Florida-Friendly Landscaping™ Incentives Program

PRESENTED BY: ALI MAUER
Team Members

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The Pilot Program

Inspired by Turf Swap – Alachua County & Flip my Florida Yard – TV series

Goals
◦ Promote Florida-Friendly Landscaping™ (FFL) Principles, such as protection of water resources, water conservation, reduction of stormwater runoff and proper landscape management practices
◦ Reduce fertilizer, grass clippings, irrigation within specific watersheds

How
◦ Rebate 50% up to $2,000 for converting traditional landscapes to FFL
◦ Must attend FLIP class series
Project Areas

McKay Creek – Priority Watershed (Impaired)
Allen’s Creek (Impaired)
Lake Seminole Basin (Impaired)
Education Outreach

Preferred Candidates –

➢ Willing to attend classes
➢ Have irrigation systems (working!)
➢ Willing to convert existing landscape to a Florida-Friendly landscape

Website to apply and locate watershed – www.pinellascounty.org/FLIP

Created Doorhangers & Created Brochures

Water Bill, Next-door, Facebook

Attended workshops & events to recruit candidates
Required Class Series

Four-Part Class Series (Virtual)

Class #1 – FLIP Introduction and Stormwater Education
Class #2 --- Florida-Friendly Landscaping™ Basics
Class #3 --- Water Conservation Basics
Class #4 --- Florida-Friendly Landscaping™ (FFL) Design
Program Overview

- Required class series

- Very hands on – Class series, Initial Site Visit, Design, Installation, Final Site Inspection

- Do it yourself or Hire Landscaper

**FLIP STEPS**

Step 1: Apply to program
Step 2: Schedule initial visit
Step 3: Register for class series
Step 4: Attend Class series
Step 5: After last class submit plant plan and wait for approval by FLIP Team
Step 6: Take before photos, complete work, keep all ITIMIZED receipts
Step 7: Set up final inspection with FLIP team
Step 8: Complete reimbursement form, invoice form, W-9 and submit all receipt, invoices, and photos
Step 9: Send Document packet to FLIP Team
Step 10: Enjoy rebate in 4-6 weeks!
2021 F.L.I.P. Participant #1
2021 F.L.I.P. Participant #2
2021 F.L.I.P. Participant #3
Lessons Learned

• Add Site Visits to support suitable candidate selection and determine best landscape area
• Help define goal for individual candidate
• Pick a small and workable landscape area (smaller is easier to transform)
• Provide more time between plan approval and finished yard
EPA- 319 Grant

$60,000.00 – Pinellas $35,000.00 and Grant $25,000

Five-year grant, expires September 30th, 2024

- 2020 – design and outreach
- 2021 – first round of FLIP
- 2022 – second round
- 2023 – third round
- 2024 – (possible fourth round) final report
Thank you!

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