Community Stormwater Needs and Public Educational Materials

How the Nonpoint Source Management Program is developing a Nonpoint Source Publication Tool, technical education resources for green stormwater infrastructure, and promoting the Florida-Friendly Landscaping™ Program.

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Agenda

Nonpoint Publication Tool

- **Project Background:**
  - How this project got started
- **Project Goal:**
  - Facilitate consistent and effective education messaging statewide
  - Provide a cost effective tool for stakeholders
- **Project Status:**
  - Demonstration of the tool concept
  - Tool development
  - Frequently asked questions
  - What's next and how to help

Green Stormwater Infrastructure

Florida-Friendly Landscaping™

Project Background

The Issues:

- Duplicative efforts happening throughout the state
- Inconsistent messaging
- Education Campaigns focused on providing information, rather than encouraging behavior change
- High costs associated with material development
- No central "hub" of information

Project Background:
Community-Based Social Marketing

1) Select a Behavior

2) Identify Barriers and Beliefs

3) Develop Strategies

   Commitments, Social Norms, Social Diffusion, Prompts, Communication, Incentives, Convenience

4) Pilot Test

5) Broad-scale Implementation and Evaluation

-Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing **by Doug McKenzie-Mohr**

NONPOINT PUBLICATION TOOL

Publication Tool Sample
Demonstration of
Functionality

STEP 1: LOGGING INTO THE TOOLKIT

NPS Publication Tool

Start Here

STEP TWO: SELECT YOUR TOPIC

*The order of selection and options may change based on feedback from stakeholders.

Select Your Education Topic

Florida-Friendly Landscaping™

Septic/OSTDS

Florida's Water Resources

Stormwater

STEP THREE: SELECT YOUR SUB-TOPIC

*The order of selection and options may change based on feedback from stakeholders.

Select Your Sub-Topic:

System Maintenance

System Upgrade

Connection to Central Sewer

STEP FOUR: SELECT YOUR AUDIENCE

*The target audience options may change based on feedback from stakeholders.

Select Your Target Audience

Homeowners

Business Owners

General Public

STEP FIVE: SELECT YOUR MATERIAL TYPE

*The material types available may be different for different topics, audiences, etc. based on feedback from stakeholders.

Select Your Material Type:

Flyer

Door Hanger

Social Media Post

Poster

STEP SIX: SELECT MESSAGING

*Messaging will be developed after the stakeholder feedback has been collected and the final topics/audiences have been decided.

Select Your Messaging:

Save Money Now! Septic repairs and replacements can be expensive. Take advantage of the city's rebate program and connect to central sewer today.

Your springs need you. Connect to the city's new central sewer system and protect our natural resources for future generations.

Septic Systems are old and outdated. Be cool. Connect to Sewer.

STEP SEVEN: SELECT ADDITIONAL MESSAGING

*Some materials may have multiple areas for messaging, titles, pictures, etc. This is just an simplified example.

Materials with multiple text boxes may have text options that are grouped together, so steps five and six would be combined.

Select Additional Messaging:

Did you Know?
- Traditional septic systems are not designed to treat nutrient pollution
- Nutrient pollution is one of the biggest threats to Florida's water quality
- Other Good information about Septic Systems protecting the environment

Did you Know?

- On average, homeowners spend $*** a year on septic maintenance
- Repairing a failing drain field can cost between $*** and $***
- Switching to central sewer can save you $*** over *** years
- Other good information about Septic Systems saving money

STEP EIGHT: ADD CUSTOMIZATION

*The options for customization may change based on material topic, audience, type, etc.

For website options, this may send the audience to an existing DEP website, or a partner website such as EPA's septic maintenance websites. Will be customized for the specific materials.

Insert Your Logo

Download File Here

Insert Your Community Name:

Nonpoint City
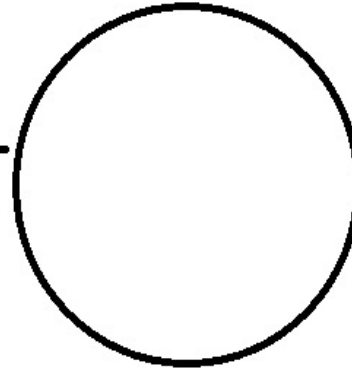
Select Your Call to Action:
Direct Audience to DEP website

Or

Insert Community website:

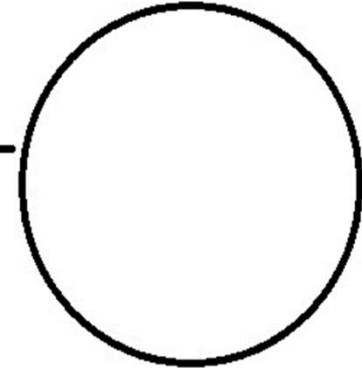NonpointCity/Sewer.com

STEP NINE: FINALIZE YOUR MATERIALS

*Some materials may have different aesthetic layout options. Some materials may be double sided.

