



SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT

Florida Water StarSM

2023 Zephyrhills Economic Summit

October 11, 2023

Robin Grantham
Lead Communications Coordinator

2010: 18 Million
(2018: >21 Million)

Statewide 2010 Baseline

- Developed
- Protected
- Other



2070 Trend: 34 Million

Statewide 2070 Trend

- Developed
- Protected
- Other



■ Developed ■ Protected ■ Agriculture ■ Other







Maximum of 60% Sprinkler Irrigation





Pressure Regulation

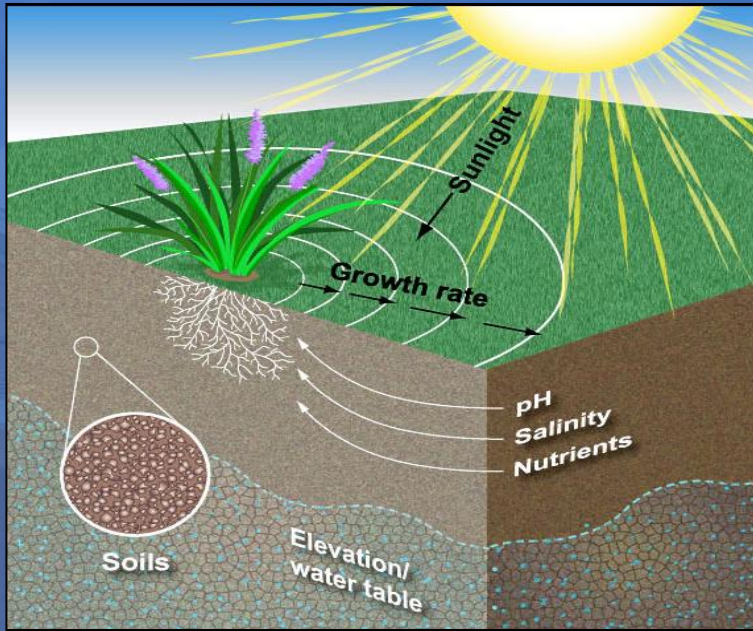


Check Valves



Micro-Irrigation





Right Plant Right Place

- No invasive species
- Selected for site conditions
- Selected for hydrozone



Minimum 30% Tree Shade



Florida Water StarSM

Savings After One Year

| | Annual Water Savings | Annual Monetary Savings |
|---------------|----------------------|-------------------------|
| Indoor | 6,560 Gallons | \$276.70 |
| Outdoor | 41,741 Gallons | \$253.00 |
| Total Savings | 48,301 Gallons | \$529.70 |

- Based on 2 people per household
- Indoor includes energy and water utility savings
- Outdoor includes only water utility savings



Water Service Requires FWS Certificate

- Bay Laurel Utilities

CO Requires FWS Certificate or Affidavit

- Mulberry
- Davenport
- Bartow
- Polk City
- Lake Alfred
- Lake Hamilton
- Haines City
- Dundee
- Auburndale
- Eagle Lake
- Winter Haven
- Frostproof

CO Requires FWS Certificate

- Lake Wales
- Zephyrhills

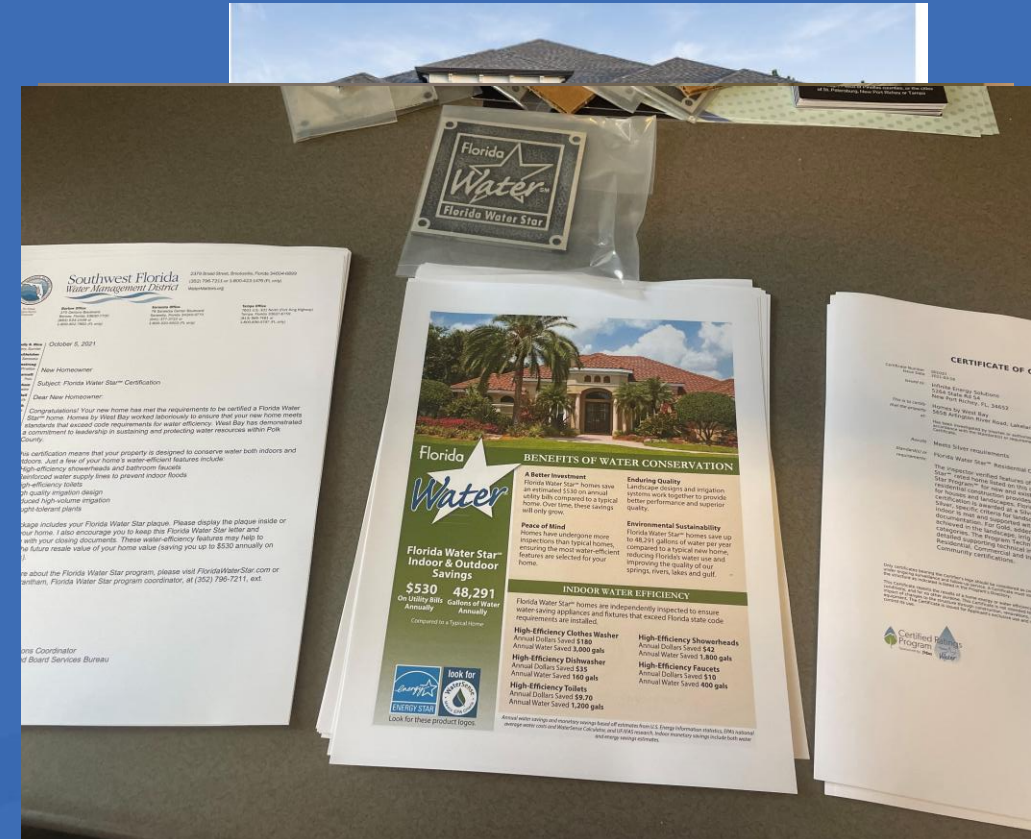
58,000+ Homes = 2.7 billion annual savings



SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT

FWS Certification Benefits

- FWS Private Inspectors
- FWS Marketing Materials
- FWS Realtor Training
- FWS Plaques and Certificates





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Thank you!

Robin.Grantham@WaterMatters.org

Cell: (352) 400-8635

