

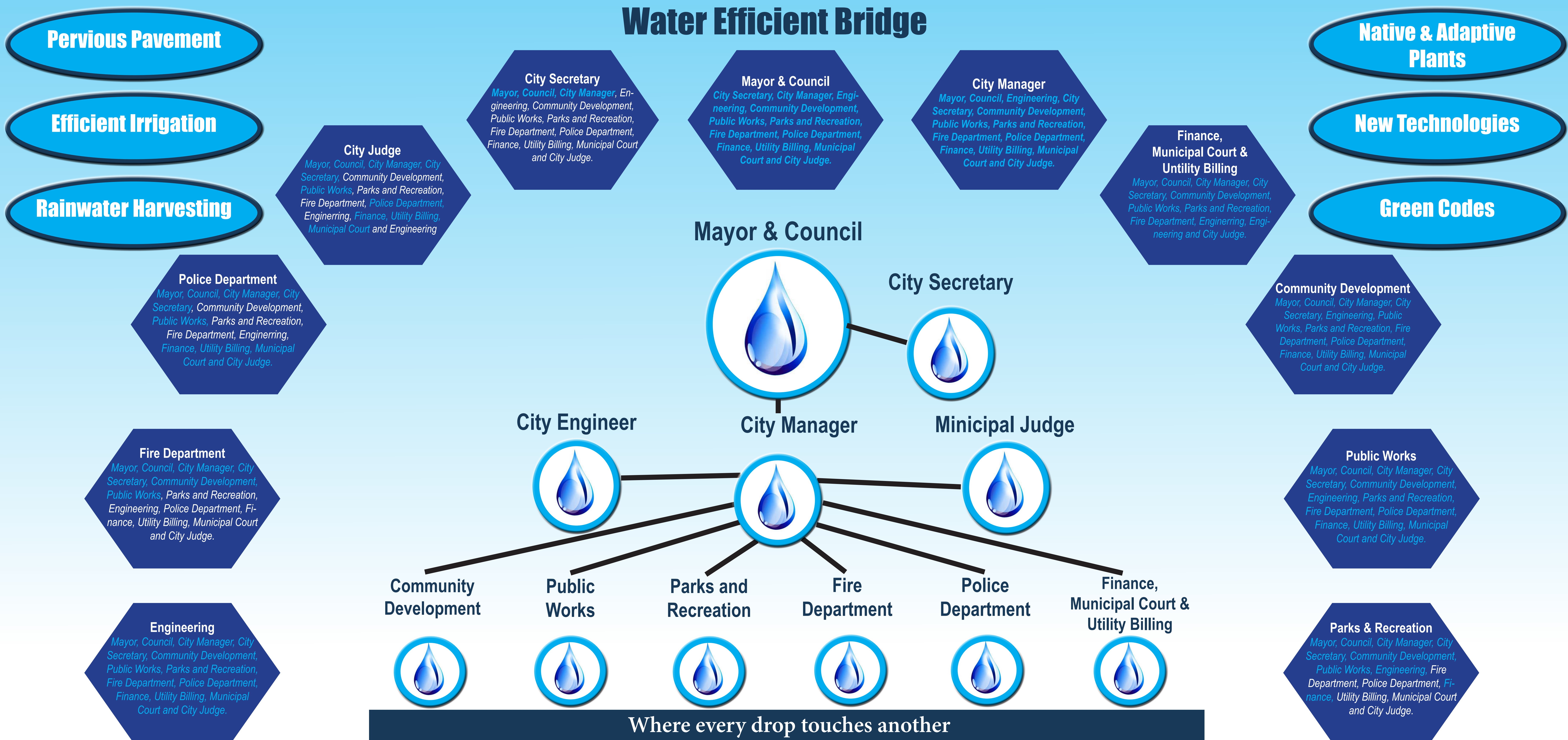
Choose Efficiency Not Defficiency!! Dont' Be the Bridge to Nowhere!!

Lake Lavon 11/2/2011
Photos courtesy of North Texas Municipal Water District

Lake Lavon 3/25/15
Photos courtesy of North Texas Municipal Water District

Does it take a drought or a water emergency for water to matter? Cities plan annually for budgets, so why not plan for a water budget too?

Water Efficient Bridge



No matter what size city, "Water Efficiency" should be at the top of the list. Think efficiency now, not desperate reaction later! A city with a holistic approach to conservation will lead, exceed and succeed in water efficiency. City management, departments, divisions are divided or have agendas of their own. The thought process of, get all for your own department and leave nothing for the others, is business as usual for a lot of municipal governments or even "that's not my job attitude". What does this have to do with water efficiency you ask? This is where the "Top Teir of Government" comes in to play. Changing the dynamic of how the city values water efficiency in each department can be huge in creating a more uniform and water efficient city. Tom Kula, with North Texas Municipal Water District, has said the phrase "All in Together" on numerous occasions. This is where we begin bridging the gap between city departments. That means it begins and ends with top leadership in each community. Mayors, councils and city management must take a real look at each department in their city to see if they are doing all they can for "Water Efficiency". Every department has a roll and a responsibility to keep a city's "WATER" strong before, during and after a drought or water emergency.