

Water Quality Summit: From Zero to 600 in 3 Months

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²Water Resources Extension Agent

Outline

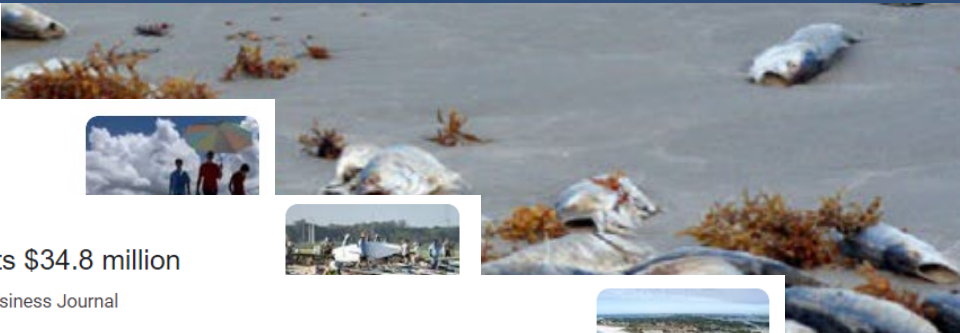
1. Why a Water Quality Summit?
2. Organizing the Summit
3. Summit Components
4. Summit impacts

Why a Water Quality Summit?

Miami Herald

FL red tide leads to more manatee deaths in 2018

Blame Red Tide, which is s
far, 554 manatees have die
Aug 21, 2018



New York Times (blog)

Red Tide, Take Warning

A typical lethal alga
Florida's first docum
Sep 29, 2018

Benderson Park's economic impact hits \$34.8 million

30, according to data from Visit
when a prolonged red tide bloo
Nov 4, 2019



Tampa Bay Business Journal

Red tide lingers off the coast of Sarasota as St. Petersburg receives more funds from impact

bloom touched Pinellas in 2018, the county has disposed of more
1 net tons of red tide-related debris. Seventy truckloads ...



The News Herald

Southwest Florida red tide episode kills record number of sea turtles

SARASOTA — A Flor
that the 824 manatee
Jan 16, 2019



Insurance Journal

One of Florida's Worst Red Tides Finally Clears

Experts say the red tide that plagued Florida's cc
one of the five worst toxic ... 6 at Mote Marine La
Mar 6, 2019

Sarasota Herald-Tribune

Environmental regulation bills start moving in Florida Legislature after algae troubles

All three types of algae impacted Florida
tide plagued Sarasota and communities
Mar 12, 2019

