

Outreach Goals FY2010

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Regulatory & Public Affairs



OUTREACH OPPORTUNITIES

Tools and Venues

- **Public Workshops & Meetings**
 - Governing Board, Big Cypress Basin Board
 - WRAC (Lake Okeechobee)
 - Regulatory Meetings
- **Media Relations**
 - Print, Broadcast, On-Line
- **Government Relations**
 - Federal, State, Local
- **Community & Stakeholder Relations**
 - Community Events
 - Industry Forums



OUTREACH TOPICS & THEMES

- Everglades Restoration & Land Acquisition
- Water Quality Improvement
- Water Conservation
- Water & Ecological Conditions
- Emergency Preparedness
- Capital Construction/Local Partnerships
- Recreation on Public Lands & Land Management
- Best Business Practices



OUTREACH TOOLS

SOUTH FLORIDA WATER MANAGEMENT DISTRICT

splash! quick facts on...

50 Ways To Be Water Smart

HOW YOU CAN HELP PRESERVE FLORIDA'S LIMITED WATER SUPPLY

APRIL 2009

The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state. It is the oldest and largest of the state's five water management districts.

Our mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems, and water supply.

NOTE: Florida's historic dependence on a canal, and the resulting water shortages, led to the creation of the South Florida Water Management District. The district's mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems, and water supply.

GOVERNING BOARD
 Nicholas J. Gattorna, Jr., the Chair
 Amanda Brinko, Thomas Loomis
 Jeff H. Engel
 Alan Collins
 Michael Collins
 Joseph M. English
 Leonard C. Lindell, Jr.
 Anita McCarthy
 Anthony K. Thornton
 Wade R. Williams, Jr.
 Executive Director: Jerry Fayer

Be Water Smart!

1. Repair dripping faucets and toilets. One drop per second wastes 2,700 gallons of water per year!
2. Turn off the faucet when brushing your teeth.
3. Repair all household leaks.
4. Shower at 100°F or less.
5. Check for toilet leaks by adding a few drops of food coloring to the tank. If the color appears in the bowl, there is a leak.
6. If the toilet handle is broken, it can waste gallons of water.
7. Install a water-efficient showerhead.
8. Turn off the tap when brushing your teeth.
9. Turn off the tap when shaving.
10. Turn off the tap when washing your face.
11. Turn off the tap when washing your hands.
12. Turn off the tap when washing dishes.
13. Turn off the tap when washing your car.
14. Turn off the tap when watering your lawn.
15. Turn off the tap when watering your garden.
16. Turn off the tap when watering your plants.
17. Turn off the tap when watering your trees.
18. Turn off the tap when watering your shrubs.
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Water your lawn plants to keep your lawn green. Water your trees to keep them healthy. Water your shrubs to keep them healthy. Water your flowers to keep them healthy.

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SOUTH FLORIDA WATER MANAGEMENT DISTRICT

splash! quick facts on...

Comprehensive Everglades Restoration Plan

APRIL 2009

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A special section produced and paid for by the South Florida Water Management District

SOUTH FLORIDA WATER MANAGEMENT DISTRICT

WATER Matters

GET TO KNOW US!
 Stay informed with this quarterly update from the South Florida Water Management District, protector of the region's water resources.

INSIDE

C-51 SOUTH FLORIDA WATER MANAGEMENT

Florida's Everglades was once a vibrant, tree-kissing river of grass, extending from the Aqueduct chain of lakes to Florida Bay. Today, the ecosystems are dying. A vast reduction in its natural water flow, combined with loss of 50 percent of its wetlands and other factors related to South Florida's rapid growth, have severely affected the ecosystem.

Why should we restore it?
 The Everglades is a national and international treasure, home to birds, wildlife, reptiles, a marine sanctuary, and many threatened and endangered species. The Everglades also is an irreplaceable state and regional resource. The quality of life we know today in South Florida is not possible, or sustainable, in the future if the ecosystem continues to deteriorate. This is the scientific conclusion of the Governor's Commission for a Sustainable South Florida. Among its benefits, the Everglades stores and breaks waves, reduces impacts of flooding and drought, is home to important wildlife including wading birds and Florida panthers and manatees, and provides unique recreational opportunities.

How big is the Everglades?
 The wetlands today cover 2 million acres, half their original size. The greater Everglades ecosystem, which includes lakes, rivers, coastal estuaries and other habitats including the wetlands, covers 16 counties of South Florida.

What problems face the ecosystem?

- Loss of 50 percent of its forest, wetlands, coastal estuaries and other habitats including the wetlands, covers 16 counties of South Florida.
- Loss of a vast quantity of fresh water.
- Disrupted timing and flows of water.
- Deterioration of water quality.

How will we restore it?
 The U.S. Army Corps of Engineers, in partnership with the South Florida Water Management District, has developed a plan to save the Everglades. The Comprehensive Everglades Restoration Plan describes a series of projects to take place over more than 30 years to restore the ecosystem, largely focusing on improving water delivery. Major components include planning, design, and construction and maintenance. Operations, maintenance and monitoring will follow. In late 2009, Congress approved the Comprehensive Plan and authorized the first 10 projects.

