

# Save Our Springs and Rivers Marketing Campaign





- Video/PSA
- Social media posts – Facebook, Next Door
- Web pages
- Newspaper advertisements
- News release
- Be Floridian Now newsletter
- Media articles
- Poster and flier



# Change The Way We Go



0:00 / 0:30



YouTube





## Volusia County Community Information

Sponsored ·

Volusia Blue Spring is an impaired first magnitude spring. Scientists from the Florida DEP conducted a study and found that the top two impacts on water quality are nitrogen from septic tanks (54%) and residential fertilizers (22%). It's time to work together to rethink our waste disposal systems and change the way we go. This is our home, let's fix it - together! Get the facts at [GreenVolusia.org](https://www.greenvolusia.org).



VOLUSIA.ORG

**Save Our Springs and Rivers!**

Time to Change the Way We Go.

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### COVID-19 (coronavirus) Update



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## Save our Springs and Rivers

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### WHAT'S POLLUTING BLUE SPRING?

54% **Septic Tanks**

22% **Residential Fertilizers**



#### What is the Problem with Septic Tanks?

Scientists from the Florida Department of Environmental Protection conducted a study to figure out what is negatively impacting the water quality in Blue Spring and found that the top two contributors to reduced water quality in Blue Spring are nitrogen from septic tanks (54%) and residential fertilizers (22%). Studies in the other springs and coastal waterways in Volusia County have shown similar results.

#### How Did This Happen?

Traditional septic systems are designed to protect human health, not to remove nutrient pollution. Septic systems work by slowly releasing wastewater through a drain field, or soil absorption field. With over 41,000 septic tanks currently in use in the Blue Spring springshed, the nitrogen is polluting our spring and leaching into our groundwater – our drinking water source. This is also true in the other springsheds and watersheds in the county.



Just like with other issues, knowledge about water pollution has improved over the years. When Volusia County first developed, septic tanks were the only option for waste disposal. At low densities these systems did not have a profound effect on our groundwater, springs and rivers. Now, with thousands of systems in a relatively small area, the cumulative effect is harmful. As homeowners, we did not have an opportunity to choose our waste disposal method, but now it is time to make some changes and work together to protect our home and our springs.

[Read More >>](#)

#### Save our Springs and Rivers

[Atmospheric Deposition](#)

[Farm Fertilizer and Livestock Waste](#)

[Residential Fertilizer](#)

[Save our Springs and Rivers Education Series](#)

[Septic Tanks](#)

[Sports Turfgrass Fertilizer](#)

[Wastewater Treatment Facilities and Reuse](#)



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# TIME TO CHANGE THE WAY WE GO!

54% of nutrient pollution in Blue Spring is from septic tanks.

Get the Facts at [GreenVolusia.org](http://GreenVolusia.org).



54% Septic Tanks

22% Residential Fertilizers

8% Wastewater Treatment Facilities

## WHAT IS POLLUTING BLUE SPRING?



Blue Spring, a popular haven for humans and manatees, flows to the St. Johns River from the aquifer, which provides drinking water for Volusia County residents. Scientists from the Florida Department of Environmental Protection conducted a study to figure out what is negatively impacting the water quality in Volusia's Blue Spring and found that the top two contributors are nitrogen from septic tanks (54%) and residential fertilizers (22%).

Throughout history, we have managed our waste in the healthiest ways conceivable at the time. When Volusia County first developed, septic tanks were the only option for waste disposal. Traditional septic systems are designed to protect human health, not to remove nutrient pollution. Septic systems work by slowly releasing wastewater through a drain field, or soil absorption field. At low densities these systems did not have a profound effect on our groundwater, springs, rivers or beaches. Now, with over 41,000 septic tanks currently in use in our springshed, the nitrogen is polluting our springs and leaching into our groundwater – our drinking water source. As homeowners, we did not have an opportunity to choose our waste disposal method, but now it is time to make some changes and work together to protect our home and our springs.



TIME TO CHANGE THE WAY WE GO!



Environmental scientists and managers from Volusia County and cities in West Volusia are working on solutions to protect our home. Current projects include upgrading and expanding capacity at the Southwest Regional Water Reclamation Facility, increasing access to sewer lines in areas that most impact water quality in Blue Spring springshed, and advocating to government agencies, on behalf of our residents, to secure funding to help pay for costs of sewer line infrastructure.

