

Proposed Framework for Public Education Plans in Springs Coast Basin Management Action Plans

Step	Onsite Sewage Treatment and Disposal System (OSTDS)	Urban Turfgrass Fertilizer
1	Nitrogen Source Inventory and Loading Tool (NSILT) Recap	NSILT Recap
2	Existing Actions - Attachment A – Stakeholder Education Priorities - Attachment B – Stakeholder Projects	Existing Actions - Hernando County fertilizer survey (in progress) - Southwest Florida Water Management District (SWFWMD) fertilizer campaign (prior campaign, but resources available on the SWFWMD website)
3	Pilot Project - Attachment C – Proposed Framework of Pilot Project - Spring-specific – Crystal River/Kings Bay	Pilot Project - Attachment C – Proposed Framework of Pilot Project - Spring-specific – Weeki Wachee and Aripeka Springs
4	Future Actions - Basin-wide implementation - Monitor results - Five-year milestones	Future Actions - Basin-wide implementation - Florida-friendly landscaping (see below Alachua Co. Turf SWAP Program) - Green industry certifications (see below Green Industries Best Management Practices) - Urban nutrient management plans (see below Chesapeake Bay Program)

Examples of Future Actions – Urban Turfgrass Fertilizer

Alachua County Turf SWAP Program	Green Industries Best Management Practices (GI-BMPs)	Chesapeake Bay Urban Nutrient Management Plans (UNMPs)
Alachua County pilot tested a voluntary turf replacement program (Turf SWAP [Save Water Add Plants]) in 2014 and 2015 that provided free mulch, a discount on plants, assistance from master gardeners, and Florida-friendly landscaping (FFL) designs and plant lists. The county will now offer rebates (not to exceed \$2,000) to property owners that replace irrigated landscapes with non-irrigated FFL or replace irrigated landscapes with correctly installed micro-irrigation. The primary goal is to reduce outdoor water use. A secondary goal is to promote the FFL program and principles, which will also reduce the use of fertilizers and pesticides, while creating habitat.	GI-BMPs is an educational program that teaches environmentally safe landscaping practices that help conserve and protect Florida's ground and surface waters. Developed by the Florida Department of Environmental Protection (DEP) and endorsed by the pest control industry, this training is provided by the University of Florida-Institute of Food and Agricultural Sciences (UF-IFAS). GI-BMPs certification is currently required for all licensed commercial fertilizer applicators. Any person can become certified through a one-day in-person training session, on-line, or DVD.	Within the Chesapeake Bay watershed, the Virginia Department of Conservation and Recreation (DCR) requires UNMPs for golf courses, state-owned lands, and publicly-owned land that is fertilized within a municipal separate storm sewer system (MS4) permit area. DCR encourages homeowners and landscape professionals to consider UNMPs. A UNMP is a plan to manage the amount, placement, timing, and application of fertilizer, biosolids, or other materials containing plant nutrients to reduce nutrient loss to the environment and to produce quality turf and landscape plants. Nutrient management credits are provided to entities that adopt and implement UNMPs within the Chesapeake Bay watershed.

ATTACHMENT A

Springs Coast Stakeholders Education Priorities on OSTDS

Recommended Target Audiences						
Brooksville	Crystal River	Citrus County	Pasco County	Hernando County	UF-IFAS	John Walkinshaw-GPI
Schools – bottom-up curriculum – kids to adults	Utilities	Builders / Realtors / Developers / Business Community	Residents in Pasco County (messaging has to be different in Pasco than other counties)	Local environmental groups	Residents	All residents
Residents in Citrus, Hernando, and Pasco Counties		Septic system contractors	Homeowner associations	Septic system owners	Realtors	
Policymakers – local, regional, and state			Civic groups	All residents	Public officials	

Recommended Messaging						
Brooksville	Crystal River	Citrus County	Pasco County	Hernando County	UF-IFAS	John Walkinshaw-GPI
TV commercials	Keep the messaging simple	Convey cost of doing nothing	Preserving our waterways	Septic system enhancement options	Promote springshed identity	Your watershed/ springshed. Your future. Your choice
People need to understand water- where it comes from and where it goes		Conventional septic system provides minimal nitrogen treatment; septic system enhancement is needed	Relate septic pollution to other successful pollution abatement (ex., CFCs)	Leave no trace (outdoor ethics)	Establish connection between springs and septic systems	
We are all part of the problem and all part of the solution. Show the negative and positive contributions by people. For example, the duck campaign used by the City of Tallahassee in its TAPP (Think About Personal Pollution) program.					Septic system enhancement options	

