

# Memorandum

MIAMI-DADE  
COUNTY

**Date:** December 9, 2008

**To:** Honorable Chairperson Natacha Seijas and Members,  
Governmental Operations and Environment Committee

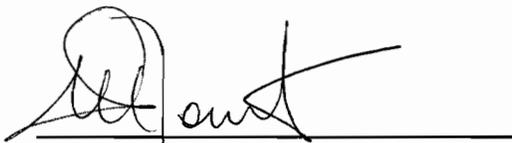
**From:** George M. Burgess  
County Manager

**Subject:** Revised Six Month Update on the 20-Year Miami-Dade Consolidated Public Water Supply Water Use Permit Communications Plan

GOE  
Agenda Item No.  
7(B)

On May 13, 2008, the Governmental Operations and Environment Committee (GOE) approved Miami-Dade Water and Sewer Department's (WASD) Communications Plan as it relates to the 20-Year Miami-Dade Consolidated Public Water Supply Water Use Permit (WUP) issued by the South Florida Water Management District on November 15, 2007. At the GOE meeting, it was requested that updates to the Communications Plan be provided every six months.

Attached for your information is the updated WUP Communications Plan, which incorporates format suggestions made by GOE Chairperson Natacha Seijas. In addition, a summary sheet entitled "Water Use Permit Communications Plan – May to October 2008 Summary Report" describing all of the outreach actions taken by WASD to implement this communication effort is attached.

  
Assistant County Manager

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Six Month Update to the  
20-Year Water Use Permit  
Communications Plan  
May 2008 – October 2008

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Miami-Dade Water and Sewer Department

# **SIX MONTH UPDATE**

## **20-YEAR WATER USE PERMIT - COMMUNICATIONS PLAN**

### **INTRODUCTION**

On November 15, 2007, the South Florida Water Management District (District) Governing Board approved the 20-Year Miami-Dade Consolidated Public Water Supply Water Use Permit (Water Use Permit). The Water Use Permit provides specific allocations of million gallons of water per day (MGD) from the Biscayne Aquifer to meet the demand for water in Miami-Dade County from the year 2007 through to 2027.

### **THE PERMIT**

In order to meet the 58 conditions stipulated in the Water Use Permit the County has committed to a capital program which entails the design and construction of additional water facilities, alternative water supplies, reclaimed water projects and conservation projects to meet the future demands of the County and its wholesale customers for the next twenty years.

Some of the projects the County committed to in the Water Use Permit include:

- Additional Water Facility Projects
  - South Miami Heights 20 MGD Water Treatment Plant
- Floridan Aquifer Blending as Alternative Water Supply Projects
  - City of Hialeah Reverse Osmosis Plant
  - Blending of Floridan Aquifer water with Biscayne Aquifer water
- Reclaimed Water Projects
  - Biscayne Bay Coastal Wetlands Rehydration
  - Groundwater Replenishment
  - Irrigation
- Water Use Efficiency Program Projects that will provide a cumulative savings of 19.6 MGD by 2027. The program includes operational, policy and educational measures combined with Quantifiable Best Management Practices as listed below.
  - Rebates for high efficiency toilets and washing machines
  - Water-use audits for industrial, commercial and institutional facilities including County owned facilities
  - Landscape irrigation evaluations for homeowner's associations
  - Landscape irrigation evaluations for single family homes
  - Complete fixtures retrofit for seniors and disabled residents
- Water Loss Reduction Program providing for more than 24 MGD in reduction of water loss
  - Water treatment plants water audits
  - Comparative accuracy testing of meters
  - Determination of average water use for residential customers
  - Automatic Metering Reading Pilot Project
  - Enhancement of leakage reduction plan

## **OBJECTIVE OF THE WATER USE PERMIT COMMUNICATIONS PLAN**

On May 13, 2008, the Governmental Operations and Environment Committee approved Miami-Dade Water and Sewer Department's (WASD) Communications Plan as it relates to the Water Use Permit. The plan was developed with the purpose of informing residents of the requirements, the goals, and the benefits of the Water Use Permit. The thrust of this plan is to increase the public's understanding of the Water Use Permit and its associated projects, to generate a sense of ownership, and to encourage conservation of our water supply among the residents, businesses and visitors of Miami-Dade County as the Water Use Permit is an investment for residents and WASD customers as well as for the environment. Audiences were identified, communication strategies were developed and messages were crafted in order to effectively communicate the importance of the Water Use Permit and its relevance to the future growth and development of Miami-Dade County.

