

Empowering Marion for Success

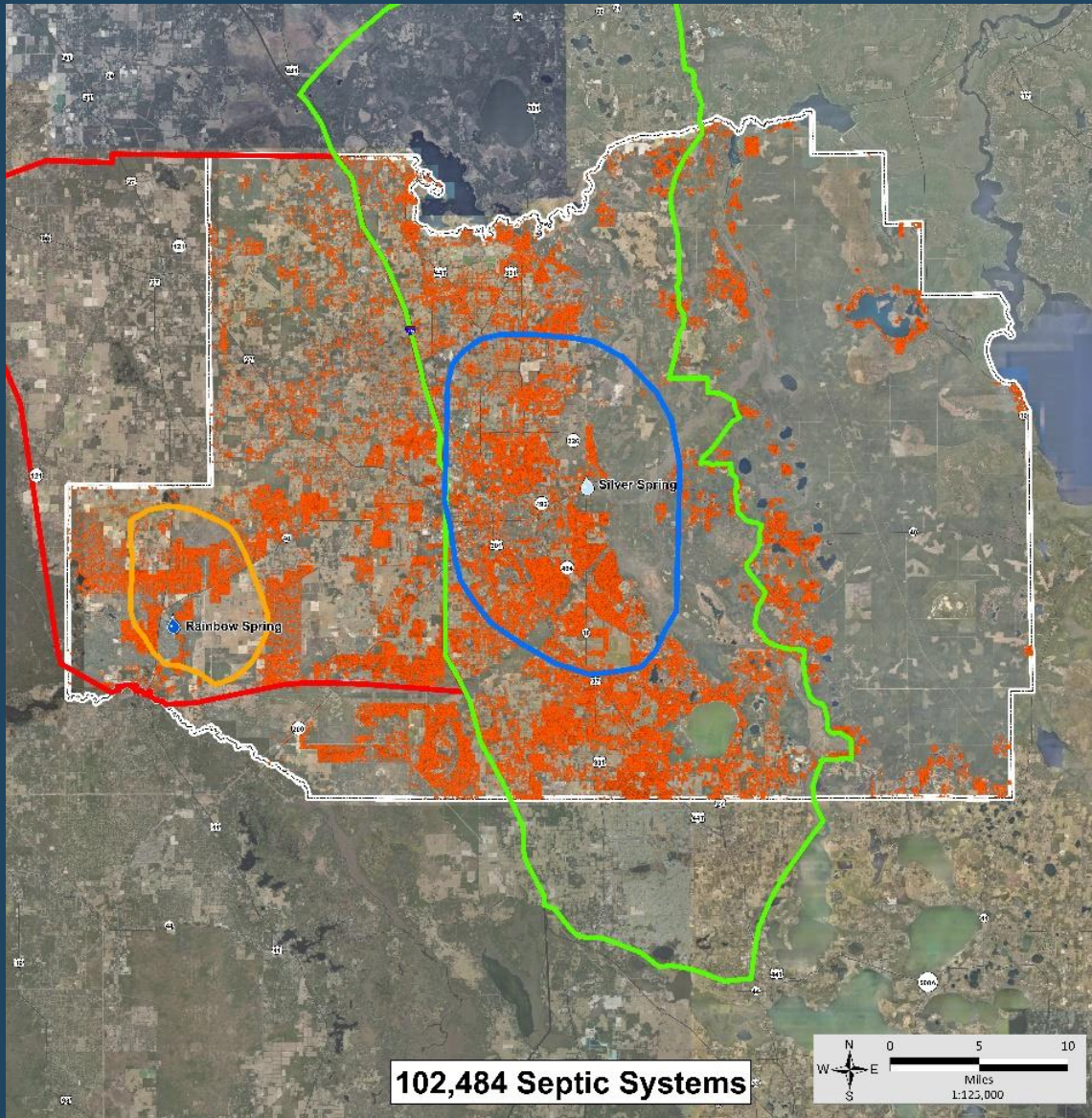


MARION COUNTY PUBLIC OUTREACH EFFORTS

MICHON FABIO – WATER RESOURCES LIAISON

Statewide Initiatives

- Clean Water Act
- Florida Springs and Aquifer Protection Act
- Basin Management Action Plans



MASTER WASTEWATER FEASIBILITY STUDY OUTREACH

- Established website for the study
- Established dedicated email address for the study
- Three major groups targeted for public outreach:
 - Stakeholders
 - Special Interest Groups
 - General Public

STAKEHOLDER MEETINGS

- Local Municipalities with Water and Sewer Utilities
 - City of Ocala
 - City of Dunnellon – FGUA
 - City of Belleview
- Met with each individually to discuss project and solicit feedback regarding their on-going projects.

