


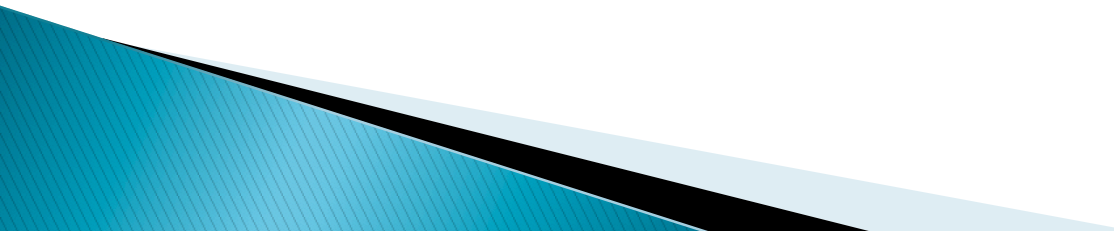
# 2012/2013 Water Use Efficiency Cooperative Funding Request

Promoting Efficient Water Use to Public and  
Self Supply Users in Marion County

# Marion County Water Use Efficiency Projects (2011/2012)

- ▶ Toilet Rebates
  - ▶ Water Conservation Kits
  - ▶ Workshops/Outreach (micro-irrigation)
  - ▶ Direct Mail to high-water-users and irrigation restriction violators
  - ▶ Regional Irrigation Audit
  - ▶ Irrigation and Landscape Retrofit Program
  - ▶ Bi-monthly Bill Inserts
- 
- The 2012/2013 plan will be presented to the BCC in September
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# 2012/2013– Requested Funding

- ▶ Regional Irrigation Evaluation (continuation)  
\$ 25,000
  - ▶ Irrigation and Landscape Retrofit Program  
(continuation) \$ 40,000
  - ▶ Bi-monthly Utility Bill Inserts Direct Mail to  
High Water Users \$ 7,200
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- ▶ Total Project Costs \$ 72,200
  - ▶ 50% Project Costs \$ 36,100
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# Conservation Kits

- ▶ Water Saving Devices for Marion County Utility Customers
  - Promote to high-water users (30K gal/month)
  - Available upon request to any customer

Estimated Annual Savings		
Water (gallons)	Electricity	Dollars (water only)
25,000	1,528 kWh	\$41.50–\$145.00*
	*Based on \$1.66–\$5.80 per 1,000 gal	



Source: Niagara Product Documentation



# Direct Mail

- ▶ Postcards to high water users
- ▶ Letters to homes where an irrigation violation has been reported



# Regional Irrigation Audit

- ▶ 124 audits available throughout the county
  - Available to Marion County Utility Customers
  - WRWSA is currently funding this program county-wide under separate agreements (2010 and 2011)



# Project Summary – so far

## Mean Results of Completed Evaluations

Turf Area (ft <sup>2</sup> )	Operational Rain Sensor	% Efficiency	Pre-Usage (gallons per year)	Post-Usage (gallons per year)	% Reduction if Recommendations Implemented
9,086	No (66%)	56	358,544	189,024	44

### Average potential reduction:

169,520 gallons/year/customer

21 million gallons per year if fully implemented

# Irrigation and Landscape Retrofits

- ▶ Advertised to participants of past and current Landscape Irrigation Audit Programs
- ▶ Use Florida Water Star Criteria
- ▶ Currently working with StoneCrest Subdivision HOA and individual homeowners in Spruce Creek Preserve and Dunnellon

Goal: Establish demonstration yards in high-use developments



# Bi-monthly Utility Bill Inserts

- ▶ Develop brochures and information sheets to increase awareness of:
    - Ways to use water more efficiently
    - Utility operations and programs
    - Water resource protection
- Reach: 30,000 Marion County Utility Customers





# Conservation Workshops and Outreach

- ▶ Workshops offered to HOAs and Civic Organizations
  - Florida Friendly Landscaping and Micro-irrigation with retrofit kits
  - Water Budgeting (proposed)



# Toilet Rebate Program

- ▶ Available to Marion County Utility Customers
  - Up to \$100 for first toilet; \$80 for second
  - 1.28 or 1.6 gal/flush replaces 3.0–3.5 gal/flush



- ▶ Anticipated savings= 12.2 million gallons/yr

# Questions?

Kim Dinkins  
Water Resource Coordinator  
Marion County BOCC  
[kim.dinkins@marioncountyfl.org](mailto:kim.dinkins@marioncountyfl.org)  
352-671-8672