

# This presentation premiered at WaterSmart Innovations

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# Challenges and Opportunities of Developing a Water Conservation Certificate Program

Paul W. Lander, Lecturer  
Geography, Continuing  
Education & Sustainable  
Practices Program  
University of Colorado  
[plander@colorado.edu](mailto:plander@colorado.edu)  
303/717-5268

Laurel (Laurie) Brown  
Program Coordinator  
University of Florida, Center for  
Training, Research and Education  
for Environmental Occupations  
[lbrown@treeo.ufl.edu](mailto:lbrown@treeo.ufl.edu)  
352/392-9570 x231

# Challenges and Opportunities of Developing a Water Conservation Certificate Program or







# Where it all began.....

- 2004
- March 2006, University of Florida houses, manages, and expands the operation and functions
- [www.conservefloridawater.org](http://www.conservefloridawater.org)



**Conserve Florida Water Clearinghouse**

*Promoting Conservation in Our Public Water Supplies*

# Where it all began.....

- 2006 UF TREEO joins and is responsible for Outreach
- 2007 – training suggestion
- 2008 – survey

# Survey

- Provide a list of necessary skills and knowledge or a job description for a Water Conservation Coordinator/Manager?
- List suggestions regarding specific course topics that would be helpful for this position.



# Competencies

- Written and verbal communication skills
- Recordkeeping
- Local, district, and state regulations
- Data analysis and research for water savings
- Create, coordinate, or manage water conservation programs
- Principles, practices and technology of water conservation and/or water resources programs

# Competencies

- Irrigation systems and techniques
- Drought management policies and practices
- Drivers for conservation
- Economics of conservation
- Social/behavioral actions toward conservation
- Water use and water budgeting

# Courses

- Florida Water Conservation Coordinator Training: Introductory Course
- Outdoor Water Conservation
- Indoor Water Conservation
- Goal Based Conservation Plans
- Advanced Outdoor Water Conservation
- Special Programs
- Rate Structures
- Water Audits

# Advisory Board

- Summer 2008 – Advisory Board created
- 2009 – first course launched, face-to-face
- 2012 – first course converted to online



# Challenges

- Time
- Money
- Management



# Benefits

- Implementation of water conservation programs
- Reduced water needs for Florida (nation)
- Reduced energy costs
- Reduced maintenance costs



# Benefits

- Awareness and general knowledge of landscaping and irrigation
- More efficient landscape replacement and maintenance
- Accuracy in monitoring, recordkeeping and reporting
- Water conservation outreach and education to the community
- Savings of capital projects to communities





# Questions??

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