



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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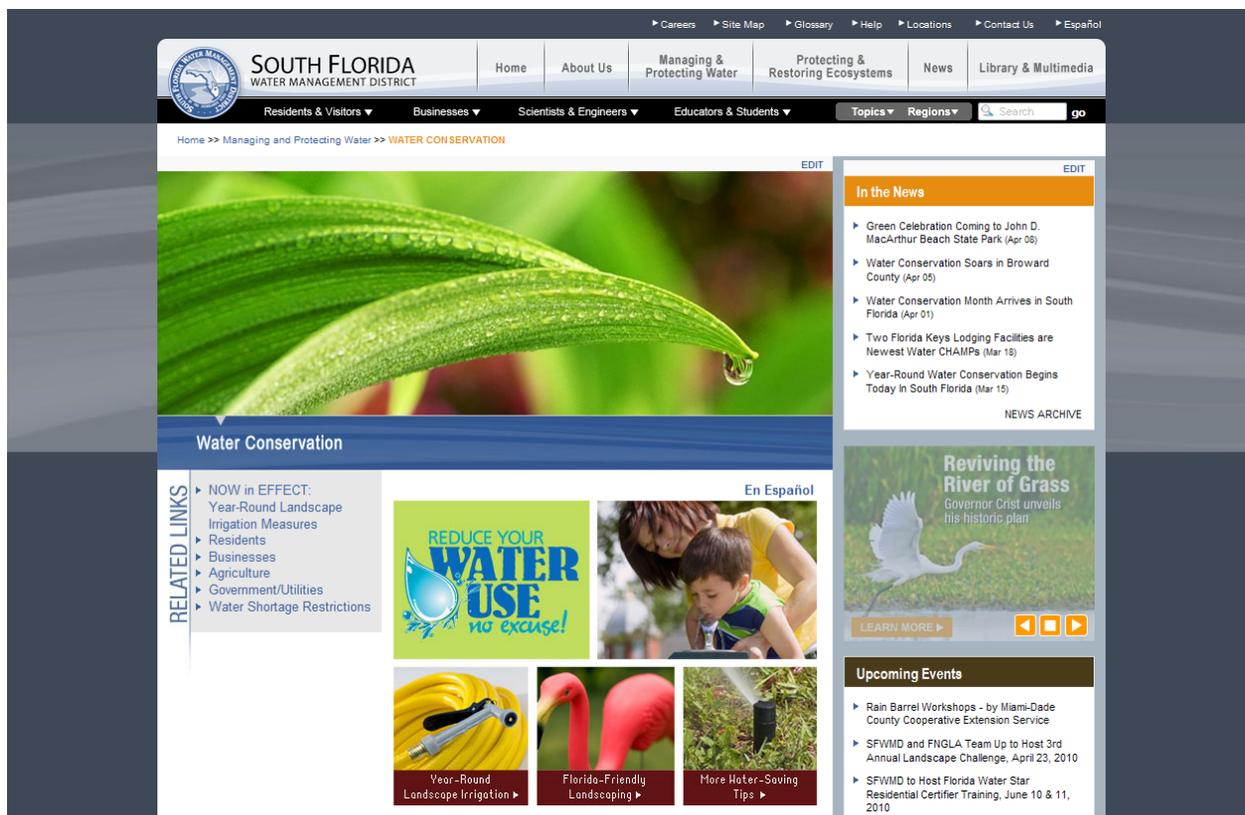
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Water Conservation Gets a Fresh Look on the Web

Ongoing redesign of www.sfwmd.gov makes finding water-saving information easier



(Click on the image above to go to the new water conservation home page.)

West Palm Beach, FL — To better inform residents and businesses about water conservation, the South Florida Water Management District (SFWMD) has launched a series of new Web pages that makes learning about saving water easier than ever.

“The District is constantly looking for new ways to deliver the most timely and relevant information about our programs to the public and our stakeholders,” said Deena Reppen, SFWMD Deputy Executive Director for Regulatory and Public Affairs. “These redesigned Web pages will engage South Florida’s 7.5 million residents in water conservation using the latest available technologies.”

Visitors to the new Web pages on www.sfwmd.gov will find a wealth of water conservation information presented through interactive graphics, multimedia and fact sheets. The pages include:

- County-by-county details on the [Year-Round Landscape Irrigation Conservation Measures](#), which took effect across South Florida in March 2010.
- An interactive guide to [Florida-Friendly Landscaping](#) that includes plants suitable for South Florida yards.
- A [water conservation calculator](#) that residents can use to compute their use.
- A video tutorial on rain barrels.
- [Water conservation tips](#).
- A complete [list of Florida Keys lodging facilities](#) participating in the Water Conservation Hotel and Motel Program (Water CHAMP).

Water conservation is among nearly 100 new Web pages that comprise the latest phase in the ongoing redesign and re-engineering of the District's Web site. The improved www.sfwmd.gov is being developed in-house to be the authoritative source of information about the District and the agency's primary line of communication with 7.5 million residents across 16 counties. Additional pages for the site – which drew 512,263 unique visitors in Fiscal Year 2009 alone – will be transitioned into the new Web redesign through mid-2010.

The new water conservation pages debut during Water Conservation Month in April, which represents the height of the South Florida dry season when historically limited rainfall and peak water demand often stress regional water supplies. Water conservation is essential year-round for addressing regional weather extremes and growing demands on a limited water supply that South Florida's residents, economy and unique environment all depend on. In addition to the Web site, the District is offering water conservation tips and facts throughout April on its Twitter feed at twitter.com/sfwmd.

The District's Comprehensive Water Conservation Program was approved by the SFWMD Governing Board in September 2008 to encourage more responsible use of water resources throughout South Florida. Numerous stakeholders worked with the District to define specific regulatory, voluntary and incentive-based programs and in-depth education and marketing plans that will help foster a year-round conservation ethic. The program includes the Year-Round Landscape Irrigation Conservation Measures that took effect across South Florida on March 15.

For details on the Comprehensive Water Conservation Program and water-saving tips, please visit www.savewaterfl.com. More information about the ongoing redesign of the District's Web site can be found in the attached [Q & A](#).

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About the South Florida Water Management District

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.