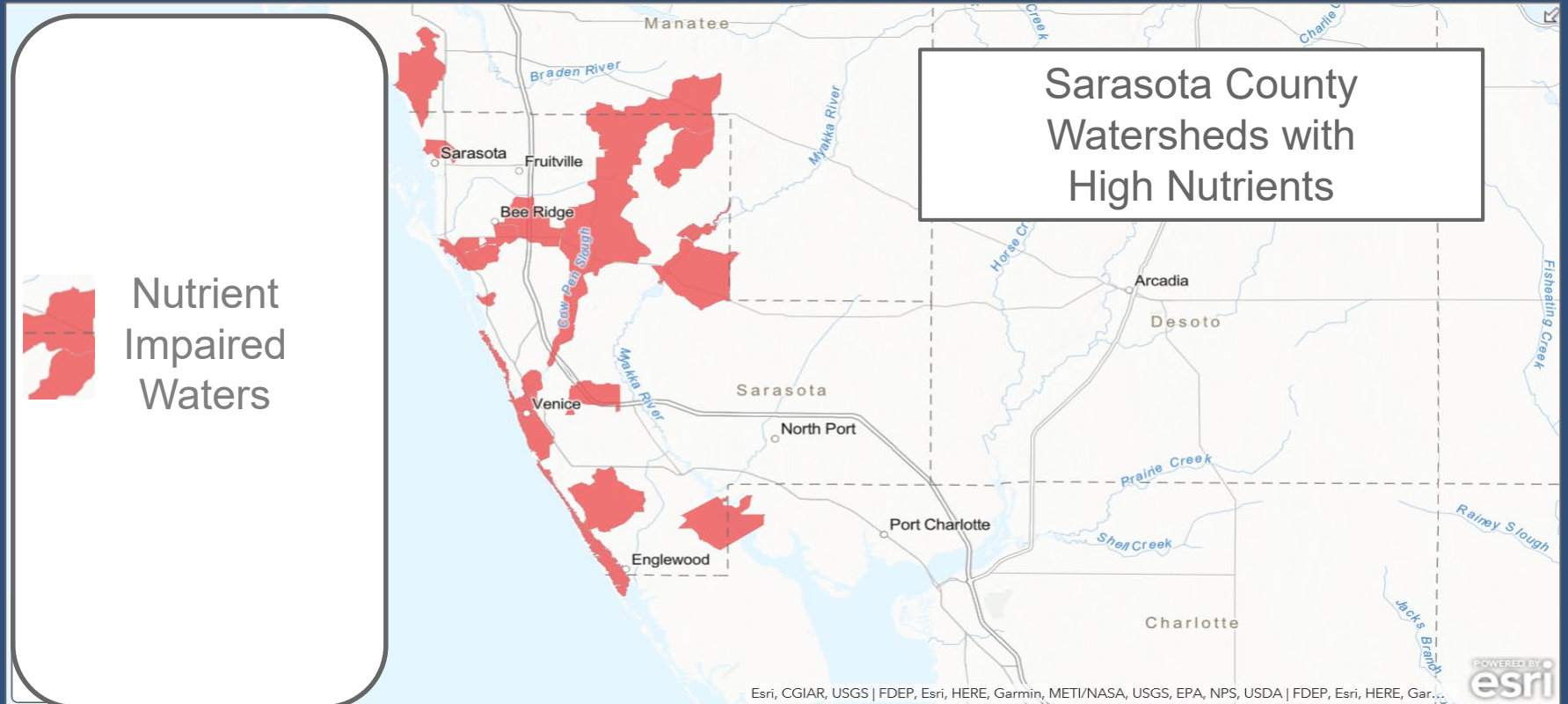
Bradenton Herald

What did Florida lawmakers do about red tide? Not enough, critics say

When an unshakeable red tide bloom left residents devastated, ... Margaret Good, D-Sarasota, had both sponsored legislation early in the ...
May 10, 2019



Water Quality Concerns



Water Quality: #1 Priority

- Community demand for action → County Commission demand for action
- #1 Board priority in 2019 County Strategic Plan
- Start with a WQ forum (e.g. Charlotte Co's)
- Extension lead

BOARD POLICY AGENDA 2019

Top Priorities

- Water Quality
- Transportation to Barrier Islands
- Jail Facility and Population
- Capital Projects: Review and Priority
- Bayfront Plan: Direction and Actions
- County Economic Development Policy Incentives
- Major Conference Center/Multi-use Facility

High Priorities

- Beach Nourishment/Stabilization
- EDC: Evaluation and Direction
- Visit Sarasota: Evaluation and Direction
- Parks Master Plan Review
- Innovation Station: Update Report

STRATEGIC PLAN 2019

ROBUST GROWING BUSINESS VALUE TO RESIDENTS

1. More diverse local economy and tax base
2. More job opportunities - opportunities to work near home
3. Support the local business retention and growth
4. Opportunities to engage our world class tourist destination amenities
5. Opportunities for citizens to interact in ways in Sarasota to raise their families in Sarasota
6. Opportunities to start and grow a business in Sarasota
7. Reputation as a "business friendly" community

WATER QUALITY OF LIFE AMENITIES VALUE TO RESIDENTS

1. Attracting business activity bringing in outside dollars
2. Stimulate economic activity by residents
3. Business opportunities associated with tourism
4. Community pride
5. Personal security and safety - any where and any time
6. Natural beauty and man made environment
7. Protection of property values

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Organizing the Summit

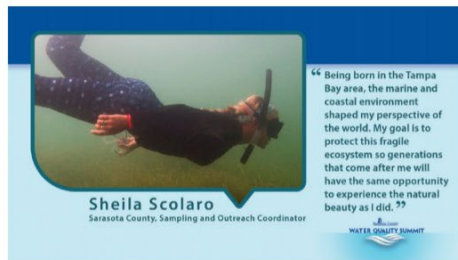
GOAL:

enhance public understanding and engagement on water quality

THEME:

We are all in this together.

