



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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New Web Site Launches Water Conservation Mind-Set
Online resource provides comprehensive water conservation information

West Palm Beach, FL —South Floridians have a new online tool for learning about ways to save water and help protect our region’s most valuable resource. The South Florida Water Management District has launched a comprehensive web site, www.savewaterfl.com, that provides residents, businesses, utilities, local governments and educators with a one-stop shop for information about water conservation.

“There’s a great need for practical and up-to-date information on water conservation,” said Carol Wehle, Executive Director of the South Florida Water Management District. “With no end in sight to the current water shortage, the new web site is a vital communications tool for encouraging everyone to incorporate water conservation practices into their homes and businesses—and to do so for the long term.”

The web site's home page features current water restrictions, landscaping information and water-saving tips. For easy access to the abundance of information, the site offers seven sub-sections by user: residents, businesses, agriculture, utilities, government, teachers and news media. The

site also features a water conservation opinion survey to encourage public feedback on water conservation awareness, individual water use habits and for suggestions on water-related issues.

The site developed as this year's drought and water shortage focused growing attention on water conservation and identified the need to further improve public awareness of measures needed to protect water resources. Water restrictions alone have been prompting more than 150,000 monthly web hits to existing water shortage-related District web pages this year.

In line with its goals, the water conservation web site also promotes the District's upcoming Water Conservation Summit, to be held on December 4. The District Water Resources Advisory Commission is hosting the summit and has invited panelists from organizations throughout the country with successful water conservation programs to share their experiences. Follow-up meetings will bring together local stakeholders to develop and implement an enduring comprehensive water conservation program for South Florida. A final report will be presented during the Governing Board meeting in April 2008, Water Conservation Month.

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The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state's five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.