

# Every Drop Counts: Conserve WATER

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CSREES National Water Meeting – Reno, NV

February 2-5, 2008



THE UNIVERSITY OF GEORGIA  
**COOPERATIVE EXTENSION**  
Colleges of Agricultural and Environmental Sciences & Family and Consumer Sciences

# UGA Cooperative Extension Banner Program

- Increase Visibility for Extension
- Agents in 158 counties and 80 specialists
- Show Statewide Impact
- A&NR
- FCS
- 4H



The screenshot shows the UGA Cooperative Extension website banner program. The header features the UGA logo and the text "THE UNIVERSITY OF GEORGIA COLLEGE OF AGRICULTURAL & ENVIRONMENTAL SCIENCES". Below the header is a navigation menu with links for "ABOUT CAES", "DEPARTMENTS", "ACADEMICS", "EXTENSION", "RESEARCH", "PUBLICATIONS", "TOPICS A-Z", "CALENDAR", and "NEWS". The main content area is divided into two columns. The left column contains a sidebar with a "Find your local Cooperative Extension office." section, which includes a form to "Enter your ZIP code:" with a "Go" button and a "Browse the map" link. The right column features a large banner image of two children in a stream, with the text "COOPERATIVE EXTENSION" overlaid. Below the banner is the text "Colleges of Agricultural & Environmental Sciences and Family & Consumer Sciences UGA Cooperative Extension". At the bottom, there is a "Kroger Cabin at Rock Eagle" section with a Kroger logo and a "Program Areas:" section with links for "Agriculture & Natural Resources" and "4-H Youth".

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ABOUT CAES DEPARTMENTS ACADEMICS EXTENSION RESEARCH PUBLICATIONS TOPICS A-Z CALENDAR NEWS

> CAES Home  
▼ UGA Cooperative Extension

- What is Extension?
- Program Areas
- Local Offices
- Making an Impact
- Employment Opportunities

Find your local Cooperative Extension office.

Enter your ZIP code:

[Browse the map](#)

Learning for life

COOPERATIVE EXTENSION

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UGA Cooperative Extension

Kroger Cabin at Rock Eagle

Now through Feb. 2, all 173 Georgia Kroger stores are collecting funds for a new Kroger Cabin at Rock

Program Areas:

- [Agriculture & Natural Resources](#)
- [4-H Youth](#)

# Water Task Force

- Water and Human Health selected as main topics
- Water led by Mark Risse and Maria Bowie
- Includes 15 agents and 10 specialists/support staff
- Initial focus on conservation
- Outdoor Water Use
- Indoor Water Use
- Youth

# Why Water Conservation?

- Conservation is important all the time.
  - Priority in the State Water Plan
  - Expand life of existing water supplies
  - Save taxpayer dollars on infrastructure and individuals on energy and water
  - Protect water quality and environment
  - Keep water for future generations and economic growth





# Water Banner Effort Goals

- Help people:
  - Understand the importance of individual water use
  - Develop basic routine water conservation habits
  - Gain support from others in community on implementing conservation efforts
  - Provide basic information and resources to homeowners and partners
- Outdoor, Indoor and youth

# Outdoor Water Use

- 💧 Partner with DNR's WaterSmart Program
- 💧 Materials focus on irrigation, rain water collection, planting and mulching.





- waterSmart Marketing study
- Pilot tested in 2007 in five communities
- Statewide support

A screenshot of the "Conserve Water Georgia!" website. The header features the title "Conserve Water Georgia!" in a large, bold, yellow font with a blue outline. Below the header is a navigation menu with links for Home, Links, Educational Tools, Facts, waterSmart, Questions, News, and Planning. The main content area is divided into three columns. The left column contains links for "Subscribe to E-Newsletter", "Contacts", "Citizens", "Citizens' Conservation Home Page", "Georgia Drought", "Why Water Conservation", "What You Can Do", "Outdoor Tips", and "Indoor Tips". The middle column has a section titled "Drought is a natural disaster." followed by text about Georgia's drought, a "Frequently Asked Questions" link, and two news items: "Governor Perdue Orders Utilities, Permit Holders to Reduce Water Use by 10 Percent" and "Governor Perdue Asks State Agencies to Reduce Water Consumption 10-15 Percent". Below this is a "Do your part to help." section with a video link "Governor Perdue Encourages Water Conservation (Video)". The right column features the waterSmart logo and tagline, followed by text describing the program as a partnership between the Georgia Department of Natural Resources' Environmental Protection Division and the University Georgia Cooperative Extension. It also includes information about the program's goals and the development of the waterSmart tools.

