



Annual Report

AUGUST 2024-AUGUST 2025
Broward Water Partnership

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Broward Water Partnership
A Collaboration of Local Governments.


EACH
DROP
COUNTS

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Executive Overview

The Broward Water Partnership's **Conservation Pays** program continued to make strides in water conservation year 3 (July 2024 – July 2025), building on the momentum of the **EACH DROP COUNTS** campaign. Our mission remained clear: to inspire a culture of water stewardship across Broward County through education, community engagement, and innovative partnerships.

This year's campaign marked exciting new developments, including the debut of **Water Wise Will**, our engaging digital mascot who brought water-saving lessons to life across social media and community events. We deepened our outreach in low- and moderate-income (LMI) communities by laying the groundwork for the Each Home Counts – Water Savers Program, in partnership with the Minority Builders Coalition. This initiative is designed to provide free high-efficiency toilet installations alongside rebates for eligible seniors; installations are slated to begin Fall 2025.

Our communications strategy combined a mixture of **digital and print media** to maximize reach and impact. Digital platforms, including social media channels, targeted email campaigns, and online advertisements were used extensively to engage residents and partners with timely water conservation messages and interactive content. Complementing this, print materials such as posters, flyers, and door hangers were distributed widely to reach diverse audiences and reinforce key program messages.

Through creative seasonal campaigns, expanded partnerships, and targeted advertising across digital, print and radio, we strengthened community connections and promoted the value of **EACH DROP** saved.

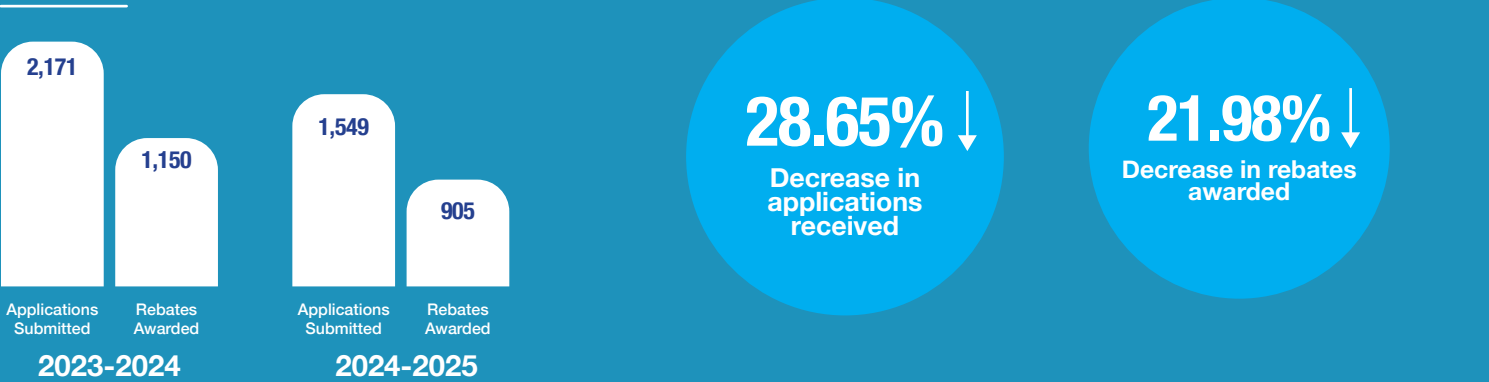
This year, we attended 15 key events and engaged with over 3,700 community members. Between July 2024 and July 2025, we received 1,549 applications and awarded 905 high-efficiency toilet rebates.



