

Stormwater Outreach & Education Project Funding

FY 2022-2023

| Applicant | Project Title | Description | Award amount |
|-----------------------------|--|---|---------------------|
| Bay Soundings | Bay Soundings Environmental Journal | Online advertising and stories by guest authors | \$8,800.00 |
| Center for Open Exploration | Local Learning Lab – An opportunity to shift neighborhood perspectives. | Guided hikes, rain barrels, evening bird talks, and signage | \$6,000.00 |
| Clearwater | Clearwater Stormwater Outreach & Education Program 22-23 | Brochures, promotional materials, AR filter for social media and signage for watergoats and living shorelines | \$11,039.48 |
| Dunedin | Educational Signs Along North Douglas Stormwater Pond | Two educational park signs about stormwater ponds | \$1,042.12 |
| Dunedin | Jolley Trolley Stormwater Education Advertisements | Stormwater advertisements on the Jolley Trolley for 4.5 months | \$5,444.00 |
| Keep Pinellas Beautiful | Educating Hospitality Staff and Engaging Tourists to promote best environmental practices throughout Pinellas County | Expansion of Eco-Partnership Program, including an activity book and promotional materials | \$5,000.00 |
| Keep Tampa Bay Beautiful | Hotel Outreach and Beautification Program | Creation and printing of signage and outreach supplies for hotel stormwater education | \$7,000.00 |
| Largo | Largo Rain Barrel Program | Rain barrels for participants registered in the Largo Rain Barrel Program | \$11,500.00 |
| Madeira Beach | Stormdrain Markers | 400 stormwater inlet markers - no dumping, drains to bay | \$1,900.00 |
| Madeira Beach | Truck Wraps | Three Educational vehicle wraps for city commercial trucks | \$6,900.00 |
| MOSI | Tampa Bay Water Days! | Materials for hands-on educational activities during a 2-day event | \$10,000.00 |
| Pasco County | Hands-on Environmental Education | Purchase of three EnviroScope Environmental Educational Models for demonstrations at public outreach events | \$5,920.00 |
| Pasco County | Pasco County Water Education Camp | Materials and activities for three water-education based summer camps | \$4,454.40 |
| Tampa Bay Waterkeeper | Tampa Bay Waterkeeper – Clean Water Endorsement Program | Creating and printing handbooks/brochures, virtual course and quiz, endorsement plaque & stickers, and kayak tours for outreach and education for businesses around Tampa Bay | \$5,000.00 |

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FY2022

| Applicant | Project title | Description | Amount awarded |
|--------------------------|---|---|-----------------------|
| Town of Belleair | Stormwater Outreach & Education | Install 2 vehicle's wraps on the Solid Waste Truck and the Public Works N.P.D.E.S F-150 truck | \$3,000 |
| City of Clearwater | Beach and Park Anti-Littering, Pro-Volunteering Truck Wraps | Creative wrapping of five parks vehicles with stormwater messaging | \$9,100 |
| Keep Pinellas Beautiful | The KPB Eco Experience - Empowering Pinellas Hospitality Stakeholders to Stand up Against Stormwater Debris Part II | Stormwater protection resources to hospitality staff and eco-tourism activities to patrons via educational messaging, partnered cleanups, and eco-tours | \$5,000 |
| Keep Tampa Bay Beautiful | Storm Drain Art Local Artist Initiative | Local artists will paint 20 stormdrains throughout Hillsborough County | \$16,000 |
| MOSI | MOSI Two-Day Event: Tampa Bay Water Day! | Materials and admissions for a 2-day event for approx. 500 students and their families | \$10,890 |
| Pasco County | Illicit Discharge Awareness Promotional Items | Message-targeted items to give away to members of the public at County-sponsored and County-supported events. | \$5,598 |
| Pinellas County | Pinellas County Digital Billboards for Stormwater Education & Outreach | Two digital billboards scheduled for four weeks before the rainy season begins | \$5,000 |
| Pinellas County | Pinellas County Watershed Protection Movie Theater Ads | Two movie theatre ads with stormwater messaging to be played at three theatres | \$5,000 |
| Pinellas County | Pinellas County Watershed Protection – Stormdrain Placards | Manufacture and installation of 900 stormdrain markers | \$5,657.88 |

