

*Office of the Mayor  
City of Fort Lauderdale*

# *Proclamation*

**In Recognition of  
Conservation Pays Program**

**WHEREAS**, since 2011, the City of Fort Lauderdale has collaborated with other local governments, water utilities, and Broward County as part of the Broward Water Partnership and Conservation Pays program to promote community-wide water conservation; and

**WHEREAS**, water conservation provides the lowest cost means of providing the water needed for people, the environment, and our economy; and

**WHEREAS**, a significant goal of Conservation Pays is to educate and engage businesses, residents, and nonprofits to achieve significant changes in personal practices and to prompt business and residential water-conserving retrofits; and

**WHEREAS**, the Conservation Pays program is already saving 210 million gallons of water annually with the distribution of free aerators, showerheads, and toilet rebates and by supporting a total 20 percent reduction in per capita water consumption compared to usage in 2006; and

**WHEREAS**, water savings can be achieved across all sectors with money savings for individuals, businesses, agencies, and nonprofits; and

**WHEREAS**, saving water not only protects our unique South Florida quality of life, but also the robust economic activity substantially connected to the protection of our natural resources and the availability of water; and

**WHEREAS**, the City of Fort Lauderdale is committed to the ongoing education and engagement effort as part of the Broward Water Partnership and the 2016 Conservation Pays Campaign; and

**WHEREAS**, the Broward Water Partnership is hosting a month-long competition called the "Neighborhood Water Challenge" which will provide prizes to neighborhood teams who conserve the most water and to teams who create the best outreach effort.

**NOW, THEREFORE, WE**, as City Commissioners of the City of Fort Lauderdale, Florida, do hereby proclaim **March 2016** as:

**CONSERVATION PAYS NEIGHBORHOOD WATER CHALLENGE MONTH**

recognizing the Neighborhood Water Challenge and calling upon each citizen and business to help protect our precious resource and provide for long-term water resource sustainability by practicing water conservation.

**DATED this**, the 1st day of March 2016.



  
Mayor John P. "Jack" Seiler