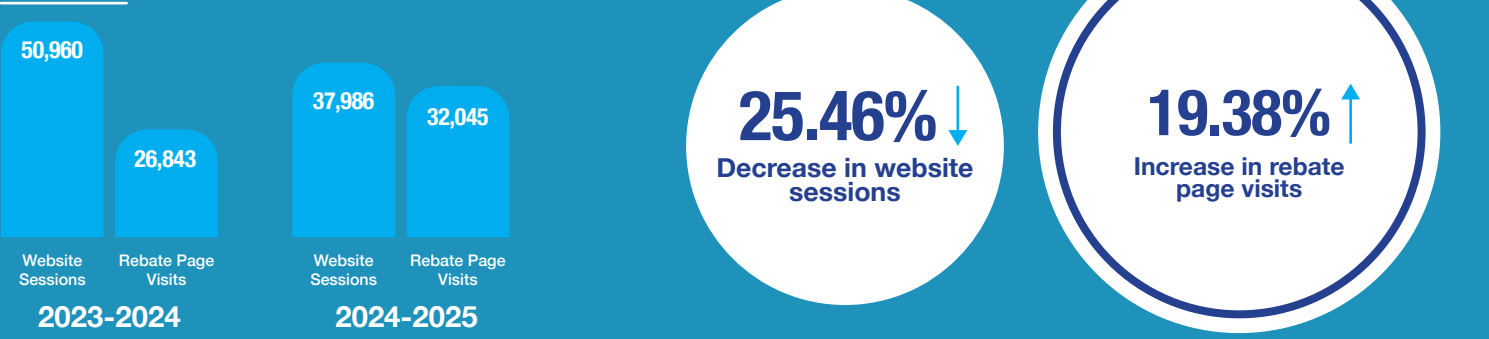
2024-2025

This section summarizes the campaign's major achievements and key metrics, which includes the number of rebate applications, rebates awarded and advertising reach. These metrics showcase our effective strategies in promoting water conservation and community involvement across Broward County.

Applications and Rebates



Website



Year-over-year data reveals both opportunities and challenges for the Conservation Pays program:

- Applications Submitted decreased by 28.65%, while Rebates Awarded dropped by 21.98%.
- Overall Website Sessions fell by 25.46%, reflecting a notable decline in general site traffic.
- However, Rebate Page Hits increased by 19.38%, indicating a growing interest and intent to explore rebate opportunities despite the overall traffic dip. This trend suggests that while fewer people are reaching the site overall, those who do are demonstrating stronger interest in rebates.

Total Advertising Reach: 33,875,996 Hits

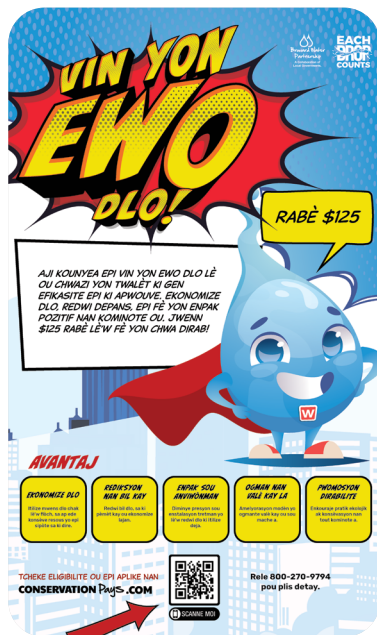


Connecting Water Conservation To Communities

We participated in 9 community events, and 6 meetings with our strategic partners, engaging with over 3,700 community members. Outreach included targeted distribution of flyers and posters promoting Water Savers program and rebate program in the cities of Sunrise, Lauderhill and Fort Lauderdale.

In addition to our **digital and traditional advertising approach**, our Year 3 outreach efforts **continued prioritizing** meeting residents where they are through partnerships with cities and community organizations. Our team remained active at partner city events, promoting water conservation and program offerings through direct, in-person engagement. With hands-on demonstrations and informational sessions, we provided practical tools and resources to help residents save water. The **Conservation Pays** program continued to be a visible and trusted presence, reflecting our ongoing commitment to water conservation and supporting sustainable habits across our partner cities.

Community Highlights



Welcoming Dania Beach

In 2024, the Broward Water Partnership family expanded with the addition of Dania Beach. Together, we launched targeted communications including digital ads, utility bill inserts, and city newsletters to engage residents and promote toilet rebate opportunities.

