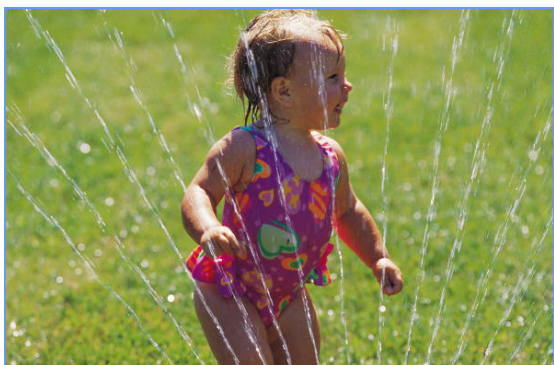


Water Supply and Conservation Videos

Situation



Throughout the state of New Jersey, families are busy tending to their daily lives, making sure their children are comfortable, happy, and well educated, and unknowingly wasting thousands of gallons of water every year. The wasted water can translate into hundreds of dollars of savings for them if they just make a few easy changes.

Action

New Jersey Water Savers has partnered with New Jersey American Water to produce a series of videos. The first video, *Water, A Matter of Importance*, was filmed in the Fall of 2009. This video features experts who paint the landscape of the state of water. The second video, *Saving Water is Saving Money—Inside the Home!*, and the third video, *Saving Water is Saving Money—Outside the Home!*, were produced in the Summer of 2010 with the help of Doebley and Dad Construction Company of Egg Harbor Township, New Jersey. These videos feature a house built to EPA New Home Specifications. The house features all WaterSense® or water efficient plumbing fixtures and appliances, a Smart Irrigation System, and a limited lawn area (only 40% Turfgrass with a remainder of 60% being low water use/native plant gardens). The videos are slated for public release in August 2010. These videos will be available for public use.

Impact

The potential for impact is tremendous and timely. The first video sets the stage for why conservation is needed, while the next two videos share practical tips on how easy it is to save water and save money. Studies show that people will do the right thing if they know what it is. These simple changes can make a difference. Some examples include: a family of four could save as much as \$75 a year just by turning off the tap while brushing their teeth. That same family could simply fix their leaky toilet and see up to \$210 more in their bank account each year. Also, by taking five (5) minute showers they would save up to \$490 in just one year.

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New Jersey Water Savers Partnership

New Jersey Water Savers is a partnership between the Rutgers Cooperative Extension Water Resources Program, the New Jersey Department of Environmental Protection, and the United States Environmental Protection Agency. This partnership was created to provide leadership to promote water conservation throughout New Jersey. For more information on our partnership efforts, visit us at www.water.rutgers.edu.

