



# STORMWATER OUTREACH

## FY2023 FUNDING

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# STORMWATER OUTREACH & EDUCATION FUNDING



## CREATIVE PUBLIC OUTREACH PROGRAMS

- Each year, TBRPC manages ~\$100,000 from FDOT for NPDES requirements.
- Funding aims to support public involvement, education, and outreach efforts to improve the quality of stormwater runoff in the Tampa Bay region.
- Projects must be located in Pinellas, Hillsborough, or Pasco counties
- FY2023:
  - \$90,000 Allocated

# FY2023 TIMELINE



# OLD TARGET AUDIENCES



## CONSTRUCTION & DEVELOPMENT

Construction runoff (mud, oil and grease) is a significant source of pollution.



## LAWN CARE & LANDSCAPING

Fertilizers, pesticides, herbicides, and debris are toxic nonpoint pollution.



## HOMEOWNERS' ASSOCIATIONS

6,500 HOAs across Pinellas, Hillsborough, and Pasco.



## TOURISM & HOSPITALITY

By-products of food-related businesses and runoff from commercial properties; dumping

# EVALUATION OF APPLICATIONS



## RANKED CRITERIA FOR EVALUATING APPLICATIONS

1. Programs are strongly encouraged to target one of target audiences
2. Project is regionally appropriate and cross-jurisdictional collaboration is strongly encouraged
3. Program and message results in increased awareness of water quality issues;
4. Program and message results in behavior changes which lead to improved water quality;
5. Defines clear participation and engagement strategies for target audiences;
6. May be replicated by other entities;
7. Project is consistent with the [Tampa Bay Estuary Program's Comprehensive Conservation & Management Plan](#), [SWFWMD Springs SWIM Plans](#), and/or other federal environmental strategies and goals;
8. Includes method for evaluating effectiveness;
9. Positive cost-benefit ratio

# DISCUSSION QUESTIONS

- What new audiences should we prioritize for FY23 funding?
- Additional criteria for evaluating applications?
- Ideas to encourage more creative project applications?
- Other ideas for marketing this funding opportunity?

# THANK YOU!

## QUESTIONS?

[WWW.TBRPC.ORG/STORMWATERFUNDING](http://WWW.TBRPC.ORG/STORMWATERFUNDING)

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