



# Broward Water Partnership

**A Collaboration of Local Governments.**

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Broward County Environmental Planning &  
Community Resilience Division

# Goals & Objectives

- ❖ Achieve and sustain a minimum 10% County-wide per capita reduction in water use
  - ❖ 30 MGD in water savings over 20 years
- ❖ 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
  - ❖ High Efficiency Toilets
  - ❖ Water Saving devices



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# Program Accomplishments

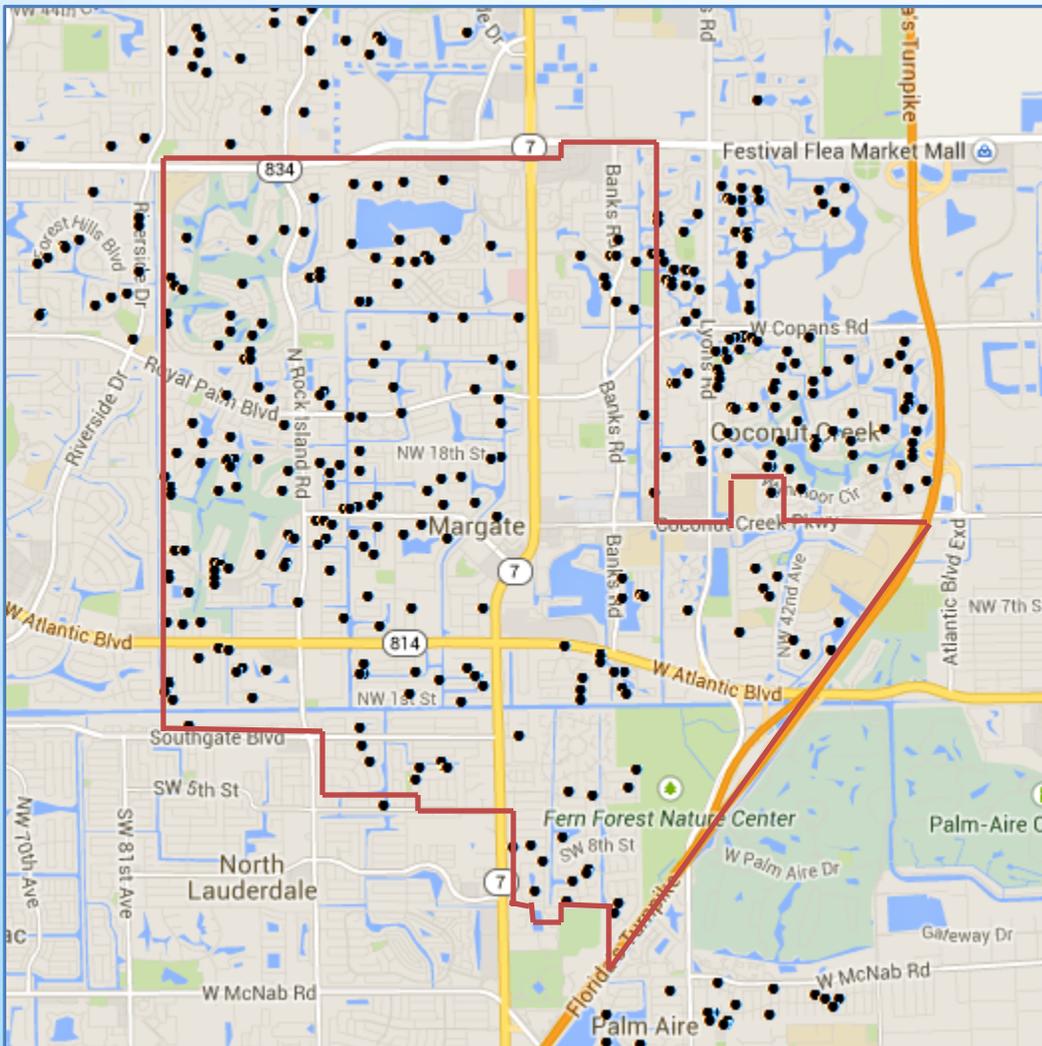
- ❖ Over \$573,000 in rebates issued
- ❖ Over 6,000 toilets replaced
- ❖ 3,013 bathroom aerators
- ❖ 2,912 kitchen aerators
- ❖ 4,536 showerheads and other water saving devices distributed
- ❖ Over 206 mil. gallons of water saved
  - ❖ SFWMD /Water Saving Incentives Program \$50,000/yr. for 4 years



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# Margate is a Great Partner!



