

---

---

**Utility Reference Manual:  
A Guide to the  
Southwest Florida Water Management District**

---

---

Topic	Page Number
Introduction .....	1
<b>Water Conservation</b>	
Water Conservation .....	2
Water-Conserving Rate Structures .....	3
Leak Detection .....	4
Toilet/Urinal Retrofits and Rebates .....	5
Pre-Rinse Spray Valve Rebate and Retrofit Programs.....	6
Rain Sensor and Soil Moisture Sensor Rebates .....	7
Clothes Washer Rebates .....	8
Landscape and Irrigation Evaluations and Rebates .....	9
Large Landscape Water Use Surveys .....	10
Industrial, Commercial and Institutional Water Use Efficiency Surveys .....	11
Landscape and Irrigation Ordinances .....	12
<b>Water Supply</b>	
Water Supply Planning.....	13
Demand Projections.....	14
Groundwater Resource Assessment .....	15
Regional Water Supply Authorities .....	16
Alternative Water Supplies.....	17
Reclaimed Water.....	18
<b>Funding</b>	
Cooperative Funding Initiative .....	19
Community Education Grant Program .....	20
<b>Regulation</b>	
Water Shortage Orders .....	21
Year-Round Water Conservation Measures .....	22
Minimum Flows and Levels (Environmental Flows).....	23
Land-Use Transition.....	24
20-Year Water Use Permit Qualifications .....	25
<b>Education</b>	
District-Provided Outreach Materials .....	26
Water CHAMP/PRO Partnerships .....	27

# Introduction

---

---

## What is the Southwest Florida Water Management District (District)?

The District is one of five regional agencies directed by state law to protect and preserve water resources within its boundaries. Established in 1961 to operate and maintain several large flood protection projects, the District's responsibilities have expanded to include managing water supply and protecting water quality and the natural systems — rivers, lakes, wetlands and associated uplands. Water use permitting is one of the regulatory responsibilities of the District that includes the authorization for a utility to use groundwater and/or fresh surface water as a public water supply source.

## What is the Utility Outreach Program?

The Utility Outreach Program is intended to improve District communication with the 193 District-regulated water supply utilities. The District has traditionally used regulation and cooperative funding to manage and influence water management decisions. This program is expected to enhance cooperation by communicating key programs that the District has to offer as well as allowing the District to learn about specific challenges that utilities are facing. This manual identifies and concisely explains these key programs and provides links to additional information.

## How can the Utility Outreach Program help utilities?

The program will enable utilities to:

- Understand requirements and qualify for 20-year groundwater water use permits.
- Understand cooperative funding requirements and opportunities.
- Utilize District tools at a local level; for example, GIS-based demand projection model.
- Know District contact person(s) for specific programs.
- Learn from experiences of other utilities throughout the District.
- Know what programs the District offers utilities.
- Streamline water use permit process by understanding District requirements early on.

## What tools/programs can I learn about in this reference manual?

- Water Supply Planning
- Demand Projections
- Water Conservation Programs
- Public Education Programs and Grants
- Groundwater Resource Assessment
- Reclaimed Water
- Landscape Ordinances
- Water Shortage Orders
- District Rules
- Land-Use Transition
- Alternative Water Supplies
- Cooperative Funding
- Water-Conserving Rate Structures
- Regional Water Supply Authorities
- Minimum Flows and Levels
- Additional Contacts

## For more information, contact:

- **District Water Supply & Resource Development Section: 1-800-423-1476, ext. 4215**
- **District web site: [www.WaterMatters.org](http://www.WaterMatters.org)**

# Water Conservation

---

---

## What is water conservation?

Water conservation is the beneficial reduction of water use through:

- Modification of water use practices.
- Reduction of unaccounted-for losses.
- Installation and maintenance of hardware including low-volume water use systems, processes, fixtures or devices.

## How does water conservation benefit a utility?

- Extends the ability of existing supplies to meet needs
- Contributes to reduced per capita use, thereby helping a utility qualify for a 20-year permit
- Extends the time frame and defers costs for developing additional capacities or other supplies that require large capital investment
- Reduces conservation program costs by as much as 50 percent for a utility receiving funding through the District's Cooperative Funding Initiative
- Provides opportunity for up to \$5,000 for education programs funded through the District's Community Education Grant program

## What financial incentives can be implemented for water conservation programs?

- Toilet replacements
- Plumbing retrofit kits
- Clothes washer replacements
- Pre-rinse spray valve replacements
- Urinal replacements
- Large landscape surveys
- Water budgeting
- Industrial, commercial, institutional facility water use efficiency surveys
- Water-efficient landscape and irrigation evaluations
- Soil moisture sensor device rebates
- Rain sensor device rebates

## For more information, contact:

- **District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4285**
- **District Water Conservation web page: [www.WaterMatters.org/conservation](http://www.WaterMatters.org/conservation)**
- **District Cooperative Funding Initiative web page: [www.WaterMatters.org/business/coopfunding/](http://www.WaterMatters.org/business/coopfunding/)**
- **District Water Conservation Program Model web page: [www.WaterMatters.org/conservation/wcm](http://www.WaterMatters.org/conservation/wcm)**
- **Alliance for Water Use Efficiency: [www.allianceforwaterefficiency.org/](http://www.allianceforwaterefficiency.org/)**
- **U.S. Environmental Protection Agency WaterSense Program: [www.epa.gov/watersense/](http://www.epa.gov/watersense/)**

# Water-Conserving Rate Structures

---

---

## What are water-conserving rate structures?

Well-designed water-conserving utility rate structures reinforce the notion through price signals that fresh water is an increasingly scarce and valuable resource.

## What are the elements of well-designed water-conserving rate structures?

- Fixed charges are minimized, to extent consistent with revenue stability, to maximize conservation incentive (perhaps in conjunction with rate stabilization fund).
- Wasteful use, at a minimum, is priced to reflect cost of next most expensive increment of water supply.
- Limited number of price blocks, which maximizes the volume charge between price blocks.

## How do water-conserving rate structures benefit a utility?

- Reduce demand to achieve compliance with pumpage or per capita water use requirements while maintaining revenues
- Increase funding potential for conservation programs
- Increase incentive for customer participation in water conservation programs
- Delay need for costly water supply infrastructure development

## What are the benefits of water-conserving rate structures to customers?

- Can maximize savings to customers that reduce wasteful water use
- May provide price signal to customers of future supply costs for conservation planning
- Can provide nondiscretionary water use at a lower cost

## What assistance does the District provide?

- Free WATERATE software to simulate the impact of changes in price and rate structure on water use and revenues
- Free periodic training and consultant assistance with the use of WATERATE software

## For more information, contact:

- District Planning Department: 1-800-423-1476, ext. 4402
- District Water Rates web page: [www.WaterMatters.org/conservation/waterrates/](http://www.WaterMatters.org/conservation/waterrates/)

# Leak Detection

---

---

## What is leak detection?

Leak detection is the systematic search for leaks within a utility's distribution system. While many leaks are detected when utility personnel or citizens observe water flowing out of the ground, an effective leak detection program uses electronic equipment to identify leak sounds and to pinpoint the precise locations of underground leaks. Because leaks can develop at any time, detection should be an ongoing program rather than a one-time project.

