

SETTING GOALS AND MEASURING SUCCESS FOR GEORGIA'S WATER CONSERVATION AND EFFICIENCY EFFORTS

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PANELISTS: ²David Dixon, Environmental Compliance Administrator, Miller Brewing Company, 405 Cordele Rd., Albany, GA 31705, ³Alice Miller Keyes, Policy and Planning Advisor to the Director, Georgia Environmental Protection Division, 2 MLK Jr. Dr., Suite 1170 East, Atlanta, GA 30334, ⁴Harry Jue, City of Savannah, Water & Sewer Bureau Director, P.O. Box 1027, Savannah, GA 31402, ⁵Bob Rawlins, Row Crop Farmer and Conservation Tillage, P.O. Box 186, Rebecca, Ga 31783, ⁶Shana Udvardy, Policy Analyst, Georgia Conservancy, 817 West Peachtree St, Suite 200, Atlanta, GA 30308

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Abstract As demand for water continues to grow, Georgia faces the difficult reality of resource scarcity. The concepts being discussed for Georgia's first comprehensive statewide water management plan emphasize maintaining river flows and aquifer levels necessary to protect current and future water uses, as well as environmental needs and downstream users. In order to realize these concepts and in anticipation of the growth our state is expecting, Georgians must learn to do more with less and to demonstrate (for other Georgia water users and for those outside the state) a level of efficiency beyond that achieved through current practices.

This panel is designed to initiate discussion regarding appropriate ways to set water conservation/efficiency goals and measure the success of conservation-oriented programs and practices. Water conservation is the reduction in water use, water waste and water loss. Recognizing not all water users are alike and that different areas of the state face diverse challenges, panel members are asked to respond to the same questions, yet present perspectives unique to the use group, environment, or region that they represent.

PANEL MEMBERS

- ◆ Judy Adler, Program Officer, Turner Foundation – moderator
- ◆ David L. Dixon, Environmental Compliance Administrator, Miller Brewing Company
- ◆ Alice Miller Keyes, Policy and Planning Advisor to the Director, Environmental Protection Division
- ◆ Harry Jue, Water and Sewer Bureau Director, City of Savannah
- ◆ Bob Rawlins, Row Crop Farmer, Chair of Conservation Tillage Alliance
- ◆ Shana Udvardy, Policy Analyst, Georgia Conservancy

PANEL DISCUSSION

The session will begin with a review Georgia's comprehensive statewide water planning effort and the anticipated role water conservation and efficiency will play in the upcoming plan. This review will also include summaries of selected goal-setting and measures of success practiced in other states.

Panel members representing each water user group or environmental need will then respond to the following questions that will be provided to them prior to the session:

1. Other states are beginning to set goals and attempting to measure success (some at the beginning of a conservation program, some after the program has been established.) Since Georgia's statewide water conservation program is in its infancy, how would you recommend the state pursue setting goals and measuring success?
2. As a representative for your sector or public interest group, discuss water conservation goals that are most appropriate for you and most likely to be embraced by your community at large, if they are not already embraced.
3. From your perspective, what are the measures of success or measures of progress appropriate for your sector and under what timeframe can you expect to experience that progress?

Discussion will follow the panel members' response to these questions. Questions from the session attendees are encouraged.