



THE UNIVERSITY OF GEORGIA

**COOPERATIVE EXTENSION**

Colleges of Agricultural and Environmental Sciences & Family and Consumer Sciences

# **Water Conservation Program County Information Packet**

## What is a banner program?

*Carefully selected programs, for which educational campaigns are developed and consistently offered across the state. These efforts go beyond name recognition to help audiences understand not only who Extension is, but also what Extension does and why it is a valuable resource.*

With the launch of Extension's new marketing plan in the fall of 2005, a vital component is moving forward. During 2008, Extension will begin offering consistent programs statewide. The concept we've been referring to as banner programs will enhance visibility and understanding of Cooperative Extension among existing clients, stakeholders and legislators. These programs also have tremendous potential in attracting new clients and statewide recognition and support to our programs and services.

The following materials were compiled by the 2007/2008 Extension Water Task Force. Members of the task force include:

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Water conservation is the "beneficial reduction in water use, waste, and loss" and is proven to be the most economical and environmentally protective means of meeting the challenges of water supply management. Water conservation activities can help us save water, save time, and save money year round, not just in the summer.

Research shows that people do not implement water conservation measures because they:

- lack the knowledge required to practice water conservation
- are not aware of the importance/environmental benefit and need
- are unwilling to invest the time or resources to change consumptive behaviors.

Research shows that people need a tremendous amount of support to move to the action stage.

Getting people to take simple steps around their homes to help conserve water can:

- foster water conservation on a broad scale
- create a sense of individual and community environmental stewardship
- significantly reduce indoor and outdoor water use

**The goals of the Extension water conservation program are to help people:**

- understand the importance of their individual and household water use
- develop basic routine water saving habits
- gain support from others also interested in conserving
- provide additional information and resources about household water conservation to homeowners and partner organizations.

In November 2007, officials from University of Georgia Cooperative Extension signed a Memorandum of Understanding with the Georgia Department of Natural Resources (DNR) to establish a partnership to address water conservation. This MOU outlines a plan for mutually beneficial cooperation between the groups to promote water conservation in Georgia. While the DNR is using *waterSmart* efforts to focus on reducing outdoor water use, Extension will be assisting with these efforts and promoting indoor water conservation measures for the home.

This packet will describe the options you have for implementing this program in your county to work with your local clientele. Each county is different, so you will need to adapt these ideas to your community's resources and needs. We expect to have a wide variety of tools and methods available for different audiences and hope that you will select those that are most appropriate for your community. The implementation guide encourages you to establish a local work group to oversee these efforts and facilitate greater community involvement. This guide is a suggestion and how you choose to implement water conservation messages is your county's decision. You are welcome to offer a single workshop, work with 4-H students, or implement a series of independent programs on your own or with other agents.

If you have additional questions about this program after reading these materials, please contact:

Mark Risse

Chair, Extension Water Task Force

[mrisse@engr.uga.edu](mailto:mrisse@engr.uga.edu) 706-542-9067

## Why water conservation?

Georgia's population is growing. Our water supply isn't. The only way to make sure there is enough water to go around is if everyone conserves and uses water wisely.

Across the country, our growing population is putting stress on available water supplies. Between 1950 and 2000, the U.S. population nearly doubled. However, in that same period, public demand for water more than tripled! Americans now use an average of 100 gallons of water each day—enough to fill 1,600 drinking glasses. This increased demand has put additional stress on water supplies and distribution systems, threatening both human health and the environment.

There's a reason that water has become a national priority. A recent government survey showed at least 36 states are anticipating local, regional, or statewide water shortages by 2013. But by using water more efficiently, we can help preserve water supplies for future generations, save money, and protect the environment.

Americans use large quantities of water at their homes. The average family of four can use 400 gallons of water every day, and, on average, approximately 70 percent of that water is used indoors and 30 percent is devoted to outdoor uses.

SOURCE: [www.epa.gov/watersense](http://www.epa.gov/watersense)

Georgia is facing one of the most severe droughts in history. Our rivers and reservoirs are at record lows, and many of our communities face water shortages that could challenge their ability to meet water supply needs

Reducing water use, waste, and loss can provide many benefits:

### **Water conservation can help keep water available for future generations.**

- Georgia is the 10<sup>th</sup> most populace state in the nation and the 5<sup>th</sup> fastest growing

### **Water conservation can protect water quality and the environment.**

- The more surface water we withdraw, the lower the streams become. Low streamflows aren't good for aquatic life and lower water quality which threaten human and environmental health.