Recommended Materials / Resources						
Brooksville	Crystal River	Citrus County	Pasco County	Hernando County	UF-IFAS	John Walkinshaw-GPI
Florida Department of Health's public service announcements (PSAs) on septic systems			PSAs on tv and radio	Fact sheets and FAQs	Outstanding Florida Springs OSTDS Campaign (billboards, PSAs, brochures, workshops, and realtor tool kit)	New website focused on campaign
City of Tallahassee's TAPP program	Crystal River social media	Florida Onsite Wastewater Association's PSAs on septic systems	Utility bill inserts	Coordinate education effort with local health department		Volunteer program
Brooksville website	Citrus County PSAs	SWFWMD springs education webpage	Brochures and flyers	Website and social media		YouTube videos and PSAs

ATTACHMENT B

Stakeholder OSTDS Education Projects – Springs Coast

Lead Entity	Priority Ranking	Project Name	Description	Project Type	Milestone (5-, 10-, or 15-year)	Cost Estimate (planning-level)	Funding		Status (Underway, Planned, or Completed)	Estimated Completion Date
							Source	Amount		
City of Brooksville		FDOH PSAs on septic systems	Sponsor FDOH PSAs on radio /tv	Public Ed.						
City of Brooksville		Think About Personal Pollution (TAPP)	Transfer or deploy City of Tallahassee TAPP program in the city	Public Ed.						
City of Brooksville		City website	Post springs-related and OSTDS-related information on city website	Public Ed.						
City of Crystal River		FDOH PSAs on septic systems	Sponsor FDOH PSAs on radio/tv	Public Ed.						
City of Crystal River		Citrus County PSAs	Sponsor county PSAs on radio/tv	Public Ed.						
City of Crystal River		Social media	Post springs-related and OSTDS-related information on social media	Public Ed.						
Citrus County		FDOH PSAs on septic systems	Sponsor FDOH PSAs on radio/tv	Public Ed.						
Citrus County		FOWA PSAs on septic systems	Sponsor FOWA PSAs on radio/tv	Public Ed.						
Citrus County		SWFWMD springs education webpage	Link the SWFWMD springs education webpage to the county website	Public Ed.						
Hernando County		Coordinated education effort	Coordinate with local health department on distributing information on septic system enhancement	Public Ed.						

ATTACHMENT B

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							Source	Amount		
Hernando County		Fact sheets and FAQs	Customize fact sheets and FAQs to specific springsheds on water quality issues; distribute how or where	Public Ed.						
Hernando County		Website and social media	Post customized FAQs on the county website and social media platforms	Public Ed.						
Pasco County		PSAs	Sponsor PSAs on radio/tv	Public Ed.						
Pasco County		Utility bill inserts	Provide springs-related and OSTDS-related information in utility bills	Public Ed.						
Pasco County		Brochures and flyers	Display springs-related and OSTDS-related brochures and flyers in common areas of county facilities	Public Ed.						
UF-IFAS		Outstanding Florida Springs OSTDS Campaign	Implement social marketing campaign that links septic systems to springs	Public Ed.						

ATTACHMENT C

Pilot Project – Outreach and Social Marketing Campaign (OSTDS or Fertilizer)

Phase	Funding and Contracting	Pre-Campaign	Campaign	Post-Campaign
Purpose	- Obtain funding for campaign - Select consultant(s) to complete social marketing research and develop and implement campaign	- Know the audience - Identify barriers and benefits - Define campaign objectives	- Change behavior - Use a strategic communications approach - Carefully consider communication channels	Evaluate performance
Objectives	Secure funding and experienced consultant(s)	- Determine the following for the audience: - Awareness of issue - Attitudes and values - Current practices	- Awareness by audience that: - Their actions affect the issue - Actions can be taken by them to remedy issue - Behavior change	Observe behavior change
Actions	- Prepare and submit grant application - Prepare request for qualifications (RFQ) - Complete RFQ process and place consultant(s) under contract	- Conduct collaborative work sessions with lead entity - Develop survey, implement, and analyze results - Conduct focus groups	- Develop message(s) - Develop branding/graphics - Prepare products (direct mail, billboards, radio ads, tv ads, etc.) - Implementation (billboards; radio, tv and print advertisements; promo items, etc.)	Develop survey, implement, and analyze results
Costs (Estimated)*	Staff time and cost	\$30,000	\$240,000	\$30,000
Schedule	Year 1	Year 2	Years 3–4	Year 5

*Costs are estimated from budget information for the Southwest Florida Water Management District annual "Restoring our Springs!" campaign as well as University of Florida-Institute of Food and Agricultural Sciences' anticipated costs for implementation of its Outstanding Florida Springs OSTDS campaign in 2017/2018.