

# Water Conservation and Incentives Program

Presented to the  
Joint Broward WRTF/Tech Team  
April 1, 2011

# Broward Water Conservation and Incentives Program



- Preparations for program launch in progress
- RLI advancing for media services
- Interlocal agreements being signed concurrently
- Research for Master Agreement Purchase Order underway NOW!
- Kickoff expected in Summer 2011  
(by next WRTF meeting)

# Broward Water Conservation and Incentives Program

## WRTF Recommendations

**“Water conservation** was repeatedly identified as a strategy warranting aggressive implementation through a variety of initiatives, including continued support for and **expansion of regional water conservation education and outreach programs, development of a county-wide water conservation and incentives program, and the capture and reuse of cooling tower wastewater and condensate.”**

# Broward Water Conservation and Incentives Program

## Program Objectives:

- Encourage a stronger water conservation ethic among water users through increased public education and outreach
- Provide incentives and resources to residents for significant water savings through plumbing retrofits

# Broward Water Conservation and Incentives Program

## Program Approach:

- Focus is on residential water users
- Cooperative effort among Broward municipalities and water providers
- Extent is County-wide, based on partner participation
- Uniformity in offered incentives and rebates
- Provides benefits from economies of scale

# Broward Water Conservation and Incentives Program

## Cost-Share Partners

- Full partners:

Coral Springs / Dania Beach / Davie /  
Deerfield Beach / Fort Lauderdale /  
Hallandale Beach / Lauderdale / Margate /  
Oakland Park / Plantation / Sunrise

- Media, only:

Broward County / Cooper City / Hollywood /  
Miramar / Tamarac

# Estimated Annual Program Cost

Incentive Costs (replacements and rebates)	\$221,613
Consultant services	100,000
Administrative costs	21,916
Media campaign	100,000
Full-time staff person (1 FTE)	<u>69,939</u>
<b>Total Program Cost</b>	<b>\$513,468</b>

## Comparable to other South Florida Incentive Programs

e.g., Miami-Dade Water Use Efficiency Program

# Program Funding and Allocations

- Cooperative cost-share funding through interlocal partnerships (beginning in 2011)
- Costs and incentives allocated among partners based on % total water service population
- Partners invoiced for actual rebates/replacements issued within service area
- Possible resource leveraging through SFWMD WaterSIP grants
- County-wide approach more cost effective and comprehensive



# Broward Water Conservation and Incentives Program

**RLI Process in progress for securing consultant services to cover:**

- Program development
- Branding
- Messaging
- Arranging media buys
- PSA production
- Websites
- Newsletters
- and other communication tools

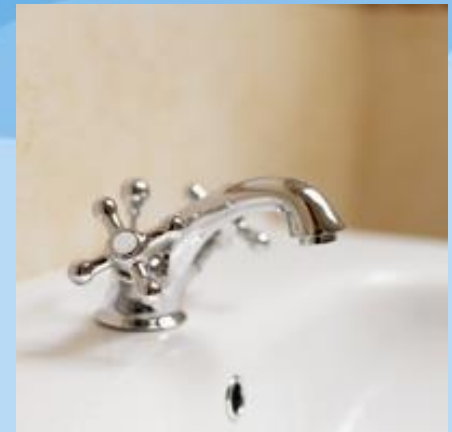
# Broward Water Conservation and Incentives Program



## Incentives for:

- Pre-rinse spray valves (commercial kitchens)
- Showerheads
- Faucets
- Faucet aerators

**Coordination of Incentive Distribution  
with County and Partners**



# Broward Water Conservation and Incentives Program



## **Rebates for low-flow toilets (\$100/toilet/residence):**

- Specifications to be determined
- EPA WaterSense guidelines
- Experience of Broward County Water and Wastewater Services and others taken into consideration (City of Plantation, Palm Beach County, and others)

# Broward Water Conservation and Incentives Program

look for



**Tank-Type Toilets** (gravity and pressure/single flush and double flush) standard toilets use 1.6 gal/flush- WaterSense requires effective flush volume and removal shall not exceed 1.28 gallons (4.8 liters), solid waste removal must be 350 grams or greater, and additional requirements may apply.



## Finding rebates in your area

