



STORMWATER MANAGEMENT PUBLIC EDUCATION & TRAINING COMMITTEE

4000 Gateway Centre Boulevard #100 · Pinellas Park, FL 33782

727.570.5151 Ext. 40

<https://www.tbrpc.org/stormwater-management-committee/>

MEETING MINUTES

September 20, 2022

9:30 AM

Online Meeting via Zoom

1. Welcome, Introductions & Public Comment

Attendance:

Alana Todd, TBRPC

Michelle Monteclaro, City of Dunedin

Barbara Dunn, City of Seminole

Vicki Parsons, Bay Soundings

Jarvis Sheeler, City of Clearwater

Cara Serra, TBRPC

Ashley Mott, TBRPC

Ken Davis, MOSI

Melissa West, UF/IFAS Extension, Pinellas County

Kayla Harrell, Advanced Engineering and Design

Heather Maggio, City of Tampa

Paul Hopkins, City of Tarpon Springs

Paula Staples – UF/IFAS Extension, Hillsborough County

Tim Kelly, Wood

Scott Stevens, FDOT

Chris Sutton, MacDill Air Force Base

Stephanie Ellington, Keep Pinellas Beautiful

Ali Rieman, Pinellas County

Christine Lynch, Pasco County

Anamarie Rivera, Pinellas County

If you are a person with a disability who needs any accommodation in order to participate in this meeting, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Tampa Bay Regional Planning Council at (727) 570-5151 Ext. 10 within three working days of the meeting.

Chris Wade, City of Pinellas Park

Kahealani Dobson, Pinellas County

Kirra Barrera, City of St. Pete

Joey Thames, Pinellas County

Kristina Moreta, Keep Tampa Bay Beautiful

John McGee, City of Plant City

2. Dunedin “Scoop the Poop” Stormwater Education Video – Michelle Monteclaro, City of Dunedin

This discussion featured the issue of dog waste, how the Dunedin “Scoop the Poop” video was produced, and video as a medium for stormwater education more broadly. The Scoop the Poop video reached over 2,000 people, and the City of Dunedin staff were interviewed on Fox13. This video is one of a series of educational videos with the New World Celts demonstrating community stormwater best practices. Next, the City of Dunedin plans to make videos for Only Rain Down the Drain, grass clippings, and construction BMPs. The videos help the city to meet compliance with their MS4 stormwater permit and TMDL assessment. They are hoping these educational efforts will produce changes (lower bacteria counts) that are evident in their water quality reports. [Link to presentation](#)

- a. The city posted the video on Facebook, Twitter, and their weekly newsletter. The app Nextdoor is another social platform that was recommended for distribution of the videos and targeting certain neighborhoods.
- b. The city chose to make a video because of their communication department’s strong background in videography as well as the long shelf life of videos. Videos were an efficient way to address a need in their community.
- c. The city is conducting water quality sampling, as part of TMDL requirements, for Cedar and Curlew Creeks, and they are seeing elevated levels of bacteria. They did not do DNA testing to verify the bacteria is from dog waste, but there are large high-traffic, dog-friendly parks that border the creeks. This is how they chose to focus on pet waste.
- d. Pinellas County has also had issues of pet waste near the Pinellas Trail. They have worked with their Parks Department and Keep Pinellas



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Beautiful to get more waste stations, but maintenance is a challenge. Michelle helped the county get Scoop the Poop billboards.

- e. Dunedin both provides bags and encourages people to bring their own waste bags. They also upcycle plastic bags for the dog waste stations. Clearwater similarly provides bags and encourages pet owners to bring their own bags.
- f. Ali Rieman with Pinellas County suggested - The City of Pinellas Park is doing DNA analysis on bacteria found in PPD. If you were thinking about doing that type of analysis, maybe talk to them to get idea about cost and effort.
- g. Alana raised the point that many dog waste stations tell people to clean up after their pets, but they don't explain why or make the connection with stormwater issues. Michelle expressed interest in exploring this kind of messaging on their stations.
- h. The Tampa Bay Estuary Program has educational materials for "Scoop That Poop" - <https://tbep.org/scoop-that-poop/>
- i. The City of Dunedin did air the Scoop the Poop video on their local residential TV station, and it was aired by FOX13 when they picked up the story.

3. Advancing Flood Mitigation Assessment and Planning Through Regional Collaboration – Ashley Mott and Cara Serra, TBRPC

This project will create consistent methodology for vulnerability, risk analysis, and assessments with reduced focus on county boundaries to identify potential multi-jurisdictional or multi-county solutions for flood mitigation. Through partnerships with other regional planning councils, the TBRPC will increase resilience through a regional mitigation priority list, identification of mitigation priority areas, and development of technical tools to analyze risk and vulnerabilities to extreme rainfall flooding. The resulting resources will help enhance internal staff capacity of local governments and other stakeholders in identifying and targeting solutions for areas in need of stormwater improvements. [Link to presentation](#)

- a. It was advised that Cara and Ashley bring this project to policy and management staff since they are more directly involved in planning.