Below is a timeline of the basic elements that make up WASD's Communications Plan and the different actions taken by WASD to meet the goals set forth by the plan from May 2008 through October 2008. The original timeline established in WASD's Communications Plan is as follows:

### **Timeline**

- **Weekly**
  - Update the Water Use Permit Central Website (website dedicated to Water Use Permit Projects information). The number of visits per month to the website is recorded on the summary report attached.
  - Write and disseminate News Releases on Water Use Permit news.
- **Bi-weekly**
  - Attend and participate in bi-weekly Water Use Permit Compliance Status Meetings to gather information from assistant and division directors, planning, and intergovernmental staff to generate material for news releases and related stories. (Note: Effective November 2008, the coordinator of these meetings has rescheduled them to a monthly basis)
- **Monthly**
  - Placement of radio spots and appearances on radio shows.
  - Meet with Water-Use Efficiency staff on a monthly basis or as needed to receive updates on Water-Use Efficiency and Water Loss Reduction Projects and ideas for News Releases and articles. Meetings are held on an informal basis.

## **SPECIFIC GOALS OF THE COMMUNICATIONS PLAN FROM MAY 2008 - OCTOBER 2008**

### **MAY 2008**

1. Write and submit a Water Use Permit feature article to the County's Community Periodical Program (topic: Timelines for various Water Use Permit Projects).
2. Write and disseminate several news releases, radio shows, spots and newspaper messages on appropriate Water Use Permit projects and issues for the month.

- May 1 – May 31 Two-hundred and thirty two radio spots on the water use permit and its projects aired on WLRN, WIOD, WINZ, WSUA, WLQY, WEDR, WACC, WWFE, WRHC, WQBA and WAQI. Twelve messages appeared in the Diario Las Américas newspaper
- May 2 Radio Show - WACC
- May 5 News release issued: High Level Disinfection (HLD) Projects on Track
- May 5 News release issued: Presentation to M-D League of Cities Meeting
- May 6 News release issued: Showerhead Exchange
- May 6 Radio Interview – WMBM
- May 9 Radio Show - WACC
- May 10 Showerhead Exchange Event at Tamiami Park  
Four radio interviews: Adopt-a-Tree/Showerhead Exchange Event
- May 12 News release issued: HLD Projects - Site Preparation Moving Rapidly
- May 13 Radio Interview – WAQI
- May 14 Radio Interview – WQBA
- May 21 News release issued: Contract awarded for Reclaimed Water Distribution System in Key Biscayne
- May 22 News release issued: Miami-Dade County Board of County Commissioners awards contract to design reclaimed water transmission line to Metrozoo.
- May 22 News release issued: Board of County Commissioners awards contract to design reclaimed water transmission line to Key Biscayne.
- May 30 Radio Show - WACC

3. Attend bi-weekly Water Use Permit Compliance Status Meeting.

- May 8 Attended Permit Compliance Meeting
- May 22 Attended Permit compliance Meeting

4. Actions Taken

- May 1 Permit Presentation: Miami-Dade County League of Cities
- May 3 Permit Presentation: Kendall Federation of Home Owners
- May 13 Permit presentation: Village of Key Biscayne Council
- May 15 Permit presentation: Fairway Estates Homeowners Association
- May 30 Permit presentation: Greater Miami Chamber of Commerce Annual Conference/ Natural Resources & Management Committee

5. Print media coverage as a result of news release/story by Miami-Dade County

- May 1 Hola Amigos- Otorgan permiso para continuar plan del uso del agua
- May 1 Hola Amigos – Presentan plan para el suministro de agua en Miami-Dade
- May 20 Enfoque – Miami Dade WASD – Proyectos que avecinan

6. Other Media Coverage not originating from Miami-Dade County

- May 10 Miami Herald - Action Line: Reclaiming wastewater

**June 2008**

1. Write and submit two (2) Water Use Permit feature articles to the County's Community Periodical Program (topics: Water-Use Efficiency Program and Projects, and WASD Engineering Staff spearhead High Level Disinfection Design).