### **Water conservation can expand the life of existing supplies.**

- If we use less water in our homes, we leave water in the environment to complete the water cycle and sustain the available supply.

### **Water conservation can save taxpayer dollars and consumers' money.**

- If everyone is a little more careful about wasting water at home, it makes a big difference. The less water is wasted and retreated, the greater the savings to local governments and consumers.

SOURCE: [www.ConserveWaterGeorgia.net](http://www.ConserveWaterGeorgia.net)

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## County Extension Office Responsibilities

The main focus of the UGA Cooperative Extension Water Conservation Program is to provide Georgians with simple behaviors they can adopt to reduce the amount of water they use. The program includes *Every Drop Counts*, which is focused on indoor water conservation and *waterSmart*, which is focused on outdoor water conservation. All personnel that answer phones in county offices should become familiar with both indoor and outdoor water conservation tips. Having a copy of the tip sheets for secretaries, Master Gardeners, etc. is a great start.

## Every Drop Counts

The University of Georgia has implemented a new water conservation campaign titled *Every Drop Counts*. Through this effort, the University of Georgia encourages faculty, staff, students and citizens to conserve water as seriously low water levels in North Georgia and drought conditions throughout the state continue to threaten the water supply. Reducing water use is everyone's responsibility. Periods of drought remind us that water is a limited resource. The average consumer uses about 60 gallons of water each day and loses 9 ½ gallons through leaks. In easy steps, consumers can reduce water consumption and save energy and money.

### Tips and Tools

Each District Extension office will house six *Every Drop Counts* indoor water conservation teaching kits. Please contact your district office to make arrangements for checking out a kit. Each county is supplied a Cooperative Extension 'Conserve Water..Every Drop Counts' 3.5 gallon bucket with materials. See Appendix A for the *Every Drop Counts* Checklist of Tools.

## Key Messages

- Wash laundry and dishes with full loads: Save 300-800 gallons of water a month by washing only when the machine is full. For small loads of laundry, adjust the water setting to a lower level. Dishwashers are designed to clean dirty dishes, so there is no need to pre-rinse them. Manufacturers recommend scraping dishes before washing them. For small loads, wash in the sink or dish pan. Rinse the dishes together in a pan of hot water or use a sprayer. Washing dishes one at a time can waste hundreds of gallons of water a month.
- Always turn off running water: Decrease water use by turning water off when brushing teeth or shaving. Stop running the water until it gets cold enough to drink. Keep a pitcher of drinking water in the refrigerator. Start planning your meals ahead of time so you can defrost food in the refrigerator instead of under running water.
- Take shorter showers: A 10 minute shower with an older showerhead could use up to 80 gallons of water. Time your shower and try reducing it to 5 minutes. You can also reduce water use in the shower by turning the water off while you lather up and shampoo. To maintain a consistent temperature, install a toggle switch on your shower to cut the water flow. If you take a bath, a full bathtub can use from 30 to 50 gallons of water. Fill it halfway or less. A good rule of thumb is 5 inches of water.

- Eliminate any and all leaks: A faucet dripping one drop of water per second can waste nearly 9 gallons of water a day. Reduce the amount of water dripping by turning faucets off completely, but not so tightly that you damage the valve seats. To check for toilet leaks, remove the toilet tank cover and put in 5 to 10 drops of food coloring. Wait 30 minutes. If any of the coloring leaks into the toilet bowl then you have a leak and you should fix it immediately. A leaking toilet can waste 15 gallons of water a day. Repairing leaks in your home can cut your water consumption in half.
- Reduce the flow of toilets and shower heads: Close to half of the water used in a home is for toilets and showers. If your toilet was manufactured before 1978, it uses 4 to 8 gallons per flush (gpf). If the toilet was manufactured between 1978 and 1993, it uses 3.5 gpf. Newer high efficiency models use 1.5 gpf or less. Replace older toilets with high efficiency models. If you flush six times a day, that is a savings of 12 to 39 gallons of water a day or as much as 14,235 gallons in a year! A short-term conservation measure is to place a 2 liter bottle filled with pebbles or sand in the toilet tank. This displaces some of the water and saves about a half gallon per flush. Another way to save water is to reduce the number of flushes by not using the toilet as a trash can.