As residents, we can start reducing the amount of harmful nutrients that enter our springs right away by reducing the amount of fertilizer we use on our lawn, or skipping the fertilizer altogether.

Our septic systems are a bigger problem to solve. It's time to rethink our waste disposal systems and change the way we go. It's time to start a movement... to an advanced nutrient-reducing system, an amended septic drain field, or move to sewer where it is available. Change will not happen overnight, but this is our home, let's fix it together!

### Kelly Young

Environmental Specialist for Volusia County Environmental Management  
“For over 30 years, Volusia County has been collecting and testing our natural waters to learn about its quality. Where water quality has degraded, the solution to fixing the problem requires efforts from all of us. My family and I have lived here for over 20 years, and we want to be part of the solution to making our waters better.”



### Michael Watkins

Park Manager at Blue Spring State Park  
“Many issues are responsible for nutrient pollution in the Blue Spring springshed including septic systems, grass cuttings entering our storm drains, fertilizer from lawn maintenance, pet waste and even transportation waste. We need to make a change so we can all enjoy better water quality.”



GET THE FACTS ABOUT SEPTIC TANKS AT [GREENVOLUSIA.ORG](http://GREENVOLUSIA.ORG).

# TIME TO CHANGE THE WAY WE GO!

Get the facts on page XXXX or at [GreenVolusia.org](http://GreenVolusia.org)



# TIME TO CHANGE THE WAY WE GO!

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Aug. 27, 2020

Media contact: Pat Kuehn, CPRC  
Community Information Specialist

### Volusia County, cities target Blue Spring springshed nutrient pollution



Water is our most precious natural resource. Our springs, rivers and lakes are vital to a healthy environment, tourism, a vibrant economy, residents and visitors. But these vital resources are at risk and, in some cases, already suffering the effects of pollution.

Blue Spring, a popular haven for humans and manatees, is of particular concern. This centerpiece of Blue Spring State Park flows to the St. Johns River from the aquifer, which provides drinking water for Volusia County residents.

To let residents know how they can help protect this vital commodity, Volusia County and West Volusia's cities are launching a public awareness campaign titled "Time to Change the Way We Go."

The campaign focuses on the issues the Florida Department of Environmental Protection has identified as the top contributors to pollution in the Blue Spring springshed. Septic tanks contribute to 54% of the pollution, and residential fertilizers are responsible for 22%. Other sources of pollution are wastewater treatment facilities (8%), atmospheric pollution (5%), sports turfgrass fertilizer (4%), wastewater treatment reuse (4%), farm fertilizer (2%) and livestock waste (0.8%).

Water quality in the Blue Spring springshed is impaired with elevated levels of nitrates. These unwanted nutrients can leach into our groundwater – our drinking water source. The springshed covers 130 square miles of land surrounding the spring and encompasses parts of DeLand, Orange City, DeBary, Deltona, Lake Helen and unincorporated areas.

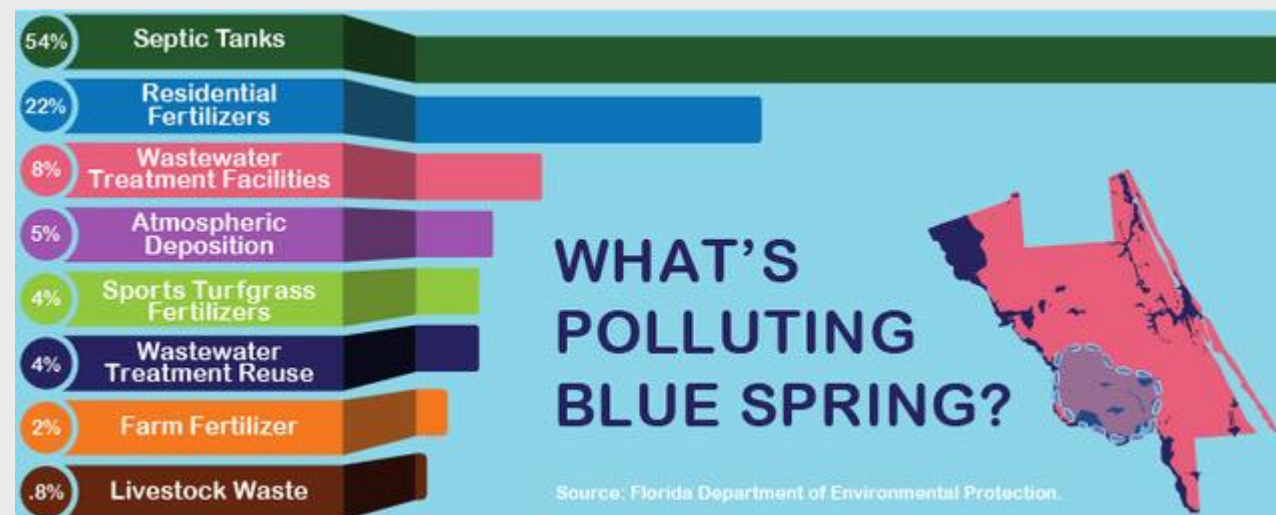
Volusia County and partner cities, working together on solutions to protect our home and drinking water source, have initiated several projects to improve water quality in the springshed. These include:

