3.7 Provide Education on Water Conservation

5 Points

Action Updates

This action has been revised for the **current certification cycle**. A version of this action from the prior program year is available for comparison. Edits are highlighted in yellow. (Last updated 2020)

Objective

Educate and empower all businesses and residents to reduce their water use.

What to Do

Note: Water conservation and watershed protection are different educational topics. Points may be eligible for the latter under the Provide Watershed Education action.

1. Provide Education on Water Conservation **(5 points)**

   All elements must be completed to receive credit.

   a. Sponsor or host a water conservation education workshop that targets local businesses and/or residents in your community (whether they tap municipal water or use a private well) and goes above and beyond current campaigns required to attain the Municipal Separate Storm Sewer System (MS4) permit. Your local water company, council of governments or health district may be able to assist. Workshops may be coordinated with neighboring municipalities.

   Submit: A description of your water conservation education workshop and the date it was held.

   Timeframe for Credit: Eligible for new action credit. This action falls under the action type "Events, Meetings, Trainings" (see "Timeframe for Credit" Guidance Document for submission requirements).

   b. Identify and disseminate water conservation educational materials to businesses and/or residents. Consider reaching audiences through multiple communications channels, such as online, at events, printed materials (at libraries, grocery stores, restaurants, in tax bills, town booklets), etc.

   Submit: An overview of your outreach strategy (5 sentences maximum), including target populations (if any) and at least one example from among the materials disseminated, which could include flyers, articles, letters, newsletters, presentations, or digital communications. For websites, submit both a hyperlink and a screenshot of the relevant webpage(s).

   Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

Timeframe for Credit

Actions can either be "New" or considered for "Rolling Credit."

New Action Credit. Any action completed within the past three years (from January 1 of the year seeking certification) is eligible for potential certification points. If you are applying for recertification in your year of

expiration, you may not claim New Action Credit for items that previously received credit.

Rolling Credit. For any action older than three years (from January 1 of the year seeking certification), you must demonstrate ongoing, currently relevant, and meaningful impact in your community to be considered for certification points. If you are applying for recertification in your year of expiration, you must apply for Rolling Credit for any item that previously received credit, even if it was completed within the past three years.

View the "Timeframe for Credit" Guidance Document for detailed submission requirements.

Engaging Partners

Sustainable CT encourages regional collaboration and other forms of partnership. For every action, please complete the "Partners" box in your submission, indicating the name(s) of any municipalities and/or organizations you partnered with (if any) and a brief description of your municipality's role. If you collaborate with other municipalities, each community will receive points. For additional information, please see the "Partners Guidance Document".

Potential Municipal and Community Collaborators

Staff from your public works and planning and zoning departments could be helpful in implementing this action.

In addition, your inland wetlands commission, conservation commission, or local water-focused organizations could help implement this action.

Funding

If available, below are potential funding sources specific to this Action. For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the Sustainable CT Grants Portal, which is searchable by Action. Please also visit the Support for Your Town page for opportunities for technical assistance and other supports.

- Urban Act Grant Program
- Municipal Grant Program (MGP)
- 2021 Sustainable CT Community Match Fund

- Coca-Cola Foundation Community Support Grants, Rolling Deadline

Resources

Toolkits, Calculators, Guidance Documents, General Information

- State of Connecticut, "Water Status"
- CT Department of Public Health, "Water Conservation"
- CT Department of Energy and Environmental Protection, "Water Conservation"
- CT Audubon, "Conserve Water"
- Project Wet (Water Education Teachers)
- US Department of Energy, "Net Zero Water Building Strategies"
- Alliance for Water Efficiency, "Home Water Works"

Organizations and Relevant Programs

- Connecticut Water
- Regional Water Authority
- Aquarion Water Company
- The Metropolitan District
- American Water Works Association, Connecticut Section
- Alliance for Water Efficiency

Why This Matters

Less than 1% of the Earth's freshwater is readily accessible for human use. Many people use more water than they need without knowing it. The average American family uses more than 300 gallons of water per day. Excess water often strains sewage systems and contaminates groundwater as dirty water seeps from the sewage system and into the ground. Contaminated groundwater pollutes swimming water and soil, resulting in low quality food crops grown in area gardens or farms.

Benefits

Inform residents about how they might be using more water than needed for any given task, and how they can cut the waste without sacrificing comfort or performance.

Empower and motivate people to conserve water with information about relatively simple and cheap methods. By employing these easy practices, like shortening showers or dumping leftover ice on plants instead of down the drain, residents can save money and make a difference.

Water conservation keeps water in aquifers, reservoirs, streams, rivers, etc., where it can support aquatic habitats and be available for produce growing. This also better prepares the state and communities for future droughts, by having more of this invaluable resource in reserve, and by making water conservation the norm, rather than an emergency measure.

CT Success Stories

- Darien - Oct 2019 Certification
- Stamford - Oct 2018 Certification
- New Canaan - Oct 2020 Certification