

Meeting Minutes from CFWI Workshop

Focus on Business & Government

May 21, 2015

9:05am – Shelley Lauten, Principal of triSect, welcomed 76 attendees to the workshop and asked each to introduce themselves. Following that, she discussed contents of the packet that each attendee received including the agenda, copy of the Power Point presentation, copy of the CFWI boundary map, copy of the CFWI Regional Project Solutions, snapshot of the new CFWI website, and an executive summary of the CFWI Regional Solutions Plan.

Shelley introduced Mayor Joe Kilsheimer, City of Apopka, and James Burks, Senninger Irrigation.

Mayor Kilsheimer talked about his work with Niagara Bottling before becoming elected and how efficient their water use is versus water use for irrigation. He noted that the bottling company's model is a more efficient use of water to create jobs and a tax base and that there needs to be continued public education about water and its uses.

Shelley then asked James Burks to the stage. He opened by asking “why should we be proactive” and remarked that his was a rhetorical question as being proactive pushes us to plan. He noted corporate stewardship of water is important. He asked the attendees to think about water as they think about other items in their businesses like finances. Mr. Burks shared that there are three key categories of impact of water on a business: 1. Physical, operational, and image. He closed by noting that businesses needed to find a way to continue to be collaborative and work together.

Mark Hammond, Director of Resource Management, Southwest Florida Water Management District then provided an overview of the history of the CFWI. Points of emphasis included:

- There were over 100 people involved in the solutions planning phase including those from government, business, FDEP, consultants, environment representatives, and agriculture representatives
- Now we need to know where did we get it right and where do we still need to work on?
- 20 years ago we have 2 million people living in the region, today we have 3 million. In 20 years we will have 4 million. Because of this, we need to come up with 250mgd of options. The solutions plan identified 350mgd in options.

- The issues we are facing with water resources did not happen over the past 12 months and, therefore, will not be solved in the next 12 months. Implementation of the proposed solutions plan will take time.
- Review of what happens when we overuse the aquifer
- It is important to understand what are the issues and options for our region

Further, Mark discussed that we would focus input today on three of the eight solution identified by CFWI:

- Implementing Water Conservation
- Developing Specific Prevention and Recovery Programs
- Supporting Development and Implementation of Regional Projects

Mark also mentioned the following work that has been ongoing:

- CFWI identifies sustainable quantities of groundwater – completed 2 years ago
- Develop strategies to meet water demands – the draft Regional Water Supply Plan is the beginning of this work (a higher level, big picture look at the region); he noted that there is sufficient water to meet our needs, but many need multi-jurisdictional cooperation
- Establish consistent rules – working on that in the next year

Finally, Mark noted the Key Findings of the CFWI Solutions Phase. They include:

- Water conservation is an important element
- Sufficient options to meet the regions' needs through 2035
 - 150 options – more than 334 mgd
- Conceptual management strategies can be developed into specific projects
- Stakeholder engagement has and will continue to be important
- Project cost estimates scenario
 - \$2.8 billion for 225 mgd
- Establishment of consistent rules and regulations to be developed to implement the results of CFWI Planning effort
- Implementing results of CFWI is critical to long-term sustainability

Shelley noted that this collaborative is a national model. No one told the WMDs they had to do this; they saw it as a necessity.

Questions about CFWI

- Rick Baird: Do the WMDs have a water supply plan in place and does the CFWI have a plan to implement what we will hear today? RESPONSE FROM MARK: As we update the regional water supply plan, CFWI plan will be incorporated. Individual WMDs will follow the RWSP. This plan helps us be consistent across boundaries.

Shelley noted that collaboration is important to seeing the value of the cost associated with the solutions because there is a benefit to the region.

Mark then noted that they will focus on top three implementation strategies in today's meeting because there are still concerns that there is still not enough focus on conservation and addressing surface water

Steven Memberg, Chief Scientist of the South Florida Water Management District, then reviewed the Water Conservation Plan. He noted the following in his presentation:

- The plan addresses a minimum of 37mgd for conservation; there is a minimum because not everyone is going to participate right away and we need to be realistic.
- The CFWI looked at best practices for acute situations like droughts and freezes.
- The Regional Water Supply Plan is a 20-year plan which will be updated every 5 years
- Additional items noted in the Water Conservation section are:
 - Public Supply & Other Self Supply
 - 10 BMPs
 - Adopt High-Efficiency Standards
 - Landscape and Irrigation Systems
 - Plumbing Fixtures and Appliances
 - Public Education
 - Clearinghouse/Conservation Planning Tools/Research
 - Agriculture (Programmatic Approach)
 - 7 BMP categories
 - Includes training workshops, on-site demonstrations, mobile labs and support for Extension Services

