


SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT

CRYSTAL RIVER KINGS BAY

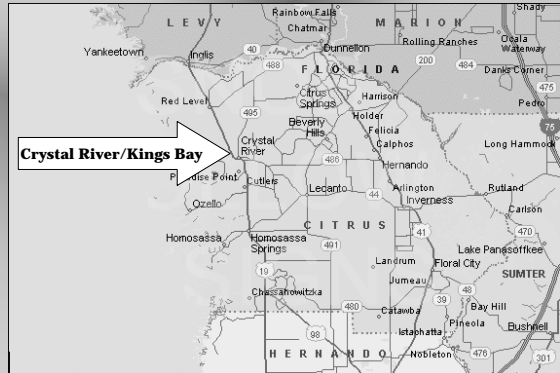
WATERSHED EDUCATION PROGRAM

9th Biennial Watershed Conference
May 2 – 3, 2007
Kendra Antoline, Senior Communications Coordinator
SWFWMD Communications Department
(352) 796-7211, ext. 4753

SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT



- **One of 5 water management districts in Florida**
- **Water supply, flood protection, water quality, natural systems**
- **16 counties**
- **11-member governing board**
- **8 basin boards**



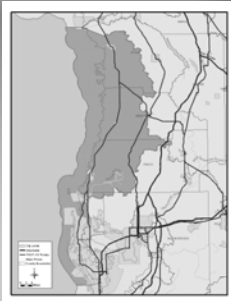
Crystal River/Kings Bay

Watershed

An area of land water flows across to get to a larger body of water, such as a stream, river, lake or coast.



Springs Coast Watershed



The Springs Coast Watershed consists of approximately 800 square miles of coast land in Citrus, Hernando and Pasco counties

Springs Coast Watershed



Four major springs:

1. Crystal River
2. Homosassa
3. Chassahowitzka
4. Weeki Wachee





Crystal River/Kings Bay

- Surface Water Improvement & Management (SWIM)
- Outstanding Florida Water



Primary Management Issues

- Water Quality
- Aquatic Vegetation
- Sediments



Nutrient Loading Sources

- Spring discharge
- Sewage treatment effluent
- Septic tank leachate
- Stormwater Runoff



Management Education Strategy

- Research
- Education Campaign
- Community-Based Social Marketing



Community-Based Social Marketing

1. *Select behaviors*
2. *Identify barriers and benefits*
3. *Develop strategy*
4. *Pilot*
5. *Evaluate*
6. *Refine or implement*



**Simple
behavior changes
can make a
difference**

SWIM/Education funding

Two-year period - \$130,000

COMMUNICATION PLAN

1. Research
2. Message and materials development and implementation
3. Education outreach

Research

“Town Hall” Focus Group

- ZIP Codes:
34428 & 34429
- 45 participants
- Questionnaire first



Wireless Response System



Answers to
questions sent
directly to
computer



Q: *What are the
worst watershed
pollutants?*



A: 48%

Fertilizers &
pesticides

27%

Oil/petroleum
products

17%

Septic tank
leaching

Q: *Interested in learning how to apply fertilizer appropriately?*

A: 57% Very
31% Moderately
12% Slightly

Q: *What would make you most interested in learning more about Florida-friendly landscaping?*

A: 75%
Knowing it will help protect our water resources

Florida-Friendly Landscaping Practices

- *Homeowners*
- *Builders, developers*
- *Homeowner, condo and community associations*
- *Media campaign*



Q: *Biggest barrier to engaging in Florida-friendly landscaping?*

A: **20% Neighbors don't, why should I?**

1. Don't know what "Florida-friendly" plants are or where can be bought
2. Can't find FYN phone number
3. Costs too much to retrofit
4. Deed restrictions
5. Not motivated to change

43%

Media Preferences



Landscaping/irrigation retail outlets

Newspaper inserts/tabloids

Direct mail campaigns

Radio

Media Program

Know Where It Flows

- The Hoffman Agency
- Retail point-of-purchase
 - Newspaper insert
 - Direct Mail
 - Radio ads
 - Newspaper ads
 - Billboards
 - Weather station crawl

Radio/Print Ads

Fish out of water



Radio/Print Ads

Wedding



Know Where It Flows



Direct mail

Point-of-purchase

Billboards



Know Where it Flows

Use Fertilizers Properly

WaterMatters.org

Southwest Florida
Water Management District



Know Where it Flows

Maintain Septic Tanks Properly

WaterMatters.org

Southwest Florida
Water Management District

Education outreach person

- Materials at plant retail centers
- Presentations to community groups, schools
- Presence at community events
- Education for landscape professionals



Rivard Reding

Education Outreach - Workshop

- Involved key community leaders
- Fertilizers, pesticides and septic tank maintenance
- Boat tour of Crystal River/Kings Bay



Evaluation Survey

- 7,000 households sent a postcard notification
- Online survey
- Incentive
- Two zip codes:
 - 32248
 - 34429



Continued Outreach & Education

- Media Messaging
- Education Outreach Coordinator
- Program expansion into Marion County



SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT

QUESTIONS?