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For Immediate Release

PRESS RELEASE

‘Do It For Port’ Campaign Update: You Did It For Port!

Less Water Used Than Four Driest Summers Since 2010

Need for Conservation Continues to Protect Community’s Only Drinking Water Source

Port Washington, N.Y. (November 3, 2022)—The Port Washington Water District (PWWD) is proud to announce that the Port Washington community used less water in the Summer 2022 than the four hottest and driest summers since 2010, despite severe drought conditions. Summer of ’22 pumpage compared to these four hot and dry summers saw an average decrease in water usage of 9.125 percent, which translates to approximately 45.5 million gallons saved. The “Do It For Port!” collaborative and multifaceted water conservation program is working and shows water conservation takes a community.

“The PWWD is proud to pilot this comprehensive program for water suppliers across the region to model because water conservation is crucial as Long Island deals with the trifecta of a warming climate, salt water intrusion and escalating contamination,” said Commissioner Mindy Germain at the Long Island Water Conference’s annual Drinking Water Symposium on October 21, where she was asked to present the details of the “Do It For Port!” campaign.

The campaign and educational series of workshops and webinars sets clear requirements, engages the voices of residents, provides tools and financial incentives, and coaches residents with an “oops” warning. “We know people are busy and it takes time to change behavior,” said PWWD Chairman David Brackett. “Our strategy is to give warnings to residents accompanied with information on how to get it right. In total we issued 227 warnings, and only 12 repeat warnings. This tells us that positive coaching goes a long way.”

The PWWD’s Do it For Port campaign mantra “If You Love Port, Water Less” was delivered by a sphere of community stakeholders including contractors, landscapers, environmental groups, youth, the local library, science museum and elected officials. “It was a pleasure to team up with the Port Washington Water District in putting Long Island’s first Sustainable Garden Tour together,” said Raju Rajan, President of the Board at ReWild Long Island. “Promoting sustainable landscaping through native plants is our chief focus at ReWild Long Island, and we hope being able to provide residents with a first-hand demonstration on how their gardens can be beautiful while still being climate- and water-friendly will generate more ReWilders.”

The PWWD asks the community to help build from our success, by attending a free 45-minute virtual Port Washington Water District Update on November 15 at 7 p.m. Here, the District will provide updates on the PWWD five-year capital improvement plan to tackle emerging contaminants, upcoming conservation requirements and a frank discussion about why clean, safe drinking water is becoming more expensive. In a nutshell, Germain concluded her presentation to the Long Island Water Conference with, “We believe a more informed community is a more resilient community.”



“We encourage our residents to attend this webinar not only to learn how our conservation efforts have succeeded, but also to find out how the PWWD continues to upgrade its infrastructure,” said PWWD Commissioner Peter Meyer. “We have a great deal of improvements coming to our District in the near future, and we are looking forward to discussing them with our community during this event.”

To register for November 15 PWWD webinar, go to www.pwwd.org/conservation/do-it-for-port-educational-events.