A showerhead manufactured before 1978 uses 3 to 10 gallons per minute (gpm). Since then, the water flow has decreased to 2.5 gallons per minute (gpm). New low-flow showerheads reduce water flow to 1.5 to 2 gpm. If you are unsure of how much water your shower uses, you can check the flow rate by holding a bucket under the showerhead. Turn the water on full blast for thirty seconds. Measure the number of cups of water in the bucket and multiply by two to get the number of gallons per minute. If your showerhead uses more than 2.5 gpm you should consider replacing it with a low-flow showerhead.

Other tips include:

- Stop using the garbage disposal and start composting.
- Collect water in a bucket while waiting for the water in the shower or sink to reach the correct temperature. This water has several indoor uses, including watering plants and mopping the floor.
- Install a faucet aerator to reduce water flow by 50 percent.

## Saving Water

<u>Device</u>	<u>Standard Water Usage</u>	<u>Improved Efficiency</u>
Toilet	3.5 to 8 gpf	1.5 to 1.3 gpf with low-flow or high efficiency toilet
Shower	2.5 gpm x 10 minutes	5 minute shower saves 12.5 gallons of water 1.5 gpm showerhead saves 10 gallons of water
Bathing (tub)	30 – 50 gallons in a full tub	Reduce water level to 1/3 full
Faucet	2 to 3 gpm	Aerator reduces flow to 1.5 gpm or less
Clothes Washer	41 gpl	High efficiency machine uses less than 28 gpl
Dishwasher	8 to 15 gpl	4 to 7 gpl for high efficiency models
Dishwashing	20 gallons (tap running)	Wash and rinse in the sink (5 gallons)
Brushing teeth	5 gallons (tap running for 2 min.)	1 gallon (turn the water off while brushing)

gpf = gallons per flush

gpm = gallons per minute

gpl = gallons per load

## Long-term Actions to Save Water

- Insulate water pipes to get hot water faster and avoid wasting water while it reaches the correct temperature
- Install a low-flow or high efficiency toilet. Look for the WaterSense label ([www.epa.gov/watersense](http://www.epa.gov/watersense))

- Purchase a new water and energy efficient washing machine and dishwasher. Look for the Energy Star label ([www.energystar.gov](http://www.energystar.gov))
- Install an on-demand or tankless hot water heater

Before re-cycling water or using “gray water” from bathtubs, showers, sinks and washing machines, contact your local health department. Several communities do not allow the use of gray water.

## Materials

Each district office has six indoor water conservation teaching kits including:

1. Water EcoKit
  - Earth Massage low flow showerhead
  - Teflon tape to seal
  - Leak detection tablets & tips
  - Kitchen swivel aerator (1.5 gpm)
  - 2 Bathroom aerators (1.0 gpm)
  - Flow meter bag (to see how many gallons per minute used)
  - Toilet tank bank (displaces .8 gallons per flush)
  - Toilet water saver (75% of fill cycle water saved)
2. Shower Coach Shower Timer (5 minute timer)
3. Shower Control Valves
4. Water Conservation kit
5. Toilet Tank bank
6. Household water audit
7. Every Drop Counts: Conserve Water at Home publication
8. 100 Every Drop Counts magnets with conserve water tips
9. 25 mirror clings ‘turn off the tap when brushing and shaving’

Each county is supplied with a UGA Cooperative Extension Conserve Water black bucket containing:

- 100 Every Drop Counts magnets with indoor water conservation tips
- Every Drop Counts: Conserve Water at Home Extension publication
- Household water audit
- Toilet tank bank
- Shower timer
- Low flow showerhead
- 25 mirror clings ‘turn off the tap when brushing and shaving’

*Counties may order the above items for programming needs from based on the availability of contingency or county funds.*

On-line Resources which may be downloaded from:

<http://www.caes.uga.edu/unit/oc/marketing/ext/resources.html>

- a 15-minute water conservation presentation
- 30-second radio and television water conservation public service announcements
- indoor water saving tips *Every Drop Counts* mini exhibit

## Timeline

Counties are encouraged to begin offering these programs in February 2008. ***All activities should be documented in the Georgia Counts reporting system under water banner program by December 1, 2008.*** “Water Banner Program” has been added to the keywords in GaCounts. When entering events and activities please select “Water Banner Program” as the key word. You do not need to select other water related key words. All other information is entered as usual.