QUESTIONS following Steven's presentation:

- Kimberly Lawrence: Has any work been done or will work be done to address water quality standards in water reuse? Also, when applying is there any thought to having reclaimed and stormwater reuse in the same Consumptive Use Permit? RESPONSE FROM STEVEN: Water quality is part of the environmental feasibility test for use of reclaimed water. Reclaimed use may be required in a mandatory reuse area. RESPONSE FROM JOANNE: SB536 is looking at addressing stormwater integration into reclaimed. This recommendation should come out in August.
- Unknown: Each municipality has its own residential and commercial landscape designs standards. How does a regional, state, or national developer work with each municipality? Are there going to be a unified landscape regulations for everyone? RESPONSE FROM STEVEN: This is a question that has been asked through the Solutions Team. It would have to be a statewide effort. Do local governments want to hand that authority over? RESPONSE FROM SHELLEY: We need to be thinking about recommendations on how we can help facilitate coordination between cities, counties, and developers.

- Mayor Bradley: It would be great if we had one regulation for the lot size for developers to keep from overbuilding. This would help conserve water.
- Unknown: SWFWMD raised the City of Davenport's rates because they weren't using enough water. How are you going to enforce all this and preserve this 5 county area? RESPONSE FROM MARK: We need to look at this as a region. It will have to be implemented appropriately due to revenue. RESPONSE FROM SHELLEY: Water knows no boundaries so we need to figure out ways to connect the work of CFWI to other communities. This the first step, not the last.

Joanne Chamberlain, CFWI Initiative Leader of the St. Johns River Water Management District then provided an overview of the Prevention and Recovery section of the Solutions Plan. Items of note included:

- \$2 million in 2016 and \$1.5 million in 2017
 - Evaluate recovery options for 3 waterbodies
 - Lake Wales
 - Spring in the St. Johns
 - Unidentified
 - These are in the conceptual phase and they are looking at a lot of options
 - Options include
 - Conservation
 - Recharge
 - Relocation of withdrawals – looking at the lower Floridian aquifer
 - Development of AWS

QUESTION after Joann's presentation:

- Rick Baird: Is this all related to water quality or just wanted quantities? RESPONSE FROM JOANNE: This is based primarily on quantities, however we will be looking at multi-objective projects.

Mark Hammond walked through the Regional Projects Solutions List. He noted that not all of this projects will actually be completed immediately; they will be brought online as demand increases. If demand stays flat, he noted that we don't need to invest in all of these project solutions and the CFWI will continue to monitor that.

Mark then opened the floor for questions and comments.

- Unknown: Aquifer Storage Wells seem beneficial to what we're trying to do in CFWI, but there are issues with arsenic and the letter has been delayed. Are the WMDs pushing to get the letter out? RESPONSE FROM MARK: Yes. There is an expense in evaluating wells, but it is a great option for the future. Unknown response: They have waived the criteria for arsenic, but haven't

waived it for reclaimed water; it is being hindered because letter won't come out.

- **Unknown:** Public water supply is the only business for enterprise funds. The business model is to sell less than you use. The utilities have to raise rates and the public sees this as a tax. Is it possible on a regional level to start a type of education program for the public? **RESPONSE FROM SHELLEY:** The Central Florida Partnerships study recently showed that only one percent of the public said water was an important issue to them. What recommendations would you make to make a water public relations effort? Mayor Kilsheimer responded that it has to hurt. Unknown responded that there needs to be cooperative between citizens, business, agriculture, etc. to be fair. Unknown responded that there is no research on cost savings in sharing with the public you will save XXXX if you take a 5 minute shower vs. a 20 minute shower; Shelley noted that a coordinated marketing campaign should include all levels of government. Judith Benson noted that the Florida Water Star program is a voluntary program and perhaps could be made mandatory. Shelley asked what other coordinated "it's gotta hurt" campaigns have been successful and the attendees responded with cigarettes and seatbelts.
- **Unknown:** What prevents anyone in this room from drilling a well into the aquifer? **RESPOND FROM STEVEN:** Water is not a right in the state of Florida.
- **Mike Britt:** We ought to be talking about conservation in the landscape in general. We need a partnership between business/government. Every home that is developed should have a positive impact on the environment and have a positive benefit on the water budget. Each developer that comes in should have a responsibility to work with builders / governments.
- **Mayor Kilsheimer:** We need to look at California. There, the wealthy pay higher rates. 7 in 10 support conservation in theory, but don't think they can personally participate.
- **Brian Shearer:** A great campaign is needed for water. He further asked is there anything going to be done for well construction and regulation of them? **RESPONSE FROM STEVE:** That is something the regulatory team continues to work on.
- **John Shearer:** Provided an update on where we are in statewide regulatory issues. The third bullet in the presentation is to get consistent regulations amongst CFWI. One complication is to memorialize some recommendations in the water bill that now looks like it might not pass. **RESPONSE FROM SHELLEY:** How do we implement some of these solutions equitably? **RESPONSE FROM STEVEN:** The rules that are in place in WMDs have evolved over time. We can try to get consistent, but have to have government's latitude to get there.

