

FINAL REPORT • AUGUST 21, 2015

**CENTRAL FLORIDA
WATER INITIATIVE:
COMMUNITY OUTREACH
AND CONSENSUS BUILDING
PHASE 2**



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*This report
was prepared by*





Introduction

The triSect team formally began its work with Central Florida Water Initiative (CFWI) in late March, 2014. triSect was hired by three of Florida's Water Management Districts (the St. Johns River Water Management District, the South Florida Water Management District and the Southwest Florida Water Management District) to help craft a consensus building strategy for the CFWI and to facilitate discussions and enhance communication about CFWI among key stakeholders. triSect's engagement was extended, based on recommendations for next steps for CFWI, in January 2015. Phase 2 of this work was to focus on the development of an engagement process for various stakeholders impacted by the work of the CFWI including government, business, the agriculture industry, and the environmental community.

This Report contains a review of triSect's work since January of 2015, focusing on our role in supporting internal communications (within the CFWI partnership) and external communications (with the community at-large). The report shares what was learned from the continuing process and identifies both short-term and long-term recommendations.

External Communications:

37 Workshops, Presentations and Focus Groups reaching nearly 1,100 people

Internal Communications:

21 planning meetings over five months

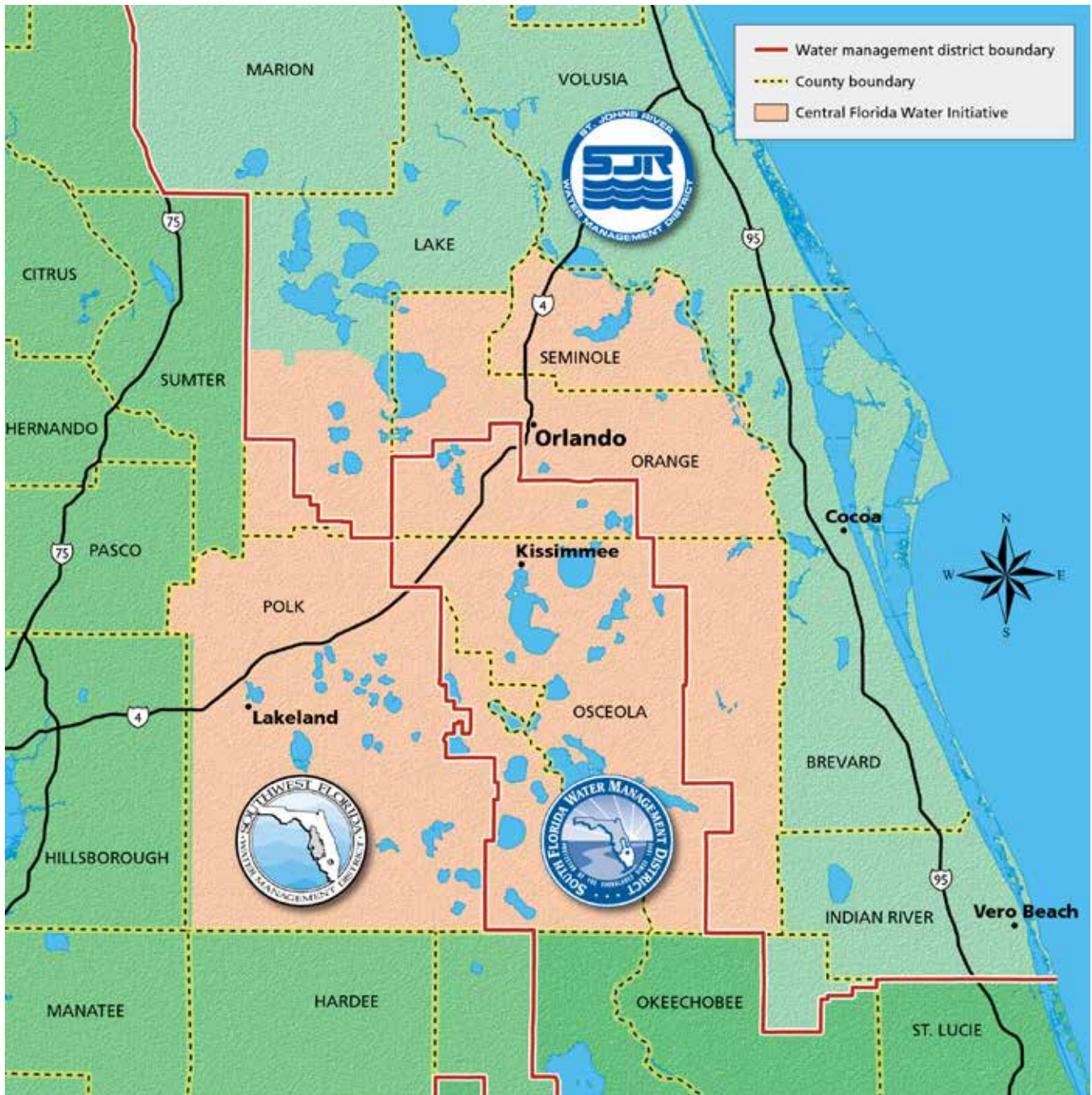
As was done in Phase 1 of our work, the triSect team worked directly with the communications and outreach team and the three water management districts to develop and implement all efforts.

The Communications and Outreach Team has included:

St. Johns River Water Management District: Malissa Dillon, Office Director of Communications and Intergovernmental Affairs, and Nancy Christman, Intergovernmental Coordinator

South Florida Water Management District: Barbara Ross, Public Affairs Director and Bill Graf, Intergovernmental and Outreach Representative

Southwest Florida Water Management District: David Rathke, Chief of Staff, Colleen Thayer, Public Affairs Bureau Chief, and Danny Kushmer, Senior Government Affairs Program Manager



Internal Communications

Early in Phase 1, it was identified that CFWI was one of many priorities of each of the water management districts, and emphasis was placed on ensuring that the districts coordinate all marketing, communication

and outreach of CFWI. One of triSect's roles is to assist in supporting those linkages by participating in weekly calls with the Communications Team to develop a comprehensive plan, then coordinate and track progress.



Astor Bridge, Astor Florida

II. External Communications

A. Coordination of Focus Group meetings in Central Florida

In an effort to engage more representatives from the government and business sectors, a total of four Focus Group meetings were hosted. The purpose of these meetings was to further foster relationships with business and government leaders to create “ambassadors” of the CFWI message in the community. During these meetings, triSect and the Communications Team worked, with suggestions from the attendees, to create a “tool kit” that would provide anyone wishing to speak on behalf of CFWI’s efforts information, a presentation, and speaking points which they could use.