PowerPoint presentations



Being born in the Tampa Bay area, the marine and coastal environment shaped my perspective of the world. My goal is to protect this fragile ecosystem so generations that come after me will have the same opportunity to experience the natural beauty as I did. ²⁵

Sheila Scolaro
Sarasota County, Sampling and Outreach Coordinator

WATER QUALITY SUMMIT



I have been able to see the water quality issues from the inside and out. I can see the impact of the work we do in the bay and the impact it has on the people of Sarasota. ²⁶

Jeff Vrendenburg
City of Sarasota, Environmental Program Director



The level of marine science has a lot to do with the quality of the water. I am grateful for the opportunity to work with people about water quality, environmental issues and the impact of climate change on the water. ²⁷

Armando Ubeda
Sarasota County, Environmental Program Director



It is important to have a good understanding of the water quality issues and the impact of climate change on the water. ²⁸

Miranda Lansdale
Sarasota County, Environmental Program Director



I have the same idea about water quality and the impact it has on the people of Sarasota. ²⁹

Justin Saarinen
Sarasota County, Environmental Program Director



I have the same idea about water quality and the impact it has on the people of Sarasota. ³⁰

Stevia Freeman-Montes
City of Sarasota, Environmental Program Director

Looping **PowerPoint** developed for auditorium lobby display. The individual slides showcased the dedicated staff from participating municipalities.



WATER QUALITY SUMMIT



BUDGET:

- Free event
- \$6,000 budget provided

STRUCTURE:

- 5.5 hours
- 4 panels with 24 speakers
- 1 hour exhibitor time with 21 exhibitors

CONTENT:

- Driven by Commissioner priorities & public input



WATER QUALITY SUMMIT



EDUCATIONAL MATERIALS:

- WQ Fact Sheet
- Educational videos
- Presentations and full Summit video online
- Summit Report

Sarasota County WATER QUALITY

Water quality in Sarasota County
 One of the most significant challenges that Floridians face today is preserving the quality of their local waters, and everyone has a part to play.

In Sarasota County, water quality concerns have evolved from reducing pathogens to reducing nutrient pollution. Over the past 20 years, nitrogen – a nutrient that fuels algal growth – has doubled in Sarasota Bay. Although the concentration of phosphorus in Sarasota Bay is still low, the increase is alarming to all that we must do more to protect our bays and beaches. The recent red tide blooms highlighted the need for action.

There are multiple sources of nutrients flowing downstream into our bays. Research has shown that these sources include septic systems, stormwater, scattered water fertilizer, air pollution, wastewater discharge as well as decaying plant material such as grass clippings, pet waste and oil emulsions. Reducing nutrient pollution will not eliminate red tide, but it could reduce one of the systems that feed algae, producing less water overall, which is a benefit to our economy, way of life and environment.

What the county is doing to protect water quality
 Sarasota County has a long history of responding to water quality challenges addressing the various sources of pollution including:

- Investing in large scale infrastructure projects like Dona Bay and Coker Parks to reduce flood risk and stormwater pollution while supporting the long term drinking water supply and balancing the flow of freshwater into the ecosystem.
- Consolidating wastewater treatment into larger centralized systems.
- Regulating wastewater treatment plant performance standards through discharge from the state.
- Transitioning more than 10,000 septic systems to central sewer in the Philyar Creek Septic Replacement Program to improve treatment.
- Implementing policies on fertilizer and landscape management that establish a restricted season for nitrogen and phosphorus fertilizers, requirements for slow release nitrogen fertilizers on the rest of the year, a fertilizer flow zone using water-soluble fertilizers and prohibition of agricultural fertilizers in stormwater systems.