*waterSmart* is a program of the Georgia Department of Natural Resources' Environmental Protection Division in partnership with the University Georgia Cooperative Extension. Cooperative Extension signed a memorandum of agreement with EPD in November 2007 to implement the *waterSmart* program.

*waterSmart* was launched in 2007 in Albany, Augusta, Cobb County, Columbus, Dalton and Macon. Various extension agents in those counties participated in the pilot of the program.

*waterSmart* seeks to conserve water in Georgia by encouraging reductions in outdoor water use. It offers simple seasonal tips and tools for maintaining healthy lawns and gardens while using less water. *waterSmart* tools for homeowners, teachers, and facilities managers can be found at [www.ConserveWaterGeorgia.net](http://www.ConserveWaterGeorgia.net). Extension developed additional tools, which have been provided to county and/or district offices to aid in the program's implementation.

### Tips and Tools

See Appendix B for the *waterSmart* Checklist of Tools.

#### **Key messages**

- Georgia needs green landscapes to:
  - clean the air,
  - prevent erosion and
  - give us a place to play outdoors.
- Maintain healthy landscapes and save water, save time, save money with *waterSmart*'s seasonal tips.
- Know how much water your plants really need.
  - People often over water and damage their plants.
- Reduce the size of your lawn and replace with groundcovers, flowerbeds, shrub borders and trees.
  - turfgrass generally requires more water to maintain than other parts of your landscape.
- Put the "right" plants in the "right" places.
  - Use drought tolerant plants and turfgrasses.
  - Group plants together based on their water needs.
- Maintain and improve soil health.
  - Mulch! Mulching holds moisture in the soil.
- Collect water from your roof using a rain barrel or other device.
- Contact your local water utility to learn about outdoor water use restrictions in your area.

NOTE: Seasonal tips will be available at [www.ConserveWaterGeorgia.net](http://www.ConserveWaterGeorgia.net).



## Materials

1. 30-minute presentation on landscape maintenance, including email or phone evaluation, may be downloaded from: <http://www.caes.uga.edu/unit/oc/marketing/ext/resources.html>  
❖ **See Appendix H for sign in sheet** for community presentations/workshops.

2. Six waterSmart rainbarrel kits in each district office to loan out to agents including:

- Aqua Spike
- Tree Gator bag
- Soil Moisture Meter/Probe
- 100 waterwise landscaping brochures
- Discovering Drought Activity Booklet
- Drought in GA poster/lesson plan for 6<sup>th</sup> grade
- wSmart/ UGA rain gauge
- Automatic Lawn Sprinkler Timer
- Water-Miser 6-Position Garden Hose Nozzle
- how to make a rain barrel tip sheet (Appendix C)

3. County bucket of materials including:

- wSmart/UGA rain gauge
- 100 waterwise landscaping brochures
- Discovering Drought Activity Booklet
- Drought in GA poster/lesson plan for 6<sup>th</sup> grade

4. A 15-minute water conservation presentation and 30-second radio and television water conservation public service announcements which may be downloaded from:

<http://www.caes.uga.edu/unit/oc/marketing/ext/resources.html>

*Counties may order the above items for programming needs from based on the availability of contingency or county funds.*

## Timeline

*waterSmart* is best implemented from March 1 – December 1.

Reports should be submitted under **water banner program** in the **Georgia Counts reporting system by December 1, 2008**. “Water Banner Program” has been added to the keywords in GaCounts. When entering events and activities please select “Water Banner Program” as the key word. You do not need to select other water related key words. All other information is entered as usual.

## Youth Component

Georgia 4-H will adopt waterSmart's Drought in Georgia lessons as a curriculum track for use in sixth grade in school programming. These materials are built from the earth science standards of the Georgia Performance Standards and have the support of the Georgia Department of Education. The lessons are engaging and useful and can easily be adapted for in school club meeting use. The curricula can be reviewed at [www.ConserveWaterGeorgia.net/Documents/tools\\_teachers.html](http://www.ConserveWaterGeorgia.net/Documents/tools_teachers.html).

