

OSTDS Education Projects

OSTDS Education Projects: 5-Year Milestone (2017–2021)											
Lead Entity	Priority Ranking	Project No.	Project Name	Description	Partners	Cost Estimate (planning-level)	Funding Source	Funding Amount	Status	Estimated Start Date	Estimated Completion Date
City of Crystal River	Medium	CR-E-1	Septic Systems in our Watershed Campaign	Install signs in urban areas with septic systems informing citizens that lack of inspection and maintenance leads to nutrient pollution in Kings Bay.		\$5,000	City	\$5,000	Planned	2019	2019
UF/IFAS	High	IFAS-E-1	Outstanding Florida Springs (OFS) OSTDS Campaign, Phase 1	Implement social marketing campaign that links septic systems to springs.		\$60,000	DEP	\$60,000	Planned	2018	2020
UF/IFAS	High	IFAS-E-2	Outstanding Florida Springs (OFS) OSTDS Campaign, Phase 2	Create on-line clearinghouse of fact sheets, videos, public service announcements, etc.		\$7,000	DEP	\$7,000	Planned	2018	2018
UF/IFAS	High	IFAS-E-3	Outstanding Florida Springs (OFS) OSTDS Campaign, Phase 3	Presentations to realtors and distribution of information kits for home buyers.		\$10,000	DEP	\$10,000	Planned	2018	2018
UF/IFAS	High	IFAS-E-4	Outstanding Florida Springs (OFS) OSTDS Campaign, Phase 4	Six to eight septic system workshops for elected officials.		\$5,000	DEP	\$5,000	Planned	2018	2019
UF/IFAS	High	IFAS-E-5	Outstanding Florida Springs (OFS) OSTDS Campaign, Phase 5	Homeowner workshops with field demonstrations.		\$25,000	DEP	\$25,000	Planned	2018	2020

OSTDS Education Projects: 10-Year Milestone (2022–2026)											
Lead Entity	Priority Ranking	Project No.	Project Name	Description	Partners	Cost Estimate (planning-level)	Funding Source	Funding Amount	Status	Estimated Start Date	Estimated Completion Date

OSTDS Education Projects: 15-Year Milestone (2027–2031)											
Lead Entity	Priority Ranking	Project No.	Project Name	Description	Partners	Cost Estimate (planning-level)	Funding Source	Funding Amount	Status	Estimated Start Date	Estimated Completion Date

Urban Turfgrass Fertilizer (UTF) Education Projects

UTF Education Projects: 5-Year Milestone (2017–2021)											
Lead Entity	Priority Ranking	Project No.	Project Name	Description	Partners	Cost Estimate (planning-level)	Funding Source	Funding Amount	Status	Estimated Start Date	Estimated Completion Date
Citrus County	High	CC-E-1	Fertilizer Education Outreach Campaign	The Citrus County Board of County Commissioners intends to undertake a comprehensive multi-year program to educate local citizens and professionals about the role fertilizer plays in the health of aquatic systems.	UF/IFAS	\$XXX	DEP	\$XXX	Planned	2018	2021
Citrus County	High	CC-E-2	Public Education on Fertilizer Ordinance	Presentations to homeowner associations on the county's adopted fertilizer ordinance.	UF/IFAS	\$300	County	\$300	Continuing	Prior to 2017	2017
Citrus County	High	CC-E-3	Social Marketing Research	Determine public views/drivers/barriers to reduced use of fertilizer.	UF/IFAS	\$50,000	DEP	\$50,000	Planned	2017	2017
Citrus County	High	CC-E-4	Education Materials	Create branded/themed education materials for public distribution.	UF/IFAS	\$25,000	DEP	\$25,000	Planned	2018	2018
Citrus County	High	CC-E-5	Training on Green Industries Best Management Practices	Train professionals and the general public who seek exemption from the fertilizer ordinance.	UF/IFAS	In-Kind	N/A	N/A	Continuing	Prior to 2017	2021
Citrus County	High	CC-E-6	News Articles	Publish articles in the <i>Citrus County Chronicle</i> regarding proper use of fertilizer.	UF/IFAS	In-Kind	N/A	N/A	Continuing	Prior to 2017	2021
Citrus County	High	CC-E-7	Newsletters	Monthly Citrus County Link e-newsletters and quarterly UF/IFAS newsletters that educate on fertilizer use.	UF/IFAS	In-Kind	N/A	N/A	Continuing	Prior to 2017	2021
Citrus County	High	CC-E-8	Webpage, Phase I	Develop webpage geared toward youth with computer game showing impacts of impaired waters and various actions.	UF/IFAS	\$25,000	DEP	\$25,000	Planned	2018	2019
Citrus County	High	CC-E-9	Webpage, Phase II	Develop webpage geared toward adults with content that is visually engaging, including video and social media links.	UF/IFAS	\$35,000	DEP	\$35,000	Planned	2018	2019