Grassroots Outreach

Our team participated in numerous local events such as Water Matters Day, Earth Day festivals, housing fairs, and cultural celebrations providing residents with conservation tips, rebate information, and practical tools for water savings.

Partner City Collaborations

We worked together with local municipalities to distribute Conservation Pays materials, amplify messages through city websites and newsletters, and build local pride in water stewardship.



These collaborative efforts not only strengthened community relationships but also helped inform residents about the \$125 high-efficiency toilet rebate program and other water saving devices/initiatives. Together, we reinforced the message that **Each Drop Counts**.



Water Savers Program

In partnership with the Minority Builders Coalition, we began laying the groundwork for this initiative to provide eligible low- and moderate-income seniors with rebates and no-cost installation of high-efficiency toilets. Throughout the year, we focused on building the partnership framework, exploring implementation strategies, and preparing for community outreach.

Community Events



- City of Sunrise - Earth Day Festival
- Urban League of Broward County First Time Homeowner Workshops
- LA Lee YMCA/Mizell Community Center - Holiday at Sistrunk
- Sistrunk Parade & Festival
- Urban League of Broward County Future and Current Homeowners Workshop
- City of Sunrise - Community Resource Fair
- Broward County - Water Matters Day
- Fort Lauderdale - Winterfest Family Fun Day
- Broward County - Annual Broward Municipal Services District Wellness Jamboree
- Sistrunk Souls for Success Back to School Bash
- North Broward Hospital, Memory Disorder & Alzheimer's Center Caretaker Workshop



Digital Media Engagement

Promotion of The \$125 High-Efficiency Toilet Rebate Program

The \$125 High-Efficiency Toilet Rebate Program continued to motivate Broward County residents to adopt water-saving technology through a substantial rebate incentive. Monthly campaigns supported this effort, featuring digital and print materials that guided residents through the application process and promoted sustainable choices across the community.



This year's promotions generated significant results:



Paid Social Media Reach: Facebook/Instagram (Meta)

Paid Impressions: 1,169,810
Total Spend: \$3,179
Link Clicks: 5,505



Organic Social Media Reach: Facebook/Instagram (Meta)

Impressions: 1,693,600
Reach: 1,256,696



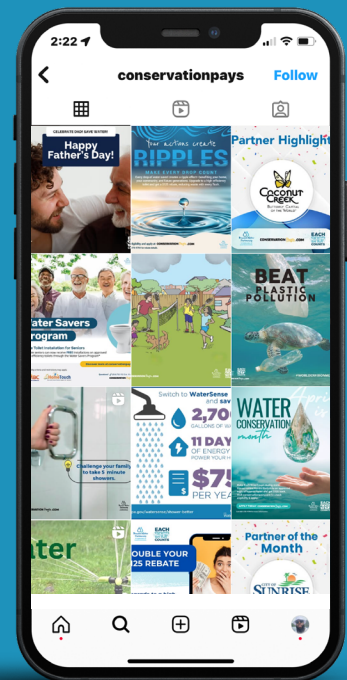
Organic Social Media Reach: X/Twitter

5,779 Impressions



Google Ads

Impressions: 28,912
Clicks: 2,206
Total Spend: \$3,896
Click Through Rate: 7.63%





Top Performing Digital Advertisements - Paid

Our digital campaigns used a strategic approach to reach audiences most likely to benefit from the toilet rebate program. With clear, impactful messaging and thoughtful placements across online and traditional channels, the campaign focused on driving participation, encouraging water-saving behaviors, and promoting sustainable practices within the community.

