

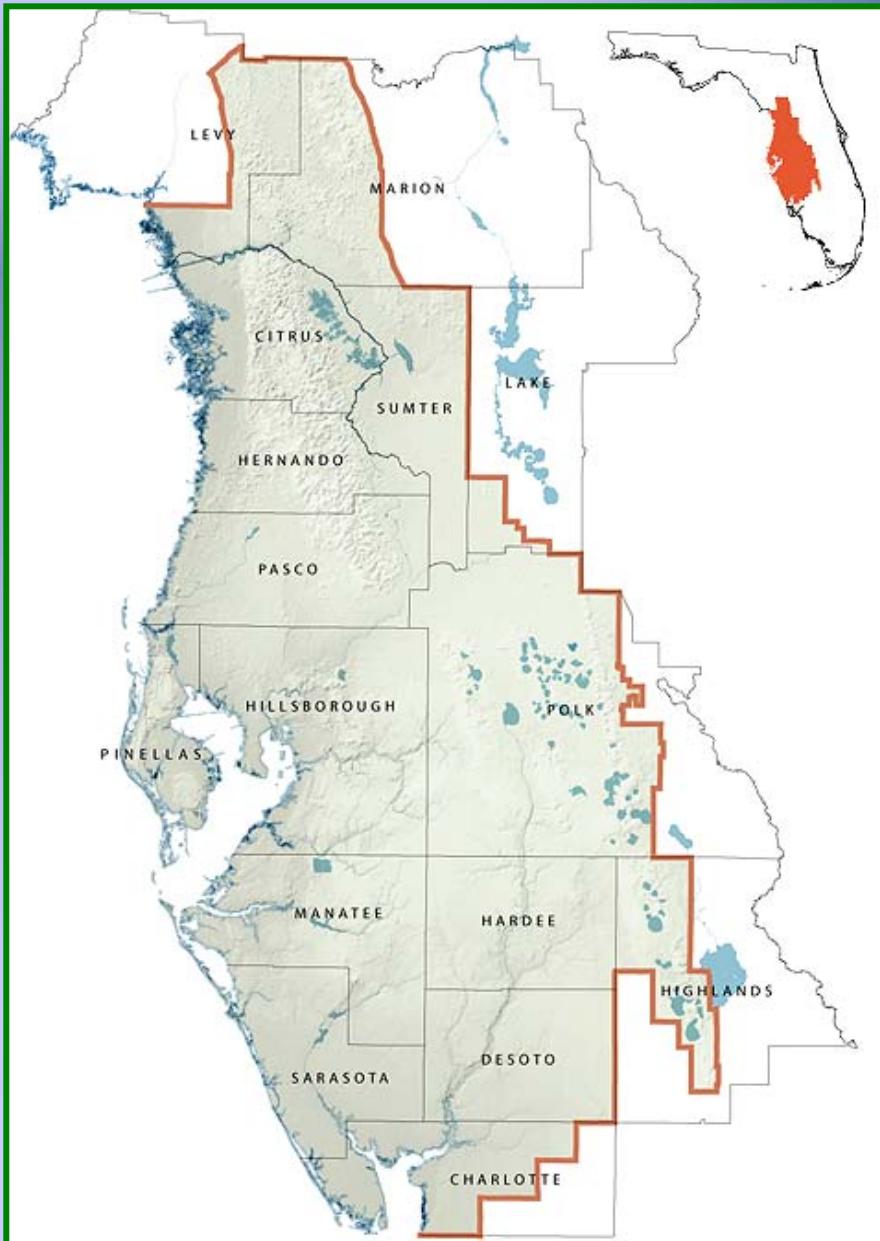
# **CRYSTAL RIVER KINGS BAY WATERSHED EDUCATION PROGRAM**

**9<sup>th</sup> Biennial Watershed Conference**

**May 2 – 3, 2007**

**Kendra Antoine, Senior Communications Coordinator  
SWFWMD Communications Department**