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| City of St. Petersburg | City of St. Petersburg – Multifaceted Stormwater Education Program | Labeling of infrastructure, signage explaining importance of living shorelines and watergoats, mini-sweeper wrap for urban core outreach, and pet waste education materials | \$7,400.00 |
| Stewards of Our Urban Lakes, Inc. | Clean our Urban Environment 2 (CLUE2): Moving the Needle on Stormwater Debris Load Reduction through Education and Reporting | Stormwater debris monitoring and quarterly educational messaging, including the use of door hangers, email newsletters, and neighborhood association updates | \$1,800.00 |
| City of Tarpon Springs | Enviroscape Hands-on Environmental Education: Coastal Watershed | Creation of Enviroscape environmental education models | \$1,493.00 |
| TBRPC | Bay Soundings Environmental Journal | Continued production of Bay Soundings to educate the public, elected officials, professionals and tourists about water quality and environmental topics around Tampa Bay. | \$14,061 |

Stormwater Outreach & Education Project Funding

FY2021

| Applicant | Project title | Description | Amount awarded |
|-----------------------------------|--|---|-----------------|
| Carlton Manor | Break the Water Cycle | Hands-on activities, informational flyers, and Lego sets to educate children about Pasco County water resources. | \$2,200 |
| Gulfport Sustainability Committee | Gulfport Recreation Center Rain Garden | Design, signage, and labels for a community rain garden | \$1,500 |
| Hampton Terrace | Hampton Terrace - Lake Roberta Stormwater educational efforts | Drain murals and bus stop advertising to educate residents and visitors to Hampton Terrace and surrounding neighbors of the storm drains that lead to Lake Roberta. | \$5,000 |
| Keep Pasco Beautiful | Sustainable Hospitality in Pasco County Through Keep Pasco Beautiful | Educate and promote businesses on sustainable and waste-preventative practices through a contest, promotional items, posters, and social media ads. | \$8,400 |
| Keep Pinellas Beautiful | The KPBEco Experience - Empowering Pinellas Hospitality Stakeholders to Stand up Against Stormwater Debris | Through educational messaging, partnered cleanups, and eco-tours, we will offer stormwater protection resources to hotel staff and eco-tourism activities to patrons, designed specifically to address the way marine debris travels through stormwater and damages our valuable waterways and ecosystems | \$4,680 |
| Keep Tampa Bay Beautiful | Water Quality Education Booklet | An educational booklet that will heighten the awareness of environmental issues and educate students about their impact on the environment. | \$7,000 |
| Largo | City of Largo Construction & Development BMP Messaging | Signage and vehicle wraps with messaging regarding construction and development project best management practices and enforcement penalties. | \$10,000 |

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| Largo | City of Largo Stormwater Targeted Messaging for City Parks | Installation of nine stormwater education interpretive signs in seven City of Largo Parks in order to educate the general public about stormwater quality issues that are facing our community and how they are present and relevant at each park. | \$5,000 |
| MOSI | MOSI in Motion Stormwater Education: Marine Gang and Marine Explorers Program | Educational materials for Motion Stormwater Education Marine Gang and Marine Explorers programming for the 2020-2021 academic year | \$10,920 |
| Pasco | Fertilizer Ordinance Public Awareness Campaign | 40,000 information cards and 3,000 door hangers describing the requirements of the County's fertilizer ordinance to retail establishments, library branches, and lawn care company customers throughout the county. | \$6,000 |
| St. Pete | PUP Champions | Infographics and pet owner swag to create positive behavior change by educating and rewarding pet owners for picking up and properly disposing of pet waste | \$7,300 |
| Tarpon Springs | City of Tarpon Springs Tail Gate Wraps (Only Rain Down the Storm Drain) | Six tail gate wraps to raise awareness of the city ordinance and specific water quality issues related to storm drains. | \$2,000 |
| Tampa Bay Regional Planning Council | Bay Soundings | TBRPC requests funds to go towards production of Bay Soundings to educate the public, elected officials, professionals and tourists about water quality and environmental topics around Tampa Bay. | \$20,000 |
| Tampa Bay Regional Planning Council | Administration | Cost to administer the program | \$10,000 |

