

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# My Drop Counts

# Water Conservation Campaign

## Initiatives and Successes



Sarah Skinner, Education and Public Awareness  
Metropolitan North Georgia Water Planning District  
[sskinner@atlantaregional.org](mailto:sskinner@atlantaregional.org)



The District consists of 15 Counties ...



... and 95 Cities

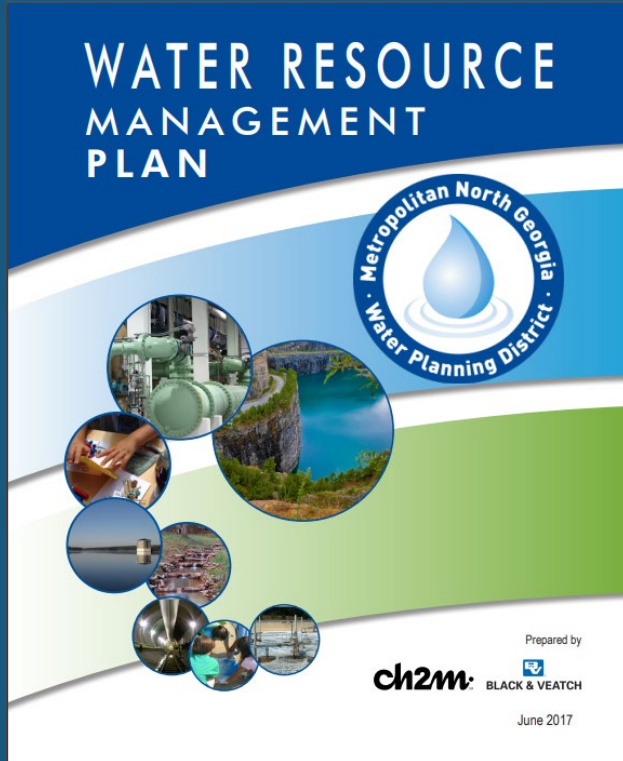




5.9M

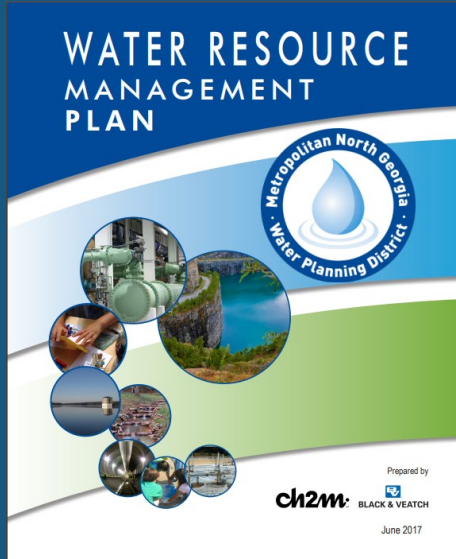
5.9 million people in the Metropolitan Statistical Area

# Regional Water Resources Plan

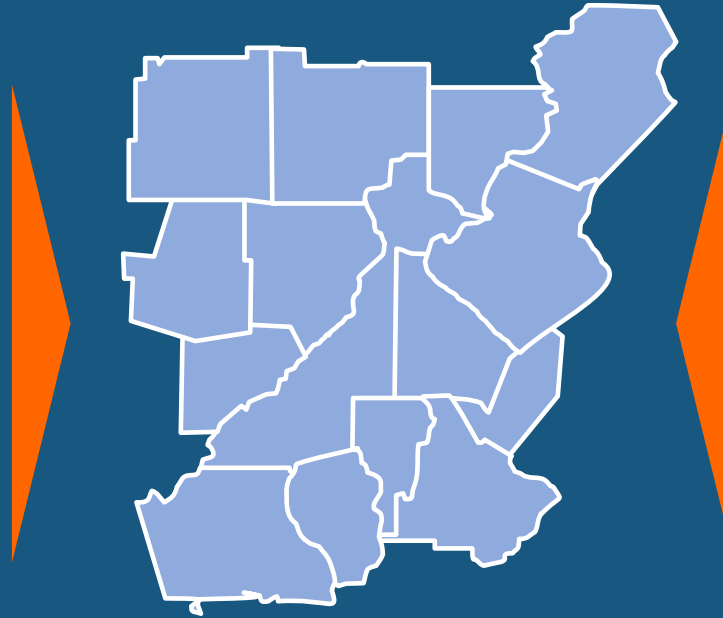


- ▶ Water Supply & Water Conservation
- ▶ Wastewater and Septic Management
- ▶ Stormwater Management and Watershed Protection

