

# St. Lucie Basin Stormwater Education Task Force



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# Getting Started

- Linking outreach to our BMAP
- Using outreach to meet our water quality goals
- Using outreach to change behavior
- Building partnerships to achieve goals

# Linking Outreach to our BMAP

- Watershed approach
  - Not political or jurisdictional boundaries
  - Flexible coordinating framework that focuses public and private efforts on targeted problems
  - Involvement by all affected generates high levels of long-term support and success

# Using Outreach to Meet our Water Quality Goals

- BMAP is enforceable
- NPDES Phase II MS4 Permits
  - WQ monitoring currently not required
  - Revised generic permit and EPA Fecal Coliform TMDLs
- Sometimes education is the only way
- Ensure our outreach goals and objectives are linked to our water quality improvement goals

# Using Outreach to Help Change Behaviors

- Social marketing
  - Selling ideas and attitudes and behaviors
- No need to reinvent the wheel
  - Public domain programs available
  - TAPP
  - BeFloridian.org
  - LiveBlueFL.org

# Building Partnerships to Achieve Goals

- Problems too complex and too expensive for one organization
- Voluntary collaboration toward a common goal = success
- Cost-sharing
- Grant-partnering



# messaging: bus wraps





# messaging: print



**THIS SUMMER, THE RESPONSIBLE THING TO DO IS TO GO FISHING**

**FREE DAY OFF FROM YARD WORK**



Holder entitled not to fertilize lawn this summer, because Florida's summer rains wash fertilizer into waterways triggering algae blooms and killing fish. Coupon doubled if holder landscapes yard for Florida, not Ohio or New Jersey. (use QR code to see how) and gets more time for Florida fun. Like going to the beach. Or fishing.

GO FISHING **BEFLORIDIAN.ORG**

**SOMETIMES YOU NEED TO SACRIFICE**  
Like this summer. Sure, you'd like to sweat your butt off applying fertilizer that's only going to wash down drains to the gulf. But you recognize that triggers algae blooms and kills fish. So you're going to do what's right: You're going to go enjoy the beach.



**BeFloridian.org**



**"SORRY BABE, BUT FLORIDA NEEDS ME AT THE BEACH"**

**FREE DAY OFF FROM YARD WORK**

Sometimes you need to sacrifice. Like this summer. Sure, you'd like to sweat your butt off applying fertilizer that's only going to wash down drains to the gulf. But you recognize that triggers algae blooms and kills fish. So you're going to do what's right: You're going to go enjoy the beach.



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|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>FREE DAY OFF FROM YARD WORK</b><br>GO TO THE BEACH <b>BEFLORIDIAN.ORG</b>         | <b>FREE DAY OFF FROM YARD WORK</b><br>GO TO THE BEACH <b>BEFLORIDIAN.ORG</b>          | <b>FREE DAY OFF FROM YARD WORK</b><br>GO TO THE BEACH <b>BEFLORIDIAN.ORG</b>          | <b>FREE DAY OFF FROM YARD WORK</b><br>GO TO THE BEACH <b>BEFLORIDIAN.ORG</b>          | <b>FREE DAY OFF FROM YARD WORK</b><br>GO TO THE BEACH <b>BEFLORIDIAN.ORG</b>          | <b>FREE DAY OFF FROM YARD WORK</b><br>GO TO THE BEACH <b>BEFLORIDIAN.ORG</b>          | <b>FREE DAY OFF FROM YARD WORK</b><br>GO TO THE BEACH <b>BEFLORIDIAN.ORG</b>          |
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New Lee Co. Fertilizer Ordinance

**It's The Law!**

Lee County is Sending  
**PHOSPHO-RUSS & NITRO-GEN**  
On Summer Vacation!

FERTILIZER

**0-0-#**

Double Zeros,  
June to September.

DO YOUR PART

**fertilize smart**

[www.FertilizeSmart.com](http://www.FertilizeSmart.com)

PHOSPHO  
RUSS

NITRO  
GEN





**P**oop Isn't Cute.  
**P**ick It Up.  
**P**rotect Our Waters.

**TAPP**  
THINK ABOUT PERSONAL POLLUTION

CITY OF  
**ALLAHASSEE**  
STORMWATER MANAGEMENT

Every drop you lose, Nature Finds. | [www.TAPPwater.org](http://www.TAPPwater.org)

Made possible by funding from the U.S. Environmental Protection Agency and Florida Department of Environmental Protection



Look for  
the **ZERO**.  
Just as green and  
keeps our water clean.

**TAPP**  
THINK ABOUT PERSONAL POLLUTION

CITY OF  
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# Task Force Meetings

- How often should we meet?
- Who will represent your agency or organization?
- Should we set a target for when the campaign plan will be due?
- September 18, 2013 – lunch meeting?

Questions?

# Developing a Watershed Outreach Campaign Plan

1. Define the driving forces, goals and objectives
2. Identify and analyze the target audiences
3. Create the message
4. Package the message
5. Distribute the message
6. Evaluate the outreach campaign