the planting of low-water-using vegetation, and incorporating a sensible water use ethic for communities.

Goal

In partnership with utilities and local governments, adopt and implement goal-based water conservation regulations, local ordinances and utility practices to promote water efficiencies, further advance water management and achieve measurable reductions in public and private water use.

Strategies

I-A Public Water Supply

1. Incorporate goal-based water conservation plans for utilities using the Conserve Florida Guide.
    a. *Action Step:* Undertake rule-making in the District's Water Use Basis of Review to incorporate a goal-based conservation approach.
        i. *Deliverable:* Work with large utilities (defined by the District's Water Use Basis of Review as utilities serving 50,000 or more customers) to implement goal-based conservation.
        ii. *Deliverable:* Work with medium utilities (those serving 3,300 to 49,999 customers).
        iii. *Deliverable:* Work with small utilities.
    b. *Action Step:* Provide technical assistance to utilities for determining and achieving appropriate permit goals using the Conserve Florida Guide.
    c. *Action Step:* Require compliance reporting and monitoring of utility conservation program water savings as part of the permitting process.

d. *Action Step:* Encourage utilities to develop effective water conservation rates as part of an overall business strategy that provides a reliable revenue source while providing a disincentive for overuse of water.
   i. *Deliverable*: Work with utilities and the Florida Chapter of the American Water Works Association (AWWA) to define minimum standards in water use permit criteria for conservation rates and require their use as part of consumptive use permitting, based on the AWWA Rate Manual and the WateRate software application.
   ii. *Deliverable:* Incorporate conservation rate minimum standards into the District's Basis of Review for consumptive use permitting.
   iii. *Deliverable:* Build consensus on criteria for adopting drought rates as part of utility conservation rate structures.
   iv. *Deliverable:* Provide instructional workshops for utilities on the use of WateRate software.

e. *Action Step:* Require leak-detection programs for utilities when unaccounted-for water exceeds existing permit requirements.
   i. *Deliverable*: Review current definition and criteria for the term "unaccounted-for water" and revise as appropriate.
   ii. *Deliverable*: Create and maintain a database of utilities for inclusion in the program.
   iii. *Deliverable:* Calculate and record actual water savings from leak-detection programs.

f. *Action Step:* Require utilities to quantify total potential water savings in their public water supply service areas through a service-area-wide retrofit program. Based on this, identify and develop financially feasible large-scale retrofit programs, where appropriate.
   i. *Deliverable*: Develop criteria/minimum standards to determine financial feasibility of retrofit programs.
   ii. *Deliverable*: Develop and incorporate feasibility criteria into the District's Water Use Basis of Review.
   iii. *Deliverable*: Ensure local government comprehensive plans, water facility plans, and District Regional Water Supply Plans contain useful, effective conservation projects accomplishing appropriate water-conservation goals for individual public water suppliers and their communities.
   iv. *Deliverable*: Devise periodic review of progress on implementation of conservation projects and resultant water savings.
   v. *Deliverable*: Work with local government and District planners, and regulation staff to identify and develop large-scale retrofit programs.

I-B Agricultural Irrigation

2. For new agriculture development, incorporate accepted crop-specific water conservation best management practices.
    a. *Action Step:* Continue to require new agricultural development to incorporate accepted and crop-specific standard irrigation systems as part of the Water Use Permitting Process.

I-C Landscape Irrigation

3. In cooperation and coordination with South Florida stakeholders, develop a consistent water conservation rule to implement year-round landscape irrigation measures.
    a. *Action Step:* Continue existing rule development process, adopt and implement rule.
    b. *Action Step:* Provide information and conduct workshops with local enforcement officials on the rule.
4. Encourage local governments' landscape code ordinances be consistent with the standards developed by the "Landscape Irrigation and Florida-Friendly Design Committee" (section 373.228, Florida Statutes).
    a. *Action Step:* Incorporate in the District's Water Use Basis of Review, minimum standards for landscape codes concerning Florida Friendly plants and landscape design.
    b. *Action Step:* Develop a model landscape ordinance for use by local governments.
5. Revise the statutory provision (section 373.62, Florida Statutes) requiring operational sensors on all automatic irrigation systems to ensure these devices are properly connected and maintained in working order. The revision would ensure contractors test rain and soil-moisture sensors and repair those not in working condition before performing any work on the property.
    a. *Action Step*: Require regulatory items, such as the use and maintenance of rain sensors, be accounted for in the permit review.