# Regional Water Resources Plans



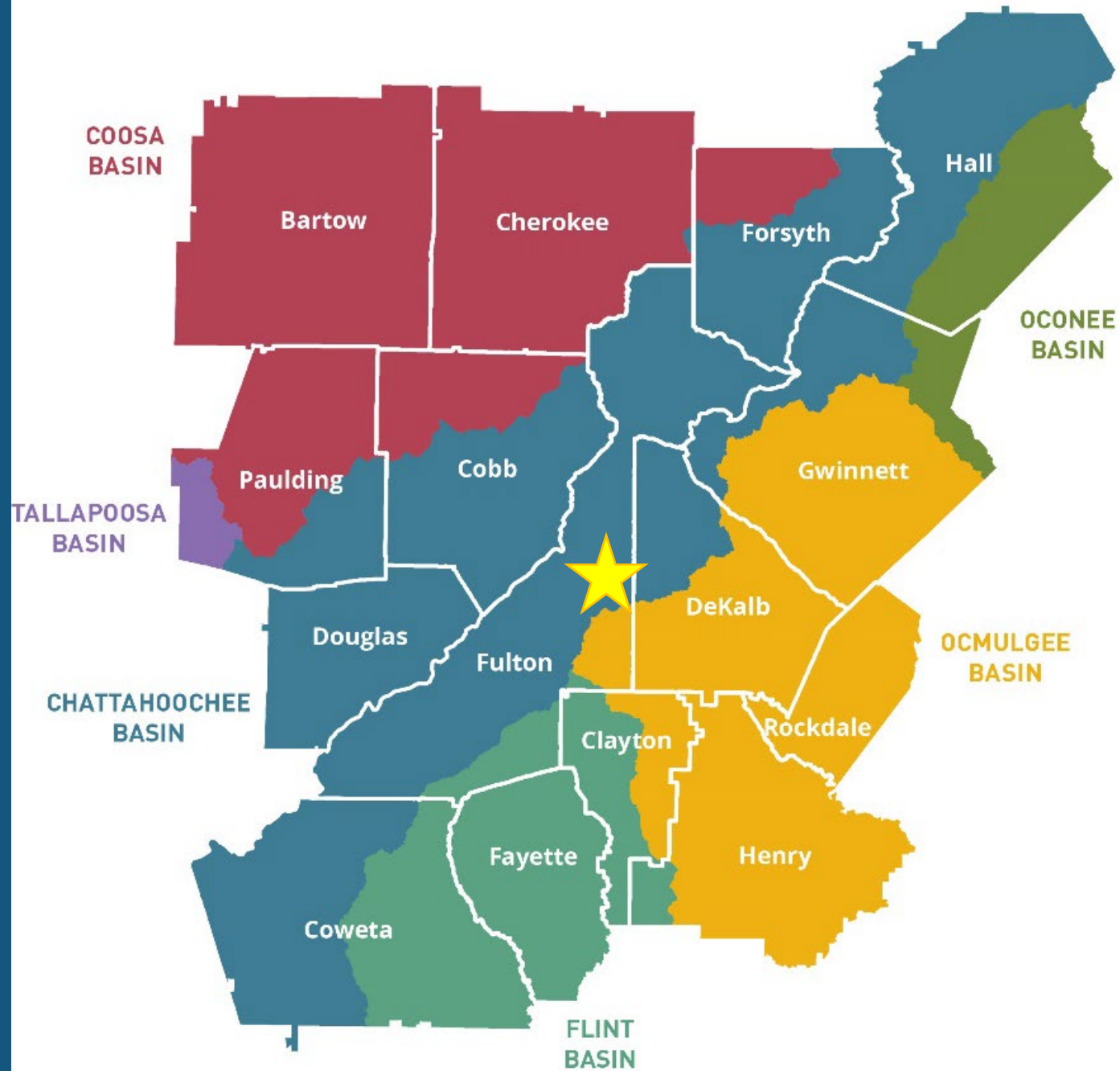
Metro Water District  
develops regional plans