2. Write and disseminate several news releases, radio shows, spots and newspaper messages on appropriate Water Use Permit projects and issues for the month.

- June 1 – June 30 Two hundred twenty-seven radio spots on the water use permit and its projects aired on the WLRN, WIOD, WINZ, WSUA, WACC, WWFE, WRHC, WQBA and WAQI. Fourteen messages appeared in the Diario Las Americas newspaper
- June 6 News release issued - WASD Director John W. Renfrow, P.E. addresses the Florida Delegation in Washington D.C. re. Permit Projects
- June 6 Radio Show - WACC
- June 9 News release issued: Clarifier contract awarded for the HLD Facility
- June 9 News release issued: Filter Contract awarded for HLD project
- June 13 Radio Show - WACC
- June 28 Four radio interviews – at Commissioner Martinez Community Fair
- June 30 News release issued: WASD joins EPA and Irrigation Association to promote July as Smart Irrigation Month

3. Attend bi-weekly Water Use Permit Compliance Status Meeting

- June 6 Attended Permit Compliance Meeting
- June 20 Attended Permit Compliance Meeting

4. Actions Taken

- June 8 Showerhead Exchange Event, Miami-Dade College North Campus
- June 11 Permit presentation: Community Council #8
- June 12 Permit presentation: Commissioner Souto's Town Hall Meeting
- June 15 Produced Central District Reclaimed Water Fact Sheet
- June 18 Permit Presentation: Village Council of Key Biscayne
- June 19 Permit Presentation: Community Council #15
- June 19 Permit Presentation: South Bay Community Council
- June 20 Water Use Permit related information in the June bi-monthly employee newsletter, The Splash
- June 28 Commissioner Joe Martinez Community Fair – Live Presentation and Showerhead Exchange

5. Print media coverage as a result of news release/story by Miami-Dade County

- June 2           Diario las Américas - El Permiso de 20 años del uso del agua
- June 5           Miami Today - MetroZoo, Key Biscayne to get purified reclaimed water
- June 10          South FL Business Journal - Skanska USA gets contract
- June 10          South FL Business Journal -Poole & Kent gets contract
- June 17          Enfoque - El Permiso de 20 años del uso del agua

**July 2008**

1. Write and submit a Water Use Permit feature article to the County's Community Periodical Program (topic: How Water Use Permit Projects will impact Miami-Dade County's economy and create private sector employment).

2. Write and disseminate several news releases, radio shows, spots and newspaper messages on appropriate Water Use Permit projects and issues for the month.

- July 1 –  
July 30           Four hundred forty-five radio spots on the water use permit and its projects aired on WLRN, WIOD, WINZ, WSUA, WACC, WWFE, WRHC, WQBA and WAQI  
Twenty-one messages appeared in the Diario Las Americas newspaper
- July 4           Radio Show - WACC
- July 9           News release issued - WASD provides 20-Year Water Use Permit update to the District.
- July 11          Radio Show - WACC
- July 14          News release issued: WASD begins work on Bear Cut Bridge pipeline
- July 18          Radio Show - WACC
- July 22          News release issued: Showerhead Exchange at Adopt a Tree event
- July 25          Radio Show - WACC
- July 26          Showerhead Exchange Event: Miami-Dade County Auditorium – 4 live radio interviews, 150 Water Use Permit brochures distributed

3. Water Use Permit story in the summer 2008 customer newsletter, The Pipeline.

- July 1           Water Use Permit story appeared in WASD's summer 2008 quarterly customer newsletter.