Your springs need you. Connect to the city's new central sewer system and protect our natural resources for future generations.

Form more information visit NonpointCity/Sewer.com

LOGO PLACEHOLDER

Did you Know?
- Traditional septic systems are not designed to treat nutrient pollution
- Nutrient pollution is one of the biggest threats to Florida's water quality
- Other Good information about Septic Systems protecting the environment

Nonpoint Publication Tool: Development

MATERIALS

- Poster
- Flyer
- Door Hanger
- Palm Card/Postcard
- Social Media Graphic

AUDIENCES

Florida Residents
- Homeowners
- Renters
- Students
- Retired
- Young Adult

Tourists
- Beach
- Theme Park
- State/Local Parks

Business Owners
- Storefronts
- Restaurants
- Food Trucks
- Landscaping

Formal Education
- Schools
- Nature Centers

TOPICS

Florida-Friendly Landscaping™
- Right Plant, Right Place
- Water Efficiently
- Fertilize Appropriately
- Mulch
- Attract Wildlife
- Manage Yard Pests Responsibly
- Recycling Yard Waste
- Reduce Stormwater Runoff
- Protect the Waterfront.
- Leaf Litter
- Selecting a Landscaper
- Low Impact Development/ Green Infrastructure

Septic
- Septic maintenance
- Septic system upgrade
- Septic to sewer connection

Florida's Water Resources
- Description and connectivity (springs, river basins, aquifer)
- Nonpoint Source Pollution
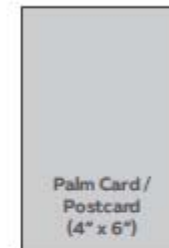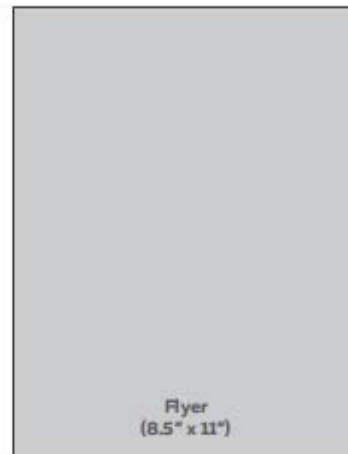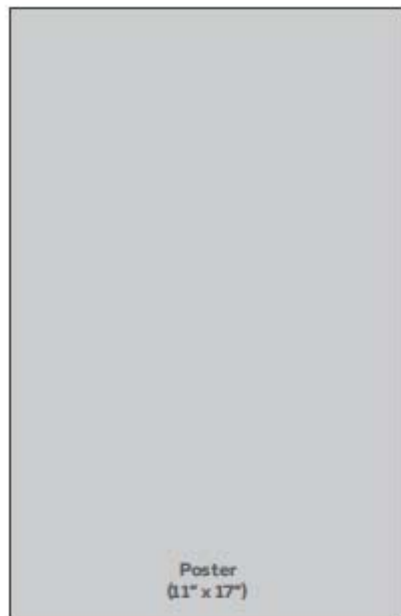- Stormwater Runoff (see below)

Stormwater
- Stormwater Runoff
- Low Impact Development/ Green Infrastructure
- Household Chemicals
- Fats, Oils, and Grease
- Pet Waste
- Car Maintenance
- Sediment and Erosion
- Litter
- Illicit Discharge
- Stormwater Pond Maintenance
- Swimming Pool Wastewater

NONPOINT SOURCE PUBLICATION TOOL: "QUICK REFERENCE" CHEAT SHEET

Nonpoint Publication Tool: Frequently Asked Questions

- **What types of materials will be available?**

Poster
(11" x 17")

Flyer
(8.5" x 11")

Door Hanger
(3.5" x 8.5")

Palm Card /
Postcard
(4" x 6")

Social Media
(1080px)

