



# City of Hollywood

Hollywood City Hall  
2600 Hollywood Blvd  
Hollywood, FL 33020  
<http://www.hollywoodfl.org>

## Legislation Text

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Presentation By Samantha Baker, Program Coordinator, Broward County Department Of Environmental Protection And Growth Management, To City Of Hollywood Resident Elaine Cooper, For Placing 2<sup>nd</sup> In The Broward Water Partnership's "Conservation Pays" Environmental Conservation Competition.

Staff Recommends: Presentation of Award Check.

### Explanation:

The City of Hollywood Department of Public Utilities partners with Broward County in the Broward Water Partnership (BWP) which actively promotes Water Conservation as the most effective strategy to address future water needs. The BWP uses a variety of media, social media, and partnership outreach programs to promote water conservation including such successful regional water conservation programs as NatureScape Broward, the NatureScape Irrigation Service and the Conservation Pays Program.

These programs, along with the Water Matters Day celebration every year, give Broward County Communities nationwide recognition, and have contributed to achieving a reduction of over 30 gallons per person per day in the last 15 years. These results are achieved through collaboration and established partnerships with water utilities and municipalities.

One recent Conservation Pays Program engaged the citizenry throughout Hollywood and surrounding areas in an online conservation game: "Conservation Pays: The Game". This innovative program provided a new way to promote conservation and educate our community about environmental issues. Through the game, residents learned conservation facts, answered questions, and even participated in various conservation activities. Participants received points for each correct question or proof of activity and at the conclusion of the game those with the most points received a cash prize. Elaine Cooper, a Hollywood resident, earned a 2<sup>nd</sup> place finish in the game and is today receiving her prize check of \$1,000 from Broward County. Ms. Cooper has also stated that she very much enjoyed learning through this program and plans to continue to implement the conservation measures she learned.

Recommended for inclusion on the agenda by:

Ali Parker, Public Utilities Outreach Coordinator

Vivek Galav, PE, Director, Department of Public Utilities

Gus Zambrano, Assistant City Manager for Sustainable Development