I-D Industrial, Commercial, and Institutional (ICI) Uses

6. Institute follow-up procedures to ensure individual permit holders adhere to the water conservation plans that are permit requirements for ICI users.
    a. *Action Step*: Develop listing of all ICI users with individual permits, their permit expiration dates and implement a follow-up review schedule ensuring adherence to water conservation plans.
    b. *Action Step*: Expand the District's e-permitting capabilities to include web-based compliance self-reporting and require its use for all ICI uses.

I-E Golf Courses

7. Confirm permit requirements for existing golf courses are implemented.
    a. *Action Step:* Require documentation that rain sensors are installed on golf courses, and are in working order.

b. *Action Step*: Require confirmation that Florida Friendly Landscaping principles are adhered to in golf course design, and in replacement planting.
c. *Action Step:* Require the use of Florida-Friendly plants and landscape design during major alterations of landscape material in out-of-play areas. Encourage the removal of such areas from irrigation coverage.

8. Revise permit requirements for new golf courses to reduce water needs.
    a. *Action Step:* Require that future golf courses are designed to reduce overall irrigated acres.
        i. *Deliverable:* Add a requirement to golf course permits to require Florida-friendly plants in out-of-play areas to remove those areas from irrigation coverage.
    b. *Action Step:* Require installation of integrated rain sensor/weather station systems on all new golf courses and in renovated courses.
        i. *Deliverable:* Add a permit requirement to golf course permits to require installation of integrated rain sensor/weather station systems on all new courses and significantly renovated courses.
9. Enhance available e-technology to reduce paperwork for permit holders and improve the District's compliance evaluation capabilities.
    a. *Action Step:* Expand the District's e-permitting capabilities to include web-based compliance self-reporting and require its use for all existing and new golf courses.

Voluntary and Incentive-Based Initiatives

Voluntary and incentive-based initiatives, including financial assistance, technical assistance and recognition programs, often surpass the effectiveness of the traditional command and control approach to business, industry and individual practices. Rather than solely relying on rules, cooperative public-private partnerships can supplement regulations and build goodwill, leverage investments, bring wider environmental benefits and significantly improve the quality of life of our communities. In today's environment, businesses along with governments and consumers recognize the cost-savings associated with best management and conservation practices. Consequently, individuals and commercial enterprises are voluntarily changing behaviors and adopting environmentally-conscious and best management practices not only for the social value but also because of the economic returns.

Goal

Expand voluntary government and industry partnerships and strengthen economic incentives to encourage public and private investments in water conservation. Create and make available to water using sectors incentive programs and technical assistance for water conservation projects and programs.

Strategies

II-A Leading by Example

1. Reduce water use at governmental and public facilities.
    a. *Action Step:* Conduct water audits and implement conservation plans for District facilities.
    b. *Action Step:* Work with the State and other governments to conduct water audits and implement conservation plans for government and public facilities.
    c. *Action Step:* Recognize government and public facilities achieving a reduction in water use as a result of water audits and the implementation of conservation plans.
2. Provide local governments with technical assistance to conserve water.
    a. *Action Step:* Identify utilities or communities that could benefit from aggressive water conservation, and work with those entities to implement programs to reduce water use.
    b. *Action Step:* Form a technical advisory team consisting of District conservation experts and intergovernmental representatives, water conservation officers from utilities and others to assist local governments in identifying and implementing specific water conservation projects.
    c. *Action Step:* Assist water users through the creation of a searchable, master water conservation data base comprised of water use and demographic information on utilities, local governments and large water users within the District.
    d. *Action Step:* Create and maintain a database listing successful water conservation programs and their components.
    e. *Action Step:* Provide local municipalities with technical assistance in the development of water conservation measures within the elements of Comprehensive Plans.
    f. *Action Step:* Develop a model water conservation plan and guidebook for use by local municipalities to assist in the development of Comprehensive Plans and/or water conservation programs.

II-B Public Water Supply

3. Encourage large utilities to establish water conservation officers/coordinators to continually oversee, coordinate and implement conservation.
    a. *Action Step:* Establish a working group of utility water conservation officers and coordinators to facilitate implementation of water conservation programs, increase their effectiveness, promote information sharing and best practices.
    b. *Action Step:* Identify opportunities for integration and coordination with individual utility programs.

   c. *Action Step:* Develop a web-based inventory of water users and organizations successful in implementing water conservation to guide other water users in their own efforts.