## How does leak detection benefit a utility?

- Reduces demands on drinking water supplies by reducing preventable water loss
- Reduces water production, water treatment chemicals and pumping costs
- Reduces overtime costs when leaks are discovered and repaired during normal business hours
- Reduces liability for personal injury and property damage resulting from washouts
- Promotes public perception that utility is doing its part to conserve water supplies
- Integrates leak detection activities into day-to-day utility operations
- Reduces revenue losses

## How does a utility conduct a free leak detection effort with the District?

- Contact District leak detection expert (1-800-423-1476, ext. 4198) and schedule a date for inspection
- Provide District staff with knowledge about a utility's distribution system to assist leak detection expert with analysis
- Upon detection completion, receive a formal report listing all findings from the District

## Self-completed leak detection methods:

- Zone measurements
- Acoustic surveys
  - Involves "listening" to distribution infrastructure for leak sounds
  - Easy to learn
  - Survey equipment relatively inexpensive; most leaks can be located with survey instrument

## For more information, contact:

- **District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4285**
- **District Water Conservation web page: [www.WaterMatters.org/conservation](http://www.WaterMatters.org/conservation)**
- **District Cooperative Funding Initiative web page: [www.WaterMatters.org/business/coopfunding/](http://www.WaterMatters.org/business/coopfunding/)**
- **Alliance for Water Use Efficiency – Water Loss Control web site/library: [www.WaterMatters.org/AWEResourceLibrary](http://www.WaterMatters.org/AWEResourceLibrary)**
- **American Water Works Association – Manual M36 – Water Audits and Leak Detection – ISBN 978-1-58321-631-6 – Catalog No. 30036**

# Toilet/Urinal Retrofits and Rebates

---

---

## What are toilet/urinal retrofits and rebates?

Replacement or retrofitting, for a rebate or credit, of pre-1995 residential and nonresidential toilets with newer water-efficient models that are consistent with Florida Plumbing Code and Energy Policy Act of 1992

## What are the benefits of toilet rebates to a utility?

- Provide economic benefits by delaying costly water system expansions
- Reduce the need to discharge wastewater effluent to surface waters
- Reduce stress on environmental systems
- Reduce stress on potable-quality drinking water supplies
- Combine all major indoor retrofits into one project
- Create opportunity to provide water conservation information to participants

## What is a utility's involvement in running a toilet rebate program?

- Obtain assurance that replaced fixtures are pre-1995 (3.5 gallons per flush or greater) and that replacements are ultra-low-volume (ULV) toilets/urinals, which use up to 1.6 gallons per flush (gpf), or high-efficiency toilets (HETs) that use up to 1.28 gpf
- Provide 100 percent inspection and collection of fixture replacement
- Provide assurance that replaced toilets are disposed of properly
- Educate participants on proper maintenance practices to ensure ULV or HET toilets continue to conserve water
- Promote program by utilizing community newspapers, newsletters, the web, bill stuffers and local government TV

## Projects implemented:

- Manatee County Indoor Water Conservation Project: [www.WaterMatters.org/ManateeToiletRebates](http://www.WaterMatters.org/ManateeToiletRebates)
- St. Petersburg Toilet Replacement Program: [http://www.stpete.org/water/conservation\\_programs.asp](http://www.stpete.org/water/conservation_programs.asp)

## For more information, contact:

- **District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4285**
- **District Water Conservation web page: [www.WaterMatters.org/conservation](http://www.WaterMatters.org/conservation)**
- **District Cooperative Funding Initiative web page: [www.WaterMatters.org/business/coopfunding/](http://www.WaterMatters.org/business/coopfunding/)**
- **U.S. Environmental Protection Agency WaterSense Program: [www.epa.gov/watersense/](http://www.epa.gov/watersense/)**
- **Toilet performance testing: [www.allianceforwaterefficiency.org/MaP-main.aspx](http://www.allianceforwaterefficiency.org/MaP-main.aspx)**

# Pre-Rinse Spray Valve Rebate/Retrofit Programs

---

---

## What are pre-rinse spray valve rebate/retrofit programs?

Pre-rinse spray valve rebate/retrofit programs are designed to replace high water use spray valves with high-efficiency low water use spray valves. Pre-rinse spray valves are commonly used in locations such as hospital labs, school cafeterias and in the general hospitality industry to pre-rinse smallwares or other items prior to washing. Older, less efficient spray nozzles typically use about 4 to 6 gallons per minute. These rebate/retrofit programs can reduce the volume of rinse water to 1.6 gallons per minute and result in 200–300 gpd savings per nozzle replaced.

## How do pre-rinse spray valve rebate/retrofit programs benefit a utility?

- Water use for rinsing reduced by up to 60 percent
- Energy use for hot water reduced by up to 60 percent
- Very cost-effective program (\$/Kgal) when compared with other alternative water supply projects

## What is a utility's involvement in running a spray valve rebate/retrofit program?

- Provide 100 percent inspection of fixture replacement
- Provide assurance that replaced valves are disposed or recycled
- Educate participants on proper maintenance practices to ensure valves continue to conserve water
- Promote program by utilizing industry newsletters, community newspapers, the web, bill stuffers and local government TV

## Projects implemented:

- City of St. Petersburg: [http://www.stpete.org/water/conservation\\_programs.asp](http://www.stpete.org/water/conservation_programs.asp)
  - Targeted food establishments with less efficient pre-rinse spray valves
  - Replacement valves (up to \$23 value) offered free to customers
  - Program issued 287 valves and generated 73,603 gpd savings
- Pinellas County: [www.pinellascounty.org/utilities/PDF/nozzler.pdf](http://www.pinellascounty.org/utilities/PDF/nozzler.pdf)
  - Targeted food and nonfood establishments with less efficient rinse nozzles
  - Replacement valves (\$24 value) offered free to customers
  - Pilot program with 100 valves targeting schools generated 22,500 gpd savings
  - Full program with 583 valves to be issued anticipated to save 131,175 gpd

## For more information, contact:

- District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4285
- District Cooperative Funding Initiative web page: [www.WaterMatters.org/business/coopfunding/](http://www.WaterMatters.org/business/coopfunding/)
- Applicable info from the EPA Act of 2005: [www.tsbrass.com/images/b0107\\_EPAAct2005Exerpts.pdf](http://www.tsbrass.com/images/b0107_EPAAct2005Exerpts.pdf)
- Third-party pre-rinse spray valve performance study: [www.WaterMatters.org/AllianceForWaterEfficiency](http://www.WaterMatters.org/AllianceForWaterEfficiency)
- Federal Energy Management Program purchasing specs: [www.eere.energy.gov/femp/pdfs/pseep\\_spray\\_valves.pdf](http://www.eere.energy.gov/femp/pdfs/pseep_spray_valves.pdf)
- U.S. EPA WaterSense Program Specifications: [www.epa.gov/watersense/pp/prsv.htm](http://www.epa.gov/watersense/pp/prsv.htm)



# Rain Sensor and Soil Moisture Sensor Device Rebates

---

---

## What are rain/soil moisture sensor device rebates?

Rain sensors and soil moisture sensors are technologies that inhibit or interrupt the operation of an automatic inground irrigation system during periods of sufficient moisture. Projects of this type deal with the installation of a rain sensor or soil moisture sensor device for a rebate or credit.

