

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

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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

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Cost-Share Partners

- Full partners:

Coral Springs / Dania Beach / Davie /
Deerfield Beach / Fort Lauderdale /
Hallandale Beach / Lauderdale Hill / 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>
Total Program Cost	\$513,468

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

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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

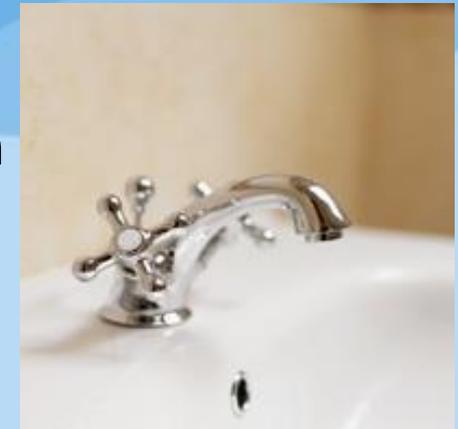
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Incentives for:

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

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



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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)

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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