4. Work collaboratively with utility representatives to identify regional conservation opportunities and applications.
   a. *Action Step*: Work with public utilities to target the highest users, identify areas needing financial assistance and programs for realizing the greatest water savings.
   b. *Action Step*: Provide funding and technical assistance to establish, maintain and refine water conservation projects and programs.
5. Encourage utilities to use automatic line flushing devices.
   a. *Action Step:* Work with utilities to implement the best available technologies.
   b. *Action Step:* Continue to consider automatic line flushing devices for funding through the Water Savings Incentive Program.
6. Work with utilities and industries to select recommended water audits for use by industrial, commercial and institutional water users.
   a. *Action Step:* Work with the utilities and industrial customers to best understand their operational water needs.
   b. *Action Step:* Assist utilities and industries in compiling a list of potential water efficiency auditors.
   c. *Action Step*: Assist utilities in implementing water audit programs for industrial, commercial and institutional customers.
   d. *Action Step:* Investigate the potential to integrate water audits with energy and green building initiatives.
   e. *Action Step:* Recognize industrial, commercial and institutional facilities achieving a reduction in water use as a result of water audits and the implementation of conservation plans.
7. Encourage utilities to implement automated meter reading programs to provide real-time identification of high water usage within the South Florida Water Management District.
   a. *Action Step:* Work with utilities to identify large consumers of water within their utility service area and provide incentives to implement automated meter reading for these large users.
   b. *Action Step:* Continue to consider automated meter reading for funding through the Water Savings Incentive Program.

II-C Agricultural Irrigation

8. Cooperate and collaborate with the Florida Department of Agriculture and Consumer Services, the University of Florida's Institute of Food and Agricultural Sciences and the agricultural industry to implement agricultural water conservation programs and best management practices.

a. *Action Step*: Work with the industry and agencies to expand the availability of mobile irrigation labs to achieve water conservation Best Management Practices for agricultural irrigation.
b. *Action Step*: Utilize mobile irrigation labs to conduct follow-up inspections to determine if water conservation recommendations are efficiently implemented.
c. *Action Step:* Encourage the conversion of flood and overhead irrigation to higher efficiency systems where appropriate.
    i. *Deliverable:* Create a District-wide database and map coverage to indicate the aerial distribution of different irrigation types such as microjet, flood and overhead irrigation.
    ii. *Deliverable:* Document water savings resulting from conversions of flood and overhead to microjet.
d. *Action Step:* Work with the Florida Department of Agriculture and Consumer Services and University of Florida's Institute of Food and Agricultural Sciences to promote new irrigation technologies and best management practices for implementation by the agricultural industry.
e. *Action Step:* Improve methods for measuring water use and estimating agricultural water demands.
    i. *Deliverable:* Develop and implement a pilot study comparing current water use measurement technologies with existing estimating methods.

II-D Alternative Water Sources

10. Encourage the diversification of supply sources and reduce dependence on regional freshwater resources through development of alternative water supplies.
    a. *Action Step*: Assist municipalities, utilities and water users with the expansion and installation of reclaimed water systems.
    b. *Action Step*: Provide special consideration for users that have implemented alternative water supply projects (on a case-by-case basis) during a water shortage.
    c. *Action Step:* Continue to provide funding and technical assistance to entities developing alternative water supplies including reclaimed water, use of brackish and/or seawater sources, and aquifer storage and recovery (ASR).

II-E Financial Incentives

11. Strengthen existing and identify additional funding sources for water conservation.
    a. *Action Step:* Continue to offer the Water Savings Incentive Program, and identify opportunities for expansion.
    b. *Action Step:* Identify opportunities for public/private partnerships.

II-F Golf Courses

12. Work collaboratively with the golfing industry to create a recognition program for water-wise golf courses to acknowledge their water conservation initiatives.
    a. *Action Step:* Review existing recognition programs and select appropriate criteria.
    b. *Action Step:* Form a review committee to select projects for recognition.
    c. *Action Step:* Develop marketing strategies to promote designated golf courses.
13. Reduce golf course water consumption.
    a. *Action Step*: Encourage appropriate ground covers on golf courses to reduce water use, including drought-tolerant and Florida-Friendly covers and high salt tolerant covers for coastal courses.
    b. *Action Step:* Work with the golf industry to consider reducing overall irrigated acres on existing golf courses.
    c. *Action Step:* Encourage the conversion of out-of-play areas on existing golf courses to Florida-friendly plants and the removal of those areas from irrigation coverage.

