STORMWATER OUTREACH

FY2023 FUNDING

Prepared by Alana Todd, Environmental Planner 03/15/22
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

- April 1, 2022: Application window opens
- July 14, 2022: Application deadline
- July 19, 2022: Presentation at Stormwater Committee
- August 9, 2022: Award announcement
- August 18, 2023: Reimbursement materials due
OLD TARGET AUDIENCES

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

HOMEOWNERS’ ASSOCIATIONS
6,500 HOAs across Pinellas, Hillsborough, and Pasco.

LAWN CARE & LANDSCAPING
Fertilizers, pesticides, herbicides, and debris are toxic nonpoint pollution.

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

Alana Todd - alana@tbrpc.org