4. Attend bi-weekly Water Use Permit Compliance Status Meeting (Only one meeting was held in the month of July)

- July 3           Attended Permit Compliance Meeting

5. Actions Taken

- July 9           Permit Presentation: Community Council #2, 50 Permit brochures distributed
- July 10          Permit Presentation: Commissioner Souto's Town Hall Meeting, 50 Permit Brochures distributed

- July 11 Permit Presentation: Community Council #8, 50 Water Use Permit brochures distributed
- July 24 Permit Presentation – Commissioner Souto – Winston Park, 50 Water Use Permit brochures distributed

6. TV media coverage as a result of news release/story by Miami-Dade County

- July 6 Television report - WLTV Channel 51 (aired at 6:00 and 11:00 pm) – Water Use Efficiency
- July 7 Television report - WLTV Channel 51 (aired at 6:00 and 11:00 pm) – Water Use Efficiency

7. Other Media Coverage not originating from Miami-Dade County

- July 9 Diario las Américas - Agua para Hialeah y Miami Beach
- July 19 South FL Business Journal - Hialeah Reverse Osmosis Plant

**August 2008**

1. Write and submit a Water Use Permit feature article to the County's Community Periodical Program (topic: Contracts that have been Awarded).

2. Write and disseminate several news releases, radio shows, spots and newspaper messages on appropriate Water Use Permit projects and issues for the month –

- August 1 – August 31 Two hundred eighty-six radio spots on the water use permit and its projects aired on WLRN, WSUA, WACC, WWFE, WRHC, WQBA and WAQI - Twenty-seven messages appeared in the Diario Las Americas newspaper
- August 6 News Release issued: Miami-Dade County to conduct joint project to demonstrate "Florida Friendly" gardening
- August 12 News Release issued: WASD's participation in the Adopt-A-Tree program at the Miami-Dade County Youth Fair Grounds
- August 15 News Release issued: WASD awarded \$167,000 to promote the Water-Use Efficiency Program
- August 15 Radio Show - WACC
- August 16 Showerhead Exchange Event – Miami-Dade Fairgrounds- 4 radio interviews, 150 Water Use Permit brochures distributed
- August 22 Radio Show - WACC
- August 29 Radio Interview - WSUA
- August 29 Radio Show - WACC

3. Attend bi-weekly Water Use Permit Compliance Meeting (Only one meeting was held in the month of August)

- August 28 Attended Permit Compliance Status Meeting

4. Actions Taken

- August 15 Water Use Permit related information in bi-monthly employee newsletter, The Splash
- August 26 Permit Presentation: South Dade Economic Development Council - 50 WUP brochures distributed

- August Produced Fact Sheet: 60-inch line for South Miami Heights Water Treatment Plant

5. Print media coverage as a result of news release/story by Miami-Dade County

- August 1 Hola Amigos - Edificando para el futuro
- August 1 Diario las Américas - El permiso de 20 años del uso del agua
- August 13 Diario las Américas - Regalan Duchas y Árboles
- August 20 Diario las Américas - Miami-Dade usará nuevas técnicas

6. Other Media Coverage not originating from Miami-Dade County

- August 3 South FL Business Journal - Hialeah Reverse Osmosis Plant
- Summer Miami Monthly Magazine - Key Biscayne Water Works

**September 2008**

1. Write and submit a Water Use Permit feature article to the County's Community Periodical Program (topic: Long-term Implications, Impacts, and Benefits of the Water Use Permit).

2. Write and disseminate several news releases, radio shows, spots and newspaper messages on appropriate Water Use Permit projects and issues for the month.

