

**Instructions for Submitting Environmental Education Efforts
for Inclusion in the
Lake Jesup BMAP
Florida Department of Environmental Protection
August 28, 2008**

Basis of Credits for Education Efforts

For this iteration of the BMAP, quantitative credit can be given to stormwater management entities (such as local governments) for public education and outreach efforts that target nutrient reductions. Up to a five percent stormwater load reduction in total phosphorus for education and outreach efforts can be listed on the BMAP project table. The five percent load reduction estimate is based on the Environmental Protection Agency Center for Watershed Protection's Watershed Treatment Model.

Claiming Credit

In order for credit to be given in the BMAP, each entity that wishes to include education in their project table must provide a detailed write up that outlines their current and planned education and outreach efforts, which help to reduce nutrient loads. These efforts should be quantified to the extent possible (e.g. the number of pamphlets distributed per year, number of presentations given per year). Depending on the level of effort demonstrated by the detailed description of the local education program, the amount of reduction credited may be adjusted at the Department's discretion.

Examples of acceptable education activities include:

1. Local funding to implement the Florida Yards and Neighborhoods program within the city or county.
2. Local land development codes or ordinances that require Florida Friendly landscaping on all new developments, require commercial landscapers to obtain training and certification through the Green Industry BMP program, require irrigation systems per Sections 125.568 and 166.048, F.S. and Section 373.185, F.S., and which specify fertilizer application rates and types. Local ordinances that control pet waste and require that residents pick up and properly dispose of pet wastes. Full credit given if local codes include all four components, partial credit for programs that only require one or two components. Model ordinances are available at: <http://www.dep.state.fl.us/water/nonpoint/pubs.htm> and model irrigation ordinances are available from the SJRWMD.
3. Implementation of public service announcements (PSAs) on local cable or commercial television and radio stations. PSAs can include those developed locally or those developed through the Think About Personal Pollution (TAPP) Campaign (<http://www.tappwater.org/>). Other PSAs are available through the UCF Stormwater Academy (<http://www.stormwater.ucf.edu>).
4. Informational pamphlets on pollution prevention, fertilizer application, Florida Friendly Landscaping, water conservation, septic tank maintenance, etc. The Stormwater Education ToolBox (SET) is available on-line from the UCF

Stormwater Management Academy (<http://www.stormwater.ucf.edu>). Presentations on the above topics to civic groups, local businesses, students, and the general public.

5. Websites to provide information on reducing nutrient pollution for homeowners and businesses.
6. Inspection program and public call-in number to address illicit discharges.

Instructions to Request Credits

If you wish to include your education efforts and estimated load reductions in your BMAP project table, please provide a detailed and quantified description of your environmental education activities. Department staff will review your submittal and contact you if there are questions.