The Youth Committee held a staff development training in conjunction with the Environmental Protection Division's *waterSmart* staff to preview the Drought in Georgia unit. At that time, 24 Cooperative Extension faculty and staff were trained on the material. These participants are working to correlate all 4-H related activities and events form the Base Programming Sheet with the Drought in Georgia materials. Once completed this matrix will be posted on the Georgia 4-H web page [www.georgia4h.org](http://www.georgia4h.org).

Plans are being made to offer the Drought in Georgia lesson plan training again.

## Helpful Hints

### Before your water conservation program starts:

- Form a local planning team, or work with an already existing committee focused on water conservation.

Consider team members such as:

- water utility representatives
- School teachers, student councils and PTAs or PTOs
- 4-H volunteers
- Master Gardeners
- Churches
- Civic clubs, such as Lions and Rotary
- Members of the local media
- Local city or county officials
- Work sites
- Military bases
- Parks and recreation departments
- Nature Centers and Environmental Education Providers
- River Keepers
- Keep Georgia Beautiful local affiliate
- NOTE: committees like these have formed in many communities to address the impacts of the drought.

- ❖ See Appendix C for County Water Planning Team Sign-In Sheet.

- ❖ See Appendix D for a sample County Water Planning Team Meeting Agenda.

- Work with the team to decide how the program will be implemented in your county.
  - Prioritize the tips and tools you will make available to the citizens you serve. Focus special attention on the tools that include evaluation components.
  - Consider the most effective strategies for distributing the information (i.e., the local media, exhibit fairs, workshops, public speaking engagements, etc.).

- Orient your office staff to the program using the fact sheets provided.

- Ask all employees who field phone calls, especially those who answer the phones to keep these fact sheets close at hand.
- Estimate and record the number of water conservation phone calls your staff receives and to which they respond.
  - ❖ See Appendix E for Every Drop Counts Fact Sheet.
  - ❖ See Appendix F for *waterSmart* Fact Sheet.

### During the program:

- Stay in touch with team members to keep them involved.
- Go online to [www.ugawater.org](http://www.ugawater.org) and [www.ConserveWaterGeorgia.net](http://www.ConserveWaterGeorgia.net) for new communication and educational tools.
- Use the methods designed by the Water Task Force to evaluate the program.

### After the program:

- Submit program evaluations from participants and any suggestions for additional support materials to Mark Risse.
- Enter activities in Georgia Counts.

## **Creative Ideas**

- Download and make copies of the smaller *water conservation* exhibit from <http://www.caes.uga.edu/unit/oc/marketing/ext/resources.html>
  - Laminate and distribute to task force members and anyone else who may be recruiting team members.
- Check out window shade water conservation exhibit from district office for bigger events or larger venues.
  - These larger exhibits may also be in certain counties scattered throughout the district.
  - Provide these to task force.
- Purchase a scrapbook for pictures and news articles, and have needed supplies for the camera.
  - Start taking pictures at the first task force meeting.

## Appendix A

### Every Drop Counts Checklist of Tools

#### Materials for Indoor Water Conservation Measures

Each county is supplied with a UGA Cooperative Extension Conserve Water black bucket containing the following indoor conservation tools\*:

- 100 Every Drop Counts magnets with indoor water conservation tips
- Every Drop Counts: Conserve Water at Home Extension publication
- Household water audit
- Toilet tank bank
- Shower timer
- Low flow showerhead
- 25 mirror clings Every Drop Counts- turn off the tap when brushing or shaving

*\*buckets also contain outdoor conservation tools as well*

*Counties may order the above items for programming needs from based on the availability of contingency or county funds through the CAES Office of Communications.*

A 15-minute water conservation presentation and 30-second radio and television public service announcements which may be downloaded from:

**<http://www.caes.uga.edu/unit/oc/marketing/ext/resources.html>**

Each district office has six indoor water conservation teaching kits (stored in a labeled 3.5 gallon bucket) including:

1. Water EcoKit
  - a. Earth Massage low flow showerhead
  - b. Teflon tape to seal
  - c. Leak detection tablets & tips
  - d. Kitchen swivel aerator (1.5 gpm)
  - e. 2 Bathroom aerators (1.0 gpm)
  - f. Flow meter bag (to see how many gallons per minute used)
  - g. Toilet tank bank (displaces .8 gallons per flush)
  - h. Toilet water saver (75% of fill cycle water saved)
2. Shower Coach Shower Timer (5 minute timer)
3. Shower Control Valves
4. Water Conservation kit
5. Toilet Tank bank
6. Household water audit
7. Every Drop Counts: Conserve Water at Home publication
8. 100 Every Drop Counts magnets with conserve water tips
9. 25 mirror clings Every Drop Counts- turn off the tap when brushing or shaving

## Appendix B

### **waterSmart Checklist of Tools**

#### **Outdoor Water Conservation Resources**

1. 30-minute presentation on landscape maintenance, including email or phone evaluation downloaded from: <http://www.caes.uga.edu/unit/oc/marketing/ext/resources.html>

❖ **See Appendix H for sign in sheet** for community presentations/workshops.