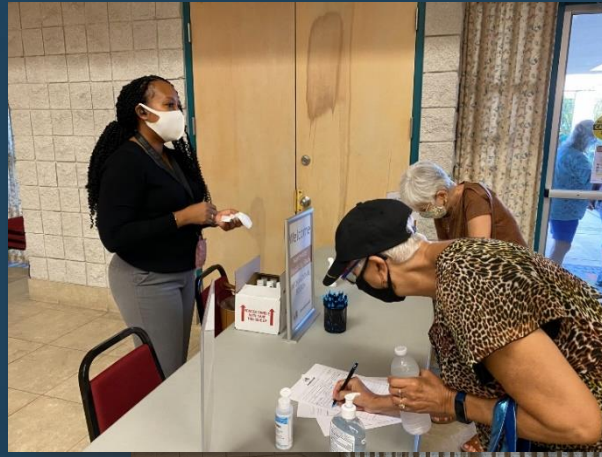
COMMUNITY ORGANIZATIONS

- Environmental
- Builders/Development
- Civic Organizations
 - Three separate meetings were held in the same day to cover these groups.

GENERAL PUBLIC OUTREACH

- Public Meetings/Open House:
 - Marion Oaks
 - Silver Springs Shores
 - Dunnellon
 - Lake Weir
 - Silver Springs State Park
 - Online
- Surveys distributed and collected as part of the meeting





OTHER EFFORTS

- Social Media – posts, events, videos
- Local Radio Show appearance by Commissioners
- HOA newsletter announcements
- Interviews with local newspapers
- Direct communications to local activist groups
- Direct responses to residents

SEPTIC EDUCATION VIDEO



LESSONS LEARNED

- Utilize your Public Information Office (or equivalent)
- Not a lot of people will show up to the in-person meetings (there were a lot of obstacles during the last year and a half)
- Social media can reach a lot of people
- Having a virtual option adds flexibility

WATER CONSERVATION PROGRAM

- Water Use Efficiency Plan
- Incentive Programs
 - Toilet Rebates
 - Landscape & Irrigation Retrofit Program
- Public Education
 - Summer Camps
 - County Events

TOILET REBATES

Marion County Utilities and Water Resources partnered with SWFWMD & WRWSA for this program and have:

- Rebate incentive
- Replaced 349 high use toilets out of a goal of 400
- Water savings of
 - 9,602 gallons daily
 - 3,504,675 gallons annually
 - 70,093,494 gallons over the life of the toilet



RETROFIT PROGRAM

Marion County Utilities and Water Resources partnered with SWFWMD & WRWSA for the Landscape & Irrigation Retrofit program.



PUBLIC EDUCATION

- Billboards
- Social Media
- Virtual Workshops
- Kiosks in various locations throughout the county
- Displays at Lowe's

BILLBOARDS

Everything that
goes down here...

ends up here.

marionfl.org/bewise

Marion
County
FLORIDA
OFFICE OF THE
COUNTY ENGINEER

**Smart Irrigation starts with you.
Irrigate smart from the start.**

Marion
County
FLORIDA

Water Resources | Environmental Services

**Check the weather
before you water.**

Marion
County
FLORIDA

REMEDIATION PLANS

Moving forward, Marion County residents with septic tanks in these areas will eventually need to transition either to an advanced-treatment system or connect to a public sewer system.

We are aggressively pursuing grant options and funding opportunities that will allow us to offset these costs to homeowners.



Marion
County
FLORIDA
OFFICE OF THE
COUNTY ENGINEER

MORE INFORMATION

Protecting our beautiful springs and ensuring water quality in these affected areas are complex tasks.

For more information on local, state and federal regulations that will impact these areas moving forward, and to learn more about Marion County's plans, visit:

marionfl.org/wwstudy



Marion
County
FLORIDA
OFFICE OF THE
COUNTY ENGINEER

SOCIAL MEDIA

AUGUST IS NATIONAL WATER QUALITY MONTH

One of the main threats to water quality in Marion County is **nitrogen pollution**.