II-G Landscape Irrigation

14. Work with utilities, local governments and industry to expand the availability of mobile irrigation labs to improve water efficiency.
    a. *Action Step*: Utilize mobile irrigation labs to conduct follow-up inspections to determine whether water conservation recommendations are implemented.
    b. *Action Step*: Expand urban mobile irrigation labs to be "mobile conservation labs" by including simple, high-efficiency indoor devices on urban mobile irrigation lab trucks with information on installation.
    c. *Action Step:* Work with local governments and other programs to seek out funding sources to supplement District funding.
15. Promote the use of high efficiency systems for landscape irrigation.
    a. *Action Step:* Utilize the Water Savings Incentive Program to fund replacement of conventional sprinkler heads with high-efficiency heads.
16. In collaboration with utilities and other agencies develop recognition programs to designate "Florida Water Wise" homes, communities, or cities similar to Certified Florida Yards.
    b. *Action Step:* Provide local program support, where applicable, and recognize existing and complementary programs. Increase coordination to reduce program overlap and enhance technical assistance of existing and new programs.
17. Work with nursery and grower commodity groups to promote Florida-Friendly plants.
    a. *Action Step:* Develop water wise signage for Florida-Friendly plants in nurseries and other retail outlets showcasing their benefits to increase consumer success in plantings and reduce irrigation.

18. Support irrigation research in collaboration with the University of Florida's Institute of Food and Agricultural Sciences.
    a. *Action Step*: Continue to fund turf grass research.
    b. *Action Step:* Evaluate science-based irrigation methods.
19. Explore the use of cisterns to replace the use of potable water for irrigation and supplement other forms of water delivery.
    a. *Action Step*: Research and estimate potential cistern water savings.
    b. *Action Step:* Continue considering cisterns for funding through the Water Savings Incentive Program if research supports their feasibility.

II-H New Development

20. Partner with the St. Johns River Water Management District to expand the Florida Water Star program to South Florida. The program currently offers resources and incentives to builders and home buyers who value water efficiency in new home construction.
    a. *Action Step*: Use the voluntary program to recognize and designate design professionals whose construction meets program water conservation design standards.
21. Work with contractors, state agencies and local governments to promote the use of best available water efficient technologies in new construction at the time of construction.
    a. *Action Step:* Encourage Leadership in Environmental Energy and Design (LEED) certification of new construction.
    b. *Action Step:* In partnership with the University of Florida's Institute of Food and Agricultural Sciences encourage the use of Florida-Friendly turf in new developments.
    c. *Action Step:* Develop a model ordinance for use by local governments in requiring high efficiency water saving devices in new development that goes beyond Florida Building Code requirements.

II-I Hospitality and Lodging Water Savings

22. Partner with the Florida Department of Environmental Protection to enroll, support and expand the Florida Green Lodging program in South Florida. The program recognizes and rewards environmentally conscientious lodging facilities and encourages the lodging industry to conserve and protect Florida's natural resources.
23. Work with local governments and hospitality professional associations to perform water audits on hotels, motels, inns and other establishments not enrolled in the Florida Green Lodging program, and to implement audit recommendations.
    a. *Action Step:* Determine an appropriate entity and method for performing water audits through collaboration with the hospitality and lodging industry and the Florida Department of Environmental Protection.

