

# This presentation premiered at WaterSmart Innovations

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watersmart'08

# Let the Change Begin

## Market Transformation through Incentive Programs

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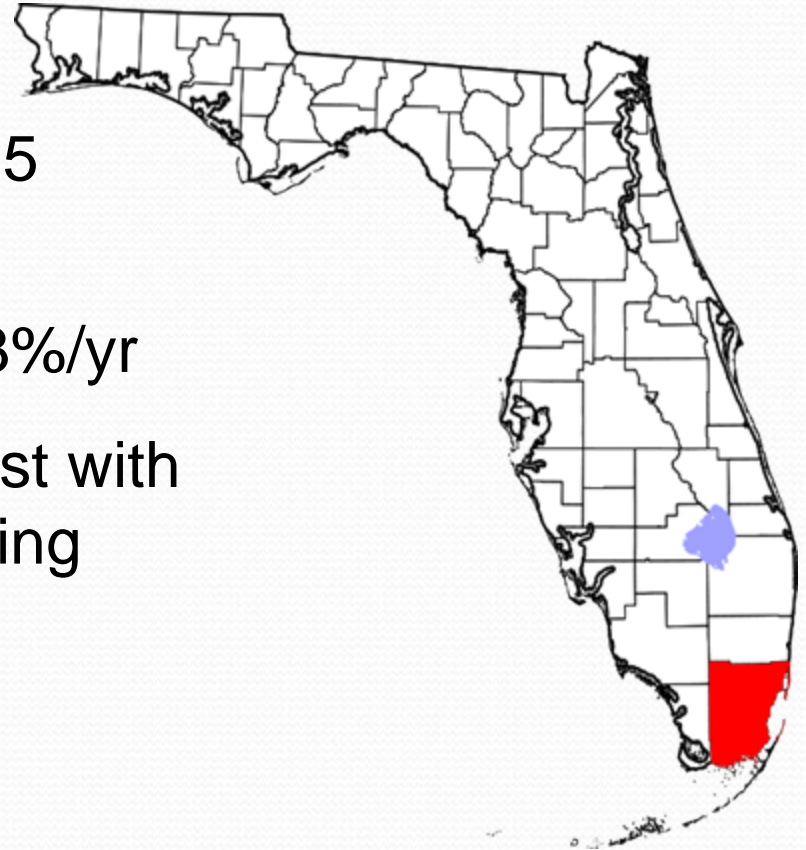
October 9, 2008



# Project Background

- **Market Description**

- Largest population in FL – 2.5 million\*
- Population growth rate of 1.3%/yr
- Largest utility in the Southeast with 2.3 million customers, including wholesaler
- Base Allocation: 346 MGD
- Primary water source: Groundwater

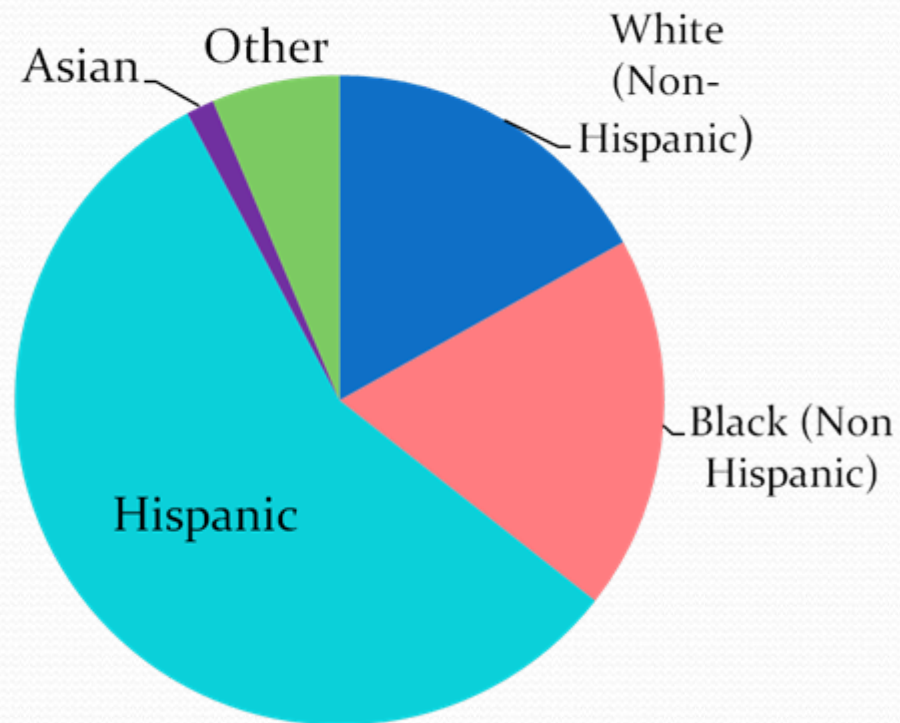


# Project Background

## • Market Description

- Multi – Cultural Community
- 68% of the population speaks a language other than English at home\*
- Homes built prior to 1996 = 352,956

