

**In Recognition of  
Conservation Pays Month**

- WHEREAS, since 2011, Fort Lauderdale has collaborated with other local governments, water utilities, and Broward County as part of the Broward Water Partnership and the Conservation Pays program to promote community-wide water conservation; and
- WHEREAS, BrandsMart USA, WaterOptimizer, Outfront Media, the Miami Herald, and CBS4 have joined the Partnership in this effort; and
- WHEREAS, water conservation provides the lowest cost means of providing the water needed for people, the environment, and our economy; and
- WHEREAS, a significant goal of Conservation Pays is to educate and engage businesses, residents and nonprofits to achieve significant changes in personal practices and to prompt business and residential water-conserving retrofits; and
- WHEREAS, the Conservation Pays program is already saving 210 million gallons of water annually with the distribution of free aerators, showerheads and toilet rebates and supporting a total 20 percent reduction in per capita water consumption compared to usage in 2006; and
- WHEREAS, water savings can be achieved across all sectors, with money savings for individuals, businesses, agencies, and nonprofits; and
- WHEREAS, saving water not only protects our unique South Florida quality of life, but the robust economic activity substantially connected to the protection of our natural resources and the availability of water;
- WHEREAS, the City of Fort Lauderdale has joined with the Broward Water Partnership and our residents, businesses and nonprofits; and committed to ongoing education and engagement as part of the Broward Water Partnership and the 2015 Campaign which is focused on demonstrating the financial water savings achieved with comprehensive water retrofit of plumbing fixtures and appliances; and
- WHEREAS, the Broward Water Partnership is hosting a month-long competition called the “Broward Mega Water-Saving, Record-Breaking, Wild Water Switcheroo” which will provide the winning homeowner with a complete water conservation retrofit; and
- WHEREAS, the winner of the competition must also agree to allow monitoring and publicizing of realized water and cost savings over the course of the following year.

NOW THEREFORE, WE, as City Commissioners of the City of Fort Lauderdale, Florida, do hereby proclaim March 2015, as:

**CONSERVATION PAYS MONTH**

in the City of Fort Lauderdale recognizing the Broward Mega Water Saving, Record-Breaking, Wild Water Switcheroo and calling upon each citizen and business to help protect our precious resource and provide for long-term water resource sustainability by practicing water conservation.

DATED this, the 3<sup>rd</sup> day of March 2015.

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Mayor John P. “Jack” Seiler