II-J Industrial, Commercial, & Institutional Water Uses

24. Reduce water use through implementation of water audit recommendations.
    a. *Action Step:* In collaboration with industrial, commercial and institutional water users and other effected entities, determine an appropriate entity and method for performing water audits.
    b. *Action Step:* Recognize industrial, commercial and institutional facilities achieving a reduction in water use as a result of water audits and the implementation of conservation plans.
25. Work with the Water Use Efficiency Division of the Florida Section of the American Waterworks Association to refine and recommend methods to reduce cooling tower water use.
    a. *Action Step*: Create and maintain a web-based inventory of measures illustrating water and financial savings through increased cooling tower efficiency.
    b. *Action Step*: Collaborate with industrial, commercial and institutional water users to implement reuse in cooling towers.
    c. *Action Step*: Encourage retrofit or replacement of inefficient systems.
    d. *Action Step*: Continue to support cooling tower efficiency through the Water Savings Incentive Program.
26. Encourage establishments wanting ornamental fountains to install those using minimal quantities of water, including recycling features.
    a. *Action Step:* Research high efficiency fountains and the range of available products.
    b. *Action Step:* Research available retrofits for existing ornamental fountains.
27. Partner with the restaurant industry, including the Florida Restaurant & Lodging Association, to develop a water efficiency program for restaurants.
    a. *Action Step*: Work with the restaurant and development industries to incorporate pre-rinse spray valves and other high-efficiency devices in new restaurants and for retrofitting existing facilities.
    b. *Action Step*: Develop marketing materials to reduce water use by restaurant patrons, including serving water only upon request.
    c. *Action Step:* Encourage and assist in the facilitation of water audits for restaurants.
    d. *Action Step:* Recognize restaurants achieving a reduction in water use as a result of water audits and the implementation of conservation plans.
28. Work with county school boards to develop water efficiency plans for school facilities.
    a. *Action Step:* Identify school facilities with existing water efficiency plans.
    b. *Action Step*: Expand or enhance existing water efficiency plans for school facilities; develop new plans where applicable.
    c. *Action Step:* Continue to consider school facility water conservation measures for funding through the Water Savings Incentive Program.
    d. *Action Step:* Provide effective conservation recommendations for new school construction.

II-K Athletic and Recreation Areas

III. Education and Marketing Initiatives

Education, outreach and social marketing are essential for accomplishing a measurable change in water conservation and instilling a lasting conservation ethic in South Florida businesses and communities. Public information and involvement, along with education partnerships and support for existing successful local and statewide programs, are also critical to the success of South Florida's water conservation program. Targeted education, public information and social marketing provide opportunities for building a conservation culture, instilling a stewardship ethic and permanently reducing individual, industrial and commercial water use.

Goal

Collaborate and coordinate with regional partners to educate and inform residents and visitors about their environmental, economic and social responsibility, foster a culture of conservation and position the State of Florida as leader in water conservation.

Strategies

III-A School-Based Education

1. Build on existing programs and initiatives to institute educational water conservation programs in public schools, educate school-aged children on the benefits of water conservation and create a consciousness for conservation for future generations.
    a. *Action Step*: Work collaboratively with local governments and other regional organizations to identify, support and, where appropriate, expand the reach of existing and successful school-based water conservation education curriculums and lessons, including the Great Water Odyssey, The Everglades: An American Treasure, Project WET and WET in the City.
    b. *Action Step:* Expand the District's Great Water Odyssey educational program. The computer-based interactive curriculum for 3rd, 4th and 5th grade students is an existing multidisciplinary education experience that correlates to Florida's Sunshine State Standards with a focus on water conservation.
    c. *Action Step:* Offer Great Water Odyssey teacher training workshops annually in each of the District's sixteen counties to promote water conservation in schools.
    d. *Action Step*: Create a Water-Wise School program for high schools and ambassadorship opportunities by tapping into required community service hours. The program would encourage students to follow water conservation criteria and conduct water conservation indoor retrofits and outdoor

landscaping measures to receive a Water-Wise flag to display in front of the school.

e. *Action Step:* Collaborate and coordinate with regional partners to promote and support the use of existing water conservation classroom resources in South Florida middle and elementary schools.
f. *Action Step:* Expand the District's water conservation web site (wwwsavewaterfl.com) to include a one-stop repository where teachers and students can download existing water conservation educational resources.

III-B Public Information

2. Collaborate and coordinate with local governments and regional partners to inform and educate elected and community leaders, businesses and industry, along with visitors, permanent and seasonal residents, on the benefits of water conservation.
    a. *Action Step*: Work collaboratively with local governments and other state, local and regional organizations and subject-matter experts to identify and utilize water conservation public information materials and "how to" guides, including publications on water efficiency, water conservation, the use of water saving products, Florida-friendly landscaping and water efficient urban enhancements.
    b. *Action Step*: Collaborate and coordinate with state, regional and local organizations, including local governments and the University of Florida's Institute of Food and Agricultural Sciences (IFAS), to support Florida-friendly landscaping programs and educate the public about water-wise irrigation practices.
    c. *Action Step*: Partner with the University of Florida's IFAS Extension -- a partnership between state, federal, and county governments to provide scientific knowledge and expertise to the public -- to utilize an existing network of scientists, educators and volunteers, teach Florida friendly landscaping and conserve water.
    d. *Action Step*: Work collaboratively with the Governor's Office, the Department of Environmental Protection, water management districts, local governments and other appropriate organizations to encourage consistency in the branding, messaging and public information collateral used to promote water use efficiency and conservation across the state.
    e. *Action Step:* Develop any additional necessary collaterals in collaboration and partnership with the Department of Environmental Protection, water management districts, local governments and other appropriate organizations to ensure public information materials can be readily adapted and adopted and replicated in all regions of the state.
    f. *Action Step*: Continue to develop the District's water conservation web site (www.savewaterfl.com) as a central repository and portal for public information on water conservation and existing programs.