EPA - WaterSense Campaign

As part of our ongoing partnership with the Environmental Protection Agencies (EPA) WaterSense program, we highlighted different water conservation themes throughout the year, presenting them in fresh, engaging ways that resonated with our audiences. WaterSense, a program of the EPA, helps consumers make water-efficient choices that save money while meeting high environmental standards. By leveraging WaterSense as a trusted resource and information hub, we shared timely, relevant content that educated and inspired action. From seasonal tips to product recommendations and efficiency best practices, our campaign provided practical guidance while reinforcing the importance of making water-smart choices year-round. Throughout our history, this commitment and creative approach have led to our recognition as the WaterSense Promotional Partner of the Year, demonstrating our leadership in promoting the protection of water resources.

 **Digital Impressions: 42,589**



Environmental Awareness Month Campaign

During Environmental Awareness Month, we leveraged social media as a powerful tool to engage the community and promote water conservation. Through a series of dynamic posts, stories, and videos, we not only spotlighted the \$125 High-Efficiency Toilet Rebate Program but also shared a variety of practical tips and suggestions to inspire everyday water-saving habits. Content ranged from quick, actionable conservation hacks to educational graphics highlighting the importance of protecting our water resources. This multi-faceted approach helped us reach a broad audience, spark conversations, and encourage participation in both the rebate program and long-term conservation efforts.

 **Over 8,800 digital impressions.**



Spring Into Action Campaign

Our Spring Into Action campaign used a seasonal, themed approach to engage the community and promote the toilet rebate program. By connecting the message to the spirit of spring and the idea that small actions make a big difference, the campaign inspired participation, shared practical water-saving tips, and encouraged sustainable habits that benefit both households and the broader environment.

 **Digital Impressions: 55,056**





EPA / WaterSense Partnership

Between **July 2024 and July 2025**, we continued to highlight **EPA WaterSense** products and share practical tips to encourage water conservation and sustainability.

We promoted WaterSense-labeled products including faucets, showerheads, toilets, and irrigation controllers, which use at least 20% less water without compromising performance. Alongside these product highlights, we shared actionable tips such as fixing leaks promptly, practicing efficient landscaping, and running appliances only with full loads.

Our goal remained to help residents conserve water, lower utility bills, and contribute to a more sustainable community. The EPA amplified our efforts by recognizing and sharing several of our posts throughout the year. In recognition of these efforts, the Broward Water Partnership was awarded the EPA 2024 WaterSense Promotional Partner of the Year.



114
posts across
platforms

4,196
impressions on
Twitter/X

2,285
impressions
Meta/Facebook/
Instagram

1,509
Reach Meta/
Facebook/
Instagram

6,481
Total
Impressions

From July 2024 to July 2025, our campaign on EPA WaterSense products helped raise awareness about water conservation and the benefits of water-efficient products and practices. Our efforts reached a wide audience, ensuring that key messages encouraged residents to make sustainable choices that support long-term water savings. The campaign effectively informed and engaged consumers, encouraging water-saving choices and more sustainable habits.





Water Conservation Through Education

Throughout the year, we shared practical and impactful water conservation tips and techniques with our digital audiences. Our goal was to promote a culture of sustainability and environmental responsibility by providing practical advice that empowers individuals to reduce their daily water usage and make a meaningful difference.

Drought Defense

During Florida's Dry Season promotion, we actively promoted practical water-saving tips to help residents reduce water use during this critical period. Through targeted messaging and educational content, we aimed to encourage sustainable habits that conserve water and support the community's long-term water resilience.



Water Saving Tips & Techniques

Our water conservation tips effectively communicated practical, practical solutions addressing common water usage issues. These tips encouraged sustainable habits in daily life and helped raise awareness about the importance of water conservation. By reaching a broad audience, the campaign advanced our goal of promoting environmental responsibility and making a meaningful impact on water savings.





Water Wise Will

Introduced in Year 3, Water Wise Will is an engaging digital mascot created to support the Conservation Pays program's educational efforts. Designed to help residents better understand the importance of water conservation, Water Wise Will shared practical tips, promoted sustainable habits, and made water-saving practices more approachable through social media.