**(352) 796-7211, ext. 4753**



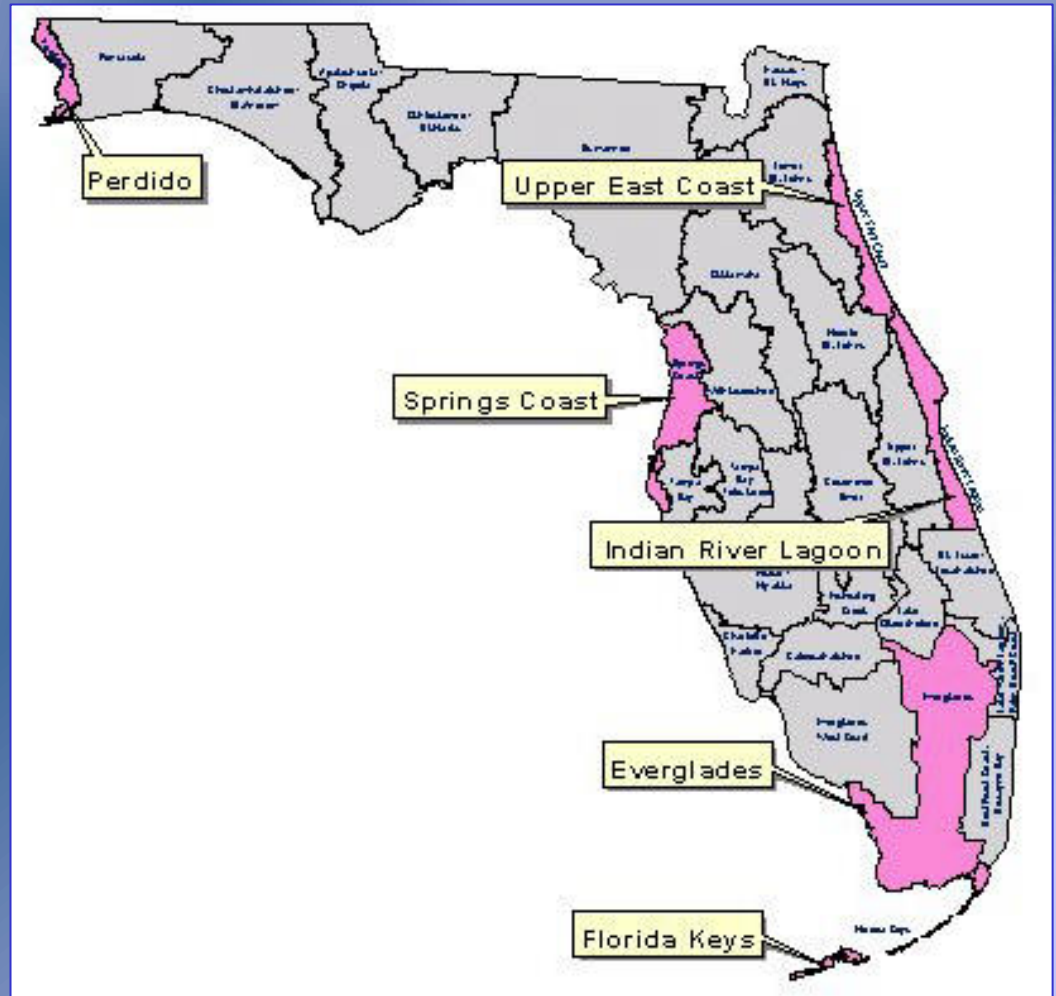
- **One of 5 water management districts in Florida**
- **Water supply, flood protection, water quality, natural systems**
- **16 counties**
- **11-member governing board**
- **8 basin boards**