Water is the lifeline of the Everglades. The Plan's goal is to capture vast amounts of water that now flow to sea in the regional canal system, and treat and send that back to the ecosystem. Urban and agricultural users also will benefit. Major components include:

- 180,000 acres of reservoirs
- 213 conventional water treatment and distribution plants
- 35,000 miles of canals
- 100 miles of levees
- 100 miles of dikes
- 100 miles of ditches
- 100 miles of dikes
- 100 miles of ditches
- 100 miles of dikes
- 100 miles of ditches

It's Worth Saving

SOUTH FLORIDA WATER MANAGEMENT DISTRICT

the RIPLE effect

November 2009

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CHAIRMAN'S MESSAGE

Eric Buermann
 Governing Board Chairman

Welcome to The Ripple Effect, the South Florida Water Management District's monthly electronic newsletter that covers the latest water news — straight from the source.

November's District Governing Board

It's a new day for water conservation in South Florida. In a month, the Governing Board will vote on:

- **South Florida Adopts Year-Round Water Conservation Rule**
 Recognizing the need to conserve water and increase protection for South Florida's water resources, the South Florida Water Management District (SFWMD) Governing Board unanimously approved sweeping year-round water conservation measures that place permanent limits on landscape irrigation throughout the region...more
- **Next Phase of River of Grass Restoration Public Planning Begins**
 The South Florida Water Management District (SFWMD) Governing Board has approved taking the next step in the public planning process for Everglades restoration on land being acquired from the United States Sugar Corporation... more
- **In the News**
- **Congressional Testimony on Banning Importation of Non-Native Pythons**
- **Florida Keys Benefit from Water Quality Improvement Partnerships**
- **14 Florida Keys Hotels and Motels Become Water CHAMPS**
- **Big Cypress Basin Local Partner Agreements Move Forward**
- **Water Drops**
- **Up-to-the-Minute Weather Conditions**

follow us on **twitter**

MEDIA RELATIONS

Press Releases & Press Events

- District-wide: 150 press releases / 6 events annually
 - Tamiami Trail, Picayune Strand, C-111 Spreader Canal groundbreaking
 - Kissimmee River Restoration construction
 - Water Reservations (Kissimmee, St Lucie, Caloosahatchee)
 - Hurricane Exercise
 - Wet and Dry Season Kick-Offs
 - *River of Grass* milestones
 - Invasive Controls
 - Year-Round Rule Implementation



MEDIA RELATIONS

Press Releases & Press Events

- Local: 12 press releases / 4 events annually
 - Contract awards, check presentations, groundbreakings & ribbon-cuttings
 - Stormwater & water quality improvement projects
 - Restoration & capital improvement projects
 - Alternative Water Supply Projects
 - Water Conservation
 - Water Savings Incentive Program
 - Water CHAMP
 - Water Star

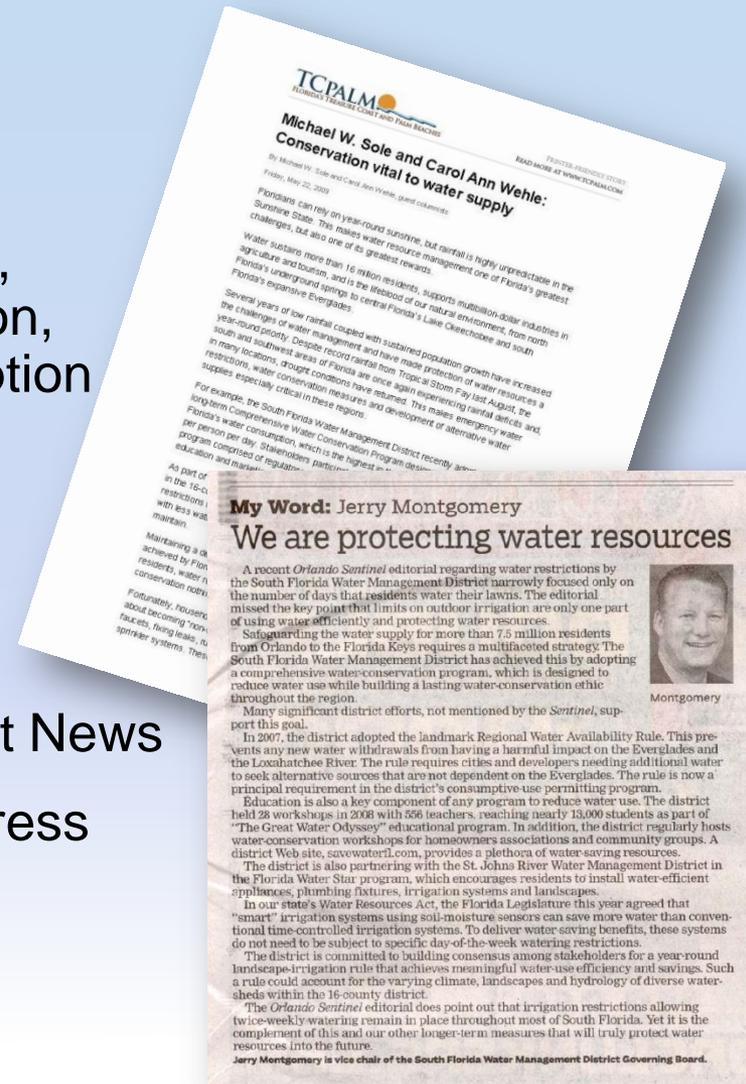


MEDIA RELATIONS

Opinion Editorials & Editorial Boards

- Opinion Editorials: 6 annually
 - Accompany major events/milestones
 - Everglades Restoration, Water Quality, Year-Round Rule & Water Conservation, Hurricane Preparedness, Budget Adoption Recreation on Public Lands