Local governments  
responsible for  
implementing plans



Georgia EPD approves  
plans and enforces  
implementation via permits





# Metro North Georgia and Its Water Resources

- Surface water is 98% of our supply
- The region is underlain by granite bedrock
- Groundwater use is limited
- 80% of water supplied by US ACE reservoirs



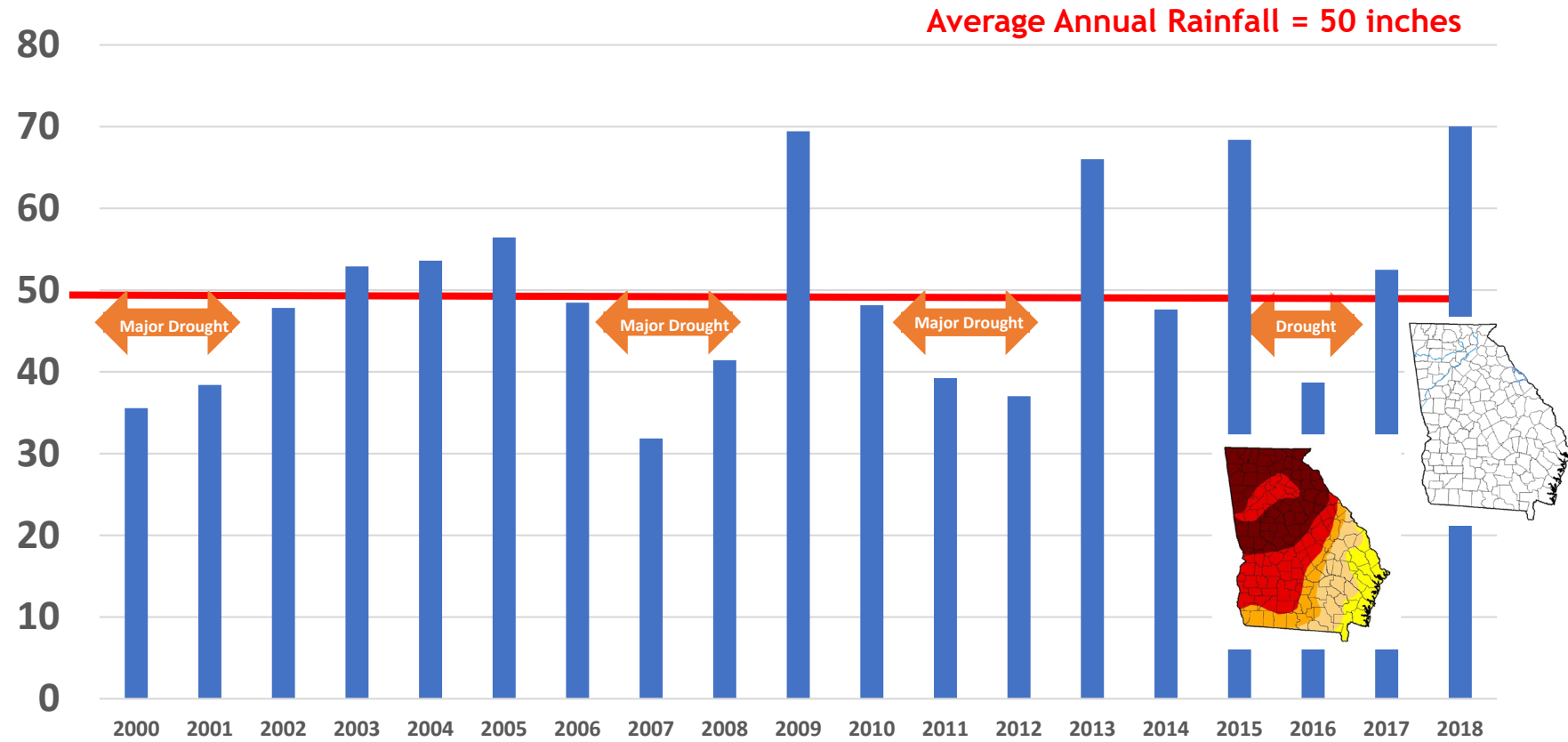






**Average Annual Rainfall in Metropolitan Atlanta is 50"**

# Averages can be Misleading







# Educational Programs







**MY DROP  
COUNTS!**



# At Work

Sign up and pledge to reduce your business's water footprint!

[www.mydropcounts.org/business](http://www.mydropcounts.org/business)

- Pledge for building owners and tenants
- Pledge at different levels

## BRONZE

To qualify for Bronze Water Saver status as a building owner, your organization must meet the following criteria:

**Minimum 15 points**

## SILVER

To qualify for Silver Water Saver status as a building owner, your organization must meet the following criteria:

**Minimum 30 points**

## GOLD

To qualify for Gold Water Saver status as a building owner, your organization must meet one of the following criteria:

**Minimum 45 points**

## PLATINUM

To qualify for Platinum Water Saver status as a building owner, your organization must meet one of the following criteria:

**Minimum 55 points AND pledge to be Water Neutral**







Georgia  
Power

Pledge Partners





# The Pledge Includes:

Perform an assessment of the following: toilets, urinals, bathroom and kitchen faucets, shower heads, pre-rinse spray valves, and identify their flow rates.

