

Restoring Our Springs!

Southwest Florida
Water Management District



Springs Protection Outreach

- Major 2013 Springs Protection Outreach Activities:
 - Established the Springs Team
 - Conducted northern public perception survey



Public Perception Survey Findings

- May 2013 Public Perception Survey Results:
 - **90%** rated the health of the springs as very important or important
 - **49%** were neutral or didn't know whether the District is committed to improving the health of springs
 - **42%** were neutral or didn't know whether the District has the scientific knowledge to improve the health of springs



Campaign Goal

- To gain community support and inform the public that the District is committed to improving the health of the springs and has the scientific knowledge to do so.



Campaign Preparation

- Developed and tested the logo and tagline
- Produced brochure, banners and videos
- Outreach to local government partners
- Launched *WaterMatters.org/Springs*



Springs Website



SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT

Home Page → Springs

[Springs Intro](#) [Learn About Springs](#) [Threats to Springs](#) [Protecting Springs](#) [Springs Experts](#) [Events](#) [Springs Resources](#)



Weeki Wachee Springs

[Weeki Wachee Springs](#) [Chassahowitzka Springs](#) [Crystal River/Kings Bay](#) [Rainbow Springs](#) [Homosassa Springs](#)

Springs in West-Central Florida

Florida has more than 1,000 springs — the largest concentration in the world. Within the Southwest Florida Water Management District, there are more than 150 springs.

Meet the Springs Team



0:00 / 4:48

Renewing Our Springs



0:00 / 4:18

They are the natural wonders that flow through Florida. They are home to mullet, manatees and even mermaids. They are Florida's springs and they need our help.

Over time, these natural treasures have become threatened by human activities, climate change and other factors. But there are solutions and steps we can all take to restore our springs, which support the local economy and quality of life.

To lead this effort, the District put together a team of **springs experts** to conserve and restore our spring systems. Since each spring system is different, the team uses a variety of techniques such as regulation, monitoring, research and development, restoration and education to address each system's individual challenges. [Learn more »](#)



Enter to Win the
SPRINGS
Instagram
Contest

Springs Dashboards

View at-a-glance data on the first magnitude springs:

- [Weeki Wachee Springs](#)
- [Chassahowitzka Springs](#)
- [Kings Bay Springs](#)
- [Rainbow Springs](#)
- [Homosassa Springs](#)

[Sign up for Our Springs Newsletter »](#)

Contact Info

For more information, [email the Springs Team](#) »

[Test Your Springs Knowledge »](#)

Southwest Florida
Water Management District
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Advertisements

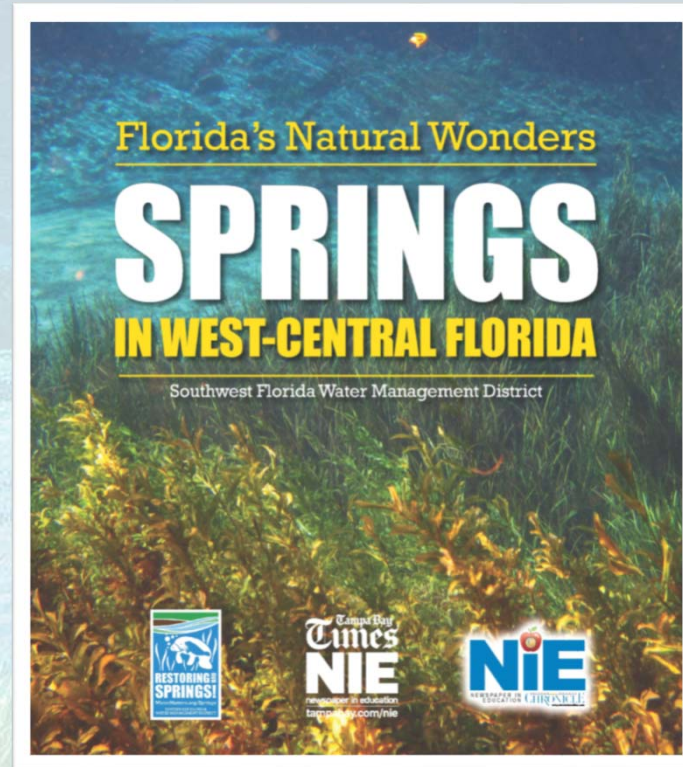
- Print
- Billboards
- Radio
- Movie theater
- Online



Results in an estimated 5 million impressions



Newspaper in Education Supplement



Total approximate circulation of 85,300



Community Events



Traditional & Social Media



MARKETLINK PROFILE

West-Central Florida springs restoration effort underway

They're the natural wonders that flow through Florida. They're home to mullet, manatees and even mermaids. They are Florida's springs and they need our help.

Over time, these natural treasures have become threatened by a combination of human activities, climate change and other factors. The Southwest Florida Water Management District, which is the leading scientific agency on springs in the region, is spearheading the "Restoring Our Springs" campaign in an effort to improve the recreational, economic and ecological value of major springs in Hernando, Citrus and Marion counties.

The springs in our region are unique, complex systems that have been changing for nearly a century. Naturally, it will take time to restore them. To lead this restoration effort, the District has assembled a diverse group of top scientists and engineers known as the "Springs Team" who are firmly committed to conserving and restoring our spring systems.



The Southwest Florida Water Management District and its "Springs Team" are leading an important effort to restore five major spring systems in the region. Visit WaterMatters.org/Springs for more details.

The Springs Team's primary goal is to improve habitat and water clarity in the District's first-magnitude spring groups - Rainbow River, Crystal River, Kings Bay, Homosassa River, Chassahowitzka River and Weeki Wachee River.

"The unique nature of these springs and the challenges that they face require us to think outside the box," explains Chris Anastasiou, Ph.D., chief

scientist and leader of the Springs Team. "We're using a variety of techniques to monitor development, develop educational systems and

the challenge we face is to include as many aquatic plant and algae species, reductions in discharge due to



Promoting Springs Team Projects

- Chassahowitzka Springs Restoration
- Crystal River to Duke Energy Reclaimed Water
- Three Sisters Springs Wetland Treatment
- Three Sisters Springs Bank Stabilization
- Hunters Cove Revegetation
- Hunter Springs Park Living Shoreline



Perceptions of the District – 2014 Results

The Southwest Florida Water Management District	Pre Survey Strongly Agree & Agree	Post Survey Strongly Agree & Agree	Percentage Change
Has the scientific knowledge necessary to improve the health of the springs	44%	48%	9%
Is the leader taking the right actions to improve the health of springs	28%	40%	43%
Is committed to improving the health of the springs	32%	48%	50%



Budget

- Annual Budget of \$60,000
 - Advertising Buy - \$36,000
 - Social Media Ads - \$2,000
 - Event Sponsorships - \$5,000
 - Community Partners - \$5,000
 - Signs/Printing - \$5,000
 - Giveaways - \$5,000

*Does not include research costs



Awards



19 Local, State, Regional and National Awards



Questions?



Save Our Waters Week Boat Tour
Citrus County