UTF Education Projects: 5-Year Milestone (2017–2021)											
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Citrus County	High	CC-E-10	Signage	Post signage educating on fertilizer at parks and boat ramps.	UF/IFAS	\$3,000	DEP	\$3,000	Planned	2019	2020
Citrus County	High	CC-E-11	Geocache Educational Tool	Create a geocache trail and event with each cache containing educational messages and trinkets.	UF/IFAS	\$3,000	County	\$3,000	Planned	2019	2020
Citrus County	High	CC-E-12	Evaluation Tools	Evaluate effectiveness of the high priority projects during the first five years.	UF/IFAS	In-Kind	N/A	N/A	Planned	2020	2021
Citrus County	High	CC-E-13	School Events and Fairs	Engage youth with quick messages and hands-on activities.	UF/IFAS	In-Kind	N/A	N/A	Planned	2020	2021
Citrus County	High	CC-E-14	Promotional Materials	Procure collateral promotional items such as water bottles, sponges, etc. to hand out at festivals.	UF/IFAS	\$10,000	DEP County	\$9,000 \$1,000	Planned	2019	2020
Citrus County	High	CC-E-15	Display	Banner, tablecloth, promotional material for education at local events.	UF/IFAS	\$2,000	DEP	\$2,000	Planned	2018	2018
Citrus County	Medium	CC-E-16	Citrus 20/20 and Save our Waters Week Committee	Partner with advisory or environmental groups to utilize their educational programs	UF/IFAS	\$1,500	SWFWMD	\$1,500	Planned	2017	2021
Citrus County	Medium	CC-E-17	Education of Boat Captains and Other Leisure Service Providers	Educate those making a living on or near the water and asking them to be ambassadors.	UF/IFAS	In-Kind	N/A	N/A	Planned	2018	2021
Citrus County	Medium	CC-E-18	Train Volunteers	Train master gardeners and other volunteers about nonpoint source pollution from fertilizers.	UF/IFAS	In-Kind	N/A	N/A	Planned	2019	2021
Citrus County	Low	CC-E-19	Billboards	Place billboards near the coast or rivers to educate on fertilizer.	UF/IFAS	\$24,000	DEP	\$24,000	Planned	2019	2020
Citrus County	Low	CC-E-20	Mall Display	Decorate a Crystal River Mall window display to educate visiting patrons.	UF/IFAS	\$2,500	DEP	\$2,500	Planned	2020	2021

UTF Education Projects: 5-Year Milestone (2017–2021)

Lead Entity	Priority Ranking	Project No.	Project Name	Description	Partners	Cost Estimate (planning-level)	Funding Source	Funding Amount	Status	Estimated Start Date	Estimated Completion Date
UF/IFAS	High	IFAS-E-6	Social Marketing Campaign	Implement social marketing campaign to increase awareness of local fertilizer ordinances and to encourage good fertilizer practices.	Citrus County	\$50,000	DEP	\$50,000	Planned	2018	2020
UF/IFAS	Medium	IFAS-E-7	Florida-Friendly Workshops	"Landscaping for Springs" Florida-friendly workshops and demonstrations.		\$25,000	DEP	\$25,000	Planned	2018	2021
SWFWMD	High	SWF-E-1	Fertilizer Campaign	Fertilizer campaign is in place with existing communication products produced by the District's Public Affairs Bureau.		\$10,000	SWFWMD	\$10,000	Underway	Prior to 2017	XXX

UTF Education Projects: 10-Year Milestone (2022–2026)

Lead Entity	Priority Ranking	Project No.	Project Name	Description	Partners	Cost Estimate (planning-level)	Funding Source	Funding Amount	Status	Estimated Start Date	Estimated Completion Date
Citrus County	Medium	CC-E-21	Public Service Announcements	Create videos and short public service announcements.	UF/IFAS	\$5,000	DEP	\$5,000	Planned	2022	2023
Citrus County	Medium	CC-E-22	Electronic Model	Create a stand-alone electronic model with lights, moving "water," and other elements to illustrate run-off and leached pollution.	UF/IFAS	\$15,000	DEP	\$15,000	Planned	2022	2023
Citrus County	Medium	CC-E-23	Coloring Books	Engage youth and parents through educational messages in a coloring book format.	UF/IFAS	\$1,000	DEP	\$1,000	Planned	2022	2026
Citrus County	Medium	CC-E-24	Vehicle Wraps	Colorful, educational wraps for county vehicles.	UF/IFAS	\$4,000	DEP	\$4,000	Planned	2022	2025

UTF Education Projects: 15-Year Milestone (2027–2031)											
Lead Entity	Priority Ranking	Project No.	Project Name	Description	Partners	Cost Estimate (planning-level)	Funding Source	Funding Amount	Status	Estimated Start Date	Estimated Completion Date