[i Audit guide](#)

☐ We have done this

☐ We will do this

5

POINTS

**FOR PLATINUM STATUS:** If you have achieved a minimum of 55 points above and are interested in platinum status, please indicate that you also pledge to be Water Neutral:

☐ I pledge to be Water Neutral by

Enter year

inefficient fixtures with efficient fixtures based on the following replacement guide.

[i Replacement guide](#)

☐ We will do this

10  
POINTS

Replace impervious surface with greenspace or green infrastructure.

☐ We have done this

☐ We will do this

10

POINTS

Encourage  
Individual  
pledges.

Implement  
incentive



# WATER SENSE



Turn off the Tap with a snap!



10-25 gallons = Shower

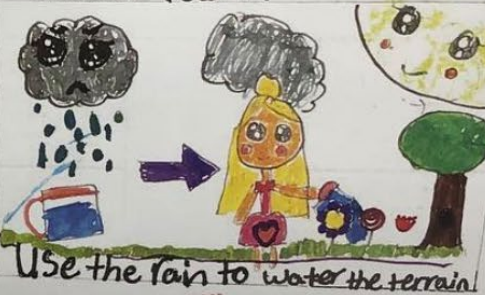
Shower Power!



70 gallons = bath



Take a Peek, fix that leak!



Use the rain to water the terrain

4th grade  
Adah Machele George

Artist: Adah Machele George - 4th grade  
Parent: ChiQuita George - Environmental Specialist

## January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 New Year's Day	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26



northgawater

northgawater We wanted to give a SHOUT OUT to Georgia Power for creating a water conservation calendar to promote our "My Drop Counts" campaign. All of the calendar months feature hand drawn photos from @ga\_power staff members.

#2019calendar #calendar2019  
#mydropcounts #watersense  
#waterconservation



Liked by the\_yeti80 and 22 others

JANUARY 15

Add a comment...



5

POINTS

5

POINTS





# At Home

Pledge to reduce your household water use!

