

***Drought Survival Strategies for
Georgia Colleges and
Universities***

Remote Site Participants:

- Sign in and pick up presentation handouts
- Verify audio/video connection is OK
- Remain muted during presentation to avoid camera switching due to peripheral noise
- When asking a question, state who you are and what institution you're from before beginning your question



**A Water Conservation Pilot Program Aimed
at Reducing Outdoor Water Use**

www.ConserveWaterGeorgia.net



First Things First:

What is the Education Roundtable?

- Created by DNR Commissioner Noel Holcomb as one of his signature projects.
- Seeks to bring environmental education providers together to work to establish a conservation ethic.
- Primary goal is to deliver a coordinated message to Georgians, teach them about important environmental issues, and offer simple steps they can adopt.

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Who's involved?

- Albany Water, Gas and Light Commission
- Augusta Utilities Department
- Board of Regents
- Clean Water Campaign
- Cobb County-Marietta Water Authority
- Cobb County Water System
- Dalton Utilities
- Duffey Communications
- Elachee Nature Center
- Ewing Irrigation, Golf and Industrial Products
- Fernbank Museum of Natural History
- Flint Riverquarium
- Georgia Aquarium
- Georgia Association of Water Professionals
- Georgia Conservancy
- Georgia Department of Community Affairs
- Georgia Department of Education
- Georgia Department of Natural Resources
- Georgia Power
- Georgia Professional Standards Commission
- Georgia Public Broadcasting
- Georgia Water Wise Council
- Georgia Youth Science Technology Centers
- Macon Water Authority
- Stone Mountain Park
- SouthEast Center for Ocean Sciences Education Excellence
- UGA Cooperative Extension
- Zoo Atlanta

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Why Water Conservation?

- Water is a hot topic.
 - Drought
 - Water wars
 - Statewide water plan
 - Public support for water conservation
- Georgians need a greater understanding of how their decisions to use or conserve water impact not only their own communities, but also those of people who live downstream.

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Why Outdoor Water Use?

- Daily household water use can increase 60% in summer months as the result of outdoor watering.
- Excess use during naturally dry times, can diminish supplies needed for other essential uses.
- There are easy steps the public can take to reduce their outdoor water use, especially as it relates to planting and watering.

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Branding the Education Roundtable

- Since 2000, the Cobb County-Marietta Water Authority (CCMWA) has encouraged residents to conserve water through its *waterSmart* campaign.
- **And it works...**the CCMWA has saved more than 1.6 billion gallons of water -- 4 million gallons/day, equaling savings of \$3.6 million.
- The *waterSmart* campaign was developed for CCMWA by Duffey Communications, an independent marketing, public relations and public affairs firm.

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The Message

Plants need no more than 1 inch of water every 7 to 10 days to stay healthy.

Try these 5 to help them thrive!

- **Water only once a week.** When it hasn't rained, a deep soaking every week will provide your plants with plenty of moisture.
- **Soak, don't sprinkle.** When you water, aim the nozzle at the base of plants so more water will reach the roots.
- **Don't water in the heat of the day.** You will only lose water to evaporation. If you have an automatic system, set it to come on in the early morning hours between 4 a.m. and 10 a.m.
- **Turn off sprinkler systems when it rains.** Install an inexpensive rain sensor shut-off switch.
- **Mulch!** Using pine straw, bark chips or ground hardwood mulch on the roots of plants and trees helps the soil retain water.

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Pilot Communities

- Albany
- Augusta
- Cobb County
- Columbus
- Dalton
- Macon

Selected based on their population, their ability to meet the demographic profile, and their geographic diversity.

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Education Roundtable Products

- Communications Campaign
- Workshop for Homeowners on Landscape Design and Maintenance
- Drought in Georgia Unit for 6th Grade Earth Science Teachers
- Drought Survival Strategies Video Conference and Water Efficiency in Campus Landscapes Workshop for Georgia Colleges and Universities

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Communications Campaign

- Statewide media relations effort led by Duffey Communications, with extra focus in the pilot communities.
- Series of six press releases (launch, spring planting, native plants, drought, irrigation and fall planting) running between April and October 2007.
- *waterSmart* tips of the day and tips of the week.
- Target key media with placement of *waterSmart* logo and tips on media Web sites.

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Workshop for Homeowners

- How to select and maintain plants that require less water.
- Tips for planning, designing and irrigating landscapes.
- Includes PPT presentations, brochures, plant lists, door prizes and demonstration items such as rain sensors, drip irrigation kits, rain barrels and watering timers.
- Available online or in the pilot communities through water providers, Cooperative Extension or other partnering organizations.

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Unit for 6th Grade Teachers

- 4 lessons designed to address 9 content and characteristics of science standards, plus language arts and social studies standards.
- Helps students understand that drought and water use impact the availability of water resources.
- Perspectives & Definitions of Drought
- Cause & Effects of Drought
- Scientific Processes for Determining Drought
- Outdoor Water Use & Conservation

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