## How does installing rain/soil moisture sensor devices benefit a utility?

- Reduces stress on potable-quality drinking water supplies
- Decreases cost (\$/Kgal) when compared to traditional or alternative water supply projects
- Creates opportunity for projects that may qualify utilities to receive funding from the District's Cooperative Funding Initiative
- Reduces runoff caused by over-irrigation

## What's involved in running a rain/soil moisture sensor device rebate program?

- Target customers with high, inefficient irrigation water use
- Determine if rain sensor and soil moisture sensor installation projects can stand alone or should be a component of irrigation evaluations
- Adopt an ordinance or amend any existing ordinances, as described in Senate Bill 494, requiring all automatic irrigation systems to use technology that inhibits or interrupts operation of the irrigation system during periods of sufficient moisture
- Provide assurance (i.e., inspection) that devices are properly installed, operated and will be maintained to guarantee long-term effective operation
- Educate participants on proper irrigation and sensor maintenance practices to ensure devices remain a water-conserving element of the irrigation system
- Promote program by utilizing community newspapers, newsletters, the web, bill stuffers and local government TV

## Projects implemented:

- Hernando County Rain Sensor Rebate Program installed 422 rain sensors and saved 21,100 gpd.
- St. Petersburg Sensible Sprinkling Program installed 782 rain sensors and saved 39,100 gpd.
- Braden River Soil Moisture Sensor Rebate Project is anticipated to install up to 400 soil moisture sensors with estimated savings up to 80,000 gpd.

## For more information, contact:

- **District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4197**
- **District Water Conservation web page: [www.WaterMatters.org/conservation](http://www.WaterMatters.org/conservation)**
- **District Cooperative Funding Initiative web page: [www.WaterMatters.org/business/coopfunding/](http://www.WaterMatters.org/business/coopfunding/)**
- **Environmental Protection Agency's WaterSense Program: [www.epa.gov/watersense/](http://www.epa.gov/watersense/)**

# Clothes Washer Rebates

---

---

## What are clothes washer rebate programs?

Clothes washer rebate or replacement programs are designed to replace high water use clothes washers with high-efficiency, low water use clothes washers. These programs can reduce the volume of water used for clothes washing to about 20 gallons per load for efficient commercial washers (coin-operated) and 11–27 gallons per load for efficient residential washers (single-family, common area and in-unit multifamily). Less efficient clothes washers typically use about 30 gallons per load for commercial washers and 32–43 gallons per load for residential washers. Clothes washer rebates are applicable to single-family, multifamily and commercial public supply sectors.

## What are the benefits of clothes washer rebate programs?

- Reduce demands on drinking water supplies
- Reduce the amount of detergent needed
- Reduce water use for washers by up to 50 percent
- Reduce energy use for washers by up to 70 percent
- Reduce energy used for dryers

## What is involved in running a clothes washer rebate program?

- Program must be administered through a contracted service or by utility staff.
- Rebates must be provided either by check or by utility credit.
- Rebate/retrofit program participants must sign affidavit stating clothes washer will remain with the location for its lifetime of anticipated savings (approximately 20 years).

## Project implemented:

- Miami-Dade County: [www.miamidade.gov/conservation/home\\_washer\\_rebate.asp](http://www.miamidade.gov/conservation/home_washer_rebate.asp)
  - Targeted single-family residences with less efficient clothes washers.
  - Rebates of \$150 were offered for purchasing high-efficiency clothes washers.
  - ENERGY STAR® had to have a modified energy label of 2.2 or higher and a water factor of 4.5 or less.
  - Issued 773 rebates, which saved 12,368 gpd.
  - Program won Best of Class Water Conservation Awards for Excellence at 2008 Fall Conference of the Florida Section of the American Water Works Association.

## For more information, contact:

- **District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4285**
- **District Water Conservation web page: [www.WaterMatters.org/conservation](http://www.WaterMatters.org/conservation)**
- **District Cooperative Funding Initiative web page: [www.WaterMatters.org/business/coopfunding/](http://www.WaterMatters.org/business/coopfunding/)**
- **Tampa Bay Water Conservation BMPs: [www.tampabaywater.org/documents/conservation/PotableWaterConservationBMPs2004.pdf](http://www.tampabaywater.org/documents/conservation/PotableWaterConservationBMPs2004.pdf)**
- **ENERGY STAR specifics: [www.energystar.gov/index.cfm?c=home.index](http://www.energystar.gov/index.cfm?c=home.index)**

# Landscape and Irrigation Evaluations and Rebates

---

---

## What are landscape and irrigation evaluations and rebates?

Landscape and irrigation evaluations and rebates involve the analysis of existing landscape and/or irrigation systems, recommendations for efficiency improvements, inspection and installation of a soil moisture or rain sensor device and an optional rebate for implementing the recommendations. Landscape and irrigation evaluations and rebates are applicable in the public supply residential, nonresidential and recreational/aesthetic sectors, as well as to public supply customers who use a nonpublic supply source for irrigation, such as a shallow well.

## What are the benefits of evaluations and rebates to utilities?

- Reduced water use, provide the ability to defer expensive capital improvement projects
- Increased cost-effectiveness (\$/Kgal), compared to traditional or alternative water supply projects
- Reduced environmental impacts of producing potable water
- Targeted area (traditionally largest) of outdoor water use in the residential sector
- Reduced nonpoint-source pollution (fertilizer/pesticides) which, in turn, contributes to the local government's strategy for dealing with TMDLs in impaired waters

## What should be considered when running an evaluation and rebate program?

- Local governments should adopt a landscape and irrigation ordinance to support the program's efforts.
- Evaluators should be certified irrigation auditors.
- Participants should receive a baseline irrigation schedule according to seasonal conditions and additional recommendations to improve irrigation system efficiency.
- Rebates in the form of utility credits or a check should be made available to participants for reimbursement of costs associated with implementation of efficiency recommendations.

## Projects implemented:

- City of Tampa Sensible Sprinkling Program: [www.WaterMatters.org/TampaSensibleSprinkling](http://www.WaterMatters.org/TampaSensibleSprinkling)
- City of St. Petersburg Sensible Sprinkling Program: [www.WaterMatters.org/news/article/923/](http://www.WaterMatters.org/news/article/923/)

## For more information, contact:

- **District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4214**
- **District Water Conservation web page: [www.WaterMatters.org/conservation](http://www.WaterMatters.org/conservation)**
- **District Cooperative Funding Initiative web page: [www.WaterMatters.org/business/coopfunding/](http://www.WaterMatters.org/business/coopfunding/)**
- **Alliance for Water Use Efficiency – Water Loss Control web site/library: [www.allianceforwaterefficiency.org/resource-library/](http://www.allianceforwaterefficiency.org/resource-library/)**

# Large Landscape Water Use Surveys

---

---

## What are large landscape water use surveys?

Large landscape surveys are designed to reduce peak demand by improving the outdoor irrigation efficiency of accounts with landscapes larger than one acre. Large landscape water use surveys are applicable in the public supply nonresidential, industrial/commercial, mining/dewatering and recreational/aesthetic water use sectors.