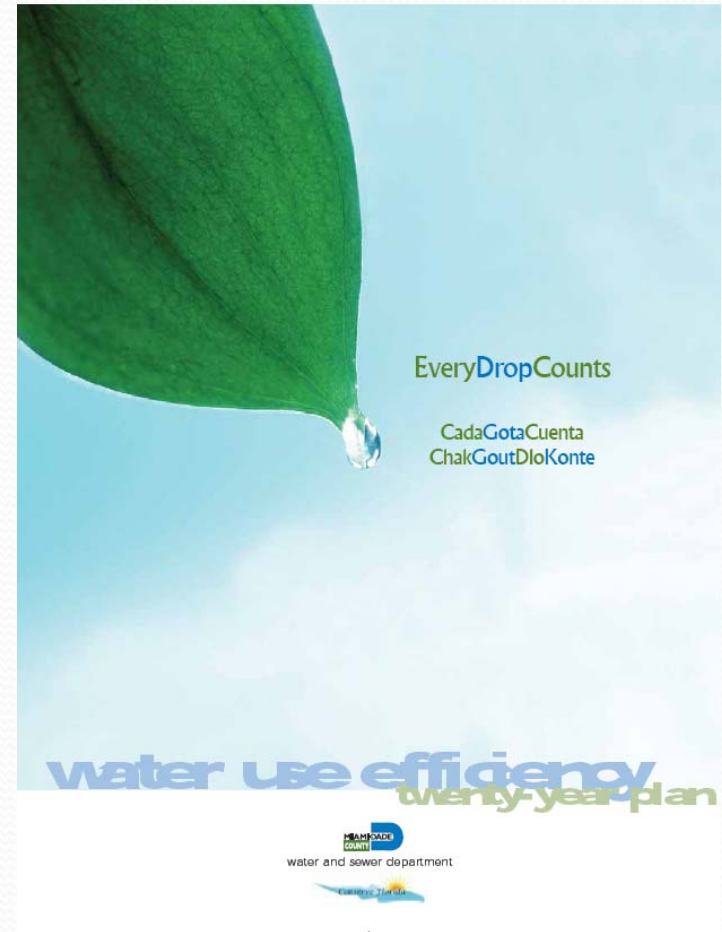
Miami-Dade County Ethnic/Racial Demographics



\* US Census Bureau

# Project Background-Water-Use Efficiency Plan

- Approved by the Board of County Commissioners in April 2006 (Resolution R-468-06)
- Requirement of the 20 year Water-Use Permit
- Part of a larger effort to improve management of traditional water supply
- Encourage the development of alternative water supply
- Improve efficiency of our current use



# Project Background - Water-Use Efficiency Projects



- First in the State of Florida to produce a **goal-based** water conservation plan
- A combination of quantifiable BMPs and several conservation measures such as operational, policy and educational measures and public outreach
- BMPs consisted of residential, industrial, commercial, institutional and educational projects
- **Water Use Efficiency Projects will account for 19.6 MGD by 2026**

# Residential Projects- High Efficiency Toilets

- High Efficiency Toilets (HET) Rebate
  - *EPA WaterSense Promotional Partner (Resolution R-884-06)*
  - \$100 Rebate for the purchase of HET
  - Target = Homes built prior to 1996
  - Began January 2007
  - Goal = 750 rebates representing 21, 750 gallons/day



# Outreach Campaign

- Aggressive outreach campaign saturated the media in promotion of the program
- **Public Communication:**
  - Radio Spots
  - Print Ads
  - Brochures for rebate programs- 3 languages



## Want to Cut Your Water Bill by 10 Percent?

Older toilets can use 75 to 80 percent more water per flush than new high-efficiency models.