1688 Ringling Blvd., Sarasota, Florida 34236 | 941.861.5000 | wqsummit

Factsheet

Sarasota County WATER QUALITY SUMMIT

Hear from experts about the science of water quality, what is being done locally and across the state, and what you can do to help!
THE SCIENCE OF WATER QUALITY

- Red tide, nutrients, landscape and wastewater systems

WHAT IS BEING DONE TO IMPROVE WATER QUALITY

- Local government and nonprofit past and future projects

HOW YOU CAN MAKE A DIFFERENCE

- Business, neighborhood and individual actions

STATE POLICY UPDATE

- Policies, plans and results from the latest Florida legislative session

EXHIBIT HOUR

- Learn from local organizations about what they are doing on water quality

Scheduled speakers from Sarasota County and local cities as well as University of Florida, Mote Marine Laboratory, Sarasota Bay Library Program, Southwest Florida Water Management District, Florida legislature, state agencies and more.

Wednesday, June 5, 1-6:30 p.m.
Riverview High School, 1 Ram Way, Sarasota

Mark your calendars to join the celebration at this community event.
 A full agenda is available online.

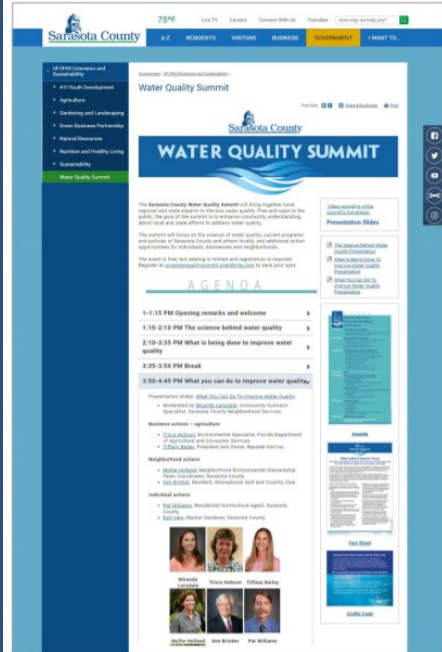
REGISTER NOW
sco.gov.net/waterqualitysummit

This event is free, but registration is required.
 Share your questions for the panelists as part of your registration process.

Flyer



Digital products



Webpage



Digital newspaper ads



Post-event e-thank you



Social media graphics



MARKETING:

- >50 items designed
- Brand, Evite, ads, social media campaign, TV graphics/ promos, postcard, flyer...

News stories

Sarasota County conducts a water quality summit connecting scientists and the public



County leaders gather for water quality summit

By [Robyn Smith](#) | June 5, 2019 at 6:21 PM EDT - Updated June 6 at 3:02 PM

SARASOTA, Fla. (WWSB) — Sarasota County taking a stand against on the Suncoast water crisis. Scientists and engineers from around the state came together Wednesday for a water quality summit.

Director of Sarasota County's UF-WAS Extension Lee Hayes Byrnes says the purpose of this summit is to share the latest science and discuss the plan already in motion. "We're going to talk about the science of wastewater as well as the projects related to wastewater. We're talking about the science of the Eco-system as well as the science the goes into the Eco-system," said Byrnes.

And points to Sarasota residents as being an integral factor in water quality improvement. "They can look at their own yard. Also, how much fertilizer and irrigation they use and what their landscaping company does. They can challenge them and ask what are you doing to reduce inputs. They can also make sure that leaf debris and acorns don't end up in storm drains," said Byrnes.

For Mote Marine Laboratory staff scientist Dr. Tracy Fanara, it's important that everyone knows the part they play. "There is such a disconnect now between scientists and the public. Things like this really bridge that gap between scientist and communities," said Fanara.

And for lawmakers to implement regulation moving forward. "Also put in place a plan to retrofit the damage we've already done. We need to treat nutrients and other pollutants at the source," said Fanara.

For more information about the water quality summit, visit Sarasota County's [website](#).

