



Building Community

OPTIMIZE COOLING TOWERS TO SAVE WATER

BUSINESS REBATES PROGRAM



YOU CAN COOL IT ON EXCESS WATER WASTE BY OPTIMIZING YOUR COOLING TOWER OPERATION

Let's face it, cooling towers use a lot of water! That's their purpose — to take the heat out of recirculated water so that cool water is sent back to cooling equipment, particularly chillers. Improving the water efficiency of your cooling tower can be achieved through properly managing the water that is recirculated.

One of the primary steps you can take to lower water consumption in cooling towers is to maximize the cycles of concentration — or the number of times recycled water gets re-used — before it gets dumped due to a buildup of dissolved minerals in the system water. You can work directly with your water treatment or cooling tower expert to help you determine how to increase your cycles of concentration and maximize the operation of your cooling tower. Additionally, optimize the water treatment of your cooling tower.

JEA's Business Rebates Program is now pleased to offer financial rebates for reducing cooling tower makeup water by increasing cycles of concentration in the cooling tower. Rebates are based on gallons of makeup water saved, paid at \$8 per 1,000 gallons per year and capped at \$30,000 or 50% of the project cost, whichever is less.

TO APPLY

1. Search our database of water treatment or cooling tower trade allies at jea.com/BusinessRebates.
2. Apply online at the [JEA Business Rebates Application Portal](#) to get pre-approval for your project. JEA will meet with you and your water treatment specialist to discuss the cooling tower optimization plan.
3. After improvements are made, JEA will require samples of the cooling tower water to determine that an increase in the cycles of concentration is achieved.
4. After final approval, a rebate check will be issued within four to six weeks.

WATER USE IN COOLING TOWERS 101

It's simple math!

Evaporation + Bleed-Off = Makeup

Evaporation removes heat from water and causes evaporation of water.



Impurities get left behind after evaporation. These impurities must stay below a concentration limit.



Bleeding off some of this water removes these impurities.



Makeup water must replace both the evaporated and bleeding-off water.

**The less makeup water you need,
the more water-efficient
your cooling will be!**