- Upgrading and expanding capacity at the Southwest Regional Water Reclamation Facility, which is designed to reduce nutrient levels in Blue Spring
- Increasing sewer lines in areas that most impact water quality in the Blue Spring springshed
- Advocating to government agencies to secure funding to help pay for costs of sewer line infrastructure

But county and city governments need help from West Volusia residents. In 2018, Volusia County's Environmental Management Division launched a three-year public initiative, funded through a grant from the Florida Department of Environmental Protection, to educate residents about the sources of pollution in the Blue Spring springshed. Part of this grant is a marketing initiative coordinated by Uppercase Inc. Uppercase, a research and marketing firm with expertise in environmental issues, has already surveyed West Volusia residents and developed a marketing campaign targeting the West Volusia area.

[www.volusia.org](http://www.volusia.org)

| VOLUSIA COUNTY COUNCIL    |                         |                                         |                               |                              |                            |                              |
|---------------------------|-------------------------|-----------------------------------------|-------------------------------|------------------------------|----------------------------|------------------------------|
| ED KELLEY<br>COUNTY CHAIR | BEN JOHNSON<br>AT-LARGE | DEBORAH DENYS<br>VICE CHAIR, DISTRICT 3 | BARBARA GIRTMAN<br>DISTRICT 1 | BILLIE WHEELER<br>DISTRICT 2 | HEATHER POST<br>DISTRICT 4 | DR. FRED LOWRY<br>DISTRICT 5 |

