

HOW WILL WE SUPPORT A REGIONAL WATER SUPPLY PLAN THAT BALANCES THE NEEDS OF OUR CITIZENS, OUR BUSINESSES AND OUR ENVIRONMENT?

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Key Discussion:

Water supply is a shared problem; we must come together as a region to educate on solutions such as reservoirs, for water conservation.

Innovative Solutions:

- Initiate a public relations campaign at the state level to educate citizens on the need and benefits of water conservation. Use celebrities to deliver the message and generate public discourse.
- Develop a model code for water conservation to put all communities on a level playing field when enforcing water conservation mandates.
- Introduce state legislation that mandates communities plan for and implement water conservation measures.
- Develop and clearly articulate a cost benefit analysis that will demonstrate the economic benefit of maintaining a sustainable water supply.
- Include agriculture in addressing water supply needs. Allow agriculture to farm water like any other crop.
- Create a coalition of high profile businesses in the region to champion water conservation as part of their efforts in corporate responsibility.
- Encourage public water supply agencies to offer in-house water audits, similar to energy audits, to advise homeowners on how to save water.

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- Create a tiered price structure to reward water conservation and penalize heavy water users.
- Use incentives, rebates and other credits to reward households and businesses that implement water audit recommendations.
- Make it simple to track household water use using smart meters or other technology coupled with a simple billing statement that tracks conservation goals.
- When appraising home and business value consider water conservation improvements in determining value.
- Create friendly competition between jurisdictions to see who can be first in meeting water conservation goals. Enlist private sector sponsors of the competition such as home Depot or Lowes who sell and can therefore benefit from consumers buying water conservation devices to advance the competition.

Where is this issue in the "Six Steps to Civic Innovation?"

This group concluded the region is at Step 5: *Develop and Implement an Action Plan.*

What's Next?

Use the Central Florida Water Initiative as the catalyst to advance the implementation of the "Innovative Solutions." The CFCI process includes representation from the state, water management districts, and water supply agencies, and has been tasked to be a model for the region in planning design and implementation of water conservation and water supply solutions.

Who owns the next step?

The State of Florida Department of Environmental Protection and CFCI.