FY2020

| Applicant | Brief Summary | Award |
|---------------------------------|---|--------------|
| City of Clearwater | Community storm drain murals Neighborhood focused project to encourage storm drain murals throughout the city | \$2,050 |
| Keep Pinellas Beautiful | Youth education Environmental stewards project, aimed at school aged children to reduce litter entering storm drains. | \$3,250 |
| Keep Pinellas Beautiful | Truck wrap "Only rain down the drain" truck wrap | \$2,500 |
| Keep Tampa Bay Beautiful | Storm drain art Working with students to paint storm drain murals, aiming to paint 20 throughout Hillsborough County. | \$7,500 |
| MOSI | Marine Gang Bringing Marine Gang to schools throughout Pinellas, Pasco and Hillsborough Counties | \$13,000 |
| New Port Richey | Storm drain markers Re-stenciling storm drains throughout the city and purchasing 450 markers. | \$5,000 |
| Pasco County | Springs protection signage New educational signage in SunWest Park to highlight water quality importance to Springs | \$14,000 |
| Pinellas County | Storm drain markers Storm drain markers that can be distributed throughout the County | \$6,000 |
| Pinellas County | Doorhangers Bilingual Doorhangers conveying messages related to pet waste, yard debris. Will be made available to anyone in Pinellas County. | \$1,000 |
| Pinellas County | Educational campaign- Don't Feed The Beast New campaign focused on personal behaviors that impact water quality. | \$10,000 |
| Pinellas County | Living Shorelines Signage and Brochures Two outdoor signs proposed at Living shoreline project in Ozona and brochures to describe environmental and water quality benefits. | \$8,000 |

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| Pinellas Park | Freedom Lake Signage Storm drain markers and signage describing water quality improvement efforts at Freedom Lake | \$3,700 |
| South Seminole Heights Civic Association | Storm drain mural art trail Increase visibility of storm drains in the Seminole Heights neighborhood by encouraging storm drain murals | \$10,000 |
| Tarpon Springs | Vehicle wraps wrap the tailgate of 6 trucks with regionally appropriate stormwater messaging. | \$2,000 |
| TBRPC | Bay Soundings Online environmental journal for Tampa covering water quality and other environmental topics throughout the region | \$1,000 |
| Temple Terrace-River watch | Community outreach Enhancing local community group working with Temple Terrace to conduct outreach projects. | \$1,000 |