- **Unknown:** We need to encourage developers to modify landscapes so they are more water friendly. **RESPONSE FROM SHELLEY:** Are there any communities that have ordinances that regulate that? **Unknown:** A few years ago, the City of Winter Park created an ordinance that required the installation of Florida friendly landscape if you were building or renovating. **RESPONSE FROM JOANNE:** The water conservation team came up with some of the same recommendations. She further noted that they need to expand the toolbox and make sure we reduce demand on upper Floridian aquifer. **RESPONSE FROM MARK:** The clearinghouse is an option for what works well, and what doesn't, for community best practices.
- **Unknown:** Are there any opportunities for stormwater or aquifer recharge with I4 Ultimate project? **RESPONSE FROM CHUCK WALTER:** The CFWI is working very closely with FDOT and there are places that will have retrofits in the current project. They are having conversations about doing more in the next section (Orange/Osceola).
- **Mike Britt:** Are there any conversations about the Central Polk Parkway project? **RESPONSE FROM MARK:** Yes, they are discussion options and opportunities with DOT. FDOT is excited because they might be able to manage some of their costs by partnering with the WMDs.
- **Unknown:** Has there been any consideration about leasing wells? **RESPONSE FROM MARK:** Some of these options are going to be on the table as we move forward; **RESPONSE FROM JOHN SHEARER:** In 1989 there was a water resource commission that discussed this. It was recommendation 19 - to create a well head pass – and it would have generated over \$100M year that could have been used for AWS. Eighteen of the recommendations have made their way into rule; this one has not.
- **Unknown:** I think there should be a bottled water tax
- **Bill Marcous:** It would be helpful for businesses to learn more about utilities in the area (capacity, education, exchange). There needs to be a foundation built before we can go further in getting public support. **RESPONSE FROM SHELLEY:** We hope utilities would reach out to Chambers and say “we have a program for you.”
- **Unknown:** There is significant concern by a number of utilities that if they do a great job of conserving, their CUP would be lowered. **RESPONSE FROM STEVEN:** DEP and WMDs agree and they have put in place rules that keep this from happening. The districts will allow you to extend the life of your permits up to 10 years.
- **Brian Sheahan:** Some of the Lake County cities have fallen victim to that; will it be retroactive? **RESPONSE FROM STEVEN:** No.
- **Unknown:** In Polk County they have a water initiative that is trying to bring cities together. Does CFWI work with that? **RESPONSE FROM MARK:** Yes. The WMDs offer 50% cost share funding to develop equitable and fair developments. It's on on the solutions projects list.

- Rick Baird: Does the CFWI think Florida friendly landscape is a good way to conserve water? RESPONSE FROM ALL: Yes. Unknown: That is all great, but you have to have some way to enforce the landscape code to ensure it stays that way.

Shelley asked each table to come up with one key question or recommendation:

- Table 1: When a development comes in and negotiates a CUP, the WMD needs to hold them to the original number allowed per household.
- Table 2: Have sea level rise impacts been considered in the Solutions Plan? RESPONSE FROM STEVE: The impacts to growth have been considered. RESPONSE FROM SHELLEY: That is why the plan is constantly monitored and updated.
- Table 3: We need a transition to go from us vs. them to we to get into a collaborative process. RESPONSE FROM SHELLEY: Any recommendations on how to get there? RESPONSE: Continue to talk. RESPONSE FROM JOANNE: We develop more trust and also understand we have more common toward the end goal with more conversations.
- Table 4: 1) Short-term recommendation: Move landscape planning of development to the front end. 2) Long-term recommendation: Look toward the future; instead of trying to modify our habits, invest in our youth.
- Table 5: We have to look at this as an integrated, long-term approach. RESPONSE FROM SHELLEY: This means alignment at all levels of government.
- Table 6: The WMDs should create a pilot program on reclaimed water
- Table 7: We would like to see more Florida friendly plants; stay away from zoizia
- Table 8: Target middle-aged people with a conservation message

Mark reviewed CFWI plan schedule. Joanne noted that this is an extended comment period, but encouraged everyone to comment early.

Shelley reviewed the upcoming public meetings and encouraged attendees to invite others to provide input during the open comment period. She then reviewed the updated CFWI website with attendees.

Shelley thanked everyone for attending the meeting. The meeting concluded at 11:35am.