

**Wekiva River, Rock Springs Run, and Little Wekiva Canal
Education Priorities on OSTDS – Submitted by Stakeholders (as of 02/20/2017)**

Recommended Target Audiences/Stakeholders	Altamonte Springs	Apopka	Eustis	Maitland	Mount Dora	Oakland	Ocoee	Orlando	Tavares	Winter Garden	FDACS	FDOT	Florida Expressway	Turnpike Authority	Friends of Wekiva	Lake County	Lake Co. Health Dept.	Orange County	Orange County Health	Sanlando	Seminole County	Seminole County Health Dept.	SJRWMD	Astatula	Wekiva River Aquatic Preserve	Wekiwa Springs State Park	FOWA
Elected Official															X			X			X						X
Homeowners	X							X				X			X	X		X									X
State Park																											
Commercial Business								X																			
Homeowner Associations								X										X			X						
OSTDS Industry												X				X											
Builders	X											X				X											
Golf Courses																											
Temporary Populations – Tourists																											
Real Estate	X														X						X						X

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Recommended Message/Stakeholders	Altamonte Springs	Apopka	Eustis	Maitland	Mount Dora	Oakland	Ocoee	Orlando	Tavares	Winter Garden	FDACS	FDOT	Florida Expressway	Turnpike Authority	Friends of Wekiva	Lake County	Lake Co. Health Dept.	Orange County	Orange County Health Dept.	Sanlando	Seminole County	Seminole County Health Dept.	SJRWMD	Astatula	Wekiva River Aquatic Preserve	Wekiwa Springs State Park	FOWA
Process																											
Cost to Homeowners												X			X	X		X			X						
Environmental Benefit	X											X			X			X			X					X	
General Costs																											
Timeframe of Disruption																											
Comparables																X											
Passive versus Active Systems												X															
Evidence/Studies	X														X	X										X	
Simple Message																										X	

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Actual Sewer Costs																											
Actual Enhancement Costs	X																	X			X						
Simple message + environmental benefit + actual maintenance cost*								X																			
Process + Comparables + Environmental Benefit*								X																			
Process + Cost to Homeowners + Actual Sewer Costs*								X																			

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Recommended Materials & Resources/ Stakeholders	Altamonte Springs	Apopka	Eustis	Maitland	Mount Dora	Oakland	Ocoee	Orlando	Tavares	Winter Garden	FDACS	FDOT	Florida Expressway	Turnpike Authority	Friends of Wekiva	Lake County	Lake Co. Health Dept.	Orange County	Orange County Health Dept.	Sanlando	Seminole County	Seminole County Health Dept.	SJRWMD	Astatula	Wekiva River Aquatic Preserve	Wekiwa Springs State Park	FOWA
Florida Onsite Wastewater Association Public Service Announcements for Maintenance	X															X											X
Homeowner Association Newsletters	X							X				X			X	X		X			X						
Utility Inserts / mailers								X				X				X		X									
Fairs and Events								X				X															X
Pamphlets for Homebuyers from Real Estate Binders	X														X			X			X						
FYN															X												X
Social Media																					X						

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DRAFT - Stakeholder OSTDS Education Projects – Submitted by Stakeholders (as of 02/20/2017)

Lead Entity	Priority Ranking	Project Name	Description	Project Type	Milestone (5-, 10-, or 15-yr)	Cost Estimate (planning level)	Funding		Status (Underway, Planned, or Completed)	Estimated Completion Date
							Source	Amount		
City of Orlando (Streets and Stormwater Div)		Campaign Title > To Be Determined	Provide information to audiences through: Annual mailer + Annual HOA Newsletters + Social Media + Fair and Events		1-2 years	Unknown but funding is available				
City of Orlando (Wastewater Div)		Campaign Title > To Be Determined	Provide information to audiences through: Social Media + Fair and Events		1-2 years	Unknown but funding is available				
City of Orlando (Streets and Stormwater Div)		Campaign Title > To Be Determined	Provide information to audiences through: Annual mailer + Annual HOA Newsletters + Social Media + Fair and Events		3-5 years	Unknown but funding is available				
City of Orlando (Wastewater Div)		Campaign Title > To Be Determined	Provide information to audiences through: Social Media + Fair and Events		3-5 years	Unknown but funding is available				

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City of Orlando (Streets and Stormwater Div)		Campaign Title > To Be Determined	Billboard ad		3-5 years	Unknown but funding is available				
City of Orlando (Streets and Stormwater Div)		Campaign Title > To Be Determined	Provide information to audiences through: Annual mailer + Annual HOA Newsletters + Social Media + Fair and Events		6-10 years	Unknown but funding is available				
City of Orlando (Wastewater Div)		Campaign Title > To Be Determined	Provide information to audiences through: Social Media + Fair and Events		6-10 years	Unknown but funding is available				
Seminole Co./P.W.		Education	Develop + Implement OSTDS Education Program		1-2 years	\$50,000- \$100,000				