FY2019

| Applicant | Project Title | award |
|---|---|--------------|
| Center for Open Exploration | Peat Hack-a-thon | \$ 3,000.00 |
| | To create a unique, interactive public outreach campaign for users of the pier and surrounding areas, by hosting a hack-a-thon to develop a innovative platform for environmental messaging. | |
| City of Dunedin | public education water quality signs | \$ 9,050.00 |
| | Place 9 interpretive signs at locations throughout the Dunedin to educate the public regarding how their underground stormwater infrastructure works for them. | |
| City of Largo | Garbage truck wrap | \$ 1,028.00 |
| | Utilize a truck wrap to educate the public about stormwater quality enhancement. | |
| City of Largo | stormwater education billboards | \$ 3,600.00 |
| | Residents of Largo and the region will be reached by billboard messaging, located on a heavily section of Ulmerton Rd. Throughout the course of the campaign, the billboard is estimated to generate 2,251,452 engagements with the public regarding stormwater education. | |
| City of Temple Terrace | Stormwater impacts to the Hillsborough River | \$ 2,800.00 |
| | The objective of this project is to boost community outreach and increasing the general public's awareness of stormwater impacts to the Hillsborough River through engagement and education during outreach events. | |
| City of St Pete | storm drain watershed placards | \$ 1,750.00 |
| | Improve water quality by increasing public awareness and environmental stewardship through the labeling of stormwater infrastructure with stormdrain markers. | |
| City of Tarpon Springs | tail gate wraps | \$ 2,000.00 |
| | To raise awareness of the city ordinance and specific water quality issue – yard waste and other debris in the storm drains. | |
| City of Treasure Island | truck wraps and rain garden signage | \$ 4,500.00 |
| | Wrap w new sanitation trucks with stormwater education signage and rain garden signage. | |
| Museum of Science & Industry | Marine Gang | \$ 15,000.00 |
| | The object of the Marine Gang/Marine Explorer program is to educate children in grades K-5 about ways to prevent water pollution and protect Tampa Bay's beautiful, essential water resources and fragile natural environment. | |
| Keep Tampa Bay Beautiful | pelican pete activity book | \$ 8,500.00 |
| | This new activity booklet highlights Keep Tampa Bay Beautiful focus areas: conservation efforts, beautification projects, waste reduction techniques, and how to be an environmental steward, by incorporating local lessons of environmental impacts into school curricular. | |

| Applicant | Project Title | award |
|--|---|--------------|
| Keep Pinellas Beautiful | vehicle wrap | \$ 2,500.00 |
| | Keep Pinellas Beautiful requests funding to install a vehicle wrap, to raise awareness on the impacts of stormwater debris, "Only Rain Down the Drain", while highlighting KPBS core values. | |
| Keep Pinellas Beautiful | creating a clean cultural expectation in pinellas county | \$ 3,150.00 |
| | The "Creating a "Clean" Cultural Expectation in Pinellas County" proposal will implement a series of initiatives to educate our citizens and youth on the persisting issue of marine and terrestrial debris within our county. | |
| Pasco County | vehicle wraps | \$ 10,100.00 |
| | The purpose of this project is to educate the public about water quality and how to prevent stormwater pollution, by wrapping 5 trucks with educational messages for the public. These trucks travel throughout the county on a daily basis covering a wide area. | |
| Pinellas County | watershed awareness and protection outreach project | \$ 10,000.00 |
| | The objective is to change behavior of people in Pinellas County to reduce the amount of grass clippings, pet waste, and trash that enters the storm drains. Outreach platforms include social media, radio, movie theaters, billboards and public TV. | |
| Tampa Bay Regional Planning Council | Bay Soundings | \$ 8,100.00 |
| | TBRPC requests funds to go towards production of Bay Soundings to educate the public, elected officials, professionals and tourists about water quality and environmental topics around Tampa Bay. | |
| Pinellas Park | stormdrain markers and signage | \$ 3,500.00 |
| | Pinellas Park is proposing to purchase stormdrain markers to engage the public regarding stormwater and water quality and educational signage regarding pet waste. | |
| Tampa Bay Regional Planning Council | Stormdrain Markers | \$ 1,422.00 |
| | Stormdrain markers will be provided to local governments and organizations. | |