- Sept. 1- Sept. 30 One hundred ninety radio spots on the water use permit and its projects aired on WLRN, WSUA, WACC, WWFE, WRHC, WQBA and WAQI - Twenty-four newspaper messages appeared in the Diario Las Americas newspaper
- Sept. 5 News release issued: Preliminary work to provide reclaimed water to Village of Key Biscayne
- Sept. 5 Radio show - WACC
- Sept. 11 Radio Interview - WACC
- Sept. 12 News release issued: Ongoing work on Village of Key Biscayne reclaimed water project
- Sept. 13 Showerhead Exchange Event: Harris Field Homestead – 4 radio interviews, 150 Water Use Permit brochures distributed
- Sept. 14 Radio show - WACC
- Sept. 19 Radio show - WACC
- Sept. 26 Radio show - WACC

3. Attend bi-weekly Water Use Permit Compliance Status Meeting

- Sept. 11 Attended Permit Compliance Meeting
- Sept. 25 Attended Permit Compliance Meeting

4. Actions Taken

- Sept. 17 Permit Presentation - Community Council # 7, 50 Water Use Permit brochures distributed
- Sept. 18 Permit Presentation - Community Council #15, 50 Water Use Permit brochures distributed

5. Print media coverage as a result of news release/story by Miami-Dade County

- Sept. 10 Diario las Américas: Agua de Miami es Segura

## October 2008

1. Write and submit a Water Use Permit feature article to the County's Community Periodical Program (topic: Understanding the Ever-increasing Pressure on the Management of our Water Resources).
  2. Write and disseminate several news releases, radio shows, spots and newspaper messages on appropriate Water Use Permit projects and issues for the month.
    - Oct. 1 – Oct 31 Two hundred radio spots on the water use permit and its projects aired on WRHC and WWFE - Sixteen newspaper messages appeared in the Diario Las Americas newspaper
    - Oct. 7 News release issued: 120-inch pipe laid at Miami-Dade's new high-level disinfection facility
  3. Water Use Permit story in the fall 2008 customer newsletter, The Pipeline.
    - Oct. 1 The Water Use Permit story was published in WASD's Fall 2008 quarterly customer newsletter, the *Pipeline*.
  4. Attend bi-weekly Water Use Permit Compliance Status Meeting (Only one meeting was held in the month of October)
    - Oct. 10 Attended Permit Compliance Meeting
  5. Actions Taken
    - Oct. 24 Water Use Permit information is published in the October 2008 bi-monthly employee newsletter, The Splash
    - Oct. 28 Co-sponsored Full-day conference to educate the business community on the Water Use Permit and its projects – 100 Water Use Permit Brochures distributed
    - Oct. 29 Attended Urban Land Institute Meeting – 100 Water Use Permit Brochures distributed
  6. Print media coverage as a result of news release/story by Miami-Dade County
    - October 15 El Avisador: El permiso de 20 años del uso del agua y la economía de Miami-Dade

As the projects associated with the Water Use Permit continue to be implemented and as each of the 58 conditions are fulfilled, WASD will continue to implement communication and outreach efforts. The goal of this plan continues to be to increase the understanding and awareness of all Miami-Dade residents, businesses and visitors as to the importance of the successful implementation of the Water Use Permit over the next two decades.

Attachment A

Water Use Permit Communications Plan – May through October 2008 Summary Report

Tasks	May	June	July	August	September	October
<b>WRITTEN COMMUNICATIONS</b>						
News releases issued	7	4	3	3	2	1
Number of feature articles written and submitted to CPP	1	2	1	1	1	1
Total number of print media -newspaper/magazine stories	4	5	2	6	1	1
Newspaper Messages( Diario las Américas)	12	14	21	27	24	16
<b>RADIO</b>						
Radio spots	232	227	445	286	190	200
Radio shows	3	2	4	3	4	
Number of interviews	7	4	4	5	5	
<b>TELEVISION</b>						
Features in News Programs			4			
<b>WEBSITE – Created March 2008</b>						
Number of hits per month	724	435	357	273	230	298
<b>PUBLICATIONS</b>						
Water Use Permit Brochure (number distributed) –created June 2008			350	200	250	200
Pipeline customer newsletter			420,000			420,000
<b>PRESENTATIONS</b>						
Community Events	1	2	1	1	1	
Civic/Residential/Business Organizations	3			1		2
Governmental/Community Councils	2	5	4		2	
<b>INTERNAL COMMUNICATIONS</b>						
Water Use Permit Update Meetings	2	2	1	1	2	1
Splash employee newsletter		2,700		2,700		2,700