- Editorial Boards: Annually
 - Orlando Sentinel, Sun Sentinel
 - Miami Herald, Palm Beach Post, Stuart News
 - Naples Daily News, Ft. Myers News Press
 - St. Petersburg Times, Florida Trend



MEDIA RELATIONS

Media Tours

- **Everglades Restoration**
 - Kissimmee River Restoration
 - South Florida Ecosystem
 - Alternative Water Storage/
FRESP Projects
- **Water Quality**
 - Stormwater Treatment Areas
 - Hybrid Wetland Treatment
Technology
 - Laboratory/Monitoring Network
- **Central & Southern Flood
Control System**
 - Emergency Preparedness
 - Capital Construction & Improvements



GOVERNMENT RELATIONS

Congress & Federal Agencies

- Florida Delegation: Annually
- Congressional Committee Leadership: Annually
 - House Transportation & Infrastructure Committee
 - House Appropriations Committee
 - Senate Environment and Public Works
 - Senate Appropriations
- Committee & Delegation staff: Bi-monthly
- Member & Staff Tours: Annually



GOVERNMENT RELATIONS

Congress & Federal Agencies

■ Federal Agency Leadership: Quarterly

- U.S. Army Corps of Engineers
- Department of Interior, U.S. Fish and Wildlife Service
- Environmental Protection Agency
- Council on Environmental Quality
- U.S. Department of Agriculture
- NOAA



■ Federal Forums

- South Florida Ecosystem Restoration Task Force
- Quality Review Board (USACE)
- Project Review Board (USACE)



GOVERNMENT RELATIONS

Florida Legislature & State Agencies

- South Florida Members/ Legislative & Committee Leadership: Annually
 - House Agriculture and Natural Resources Policy, Appropriations, General Government Policy Council
 - Senate Select Committee on Inland Waters, Environmental Conservation and Preservation, General Government Appropriations, Ways and Means
 - Joint Legislative Committee on Everglades Oversight
- Committee & S. FL member staff: Monthly
- S. FL Delegation Meetings: Annually
- Member & Staff Tours: Annually
- Session/Committee Weeks



GOVERNMENT RELATIONS

Florida Legislature & State Agencies

■ State Agencies/Cabinet Aides: Quarterly

- Department of Environmental Protection
- Water Management Districts
 - Executive Directors Quarterly Meeting
 - Quarterly Interagency Regulatory Meeting



- Florida Fish & Wildlife Conservation Commission
- Department of Agriculture & Consumer Services
- Department of Community Affairs
- Department of Transportation

■ Agency Heads/Cabinet Members: Annually



GOVERNMENT RELATIONS

Local & Regional



HENRY COUNTY



HIGHLANDS COUNTY



LEE COUNTY



MARTIN COUNTY



PALM BEACH COUNTY



ST. LUCIE COUNTY

- **County/City Commissions:**
 - Commission Meetings: Weekly
 - Commission Chairs/Mayors: Annually (Executive Director)
 - Commissioners: Annually (Service Center Director)
 - Commission Presentations (Agency Update, Water Supply): Annually or at request of Commission
 - Ten County Coalition: Quarterly
- **City/County Managers, Public Works/Utility Directors, Planning Directors: Annually**
- **Regional Planning Councils**
- **Chambers of Commerce**



COMMUNITY RELATIONS

Community Events

- **Community Events:** At least four annually to raise awareness about agency role, water conservation, water resource management
 - Earth Day (April)
 - Water Conservation Month (April)
 - World Water Quality Monitoring Month (October)
 - Green Expos
- **Climate Change Task Forces**
 - Miami-Dade, Broward
- **Water Resource Task Forces**
 - Broward, Palm Beach, Central Florida



COMMUNITY RELATIONS

Stakeholder and Industry Forums

- Industry Forums: Annually to further science, engineering, water resource management & the District's mission
 - American Water Resources Association/Florida Section
 - American Water Works Association/Florida Section
 - Water Environment Federation
 - Florida Water Environment Association
 - Stormwater Association
 - Interstate Council on Water Policy
 - World Bank, Center of Excellence
 - World Water Council



COMMUNITY RELATIONS

Stakeholder and Industry Forums

■ Governmental Forums: Annually to address emerging issues

- Association of Counties
- League of Cities
- Association of Special Districts



■ Stakeholder Forums: Annually to exchange information, address emerging issues

- Florida Cattleman's Association
- Fruit and Vegetable Association
- Florida Landscape and Nursery Growers Association
- Florida Chamber of Commerce
- Everglades Coalition



Questions?