**Replace your older, water-wasting toilet and receive up to \$100.**

Miami-Dade's Water-Use Efficiency Program offers a rebate to replace your old toilet. Single family residences and townhomes built prior to 1996 qualify for the High-Efficiency Toilet Rebate Project.

**"Every Drop Counts!"**



**To get your \$100 rebate, visit [www.miamidade.gov/conservation](http://www.miamidade.gov/conservation) or call 311.**



Delivering Sustainable Every Day



# Outreach Campaign

- **Public Communication**

- Inserts in the quarterly customer's water bill
- Brochures mailed with Mandatory Water Restriction Notices
- Phone announcement on the County's 3-1-1 Call Center
- Water Conservation Web Portal
- Feature spots on Miami-Dade TV

- **Earned Media**

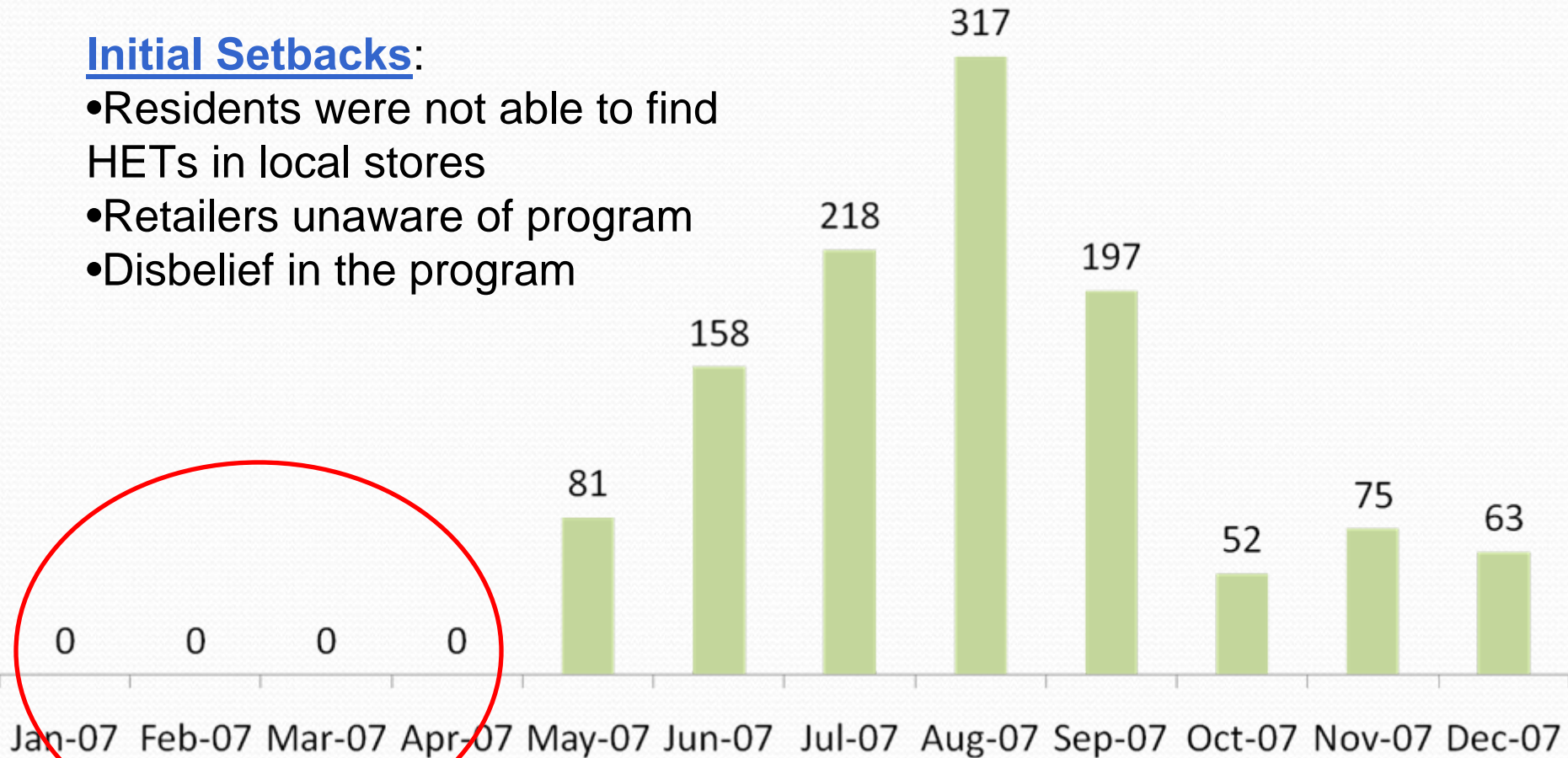
- Stories in the Miami Herald and local television stations



