

Water Efficiency Advisory Committee Overview



Jason Duff, DCR OWR
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Background

- Shared interest in water efficiency
- Multiple overlapping conversations
- Needing input from/collaboration with from practitioners
- Agreement we should do something “different”



Who is involved?



NSRWA



Other partners always welcome!

Water Efficiency Topics

Monthly meetings since January, a lot of conversations:

- Community-based social marketing for water efficiency campaigns
- Priorities for outdoor water use efficiency
- Priorities for indoor efficiency
- Water Use Mitigation Programs
- Reaching MA audience



WaterSense® Community-Based Social Marketing Workbook



GOAL:

Reduce non-essential water use

Indoor



Leak identification and repair

EX: Fix-A-Leak Week (March 18-24)



Outdoor



Ecological landscaping

EX: MA Native Plant Palette

