

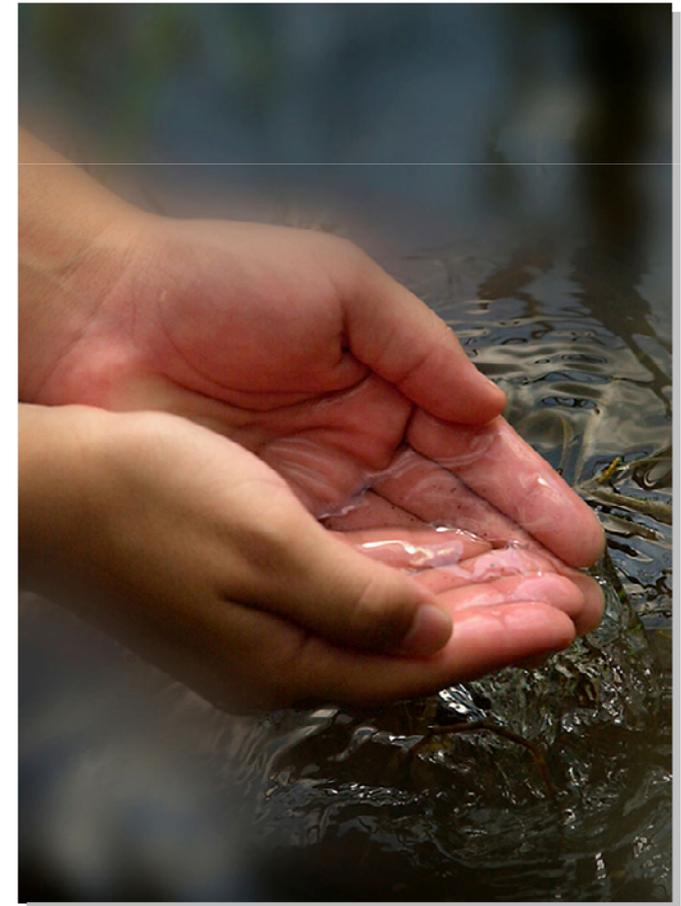
Comprehensive Water Conservation Program for South Florida

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Lead Water Conservation Officer

LWC Plan Update – WRAC Workshop # 3
SFWMD Lower West Coast Service Center
May 21, 2010

Comprehensive Water Conservation Program

- Designed to:
 - Instill a year-round conservation ethic
 - Bring about a permanent reduction in individual water use over the next decade
 - Build on and complement successful conservation initiatives at the local, state and national levels
 - Be adaptable and flexible



Program Components



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

Regulatory Initiatives

STRATEGY: Establish District-wide requirements for consistent, year-round landscape irrigation.

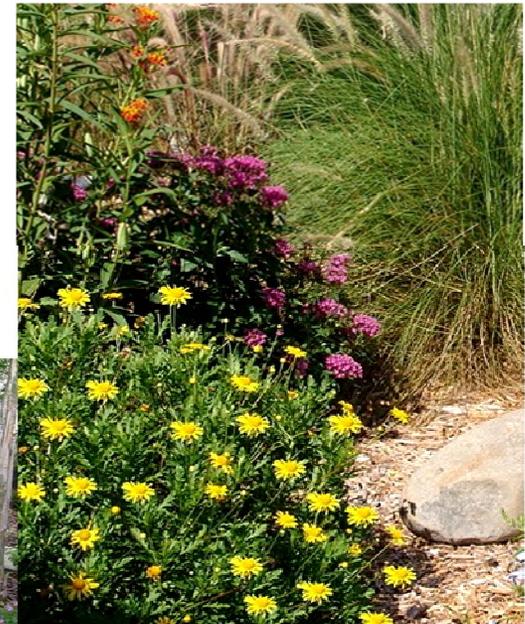
- Rule development to expand and improve the District's year-round landscape irrigation conservation measures
 - 30+ public workshops
- Implemented March 15
 - Working with local governments to implement ordinances as applicable



Regulatory Initiatives

STRATEGY: Establish District-wide requirements for consistent, year-round landscape irrigation.

- Model landscape ordinance developed
 - Published by FDEP in January 2009



Regulatory Initiatives

STRATEGY: Require utilities to establish conservation plans with a numeric goal for water savings that is achievable.