## HET Rebates Issued January 2007 to December 2007

### Initial Setbacks:

- Residents were not able to find HETs in local stores
- Retailers unaware of program
- Disbelief in the program



# Strategic Collaborations

- MDWASD partnered with several EPA WaterSense Manufacturers and Retailers to promoted EPA WaterSense to local retailers
  - Direct mail campaign to local retailers
  - Contacted manufacturers to determine product availability
  - Requested manufacturers send products to local retailers
  - Encouraged local retailers to participate WaterSense Program

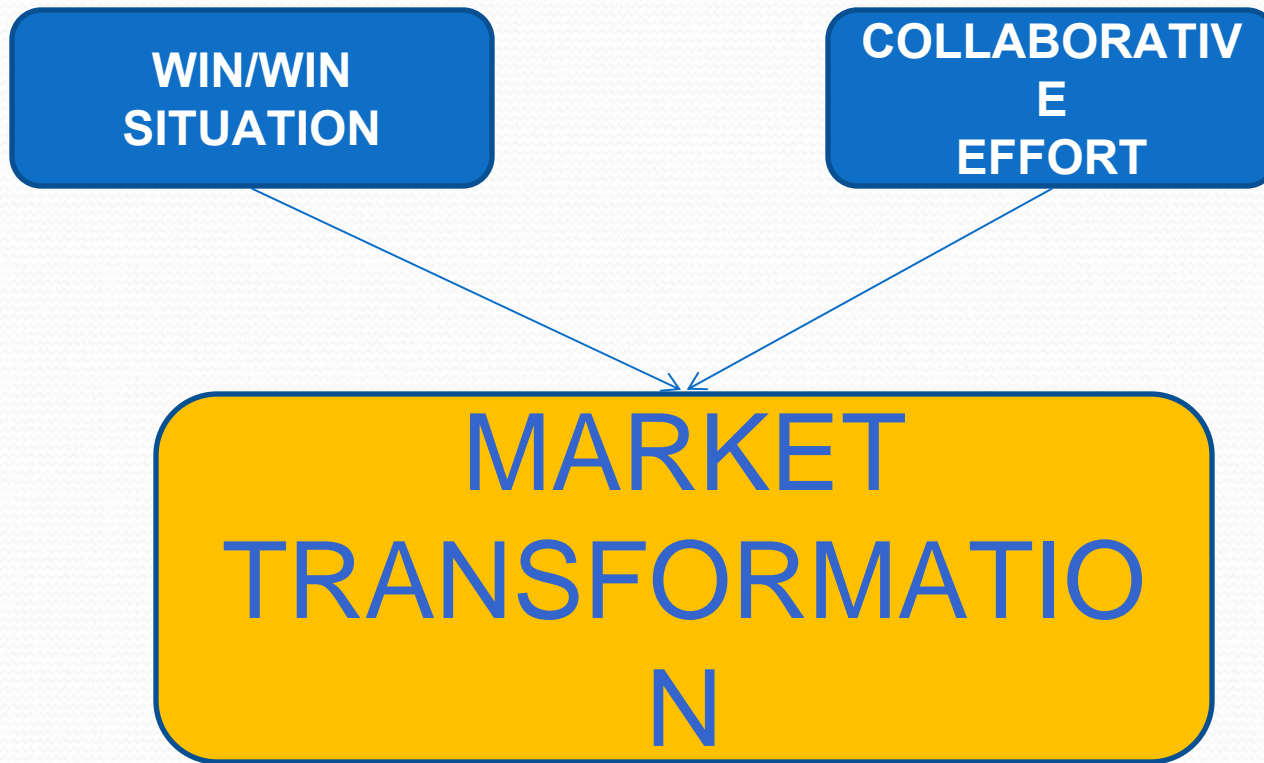


# Making Every Drop Count and Accounting for Every Drop

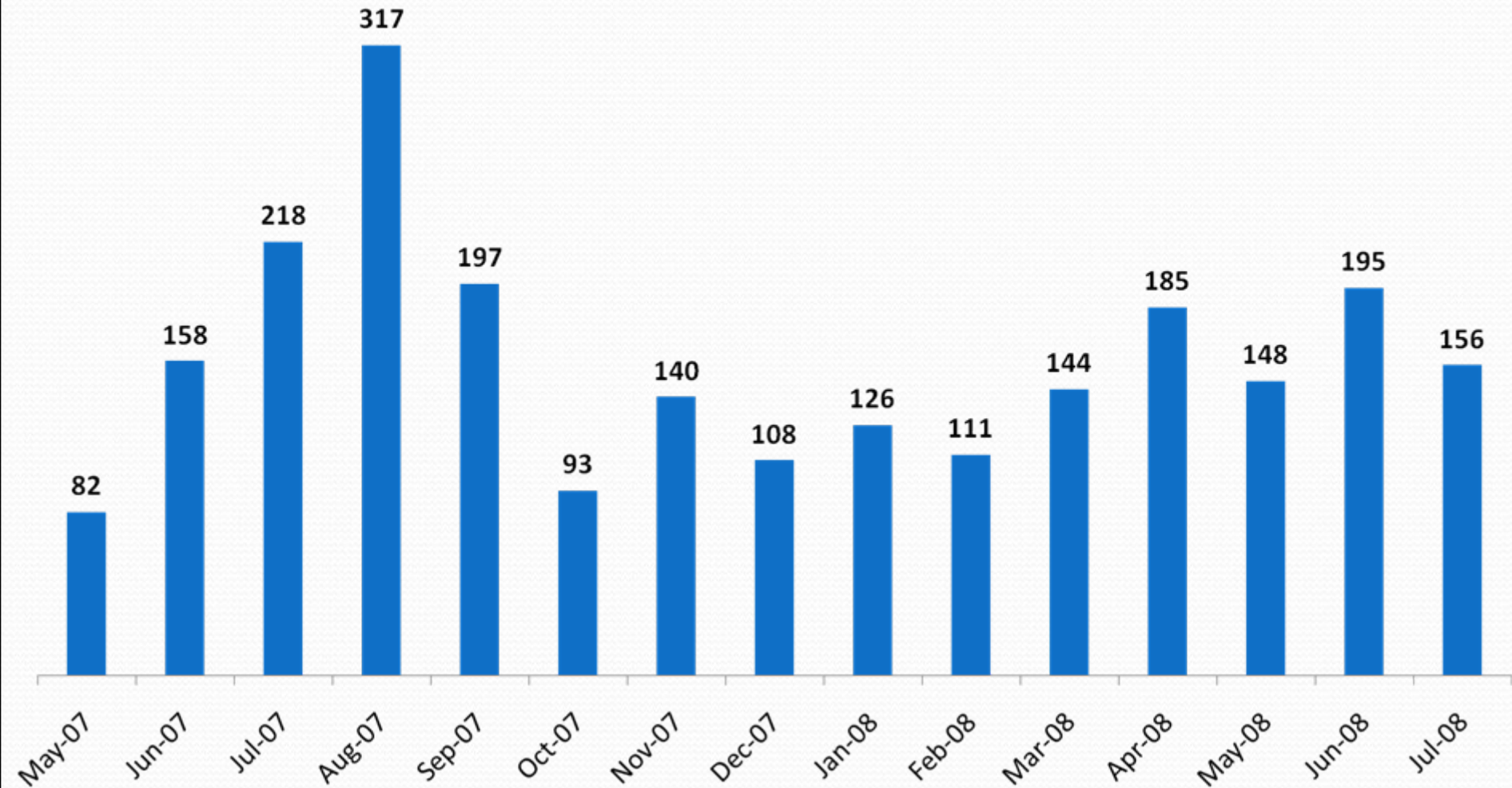


## THE RESULT!

# Strategic Collaborations- Results

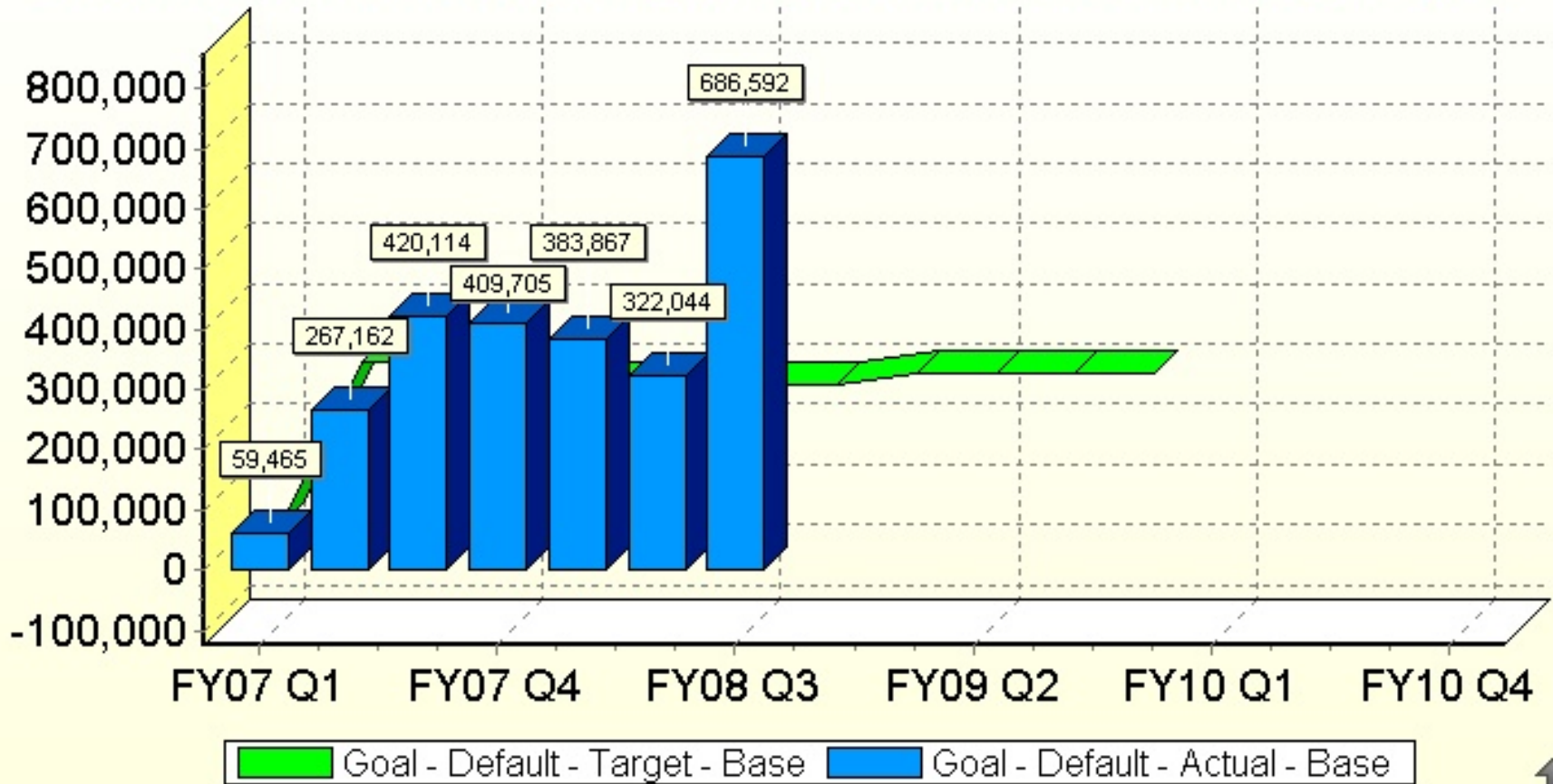


## Number of HET Rebate Applications Requested April 2007 to June 2008



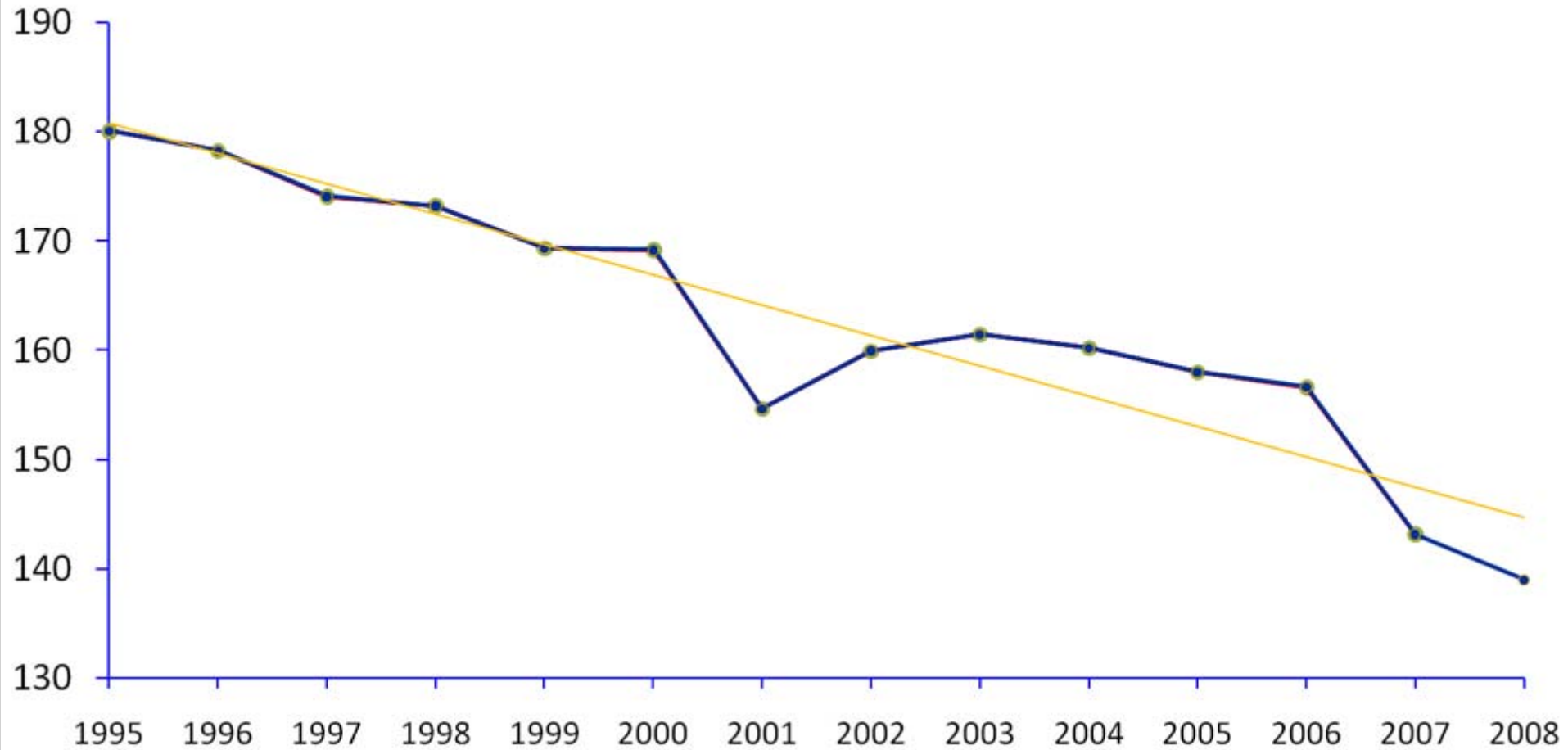
# Moving Forward- Monitoring & Reporting

## Gallons of water saved per day (GPD) by Water Use Efficiency Program



Source: MDWASD Active Strategy Enterprise Scorecard for the WUEP