Water Wise Will is set to play an even larger role in the future, with plans for him to become the recognizable face of our educational campaigns, bringing water conservation messages to life in a fun, accessible way for audiences across Broward County.



The Adventures of Water Wise Will



Watch on Youtube: <https://youtu.be/8YmJsTIZtTo?si=MvPcuVTSIJqf4Uu7>





Environmental Awareness Observations

Between July 2024 and June 2025, we highlighted national and international environmental days and months that emphasized ecosystem conservation, marine life protection, and sustainability. Campaigns celebrated occasions such as World Environment Day, Environmental Awareness Month and Earth Day, promoting actions to protect biodiversity, reduce pollution, and support sustainable practices. Through engaging content, we aimed to inspire meaningful action and raise awareness about global environmental challenges, encouraging individuals to play a role in creating a healthier planet.

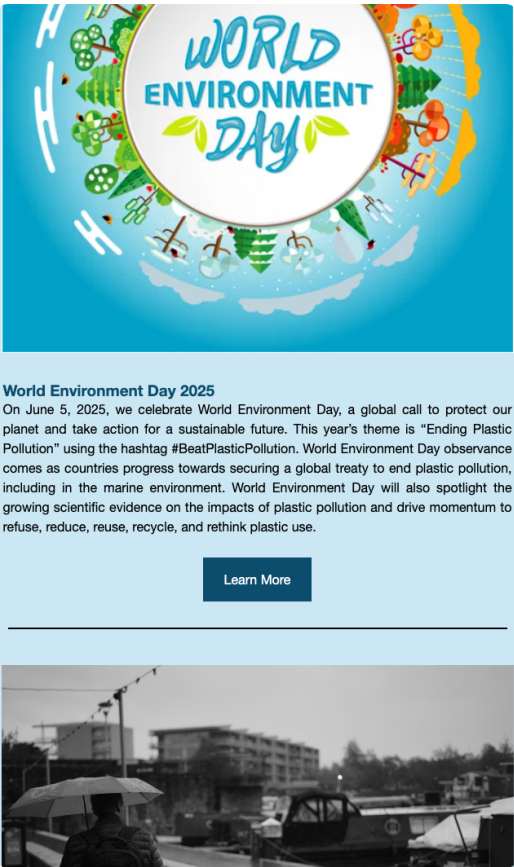
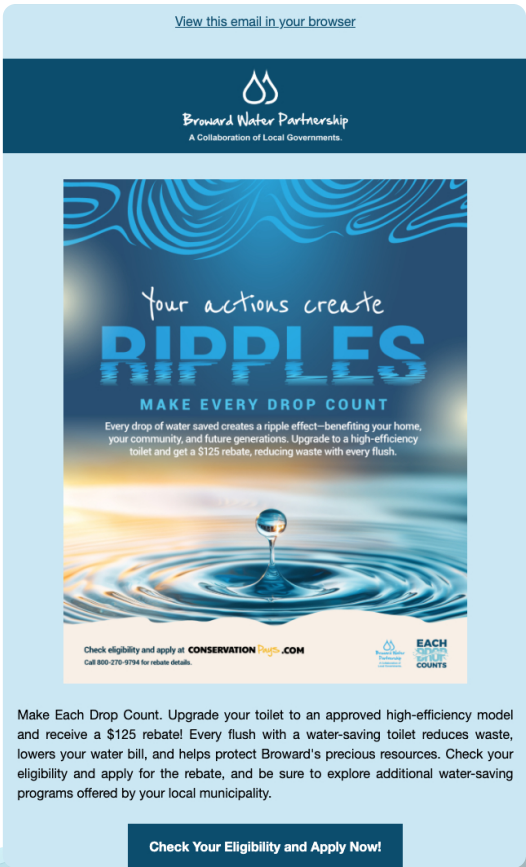
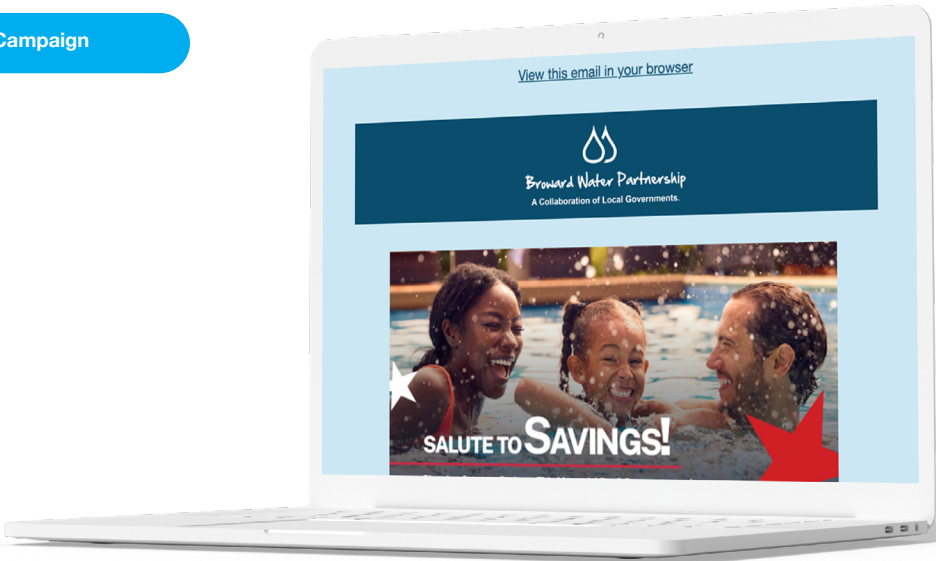




