



Broward Water Partnership

A Collaboration of Local Governments.

Dr. Jennifer Jurado, Director
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

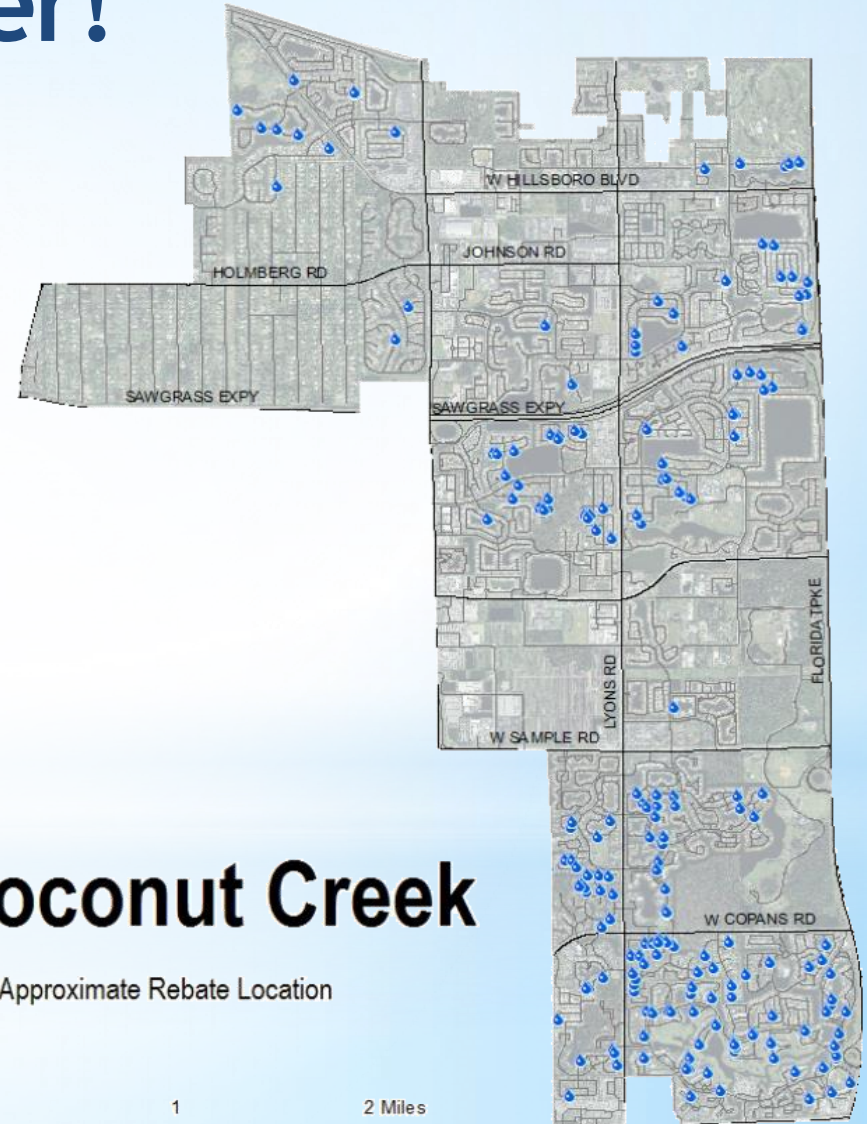


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Coconut Creek is a Great Partner!

- ❖ Provided over 425 rebates
- ❖ One of our most active partners promoting indoor water conservation
- ❖ Successfully awarded nearly \$40,000 in rebates and devices to residents
- ❖ Has been awarded \$7,500 in state funding



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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!



twitter

facebook

YouTube



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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 Coconut Creek Celebrate a Winner?

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



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bwpSwitcheroo.com

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Questions?

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