
**Onsite Sewage Treatment and Disposal System (OSTDS) Education Efforts – For Prioritization
Upper Wakulla River and Wakulla Springs
As Discussed with Stakeholders on December 6, 2016**

Key Audiences

- Board of County Commissioners.
- Homeowners and Renters.
- Citizens/Voters.
- OSTDS Industry.
- Builders.
- School Children.
- Environmental Groups.
- Real Estate Agents.

Messaging

- Financing Options.
- Market/Affordability.
- Nature of the Challenge.
- Nitrogen Source from OSTDS.
- Achievements to Date (e.g., City of Tallahassee).
- "Connect to Protect" or other simple message.
- Show Wakulla Springs from the Past.
- Options Available. More than One Technical and Financial Solution.
- Be Part of the Solution.
- Why Change is Needed.
- Shifted Baseline.
- Clean Water (Although it is Important to Make Clear that Drinking Water is Not Unsafe).
- Septic Tank Owners are Not Bad.
- Connection to Aquifer.
- Dark Water does not Equal Nitrogen Problem.
- Not a Health Issue, but an Ecological Issue.
- Life Cycle Costs.
- All Nitrogen Sources are Part of the Problem.

Existing Materials/Resources

- K-12 Education Program.
- Cross-Section Model.
- Florida Onsite Wastewater Association (FOWA) Visual Aids.
- Festivals (Wildlife, Monarch, Magnetic Laboratory, Art Festivals).
- Tallahassee Museum.
- Lincoln High School Stormwater Pond.
- Wastewater Treatment Plant Tours.
- Displays at Malls, Movie Theaters, Airports.
- Annual Home Show, Parade of Homes.
- County First Time Homeowners Program.
- City's Think About Personal Pollution (TAPP) Program.
- Wakulla Environmental Institute.

- State Agency Staff Education.
- U.S. Environmental Protection Agency's (EPA's) Septic Smart Week in September.
- Earth Day at the Capital in April.
- Florida State University Football Games.
- State History Museum.

FEEDBACK FROM STAKEHOLDERS

Prioritization by Audiences, Messages, and Materials/Resources	
Prioritized Key Audiences (add more rows if you want to include more than five)	1.
	2.
	3.
	4.
	5.
Prioritized Messages (add more rows if you want to include more than five)	1.
	2.
	3.
	4.
	5.
Prioritized Materials/Resources (add more rows if you want to include more than five)	1.
	2.
	3.
	4.
	5.

Please identify current education efforts as well as future education activities that may be undertaken should there be adequate financial resources.

Wakulla Springs Education Efforts					
	Lead Entity/Dept.	Title of Effort/Project	Description	Anticipated Cost	Funding Available (Yes or No)
Near-Term <i>(within one to two years)</i>					
Short-Term <i>(within three to five years)</i>					
Mid-Term <i>(within six to ten years)</i>					

Long-Term <i>(within ten to 15 years)</i>					