

Water Shortage Public Information Update

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Government and Public Affairs
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Water Shortage Public Information

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We are experiencing a severe water shortage, if we use water wisely, our residential landscapes can still look green and healthy - even during once-a-week irrigation restrictions. *Carol White, Executive Director*

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Watering Restrictions

www.sfwmd.gov/watershortage

New Restrictions January 15

Ways You can Save Water

Telephone Contacts

Effective January 15, 2008
Although summer rains helped coastal communities, water levels in Lake Okechobee and many other lakes, rivers, wetlands and aquifers are very low. That's why **mandatory water restrictions** remain in effect. For most communities, **one-day-per-week restrictions** now apply, and certain conservation requirements are being considered.

NEWS South Florida Adopts One-Day-a-Week Watering - Regional Water Levels Begin Seasonal Decline; Water Shortage Order Involves "Watering Windows" for Landscape Irrigation. (Dec. 13)

QUESTIONS & ANSWERS One-Day-Per-Week Watering

JUST the FACTS - Extreme Water Shortage Declared

Call Central, Utilities and Lower East Coast Regional System (Harris, Agriculture, Division & Impoundment) **PERMITTEES - ENTER Water Shortage Data HERE**

Lake Okechobee Lake Okechobee water level as of Feb 11, 2008 **9.99 ft.**
More Than 4 ft. Below Historical Average for this time of year

36 Northern Everglades
36 Kissimmee
36 Lake Okechobee
36 Everglades
36 Coastal Areas
36 SUBSCRIBE to eNews

REDUCE YOUR WATER USE no excuse!

Water Conservation Starts In Your Own Back Yard

WATER



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RESIDENTS

In the News - Check our newsroom for water conservation media releases and articles.

Tell Us What You Think - Comment on year-round irrigation limits.

Water Conservation Stakeholder Meetings - Representatives from stakeholder water-user groups will participate in a series of meetings to assist the District in developing a year-round water conservation program for South Florida. Click here for the meeting schedule and more information on the stakeholder group representatives...

REDUCE YOUR WATER USE no excuse!

Current Restrictions

YardSmart Landscaping

Save Water-Save Money

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RESIDENTS

Water Conservation Tips
Simple changes in everyday activities, water-saving devices and checking for and fixing leaks all save water. Find out how you and your family could easily save hundreds, even thousands of gallons of water. [more >](#)

Water Management 101: A Primer for Residents
Ever wondered where all that rain goes? And how our region could find itself in the middle of a drought when it seems like we live in the middle of it all the water anyone could ever need? [more >](#)

Homeowner and Neighborhood Associations
Find water conservation tips that are designed with the homeowner's Association in mind. You'll also find a water conservation presentation to share with neighbors at your next meeting. [more >](#)

Florida YardSmart: Tips for the Home Gardener
Did you know that many households use as much as half of their total water consumption on irrigation? Here are some ways you can become "YardSmart" by saving water outdoors. [more >](#)

Recycle the Rain
A how-to guide by the South West Florida Water Management District that describes how to make and install a rain barrel. [more >](#)

Save water, save money!
Find, fix & leave as soon as possible. Check toilets by putting a few drops of food coloring in your toilet tank. **Outdoors, check for broken or malfunctioning sprinkler heads, find instructions for repairing a leaky faucet.** [more >](#)

District Publications & Web Sites
Do you need professionally written and designed publications to share with neighbors, your family or guests? Here is a collection of fact sheets and brochures that you can easily download and print for just one year. [more >](#)

Water Shortage Update

December 16, 2007, through March 7, 2008

Public Information	
1,589,928	Materials developed/printed/distributed
134,187	Water Shortage Website Hits
4,382	Citizen Information Line (CIL) calls
1,293	Email responses from public inquiries
Media	
553	Media Hits
148	News Interviews
25	News Releases and Press Conferences
Service Centers	
90	Speaking Engagements and Events
174	Local Government Meetings
1,879	eGov Newsletters/e-mails

Water Shortage Activities

November 2006 - Present

- **6.59 million** public information materials developed/printed/distributed
- **5.25 million** reached through utility, agency and corporate partnerships
- **500,653** web site hits
- **26,435** Citizen Information Line calls and **3,859** public e-mail responses
- **60,600+** reached through speaking engagements
- **4,298** state, national and international print and broadcast media “hits”



Max Mayfield
Former Director of National Hurricane Center

30 Sec



Landscape Irrigation Outreach

FNGLA - GrowSmart - News and Programs - Microsoft Internet Explorer provided by SFWMD

File Edit View Favorites Tools Help

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Address <http://www.fn gla.org/news/programs/growsmart.asp>

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FNGLA

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South Florida Water Management District and Florida Nursery, Growers and Landscape Association Team Up to Promote Water-Wise Landscaping

~New "GrowSmart" Campaign Encourages the Use of Drought-tolerant Plants~

To help spread the message of water conservation during this year's unusually dry conditions, the South Florida Water Management District (SFWMD) and Florida Nursery, Growers and Landscape Association (FNGLA) have teamed up to launch "GrowSmart," a public awareness campaign that encourages water-wise landscaping and promotes the use of "the right plant for the right place."

As part of the campaign, the organizations are collaborating on community outreach and developing materials to be distributed to customers at retail garden centers. The campaign also will include joint news releases, articles, and the development of the new "GrowSmart" logo, which will help landscapers and plant-owners identify Florida-friendly plants over the coming months. The "GrowSmart" concept also will be promoted to landscape maintenance companies.

"As much as 50 percent of all potable water in South Florida is used on lawns and landscaping," said Bruce Adams, SFWMD water conservation officer. "This campaign will encourage more sensible outdoor water use by engaging plant owners as they make their landscaping decisions and leveraging the heightened awareness produced by the recent dry conditions."

"Most people in South Florida Water too much," added Deb Joneck, President of the Palm Beach Chapter of FNGLA. "This program is designed to teach people how to have healthier gardens by using water more wisely all year long. We want people to know that they can still have a beautiful garden during water restrictions."

Also as part of the campaign, FNGLA is producing a series of television public service announcements focusing on sensible sprinkling, water-saving gardening principles, and other useful lawn and plant tips. These ads will air on South Florida networks beginning in April.

Click to View:



GrowSmart -- Water Conservation
4 X 00:32

Internet

Landscape Irrigation Outreach

- University of Florida
Institute of
Food and Agricultural
Services (IFAS)
new TV
Public Service
Announcements