During the two Focus Group meetings with Government leaders, in which a total of 21 local elected officials and staff participated, the attendees determined the following: reinforced the belief that most people hearing the CFWI message are not knowledgeable about issues regarding water, much less the scientific issues so critical to long-term planning for water. Because of this, messaging needs to adapt to reflect the knowledge level of the audience, and careful attention needs to be given to knowing each audience’s unique level of understanding.

- CFWI needs to communicate the “cost of doing nothing” to help the audience of the message understand why they should care about this issue
- The CFWI website needs to be more user friendly for the average user, rather than focusing on the internal user
- CFWI needs to find a way to promote this initiative with partners including placing a button (link) on their websites

Complete meeting minutes from these Focus Group meetings are attached to this report as **Addendums One and Two**.

During the two Focus Group meetings with Business leaders, in which a total of 10 people participated, the attendees determined the following:

- A request was made for ongoing communication from

- CFWI, perhaps in the form of quarterly update meetings
- On the website, it would be helpful to have a “CFWI 101” type video, as well as links to other articles and videos for the average user
- CFWI should be involved in promotion through social media
- CFWI should fund an on-going marketing campaign
- Each stakeholder needs a slightly different message
 - o Businesses
 - o Agriculture Industry
 - o Environmental Community
 - o Local Governments
 - o General Public

Complete meeting minutes from these Focus Group meetings are attached to this report as **Addendums Three and Four**.

B. Meetings with Representatives from Chambers of Commerce, the Agriculture Industry, and the Environmental Community

Through feedback in the Focus Group meetings, our recommendation to the Communications Team, based on this feedback, was to alter our initial outreach strategy and include a series of pre-planning meetings, to which the Communications Team agreed.

It was determined that to have full representation of all key stakeholder groups at the planned regional Workshops, it would be necessary to host a series of pre-meetings to plan the Workshops and ensure that all interested parties were invited.

Meetings were held with executive directors of the local Chambers of Commerce to ensure that the business community was engaged and informed; leaders in the Agriculture industry to ensure issues of importance to that industry were addressed in the Workshop; and leaders in the Environmental community to, again, ensure issues of importance to them were addressed in the Workshop. These meetings, in which a total of 17 people attended, were



instrumental in forming the basis of conversation for the Workshops. The individual groups identified the following as issues of importance:

Business / Government / Utilities

- Why is the CFWI important to the business community and my business?
- What are the economic risks associated with this?
- How can we get equity within the CFWI communities in order to avoid economic disparities?
- How will the CFWI impact my CUP?
- When will MFL prevention and recovery strategies be started and completed?
- Will the MFL prevention and recovery strategies be combined with the implementation phase of CFWI?
- What options exist for small utilities and how will they know whether they need to be a part of a large regional project?

Agriculture Industry

- Agricultural Conservation
 - o Is using less water going to work against the agriculture industry, especially those implementing conservation measures?
 - o Financial feasibility of conservation measures
 - o Cost share programs to implement conservation measures
- Regulation
 - o CUP renewal process/review process
 - o Will solutions affect existing permits
 - o How will allocations for agriculture be considered, especially new permits (i.e. compared to process of a utility/authority)
 - o Are long range supply plans for agriculture the same as for public supply?
- AWS and effects on agricultural water use
 - o Source substitution
 - o Surface water
 - o Groundwater
 - o Tail water recovery

Environmental Community

- How is the impact of new development addressed/ accounted for in the plan?

- How does the plan address communities and habitat outside of the CFWI boundaries?
- Why are we postponing real water conservation measures?
- How is the lowering of the aquifer and resulting accelerated effects of sea level rise being addressed?

These issues were then incorporated into the conversation at each of the Central Florida Workshops that were held in May 2015.

Complete meeting minutes from these Pre-Meetings are attached to this report as **Addendums Five, Six and Seven.**

C. Coordination of Central Florida Workshops

In May 2015, triSect conducted a series of three Workshops in Central Florida. Each of these meetings were held at Champions Gate Golf Club in Davenport, Florida. The Workshops were focused on the following sectors: Environment, Agriculture, and Business & Government. The individualized workshops provided an opportunity for an overview of the key components of the Solutions Plan, individualized conversation about the group's identified specific areas of concern, and an opportunity for participants to ask questions directly relating to the Solutions Plan, with responses provided by either the executive directors of the water management districts or their representatives.

In preparation for both of these workshops, triSect developed an annotated agenda for the benefit of the presenters and worked with the Communications Team to create a detailed slide presentation.

Additionally, various materials were developed and distributed to attendees including an agenda of the meeting, a CFWI area map, the CFWI website landing page, the Regional Projects Plan list, a copy of the Power Point Presentation, and a workshop evaluation. Also provided were nametags and sign-in sheets.

The first Workshop, held on May 18th, focused on the Environmental community. This workshop was attended by 52 people. The focus of questions from the audience was conservation – what was included in the Solutions plan and how would the implementations be regulated. Complete meeting minutes from this workshop are attached to this report as **Addendum Eight** and a summary of the evaluation of this workshop, by the attendees, is attached as **Addendum Nine.**

The second Workshop, held on May 20th, focused on the Agriculture industry. This workshop was attended by 58 people. The focus of questions from the audience surrounded the issuance and re-issuance of Consumptive Use Permits and the timeliness of the permitting system. Complete meeting minutes from this workshop are attached to this report as **Addendum Ten** and a summary of the evaluation of this workshop, by the attendees, is attached as **Addendum Eleven**.

The third Workshop, held on May 21st, focused on Business and Government. This workshop was attended by 64 people. The focus of questions from the audience surrounded an overall consensus and regulation on Florida friendly landscaping and an increased need for public education outreach. Complete meeting minutes from this workshop are attached to this report as **Addendum Twelve** and a summary of the evaluation of this workshop, by the attendees, is attached as **Addendum Thirteen**.



Above, Mark Hammond, Southwest Florida Water Management District, Steven Memberg, South Florida Water Management District, Michael Register, St. Johns River Water Management District, and Jim Fletcher, UF IFAS Osceola Extension listen to attendees at the Agriculture workshop on May 20, 2015



Above, Attendees offer their feedback on the proposed solutions plan during the Business & Government Workshop on May 21, 2015.



D. Coordination of Focus Group Meetings in Northeast Florida

A key has been how to involve the northeast Florida region to seek their feedback on the proposed Solutions Plan. Mimicing the structure set forth in Central Florida, a series of three Focus Group meetings were held in Jacksonville on June 17th: Government, Environment, and Business & Agriculture.

