CITY OF
FORT LAUDERDALE

Memorandum

Memorandum No: 20-059

Date: July 2, 2020

To: Honorable Mayor and Commissioners

From: Christopher J. Lagerbloom, ICMA-CM, City Manager

Re: Broward Water Partnership Water Whiz Challenge Recognition Award

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The City of Fort Lauderdale recently participated in the *Water Whiz Challenge* coordinated by the Broward Water Partnership (BWP) to promote water conservation. I am pleased to report that the winner of the *Challenge* is a Fort Lauderdale District 2 resident, Keefer Hershewe. In addition, the BWP is also recognizing the City of Fort Lauderdale for having the most participants in the *Challenge*.

The Broward Water Partnership consists of 18 municipalities and water utilities who have come together to help save water, save money, and protect the environment. Throughout the year, the BWP offers rebates on high efficiency toilet, free water-saving devices, and general water conservation education. In March 2020, the BWP launched the *Water Whiz Challenge* as part of its education and outreach efforts. The *Challenge* encouraged Broward residents to share their water saving efforts on social media using the hashtag #WaterWhiz. Keefer won the challenge by contributing the most social media posts which highlighted his participation in events including waterway and coastal cleanups, the P3 Eco-Challenge through Broward County Public Schools, and celebrating Earth Day (Figure 1).

Broward County has created an animated video promoting water conservation, water protection, and sustainability, featuring Keefer Hershewe in recognition of his efforts. The animated video was debuted July 1, 2020 at a virtual celebration via Zoom where the City of Fort Lauderdale received a trophy in recognition of its leading participation rate in the *Water Whiz Challenge*.

This accomplishment reflects the passion of City of Fort Lauderdale residents like Keefer Hershewe and his mother Mari, towards water conservation. You may find more information on the Broward Water Partnership at www.conservationpays.com.

c: Rob Hernandez, Deputy City Manager
Tarlesha W. Smith, Assistant City Manager
Alain E. Boileau, City Attorney
Jeffrey A. Modarelli, City Clerk
John C. Herbst, City Auditor
Department Director
CMO Managers

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FORT LAUDERDALE

All-America City

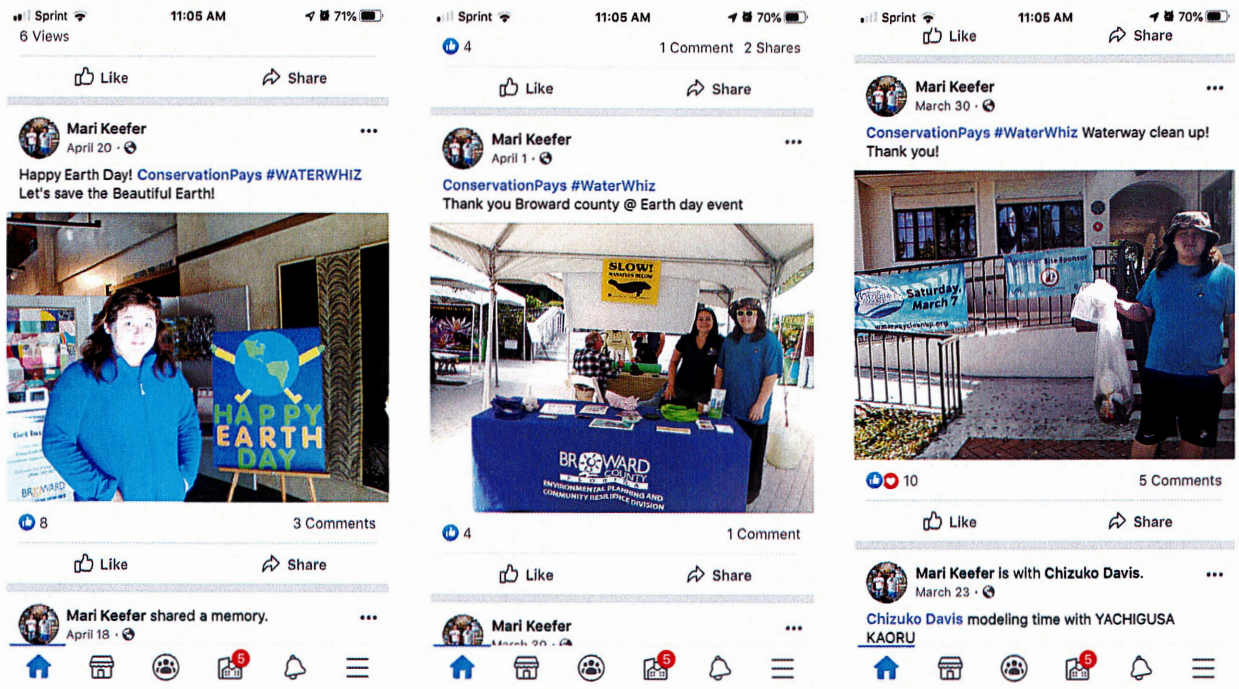

Figure 1: Social media posts for BWP Water Whiz Challenge winner, Keefer Hershewe.