STRATEGY: Maintain current irrigation requirements for new agriculture development.

- Enhanced water conservation planning in consumptive water use permits
- The Conserve Florida workgroup
 - Established in 2004 to create and direct the water conservation efforts for public water supply sector in Florida
 - Emphasized “Goal-Based” conservation plans for public utilities

Conserve Florida

Conserve Florida Clearinghouse

- Established in 2006 to serve as a source of water conservation information for public water supply utilities
- Provide assistance to utilities and water managers in developing conservation programs

Simplified Conserve Florida Guide

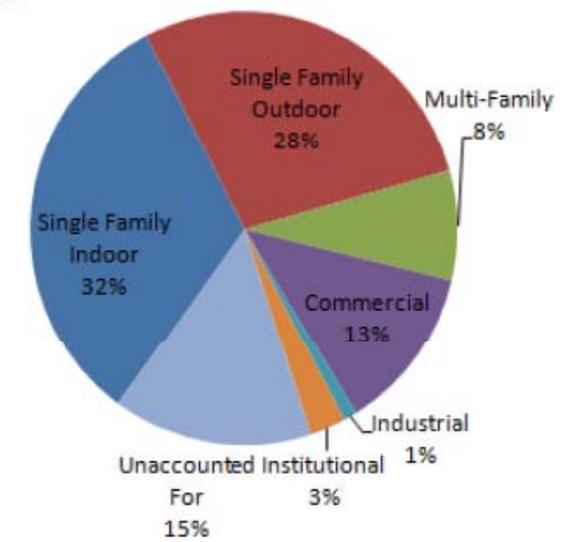
- A decision-support tool for public water supply utilities
- www.conservefloridawater.com

Inside the EZ Guide 2.0

- Profile: Basic utility information, water production
- Water Audit: Water losses, unaccounted-for water
- Utility Water Budget:
 - Water use by sector
 - End-use analysis, water use by fixture
- BMP Selection
- BMP Tracking
- Measures
- Reports



Figure 3.2.1 Calibrated Water Budget by Sector

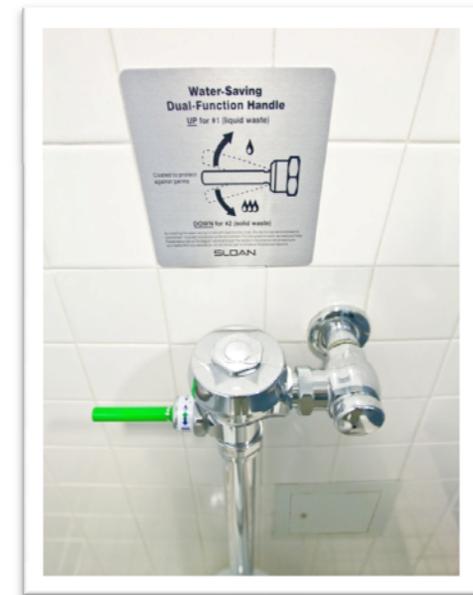


Voluntary Initiatives

STRATEGY: Reduce water use at District facilities.

Leading by Example:

- Outdoor water audits completed in the summer
- Indoor water audits completed in the fall
- Building on water-use efficiencies already implemented
- Detailed report of findings and recommendations to be completed this summer



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 and outreach in Martin/St. Lucie and Orlando areas
- 💧 16 certifiers from training in October 2009
- 💧 2nd Certifier Training set for June 10-11



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



Education & Marketing Initiatives

STRATEGY: *Develop and implement an effective social marketing campaign that inspires an enduring water conservation ethic.*

SOUTH FLORIDA WATER MANAGEMENT DISTRICT

Search | Contact | SFWMD Home | En Español

Expanded role of savewaterfl.com

as repository for educational tools/resources

Home | Residents | Businesses | Agriculture | Utilities | Government | Teachers | News Media | What We're Doing

In the News ▶
A new comprehensive Water Efficiency Resource Library website

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

Proposed Year-Round Water Conservation Measures ▶
Two-day per week irrigation will reduce overuse of water for irrigation, and stretch limited regional supplies.