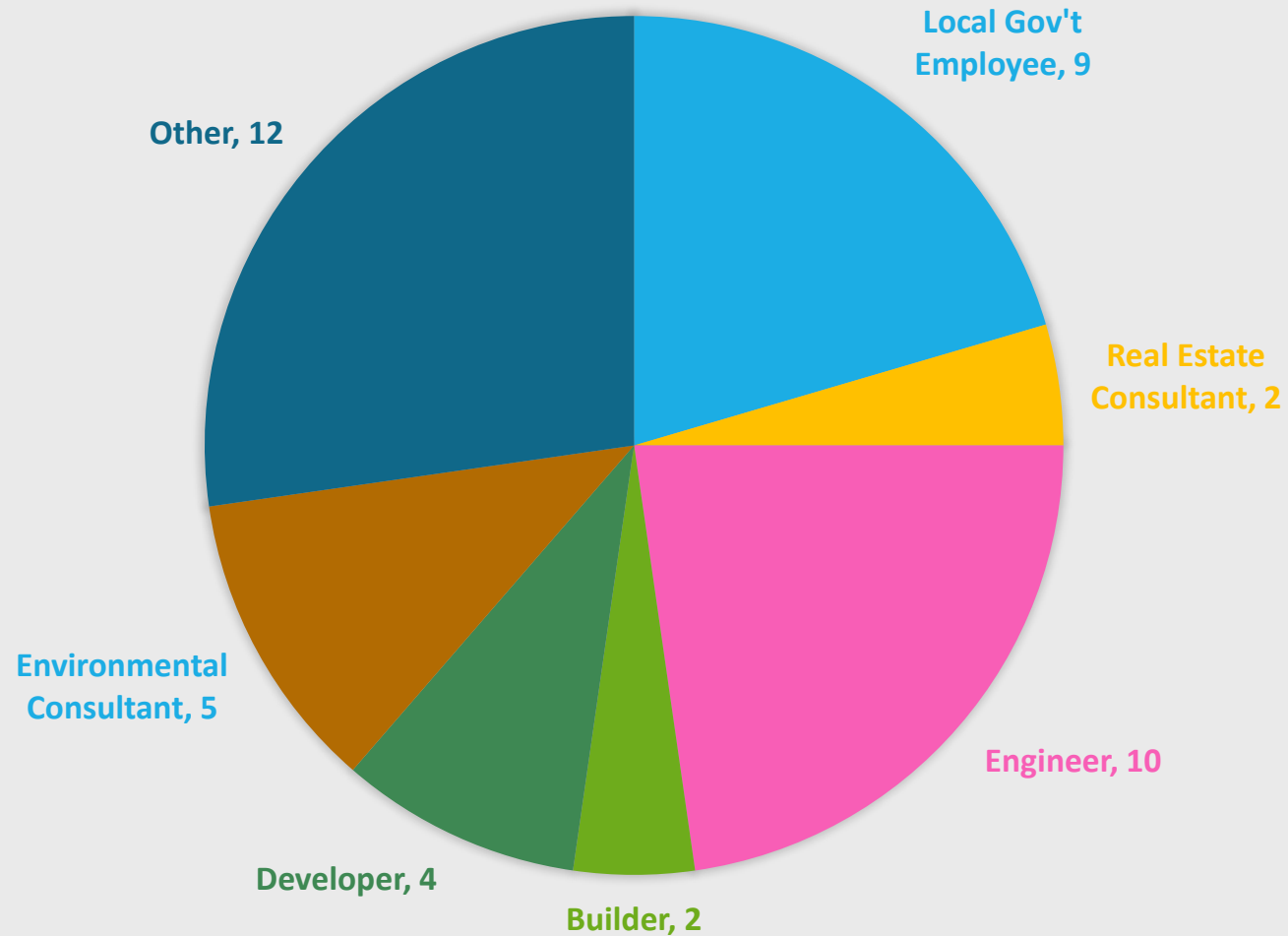


# Be Floridian Now Outreach

- **Be Floridian Now Newsletter**
  - Fall issue featured 319 grant information
  - Subscribe:  
<http://eepurl.com/glceJb>
- **Native Plants Brochure**
  - In partnership with Marine Resources Council and West Volusia Audubon Society
- **Survey of Landscape Professionals**
  - Research study in partnership with Stetson University
  - Two components:
    - Stores
      - Complete
    - Landscapers
      - In-progress