## What are the benefits of large landscape water use surveys?

- Provide ability to defer expensive capital improvement projects
- Reduce environmental impacts of producing potable water
- Allow a utility to address a relatively small group of customers associated with a large use of water
- Assist in reduction of nonpoint-source pollution (fertilizer/pesticides) which, in turn, contributes to strategy for dealing with total maximum daily loads in impaired waters

## What does a large landscape water use survey program entail?

- Potential participants are screened prior to involvement to determine true savings potential.
- Evaluation service can be performed by utility staff or through a contracted vendor.
- Evaluators should be certified as irrigation auditors.
- Participants receive a baseline irrigation schedule according to seasonal conditions and additional recommendations to improve irrigation system efficiency.
- Rebates in the form of utility credits or a check can be made available to participants for reimbursement costs associated with implementation of efficiency recommendations.

## Projects implemented:

- City of Tampa Sensible Sprinkling Program: [www.WaterMatters.org/TampaSensibleSprinkling](http://www.WaterMatters.org/TampaSensibleSprinkling)
- City of St. Petersburg Sensible Sprinkling Program: [www.WaterMatters.org/news/article/923/](http://www.WaterMatters.org/news/article/923/)

## For more information, contact:

- **District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4214**
- **District Water Conservation web page: [www.WaterMatters.org/conservation](http://www.WaterMatters.org/conservation)**
- **District Cooperative Funding Initiative web page: [www.WaterMatters.org/business/coopfunding/](http://www.WaterMatters.org/business/coopfunding/)**
- **Alliance for Water Use Efficiency – Water Loss Control web site/library: [www.allianceforwaterefficiency.org/resource-library/](http://www.allianceforwaterefficiency.org/resource-library/)**

# Industrial, Commercial and Institutional Water Use Efficiency Surveys

---

---

## What are industrial, commercial and institutional water use efficiency surveys?

Industrial, commercial and institutional (ICI) water use efficiency surveys involve the evaluation of water use in nonresidential facilities, recommendations for improvements in efficiency of water use, payback periods based on the efficiency recommendations and a financial incentive (rebate/credit) for the implementation of any efficiency recommendations. ICI water use efficiency surveys are applicable in the public supply nonresidential as well as in the mining/dewatering and recreational/aesthetic water use sectors.

## What are the benefits of ICI water use efficiency surveys to a utility?

- Provide ability to defer expensive capital improvement projects
- Reduce environmental impacts of producing potable water
- Allow a utility to address a relatively small group of customers associated with a large use of water
- Target both indoor and outdoor water use for each participating nonresidential customer
- Offer a more cost-effective solution than alternative water supply projects
- Provide recommended ways to also conserve energy associated with water use

## What is involved in running an ICI water use efficiency survey?

- Targeting of nonresidential customers that use water for a variety of reasons, including as a raw material, as a coolant, as a solvent, as a source of energy and as a source of pressure, as well as in the traditional domestic capacities such as plumbing fixtures and irrigation
- Analysis of account level nonresidential water use by business type to target the least-efficient users
- Evaluation of individual components of water use within a nonresidential facility including sanitary uses, heating and cooling uses, kitchen uses, irrigation, manufacturing uses and miscellaneous uses
- Inclusion of other water conservation programs such as toilet rebates and irrigation evaluations
- Creation of evaluations that can be conducted by utility staff, contracted vendors or in partnership with performance contractors

## Projects implemented:

- City of Tampa ICI Water Use Efficiency Surveys: [www.WaterMatters.org/TampaWaterUseEfficiencySurvey](http://www.WaterMatters.org/TampaWaterUseEfficiencySurvey)
- Pinellas County Utilities Commercial-Industrial Water Use Program: [www.pinellascounty.org/utilities/PDF/program-overview.pdf](http://www.pinellascounty.org/utilities/PDF/program-overview.pdf)

## For more information, contact:

- **District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4214**
- **District Water Conservation web page: [www.WaterMatters.org/conservation](http://www.WaterMatters.org/conservation)**
- **District Cooperative Funding Initiative web page: [www.WaterMatters.org/business/coopfunding/](http://www.WaterMatters.org/business/coopfunding/)**
- **Alliance for Water Use Efficiency Library: [www.allianceforwaterefficiency.org/resource-library/](http://www.allianceforwaterefficiency.org/resource-library/)**

# Landscape and Irrigation Ordinances

---

---

## What are landscape and irrigation ordinances?

Landscape and irrigation ordinances are local laws designed to establish outdoor standards for the efficient use of water, the reduction of nonpoint-source pollution, the limited use of exotic/invasive plants, the establishment of shade requirements and the cooling of hot urban environments, the establishment of watering days, restriction enforcement and fine structure. Landscape codes also typically provide for the construction of such site facilities as parking lots, site service areas, pavements, urban walls, landscape buffers, irrigation systems and visual screens. They also provide for the prevention of soil erosion, allowing rainwater to filter back into the ground, and the design of yard plantings that serve a variety of uses.

## What are the benefits of landscape and irrigation ordinances to a utility?

- Provide the ability to defer expensive capital improvement projects by reducing water use
- Reduce the environmental impacts of producing potable water
- Assist in the reduction of nonpoint-source pollution (fertilizer/pesticides/algicides) which, in turn, contributes to the strategy for dealing with total maximum daily loads in impaired waters
- Allow a utility the ability to spread out watering days in an effort to minimize peak demands that are too large for the utility's treatment and distribution capacity
- Serve as a vehicle for the promotion of Florida-Friendly Landscaping™
- Prepare customers for extreme weather events such as droughts
- Provide the authority to locally enact and enforce District water shortage orders

## What is involved when developing landscape and irrigation ordinances?

- Using established landscape and irrigation ordinances to develop a utility-specific version
- Scheduling and conducting public comment periods
- Undergoing a thorough legal review
- Obtaining approval of representative officials
- Training of enforcement staff
- Communicating new requirements to the public

## What are some examples of landscape and irrigation ordinances?

- Sarasota County: [www.WaterMatters.org/SarasotaOrdinances](http://www.WaterMatters.org/SarasotaOrdinances)
- Pinellas County: [www.WaterMatters.org/PinellasOrdinances](http://www.WaterMatters.org/PinellasOrdinances)
- City of St. Petersburg: [www.WaterMatters.org/StPetersburgOrdinances](http://www.WaterMatters.org/StPetersburgOrdinances)

## For more information, contact:

- **District Water Conservation Section: 1-800-423-1476, ext. 4214**
- **District's Florida-Friendly Landscaping web page: [www.WaterMatters.org/yards/](http://www.WaterMatters.org/yards/)**
- **Florida Irrigation Society: [www.fisstate.org/](http://www.fisstate.org/)**
- **UF/IFAS Extension: [www.solutionsforyourlife.ufl.edu/](http://www.solutionsforyourlife.ufl.edu/)**
- **Alliance for Water Efficiency – Landscape & Irrigation Codes and Standards: [www.allianceforwaterefficiency.org/Codes and Standards Library Content Listing.aspx](http://www.allianceforwaterefficiency.org/Codes%20and%20Standards%20Library%20Content%20Listing.aspx)**

# Water Supply Planning

---

---

## Why plan for water supply?

- To meet statutory requirements
- To ensure adequate water supply for current and future residents
- To plan for alternative sources that take time to develop and finance — easy, inexpensive water sources are becoming harder to find
- To ensure local needs are considered by regional water supply authorities and the District
- To strengthen position to compete for funding assistance

## What is included in a water supply plan?

Water supply plans typically include two core elements: projections of future water demand and an identification of viable water sources to meet those demands. A complete plan should include water conservation and the use of reclaimed water to offset the use of potable supply sources. Local government and utility plans need to consider the facilities necessary to withdraw, treat, store and distribute water, along with funding sources.