Email Marketing Campaigns

Stakeholders and community members were given the option to receive periodic conservation e-blasts. Our mailing list grew to **2,632 recipients**. This initiative kept engaged individuals informed through campaigns highlighting the \$125 rebate for high-efficiency toilets and ongoing water conservation efforts.

[View Email Campaign](#)





Blog Posts

To engage our audience through digital storytelling, we produced several engaging and informative blog posts on ConservationPays.com. Topics included water conservation tips, sustainability practices, environmental news, and inspiring stories of local conservation efforts. Visit conservationpays.com/blog to view blog posts.

Visit Blog Page

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Balancing Act – Caribbean Water Conservation Strategies for Freshwater and Saltwater

June 27, 2024 | By: The Mosaic Group | Category: Conservation

Florida boasts one of the highest Caribbean populations in the entire United States of America. According to the latest census data, nearly one-third of Broward County's residents are of Caribbean descent. This demographic includes both first-generation immigrants and their descendants. The migration of Caribbean people to Florida is driven by various factors, including economic opportunities, family reunification, and a desire for a better quality of life. This diverse population has enriched the state's cultural landscape and contributed to its economic growth.

4 Hispanic Activists Making Big Waves in Conservation

October 9, 2023 | By: The Mosaic Group | Category: Conservation

Hispanic Heritage Month (Sept 15– Oct 15) is dedicated to recognizing the contributions of the Hispanic community to the prosperity, power and progress of the United States of America. This month serves to honour the heritage, traditions, and achievements of those with Latin American roots. It is a time to celebrate the diverse cultures and talents that have shaped the nation. The influential role of Hispanic Americans in various fields, from science and arts to business and politics, is a testament to their resilience and hard work. This month serves as a reminder of the incredible impact that Hispanic Americans have made and continue to make on our society.

Day Zero: When Florida Runs Out of Water

February 8, 2024 | By: The Mosaic Group | Category: Water Consumption

Imagine this: you typically begin your daily routine by brushing your teeth, but when you turn on the tap, the only thing that escapes is a feeble squeak. This scenario would send anyone into a frenzy, and would most likely disrupt your entire life. May 23, 2017, was the day that Cape Town was supposed to run out of water. The water crisis was so bad, that the race to 'Day Zero' was an anxiety-inducing, end-of-the-world situation. Water levels were so threateningly low that the municipal taps would be turned off. Cape Town is approximately 7,700 miles away from Florida, yet both places are faced with very similar predicaments. The idea of water scarcity is a reality that many of us are beginning to take seriously. As we face the challenges of climate change, it's more important than ever to conserve the resource we all depend on.