The first Focus Group, targeted to Government leaders, was attended by 6 people. Outcomes of that conversation included:

- Conservation is the priority of northeast Florida
- Further discussion of Up-coning
- Discuss how CFWI may be able to work with other state water initiatives like the North Florida Regional Supply Plan
- A plan for true implementation of regulation
- Acknowledgement of impacts that are being seen to springs and water levels

Complete meeting minutes from this Focus Group are attached to this report as **Addendum Fourteen**.

The second Focus Group, targeted to Environmental leaders, was attended by 11 people. Outcomes of that conversation included:

- Conservation is the priority of the environmental community
- A concern that true regulation of conservation measures will not be addressed

- A question on how the feedback from the open comment period will affect the final solutions plan
- Lack of focus on quality of water, just quantity of water

Complete meeting minutes from this Focus Group are attached to this report as **Addendum Fifteen**.

The third and final Focus Group, targeted to Business and Agriculture leaders. Outcome of that conversation included:

- Conservation must be the priority before other measures, such as alternative water sources, can be discussed
- Central Florida needs to be the leader in water conservation measures
- Showing connectivity between CFWI and other water initiatives going on, including the North Florida Regional Supply Plan
- Need to utilize data in the arguments for change

Complete meeting minutes from this Focus Group are attached to this report as **Addendum Sixteen**.

The consistent theme in all three workshops was that conservation was a top priority for Northeast Florida. Therefore, triSect recommended this issue be the basis for the presentation of a Workshop in Northeast Florida that was subsequently scheduled on June 29, 2015.



Northeast Florida community leaders attend a workshop to learn more about CFWI and the proposed solutions plan on June 29, 2015.

E. Coordination of Workshop in Northeast Florida

On June 29, 2015, triSect facilitated a Workshop in Northeast Florida to gain additional feedback from a larger sector of the community on the Solutions Plan since decisions made in Central Florida on water use may impact those downstream of the St. Johns River. The Workshop was held at the University of North Florida and was attended by 54 people.

In an effort to make the conversation available to those unable to attend the workshop in person, it was recorded by The FLORIDA Channel, a public affairs programming service based in Tallahassee. The workshop can be viewed online in their archives at <http://thefloridachannel.org/videos/62915-feedback-session-on-central-florida-water-initiative-solutions-plan/>.



In preparation for both of this workshop, triSect facilitated an annotated agenda for the benefit of the presenters and worked with the Communications Team to create a detailed slide presentation.

Additionally, triSect created and printed various documents that were distributed to attendees in folders, including an agenda of the meeting, a CFWI area map including Northeast Florida, a copy of the Power Point Presentation, a worksheet, and a workshop evaluation. Also provided were nametags and sign-in sheets.

Complete meeting minutes from this workshop are

attached to this report as **Addendum Seventeen**, a summary of the attendee evaluation of this workshop is attached as **Addendum Eighteen**, and the worksheet with suggestions by the attendees is attached as **Addendum Nineteen**.

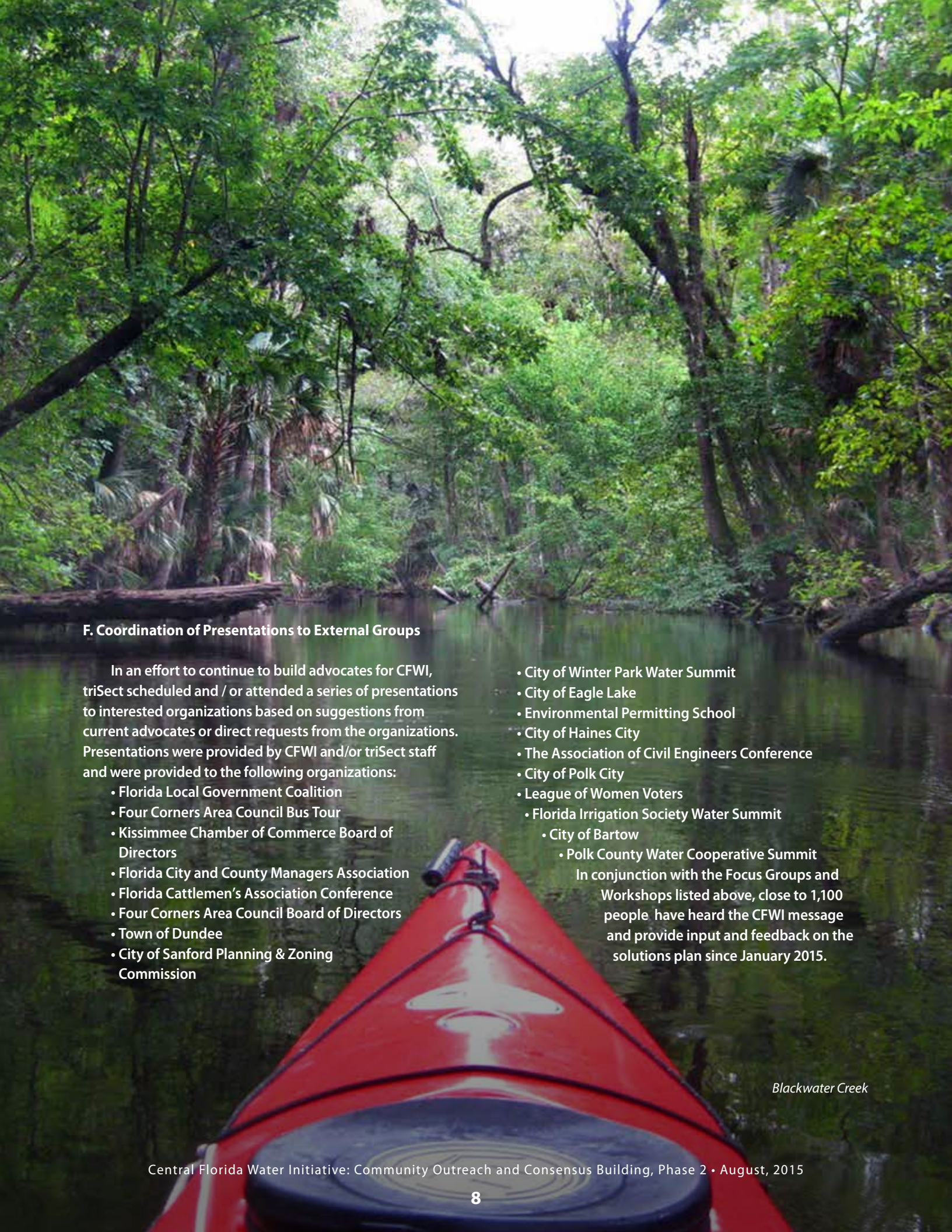
This workshop served as a good first step of outreach to many in the Northeast Florida community. However, leaders more versed in water issues felt that the information shared, and the specifics of the Solutions Plan, did not go far enough. Therefore, it was determined that an additional meeting, with key leaders from business, agriculture, and the environmental community, would be held in mid-July.

