


# Memorandum



**Date:** August 30, 2021

**To:** Honorable Chairman Jose “Pepe” Diaz  
and Members, Board of County Commissioners

**From:** Daniella Levine Cava  
Mayor 

**Subject:** Report on Conducting an Educational Campaign Related to Private Water Wells -  
Directive No. 211072

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On May 18, 2021, the Board of County Commissioners (Board) adopted Resolution No. R-512-21, sponsored by Commissioner Raquel Regalado, directing the County Mayor or County Mayor’s designee to report as to how many properties are currently served by private water wells and to conduct an educational campaign related to these wells in coordination with the Florida Department of Health (FDOH) and place the report on an agenda of the Board within 90 days of the effective date of Resolution No. R-512-21. This first report has been prepared by staff of the Department of Regulatory and Economic Resources (RER) – Division of Environmental Resources Management (DERM). Per Ordinance No. 14-65 this report shall be placed on the next available Board meeting agenda.

In Miami-Dade County, all public water systems are required to perform routine testing to ensure compliance with drinking water standards. However, other than during the construction, repair or abandonment of private drinking water wells, there is little federal, state or county regulatory oversight for the monitoring, maintaining or tracking of these wells. Private well owners are therefore responsible for ensuring that their own well water is safe to drink, and the absence of regulatory oversight increases the vulnerability of private drinking water wells to contamination through the lack of owner knowledge and critical maintenance and testing.

In order to estimate the number of private drinking water wells potentially in use throughout Miami-Dade County, DERM, with the support of the Miami-Dade Water and Sewer Department, contrasted Miami-Dade Property Appraiser data for developed properties with all municipal and county public water utility accounts. The resulting number of developed properties that did not have a public water account, and thus presumably utilized an on-site private drinking water well, was 19,945 (please see Attachment No. 1). While these results have not been field tested for accuracy, this information represents the best available data at the time of this report.

FDOH, through the local office of the Miami-Dade County Health Department, currently maintains an established private water well educational campaign entitled “*Is Your Well Water Well?*”. This campaign is promoted through the FDOH website at [www.floridahealth.gov/wellstest](http://www.floridahealth.gov/wellstest) and consists of audio-visual informational resources, including:

- “About Groundwater”
- “Potential Contaminants”
- “Well Equipment Maintenance”
- “Private Well Owner’s Guide”
- “How and When to Test”
- Additional resources including where to find a laboratory to test well water

DERM, in partnership with FDOH, has developed an outreach strategy to further broadcast FDOH’s private well care campaign to better direct our citizens to these informational resources and ensure their private well water is safe for their families. DERM plans to utilize multiple electronic and print marketing campaigns to promote the FDOH “*Is Your Well Water Well?*” campaign, to include:

- Direct mail flyers to property owners
- Social Media platforms, including Facebook and Twitter
- Ads in newspapers that are part of the Community Periodical Program (CPP)

At the time of this report, a CPP outreach advertisement (please see Attachment No. 2) has already been finalized and will run in numerous community newspapers during August and September 2021. Additional outreach will continue through April of 2022, at which time a formal assessment of the campaign will be made in order to determine the marketing effectiveness. FDOH website analytics and questions and comments received through the website portal will be the primary source of data analyzed for the campaign review. Pursuant to Resolution No. R-512-21, a final assessment report on the private water well care campaign will be delivered to the Board of County Commissioners on or before May 28, 2022.

Should you have any questions concerning the above, please contact Lee N. Hefty, Assistant Director, Department of Regulatory and Economic Resources, Division of Environmental Resources Management, at (305) 372-6754 or by email at [Lee.Hefty@miamidade.gov](mailto:Lee.Hefty@miamidade.gov).

Attachments: 2021 Miami-Dade Private Well distribution  
CPP Advertisement

c: Geri Bonzon-Keenan, County Attorney  
Gerald Sanchez, First Assistant County Attorney  
Jess McCarty, Executive Assistant County Attorney  
Office of the Mayor Senior Staff  
Lourdes M. Gomez, Director, Department of Regulatory and Economic Resources  
Lee N. Hefty, Assistant Director, Department of Regulatory and Economic Resources  
Yinka Majekodunmi, Commission Auditor  
Jennifer Moon, Chief, Office of Policy and Budgetary Affairs  
Melissa Adames, Director, Clerk of the Board  
Eugene Love, Agenda Coordinator  
Samir Elmir, Director of Environmental Health, Florida Department of Health