Comprehensive Water Conservation Program ▶
Instilling a water conservation ethic to preserve our shared regional water supply.

REDUCE YOUR WATER USE
no excuse!

Current Restrictions

YardSmart Landscaping

More Water-Saving Tips

MyFlorida.com | Disclaimer | User Survey

Education & Marketing Initiatives

STRATEGY: Collaborate and coordinate with governments, non-governmental organizations and regional partners.

STRATEGY: Build on existing programs and initiatives to institute educational water conservation programs in public schools.

- Water Conservation Vendor Fair
 - More than 150 attendees this year
- WaterSense partner
- SFWMD & Local Governments support Governor's *April is Water Conservation Month* Proclamation
- The Great Water Odyssey teacher training workshops in 14 counties

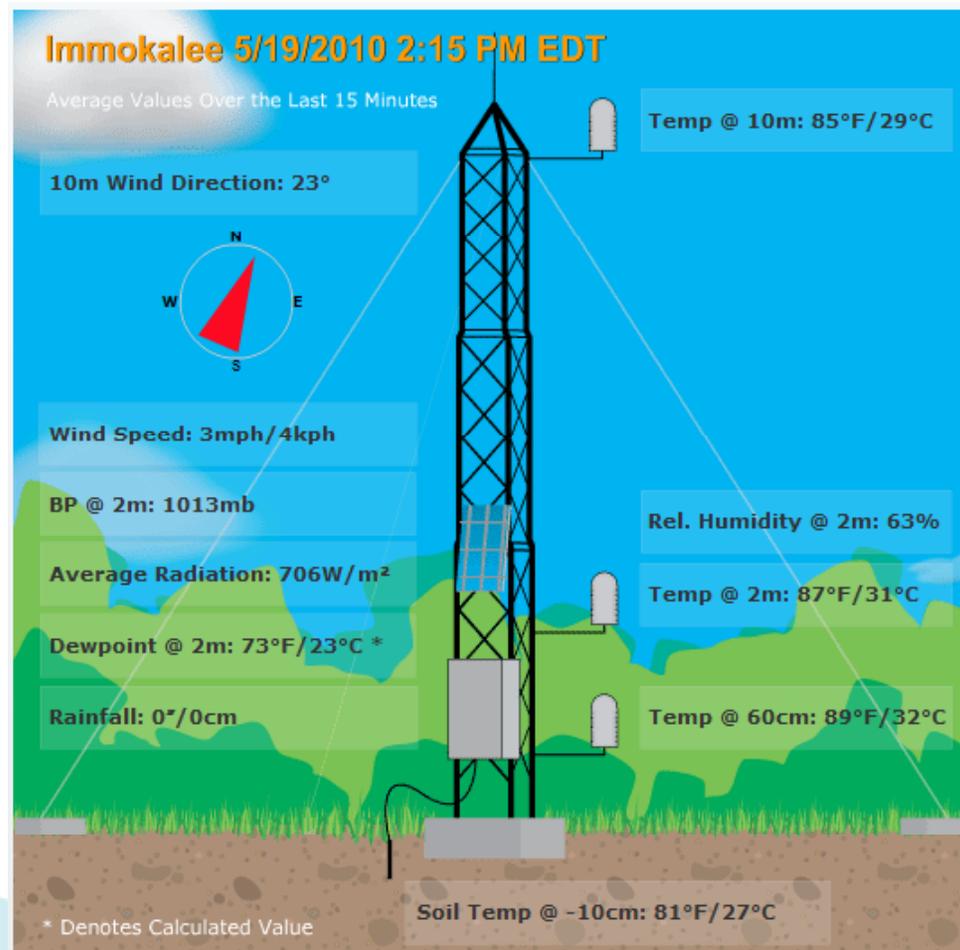


Agricultural & Golf Course Industry

- Extensive data gathering initiatives to establish water use benchmarks, support public information efforts



- <http://fawn.ifas.ufl.edu>



Partnerships: We Can't Do It Alone

STRATEGY: Collaborate with FDACS, UF-IFAS, federal agencies and the agriculture industry to implement agricultural water conservation programs and best management practices.



“The cheapest gallon of water is the gallon we don’t waste.” – Carol Wehle

Thank You!

Jesus L. Rodriguez

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