Key findings from this second meeting were that there needs to be an on-going, agreed-upon plan for meetings between CFWI and Jacksonville leaders. Additionally, it was suggested that a stronger communication plan about the link and timing between the Solutions Plan and the Implementation Plan is needed early in the Solutions document, as well as presented during workshops on CFWI. Another key message was the opportunity for a stronger emphasis on conservation. Attendees recommended working with legislators as well as focusing on a consistent regulatory structure.

The attendees then determined that Chapter 7 in the Solutions Plan needs to clearly articulate the structures needed to link this plan to other planning processes statewide.

The commitment was made by CFWI leaders to continue meeting with the northeast Florida representatives on a monthly basis through the end of 2015.

Minutes from this meeting are attached to this report as **Addendum Twenty**.

A red kayak is positioned in the foreground, pointing towards the center of the frame. The kayak is on a calm river that reflects the surrounding dense green forest. The trees are tall and leafy, creating a canopy over the water. The scene is peaceful and natural.

F. Coordination of Presentations to External Groups

In an effort to continue to build advocates for CFWI, triSect scheduled and / or attended a series of presentations to interested organizations based on suggestions from current advocates or direct requests from the organizations. Presentations were provided by CFWI and/or triSect staff and were provided to the following organizations:

- Florida Local Government Coalition
- Four Corners Area Council Bus Tour
- Kissimmee Chamber of Commerce Board of Directors
- Florida City and County Managers Association
- Florida Cattlemen's Association Conference
- Four Corners Area Council Board of Directors
- Town of Dundee
- City of Sanford Planning & Zoning Commission

- City of Winter Park Water Summit
- City of Eagle Lake
- Environmental Permitting School
- City of Haines City
- The Association of Civil Engineers Conference
- City of Polk City
- League of Women Voters
- Florida Irrigation Society Water Summit
- City of Bartow
- Polk County Water Cooperative Summit

In conjunction with the Focus Groups and Workshops listed above, close to 1,100 people have heard the CFWI message and provide input and feedback on the solutions plan since January 2015.

Blackwater Creek

What We Learned

Over this seven-month period of listening to community leaders, several key themes we learned during Phase 1 have continued to be true and new key themes have emerged.

1. This is a 20-year plan that will be updated every five years. It is critical that communication to key partners and key influencers continue on an ongoing, consistent basis.
2. As was stated after Phase 1, this is a complex, long range issue. Since the implementation phase will require strong partnerships with local governments and other key stakeholders, the community engagement and outreach continues, even as the Solutions Plan is being finalized and adopted. A Phase 3 communication plan should be developed to ensure on-going outreach to all key stakeholder groups.
3. In Phases 1 and 2, emphasis on communication and outreach was with stakeholders within the CFWI five county area. What we learned in Phase 2 was the need for a structural, on-going solution to engaging stakeholders not only from Central Florida but from bordering regions as well: Northeast, Southeast and Southwest.
4. Local governments are key partners in devising long-term policy and funding strategies. Local government support and buy-in is needed before a plan or recommendation is presented. Local elected officials at both the city and county levels want to engage in the process. They can be the most effective translators of water issues to their constituencies and the biggest advocates of CFWI as we move into the implementation phase of the Solutions Plan. A targeted strategy for engaging local government is essential if the implementation phase of CFWI is to be a success.
5. A Phase 3 communication and outreach effort should also emphasize a coordinated campaign for educating and outreach to the general public. There is a gap between what water professionals talk about every day and what average citizens understand (and need to understand) about water resources. Bridging that gap in appropriate and relevant ways will require ongoing and carefully planned communication tools and information, including the use of social media and communication of the newly updated website. Additional videos will be useful as well.
6. Consistently, we heard of the importance of conservation in meeting future water need, yet current conservation efforts within the CFWI boundary are not well known. The region needs documentation of what conservation measures are currently in place through local governments and utilities, so a clear message based on current practices can be developed.
7. The coordinated communication messages and plans among the three water management districts should continue to be supported, expanded and resourced appropriately.

“Next Steps” Recommendations

During Phase 1 and 2, targeted efforts have continued to broaden and expand the “spheres of influence” of leaders who understand and support the work of the Central Florida Water Initiative. A Phase 3 strategy should build upon strengthening relationships with key stakeholder groups, as well as using CFWI as an opportunity to create a “water ethic” with citizens within the CFWI boundaries and surrounding regions.

triSect is honored to have continued working on these communication and outreach efforts and recommend the following tasks as the Solutions Phase transitions into an Implementation Phase. Activities to be considered include the following:

1) Develop a Master Plan for continued community outreach in partnership with the Communications Team - including:

- a. Develop a master calendar of events
- b. Continued outreach and presentations in the community, utilizing the partnerships that have been created with stakeholders
 - i. Presentations to government leaders during Commission meetings
 - ii. Presentations to industry organizations that engage in water issues
 - iii. Presentations to others interested in learning more about CFWI’s efforts

2) Develop a plan of communication and coordination between CFWI and key community leaders and influencers in local government, business, agriculture, and the environmental in four key sub regions to ensure transition from solutions planning to implementation:

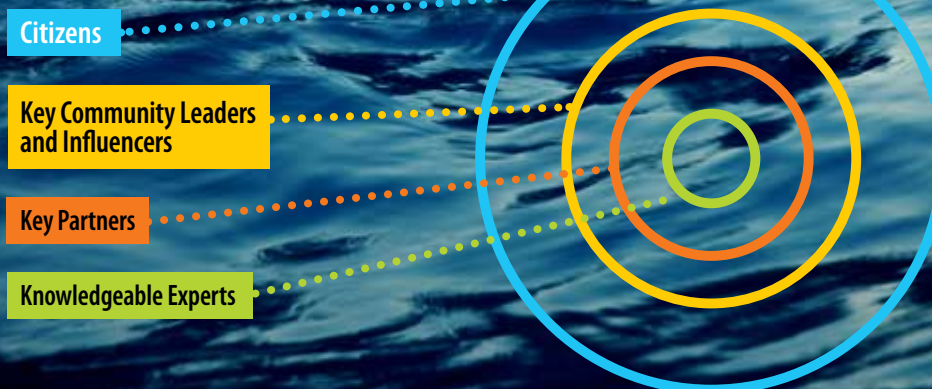
- a. Northeast Florida
- b. Central Florida
- c. Southeast Florida
- d. Southwest Florida