## Who prepares water supply plans?

- Each water management district is required by statute to prepare a regional water supply plan (RWSP) for areas where existing water supply sources are not anticipated to meet projected 20-year needs.
- Cities and counties are required to prepare 10-year Water Supply Facilities Work Plans as part of their comprehensive plans if they are in an area covered by a RWSP.
- Though not required by the District, regional water supply authorities prepare formal plans detailing how water will be provided to their member governments.
- Individual utilities often prepare utility master plans, which are not required but could provide the basis for a required work plan.

## When are water supply plans prepared?

RWSPs are updated every five years (next update in late 2010). Local government work plans must be updated within 18 months after a RWSP update. The District's 2010 update will cover the entire District, meaning all 98 local governments in the District will be required to include Water Supply Facilities Work Plans in their comprehensive plans.

## For more information, contact:

- **Florida Department of Community Affairs Water Supply Planning web page:** [www.dca.state.fl.us/fdcp/DCP/WaterSupplyPlanning/index.cfm](http://www.dca.state.fl.us/fdcp/DCP/WaterSupplyPlanning/index.cfm)
- **District *Regional Water Supply Plan*:** [www.WaterMatters.org/RWSP/](http://www.WaterMatters.org/RWSP/)
- **Utility & District Demographics web page (population and demand projection):** [www.WaterMatters.org/demos](http://www.WaterMatters.org/demos)
- **District Planning Department:** (352) 796-7211 or 1-800-423-1476, ext. 4400

# Demand Projections

---

---

## What types of demands are projected?

The District projects water demands for the agriculture, recreational/aesthetic, industrial/commercial, mining/dewatering and public supply water use sectors. This section will emphasize public supply demand projections. The District publishes the projections once every five years in the *Regional Water Supply Plan*; however, to assist in water use permitting and planning processes, public supply demands are updated on an annual basis. The public supply category is composed of domestic self-supply, small utilities (permitted quantities less than 100,000 gpd), large utilities (permitted quantities equal to or greater than 100,000 gpd) and additional irrigation.

## What District services can help utilities with demand projections?

- Calculated persons per household for every public supply service area
- Recent public supply service area maps
- Small area GIS model population projections
  - Parcel level population projections
  - Countywide domestic self-supply population projections
  - Small utility population projections
  - Large utility population projections
  - Net commuter and tourist population projections
- Recent five-year average unadjusted gross per capita water use calculations
- Detailed population and demand projection methodology
- Preapplication water use permitting checklist and reviews

## How can these services benefit utilities?

- Water use permitting consistency
- Planning consistency
  - Capital improvement plans
  - Water supply planning
  - 10-year Water Supply Facilities Work Plan
- Methodology development
- Cost savings from using existing model

## For more information, contact:

- **District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4285**
- **Utility & District Demographics web page: [www.WaterMatters.org/demos](http://www.WaterMatters.org/demos)**



# Groundwater Resource Assessment

---

---

## What is a groundwater resource assessment?

Groundwater resource assessments are studies that collect information needed to characterize the aquifer systems to estimate the effects of groundwater withdrawals on water resources in the area. Most of the water supply within the District is withdrawn from groundwater sources, primarily the Upper Floridan aquifer. Assessments are needed because excessive withdrawals from this aquifer in some areas of the District have resulted in saltwater intrusion and impacts to lakes, wetlands and streams. A principal goal of groundwater resource assessments is to determine the sustainable quantities of groundwater that can be withdrawn.

## What are the benefits of a groundwater resource assessment to utilities?

- Identification of resources of concern
- Implementation of hydrologic monitoring networks
- Development of analytical and modeling tools to quantify effects of withdrawals
- Planning strategies for withdrawal locations and mitigation of impacts
- Identification of potential timing for alternative water supply development

## What is included in a groundwater resource assessment?

- Collection of geologic data and determination of aquifer characteristics
- Implementation of hydrologic and water quality monitoring networks
- Development of analytical and modeling tools to predict effects of different factors on water levels
- Determination of connectivity of groundwater between aquifers, rivers, lakes, streams, springs and sinkholes

## What are some specific uses of groundwater resource assessments?

- Water use/environmental resource permitting
- Identification of water use caution areas
- Establishment of minimum flows and levels
- Regional monitoring and management
- Source water protection

## For more information, contact:

- District Hydrologic Evaluation Section: 1-800-423-1476, ext. 4240
- District Projects & Programs web page: [www.WaterMatters.org/projects](http://www.WaterMatters.org/projects)
- Florida Department of Environmental Protection's Water Resource Management web page: [www.dep.state.fl.us/water](http://www.dep.state.fl.us/water)

# Regional Water Supply Authorities

---

---

## What is a regional water supply authority?

A regional water supply authority (RWSA) is a voluntary cooperative that exists between local governments to manage water resources. Member counties and cities work together in a cost-effective way to ensure that a particular region has enough quality water for all its users. They generally own or manage facilities to withdraw water from the aquifer or surface water sources, such as lakes and rivers, to wholesale to their member governments. By operating in this manner, withdrawals from isolated areas can be integrated, resulting in a regional system framework that can reduce adverse environmental impacts.

## What benefits do regional water supply authorities provide?

- Environmental impacts of withdrawals are easier to manage regionally.
- Flexibility occurs in managing supplies — groundwater and surface water withdrawals can take advantage of higher seasonal water levels and flows.
- Emergency supply interruptions are easier to manage.
- Large collective water supply projects typically cost less than several smaller individual projects of equal total production capacity (economy of scale).

## Who are the regional water supply authorities within the District?

- Withlacoochee Regional Water Supply Authority (WRWSA): The membership includes Citrus, Hernando, Marion and Sumter counties, the municipalities in these counties and the City of Ocala. Currently, the WRWSA only provides water within Citrus County.
- Tampa Bay Water: Provides water to the water utilities of Hillsborough, Pasco and Pinellas counties, and the cities of New Port Richey, Tampa and St. Petersburg.
- Peace River Manasota Regional Water Supply Authority (PRMRWSA): The membership includes Charlotte, DeSoto, Manatee and Sarasota counties. Additionally, the City of North Port purchases treated water from the authority.

## How does the District assist regional water supply authorities and their members?

Alternative water supply projects owned, operated and controlled by a RWSA receive the highest priority for District funding. To be eligible for District funding, water supply projects for local governments who are RWSA members or customers must be submitted through the RWSA. Furthermore, nonmember local governments within the service area of a RWSA must get a written statement from the RWSA ensuring that their proposed project is compatible with the RWSA's plans.

