

DATE: February 3, 2020
TO: Matt Jordan, General Manager
FROM: Kenneth R. Herd, Chief Science and Technical Officer *KRH*
SUBJECT: Water Conservation Month Proclamation – *Approve*

SUMMARY:

The State of Florida annually proclaims April as Water Conservation Month. The Florida Section/American Water Works Association, Water Use Efficiency Division (WUED) coordinates this effort. To highlight conservation efforts statewide, WUED requests its members proclaim April as Water Conservation Month. Tampa Bay Water is coordinating adoption with each member government.

RECOMMENDATION

Approve a proclamation declaring April as Water Conservation Month.

COST/FUNDING SOURCE

N/A

DISCUSSION

Tampa Bay Water staff works collectively with member governments to actively plan, coordinate, develop, promote, and implement water conservation programming to ensure consistency in conservation programming whenever possible.

Member governments and Tampa Bay Water staff are involved in statewide conservation coordination through membership in the Florida Section/American Water Works Association's Water Use Efficiency Division (WUED). To highlight conservation program awareness statewide, the WUED annually requests that state and local governments proclaim April as Water Conservation Month. This year, the WUED is working to have the Governor and Cabinet officially proclaim April 2020 as Water Conservation Month at a regularly scheduled Cabinet meeting in late March or early April.

A majority of Tampa Bay Water's member governments will declare April 2020 as Water Conservation Month. A variety of programs, promotions, and public awareness campaigns are implemented, including the regional demand management program, during this month to take advantage of increased awareness developed through this coordinated effort. Tampa Bay Water annually

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implements its water conservation public awareness program to help promote these conservation efforts.

Staff recommends approval of the attached Proclamation proclaiming April 2020 as Water Conservation Month. The Proclamation has been reviewed and approved as to form by the Tampa Bay Water General Counsel's Office.

BACKGROUND

Beginning in 1998, the Florida Water Wise Council worked with local governments and the State Department of Agriculture to adopt April as Water Conservation Month. In 2003, the Council became a part of the Florida Section/American Water Works Association and was changed to the Florida Water Wise Committee. In 2004, thirty-eight municipalities, in addition to the Governor's Cabinet, adopted a resolution proclaiming April as Water Conservation Month. In 2005, the newly formed Water Use Efficiency Division (WUED) was able to coordinate Water Conservation Month adoption by 75 entities, including both public and private entities (double the 2004 effort). In 2007, 183 entities adopted the proclamation. This number declined in 2008 but was officially in excess of 150. In 2009, the numbers increased to 193, and in 2010 the number further expanded to 212. Tampa Bay Water and all of its member governments also proclaimed the same annually.

The WUED is responsible for coordinating the Water Conservation Month proclamation effort statewide. Since Tampa Bay Water coordinates and promotes conservation efforts with its member governments, adoption of this resolution and promotion through its annual conservation awareness program will highlight the region's efforts to effectively conserve water.

Attachment

PROCLAMATION

Tampa Bay Water Clearwater, Florida

WHEREAS, water is a basic and essential need of every living creature; and

WHEREAS, the State of Florida, Water Management Districts, Tampa Bay Water and its Member Governments and other parties are working together to increase awareness about the importance of water conservation; and

WHEREAS, Florida is the only state in the country to designate a month promoting water conservation; and

WHEREAS, Tampa Bay Water, its Member Governments, and the State of Florida have designated April, typically a dry month when potable water demands increase, as Florida's Water Conservation Month, to educate citizens about how they can help save Florida's precious water resources; and

WHEREAS, Tampa Bay Water has always encouraged and supported water conservation, through various planning and coordination of educational programs and special events; and

WHEREAS, every business, industry, school, and citizen can make a difference when it comes to conserving water; and

WHEREAS, each business, industry, school, and citizen can help save water by following Member Government Water Restriction ordinances and participate in conservation programs.

NOW, THEREFORE, be it resolved by the Tampa Bay Water Board of Directors that:

1. The month of April 2020 is hereby proclaimed "WATER CONSERVATION MONTH".

2. Tampa Bay Water and its Member Governments shall continue to highlight the need to help protect this precious resource by promoting the use of water efficient technologies and practices and increasing awareness of the need to save water.

ATTEST:

**TAMPA BAY WATER, A Regional
Water Supply Authority**

Secretary

By: _____

Its: Chairman_____

Date: _____

(Seal)

APPROVED AS TO FORM:

Office of the General Counsel