For each meeting, services would include:

- a. Coordinate lists of invitees, calendars, invitations, and RSVPs
- b. Secure site and all necessary equipment
- c. Hold pre-summit teleconferences with water management districts to plan agenda
- d. Finalize agenda, and coordinate presentations or meeting materials as needed (with input from the water management districts)
- e. Facilitate forum
- f. Prepare meeting summary

Continued on page 11

Expanding Spheres of Influence and Support



3) Develop an Annual CFWI Regional Summit on Water

For each meeting, services would include:

- a. Coordinate lists of invitees, calendars, invitations, and RSVPs
- b. Secure speaker(s)
- c. Secure site and all necessary equipment
- d. Hold pre-summit teleconferences with water management districts to plan agenda
- e. Finalize agenda, and coordinate presentations or meeting materials as needed (with input from the water management districts)
- f. Facilitate the summit
- g. Prepare meeting summary

4) Develop a regional “Water Ethics” campaign

Create a water ethics campaign contest among state college and university marketing departments. The student winners of this contest will provide a strategy to CFWI on the approach and platforms to use to reach a wide audience.

5) Document Current Conservation Methods Occurring Within the CFWI Boundaries

This documentation would include efforts in local government, utilities and agriculture. Additionally, a communication tool to “tell the story” of conservation in Central Florida should be created and disseminated.

Once CFWI leadership has an opportunity to review and comment on the findings of this report, triSect would, once again, be honored to develop a scope of services for advancing any of the identified outreach and communication strategies where our expertise would complement the efforts of the CFWI team.



Addendum

Meeting Minutes from Focus Group 1, 4-8-15

Attendees: Jim Fletcher, UF IFAS Extension; Katie Gierok, Reiss Engineering; Christine Russell, OUC – The Reliable One; Brian Megic, Liquid Solutions Group; Steve Triggs, OUC – The Reliable One; John & Marian Ryan, Sierra Club; Bill Graf, South Florida WMD; Nancy Christman, St. Johns River WMD; Danny Kushmer, Southwest FL WMD

Website

- There needs to be a calendar of meetings or a list of public outreach opportunities; currently the calendar is not useful for anyone other than internal users/stakeholders; need to note on certain meetings that “this meeting is open to the public”
- Perhaps there is an opportunity for ongoing quarterly meetings for continued public engagement
- Perhaps there is an opportunity to insert a link to request a speaker on CFWI for outside groups visiting the site
- Need to create links to news stories and videos
- There should be a “CFWI 101” video introducing the general public to the Initiative
- Need to request partners such as utilities and businesses to add a button on their websites “learn more about the CFWI” linking them to the CFWI website
- The Citizen’s Engagement section needs to be beefed up
- There needs to be a direct link between the website and social media (so if you post a blog on the website it will post to social media immediately)
- Business clients what to know what the solutions are and if the solutions are realistic, therefore we need to show proof
- The website should have three tabs with different information in each
 - o One for the general public (what can we do to conserve, get involved, get more information)
 - o One for the business owner (what are the solutions, what do they cost, how can they implement them); it was suggested to make the link to Jason more clear; it was also suggested that there be a working committee with the utilities to help them understand the process
 - o One for the stakeholders / those involved closely day-to-day
- Look at the FDOT project website for end-user ideas
- It needs to be communicated that there are different options / solutions for different parts of the region
- Suggested that a funded marketing campaign be part of the process (targeted, advertised, paid-for marketing on Facebook for instance); keep social media targeted at the general public
- Have some stakeholders start posting CFWI information on their personal sites
- Need to have an easy way for elected officials to find information (ie. “want information on Florida friendly plants, click here”)
- The messages of water supply and water resources need to be linked
- The real message is the value of water

Offshoot comments:

- There is a lack of collaboration between governments enforcing conservation measures, water management districts and utilities charging their fees; make the lack of conservation costly
- Could there be collaboration with utility companies that shows targeted conservation numbers and where you, an end user, falls in that range

MAP

- Need to be able to show another kind of map of “what if we did nothing”

Offshoot comment

- Need to share stories about what is happening in other communities that have not addressed their water issues (like California)

CFWI Major Points / Findings

- There are 18 projects bulleted; where is the detail on that
- The general public is going to want to know how much this is going to cost me and where the money is coming from
- We need to be able to show the cost of addressing water issues now versus the cost of doing nothing
- Need to add the economic costs to the mix

CFWI Q&A

Following are some questions the group came up with that they have heard through their work:

- What is the cost of doing nothing
- What is CFWI and how did these entities come to work together
- Why should I conserve when you just gave that organization a large consumption permit
- Why isn't more reclaimed water being used to water lawns than potable water
- How is it that we have an issue when we get so much rain and are surrounded by water
- How can we do a better job of collecting rain water
- Don't we have plenty of water – can't be just build a big desalination plant and deal with it that way
- I'm conserving, why should my bill go up (utilization goes down but utility companies have to raise rates to maintain their requirements)
- Why not bring water from other places?
- How does conservation impact the economy?
- Can we make a connection between economic growth & financing infrastructure (cost per gallon vs. cost per consumer)
- What is the cost per gallon for the recommended solutions
- What are cost effective ways to conserve

Offshoot Comments:

- Can we make connection between economic growth and financing infrastructure
- What utilities be more of an education partner - can there be a consistent approach

Power Point

- The final PPT should be added to the website
- On slide 3 – it is hard to distinguish what the yellow marks mean
- Need to add a “what happens if we do nothing” slide
- Need to reorganize the slides to address water first and then talk about CFWI
- Need to talk about “why should I care”
- On slide 4 – the numbers are questionable. Perhaps using “Potential Need” instead of “Needed”
- Add a population map (Nancy says one exists)
- On slide 4 – “Upper Florida” should read “Fresh” groundwater
- Are we talking total supply or conservation measure (elected officials and the general public are confused)
- On slide 4, “Re-Used” water needs to be defined

Closing Thoughts

- We need to get really good about answering “why” right now and then eventually transitioning into answering “what”
- Important to add easy access solutions and cost per gallon information
- Need to put together a consistent messaging piece for all WMD staff, stakeholders, and partners to use so messaging is always on the same page
- Need to figure out a way to move a mass marketing campaign forward to engage the general public

