

Water Conservation Implementation Plan

Issues in Effective Water Supply Management:
The Call for Conservation, Collaboration and
Cooperation

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Observations

Drought is natural and inevitable

Water Shortage occurs when a Region's Demand Causes an Inability to cope with Drought

Managing Water Shortages in Humid Climates is Possible

Drought does not have to Equal Water Shortage

Observations, cont.

Water Suppliers/ Industries should never be placed in jeopardy between a drought and their customers

Drought planning should be comprehensive and calibrated to protect the resource while maximizing the efficient use of water

Drought Planning should occur after effective water supply/water conservation plans are finished

Poorly planned rules and actions pit suppliers against users

A region should never have to play "catch up" in a drought

Georgia's WCIP is a First Step

Objectives of the Effort

Utility customers buy water to irrigate the Green industry's plants

"Blue" and "Green" industries need to combine efforts, information and forces to educate the customer; to help governments fashion the rules

Allowing efficient irrigation:

- Protects the urban forest

- Controls against erosion, pollution

- Reduces peaking demands on supply

- Protects revenues

- Provides new water at the lowest cost

- Drought proofs the utility's service area



Causes of Water Shortage

Deficit Rainfall

Lack of Sources, Storage

Evaporation

Excessive Demand

(Irrigation ~ 20% of Urban Use/ Peak Demand)

Growing Populations

Limited Water Resources, Close to Demand

Politics



Means of Implementing Successful Water Shortage/ Water Conservation Efforts

Statutes

Rules

Ordinances

Codes

Enforcement

Public Education

Human Behavior

Industry Response



Necessary Regulatory Goals

Consistency Amongst Jurisdictions

Functional at the most Local Level

Comprehensive yet Simple

Enforceable

Penalize Waste while Rewarding Efficiency



Industry Goals- Water Supply

Revenue Protection
Operational Stability
Source Protection
Treatment Consistency
Educated Customers
No Surprises



Industry Goals- Landscaping

Urban Environmental Protection
Revenue Stability
Enforcement Consistency
Educated Customers
No Surprises



Philosophy

Protect Efficient Users from Impact

As Efficiency Progresses, Revise Plans and Rules

Assure Equitable Treatment

Base Restrictions on Science/Experience

- Document
- Explain
- Set Priorities



Evolution of Restrictions

Early-	Local Choice Confusing Inconsistent Difficult to Enforce
Recent-	Regional and/or State Consistent One size Fits All! Cookie Cutter
Future-	Science and Technology Based Measurement/ Monitoring/ Reporting Price Based



Tale of Two States

Georgia

- Running on Empty
- Restrictions Copied from Florida/ Problematic
- Not Science Based for Regional Parameters
- Disregards Economic Impact on Industries
- Lacked Long Range Planning

Florida

- Survives Multiple Year Events
- Restrictions Tailored to Regions/ Effective
- Based on Industry Input
- Regards Economic Stability
- Dovetails with Long Range Water Supply/Conservation Plans

Tale of Two States- Impact

Georgia

Green Industry- \$ 8.5 Billion per Year
Banned All Outside Use- September 2007
\$2.5 Billion Economic Impact- 1st year
Jobs lost- @ 30,000 of 100,000
Severe Environmental Impact

Florida

Green Industry- \$ 25 Billion per Year
Reduced Outside Use/ Efficiency Provisions
< \$2.0 Billion Economic Impact- 4 years
Jobs lost- @ 50,000 of 315,000
Environmental Resources Protected

Future Directions

- Water Shortage Rules Must be Compatible with Long Range Regional Water Resource Plans
- Prioritize Water Uses/ Inform the Users
- Restrictions Must Protect Economic Growth- As Well as the Resource
- All Water User Sectors Must be Involved
- Refrain from Just Picking the Low Hanging Fruit
- Protect/ Reward the Efficient Use of Water
- Establish Efficiency as a Base for All Users/Uses on a Local, Regional, State and Interstate basis



Lessons Learned

- Drought Brings Awareness of the Need to Conserve/ Build Education Upon It
- As the Science Improves, be Willing to Amend/Upgrade the Rules
- Always Err on the Side of Simplicity- "The Top 20 Gets You 80%"
- Make Sure ALL the Vested Interests are Behind the Rules/Plans
- Be Consistent in Enforcement
- Reward Compliance/ Efficiency



Tasks Ahead

- Work Together

Share Info, Data

Combine Educational Efforts

Participate at the Regional, State levels to assist in rulemaking, supply planning(WCIP)

Offer joint assistance to regulators

Comments/ Questions