Nitrogen runoff causes an overgrowth of algae, which affects oxygen levels in water and harms our delicate springs and rivers.



Marion
County
FLORIDA
OFFICE OF THE
COUNTY ENGINEER

NITROGEN POLLUTION

One of the main sources of excess nitrogen in Florida's environment comes from **septic systems**.

Florida is home to 6.5% of the U.S. population, but 12% of all the nation's septic systems.

Even when these systems are functioning perfectly, they *still* discharge nitrogen into the soil.



Marion
County
FLORIDA
OFFICE OF THE
COUNTY ENGINEER

SPRINGS PROTECTION

The Florida Department of Environmental Protection (FDEP) has identified waterways impaired by nitrogen pollution. These include **Rainbow and Silver Springs**.

Because more than 20% of that pollution comes from septic systems, we are developing **remediation plans** to reduce that nutrient load on these delicate ecosystems.



Marion
County
FLORIDA
OFFICE OF THE
COUNTY ENGINEER

VIRTUAL WORKSHOPS

MARION COUNTY IRRIGATION & CONSERVATION WORKSHOP SERIES

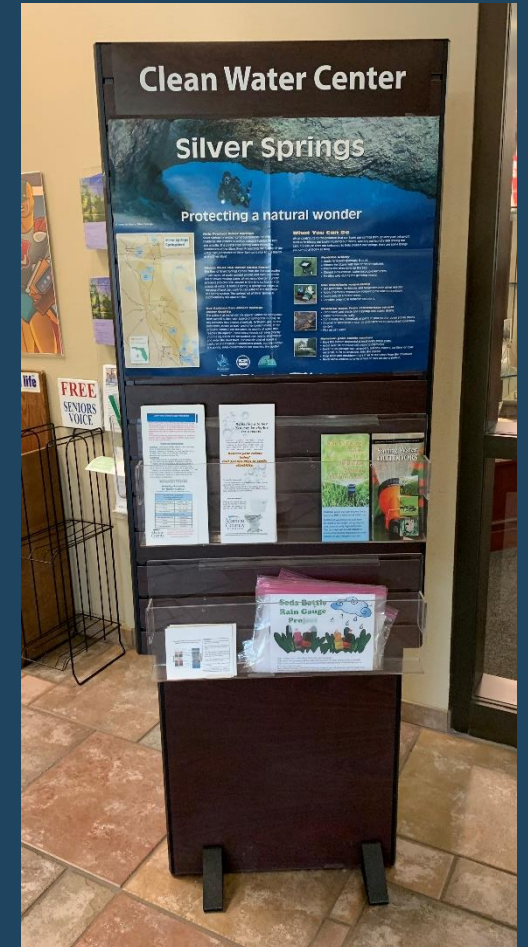


Water Resources

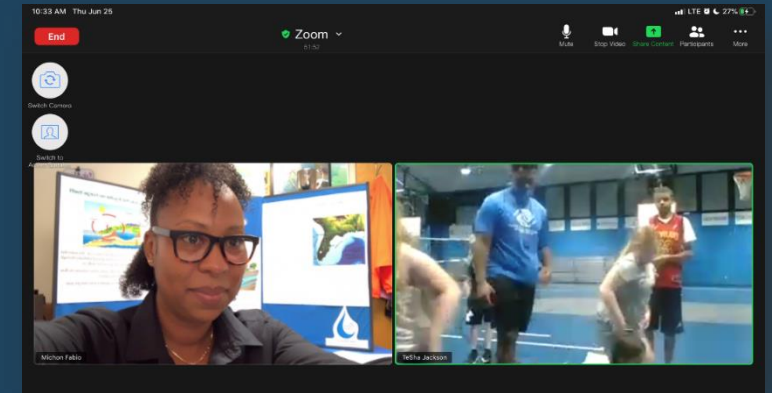


PUBLIC EDUCATION

- Newspaper in Education Tabloid
- Kiosks in Utilities, Libraries & Community Centers
- Leak Detection/Toilet Rebate info tables at Lowes



SUMMER CAMPS



COUNTY EVENTS



Empowering Marion for Success

THANK YOU FOR YOUR TIME



MICHON FABIO

MICHON.FABIO@MARIONFL.ORG

352-671-8686