Overall Summary of Meeting

- There needs to be a strong marketing campaign with two facets
 - General Audience
 - Stakeholders
- All materials that are produced need to begin with “why”...a clear explanation of the water issues we face, why we face them, and what will happen if we don’t address them, THEN introduce CFWI
- Each stakeholder needs a slightly different message
 - Regions have different solutions, but we must work together toward the solutions
 - Businesses
 - Agriculture
 - Environment
- A social media campaign, targeted at the general audience, will help spread an understanding of the issue and how people can engage in solutions
- We need to engage partners (other utilities, cities, counties, chambers) to provide a link to the CFWI website on their websites / social media

Meeting Minutes from Focus Group 1, 4-28-15

Attendees: Christine Russell, OUC – The Reliable One; Steven Calamusa, OUC – The Reliable One; John Ryan, Sierra Club; Bill Graf, South Florida WMD; Nancy Christman, St. Johns River WMD

Website review

- Everyone likes it
- Suggest adding social media icons to home page
- Suggest adding a “live” calendar to Meetings & Events page
- Need to update calendar dates/locations
- Suggest adding a Contact Us button on each page of interest “Conservation”

Power Point Presentation

- Suggest to add rivers to the presentation
- Need to look for photos that show diversity
- Steven noted that he has access to a stock site that we could use
- Suggest showing alternative to grass

Shelley noted that CFWI wants to be sure it is clear that there has been a thoughtful, collaborative process of where there solutions have come from.

John asked if there should be vendor booths during the workshops in May. Shelley noted that this is more information about the Solutions Plan rather than about vendors.

John agreed to identify the top five water issues of the environmental community and Christine agreed to draft the top five water issues of the business community. These issues will be reviewed and may be used as a basis for the workshops in May.

Meeting Minutes from CFWI Focus Group 2, 4-1-15

Attendees: Mayor Joe Kilsheimer, City of Apopka; Commissioner Carolyn Cooper, City of Winter Park; Commissioner Joe Durso, City of Longwood, Allen Oyler, Lake County; Terry McCue, Seminole County; Carol Hunter, Seminole County; Alexis Stewart, City of Sanford; Bill Marcous, City of Sanford; Kimberly Stewart, Osceola County; Rick Baird, Osceola County; Hugh Harling, East Central Florida Regional Planning Council; Bill Graf, South Florida Water Management District; Danny Kushmer, Southwest Florida Water Management District; Glenda Hood, triSect

Feedback on Preface page

- Conservation should be a bullet point
- There are too many words and not enough photos on the page
- The preface needs to share “what ifs” – what if we don’t address this water problem – will people have to have gravel instead of grass in their yards; when their water bills go up; Need to look at long-term ramifications
- Where is the term “reclaimed water” on this page. Alternative water sources covers a variety of issues such as desalinization
- The tables could be on their own page
- Suggestion is to mimic a campaign like the I-4 Ultimate marketing campaign. Make this issue more personal and less bureaucratic
- Need to be mindful that the message is not for the people who deal with this issue every day.
- There are three target audiences that need communication tools: public outreach, public officials, and techies
- It was suggested that this page could be used for speaking points, but not actually be handed out

Website Enhancements

- It was noted that this is not an outreach document for the general public
- It would be helpful to give a quick explanation of how Florida water law works on the website
- Need to help people understand how surface water vs. storm water, etc. all relate; it was suggested that this could become a FAQ; It was further suggested that a visual “water cycle” be created
- The word “Initiative” (in Central Florida Water Initiative) is bureaucratic. Use a tagline “the future of water supply in Central Florida” to make it more personal
- We need to create a sense of urgency – what is this going to cost YOU
- In the Citizens section, include what citizens can do to contribute toward solutions (irrigation, how to save water)
- Include statistics – what’s permitted currently, what we need; what that costs (and what it costs to the taxpayers)
- Successes should be documented (treatment, ordinances)

Map

- It’s good looking and shows that we are working regionally on the issue (but should say that on the top of the map)
- Talk to the Orlando Science Center to get graphics that show, visually, where water is and how it would be impacted if we do nothing. Commissioner Durso will reach out to the Science Center.
- This Initiative should be shared with science teachers.

CFWI Major Points

- It was pointed out that these are the talking points for presentations
- The word “conservation” is used here instead of “demand” – we need to be sure terminology is consistent throughout all the documents
- Where does the \$2.8 million number come from – need to explain that
- Need to clarify minimum flow
- Talking points really need to be about quality of life, jobs, and how individuals can make a difference; if we don’t do X, Y will happen
- A graphic that shows all of the water bodies / springs that would be impacted if we do nothing would be impactful (not just something with a red triangle); show a dried up springs or a faucet with no water
- “Major Points” should be “Background Information: and “Findings” should be “Facts”

Power Point

- After the region’s challenge, have a slide of water about what types of water we are talking about (this is the water we are talking about in your day to day use)
- Slide CFWI Principles: remove sustainable quantities of groundwater resources – delete resources
- This is missing a “why should I care” slide
- This presentation is just about CFWI. We need something for the general public that says “here’s what going on, where’s what we plan to do to fix it; here’s what you can do to help”
- Need to show current successes
- Show a city comparison – how expensive water is there because they didn’t address the issue in advance vs. water here now

Other tools that would be helpful

- Water cycle
- Comparison piece
- Use of City / County Facebook and Twitter pages to talk about the issue
- Media / publication coverage (the group was asked to forward any contacts they have in this arena to triSect)
- One tool kit for each group (general public/elected officials, agriculture, environment)

Next meeting will be held on April 16, 2015

Notes from Focus Group Two – Meeting Two, 4-16-15

Attendees: Mayor Joe Kilsheimer, City of Apopka; Commissioner Carolyn Cooper, City of Winter Park; Commissioner Sean Parks, Lake County; Commissioner Joe Durso, City of Longwood; Hugh Harling, East Central Florida Regional Planning Council; Rick Baird, Osceola County; Kimberly Lawrence, Osceola County; Terry McCue, Seminole County; Brian Sheahan, Lake County; Alexis Stewart, City of Sanford (by telephone); Nancy Christman, St. Johns River WMD

Feedback on Updated Website:

- They would like to see the page that you see when you click “Citizens Section” as the home page – easy to use / navigate / less words; then for the advanced user have the tabs on the left-hand side of the page; DO NOT call this a Citizens Section – doesn’t need a label if it is the home page
- Cities / Counties would like a “button” that can link to the CFWI website from their websites; needs to be consistent so people get used to seeing the same thing and identifying it as CFWI
- Think about sponsoring a student film contest on why we should we conserve water (2 ½ minute video); partner with Apple so the winner gets iPad or a Svorovski iPad case (engages younger people and gets more videos on site)
- Need drawing or something for kids’ section; make it relatable to them