NONPOINT SOURCE PUBLICATION TOOL

Nonpoint Publication Tool: Frequently Asked Questions

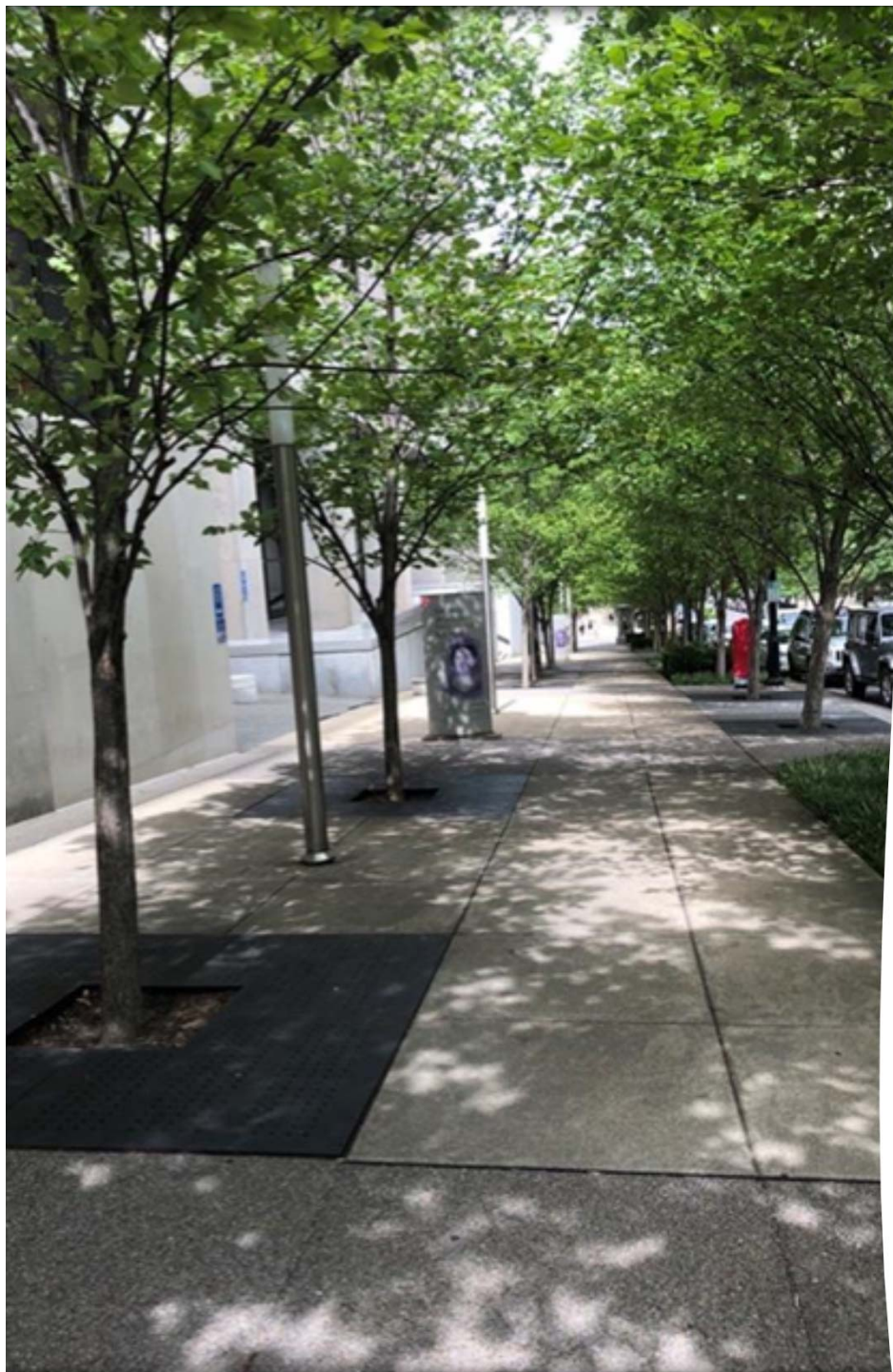- When will the project be finished?

  - Initial release by June 2021, publications will be an ongoing project

- Is this project a toolkit?

  – no, it is a tool that used in campaign development

- What languages will the publications be available in?

  – English (potentially some Spanish and Haitian Creole)

- Is there a cost to the tool user?

  - no

Nonpoint Publication Tool: How To Get Involved

There is still time to provide input on this tool:

- Join our mailing list at https://floridadep.gov/wra/319-tmdl-fund/content/nonpoint-source-pollution-education#subscrbe

- Email Emily Brown with questions Emily.Brown@FloridaDEP.gov

Green Stormwater Infrastructure

- Developing
  - Technical guidance for stormwater engineers
  - A resource website
  - Public outreach materials
  - Case study library/story map*

  https://floridadep.gov/wra/319-tmdl-fund

  *The program is actively looking for green infrastructure projects to serve as case studies – funding available

Florida-Friendly Landscaping™

- New Website – Launching February 4, 2021
- Florida-Friendly Landscaping™ in a Minute radio show
- *Flip My Florida Yard* television series airing March 2021

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