[www.mydropcounts.org/pledgeforhome](http://www.mydropcounts.org/pledgeforhome)



Over 3,600 Home Pledges since launch in 2011

Statewide pledge





## 3,671 pledges at Home

## 99 pledges at Work

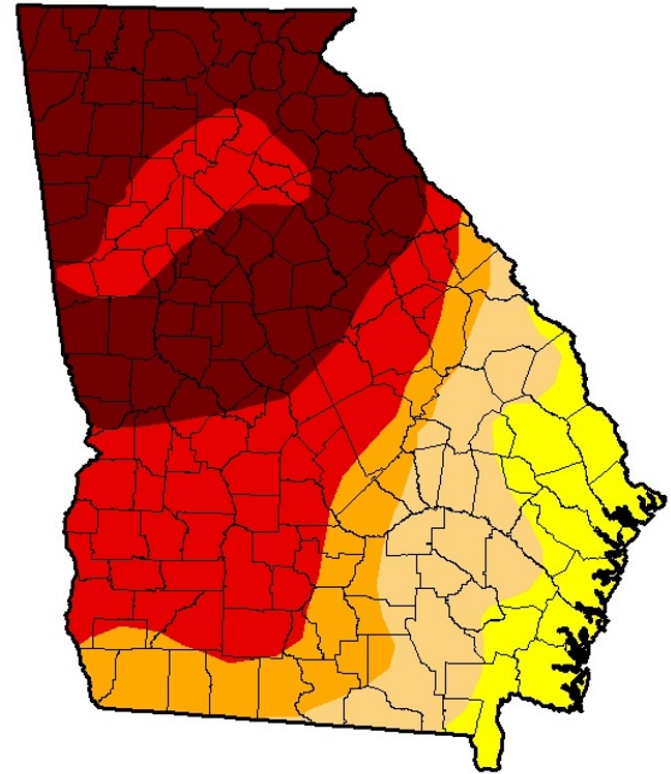
This map displays the Southeastern United States, specifically focusing on Alabama, Georgia, and South Carolina. The map is overlaid with numerous blue raindrop icons, which represent precipitation data. The icons are distributed across the landmass, with a higher density in the northern and central regions of the three states. Major cities such as Birmingham, Atlanta, Augusta, and Charleston are labeled. The map also shows major interstate highways (e.g., I-65, I-75, I-85, I-95) and geographical features like the Gulf of Mexico to the east. The map is sourced from Google Maps, as indicated by the logo in the bottom left corner.



# Join the Society

“Let the rain do the work!”

- Aimed at drastically reducing outdoor water use or eliminating it altogether
- Started in Drought of 2017
- SIDL pledge action items followed the strict Drought Rule
- Voluntary pledge but all actions required to become a member



# Joining in 2017

I pledge to turn off my sprinklers or irrigation system until the Level 2 Drought Response has been lifted. \*

☐ YES

I pledge to hand water my lawn ONLY when absolutely necessary, and I WILL NOT water my lawn while it is raining. \*

☐ YES

If I do hand water my lawn, I pledge to water ONLY before 10am and after 4pm. \*

☐ YES

Watering during the cooler parts of the day will help limit evaporation.

I pledge to not wash my car in my driveway, and I will not use water to wash my street, sidewalk, gutters or driveway because these are not allowed under the Drought Rule. \*

☐ YES

You can take your car to a commercial car wash facility that recycles water.

I pledge to not pressure wash my home or driveway. \*

☐ YES

I pledge to not host or participate in charity, or non-commercial fundraiser, car washes because these are not allowed under the Drought Rule. \*

☐ YES

# Joining in 2019



- |   |  |                           |
|---|--|---------------------------|
| 1 | I pledge to turn off my sprinklers or irrigation system.   | <input type="radio"/> Yes |
| 2 | I pledge to hand water my lawn ONLY when absolutely necessary, and I WILL NOT water my lawn while it is raining.       | <input type="radio"/> Yes |
| 3 | If I do hand water my lawn, I pledge to water ONLY before 10am and after 4pm.  | <input type="radio"/> Yes |
| 4 | I pledge to not wash my car in my driveway, and I will not use water to wash my street, sidewalk, gutters or driveway. | <input type="radio"/> Yes |



