

DROUGHT



WATER CONSERVATION PSAs

#1 — CONSERVING WATER IN THE LANDSCAPE

:30

WATER CONSERVATION IS ESPECIALLY ON PEOPLE'S MINDS DURING DRY PERIODS, BUT IT'S IMPORTANT ALL THE TIME.

ONE PLACE TO SAVE WATER IS IN YOUR FLORIDA-FRIENDLY LANDSCAPE. IRRIGATE IN THE EARLY MORNING HOURS WITH NO MORE THAN THREE-QUARTERS OF AN INCH OF WATER.

MAKE SURE YOUR IRRIGATION SYSTEM IS WORKING PROPERLY AND ISN'T LEAKING. REMOVE WEEDS WHEN YOU SEE THEM, KEEP FERTILIZING TO A MINIMUM, AND WATER GRASS ONLY WHEN IT STARTS TO WILT.

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115 words

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WATER CONSERVATION IS ESPECIALLY ON PEOPLE'S MINDS DURING DRY PERIODS, BUT IT'S IMPORTANT ALL THE TIME.

ONE PLACE TO CONSERVE WATER IS IN YOUR FLORIDA-FRIENDLY LANDSCAPE. ALWAYS FOLLOW WATER RESTRICTIONS IN YOUR AREA. IRRIGATE IN THE EARLY MORNING HOURS WITH NO MORE THAN THREE-QUARTERS OF AN INCH OF WATER.

TURN ON YOUR IRRIGATION CONTROLLER MANUALLY TO ENSURE YOUR PLANTS ONLY GET WATER WHEN THEY NEED IT. GRASS AND MANY PLANTS WILL LET YOU KNOW IT'S TIME TO WATER BY WILTING.

MAKE SURE YOUR IRRIGATION SYSTEM IS WORKING PROPERLY AND ISN'T LEAKING. CONSIDER INSTALLING A LOW-WATER-USE SYSTEM, SUCH AS MICROIRRIGATION OR DRIP IRRIGATION. CALIBRATE YOUR SYSTEM TO ENSURE YOU APPLY THE RIGHT AMOUNT OF WATER EACH TIME.

HAND WATER YOUR THIRSTY PLANTS AND THOSE IN CONTAINERS, AND CONSIDER USING A RAIN BARREL TO PROVIDE THIS WATER.

SELECT PLANTS SUITED FOR YOUR AREA, AND ADD MULCH TO PLANTINGS TO HOLD MOISTURE IN THE SOIL.

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194 words

#2 — WATER RESTRICTIONS

:30

FLORIDA IS EXPERIENCING THE WORST DROUGHT IN THE COUNTRY THIS YEAR, EVEN WORSE THAN CALIFORNIA.

THE STATE'S FIVE WATER MANAGEMENT DISTRICTS CAN RESTRICT LANDSCAPE WATER USE IN TIMES OF SHORTAGE, AND YOURS MAY ALREADY HAVE.

WATER RESTRICTIONS APPLY TO EVERYONE, EVEN PEOPLE WHO GET THEIR WATER FROM WELLS. PAY ATTENTION TO LOCAL NEWS AND VISIT YOUR WATER MANAGEMENT DISTRICT'S WEBSITE TO FIND OUT WHAT WATER RESTRICTIONS IMPACT YOUR AREA.

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113 words

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FLORIDA IS EXPERIENCING THE WORST DROUGHT IN THE COUNTRY THIS YEAR, EVEN WORSE THAN CALIFORNIA.

THE STATE'S FIVE WATER MANAGEMENT DISTRICTS CAN RESTRICT WATER USE IN THE LANDSCAPE IN TIMES OF SHORTAGE, AND YOURS MAY ALREADY HAVE. RESTRICTIONS OFTEN MEAN THAT OUTDOOR WATER USE IS LIMITED TO EITHER ONE OR TWO DAYS PER WEEK.

WATER RESTRICTIONS APPLY TO EVERYONE, EVEN PEOPLE WHO GET THEIR WATER FROM WELLS. THESE RULES MAY BE TEMPORARY, OR THEY MAY BE IN EFFECT YEAR-ROUND, REGARDLESS OF THE WEATHER.

