

1 RESOLUTION NO. 2021-

2 A RESOLUTION OF THE BOARD OF COUNTY
3 COMMISSIONERS OF BROWARD COUNTY, FLORIDA,
4 URGING CURRENT AND POTENTIAL PARTNERS TO
5 PURSUE AND PRIORITIZE PARTICIPATION IN AND
6 INCREASED FINANCIAL SUPPORT FOR THE REGIONAL
7 BROWARD WATER PARTNERSHIP AND THE
8 CONSERVATION PAYS PROGRAM FOR THE PERIOD OF
9 2022 THROUGH 2027; DIRECTING THAT A COPY OF THIS
10 RESOLUTION BE DISTRIBUTED AS SET FORTH HEREIN;
11 AND PROVIDING FOR SEVERABILITY AND AN
12 EFFECTIVE DATE.

13 WHEREAS, clean, high quality water resources are vital to the sustainability of the
14 environment, economy, and quality of life in Broward County;

15 WHEREAS, the Biscayne Aquifer is the primary source of drinking water for
16 Broward County and most of southeast Florida;

17 WHEREAS, as a measure for ensuring protection of the Everglades, future
18 withdrawals from the Biscayne Aquifer have been capped, resulting in increases in water
19 demand having to be met with the development of alternative water supplies;

20 WHEREAS, saltwater intrusion of the Biscayne Aquifer poses an even greater
21 constraint on regional water supplies, with sea level rise substantially accelerating the
22 rate of saltwater intrusion and posing current and future impacts to coastal wellfields and
23 regional water availability;

24 WHEREAS, the Broward Water Resources Task Force ("WRTF") was created in
2008 to identify and recommend strategies for improved water conservation and
cost-effective development of regional alternative water supplies;

WHEREAS, a specific recommendation of the WRTF was the establishment of a
regional water conservation and incentives program;

1 WHEREAS, this recommendation was endorsed by the Broward County Board of
2 County Commissioners and eighteen (18) local municipalities and water providers who
3 committed five (5) years of initial financial support for a regionally coordinated
4 conservation partnership that would later be branded as the Broward Water Partnership;

5 WHEREAS, Broward County, on behalf of the Broward Water Partnership,
6 contracted with a public relations firm to launch the Conservation Pays Program in
7 October 2011, with a focus on delivering comprehensive water conservation messaging,
8 a communitywide media campaign, and the provision of rebates and incentives to
9 encourage plumbing retrofits with water-efficient devices;

10 WHEREAS, in just over ten (10) years, the Broward Water Partnership has
11 resulted in more than 17,500 toilet rebates, distribution of 32,600 water-savings devices,
12 and 3.35 billion gallons in annual water savings through plumbing retrofits;

13 WHEREAS, as a result of the Broward Water Partnership and other regional water
14 conservation initiatives, per capita water demands within Broward County have
15 decreased a total of twenty-five percent (25%) during the last nineteen (19) years;

16 WHEREAS, increasingly, Broward municipalities and water utilities are including
17 water conservation and sustained investments in water conservation as fundamental to
18 their long-term water supply plans;

19 WHEREAS, the Broward Water Partnership constitutes an important regional
20 investment in addressing water conservation indoors and through behavioral water
21 conservation changes, in conjunction with other regional water conservation initiatives,
22 including the Regional NatureScape Irrigation Service, the annual Water Matters Day,
23 and Broward County's year-round landscape irrigation measures ordinance;

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1 WHEREAS, in order for the Broward Water Partnership to continue to deliver the
2 benefits of the Conservation Pays Program, Broward County staff recommend a
3 twenty-five percent (25%) increase in the total program budget through joint cost share
4 with current and new partners;

5 WHEREAS, a twenty-five percent (25%) increase in the total program budget
6 would support renewed contracting for public relations services and media messaging,
7 the distribution of rebates and incentives, and targeted delivery of services for low and
8 moderate income households, a focus deemed vital to the success of the Partnership and
9 that would provide enhanced support for underserved communities; and

10 WHEREAS, current and new partners are requested to pursue and prioritize
11 participation in, and financial support for, the Broward Water Partnership and
12 Conservation Pays Program at a level necessary for a twenty-five percent (25%) increase
13 in the total program budget through joint cost share agreements, NOW, THEREFORE,
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15 BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF
16 BROWARD COUNTY, FLORIDA:

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18 Section 1. The Broward County Board of County Commissioners hereby
19 encourages current and new partners in the Broward Water Partnership, including
20 Broward County agencies, local municipalities, and water suppliers, to pursue and
21 prioritize participation and enhanced financial support for delivery of the regional Broward
22 Water Partnership and the Conservation Pays Program for the period of 2022 through
23 2027.
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