**2.7 Annual Conservation Goals**

Each consumptive use permit must contain an annual conservation goal consistent with the CFWI regional water supply plan. An annual conservation goal is consistent with the regional water supply plan if it includes an activity or action which reduces the demand for water including those that prevent or reduce wasteful or unnecessary uses and those that improve efficiency of use. The applicant may include the annual conservation goal as part of the applicant’s water conservation plan.

The permittee shall track implementation of the annual conservation goal on an annual basis. The permittee shall report to the District in accordance with section 2.7.4. If a permittee fails to meet its annual goal, it shall take measures to comply with the conservation plan requirements, including the annual goal.

**2.7.1. Letter Modification**

Modification to the annual conservation goal shall be approved by letter provided the applicant demonstrates reasonable assurance that its request meets this section 2.7 and that modification of the annual goal does not require an increase of allocation.

A permittee may request a letter modification to revise its annual conservation goal based on actual data and experience gained during implementation of the conservation plan; upon demonstration that implementation is not economically, environmentally, or technologically feasible; to update new or revised Best Management Practices (BMPs); or to address new facility designs or operations, as appropriate.

If a permittee seeks a letter modification in accordance this section, the permittee shall include a report on the status of the goal as described in 2.7.4., part of the application.

**2.7.2. Goal Term**

An annual goal must be developed for each year of the permit term. The annual goal may be developed and submitted for as few as 5 years or up to the end of the permit term (“goal term”). If the term of the permit is less than 5 years, the goal term must extend to the end of the permit term.

1. For goal terms that end prior to the expiration of the permit, at least 90 days prior to the end of the goal term, the Applicant shall submit to the District for approval a request for a letter modification with an annual goal for a new goal term.
2. For goal terms that end upon permit expiration, the applicant shall submit to the District for approval an annual goal, consistent with this section, part of the permit application.

**2.7.3 Annual Conservation Goal Requirements**

For all use types, the annual conservation goal shall include one of the following two options:

1. Conservation BMPs and Conservation Programs. Under this approach, the applicant shall list any practice, measure, program, facility design, device replacement, or other action that results in an improvement of water use efficiency that it intends to implement for each year in the goal term.

a. *Narrative Goal:* For each conservation BMP and conservation program listed, the applicant must briefly describe its implementation strategy. Examples of brief descriptions include, as applicable, a focus on geographic target areas, a focus on specific use sectors (residential, commercial, irrigation customers, etc.), media strategies, education and training strategies, operational irrigation efficiency improvements, FDACS BMP Program implementation, system maintenance strategies, audit strategies, and leak detection strategies.

b. *Numeric Goal:* Additionally, the applicant shall include a numeric goal representing the number of units it intends to install (or, for public supply, to distribute) for each of the following BMPs: smart irrigation controllers, high-efficiency fixtures and appliances (toilets, water heaters, clothes washers, irrigation nozzles and heads, etc.), pre-rinse spray valves, soil moisture sensors, air-cooled devices, automatic shut-off valves, meters and/or submeters, irrigation isolation valves, weather-based irrigation controllers, and on-site rain harvesters. The applicant may include numeric goals for other BMPs not specifically listed in this paragraph.

1. Other metrics. An applicant may identify annual metrics that would demonstrate an improvement of water use efficiency due to the applicant’s conservation, including, but not limited to, efficiency per year.

It is recognized that for many conservation efforts, a single year’s conservation implementation results in multi-year annual water savings with proper maintenance and operation. If its further recognized that facility design, certain device or irrigation infrastructure replacement, and similar conservation activities typically do not occur on an annual basis and, in some cases, may not occur during a permit term.

**2.7.4. Reporting of the Annual Conservation Goal for All Use Classes**

The Permittee shall report on the status of the annual conservation goal in accordance with the below schedule:

|  |  |
| --- | --- |
| Allocation | Reporting Frequency |
| Less than 500,000 gpd | Every 10 years |
| 500,000 gpd or greater | Every 5 years |

The Report on the Status of the Goal shall include:

* A restatement of the annual goal
* A list of the conservation BMPs and conservation programs implemented;
* A narrative explanation of conservation efforts, including information on implementing the strategy for each BMP listed in the annual conservation goal;
* The number of quantifiable BMPs actually implemented by year; and,
* For public supply only, evidence of improvement in water use efficiency due to the permittee’s conservation plan, such as a water use trend analysis over at least a 5 year period.

If the report shows that the permittee failed to meet its goal in any year, the permittee shall provide the district with an explanation of why the goal was not achieved, the measures taken to comply with the conservation plan requirements and actions it will take to bring meet its goal for the goal term.