What Do You Call a Sandwich With No Lettuce? A Water Crisis

December 4, 2023 | By: The Mosaic Group | Category: Water Consumption

Your Subway sandwich order says a lot about your personality. If you like a classic Turkey breast then you are probably reserved, but easy-going. If your go-to order is an Italian B.M.T., then you're probably into the finer things in life. Almost every Subway sandwich, or sandwich in general has a key ingredient in common – lettuce. Lettuce is a staple ingredient in not just sandwiches, but many everyday meals for people around the world, regardless of cultural background. However, many fast food giants such as Subway have found themselves in a predicament: there is almost no lettuce to put in sandwich orders. Lettuce is considered a staple food in many kitchens, especially in the Western world.

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Blog

The Reality of Climate Change is Setting In. Are You Prepared? Here are 10 Tips to Get You Water Wise

By now we've all seen the devastating footage of the aftermath of Hurricane Beryl in the Caribbean. Beryl set the record of being the earliest

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How A Water-Saving Toilet Can Save Water And Money

Introduction Water conservation is a big part of the conversation surrounding modern living. However, it's easy to forget the effect that even small changes

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Upgrade Your Toilet. Upgrade Your Savings: Broward County's Conservation Pays Program

In Broward County, a resilient and sustainable future begins with small but impactful changes. And one such change that can make a significant difference is

How to Conserve Water at Home

Introduction Did you know that the average person using a standard showerhead can waste up to 100 gallons of water every day? That's enough water

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Apply For Rebate Today

Broward Water Partnership

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Expanding Reach Through Local Media Partnerships

Traditional Advertising

We collaborated closely with local media partners to promote the \$125 rebate program for high-efficiency toilets. Each media outlet was carefully selected to maximize visibility and engagement throughout Broward County, with special attention to Caribbean-American and other diverse communities. This partnership-driven approach helped broaden community awareness and encourage widespread participation in sustainable water-saving practices.

Media Partners

SOUTH FLORIDA **SunSentinel**

Sun Sentinel was chosen as a partner for its wide regional reach, providing extensive visibility across diverse demographic groups in Broward County. From a marketing standpoint, its high impression numbers are essential, reflecting the broad exposure and potential impact of the rebate program. This maximizes awareness and engagement across multiple segments of the community.

- Digital Impressions: 2,106,618
- Clicks: 15,854
- CPC: \$0.76
- Total Spend: \$20,907.50



Caribbean National Weekly was selected to specifically reach Caribbean-American communities through both print and digital platforms. The strong performance metrics demonstrate the success of engaging this key demographic, ensuring the rebate message connected with a large, relevant audience and driving focused community participation.

- Reach: 800,000
- QR Code Scans: 4
- Spend: \$1,800



L'Union Suite delivered targeted outreach to the Haitian-American community, with metrics demonstrating its effectiveness in reaching this specific audience. These metrics are valuable for measuring the campaign's connection with Haitian-American residents, strengthening the impact of the message within this community.

- Digital Impressions: 179,367
- Clicks: 167
- CPC: \$0.012
- Total Spend: \$9,350



South Florida Times was selected for its substantial local reach and its ability to connect with diverse communities across the region. The publication offered a valuable platform to promote the rebate program to a broad and varied audience.

- Digital Impressions: 760,000
- Print Impressions: 624,000
- QR Code Scans: 2
- Total Spend: \$7,200



West Side Gazette, an African-American owned and operated publication, was selected for its strong community presence and high visibility within African-American communities. The publication offered an important platform to ensure the rebate program's message reached and connected with this key audience.