- ❖ Provided over 425 rebates
- ❖ One of our most active partners promoting indoor water conservation
- ❖ Successfully awarded over \$40,000 in rebates and devices to residents
- ❖ Has been awarded nearly \$10,000 in state funding

# We're making a SPLASH!



- ❖ Water conserving appliances and fixtures save money!
- ❖ The investment is recouped in a short time
- ❖ Conservation is a triple bottom line: You save water, you save money and you are helping protect our S. Florida lifestyle!



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## We're having some fun!

# Our 2015 Campaign

**EXCITING**, Different

Engaging, **SOCIAL**

**Content Creating**

Earned Media Producing

**BWP Program!**

Coming March 1- 31, 2015



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It's called...

The Broward Mega  
MONEY-SAVING, Switcheroo  
Record-Breaking, Wild Water



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# Our Goals:

- ❖ Raise Awareness
- ❖ Gain Participation
- ❖ Increase Conservation  
(and conversation!)

*The BWP is  
SOCIAL!*



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# The Grand Prize

One lucky winner will be selected to win:

- ❖ WaterOptimizer® irrigation system
- ❖ New Energy and Water Saving Fridge, Washer/Dryer, Dishwasher
- ❖ Fixtures for kitchen and bath
- ❖ WaterSense® Toilets



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# Here's How:

- ❖ Partner communities will have up to 3 drop off locations
- ❖ Applicants can submit online
- ❖ No purchase necessary, but they have to be creative!



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# There's Some Thinking to Do!



## Applicants Must:

- ❖ Reside in a partner community & be a water customer
- ❖ Completely fill out an application
- ❖ Provide creative supporting material that **promotes & reinforces the water conservation theme**. Examples include:
  - ❖ Build a website
  - ❖ Write a poem
  - ❖ Perform a song
  - ❖ Prepare an essay or poster
  - ❖ Prepare social media campaign to get likes/followers
  - ❖ Anything that can be evaluated!
- ❖ The winner agrees to allow monitoring of water savings for 1 year.



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# How People Will Find Out

- ❖ Advertising (Radio, TV, Newspaper, Billboards, Social Media)
- ❖ We've been talking to PIO's and partner reps.
- ❖ Facebook Contests
- ❖ Twitter Contests
- ❖ YouTube Contests
- ❖ Promotions through partner communities-
  - ❖ Utility Bills
  - ❖ Facebook
  - ❖ Twitter
  - ❖ Website Links and Cross Promotions
  - ❖ Emails to Residents
  - ❖ Newsletters from elected officials
  - ❖ Posters
  - ❖ Flyers
  - ❖ Webpages
  - ❖ And more!



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# Public/Private Partnerships



# We're Going to Earn Some Media Too

- ❖ Humor
- ❖ Going Viral
- ❖ Results
- ❖ Content
- ❖ Music
- ❖ Sub-promotions using social media
- ❖ Inspiration
- ❖ Partners



facebook



twitter



You Tube



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# How Can the City of Margate Celebrate a Winner?

- ❖ Newsletters
- ❖ Website Messaging
- ❖ Press Releases
- ❖ Social Media
- ❖ Presentations



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**MONEY-SAVING,**  
Record-Breaking, Wild Water **Switcheroo**

**[bwpSwitcheroo.com](http://bwpSwitcheroo.com)**

**Coming March 1-31, 2015**



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# Questions?

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