



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

January 18, 2022

9:30 AM

Online Meeting via Zoom

1. Welcome, Introductions & Public Comment

a. Attendees

- Christine Lynch – Pasco County
- Jarvis Sheeler – City of Clearwater
- Sandra Pope – City of Lakeland
- Ryan Ryczek – Pinellas County
- Joe Whalen – Tampa Bay Estuary Program
- Ali Mauer – Pinellas County
- Kathryn Ecsedy – MOSI
- Doris Heitzmann – UF/FFL
- Heather Maggio – City of Tampa
- J. Scott Stevens – FDOT
- Kira Barrera – City of St. Pete
- Lara Milligan – UF/IFAS
- Tim Kelly – Wood
- Sarah Vitale – TBRPC
- Alana Todd – TBRPC
- Emma Dontis – Pinellas County
- Paula Staples – UF/IFAS Hillsborough
- Melissa West – FFL Pinellas
- John McGee – Plant City

2. Pinellas County's Florida Friendly Landscaping Incentives Program: Alexandra Mauer, 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.

Pinellas County's Florida Friendly Landscaping Incentives Program (FLIP) is designed to reduce the amount of water and fertilizer used on homeowners' lawns and promote sustainable landscaping within the county. The program offers a 50% rebate of up to \$2,000 to citizens who convert their traditional landscape to a Florida-Friendly landscape after attending a landscaping class series. For more info visit: www.pinellascounty.org/flip.

- a. The 2021 program featured three lawns, totaling approx. \$2,700.
- b. As of now, program funding is dedicated to unincorporated areas of the county in specific watersheds, but eligible areas may expand in the future.
- c. The program will do a one-year follow-up with participants to get an update on whether the plants established. It was suggested that they do an interview promo video to advertise the program.
- d. The Tampa Bay Estuary Program offered support in marketing the program through social media.

3. Pinellas County's Adopt-A-Drain Pilot Program: Lara Milligan, UF/IFAS Extension

Pinellas County recently launched a pilot program where residents adopt a storm drain and pledge to keep it free and clear of litter and debris for one year. Join her as she shares about her journey launching this program.

- a. Doorhangers and Signage was recommended to advertise the program and incentivize participation.
 - Inserts in Pinellas County utilities water bill would reach all unincorporated residents.
- b. Hillsborough County implemented a similar program on the downstream side using homemade "Trash Catcher" devices (i.e. water goat) to collect debris which do not clog drains. [This video](#) demonstrates how John McGee made and installed them.

4. Pipe Up Campaign: Joe Whalen, Tampa Bay Estuary Program

TBEP's "Pipe Up" campaign encourages homeowners and home buyers to inspect, repair or replace aging private lateral lines to prevent sanitary sewer overflows into the Bay and its watershed. Joe Whalen (Science Communication Designer & Creator) will provide an overview of the campaign's goals, identified audiences, key messages and marketing approach to date.

- a. The campaign uses
 - Humor (keeping things light and fun) is a good tool to help messages resonate with audiences, especially on social media.
- b. Marketing for Change has thus far not published any data to determine whether or not there has been an increase in lateral repairs and replacements, but this is something they intend to report.



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- c. HB 303 and SB 608 of the 2022 FL Legislative Session relate to the Pipe Up Campaign.
- d. Normalizing lateral line inspections during the homebuying process is part of the goal of the Pipe Up campaign, but the extent to which this is institutionalized is still unknown. TBEP is encouraging these inspections through conversations with home inspectors.
- e. New homeowners get a lot of mail related to the new home, which is an opportunity to send informational materials related to their lateral lines.

5. Topic Ideas for Future Meetings

- a. Scott Stevens (FDOT D7 environmental specialist) introduced himself as the new FDOT liaison for the Committee.

6. Other Items/Announcements

7. Next Meeting dates:

- a. March 15, 2022 -- July 19, 2022 -- September 20, 2022

Meeting was adjourned at 11:02AM

Meeting Coordinator: Alana Todd, alana@tbrpc.org