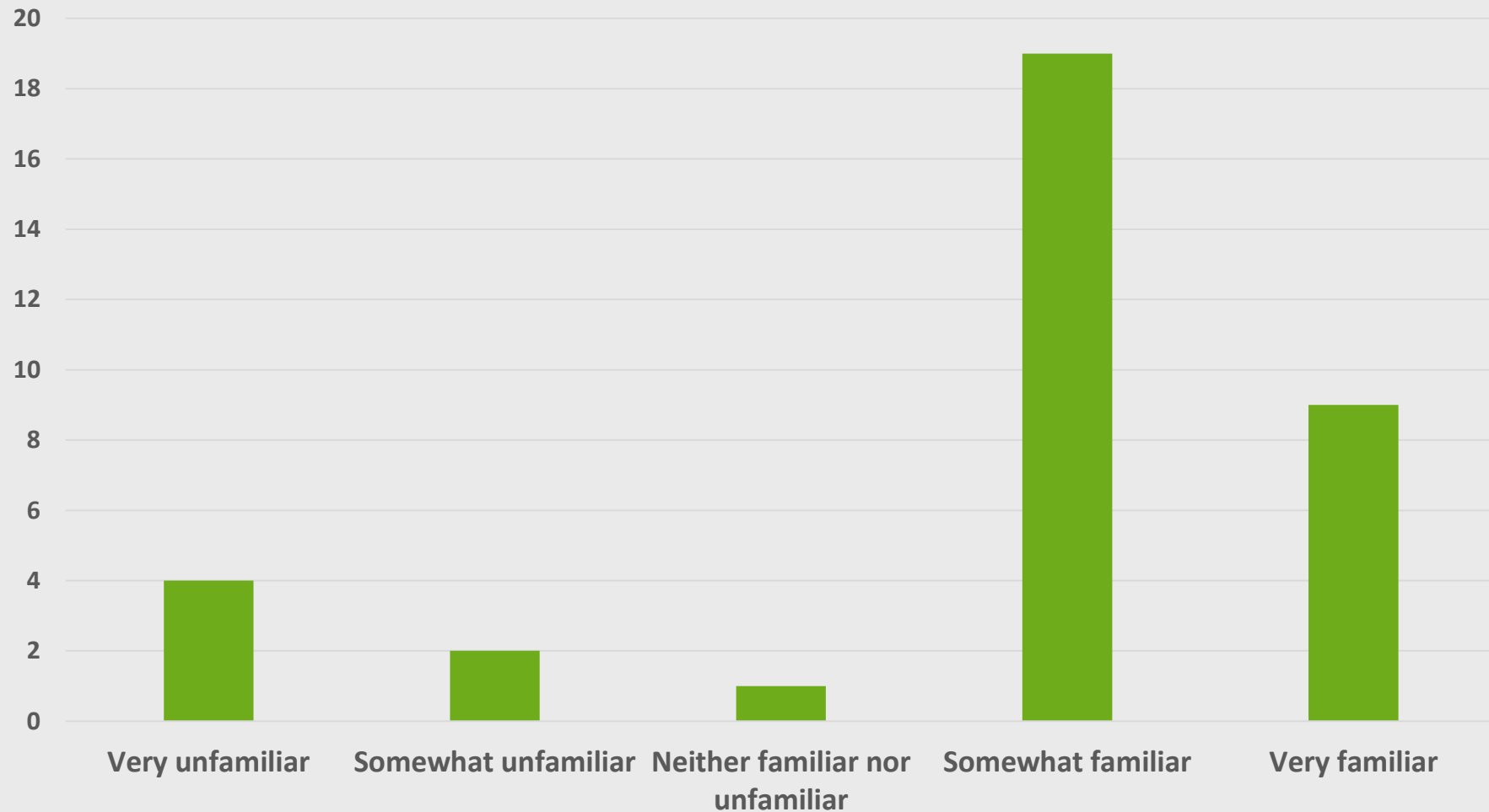


# Identifying Barriers – VCARD Survey



- 36.7% response rate (44 responded out of 120 VCARD members)