## For more information, contact:

- **District Water Supply & Resource Development Section: 1-800-423-1476, ext. 4215**
- **Withlacoochee Regional Water Supply Authority: [www.wrwsa.org](http://www.wrwsa.org) or 1-850-385-0220 or (352) 796-4970**
- **Tampa Bay Water: [www.tampabaywater.org](http://www.tampabaywater.org) or (727) 796-2355**
- **Peace River Manasota Regional Water Supply Authority: [www.regionalwater.org](http://www.regionalwater.org) or (941) 316-1776**
- **[www.WaterMatters.org/CoopFundingBoardPolicy](http://www.WaterMatters.org/CoopFundingBoardPolicy)**

# Alternative Water Supplies

---

---

## Why use alternative water supplies?

A majority of the water used within the District comes from traditional groundwater sources. Excessive groundwater pumping can lower water levels in lakes and wetlands, reduce river flows and lead to saltwater intrusion. To meet existing and growing demands, the District encourages the development and use of alternative water supplies. In fact, District rules require an evaluation of the feasibility of using alternative water supplies when applying for a water use permit. It is recommended that the utility discuss its options with Regulatory staff during preapplication meetings. The District's *Regional Water Supply Plan* shows there are sufficient alternative water supplies to meet future demands.

## What are the different types of alternative water supplies?

- Conservation
- Seawater
- Brackish surface water and brackish groundwater
- Surface water harvested predominantly during wet-weather flows
- Reservoirs
- Aquifer storage and recovery
- Downstream augmentation of water bodies with reclaimed water
- Stormwater
- Reclaimed water
- Any other water supply source that is designated as nontraditional for a water supply planning region in the applicable regional water supply plan

## How are alternative water supply projects funded?

The District provides funding for alternative water supply projects through the Cooperative Funding Initiative. Depending on size and scope of the project, funding may be provided by the Governing Board and/or one or more Basin Boards. State and federal funding may also be available. A utility that receives District funding must develop a rate structure that promotes water conservation.

## For more information, contact:

- **District Resource Projects Department: 1-800-423-1476, ext. 4227**
- **District Alternative Water Supplies Annual Report: [www.WaterMatters.org/reclaimed/](http://www.WaterMatters.org/reclaimed/)**
- **District brochure on water supply: [www.WaterMatters.org/publications/files/watersupply.pdf](http://www.WaterMatters.org/publications/files/watersupply.pdf)**
- **District *Regional Water Supply Plan*: [www.WaterMatters.org/RWSP/](http://www.WaterMatters.org/RWSP/)**

# Reclaimed Water

---

---

## What is reclaimed water?

Reclaimed water is wastewater that has received at least secondary treatment, is disinfected and is used for a beneficial purpose, such as irrigation.

## What are the possible benefits of reclaimed water to utilities?

- Provides economic benefits by delaying costly potable water system expansions
- Eliminates the need to discharge wastewater effluent to surface waters
- Reduces stress on environmental systems
- Reduces stress on potable-quality drinking water supplies
- Offsets (replaces) traditional potable water used for irrigation
- Qualifies utilities to receive funding from the District's Cooperative Funding Initiative if projects beneficially use reclaimed water
- Increases irrigation options due to fewer restrictions on reclaimed water
- Encourages users to utilize less potable drinking water due to the lower cost of reclaimed water
- Helps utilities qualify for a 20-year water use permit

## How can reclaimed water be used?

- Irrigation
- Street-sweeping
- Power generation coolant water
- Decorative fountains
- Fire protection (purple fire hydrants)
- Dust control
- Natural systems restoration
- Vehicle washing
- Toilet flushing (institutional venues)
- Aquifer recharge
- Other industrial processes

## In what ways can reclaimed water NOT be used?

- Body-contact recreation (including swimming pools)
- Cooking or drinking
- Irrigating some vegetables, fruits and herb gardens (unless drip or seep systems are used)

## For more information, contact:

- **District Conservation & Utility Outreach Section: 1-800-423-1476, ext. 4285**
- **District Reclaimed Water web page: [www.WaterMatters.org/reclaimed](http://www.WaterMatters.org/reclaimed)**
- **WaterReuse Association: [www.watereuse.org](http://www.watereuse.org) or (703) 548-0880**
- **Florida Department of Environmental Protection: [www.dep.state.fl.us/water/reuse](http://www.dep.state.fl.us/water/reuse)**

# Cooperative Funding Initiative

---

---

## What is the Cooperative Funding Initiative?

A key program for building partnerships with local governments to create sustainable water resources, provide flood protection and enhance conservation efforts is the District's Cooperative Funding Initiative (CFI). The CFI covers up to 50 percent of the cost of projects that help create sustainable water resources, enhance conservation efforts, restore natural systems and provide flood protection. All CFI funding decisions are made by volunteer Governing and Basin Board members who are well informed on the specific resources and challenges within their individual basins.

## What projects qualify for cooperative funding?

- Alternative water supply
- Flood control
- Mapping and GIS activities
- Natural systems
- Water quality
- Water conservation
- Reclaimed water
- Education

## Six degrees of preparation:

1. Identify a project
2. Match funds
3. Ask for help
4. Know your competition
5. Check your project
6. Watch the clock

## Timeline:

- August:** Basin Boards and staff review CFI project guidelines for possible revisions and begin working with potential applicants.
- October:** Informational workshops are scheduled throughout the region.
- December:** **Applications must be filed by 2 p.m. on the first Friday of the month.**
- January:** Staff reviews applications and ranks projects by basin(s).
- February:** Basin Boards receive a copy of project proposals submitted to their basins.
- April:** District staff presents recommendations and rankings of proposals and answers questions from Basin Board members.
- June:** Projects and budgets reviewed by Basin Boards.
- September:** Final Basin Board budgets approved, including CFI projects.
- October:** Contracts awarded in new fiscal year.

## For more information, contact:

- **Your local District Community Affairs Program Manager: [www.WaterMatters.org/contact](http://www.WaterMatters.org/contact)**
- **District CFI web site: [www.WaterMatters.org/business/coopfunding/](http://www.WaterMatters.org/business/coopfunding/)**

# Community Education Grant Program

---

---

## What is the Community Education Grant program?

The District's Community Education Grant program provides opportunities for people to create community-based educational experiences that lead to the protection and conservation of Florida's ecosystem. Grants of up to \$5,000 are available for organizations or individuals to educate their community about water resources. When people participate in water resources projects near their homes, they are more likely to develop long-lasting involvement in environmental protection.

## What are the categories for Community Education Grant projects?

- Flood protection
- Natural systems
- Water conservation
- Water quality
- Watersheds

## Who can apply for a Community Education Grant?

- Utilities
- Individuals
- Community and volunteer groups
- Service clubs
- Government agencies and nongovernment organizations

## What are the components of a Community Education Grant proposal?

- Clear goal
- Measurable objective(s) that can be easily evaluated
- Justification for project's strategy
- Explanation as to how the project was chosen and how it will reach the intended audience
- Evaluation method to measure if objectives were accomplished
- Demonstration of ability to implement the project with a detailed timeline
- Understanding of the District's mission of providing a sustainable water supply for all users, including the environment

## When is the deadline for grant applications?

The deadline is typically in August. Please visit [www.WaterMatters.org/communitygrants](http://www.WaterMatters.org/communitygrants) for this year's deadline.

## For more information, contact:

- **District Communications Department: 1-800-423-1476, ext. 4779**
- **District Community Education Grant program web page:**  
[www.WaterMatters.org/communitygrants](http://www.WaterMatters.org/communitygrants)

# Water Shortage Orders

---

---

## What are water shortage orders?

Water shortage orders are temporary water use restrictions and other requirements that are declared in accordance with a state-mandated water shortage plan (Chapter 40D-21, Florida Administrative Code). This plan is included in a District rule that describes how the agency will monitor hydrologic conditions and make decisions to manage the impact of droughts and other water shortages. Management strategies include four phases of response and additional actions that can be implemented in emergency situations.