FY2018

| Applicant | Project Title | award amount |
|----------------------------|---|--------------|
| City of Dunedin | City of Dunedin Customized Storm Drain Markers | \$ 3,900 |
| City of Dunedin | City of Dunedin Stormwater Trailer Wrap | \$ 3,600 |
| City of Indian Rocks Beach | "Only Rain Goes Down The Drain"- Vehicle Wrap | \$ 2,340 |
| Keep Pinellas Beautiful | Litter Prevention Education and Action | \$ 2,000 |
| Keep Tampa Bay Beautiful | Hillsborough Trash Free Waters | \$ 2,000 |
| Kenneth City | Public Education Vehicle Wrap Program | \$ 6,000 |
| MOSI | Marine Gang | \$ 10,000 |
| Pasco County | Weeki Wachee Springshed Water Quality Educational Mailer- Protecting Weeki Wachee & Aripeka Springs | \$ 4,147 |
| Pinellas County | Pollution Prevention Awareness Bus Stop Shelter | \$ 8,000 |
| Pinellas County | Pollution Prevention Awareness messages on PSTA buses that travel FDOT roads | \$ 9,922 |
| Pinellas County | Pinellas Countywide stormdrain marking materials | \$ 8,612 |
| Pinellas Park | Stormwater Inlet Art Awareness | \$ 5,500 |
| St. Petersburg | Community Outreach and Education Through Street-Sweeping Vehicle Wrap | \$ 3,721 |
| Tampa Bay Watch | Tampa Bay Community Storm Drain Marking and Lake Maggiore Watergoat Installation | \$ 4,750 |
| City of Tarpon Springs | City of Tarpon Springs Stormdrain Markers | \$ 2,008 |
| TBRPC | Bay Soundings | \$ 8,500 |

FY2017

| Grantee | Title | Amount |
|--------------------------|--|--------------|
| TBRPC | Bay Soundings Publication | \$ 10,000.00 |
| Keep Tampa Bay Beautiful | Keep Hillsborough Beautiful Litter in Watershed Prevention Video for Social Media, Websites, and Government Public Access Television broadcast | \$ 10,000.00 |
| City of Oldsmar | Stormwater Message Vehicle Wrap in Oldsmar | \$ 2,000.00 |
| Pinellas County | Stormwater Message Vehicle Wrap in Pinellas County | \$ 3,925.00 |
| City of Tarpon Springs | Stormwater Message Vehicle Wrap in Tarpon Springs | \$ 4,000.00 |
| City of New Port Richey | Stormwater Message Vehicle Wrap in New Port Richey | \$ 2,000.00 |
| Pinellas County | Pinellas County Storm Drain Markers | \$ 5,820.00 |
| Pinellas County | Pet Waste Awareness Door Hanger Materials | \$ 255.00 |
| City of St. Petersburg | Lake Maggiore Environmental Education Center Watershed Exhibit at Boyd Hill Nature Preserve in Pinellas County | \$ 15,000.00 |
| Keep Pinellas Beautiful | "We All Live Downstream" Education Outreach Program to Schools and Community | \$ 5,500.00 |

FY2016

| Project | Applicant | Grant Amount |
|--|---|--------------|
| Watershed Awareness Movie Theatre Campaign | Pinellas County | \$ 15,000.00 |
| Marine Gang | MOSI | \$ 15,000.00 |
| Vehicle Wraps | City of Clearwater | \$ 5,000.00 |
| Vehicle Wraps | City of Pinellas Park | \$ 3,500.00 |
| Bay Soundings | Tampa Bay Regional Planning Council | \$ 7,000.00 |
| Program Management | TBRPC | \$ 4,550.00 |
| Activity Book | City of St. Petersburg | \$ 2,000.00 |
| Pollinator Gardens | UF/IFAS Extension Hillsborough County | \$ 1,521.12 |
| BASIS 6 Student Scholarships | Tampa Bay Estuary Program/Tampa Bay Regional Planning Council | \$ 1,000.00 |
| Stormdrain Markers (Regional) | Various | \$ 10,428.88 |

FY2015

| Project | Applicant | Grant Amount |
|---------------------------------|-------------------------------------|---------------------|
| Lawn Care Brochure/Bill Stuffer | City of Pinellas Park | \$ 995.00 |
| Activity Book | City of St. Petersburg | \$ 1,500.00 |
| Litter Collectors | Hillsborough County | \$ 2,400.00 |
| Marine Gang | MOSI | \$ 19,800.00 |
| Watershed Awareness Vehicle Wra | Pinellas County | \$ 3,755.00 |
| Bay Soundings | Tampa Bay Regional Planning Council | \$ 7,000.00 |
| Stormdrain Markers | Multiple | \$ 25,000.00 |