# Identifying Barriers – VCARD Survey



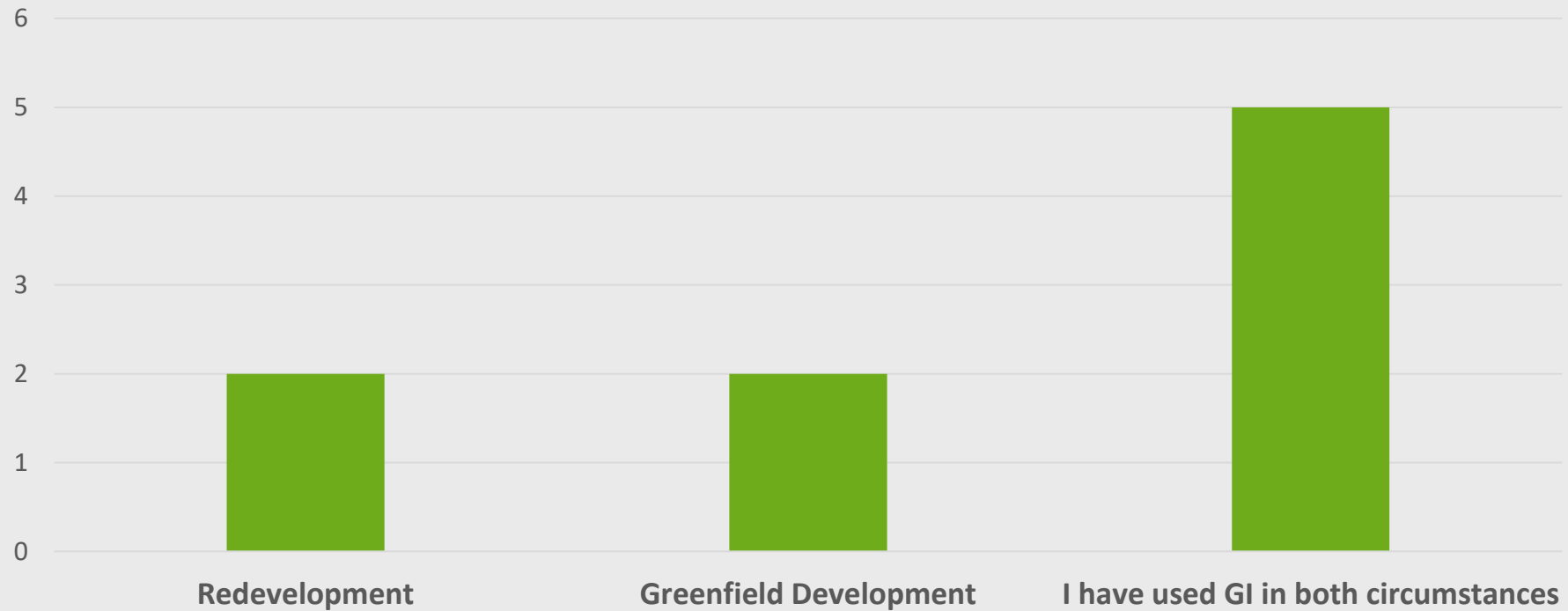
# Identifying Barriers – VCARD Survey

Indicate whether green infrastructure, grey infrastructure, either method, or both methods in combination, is/are most effective at:

| Question+                                  | GI is more effective | Grey is more effective | Either is equally effective | Combination is most effective | I'm not sure |
|--------------------------------------------|----------------------|------------------------|-----------------------------|-------------------------------|--------------|
| Treating Stormwater                        | 8                    | 4                      | 2                           | 15                            | 4            |
| Keeping costs down                         | 6                    | 9                      | 1                           | 11                            | 6            |
| Easier long-term maintenance               | 5                    | 15                     | 1                           | 8                             | 4            |
| Improving property value                   | 13                   | 0                      | 9                           | 7                             | 4            |
| Improving community resilience to flooding | 6                    | 4                      | 4                           | 14                            | 5            |

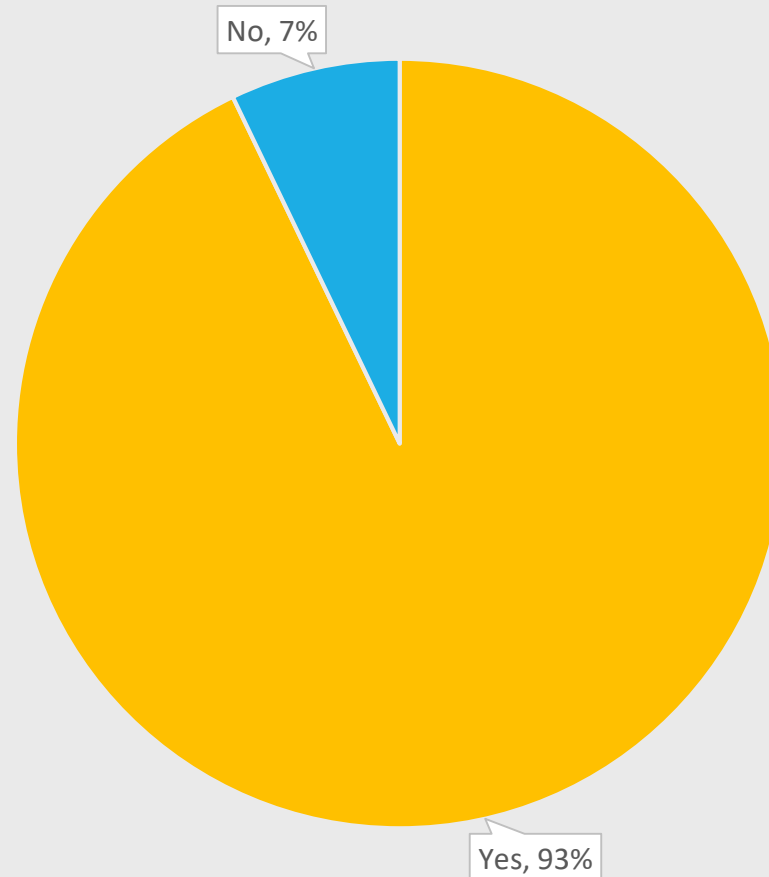
# Identifying Barriers – VCARD Survey

Were your past GI projects redevelopments or greenfield developments?