PAY ATTENTION TO LOCAL NEWS AND VISIT YOUR WATER MANAGEMENT DISTRICT'S WEBSITE TO FIND OUT WHAT WATER RESTRICTIONS IMPACT YOUR AREA. IF YOU DON'T KNOW WHAT WATER MANAGEMENT DISTRICT YOU'RE IN, LOOK IT UP ON THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION'S WEBSITE.

WATER RESTRICTIONS EXIST TO ENSURE THAT ALL OF US HAVE ENOUGH WATER. SO ALWAYS FOLLOW YOUR DISTRICT'S GUIDELINES.

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187 words

#3—DROUGHT-FRIENDLY LANDSCAPING

:30

WATER CONSERVATION IS IMPORTANT ALL THE TIME. YOU CAN SAVE WATER BY PLANNING YOUR HOME LANDSCAPE CAREFULLY.

SELECT FLORIDA-FRIENDLY PLANTS THAT CAN SURVIVE MAINLY ON RAINFALL ONCE ESTABLISHED. THIS WILL SAVE YOU MONEY IN WATER BILLS. AND BE SURE TO GROUP YOUR PLANTS ACCORDING TO THEIR WATER NEEDS.

INSTALL LOW-VOLUME AND MICROIRRIGATION PRODUCTS TO WATER YOUR PLANTS. MAKE SURE YOU PUT THE RIGHT PLANT IN THE RIGHT PLACE, AND WATER ONLY WHEN YOUR PLANTS REALLY NEED IT!

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118 words

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WATER CONSERVATION IS IMPORTANT ALL THE TIME. YOU CAN SAVE WATER BY PLANNING YOUR HOME LANDSCAPE CAREFULLY.

NO MATTER THE WEATHER, SELECT PLANTS WHOSE NEEDS CORRESPOND TO YOUR PLANT HARDINESS ZONE AND THE CONDITIONS IN THE SITE. CHOOSE PLANTS THAT CAN SURVIVE MAINLY ON RAINFALL ONCE ESTABLISHED. YOU'LL SAVE MONEY IN WATER BILLS AND WORK LESS TO MAINTAIN YOUR LANDSCAPE.

GROUP YOUR PLANTS IN BEDS ACCORDING TO THEIR WATER NEEDS INSTEAD OF SCATTERING THEM RANDOMLY. THIS WILL MAKE IT EASIER TO PROGRAM YOUR IRRIGATION SYSTEM'S ZONES AND TO MOW AROUND PLANTINGS.

INSTALL LOW-VOLUME AND MICROIRRIGATION PRODUCTS TO WATER YOUR PLANTS. THESE SYSTEMS WILL GET WATER DIRECTLY TO THE ROOTS OF PLANTS, MEANING LESS WATER IS LOST TO EVAPORATION.

MULCH TREES, SHRUBS, AND PLANTING BEDS WITH A TWO- TO THREE-INCH LAYER OF ORGANIC MULCH TO HELP KEEP MOISTURE IN AND REDUCE WEEDS, WHICH CAN STEAL WATER FROM YOUR PLANTINGS.

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190 words

#4 — FIREWISE LANDSCAPING

:30

WILDFIRE IS ALWAYS A THREAT IN FLORIDA, BUT ESPECIALLY DURING DRY PERIODS.

YOU CAN REDUCE YOUR WILDFIRE RISK BY MAKING SOME MODIFICATIONS TO YOUR LANDSCAPE. REMOVE VINES FROM TREES, TRIM LOWER BRANCHES FROM TALL TREES, AND KEEP SHRUBBERY AWAY FROM PINES.

TO HELP PREVENT THE SPREAD OF FIRE TO YOUR HOUSE, MAINTAIN SPACE BETWEEN GROUPS OF PLANTS. KEEP COMBUSTIBLE ITEMS LIKE WOOD PILES AND GAS GRILLS AT LEAST THIRTY FEET FROM YOUR HOME, AND CLEAN UP DEAD LEAVES AND BRANCHES.

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121 words

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WILDFIRE IS ALWAYS A THREAT IN FLORIDA, BUT ESPECIALLY DURING DRY PERIODS.

IF YOU LIVE IN A WOODED OR RURAL AREA, FIREWISE LANDSCAPING IS THE BEST WAY TO REDUCE YOUR WILDFIRE RISK. IT'LL TAKE A FEW MODIFICATIONS TO YOUR LANDSCAPE AND A LITTLE MAINTENANCE, BUT IT'S WORTH IT.