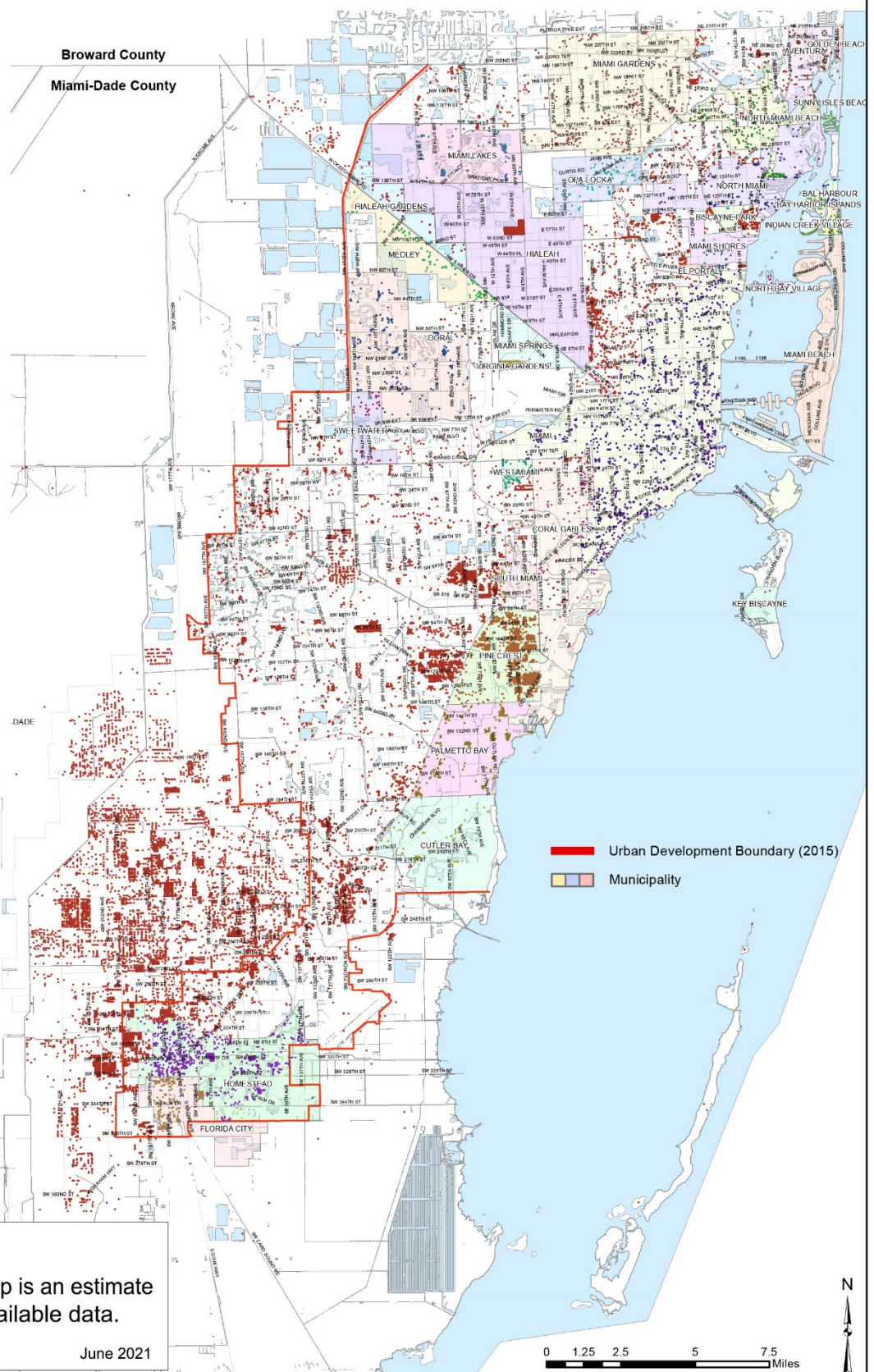


# Private Water Wells (Estimated)

Miami-Dade County, Florida

## Private Water Wells, Well Counts (Estimated)

- AVENTURA, 83
- BAL HARBOUR, 16
- BAY HARBOR ISLANDS, 53
- BISCAYNE PARK, 7
- CORAL GABLES, 139
- CUTLER BAY, 64
- DORAL, 236
- EL PORTAL, 7
- FLORIDA CITY, 444
- GOLDEN BEACH, 10
- HIALEAH GARDENS, 67
- HIALEAH, 0
- HOMESTEAD, 1080
- INDIAN CREEK VILLAGE, 32
- KEY BISCAYNE, 5
- MEDLEY, 92
- MIAMI BEACH, 0
- MIAMI GARDENS, 393
- MIAMI LAKES, 112
- MIAMI SHORES, 25
- MIAMI SPRINGS, 11
- MIAMI, 1252
- NORTH BAY VILLAGE, 19
- NORTH MIAMI BEACH, 197
- NORTH MIAMI, 206
- OPA-LOCKA, 128
- PALMETTO BAY, 246
- PINECREST, 977
- SOUTH MIAMI, 79
- SUNNY ISLES BEACH, 49
- SURFSIDE, 37
- SWEETWATER, 44
- UNINCORP. MIAMI-DADE, 13252
- VIRGINIA GARDENS, 516
- WEST MIAMI, 67
- TOTAL WELLS, 19,945**



## DISCLAIMER:

The information in this map is an estimate derived from the best available data.

June 2021





test  
your  
well  
to  
**know**  
it's  
well!

Private well owners should test their water at least once a year. Routine water sampling and testing is simple and inexpensive, and can protect your family's health from harmful bacteria, viruses, chemicals and other hidden contaminants.

For more information including where to find a state certified laboratory, visit: [www.floridahealth.gov/wellstest](http://www.floridahealth.gov/wellstest)