# Sighted in the Community



[www.mydropcounts.org/jointhesociety](http://www.mydropcounts.org/jointhesociety)





TV Radio News Education Sports Events Kids & Family Support Us



SEARCH



PASSPORT

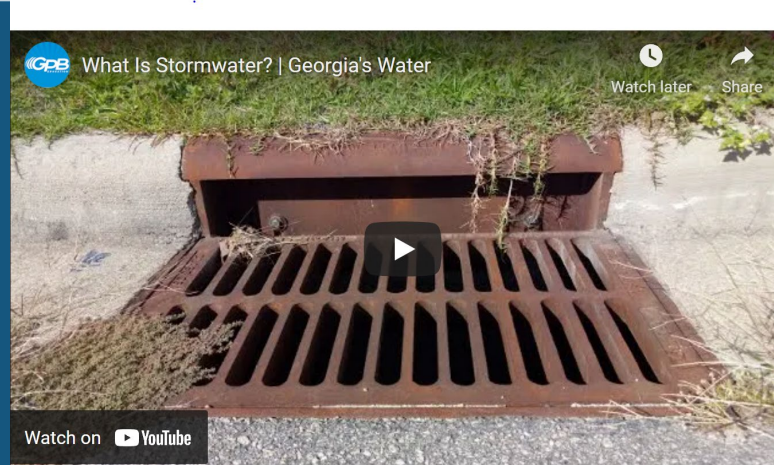


DONATE





# A comprehensive look at Georgia's water story









Rachel Harris  
@TheDonutTeacher

Thanks @GPBEducation for saving your special on Georgia's Water Exploration! We finally made some time in science to watch this ❤️ It was fun to see all the aquatic places so close to us 🌊🐟👉



7:35 PM · May 20, 2021 · Twitter for iPhone

#GoWaterLive



Go to [GPB.org/Water](https://www.gpb.org/water)



Text your answer to (430) 206-3151

### WHERE IS MOST OF THE WORLD'S FRESHWATER STORED?

1.



2.



3.



4.



2:11 / 57:00



# 79,300 live views!

Nearly 2,000 pageviews since  
441 questions from students  
1,247 pop quiz responses

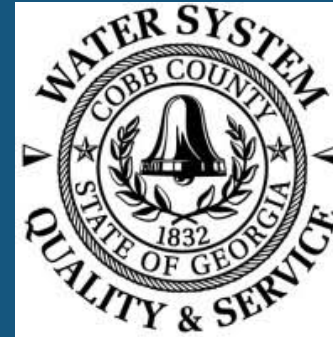
## \$16,000



# Thanks to our partners!



Georgia  
Association of  
Water  
Professionals



RIVERSTONE  
MONTESSORI  
Imagine Explore Discover Grow



Georgia  
Adopt-A-Stream  
Volunteer Water Quality Monitoring





## 2021 MIDDLE SCHOOL WATER ESSAY CONTEST



# GEORGIA'S WATER

**SUBMISSION DEADLINE: OCTOBER 8, 2021.**

In May 2021, the Metropolitan North Georgia Water Planning District co-hosted a Live Exploration with Georgia Public Broadcasting. The event was broadcast to elementary, middle and high school classrooms across the state and highlighted the importance of Georgia's water sources to our natural environment, economy, recreation, and agriculture. It highlighted a variety of water careers, and explored the water infrastructure that brings clean water to our homes, schools, and businesses. The Live Exploration videos are available for viewing at [www.gpb.org/water](http://www.gpb.org/water).

**Please watch Georgia Water Live and choose one of the following essay topics:**

1. Georgia Water Live featured many experts and professionals in the water industry. Choose an essential water career that was featured in Georgia Water Live or a water career that means a lot to you. Research the career, the functions of the job, the type of education needed to do this job, why the job is important, and why you would consider doing this job.
2. In Georgia Water Live, the audience learned what makes Georgia's water resources unique. Tell us why you think a clean, abundant water supply is essential for our metro Atlanta region and our state.

# Questions?

Sarah Skinner

Education & Public Awareness

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470-378-1627



@northgawater

