

From Small Towns to Big Cities in Florida: Water Efficiency Efforts that are Doable.

The funding stream from water sales is the engine that drives water conservation/efficiency efforts in Florida. Water management district Consumptive Use Permit water conservation requirements direct a focus on water efficiency. Utilities find water efficiency efforts to be good customer relations as well as good business practice. However, utilities have different capabilities to provide water efficiency programs, depending on their size and revenues. Successful utility water conservation programs achieve collaboration among many agencies and organizations, but one “point person,” a water conservation coordinator, can keep things moving forward. A small or medium sized utility can rarely justify a full time water conservation coordinator and is more likely to have a staff person dedicating a portion of his or her time. A coordinator may be shared through a regional utility group. A large utility (serving a population greater than 100,000) should have one dedicated staff person and possibly more than one. The coordinator begins with unquantifiable educational efforts, but with a designated budget, water efficiency technologies can be given away or rebated to customers and results documented. New resources are available through the Conserve Florida clearinghouse, including planning tools, case studies of successful programs, and savings analysis tools. The Florida Section American Water Works Association Water Use Efficiency Division holds workshops and is an excellent forum for networking among water conservation professionals. The Alliance for Water Efficiency and EPA Water Sense program are important new resources to help local water efficiency efforts. This presentation suggests realistic goals for utility water conservation programs of different sizes in Year One, Year Five, and Long-term and outlines tools and resources toward achieving those goals.

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Or

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