# Middle Georgia goes waterSmart



Macon Water  
Authority

THANK YOU for your help with the  
rain barrel display.  
Built by  
**M. QUINTON**  
Sponsored by  
**RUTLAND ACE HARDWARE  
KARSTEN-DENSON  
HOME DEPOT (Macon)  
MACON FEED & SEED**



# Maintaining a *waterSmart* Landscape



SAVE WATER • SAVE TIME • SAVE MONEY!

[www.ConserveWaterGeorgia.net](http://www.ConserveWaterGeorgia.net)

*waterSmart* is a program of the Georgia Department of Natural Resources' Environmental Protection Division in partnership with the University of Georgia Cooperative Extension.

# Georgia's Water

- 9.5 million people depend on a clean water supply.
- The population is increasing by more than 2.2 % a year, making GA the 5<sup>th</sup> fastest growing state in the nation.

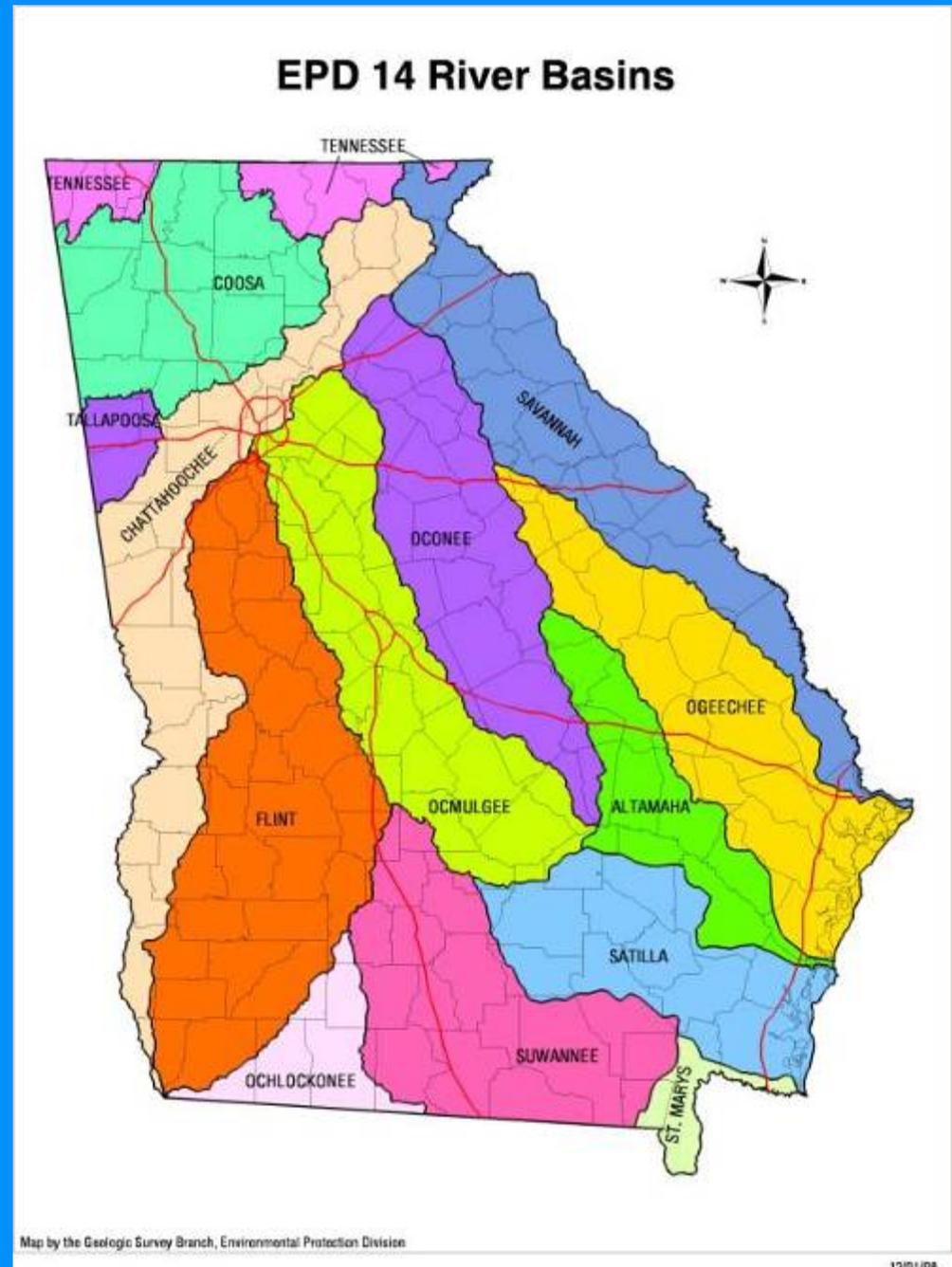


© 2006 National Drought Mitigation Center

<http://drought.unl.edu/gallery/2007/Georgia/LakeHartwell2.htm>

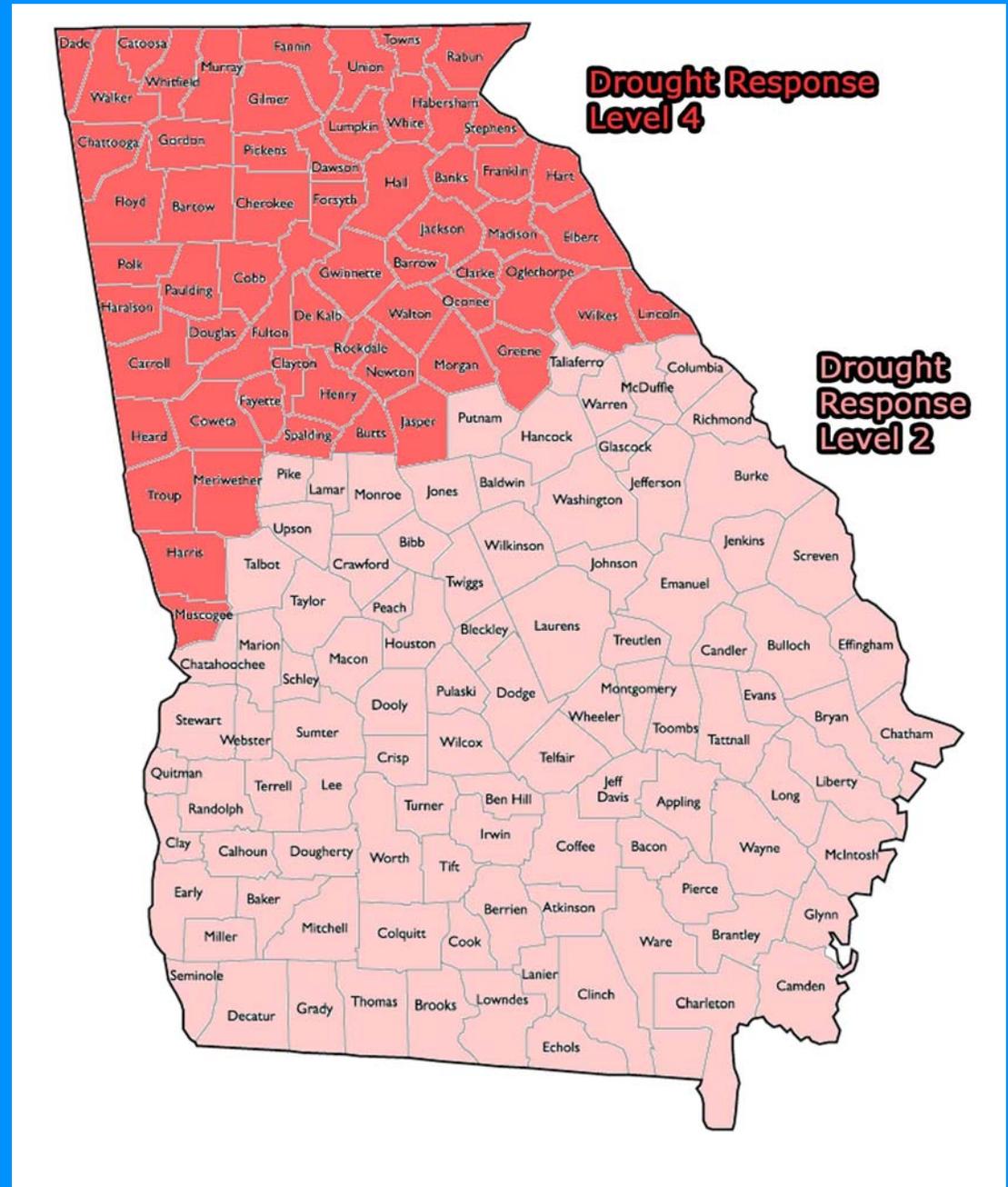
# Georgia's Water

- Most of GA's water sources originate in the state.
- Alabama and Florida also depend on these water sources.



