

**Millstone Watershed Management Area  
Strategy Worksheet: Water Supply Subcommittee  
MWS-S1D5**

<b>Strategy:</b> Retrofits for water conservation <b>MWS-S1D5:</b> Implement an incentive-based program to retrofit existing buildings and landscapes to reduce water use and to provide for rapid and targeted drought conservation	Strategy Priority: (H/M/L) M
<b>Objectives Addressed by Strategy:</b> <b>MWS-O1D:</b> By 2007, per capita rates of human water use are reduced to maximize the benefit of existing safe and dependable supplies of surface and ground waters	Strategy Schedule: (Begin/End)
<b>Narrative Description of Strategy:</b> This strategy works towards reducing water demands from existing users through the use of retrofitting (water using fixtures and water conserving landscaping) through incentive programs, giveaways, education. The on-going drought of 1998-2002 and the loss of ground water recharge in the WMA indicate the vulnerability of the Raritan Basin's Water Supply.	
<b>Areawide WQM Plan Consistency Determination Issues:</b> None.	

Action Plan (Steps or Tasks)	Responsible Parties for Planning, Design & Implementation	Responsible Parties for Oversight	Resource Needs (L,M,H,VH)	Committed or Recommended Resources	Major Challenges and Opportunities	Evaluation Method & Indicators	Schedule and Milestones for Implementation
1. Determine what types of incentives work for retrofits including awards programs, rebates, tax relief, low-interest loans; increasing block rate billing and others	C:  R: Water Purveyors; NJWSA; NJDEP	C:  R: Raritan Basin Council, WMA Committee	L	C:  R: Existing resources; Studies on incentives	Choosing the right incentives for the targets	An analysis of which types of incentives work for different target groups	
2. Research the types of retrofits that can be installed or implemented and their costs	C:  R: NJWSA; NJDEP; Water Purveyors	C:  R: Raritan Basin Council, WMA Committee	L	C:  R: Elizabethtown experience; MWRA non-domestic Water Conservation Program		List or report on types of retrofits	
3. Develop the incentives program (structure)	C:  R: NJDEP; NJWSA; Water Purveyors	C:  R: Raritan Basin Council, WMA Committee	L-H (depending on nature of incentives)	C:  R: Existing resources, incentive funds from grants or other sources	Finding funding for incentives	An incentives program	

C: Committed; R: Recommended; NJWSA: New Jersey Water Supply Authority; L: Low; M: Medium; H: High; VH: Very High

**Strategy Name: MWS-S1D5 Retrofits for Water Conservation**

Page 2

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4. Market the incentives program to appropriate entities; Advertise the program to potential applicants; and implement the program	C: R: NJDEP; NJWSA; Water Purveyors, wastewater utilities	C: R: Raritan Basin Council, WMA Committee	L-M	C: R: Existing resources	Cost : Benefits; Reaching those who can an will do something	Persons and organizations implementing retrofits	
5. Create a water conservation retrofit education campaign to educate people about water conservation opportunities via retrofits in and around homes and businesses	C: R: NJWSA; Water Purveyors; NJDEP Watershed Education Unit, Basin and WMA E&O Committees	C: R: Raritan Basin Council, WMA Committee	L	C: R: Existing resources	O: Much literature has already been developed	Education campaign and knowledgeable public; Feedback on campaign	