



# Broward County

## Legislation Text

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### **Broward County Commission Regular Meeting**

**Director's Name:** Leonard Vialpando

**Department:** Environmental Protection

**Division:** Environmental Planning & Comm. Resilience

### **Information**

#### **Requested Action**

**MOTION TO ADOPT** Resolution No. 2021-282 urging current and potential partners to pursue and prioritize continued participation and increased financial support for the regional Broward Water Partnership and the Conservation Pays Program in 2022-2027.

#### **Why Action is Necessary**

Formal Board approval is necessary for the adoption of a Resolution.

#### **What Action Accomplishes**

Urges continued participation and an increase in financial support for the Broward Water Partnership and Conservation Pays Program by current and potential partners.

#### **Is this Action Goal Related**

Yes

#### **Previous Action Taken**

None.

#### **Summary Explanation/Background**

THE ENVIRONMENTAL PROTECTION AND GROWTH MANAGEMENT DEPARTMENT, THE ENVIRONMENTAL PLANNING AND COMMUNITY RESILIENCE DIVISION, AND THE WATER ADVISORY BOARD TO THE BROWARD COUNTY BOARD OF COUNTY COMMISSIONERS RECOMMEND APPROVAL OF THE ABOVE MOTION.

This item supports the Board's Value of "Encouraging investments in renewable energy, sustainable practices and environmental protection" and Goal 1: "Seek funding for, implement policies, and pursue projects promoting the use of alternative energies and sustainable practices" and Goal 2: "Proactively lead in the planning, design, and construction of projects supporting resilience and climate adaptation, including coordination with other entities to foster resilient design as part of the local and regional projects, especially shore protection efforts."

The Broward Water Partnership was formed in 2011 as a priority recommendation of the Broward Water Resources Task, convened to identify opportunities for improved regional coordination to deliver efficient, sustainable, and cost-effective water resource management. Broward County and eighteen municipal partners agreed to collaborate in the regional delivery of a comprehensive water conservation and incentives program. The Board of County Commissioners subsequently approved

an agreement for consultant services to assist with the development and implementation of the program (June 28, 2011, Item 51) as well as interlocal agreements with municipal partners providing the County with five years of funding (Fiscal Years 2011-2015) for administration of this "Conservation Pays" program (August 30, 2011, Item 30).

With completion of the first five-year program, Resolution No. 2015-446 was approved by the Board of County Commissioners, as a recommendation of the Water Advisory Board, urging partners to continue participation and financial support for the Broward Water Partnership and Conservation Pays program (September 9, 2015, Item 28), and the Board later approved interlocal agreements providing renewed funding for Fiscal Years 2016-2021 (December 13, 2016, Item 11).

The Conservation Pays Program and the Broward Water Partnership are now in the tenth year of implementation with more than 17,500 toilet rebates issued for high efficiency replacement toilets, distribution of 32,600 water savings devices, and 3.35 billion gallons in water savings achieved through plumbing retrofits. The Partnership has produced numerous award-winning campaigns and has broadened public engagement through websites, additional on-line tools, and social media. This comprehensive education and outreach campaign has contributed to a sustained 25% reduction in county-wide per capita water consumption since 2006.

Plans for the current year and the second program renewal were presented to the Joint Water Advisory Board (WAB) and Technical Advisory Committee (TAC) meeting on January 15, 2021. The presentation highlighted a Fiscal Year 2021 pilot project that will focus on delivery of a turn-key toilet replacement/rebate program for low- and middle- income households, intended to serve as model for a permanent component in the next contract renewal.

Demands for water conservation remain intense in the face of sea level rise and impacts of saltwater intrusion of the Biscayne Aquifer, local population growth, and constraints on regional water deliveries. In addition, there is a need for a more targeted delivery of program benefits within underserved communities. With these recognitions, and the overall need to adjust the program budget relative to the initial investment established ten years ago, on March 12, 2021, the WAB voted to transmit a resolution recommending renewed and increased financial support for the Broward Water Partnership by current and potential partners to the Board of County Commissioners.

The Resolution supports continuation and increased funding of the Conservation Pays program and the regional Broward Water Partnership for the third five-year term, with a 25% increase in the annual Fiscal Years 2022-2027 base budget for consultant services and media, to be cost-shared among the partners. Specifically, the County would provide an additional \$25,000 financial cost share for consultant services and municipal partners would collectively sharing in an additional \$25,000 match for media messaging.

### **Source of Additional Information**

Dr. Jennifer Jurado, Deputy Director and Chief Resilience Officer, Environmental Protection and Growth Management Department, 954-519-1464

### **Fiscal Impact**

#### **Fiscal Impact/Cost Summary**

This Resolution urges the continued commitment of financial support by program partners to support

the continuation of the regional Conservation Pays Program Fiscal Years 2022-2027, and an annual budget increase of 25% for consultant services and media messaging. Currently, municipal partners contribute \$100,000 annually to the media portion of the program and the County contributes \$100,000 to fund a consultant services agreement. Additional municipal cost share includes reimbursement to the County for program administration and the actual cost of toilet rebates and high efficiency plumbing devices distributed by the County on behalf of partners. With this adjusted budget, the County would receive an additional \$25,000 annually from our partners to support the program's media budget and the County would provide an additional \$25,000 annually for consultant services supporting program delivery, promotions, education and outreach (\$125,000 annually). These funds are budgeted for in the agency's Fiscal Year 2022 core budget.