- b. Pinellas installed rain gardens two years ago for stormwater management. They received pushback due to more maintenance requirements compared to grass swales.

4. Stormwater Education Evaluations – Alana Todd, TBRPC

The evaluation of communication efforts can help determine the effectiveness of different outreach strategies. This discussion began to identify regional metrics and evaluation methods that could be integrated into the design of education campaigns. [Link to presentation](#)

- a. Other mediums for education mentioned during discussion – public art and stormdrain murals; giveaways (e.g. reusable shopping bags); stormwater art competitions for students; newspaper ads; radio ads
- b. The City of Tampa is working on internal education of staff, which includes a quiz upon completion.
- c. Barbara Dunn recounted her time with the St. Johns River Water Management District and their yearly school education program. Each year, the District selected a school to host a water education day with various activity stations for students and parents (400+ participants).
- d. Pinellas created a “Don’t Feed the Beast” radio ad from their original video, and local radio stations (iHeart Radio) have played the audio clips. They focused on more intensive broadcasting of the ad on a select few stations for saturation versus sporadically across many stations.
- e. Pinellas Park (NPDES coordinator – Kyle) has connections with a network of artists for stormdrain murals. Painting with a Twist and other painting event organizations is another avenue for finding artists and community partnerships.
- f. A database of educational materials was brought up as a useful resource. The TBRPC is currently redoing their website, and they plan to add a library of stormwater education materials. Enabling commentary/continued communications was also discussed as helpful feature. Sharepoint may be an option for this collaboration.
- g. As part of NPDES permitting, local governments are required to provide metrics for three different educational topics, including number of events attended, presentations, etc.
 - a. City of Tampa supports Keep Tampa Bay Beautiful with funding, and they use the KTBB participant counts for their reporting (similar with Florida Yards and Neighborhoods Program). The also count their internal participation (presentations, events)



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for the NPDES reports. At larger events, they do not count the individual engagements, rather they use the number of attendees from the host organization.

- h. The City of Seminole has LED-powered signs with stormwater messaging that they move around the city. Barbara uses the traffic counts (e.g. Park Blvd. is traversed by 40,000 cars per day). This likely overestimates the number of people reached since it assumes every passerby read the sign. Forward Pinellas releases an annual level of service report that includes the traffic counts.
- i. For larger events, inventory of giveaways is a useful indicator of engagements, i.e., number of giveaways that were distributed.
- j. For smaller events, KPB uses a clicker to count attendees.
- k. Population growth is a challenge for measuring success of educational campaigns. More litter doesn't mean you aren't reaching people, it could indicate more residents.
- l. John McGee made the distinction between public education and public information. Public information focuses on conveying messages without the expectation of behavior change, whereas education is paired with goals. John designs education efforts around a specific goal, asking "What do I want people to do at the end?" It should not be self-reportable since responses aren't always reliable. For example, surveys are not always helpful since respondents can identify what you want them to say and then answer accordingly (doesn't always translate to an action that has been done).
 - a. If education is designed with a goal in mind, then it is easy to track. For example, "I want to increase use of this oil recycling center." After the campaign, it should be clear whether the goal was met and there was increased use of the center.
- m. Another challenge for measuring success: funding periods are typically 1-year, and too short to discern behavior change.
- n. Often "success" is completion of the project (not results of implementation), and there is little follow through and no built-in metrics to determine reach, understanding, and behavior change. This

is an extra piece that is often not considered by those focused only on completion metrics.

5. Other Items/Announcements

- a. Scott Stevens informed the group that he is looking for stormwater projects on which FDOT could partner (funding or other support).
- b. The [Cross Bayou Cleanup](#) is scheduled for October 15th, and Pinellas County has giveaways for participants.
- c. We are in the middle of the International Coastal Cleanup season. If anyone is interested in hosting a cleanup, then they should send an email to Stephanie Ellington with Keep Pinellas Beautiful.
- d. The [Tampa Bay Ocean Sweep](#) is happening on October 22nd. It is a fishing tournament-style cleanup.
- e. FY23 Stormwater Outreach and Education Funding Recipients were selected. Total of 14 projects

6. Next Meeting Dates

- January 24, 2023
- April 18, 2023
- July 18, 2023
- October 17, 2023

The meeting was adjourned at 11:20

Meeting Coordinator: Alana Todd, alana@tbrpc.org