## What kinds of water use restrictions are involved?

- Lawn and landscape irrigation practices, which are more stringent than the District's year-round measures
- Full or partial bans on fountains, pressure washing, car washing and other discretionary water use
- Special requirements for all other water uses, including utility operations

## What are the responsibilities of a utility during a declared water shortage?

- Educate customers about water shortage and current restrictions
- Enforce outdoor watering restrictions
- Comply with other requirements, such as frequent status reports and strict management of line flushing
- Work with adjacent systems, regional water suppliers and District on supply augmentation options

## What assistance does the District provide?

- Emergency authorizations for water supply supplementation, if needed to protect public health and safety
- Public service advertisements and other messaging with joint or coordinated media efforts
- Order-specific presentations for special events, enforcement training and web site materials
- Model ordinance that addresses both year-round measures and water shortage restrictions
- Courtesy review of draft local ordinances to make sure they meet or exceed District's requirements
- Telephone and email hotline services for utility staff, other enforcement agencies and general public

## For more information, contact:

- **District Demand Management Program's hotline at 1-800-848-0499 or [water.restrictions@WaterMatters.org](mailto:water.restrictions@WaterMatters.org)**
- **District web site: [www.WaterMatters.org/conservation/restrictions](http://www.WaterMatters.org/conservation/restrictions)**
- **Your regional water supplier, if applicable, for any preplanned cooperative response efforts**
- **Your local fire rescue organizations — to coordinate line flushing with hydrant testing when possible**

# Year-Round Water Conservation Measures

---

---

## What are year-round water conservation measures?

Year-round water conservation measures are part of a specific District rule (Chapter 40D-22, Florida Administrative Code). This rule mostly focuses on allowable irrigation practices, including lawn and landscape watering, that are in effect when there is no drought or other declared water shortage. The District generally uses the term “measures” instead of “restrictions” to distinguish the year-round practices from stricter watering limits that can be imposed during a water shortage. These practices are meant to reduce wasteful irrigation habits and to help condition lawns for drought survival.

## What kinds of measures are involved?

- Twice-per-week limit on lawn watering, with even and odd addresses having different watering days
- Specific morning and evening times during which necessary irrigation should be accomplished
- Automatic exemptions for appropriate use of micro-irrigation, lawn chemicals and new plant material
- Special requirements for athletic fields, golf courses and agriculture

## Who is involved in promoting and enforcing these measures?

- Each utility is encouraged to educate its customers about these measures as part of ongoing water conservation efforts.
- City and county governments are required to enforce these measures.
- Local governments may have equivalent or more stringent local measures; however, they must have District approval to apply local measures to any water source other than the utility’s potable system.

## What assistance does the District provide?

- Model ordinance addressing both year-round measures and water shortage restrictions
- Courtesy review of draft local ordinances to make sure they meet or exceed District’s requirements
- Telephone and email hotline services for utility staff, other enforcement agencies and the general public

## For more information, contact:

- **District Demand Management Program’s hotline: 1-800-848-0499 or [water.restrictions@WaterMatters.org](mailto:water.restrictions@WaterMatters.org)**
- **District web site: [www.WaterMatters.org/conservation/restrictions](http://www.WaterMatters.org/conservation/restrictions)**
- **Your county Extension office for Florida-Friendly Landscaping™ and other outdoor water conservation information**



# Minimum Flows and Levels (Environmental Flows)

---

---

## What are minimum flows and levels (MFLs)?

Florida law (Chapter 373.042, Florida Statutes) requires the state water management districts or the Department of Environmental Protection to establish MFLs for aquifers and surface water bodies to identify the limit at which further withdrawals would be significantly harmful to the water resources or ecology of the area. Rivers, streams, estuaries and springs require minimum flows, while minimum levels are developed for lakes, wetlands and aquifers.

## Why are MFLs set?

MFLs are adopted into District rules (Chapter 40D-8, Florida Administrative Code) and used in the District's water use permitting program to ensure that withdrawals do not cause significant harm to water resources or the environment. They are put in place to protect Florida's natural habitat.

## How are MFLs created?

The District collects and analyzes a variety of data for each water body to help define significant harm and for application of methods that are used to develop minimum flow or level recommendations. An essential component of the District's MFLs establishment process includes the voluntary use of peer review in which independent scientists review and comment on proposed minimum flows or levels and the methods used for their derivation. The establishment process also includes an opportunity for public review, which affords all interested stakeholders an opportunity to provide comments prior to incorporation of the flows or levels into District rules. The intent of the process is to be inclusive while developing scientifically defensible minimum flows or levels that will afford protection to the water resources and allow sustainable withdrawals to meet human needs. If actual flows or levels are below established minimum flows or levels, or are expected to be below during the next 20 years, the District develops and implements a recovery or prevention strategy (Chapter 40D-80, F.A.C.) in accordance with state law (Chapter 373.0421, Florida Statutes).

## What is the MFL priority list and schedule?

Water bodies with adopted MFLs, and those the District is currently working on or planning to work on, are identified in the District's Minimum Flows and Levels Priority List and Schedule. The list and schedule, which is updated annually, is based upon the importance of the listed waters to the state or region and the existence of potential for adverse impacts associated with water use.

## For more information, contact:

- **District MFLs web page:** [www.WaterMatters.org/projects/mfl](http://www.WaterMatters.org/projects/mfl)
- **District Ecologic Evaluation Section:** 1-800-423-1476, ext. 4235

# Land-Use Transition

---

---

## What is a land-use transition?

Land-use transition is a shorthand term for a District regulatory process that allows, under certain circumstances, the retirement of one water use to serve as mitigation for the impacts of another proposed water use. Land-use transition is only used when the impacts of a proposed water use are excessive (not meeting District rule criteria) and require mitigation. This is determined through computerized simulation modeling of the proposed water withdrawals. The District has created a Districtwide Regulation Model (DWRM) for this purpose that is available to the public so all parties (District staff, permit holders and consultants) can make impact interpretations using the same tool. District staff can assist a utility in the use of the DWRM.

## Do utilities need mitigation for proposed groundwater withdrawals?

Based on the results of the groundwater withdrawal impact analysis, the District will determine if predicted impacts are acceptable or potentially adverse to wetlands, lakes, streams, springs, minimum flows and levels, existing legal uses and off-site land uses. In many cases, additional water is available for documented reasonable demand without the need for mitigation.

## What happens if mitigation is required?

- If predicted impacts are potentially adverse, then mitigation will be required.
- District will work with applicant to determine if specific withdrawal point quantities can be decreased.
- District will work with applicant to determine if proposed withdrawal locations can be changed.
- If impacts are still unacceptable, applicant may be able to take advantage of the permanent retirement of nearby permits to offset the impacts of the proposed withdrawals.

## How is land-use transition different from transferring quantities?

In the land-use transition process, the District is not transferring quantities but rather allowing the applicant to offset their impacts with the permanent retirement of nearby permits. This is a case-by-case analysis and any mitigation allowed will depend on the location of the applicant's withdrawals, the location of any environmental features and legal existing user's withdrawals, the location of withdrawals being used as mitigation, and the allowable quantities available as mitigation. Transferring quantities would only include the withdrawal amount as a factor. The quantity of water available for mitigation is based on the legal historic water use associated with the land now undergoing land-use transition.

