

CASE STUDY: SOUTHWEST FLORIDA

Program Name: Water Conservation Education Arts Program

Agency Name: Southwest Florida Water Management District and City of Tampa Water Department

Contact Person: Rebecca Bray (SWFWMD)

Contact Information:

Southwest Florida Water Management District
2379 Broad Street
Brooksville, FL 34604-6899
1-800-423-1476, ext. 4774.
rebecca.bray@swfwmd.state.fl.us .
www.watermatters.org .

Number of Customers:

The Southwest Florida Water Management District has a population of approximately 3.9 million people.

Program Description:

Water conservation education programs are implemented in cooperation with the City of Tampa Water Department and the Hillsborough County School Board. Hillsborough County public and private school students participate in a water conservation theater presentation and learn from workbooks linked to Sunshine State Standards for grades K-1, 2-3, 4-5 and middle school. Components of the program include student activity books, teachers' guides and teacher training.

Program Beginning: 1996

Target Audience: 65,000 Hillsborough County students and 2,000 Hillsborough County teachers

Program Cost and Funding:

The total cost of the project is \$90,000; however, this is a cooperatively funded project between the Southwest Florida Water Management District and the City of Tampa Water Department. The District's portion is \$40,000, with \$8,800 coming from the Alafia River Basin Board, \$20,800 coming from the Hillsborough River Basin Board and \$10,400 coming from the Northwest Hillsborough Basin Board.

Program Objective/Driving Force:

To provide an innovative water conservation learning opportunity for Hillsborough County students through the use of performing arts.

Program Type: Agency specific

What Works Best:

Performances that physically involve the students and creating activity books and teachers' guides that meet Florida's Sunshine State Standards.

What Would Change:

We would like to present performances to specific grade levels (for instance 3rd grade and 6th grade students each year). This would reduce the costs associated with script development and reviews, make scheduling performances a little bit easier, and would allow us to focus on developing age-appropriate performances.

Evaluation of Effectiveness:

We require teachers involved in the program to complete program evaluations and students to take pre- and posttests. Teacher evaluations have rated the program as 6.3 on a scale of 1 to 7 and student pre- and posttests show a 21 percent increase in knowledge about water conservation. During the summer of 2000, we tried to tie in a decrease in water usage in the home with students exposed to the performances; however, this was unsuccessful due to the extreme drought (residential water usage during the drought was considerably different than residential water usage during the normal wet season).