# Georgia's Water

- Water utilities are required to enforce the Outdoor Water Use Rule, which restricts outdoor water use.
- Includes irrigating landscapes, washing vehicles, water use for swimming pools, amenity fountains or ponds.



# Georgia needs healthy landscapes & landscapes need water.

A healthy landscape:

- says welcome to my home or business
- gives our children a safe place to play



# *waterSmart* Tips

- *Water* efficiently
- Put the "right" plants in the "right" places
- Mulch
- Add organic matter
- Collect A/C condensate & rainwater



SAVE WATER • SAVE TIME • SAVE MONEY!

Water at night or early morning to avoid losing water to evaporation.

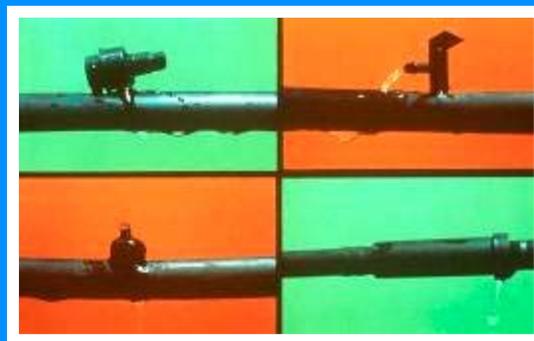
## Water Deeply!

*Light, frequent watering causes shallow rooting and increases need for water.*

**More plants are killed in  
Georgia from over-watering  
than from drought.**

# Use Drip Irrigation and Microsprays when possible

- They use 30% to 50% less water than sprinklers.
- They water the plant instead of the area.
- Drip avoids spraying foliage so diseases are less likely to occur.



# Benefits of Mulch

- Prevents water loss from the soil
- Prevents soil-borne diseases
- Insulates the roots of plants from extreme heat and cold
- Reduces weed competition



Best Mulch

Organic

Fine-textured

Non-matting

# *waterSmart* Tips

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SAVE WATER • SAVE TIME • SAVE MONEY!

Watering with A/C condensate  
and harvested rainwater  
is always allowed.





# Rainwater Harvesting Potential

(see next slide)

## Rainfall on a 20 x 50' roof area (1,000 ft<sup>2</sup>)

Month	Example Rainfall (inches)	624 (gallons/inch)	Volume (gallons)
April	1.36''	624	849
May	0.26''	624	162
June	4.37''	624	2,727
July	3.42''	624	2,134
August	1.19''	624	743
September	1.46''	624	911
October	2.89''	624	1,803
November	0.93''	624	580

# For additional information on *waterSmart* Landscapes

- Call your local UGA Cooperative Extension Office at 1-800-ASK-UGA1.
- Consult a landscape professional.
- Visit a local garden center.
- Go to [www.ConserveWaterGeorgia.net](http://www.ConserveWaterGeorgia.net)
- Visit the UGA Extension Service web site:  
[www.ugaextension.com](http://www.ugaextension.com)

*Presentation prepared by The University of Georgia  
Center for Urban Agriculture in cooperation with the  
Urban Agriculture Council and the waterSmart program.*



[www.ConserveWaterGeorgia.net](http://www.ConserveWaterGeorgia.net)

*waterSmart* is a program of the Georgia Department of Natural Resources' Environmental Protection Division in partnership with University Georgia Cooperative Extension.



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# Outdoor Tool Kit

- 25 rain barrels with gator bag, rain gage, soil moisture sensors, sprinkler nozzles, auto cut-offs, plant lists, and publications
- Exhibit
- Survey results
- County guide
- Power point
- How to make rain barrels



