

## **FOR IMMEDIATE RELEASE**

Media Information

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# **Cooper City's Conservation Program Earns Recognition**

Cooper City earned the Environmental Stewardship Award through the [Florida League of Cities](#) Florida Municipal Achievement Awards Program for its [You Win – We All Win Water Conservation Program](#).

The innovative, community-driven program was developed to help [Cooper City](#) reduce its overall water use 5 percent by 2013. The program was divided into several major components including retrofitting older buildings; a competition among homeowner associations; outreach to highest users; rebates and community education. Since it began in 2009, the results have exceeded expectations with a water use reduction of more than 9 percent already being achieved.

“This program signifies both the city and individual benefits of water conservation,” said Debby Eisinger, Cooper City Mayor. “And it demonstrates that we worked together as a community to make a difference that benefits the residents and the environment. Our residents truly care about protecting the environment and conserving water.”

The program was specially designed to engage and involve residents. Program achievements include:

1. Homeowners Association Competition: Two HOAs competed against each other for a 3-month period to see who could save the most water. Each multi-family team was given a water conservation kit and accessibility to ongoing advice on water conservation best practices. Collectively, the teams saved 176,000 gallons of water during a 3-month period. One family single-handedly saved 27,000 gallons of water. Members of the winning team received a WaterOptimizer Smart Irrigation System that measures soil moisture to ensure landscapes get the water they need, but no more.
2. Major Water Users: Focusing on the customers who use a large volume of city water (commercial/institutional), participants were provided with a water audit of their indoor and outdoor water use. They were then provided with a detailed report outlining recommendations on what they could do to save water with both low cost and no cost options, and those requiring various levels of investment. Coordination with participants continues to gather feedback about the program and to offer guidance with implementing water conservation devices and programs.
3. Cooper City's, “Rebate, Rebate, Rebate” program offered rebates for high-efficiency toilets, rain barrels, sensor irrigation systems and shallow

irrigation wells. In just nine months, rebates were provided for 456 toilets, 31 rain barrels, three irrigation systems and four irrigation wells. “Our staff and residents are committed to conserving water and protecting the environment,” said Bruce Loucks, City Manager of Cooper. “Whether they are participating in a friendly competition or installing high efficiency toilets, their actions are a direct result of our overall water use reduction.”

The residents are clearly reducing their water use but city officials are still urging everyone to conserve and “[Gimme5](#)”. That is, Cooper City is asking every resident to save 5 gallons of water every day. By saving 5 gallons of water per day, Cooper City can maintain their goal of 5 percent water reduction by 2013.

Cooper City, along with cities of [Brooksville](#), and [Delray Beach](#), will be honored for their commitment to public service during the League’s annual educational conference being held Aug. 13 at the Orlando World Center Marriott. Each of the winners’ programs will be saluted during the conference’s Second General Session. The cities will all receive a “MUNI” award, be spotlighted in the special “best-practices” publication, and be featured in the League’s award-winning publication, *Quality Cities*, and on the League’s website, Facebook page and Twitter stream.

“The city winners in these categories all provide exemplary service for their citizens and should be applauded for their wonderful accomplishment,” said Joy Cooper, Florida League of Cities president and mayor of Hallandale Beach. “It is an honor to salute these outstanding cities and public servants with the coveted Florida Municipal Achievement Award.”

The *Florida Municipal Achievement Awards Program* is designed to recognize innovations and excellence in municipal government. It provides municipalities with an opportunity to receive recognition for superior and innovative efforts in three award categories – *City Spirit, Citizenship and Environmental Stewardship*. The awards program was open to city, town or village governments that are members of the Florida League of Cities. The programs nominated must have been in effect for a minimum of one full year.

For more information about Cooper City’s water conservation program, log on to [www.YouWin-WeAllWin.com](http://www.YouWin-WeAllWin.com).

Cooper City Utilities has served the residents of Cooper City, FL, since 1983 with a mission to operate water treatment and wastewater treatment plants to meet the needs of the residents. Michael Bailey, P.E., leads the 35-member staff that works to provide 3.2 million gallons of high quality water a day to 10,400 homes and businesses.