- Impressions: 1,200,000
- QR Code Scans: 49
- Total Spend: \$10,140



iHeart Radio was chosen for its ability to reach listeners during their daily routines and connect with a broad audience through a widely used medium. Radio impressions provide valuable insight into audience retention and message awareness.

- Reach: 8,088,000
- Total Spend: \$7,296.05



EN USA was selected to reach the Hispanic and LatinX community, providing a key platform to connect the rebate program with this important audience. The publication helped ensure messaging was accessible and relevant to the needs of this population.

- Print Impressions: 1,488
- Digital Impressions: 629
- CPC: \$0.22
- QR Code Scans: 14
- Total Spend: \$2,805



Le Courrier des Ameriques was selected to reach the seasonal residents and French community in Broward County to provide a key platform to connect the rebate program with this very specialized audience. The publication helped ensure messaging was accessible and relevant to the needs of this population.

- Total Reach: 1,000,000
- QR Code Scans: 21
- Total Spend: \$1,404



Award Submissions

In 2024, we proudly submitted our initiatives for consideration and were honored to be named WaterSense Partner of the Year. This recognition highlighted our impactful efforts to promote EPA WaterSense products and principles.

The WaterSense Awards, sponsored by the U.S. Environmental Protection Agency (EPA), celebrate outstanding achievements in water efficiency and conservation. They recognize individuals, organizations, and communities that have made significant contributions to saving water. Receiving this award provided valuable national visibility, reinforced our credibility, and helped inspire others to adopt water-efficient practices and support environmental stewardship.

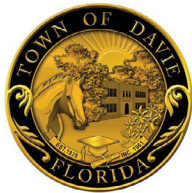
We also submitted our initiatives for the 2024 program year to the 14th annual US Water Prize created to celebrate outstanding achievement in the advancement of sustainable, integrated, and inclusive solutions to our nation's water challenges. The US Water Prize is described as the preeminent national recognition program for exemplary efforts to secure a sustainable water future for all.





Key Collaborations

We would like to thank all of our partnering cities and community partners for their continued support and for being true water heroes. Your dedication plays a vital role in helping us promote water conservation, protect our precious resources, and inspire residents to adopt sustainable practices. Together, we are making a lasting impact on the future of water stewardship across Broward County. We look forward to continuing this important work side by side.

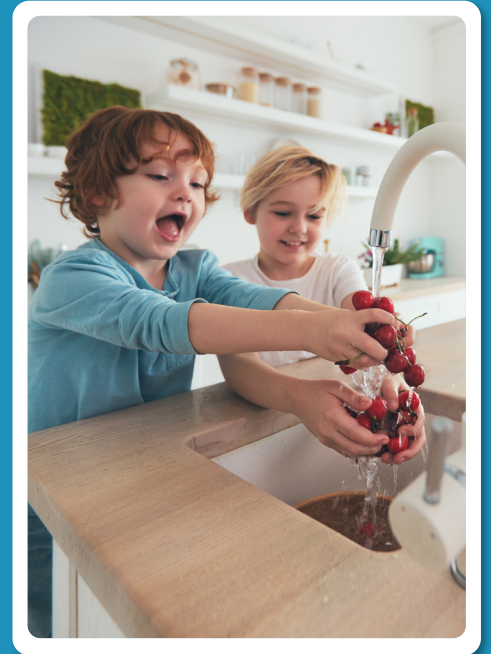




What's on the Horizon?

Year IV and V Recommendations

For Years IV and V, we recommend reducing print advertising while continuing select print efforts through media partners and providing printed collateral to partner cities for community distribution. We will also partner with these media outlets to extend our digital reach and incorporate our Water-Wise Will mascot through animated videos and graphics to make our efforts more engaging. By combining creative digital strategies such as social media campaigns, interactive content, and email outreach, with targeted print materials, local partnerships, and educational initiatives, we aim to strengthen community engagement, promote sustainable water-saving behaviors, and maximize the impact of our conservation efforts.





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