## For more information, contact:

- **District Regulation Department at your local service office:**
  - **Bartow: (863) 534-1448, ext. 6006**
  - **Brooksville: (352) 796-7211, ext. 4345**
  - **Sarasota: (941) 377-3722**
  - **Tampa: (813) 985-7481, ext. 2065**
- **Pre- and post-application meetings are always encouraged to help with these discussions.**

# 20-Year Water Use Permit Qualifications

---

---

## What are 20-year water use permits?

The 20-year water use permits are part of an incentive-based District program aimed to reduce reliance on fresh groundwater. Any municipality or public supply water provider can qualify for a 20-year duration water use permit at permit issuance or renewal if they are able to achieve specific conservation or reclaimed water usage goals or utilize a specific percentage of alternative water sources. This applies to general and individual permittees.

## How can a utility qualify for a 20-year water use permit?

- Commit to the development and use of alternative water supplies (AWS). AWS is defined as salt water; brackish surface water and groundwater; surface water captured predominantly during wet-weather flows; water that has been reclaimed after one or more public supply, municipal, industrial, commercial or agricultural uses; or basically any nontraditional groundwater source. The permittee must provide documentation that at least 75 percent of their total annual average daily water use will be met by using AWS within 10 years of permit issuance, **or**
- Obtain a per capita water use of less than 110 gallons per day per person (gpcd). This can be based on current documented usage or on submittal of documentation that shows how an applicant can lower their per capita water use rate to less than 110 gpcd within 10 years of permit issuance, **or**
- Demonstrate exceptional implementation of reclaimed water usage. The permittee must demonstrate that at least 75 percent of its treated domestic wastewater will be beneficially reused and that at least 75 percent of that quantity will offset existing and planned water supplies within 10 years of permit issuance.
- Document the actual implementation of whichever of the instances described above can justify the 20-year permit duration. A utility will need to document its actual implementation by the tenth year of the permit in a compliance report due at that time. If it is decided that the extraordinary conservation measures have not been implemented, the permit will expire within one year of that determination.

## What are the potential benefits of a 20-year water use permit to utilities?

- Utilities using groundwater can secure greater quantities for future growth
- Save money by not having to go through the permit renewal process every 6 to 10 years
- Better align permit periods with debt service periods for new groundwater projects that require bond funds

## For more information, contact:

- **District Regulation Department at your local service office:**
  - **Bartow: (863) 534-1448, ext. 6006**
  - **Brooksville: (352) 796-7211, ext. 4345**
  - **Sarasota: (941) 377-3722**
  - **Tampa: (813) 985-7481, ext. 2065**
- **The District's *Water Use Permit Information Manual*: [www.WaterMatters.org/WaterUsePermitInformationManual](http://www.WaterMatters.org/WaterUsePermitInformationManual)**
- **Pre- and post-application meetings are always encouraged to help with these discussions.**

# District-Provided Outreach Materials

---

---

## What type of outreach materials does the District provide a utility?

The District offers many outreach materials that a utility can use at events or as part of a marketing campaign. These materials include brochures, guides, youth publications, bill stuffers, public service advertisements (PSAs) and other printed materials designed for public distribution. A utility is welcome to place their logo on the materials before printing them.

## What are some examples of the types of brochures that are available?

- *Saving Water Indoors* (also available in Spanish)
- *Saving Water Outdoors* (also available in Spanish)
- *Daily Water Use at Home*

## What are some examples of the types of guides that are available?

- Rain barrel guide
- Retrofit guide
- Micro-irrigation guide
- Hazardous materials guide

## How does a utility use a District bill stuffer?

The District will provide the artwork for its current public service advertising campaign to a utility for printing as a bill stuffer. These designs usually include messages about water conservation or water quality.

## How does a utility use a District PSA?

The District produces PSAs to go along with its public outreach campaigns. These announcements are available to a utility to run as part of its media messaging campaigns. A utility can add its logo to the videos. In addition, sometimes a utility will join a portion of the District's media buy to increase media coverage and decrease overall placement costs.

## For more information, contact:

- **District Communications Department: 1-800-423-1476, ext. 4776**
- **District online ordering web page: [www.WaterMatters.org/publications](http://www.WaterMatters.org/publications)**

# Water CHAMP/PRO Partnerships

---

---

## What is Water CHAMP?

The District's Water Conservation Hotel and Motel Program (Water CHAMP) is a free education program that helps hotels and motels save water for Florida's future in ways that save money. Part of the program involves a linen and towel reuse program that asks participants to launder bed linens and towels only every third day of a guest's stay, unless requested otherwise by guests. Hotels and motels that participate in Water CHAMP are provided free program materials, a detailed checklist on water conservation and training opportunities.

## What is Water PRO?

The District's Water Program for Restaurant Outreach (Water PRO) is a free educational program that helps restaurants save water and money. Did you know that every glass of water brought to a table uses an additional two glasses of water during cleaning? Serving water only upon request is a great way to conserve water, save money and reduce staff time. Restaurants that participate in Water PRO are provided free program materials including employee training checklists, table tents, coasters and children's coloring sheets, all of which contain messages about conserving water. Water PRO participants also receive a free high-efficiency spray valve, usually provided by their utility.

## How can utilities become involved in Water CHAMP?

There is an opportunity for utilities to sponsor Water CHAMP by providing free water-conserving hardware for participating hotels and motels. Although there are Water CHAMP properties throughout the District's 16 counties, utilities can choose to work directly with properties in their area only. Another sponsorship opportunity includes sponsoring program materials or training documents.

## How can utilities become involved in Water PRO?

- Sponsor educational programs in participating Water PRO locations
- Provide free high-efficiency spray valves
- Provide free faucet aerators for restaurant bathrooms
- Promote the program through bill stuffers

## For more information, contact:

- District Water CHAMP/PRO coordinator: 1-800-423-1476, ext. 4782
- District Water CHAMP web page: [www.WaterMatters.org/waterchamp](http://www.WaterMatters.org/waterchamp)
- District Water PRO web page: [www.WaterMatters.org/waterpro](http://www.WaterMatters.org/waterpro)

# Index

Topic	Page Number
20-Year Water Use Permits .....	25
Alternative Water Supplies .....	17
Clothes Washer Rebates .....	8
Community Education Grant Program .....	20
Cooperative Funding Initiative.....	19
Demand Projections .....	14
District-Provided Outreach Materials .....	26
Groundwater Resource Assessment .....	15
Industrial, Commercial and Institutional Water Use Efficiency Surveys .....	11
Landscape and Irrigation Evaluations and Rebates .....	9
Landscape and Irrigation Ordinances .....	12
Land-Use Transition .....	24
Large Landscape Water Use Surveys .....	10
Leak Detection .....	4
Minimum Flows and Levels .....	23
Pre-Rinse Spray Valve Rebate/Retrofit Programs.....	6
Rain Sensor and Soil Moisture Sensor Device Rebates.....	7
Reclaimed Water.....	18
Regional Water Supply Authorities .....	16
Toilet/Urinal Retrofits and Rebates .....	5
Water CHAMP/PRO Partnerships.....	27
Water Conservation.....	2
Water Shortage Orders .....	21
Water Supply Planning.....	13
Water-Conserving Rate Structures .....	3
Year-Round Water Conservation Measures .....	22