

Webinar

Water Conservation for Municipalities and Faith Based Organizations

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Today's Presenters

- Randall Solomon, Co-Director, Sustainable Jersey
- Christopher Waldron, Director of Sustainability, Camden County
- Stacey Kennealy, Program Director, Sustainability and Certification, GreenFaith



Why Conserve?

Water is a critical natural resource that supports essential human activities as well as ecological functions.



Shortages can have dangerous and significant implications for public health as well as for the local economy and for ecological integrity.

Why Conserve?

- In addition to reduced groundwater recharge from increasing impervious surfaces, demands on New Jersey's limited water supply due to population growth and development have greatly increased.
- NJ has been subject to periodic droughts and water shortages which have created water deficits in numerous watersheds.
- The ongoing water deficits demonstrate that water conservation is a prudent step for New Jersey's citizens year round.



Why Conserve?



- **Because we waste water - and can save.** The average American family of four uses 400 gallons of water a day!
- **Because pollution threatens water safety and quality.** High demand, combined with more frequent droughts, more severe storm events, and growing pesticide use, puts our water in peril.



Why Conserve?

- **Because we can make a difference.** If all inefficient toilets in U.S. homes were converted to WaterSense labeled models, we could save more than 640 billion gallons of water per year—the equivalent to 15 days of flow over Niagara Falls.



How can municipalities promote conservation?



Sustainable Jersey's Water Conservation Ordinance action puts in place controls on the excessive and wasteful use of potable water in a municipality; it also gives municipal officials authority to limit water use beyond what State drought controls may require if deemed necessary for that particular locality.



How can municipalities promote conservation?

- On a more modest scale, controls on water use also reduce energy consumption and CO2 emissions by decreasing pumping activity.
- Seasonal outdoor water usage in particular can lead to an unnecessary reduction in reservoir storage, ground water levels, and stream flows.



Ways to Conserve -- Municipal



Sustainable Jersey's **Water Conservation Ordinance** seeks to help extend available supplies through short-term drought periods, and to avoid recurrent drought warnings/water emergencies caused by late summer "drought."



Water Conservation Ordinance

1. The ordinance should limit watering to two days per week, and limit hours per day.
2. Promote “Smart Controllers” for automated irrigation. Required for new systems, promoted for existing.
3. Notify community members about new policies governing outdoor water use.
4. Notify municipal staff (public works, police, etc.) about new policy and assign monitoring and enforcement responsibilities



Water Conservation Ordinance

The drafting, review, and approval of the ordinance may involve some limited professional consultant and attorney review.

Notification of community members regarding new policy could include preparation and distribution of information materials.



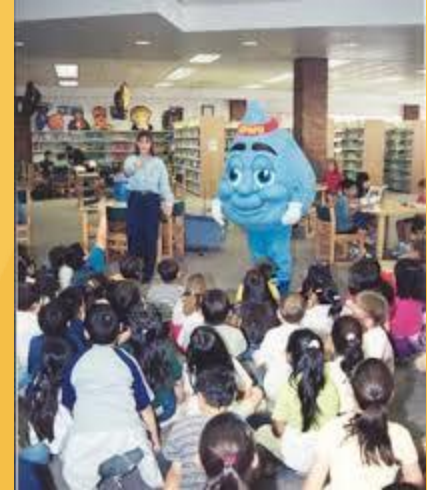
Water Conservation Ordinance

- Enforcing the ordinance should present only a very modest increase in staff time if enforcement occurs during normal staff work routines and travel around municipality.
- Primary burdens are on municipal staff to 1) remain vigilant during watering season, and 2) handle any enforcement actions and follow-up.
- Good citizenship and education are powerful enforcement tools.



Water Conservation Education

- To be successful, water conservation efforts should include an education program that informs individuals of the need to use water resources in a sustainable manner.
- Communities can earn points for taking the first step toward creating comprehensive water conservation education program(s) by initiating a smaller education program that will be built upon in the future.



Water Conservation Education

- As part of this action, municipalities may choose to implement a variety of different types of education programs. Possible program activities include:
 - Municipal demonstration projects that conserve water
 - Workshops for homeowners or business owners
 - Partnering with water conservation programs offered by non-profits or agencies which aimed at reaching residents within your municipality
 - Direct mailings to residents or businesses that provide tips on water conservation



Water Conservation Education



- Municipalities should consider working with school boards to educate students about water conservation.
- They should also consider working with non-profit organizations to promote water conservation programs already developed for residences, business, institutions, or other targeted audiences.

Water Conservation Education

- In order to receive Sustainable Jersey points, your action must have been completed **from within 3.5 years of the June submission deadline.**
- The following information is required to receive points for this action.
 - Targeted audience
 - Type(s) of water use
 - Conservation measures
 - Resources/funding
 - Brief timeline



Water Conservation Education



Water Conservation Education Program Worksheet

1. Target Audience: Please provide a brief description of the targeted audience including size, location, type, etc.

2. Type of Water Use: Please describe the type of water use targeted by the program.

3. Brief description of the water conservation measures that are part of the program and how this information was presented to the audience. (Presentations and/or materials should be submitted for review.)

4. List of resources and/or funding: (please provide copies of distributed materials)

5. Briefly describe the timeline for the program.

- A worksheet has been provided and can be used to provide this information
- It can be found on the Sustainable Jersey [website](#)



Sustainable Jersey Small Grants Program

2013 PSEG Cycle Funded Project

Town of Hammonton

Water Conservation Tax Credit/ Rebate Program

Hammonton will offer funding to residents who purchase and install various water conservation devices, appliances, or technologies by providing:

- a credit against the bills of users of the Town's public water system
- or
- a rebate for all other residential water users



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Water Conservation Tax Credit/ Rebate Program

Certified water-saving devices, appliances, or technologies that will be used in for this program include:



US EPA Energy Star
Certified Appliances



Water Sense
Certified



NJ DEP Energy and Environmental
Technology Verification



Questions?

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