2. County bucket of materials including:

- wSmart/UGA rain gauge
- 100 waterwise landscaping brochures
- Discovering Drought Activity Booklet
- Drought in GA poster/lesson plan for 6<sup>th</sup> grade

3. Six waterSmart rainbarrel kits in each district office to loan out to agents including:

- Aqua Spike
- Tree Gator bag
- Soil Moisture Meter/Probe
- 100 waterwise landscaping brochures
- Discovering Drought Activity Booklet
- Drought in GA poster/lesson plan for 6<sup>th</sup> grade
- wSmart/ UGA rain gauge
- Automatic Lawn Sprinkler Timer
- Water-Miser 6-Position Garden Hose Nozzle
- how to make a rain barrel tip sheet (**Appendix I**)

*Counties may order the above items for programming needs from based on the availability of contingency or county funds.*

4. 15-minute water conservation presentation - download from <http://www.caes.uga.edu/unit/oc/marketing/ext/resources.html>

For more information or to make suggestions on the *waterSmart* program, materials, or needed resources contact:

Deron Davis  
waterSmart Director  
deron\_davis@gadnr.org  
(404) 362-4501 phone  
(404) 362-2550 fax

Georgia Environmental Protection Division  
Watershed Protection Branch  
4220 International Parkway, Suite 101  
Atlanta, Georgia 30354

[www.conservewatergeorgia.net](http://www.conservewatergeorgia.net)



## County Water Planning Team Sign-In Sheet

County \_\_\_\_\_ Date \_\_\_\_\_

Name	Organization/Address	Phone	Fax	Email

**Appendix C**

### County Water Planning Team Sign-In Sheet



THE UNIVERSITY OF GEORGIA

# COOPERATIVE EXTENSION

Colleges of Agricultural and Environmental Sciences & Family and Consumer Sciences

## County Water Planning Team Meeting Agenda

Sign-In

Welcome and Introductions

Overview of UGA Cooperative Extension Water Conservation Program

- Every Drop Counts
  - Tips
  - Tools
  - Timeline
- waterSmart
  - Tips
  - Tools
  - Timeline

Decide how the program will be implemented in your county

- Prioritize the tips and tools you will make available to the citizens you serve. Focus special attention on the tools that include evaluation components.
- Consider the most effective strategies for distributing the information (i.e., the local media, exhibit fairs, workshops, public speaking engagements, etc.).

Set next meeting date

### Appendix D

#### County Water Planning Team Sample Meeting Agenda

UGA Cooperative Extension Water Conservation County Guide

## Appendix E: Every Drop Counts Fact Sheet

### Indoor Water Conservation: Every Drop Counts!

The Indoor Water Conservation Team developed educational tools and resources focusing on five ways consumers can conserve water indoors, with an overarching theme of “Every Drop Counts: Conserve WATER.” The five water conservation tips are:

- (1) W ash laundry and dishes with full loads
- (2) A lways turn off running water
- (3) T ake shorter showers
- (4) E liminate any and all leaks
- (5) R educe the flow of toilets and showerheads

#### Media Resources

Radio spots and news articles were created for Extension Agents to adapt and use in their counties. Additional news articles will be added in the upcoming year.

#### Promotional Tools and Resources

The primary promotional tool is a 3” x 5” magnet – “Conserve WATER Every Drop Counts.” It includes the UGA Extension telephone number (1-800-ASK-UGA1). Magnets will be distributed to all counties.

A one-page, two-sided fact sheet on water conservation was developed and will be reviewed and available online as a numbered publication. It focuses on the amount of water used inside the home along with the five water conservation steps listed above and included on the magnet.