700 people attend Sarasota Water Quality Summit



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Among the topics of Wednesday's summit on water quality in Sarasota on Wednesday was preventing harmful algal blooms, such as the red tide bloom that affected water surrounding Anna Maria Island, Longboat Key and parts of Sarasota Bay in August 2018. [Doreen Tribune staff photo / Carlos K. Masud](#)

SRQ

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Sarasota Water Quality Summit Announces Sessions, Speakers

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SRQ DAILY TUESDAY MORNING EDITION - THURSDAY MAY 24, 2019

More than 30 speakers and exhibitors from around Florida are scheduled for Sarasota County's Water Quality Summit on June 5, from 1-6:30pm in the Review High School auditorium.

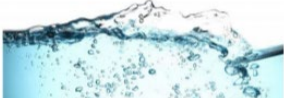
The Water Quality Summit is segmented into four sessions, each addressing vital components with Q&A periods during each session. Attendees will also have the opportunity to visit with more than 13 exhibitors. Registration and opening remarks will begin promptly at 1pm, followed by these informational sessions: The Science Behind Water Quality, What Has Already Been Done to Improve Water Quality, What You Can Do to Improve Water Quality and a State Policy Update. Speakers include representatives from the Florida Legislature, state agencies, Mote Marine Laboratory, University of Florida, Sarasota Bay Future Program, Southwest Florida Water Management District, Sarasota County and local municipalities. For a complete list of speakers, visit the website below. [Sarasota County Water Quality Summit](#)

WATER, WATER EVERYWHERE

Water Quality Summit Speakers Announced

The summit will run from 1-6:30 p.m. on Wednesday, June 5, in the Review High School auditorium.

By [BRIAN](#) - 6/14/2019 at 8:08am



NEWS



SARASOTA

THURSDAY, APR. 11, 2019 2 months ago

Sarasota County announces official date of public Water Quality Summit

SHARE



COMMENTS 2

MEDIA: 25 articles & 7 TV spots

Enhancing Understanding



A G E N D A

Wednesday, June 5, 1-6:30 p.m.

Riverview High School auditorium,

1 Ram Way, Sarasota

1:15-2:10 p.m. The science behind water quality

2:10-3:35 p.m. What is being done to improve water quality

3:35-3:50 p.m. Break

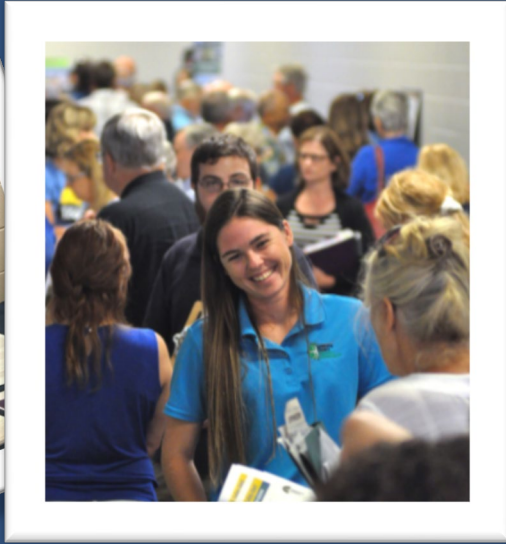
3:50-4:45 p.m. What you can do to improve water quality

4:45-5:30 p.m. State policy update

Public Engagement



Public Engagement




Sarasota County

WATER QUALITY SUMMIT



Beyond the Summit

**> 700 questions &
comments submitted**



**Staff compiled and
answered submitted
questions**



**Survey emailed to all
attendees**



Impacts

- 600 registered & 456 views
(11 counties, 83% from county)
- 84% of respondents plan to take action to protect and enhance local water quality
- Continued prioritization of the water quality issue at the county-level
- Board commitments

BOARD POLICY AGENDA 2020

Top Priorities

- Future of County Administration Location
- Medical Examiner / Coroner / Emergency Services Building
- Mote Funding: If, When, How
- Affordable and Workforce Housing
- **Solutions to Ensure Wastewater at AWT Standards**
- Modern Mobility/Transit

High Priorities

- Bay Park Conservancy
- Sports Tourism Development Strategy: Goals, Best Practices, Report with Options, County Role and Direction
- Progress on Design and/or Funding for "Gap" Roads
- Road Resurfacing: Service Level, Direction and Funding Increase Decision
- **Stormwater Policy and Management: Direction, Project Priorities and Funding Mechanism**