**Crystal River/Kings Bay**

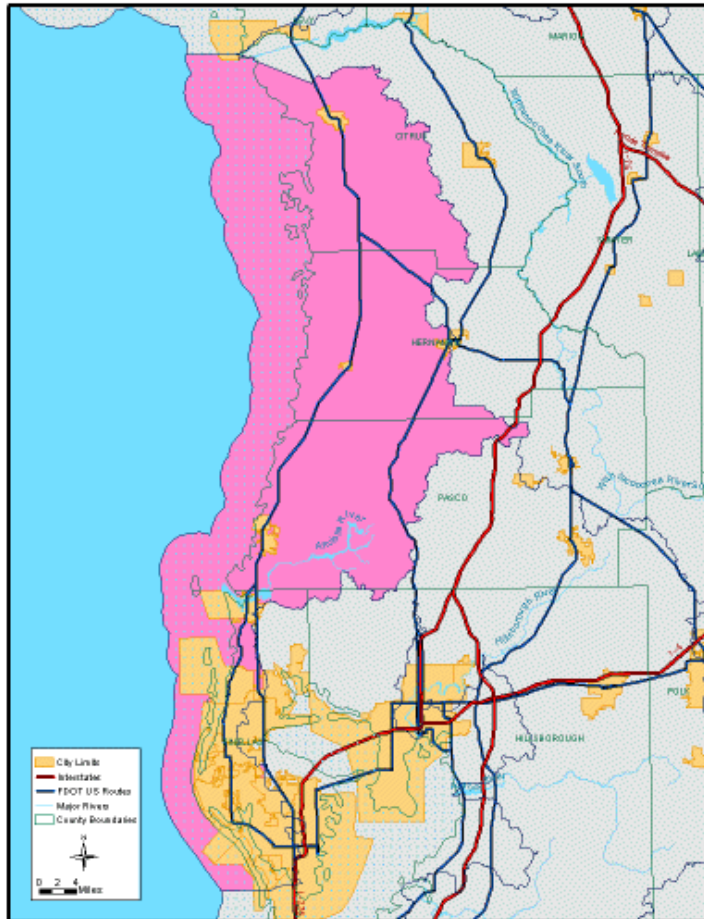


# Watershed

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**



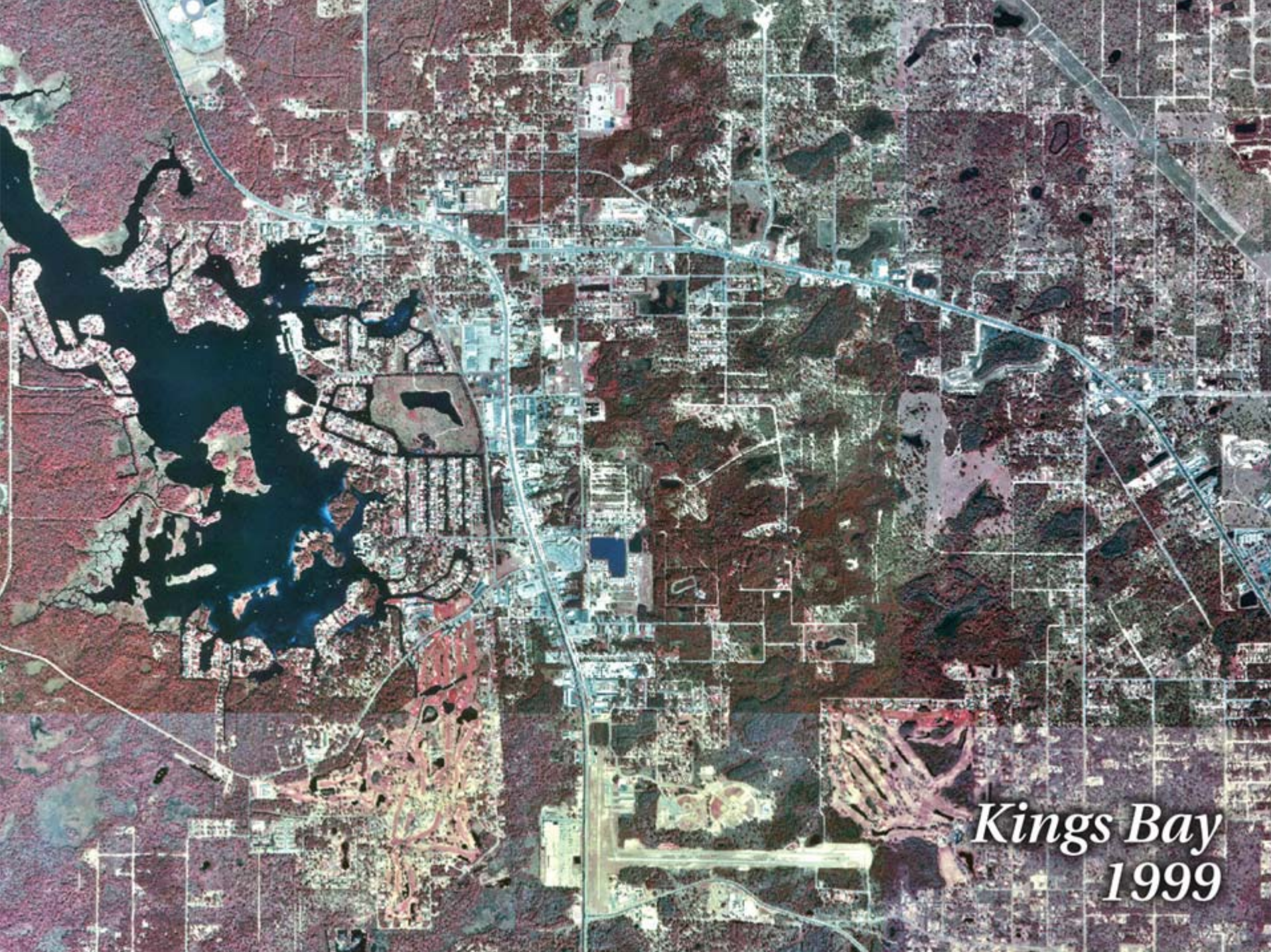
**Four major springs:**

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



*Kings Bay*  
1944





*Kings Bay*  
1999



# 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

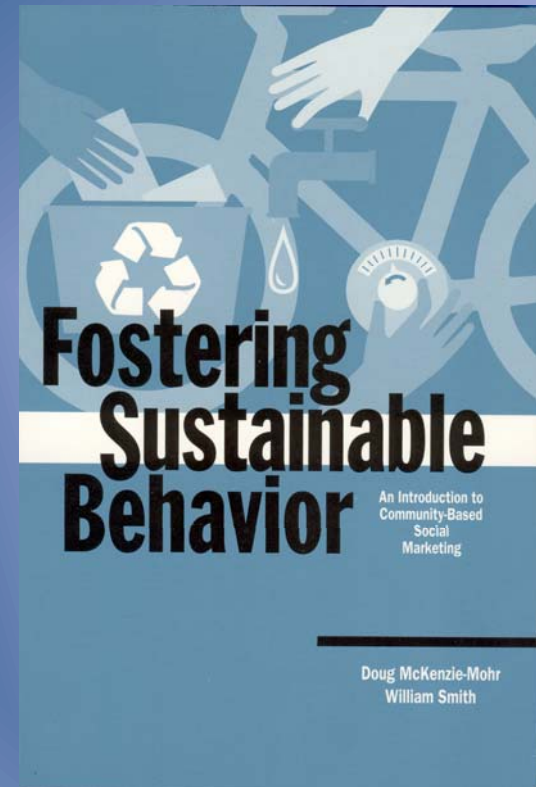
- Research
- Education Campaign
- Community-Based Social Marketing





# 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**


**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**



“Your home looks great, but what about mine!?”

**Know Where It Flows**

When making your home look beautiful, think about what you're doing to our water. For information about how to properly care for lawns and landscapes, request your free copy of *Know Where It Flows: Simple Ways to Keep Our Water Crystal Clean*. It's filled with handy tips. Call toll-free: 1-800-423-1476 or visit [watermatters.org](http://watermatters.org).

**Southwest Florida  
Water Management District**

WATERMATTERS.ORG • 1-800-423-1476

*Remember!*  
Check the  
Instructions on  
Your Fertilizer Bag



# Radio/Print Ads



## Wedding

When is a  
good time for  
septic tank  
failure?