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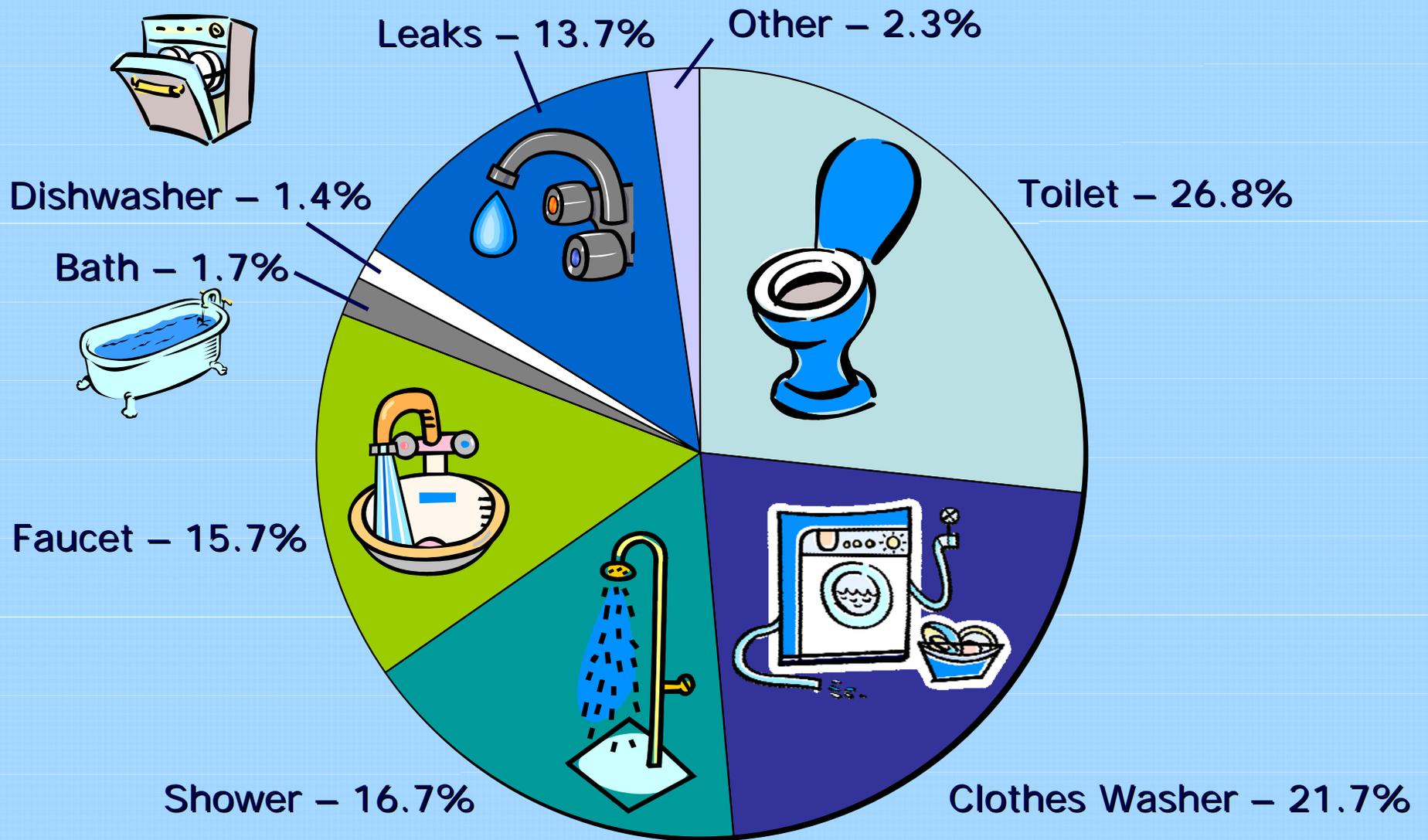
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# Residential Indoor Uses of Water



Source: Awwa Research Foundation (1999)

# 5 Easy Water Saving Tips

- **W**ash laundry & dishes with full loads
- **A**lways turn off running water
- **T**ake shorter showers
- **E**liminate any and all leaks
- **R**educe the flow of toilets & showerheads

# Indoor Delivery

- Distribute buckets
- Workshops
- Partnerships



# Youth

- 6<sup>th</sup> Grade curriculum developed and approved on drought in Georgia
- 4H educators trained on materials.

# Implementation

- Distribution of County Information Packet at Winter School
  - Flexibility with County adoption and use
  - Materials available for county implementation
  - Suggest that county teams be established to solicit funding and plan efforts

# Marketing and Outreach

- All materials available for sale
- PSA's print, radio, TV, scripts
  - [Richt PSA](#)
- Database of news articles
- Exhibit available around State
- Sell 1800AskUGA1 and websites
- Answers to FAQ in every county office and distributed to master gardeners

# Evaluation

- Most difficult
- Guides for working with Utilities for actual measurements
- Survey with 6 month follow-up for workshops
- Survey of agents
- Track outputs in GA counts System
  - Contacts, meetings, publications, etc.

# Questions?