g. *Action Step*: Continue to work in partnership with the news media and local government programming to assist in the dissemination of water conservation public information.
h. *Action Step*: Work with the U.S. Environmental Protection Agency (EPA) to become a WaterSense promotional partner, and encourage local governments to become WaterSense promotional partners. EPA is building WaterSense as a national brand for water efficiency that encourages water-efficient behaviors and the purchase of quality products that use less water. Becoming a promotional partner provides free marketing tools and resources and strengthens water-efficiency outreach efforts by utilities, state and local governments with a credible, national brand and a strong, consistent message.
i. *Action Step*: Work with large and small utilities to phase in informative billing on water use, where possible.
j. *Action Step*: Collaborate and coordinate with local governments to develop consistent and effective enforcement through education and public information to promote compliance with landscape irrigation restrictions.
k. *Action Step*: Develop and implement a voluntary water conservation challenge, encouraging Floridians to "reduce their use."
l. *Action Step*: Maximize resources by engaging community colleges and university students in the development of water conservation public service announcements for broadcast, if needed.
m. *Action Step*: Maximize resources by engaging community colleges and university students in the development of water conservation public service announcements for broadcast.

III-C Professional Development

3. Offer voluntary training to business and industry sectors (e.g. turf and landscape industries, plumbing, general contractors, educators, HVAC) on implementing conservation changes and best management practices.
    a. *Action Step*: Partner with trade schools, colleges and service industries to provide water conservation certifications to professionals.
    b. *Action Step*: Work with the U.S. Environmental Protection Agency to promote WaterSense certifying organizations that train and certify professionals to implement water-efficiency best practices according to specifications set by EPA in specific professional categories.
    c. *Action Step*: Work with the U.S. Environmental Protection Agency to promote WaterSense landscape irrigation professionals including designers, auditors, and installation and maintenance professionals that are certified to implement water efficiency best practices.
    d. *Action Step:* Work with professional organizations, including the Florida Section American Waterworks Association and the Alliance for Water Efficiency, to develop conservation courses for CEUs, and other continuing

educational credits for water conservation professionals, planners, design, building and landscape professionals.

III-D Social Marketing

4. Develop and implement an effective social marketing campaign that inspires an enduring water conservation ethic. Different to public information, social marketing uses the principles of commercial marketing to influence social behaviors and bring about permanent behavior change.
    a. *Action Step*: Conduct market research to understand the audience, identify barriers to change ways to eliminate the obstacles to adopting everyday, individual water conservation habits.
    b. *Action Step*: Develop message and select mediums, including print, electronic and broadcast media.
    c. *Action Step*: Pre-test the campaign.
    d. *Action Step*: Implement a multi-media social marketing campaign to effect individual behavior change.
    e. *Action Step*: Maximize earned media.
    f. *Action Step*: Evaluate the results and adapt the campaign as new information and data on the effectiveness of the campaign becomes available.

III-E Volunteer Activities

5. Augment District water conservation education and public information efforts through grass roots, volunteer public outreach initiatives that will leverage available resources and strengthen the District's ability to reach a variety of audiences about the value and importance of water conservation.
    a. *Action Step*: Develop a corps of "water ambassadors" to assist the District in achieving its goals of water conservation education, public information and outreach.
    b. *Action Step*: Conduct "water academies" to develop the knowledge base of recruited volunteer water ambassadors.
    c. *Action Step*: Task trained ambassadors with supplementing the District's outreach activities and engaging and sharing information with their peers, communities and business sectors.
    d. *Action Step*: Support existing and successful local volunteer programs that promote water conservation, where appropriate.