#### Educational Workshops

A workshop on indoor water conservation will be conducted at the 2008 Winter School. The class will include information on low-cost or no-cost ways to save water along with long-term conservation efforts. A PowerPoint and interactive educational activities have been developed for Extension Agents to use in workshops. Water conservation kits will also be available to Extension Agents conducting workshops.



## Appendix F: *waterSmart* Fact Sheet & Key Messages



### What is *waterSmart*?

- Educational program developed by the Environmental Protection Division of the Georgia Department of Natural Resources in partnership with University of Georgia Cooperative Extension.
- Seeks to conserve water in Georgia by encouraging reductions in outdoor water use.
- Offers simple seasonal tips and tools for maintaining healthy lawns and gardens while using less water.
- Launched in 2007 in Albany, Augusta, Cobb County, Columbus, Dalton and Macon.

### What happened?

- Representatives from the local water utilities, extension agents and others in the pilot communities worked together to educate their citizens using the resources the *waterSmart* program provided.
- Each local team received:
  - program in a box workshop for homeowners on landscape design and maintenance
  - a unit for 6th grade Earth Science teachers on drought in Georgia.
- A media relations firm distributed press releases and worked with local media outlets to gain coverage of *waterSmart's* key messages.
- Magnets with simple tips for homeowners were provided to local garden centers.
- Posters designed to capture students' attention on the effects of drought were provided to 6<sup>th</sup> grade science teachers.
- Program resources were readily available on ConserveWaterGeorgia.net.

### What did the agents think about *waterSmart*?

Gave the program resources high marks, especially the program in a box workshop for homeowners and the magnets with simple tips for homeowners.

Asked for additional resources including:

- more local media help.
- basic information designed for use on a simple display.
- a useful, inexpensive take home tool that can be given to homeowners at events.
- a series of DVDs/videos promoting water conserving techniques and resources.

## What advice did agents have for fellow county agents implementing *waterSmart*?

“Get together a committee to help spread the word. Do it in the schools. Present programs to groups.”

- Sid Mullis, Richmond County
- 

“Cherry pick components that complement your established programs. Don’t reinvent the wheel.”

- Steve Brady, Cobb County

“Be flexible.”

- Jennifer Davidson, Muscogee County

“Work with other local groups to achieve results. Collaborating with others allowed us to reach a broader audience.”

- Karol Kelly, Bibb County

For more information on *waterSmart*, visit [www.ConserveWaterGeorgia.net](http://www.ConserveWaterGeorgia.net) or contact Mark Risse, [mrisse@engr.uga.edu](mailto:mrisse@engr.uga.edu), Maria Bowie, [mbowie@uga.edu](mailto:mbowie@uga.edu) or Deron Davis, [deron\\_davis@gadnr.org](mailto:deron_davis@gadnr.org).

## ***waterSmart* Key messages**

- Georgia needs green landscapes to:
  - clean the air,
  - prevent erosion and
  - give us a place to play outdoors.
- Maintain healthy landscapes and save water, save time, save money with *waterSmart*’s seasonal tips.
- Know how much water your plants really need.
  - People often over water and damage their plants.
- Reduce the size of your lawn and replace with groundcovers, flowerbeds, shrub borders and trees.
  - turfgrass generally requires more water to maintain than other parts of your landscape.
- Put the “right” plants in the “right” places.
  - Use drought tolerant plants and turfgrasses.
  - Group plants together based on their water needs.
- Maintain and improve soil health.
  - Mulch! Mulching holds moisture in the soil.
- Collect water from your roof using a rain barrel or other device.
- Contact your local water utility to learn about outdoor water use restrictions in your area.

NOTE: Seasonal tips will be available at [www.ConserveWaterGeorgia.net](http://www.ConserveWaterGeorgia.net).



THE UNIVERSITY OF GEORGIA  
**COOPERATIVE EXTENSION**  
 Colleges of Agricultural and Environmental Sciences & Family and Consumer Sciences

Please sign in below by printing your name, organization, address, phone number and email address. A follow up email evaluation will be sent. Those that submit completed evaluations within one week will be eligible for a drawing for a 63 gallon rain barrel.

**Cooperative Extension Water Conservation  
 Presentation/workshop Sign-In Sheet**

**County** \_\_\_\_\_

**Date** \_\_\_\_\_

Name	Organization/Address	Phone	Fax	Email

**Appendix H**

**Extension Water Conservation Community Presentation/workshop sign in sheet**