## System-wide Average Raw Water Per Capita Past 10 Years





# Moving Forward - A Legislative Fix

- Miami-Dade Ordinance 08-14- Water-Use Efficiency Standards for New Construction.
- **Miami Dade Building Code - Effective January 1, 2009**

<b>Fixture</b>	<b>Standard*</b>	<b>Adopted</b>
Water Closets (Toilets)	1.6 gallons per flush	<b>1.28 gpf</b>
Showerheads	2.5 gallons per min	<b>1.5 gpm</b>
Faucets	2.2 gallons per min	<b>1.5 gpm</b>
Urinals <b>less</b>	1 gallon per flush	<b>0.5 gpf/or</b>
Dishwashers <b>gallons/cycle</b>	8.6 gallons/cycle	<b>≤6.5</b>
Clothes Washers <b>gallons/load</b>	39 gallons/Load	<b>≤ WF=8</b>

\* 1992 Energy Policy Act plumbing efficiency standards

# Moving Forward- New Markets

- Residential

- Showerhead Rebate Project
- Faucet Rebate Project
- HEW Rebate Project



- Commercial

- HET Rebates Project
- HEU Rebates Project



# Questions?

Making Every Drop Count  
and  
Accounting for Every Drop



# Contact Information

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Miami-Dade Water-Use Efficiency Program

[www.miamidade.gov/conservation](http://www.miamidade.gov/conservation)