TO HELP PROTECT YOUR HOME FROM FIRE, CREATE WHAT'S CALLED "DEFENSIBLE SPACE" AROUND IT.

THIS MEANS YOU SHOULD SEPARATE GROUPS OF PLANTS WITH GRAVEL, PATHWAYS, OR A WELL-MAINTAINED AND HEALTHY LAWN. KEEP COMBUSTIBLE ITEMS LIKE WOOD PILES, GAS GRILLS, AND PROPANE TANKS AT LEAST THIRTY FEET FROM YOUR HOME, AND CLEAR AWAY DEAD LEAVES AND BRANCHES. REMOVE VINES FROM TREES, TRIM LOWER BRANCHES FROM YOUR TALL TREES, AND KEEP SHRUBBERY AWAY FROM PINES.

CHOOSING CERTAIN PLANTS CAN ALSO HELP REDUCE YOUR WILDFIRE RISK. PLANTS WITH THICK, SUCCULENT LEAVES, LIKE CACTI, TEND TO TAKE LONGER TO IGNITE THAN PLANTS WITH SMALL, NEEDLE-LIKE LEAVES, LIKE PINE TREES.

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194 words

#5 — WATERING YOUR LAWN

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HELP YOUR GRASS MAKE IT THROUGH DRY PERIODS BY ENCOURAGING IT TO GROW DEEPER ROOTS. WATER YOUR LAWN ONLY WHEN IT SHOWS AT LEAST ONE OF THE THREE SIGNS OF WILT. LOOK FOR LEAF BLADES THAT FOLD IN HALF LENGTHWISE, A BLUE-GREEN COLOR, OR FOOTPRINTS THAT REMAIN VISIBLE.

IRRIGATE YOUR LAWN ONLY WHEN AT LEAST A THIRD OF IT SHOWS ONE OR MORE OF THESE SIGNS. APPLY ONE-HALF TO THREE-QUARTERS OF AN INCH OF WATER AT A TIME.

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119 words

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HELP YOUR GRASS MAKE IT THROUGH DRY PERIODS BY ENCOURAGING IT TO GROW DEEPER ROOTS. YOU CAN MAKE YOUR LAWN MORE DROUGHT-TOLERANT NO MATTER WHAT KIND OF GRASS YOU HAVE.

WATER YOUR LAWN ONLY WHEN IT SHOWS AT LEAST ONE OF THE THREE SIGNS OF WILT. LOOK FOR LEAF BLADES THAT FOLD IN HALF LENGTHWISE, A BLUE-GREEN COLOR, OR FOOTPRINTS THAT REMAIN VISIBLE.

IRRIGATE YOUR LAWN ONLY WHEN AT LEAST A THIRD OF IT SHOWS ONE OR MORE OF THESE SIGNS. APPLY ONE-HALF TO THREE-QUARTERS OF AN INCH OF WATER AT A TIME. APPLYING MORE WATER IS MUCH MORE LIKELY TO HURT YOUR GRASS THAN HELP IT.

MOW AT THE HIGHEST RECOMMENDED HEIGHT FOR YOUR TURF SPECIES, AND NEVER CUT MORE THAN ONE-THIRD OF THE LEAF BLADE AT ANY ONE TIME.

DON'T WATER IF IT'S RAINED IN THE LAST DAY OR TWO, OR IF RAIN IS FORECAST IN THE NEXT TWENTY-FOUR HOURS.

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193 words

#6 — RAIN BARRELS

:30

A RAIN BARREL CAPTURES RAINWATER, WHICH CAN THEN BE USED TO WATER PLANTS. RAIN BARRELS CAN HELP YOU SAVE WATER AND MONEY—WHETHER YOU'RE UNDER WATER RESTRICTIONS OR NOT!

RAIN BARRELS ARE LARGE CONTAINERS COVERED WITH A SCREEN TO KEEP OUT LEAVES, INSECTS, AND OTHER CONTAMINANTS, AND FITTED WITH A SPIGOT.

BY CHANNELING THE WATER THAT FALLS ON YOUR ROOF, YOU CAN WATER YOUR PLANTS FOR FREE ON ANY DAY YOU CHOOSE!