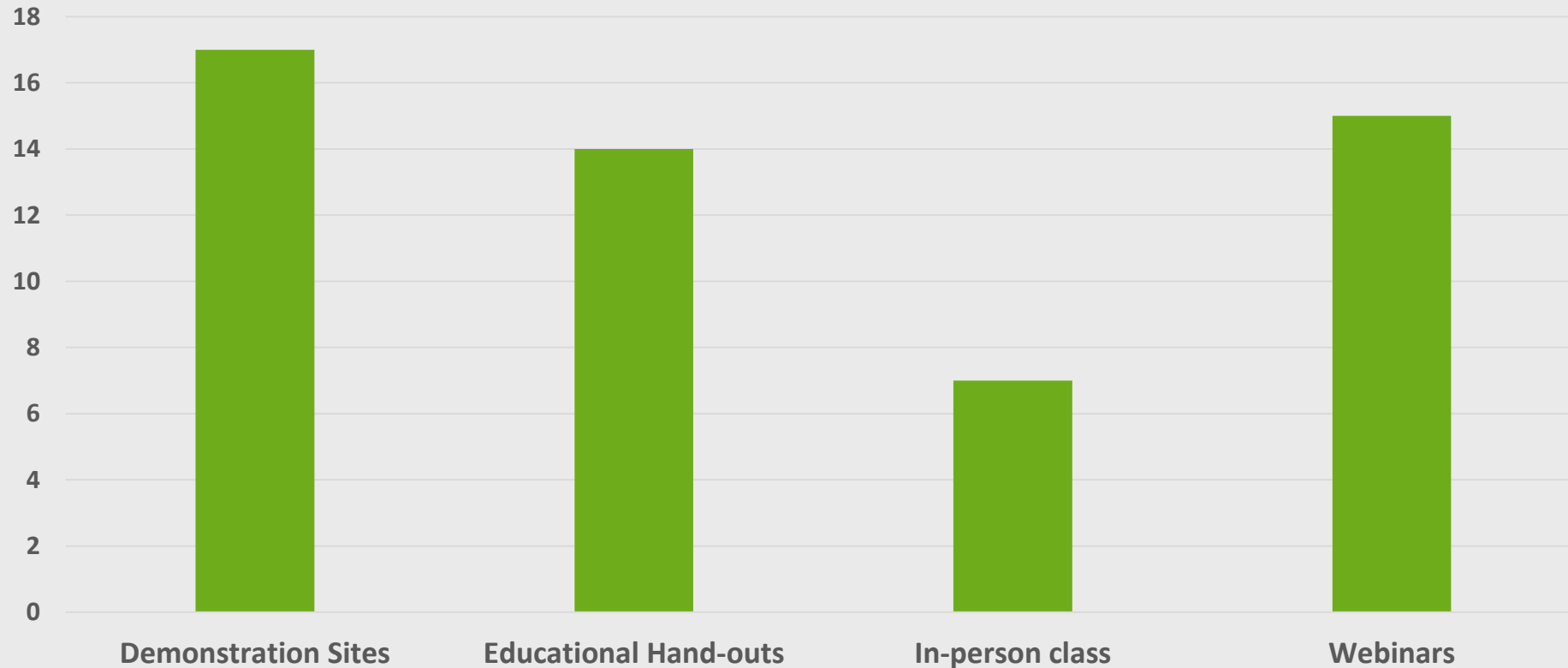
# Identifying Barriers – VCARD Survey

Are you interested in learning more about GI?



# Identifying Barriers – VCARD Survey

Which of the following would be the best way to deliver information to you regarding GI?



# Identifying Barriers – VCARD Survey

Which of the following would you identify as barriers to green infrastructure?