**Know Where It Flows**

Septic tank problems are more than embarrassing. When they leak, pollution goes into our water. For information about how to care for septic tanks, request your free copy of *Know Where It Flows: Simple Ways to Keep Our Water Crystal Clean*. It's filled with handy tips. Call toll-free: 1-800-423-1476 or visit [WaterMatters.org](http://WaterMatters.org).

**Southwest Florida  
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[WATERMATTERS.ORG](http://WATERMATTERS.ORG) • 1-800-423-1476

*Remember!*  
*Have your septic tank  
inspected every 2-3 years  
and pumped as needed.*

# Know Where It Flows



Point-of-purchase

## Know Where it Flows

Simple Ways to Keep Our Water Crystal Clean



Direct mail

# Billboards



## Know Where it Flows

Use Fertilizers Properly

[WaterMatters.org](http://WaterMatters.org)

Southwest Florida  
Water Management District



## Know Where it Flows

Maintain Septic Tanks Properly

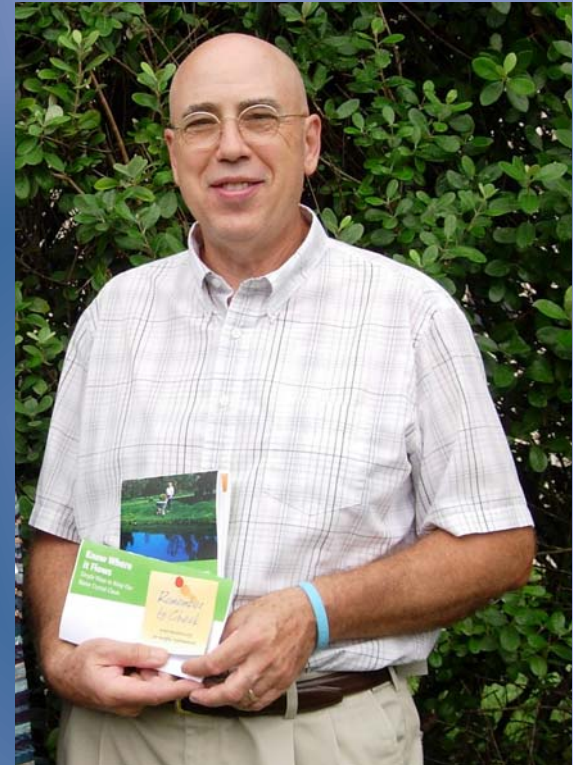
[WaterMatters.org](http://WaterMatters.org)

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**



An aerial photograph of a residential area featuring a winding canal that separates a dense forested area from a developed neighborhood with numerous houses. The water in the canal is dark, and the surrounding land is covered in lush green trees and vegetation. The houses in the foreground have light-colored roofs and are surrounded by green lawns and trees.

# QUESTIONS?