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A RAIN BARREL CAPTURES RAINWATER, WHICH CAN THEN BE USED TO WATER PLANTS. RAIN BARRELS CAN HELP YOU SAVE WATER AND MONEY—WHETHER YOU'RE UNDER WATER RESTRICTIONS OR NOT!

RAIN BARRELS ARE LARGE CONTAINERS COVERED WITH A SCREEN TO KEEP OUT LEAVES, INSECTS, AND OTHER CONTAMINANTS. THEY TYPICALLY HAVE A SPIGOT OR PUMP FOR ACCESSING THE WATER, BUT CAN ALSO BE HOOKED UP TO A HOSE OR SEEP IRRIGATION SYSTEM. THEY CAN BE PURCHASED FROM A GARDEN CENTER OR EASILY MADE AT HOME.

RAIN BARRELS CAN CAPTURE A SIGNIFICANT AMOUNT OF WATER. FOR EVERY INCH OF RAIN THAT FALLS ON ONE-THOUSAND SQUARE FEET OF ROOF AREA, YOU COULD POTENTIALLY COLLECT ABOUT 600 GALLONS OF RAINWATER! THAT'S A LOT OF WATER YOU WON'T HAVE TO PAY FOR.

AND BY CAPUTURING THE WATER THAT FALLS ON YOUR ROOF, YOU CAN WATER YOUR PLANTS FOR FREE ON ANY DAY YOU CHOOSE!

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189 words

#7 — RAIN GARDENS

:30

NO MATTER THE WEATHER, IT'S IMPORTANT THAT RAIN RETURNS TO OUR AQUIFERS, OUR SOURCE FOR WATER. RAIN GARDENS ARE A GREAT WAY TO HELP ENSURE THAT AQUIFERS GET THEIR SHARE OF RAINWATER.

RAIN GARDENS ARE SHALLOW DEPRESSIONS IN THE LANDSCAPE PLANTED WITH PLANTS AND GRASSES THAT FILTER WATER BEFORE LETTING IT FLOW NATURALLY INTO THE GROUND. THEY WORK BEST WHEN PLACED AT THE BOTTOM OF DOWNSPOUTS OR IN AREAS WHERE WATER TENDS TO PUDDLE.

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NO MATTER THE WEATHER, IT'S IMPORTANT THAT RAIN RETURNS TO OUR AQUIFERS, OUR SOURCE WATER. RAIN GARDENS ARE A GREAT WAY TO HELP ENSURE THAT AQUIFERS GET THEIR SHARE OF RAINWATER.

RAIN GARDENS ARE SHALLOW DEPRESSIONS PLANTED WITH PLANTS AND GRASSES THAT FILTER WATER BEFORE LETTING IT FLOW NATURALLY INTO THE GROUND. THEY WORK BEST WHEN PLACED AT THE BOTTOM OF DOWNSPOUTS OR IN AREAS WHERE WATER TENDS TO PUDDLE.

RAIN GARDENS FILTER RAIN BEFORE IT ENTERS THE AQUIFER. THEY'RE A GREAT SOLUTION FOR THAT LOW OR DAMP PLACE IN YOUR LANDSCAPE, AND ARE TYPICALLY PLANTED WITH FERNS, WILDFLOWERS, GRASSES OR OTHER WETLAND PLANTS. THESE PLANTS TEND TO BE TOLERANT OF BOTH WET AND DRY CONDITIONS.

RAIN GARDENS ARE EASY TO MAKE AND ADD TO THE BEAUTY OF YOUR LANDSCAPE, WHILE HELPING REDUCE POLLUTION AND MAKE SURE WE'LL HAVE ENOUGH WATER FOR THE FUTURE!

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185 words

#8 — PROVIDE WATER TO WILDLIFE

:30

DROUGHT ISN'T JUST TOUGH ON PEOPLE. IT CAN BE STRESSFUL FOR ANIMALS, TOO. DO YOUR PART TO HELP WILDLIFE SURVIVE A DROUGHT BY PROVIDING A WATER FEATURE.

BIRDBATHS SHOULD BE SHALLOW, WITH TEXTURED BOTTOMS AND GENTLY SLOPED SIDES. KEEP THEM CLEAN OF ALGAE WITH A PLAIN TEXTURED SPONGE.

EMPTY COFFEE CANS MAKE PERFECT BUTTERFLY WATERING STATIONS.

