

**M E M O R A N D U M**

DATE: June 27, 2001  
TO: The Board of Supervisors  
FROM: Lisa Meddin, Water Conservation Coordinator, James City Service Authority  
SUBJECT: Water Conservation Programs Update

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Attached is an update on the JCSA's current and future water conservation programs as of June 2001.

LM/gs  
water conservation

Attachment

**JCSA**  
**WATER CONSERVATION PROGRAMS UPDATE**  
**JUNE 2001**

**CURRENT PROGRAMS:**

1. **Let's be Water Smart**
  - a. **Partners** - Twenty Partners to date, including landscapers, nurseries and irrigation contractors.
  - b. **Website** - [www.bewaersmart.org](http://www.bewaersmart.org). Features Water Smart tips, current and upcoming events, contests and general info.
  - c. **Brochure** - distributed to all partners and County sites.
  - d. **Garden Flags**
  - e. **Stickers**
  - f. **Bags**
  - g. **Workshops** - fourth Saturdays of June, July, August, and September. Given by Water Smart partners.
  - h. **Summer Ad Campaign** - May 25 through July 28. Features a 3" x 7" ad every Saturday in Virginia Gazette, every Thursday in Daily Press, Williamsburg section, and a ½ page ad in Hampton Roads Gardening, July and August. The campaign is subsidized by workshop presenters and sponsors, who receive ad space with a minimal contribution toward the cost of the ad.
  - i. **Contests** - write-in contests advertised in the ad campaign and on the website. Water Smart giveaways contest in lobby of JCSA.
  - j. **Residential Awards** - ongoing.
  - k. **Water Smart Articles** - Conservation Coordinator writes monthly articles for neighborhood association newsletters.
  - l. **Water Smart Communities** - Two new developments, Mulberry Place and Wellington, are Water Smart Communities and will use Water Smart materials to promote developments.
  - m. **Water Conservation Proffers** - Completed draft of suggested Water Conservation Guidelines for all new developments requesting special permits.
2. **BayScape** - Planted BayScape certified by the Alliance for the Chesapeake Bay at JCSA building. Educational material on BayScapes available in JCSA lobby. Designed to encourage customers to follow Water Smart principles in their landscape.
3. **Presentations** - Have presented conservation or Water Smart presentations to various groups, including the local landscaping industry, Peninsula Homebuilders Association, AARP, Master Gardeners, and student groups.
4. **Neighborhood Water Conservation Retrofit Program** - Using EPA grant dollars remaining from an HRPDC grant, in March, JCSA, HRWET, and the Forest Glen Neighborhood Resource Center replaced 95 old toilets in Forest Glen with 2.5 gpf ultra low flow toilets. This represented one third of the neighborhood, and a water savings of 1,491,500 gallons per year. The Resource Center earned \$1,425 for its efforts, which they are using for its summer youth program.

## **UPCOMING PROGRAMS & PROJECTS**

1. **Speaking Tour** - Sending invitations to neighborhood associations belonging to JCC Neighborhood Connections Program, local civic groups and relevant organizations to host a Water Smart speaker. (Water Conservation Committee members or Conservation Coordinator available to speak.)
2. **Wellhead Abandonment Program** - Public relations and educational campaign designed to inform residents why they need to find and report unused wells for proper abandonment. Fall 2001 and beyond.
3. **Local Drought Resistant Plant Guide** - Supporting Master Gardener program to publish a drought resistant landscape guide. Winter 2002.

## **OTHER NEWS:**

**The Water Conservation Coordinator** completed the Master Gardener Program, offered through the Virginia Extension Office.

**Public Relations/Media:** Ten articles featuring the conservation or Water Smart message appeared in local print media since January 2001.