Broward County-Wide Conservation Pays Programs Update

2012 Lower East Coast Water Supply Plan Update Workshop

June 19, 2012

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Natural Resources Planning and Management

Background
Broward Water Resources Task Force

Identify and evaluate opportunities for regional coordination and cost-effective strategies focused on:

- Future water supplies
- Wastewater treatment and water reuse
- Conservation

Broward Water Resources Task Force

Established June 24, 2008

- Broward County Board of County Commissioners
- Broward Leagues of Cities
- South Florida Water Management District

Task Force Report included 40 recommendations

- 10 of those had water conservation as a strategy

Broward Water Partnership

- Strategy - Develop a regional conservation ethic through uniform messaging
- Goal - is to achieve at least a 10 % reduction in water demand
- Objective - is to evaluate and value conservation as a top strategy to ensure sustainable demand reductions

Broward Water Partnership

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Broward Water Partnership - August 2011

- Provide regional programming and messaging
- Offering incentives – rebates and other water saving devices
- Targets both residential and commercial sectors

Program Approach

A growing collaboration of partnerships

- Broward County & Municipalities and Water Utilities
- 17 Municipalities and water suppliers
- Water Management District/Water Saving Incentives Program grant

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Provides up to $100 each for rebates

Provides free exchanges for high-efficiency plumbing devices

Expanding program benefits for commercial and not-for-profits

Program Administration

5 yr. Renewable Agreement with Partners

The County supplies coordination and administration

- Dedicated FTE
- Support of the Consultant
- Call Center
- Other Program Staff / Interns

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CONSERVATION Pay$

Program Costs

Budget is over $560K

- Program Support - $100,000 (County)
- Incentives/Fixtures - $266, 500
- Media Support - $100,000

- Administrative costs are low

Conservation Pays

Conservationpays.com

1-800-270-9794

Conservationpays
@broward.org

Broward Water Partnership

Specific Marketing

- Weekly promotional updates/articles for partners
- Webpage/ redesign
- Media outreach including
  - radio ads
  - newsletters
  - newspaper ads -Sunspots
- Community Outreach/events

Conservation Pays, cont.

- Displays at 25 Starbucks
- Comcast broadcast of videos
- The Conservation Pays Bus —now ‘rolling’ through downtown Broward

Conservation Pays, cont.

Commercial/Business Expansions:

- Identify highest water users in partner areas and encourage them to participate
- Target property managers, profession groups (plumbers)

Conservation Pays Today

- 1,180 water-wasting toilets have been replaced with high-efficiency models
- $120,000 in rebates
- Almost 3,000 visits to the Webpage in May, 2012
- Community Outreach/events

Conservation Pays Today

- Added new partners
- Increased rebates requested from 4 partners: Sunrise, Margate, Coral Springs, Coconut Creek
- Large volume rebates increasing- HOAs
- Miramar is soon to be offering incentives/water saving fixtures
- **2012 Achievement Award from the National Association of Counties**

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Lessons Learned

- Incentives and demands differ by region
- Marketing ideas and outreach tools need to kept current and innovative
- Collaboration with program partners require constant communications and interactive approach
- Potential opportunities still exist to maximize the program goals through the expansion of commercial/business, residential

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Questions?

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