SMALL PONDS ATTRACT A VARIETY OF WILDLIFE. INCORPORATE A FILTER AND PLANTS, AND SEE WHO COMES TO YOUR WATERING HOLE!

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117 words

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DROUGHT ISN'T JUST TOUGH ON PEOPLE. IT CAN BE STRESSFUL FOR ANIMALS, TOO. DO YOUR PART TO HELP WILDLIFE SURVIVE A DROUGHT BY CREATING A WATER FEATURE. EVEN A SMALL AMOUNT OF WATER CAN HELP ANIMALS OUT A GREAT DEAL.

BIRDBATHS ARE AN EASY WAY TO ADD A WATER FEATURE TO YOUR LANDSCAPE. THEY SHOULD BE SHALLOW, WITH TEXTURED BOTTOMS AND GENTLY SLOPED SIDES. KEEP THEM CLEAN OF ALGAE WITH A PLAIN TEXTURED SPONGE.

COFFEE CANS MAKE PERFECT BUTTERFLY WATERING STATIONS IF FILLED WITH SAND, WATER, AND ROCKS. OR BURY A SAUCER FILLED WITH PINE BARK OR SMALL STONES, ADDING WATER TO OVERFLOWING.

SMALL IN-GROUND PONDS OR TUB GARDENS DON'T TAKE THAT MUCH WATER AND CAN ATTRACT A VARIETY OF WILDLIFE. INCORPORATE A FILTER AND PLANTS AND SEE WHO COMES TO YOUR WATERING HOLE.

IF YOU'RE WORRIED ABOUT MOSQUITOES BREEDING IN YOUR WATER, JUST ADD SOME FISH!

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188 words

#9 — HANDWATERING

:30

WHEN FLORIDA'S WATER MANAGEMENT DISTRICTS LIMIT LANDSCAPE WATERING, TYPICALLY YOU CAN ONLY WATER ONE OR TWO DAYS PER WEEK.

HANDWATERING IS USUALLY ALLOWED MORE FREQUENTLY THAN AUTOMATIC IRRIGATION. HANDWATERING MEANS USING A WATERING CAN, PAIL, OR HOSE TO IRRIGATE PLANTS.

HANDWATERING IS A GOOD TECHNIQUE FOR IRRIGATING POTTED PLANTS, SHRUBS, TREES, VEGETABLES, AND FLOWER BEDS.

IN SOME PLACES IT'S ONLY ALLOWED FOR TEN MINUTES PER DAY. BUT THE HANDWATERING EXCEPTION APPLIES ONLY TO LANDSCAPE PLANTS, NOT LAWNS.

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118 words

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WHEN FLORIDA'S WATER MANAGEMENT DISTRICTS LIMIT LANDSCAPE WATERING, TYPICALLY YOU CAN ONLY WATER ONE OR TWO DAYS PER WEEK.

HANDWATERING MEANS USING A WATERING CAN, PAIL, OR HOSE TO IRRIGATE PLANTS. IT'S USUALLY ALLOWED MORE FREQUENTLY THAN AUTOMATIC IRRIGATION, ALTHOUGH THIS EXCEPTION APPLIES ONLY TO LANDSCAPE PLANTS, NOT LAWNS. IN SOME PLACES IT'S ONLY ALLOWED FOR TEN MINUTES PER DAY.

HANDWATERING IS A GOOD TECHNIQUE FOR IRRIGATING POTTED PLANTS, SHRUBS, TREES, VEGETABLES, AND FLOWER BEDS. IT USES A LOT LESS WATER THAN AUTOMATIC IRRIGATION SYSTEMS AND YOU'RE LESS LIKELY TO LOSE WATER TO EVAPORATION AND WIND DRIFT.

JUST MAKE SURE YOU DON'T OVERWATER—PLANTS OFTEN NEED LESS WATER THAN PEOPLE THINK. TO HELP CUT DOWN ON WASTE, DON'T LEAVE YOUR HOSE UNATTENDED WHEN IT'S RUNNING, AND USE AN AUTOMATIC SHUTOFF NOZZLE.

MOST IMPORTANTLY, LEARN TO RECOGNIZE SIGNS OF WILT, LETTING YOUR FLORIDA-FRIENDLY PLANTS TELL YOU WHEN TO WATER!

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