Feedback on Suggested Q&A:

- Make the first question “Florida is surrounded by water, so why should we care?”
- Suggested that the questions be more short, simple, and powerful (and then provide a link for more information)
- Include a Q&A: “You could save XXXX per year by taking these steps”
- How does the draft plan of action address conservation? Number established by CFWI may be established by current conservation numbers vs what conservation could be

Feedback on New Logo:

- Need a catch phrase to describe what the CFWI is – “Water for Tomorrow”

Feedback on Power Point Presentation:

- Show dried-up springs (Wayne Knight from the Springs Institute has a compelling picture)
- Show dried-up lakes
- Show that salt AND lack of rainwater penetration are causes of issues
- Demonstrate water issues in places like California
- Need to show population growth for 2013
- People need to know what the average use in a single family home is and the ripple effect is with 5,000 houses in this area, etc. – need to drive home that single family homes are the largest users of water
- Suggested having a graphic of a home with numbers showing use for household and landscaping and then show an entire community with scaled numbers
- Pictures of people need to represent more diversity
- One slide on what can one person do – and then break it down 1) in their own home; 2) in educating / pressuring elected officials 3) and in their communities (talking to golf courses about conservation, etc.)

Feedback on Speaking points:

- Need to talk about the hidden fact that there's a lot of work that's gone on for conservation (if we just changed everyone's habits)

Other Points:

- It would be impactful as we go out to speak to communities to say "your community currently rates a "A", "B", "C", etc. in conservation, but if you did XYZ, you could raise your grade
- Brian Sheahan noted that Dr. Pierce will be presenting on May 18th from 2pm to 5pm on GRU mapping water use within subdivisions. He will send the group the presentation.

Suggested Locations for Upcoming Workshops:

- Clermont City Center
- Highland Manor in Apopka
- Cadence Crossing in Four Corner
- Amway Center
- ChampionsGate
- OUC – Gardenia Facility
- Toho Water Authority

Potential Speaking Opportunities:

- Winter Park University Club
 - Lead: Commissioner Carolyn Cooper
- Winter Park Garden Club
 - Lead: Commissioner Carolyn Cooper
- Tri-County League of Cities
 - Lead: Mayor Joe Kilsheimer
- South Lake Chamber
 - Lead: Commissioner Sean Parks
- Longwood town hall meetings (LEAP and REAP)
 - Lead: Commissioner Joe Durso
- Lakefront TV
 - Lead: Commissioner Sean Parks
 - Produce a shot that can be used regionally; use someone with regional name recognition
- Jackie Brockington (Glenda Hood contact)
- Annetta Wilson (Joe Kilsheimer contact)
- Nancy mentioned that we need to create shareable spreadsheet of all presentations that have been going on (how many people, where, when) and then put it on the website to help promote outreach

Other Thoughts & Ideas:

- There needs to be someone from the homebuilding industry involved in the workshops
- Hugh Harling mentioned that Ted Hartselle from Brevard County is interested in being involved; triSect will contact him.
- Commissioner Cooper asked if triSect would share the groups' contact information with each other

Meeting Minutes from Business Pre-Meeting, 4-9-15

Attendees: Cory Skeates, Lakeland Chamber of Commerce; Nick Grounds, British American Chamber of Commerce; Chuck Galy, Melbourne Regional Chamber; Mayor Tim Loucks, City of Groveland; Ray SanFratello, South Lake Chamber of Commerce; Addie Javed, City of Haines City; Bill Graf, South Florida WMD; Nancy Chistman, St. Johns River WMD

The meeting began by Shelley Lauten offering an overview of the CFWI for those who were unfamiliar.

Next, she advised that the purpose of this meeting was to engage the attendees help in communicating the efforts of the CFWI through outreach and attendance / content at upcoming Solutions Feedback Workshops.

The purpose of the Business-focused Solutions Feedback Workshop is bring the proposed solutions to the business community and help them understand the impact on their business if the region were to take no action toward long-term solutions on water issues. Additionally, we need the business community's support of the Initiative and regional collaboration to ensure long-term success.

Identified Focuses for the Workshop:

- Quality of Life
- Comparisons with other communities (such as California)
- Sustainable Water Costs for Future Development (tie economic development to water)
- Show actual costs to small businesses (Costs will go from X to Y if certain solutions are not put in place. How would that impact your bottom line?) Mayor Loucks advised he has some of that information.
- Culture shift – how this community values water
- Not at the alarm stage, but need to be at an alert stage
- Show collaboration between W. Melbourne and the water they supply to other utilities
- Discuss alternative water sources
- Show water as a pyramid or trickle-down effect; If Lake County starts having shortages, the other counties down the aquifer will start having shortages
- Evaluation of the solutions; what is the cost to business owners and how do the proposed solutions impact their businesses, followed by recommendations on how to move forward
- Emphasize how WMD are working together now more than ever to address this regional issue
- Message should be “Don’t Panic: we’ve identified some issues, some solutions for those issues, and we want to share them with you.

Other ideas for the Workshop:

- Perhaps a panel discussion with business leaders from the Agriculture industry (Deseret Ranch), Environmental community, and Business community (James Brooks from Senninger Irrigation (Ground Water Foundation))
- Other suggested speakers: Mayor Tim Loucks, Lake County; Commissioner Sean Parks, Lake County, Allen Oyler, Lake County
- Incubators, National Entrepreneur Center, and Economic Development Councils need to be included in this conversation since they are bringing in new business to the region



Other thoughts:

- Adam Putnum would be a great speaker at a regional meeting before the next legislative session as he touches all focus groups (business, agriculture, and environment)

In closing, Shelley asked if those in attendance would be willing to be a partner with CFWI for the Workshop by inviting their constituencies to the meeting(s) and adding their logos to the invitations. All advised they would. She also asked for thoughts on where the meeting should be held and the consensus was a location in the Four Corners area; perhaps Celebration. Lynette Reynolds suggested the Florida Hospital meeting space.

