

# April is Water Conservation Month

**Jesus L. Rodriguez**  
**Lead Water Conservation Officer**  
**Water Supply Development**



**APRIL**  
is  
Water Conservation  
**MONTH**

Spread the word! Wear your **WATER CONSERVATION LAPEL PIN** proudly. Our water conservation website, [www.savewaterfl.com](http://www.savewaterfl.com), offers useful resources for residents, businesses, agriculture, utilities, local governments and educators.



REDUCE YOUR  
**WATER USE**  
*no excuse!*

[savewaterfl.com](http://savewaterfl.com)

# Public Awareness

- 💧 April is Water Conservation Month in the State of Florida
- 💧 Today, the SFWMD supports the Governor's endorsement with its own resolution
- 💧 More than 147 local governments and non-governmental organizations within SFWMD issued proclamations this year



# April Events

- 💧 Green Living Expo, Florida Keys
- 💧 The Landscape Challenge, Palm Beach County
- 💧 Water Symposium Partnership, Collier County
- 💧 “Water Works” Exhibition, Broward County
- 💧 Osceola County Earth Day at Shingle Creek



# Comprehensive Water Conservation Program

## Program Components

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



# What We're Doing

- 💧 **Leading by Example**
  - 💧 **District Audited its own facilities**
  - 💧 **Indoor and Outdoor Water Audit Reports**
- 💧 **Water Conservation Expo**
  - 💧 **Focused on Industrial, Commercial, Institutional water use sector**
  - 💧 **Over 150 attendees, Vendor fair**



# Water Savings Incentive Program

- 💧 **Water saving hardware or technology**
- 💧 **Since 2003: 130 projects; \$3.8 million; estimated 2.3 billion gallons per year saved**
- 💧 **In FY2010: 13 projects; \$460,000; estimated 238 million gallons per year saved**



# Florida Water Star

- Voluntary certification program for homes to maximize water efficiency
- Gold, Silver and Bronze Water Star criteria
- Partnered with SJRWMD to pilot certification trainings in south Florida and Orlando
- 16 certifiers from training in October 2009
- 2<sup>nd</sup> Certifier Training set for June 10-11



# Water CHAMP

- 💧 **Piloting in the Florida Keys**
- 💧 **Small establishments (less than 100 rooms)**
- 💧 **669 rooms enrolled to date**
- 💧 **Expanding to larger establishments (over 100 rooms) through FY11; goal is 20% of available rooms**



# Education and Marketing

- 💧 Promotional partnerships with local airports
- 💧 Great Water Odyssey
- 💧 EPA WaterSense Partner
- 💧 Publications and press releases
- 💧 Website [www.savewaterfl.com](http://www.savewaterfl.com)



**DO YOUR PART, CONSERVE WATER.**



**PONGA DE SU PARTE, AHORRE AGUA.**

# Preview for May Governing Board ....



**Purple pipes mean just one thing...**

# May celebrates Reuse Week ! May 16-22, 2010



**Please wear something purple like  
our Reuse Superstar Pat Rooney**

# Governing Board Resolution

**2010-416** A Resolution supporting the Florida Cabinet resolution declaring April as Water Conservation Month in Florida

The SFWMD Governing Board hereby supports the Resolution of the Governor and Cabinet of the State of Florida designating April 2010 as Water Conservation Month in the State of Florida;  
And urges every citizen and visitor to become more aware of the need to save our precious water supply and to take appropriate measures to conserve and protect this vital natural resource