Meeting Minutes from Agriculture Pre-Meeting, 4-22-15

Attendees: Jim Fletcher, UF IFAS Osceola County; David Wright, Deseret Ranch; Herbert Harbin, Osceola County Farm Bureau; Bill Kempfer, Kempfer Ranch; Don Madden, Gunster; Liz Felter, Orange County Extension Services; Nancy Christman, St. Johns River WMD; Bill Graf, South Florida WMD

Attendees by Phone: Jeff Sumner, South Florida WMD; Ed Craig, Southwest Florida WMD; Randall Etheridge, Southwest Florida WMD; Suzanne Archer, St. Johns River WMD; Judith Benson, Seminole County Soil and Water District

Identified Focuses for the Workshop:

- Overall nuts & bolts of how CFWI Solutions Plan affects Agriculture business
- Overall education about CFWI – most are not familiar
- Conservation
- Groundwater
- Surface water
- Permitting
- What is the cost share available?
- What technology is available?
- What is CFWI going to do to me or for me?
- If you are in a 10 year review for a 20 year permit, how will this affect your business?
- Need to understand timelines so they will know how it affects budgets (what does this mean in the next 3-5 years)
- How are the utilities / counties going to address misuse
- Present the language in the state water bill that codifies CFWI and how it impacts ag business – what does it say and how do we move it forward?

Offshoot Comments:

- There should be a difference workshop for cattlemen and growers; they have difference needs and concerns
- The workshop should be streamed live; taped and put on the website at a minimum
- The date is too near to get good attendance
- Whoever puts PPT presentation together should run it by Jim, Liz, and David in advance to provide comments (may save heartburn down the road)
- Prior to the meeting, advise attendees “here’s where we really need your input” and provide either an Executive Summary of the Solutions Plan or five key points of the Solutions Plan to them in advance

Proposed Locations for Workshops:

- Growers – UF Research Center in Ocoee
- Cattlemen – Osceola Heritage Park in Osceola County
- Water Nursery & Grower Assn meeting week before Cattlemen’s meeting – Liz

Outreach Ideas:

- Place articles in newsletters (extension services, associations, farm bureaus)
- Link websites to associations / businesses
- For anyone who has been on a subcommittee, email invitations to their groups
- Draft a letter that goes to every agriculture commodity that has a consumptive use permit
- Group will do follow up phone calls after letters go out



Others to Invite:

- Florida Farm Bureau – all county Farm Bureaus
- Citrus Mutual
- Grass associations
- Golf course superintendents
- FFVA

Types of Communication Tools the Agriculture Industry Needs:

- Q&A – Should be one page, bulleted
- Emphasize cost share
- Be very specific to the agriculture industry
- Jim volunteered to pull together 5 people representing extension to put together some questions specific to the agricultural industry

Potential Groups to Speak to:

- NF Regional Water Supply group – Suzanne
- HOAs
- Growers Association conference, September 24-25 (contact Ben Bulusky)

Overall Takeaway:

- This group feels that the messages, presentations, and communication tools need to be tailored to specific issues affecting the different groups within the agriculture industry (cattlemen, growers, citrus, etc.) as each of these groups has specific needs and concerns in regard to water use.

Meeting Minutes from Environmental Group, Pre-Meeting, 4-14-15

Attendees: Pam Meharg, Seminole Audubon Society; Bob Stamps, Orange Audubon Society; Larry Rosen, Kissimmee Audubon Society; Marge Holt, Sierra Club; Bill Graf, South Florida Water Management District

Glenda Hood began the meeting by asking Bill Graf to offer an overview of the CFWI for those who were unfamiliar.

Next, she advised that the purpose of this meeting was to engage the attendees help in communicating the efforts of the CFWI through outreach and attendance / content at upcoming Solutions Feedback Workshops.

The purpose of the Environment-focused Solutions Feedback Workshop is bring the proposed solutions to environmental groups and gain their feedback and input on those proposed solutions.

She then asked the participants to identify proposed focuses for the Workshop.

Identified Focuses for Workshops:

- What is the value of water
- Review graph in draft report that shows per capita water use
- Identify how environmental leaders can help educate legislators about water issues
- Creation of a unified message between the WMD, utilities, and cities/counties
- Explain cost to pump water out of the ground
- Need to leave with a message they can work with (a strong take away); example: Five specific steps
- Have someone present what is going to be in Solutions report; reaction to what is in report; here is what we can do; somehow capture thoughts
- Show / communicate that the more you develop / build, the less water has an opportunity to trickle down to the aquifer
- Need to connect people's activities to the effects on water
- It is always less expensive to conserve that to address issue later

Offshoot Comments:

- We need to get the environmental community broadly involved in this issue
- There is not enough money in the budget to accurately spread the message about water conservation
- Utilities and WMDs have responsibility to restrict water use and utilities don't want to do that because they make money off of water use
- In the future, these meetings should be held on the weekends since many of environmental leaders are volunteers and have daytime jobs
- Need to involve / educate youth
 - School systems
 - 4-H

Proposed Locations for Workshop:

- UCF campus
- Disney Wilderness Preserve
- Osceola Heritage Park
- Nicholson Center @ Celebration



Others That Need to be Invited to Workshop:

- UF Cooperative Extension
- Native Plant Society
- League of Women Voters
- Stetson University water folks
- Rollins College
- UCF IDEAS group
- Defenders of Wildlife
- Friends of Lake Apopka
- St. Johns River Keepers
- Friends of the Wekiva
- WMD conservation representatives
- Utilities representatives
- Orange County Soil & Water (Eric B)
- Lake County Water Authority
- Toho Water Authority
- Cynthia Barnett
- Orange County Environment Protection Division
- Conservation Leadership Initiative (CLI)

Review of Communication Tools:

- Need to demonstrate how aquifers are being depleted and how salt water is being invasive
- Need to show connection of how water flows from aquifer to surface water
- Sierra Club Facebook page is dynamic – can link stories there
- Need to have tools in Spanish as well

Other Suggestions:

- CFWI table at Earth Day event at Lake Eola on 4/24
- Marge Holt will place information at her table if we can get it to her
- On the PPT, under CFWI Principles slide, add the word “conservation”
- On the PPT, explain what sustainable ground source water is, what contributes to it
- Include a groundwater model

Meeting Minutes from CFWI Workshop, Focus on the Environment, May 18, 2015

1:30pm - Shelley Lauten, Principal of triSect, welcomed 48 attendees to the workshop and asked each to introduce themselves. Following that, she discussed contents of the packet that each attendee received including the agenda, copy of the Power Point presentation, copy of the CFWI boundary map, copy of the CFWI Regional Project Solutions, snapshot of the new CFWI website, and an executive summary of the CFWI Regional Solutions Plan.

Greg Knecht, Director of Protection for The Nature Conservancy, then spoke on the importance of the CFWI and how organizations need to be part of the solution.

Mark Hammond, Director of Resource Management, Southwest Florida Water Management District then provided an overview of the history of the CFWI. Points of emphasis included:

- There were many people involved in the solutions planning phase including those from government, business, FDEP, consultants, environment representatives, and agriculture representatives
- The issues we are facing with water resources did not happen over the past 12 months and, therefore, will not be solved in the next 12 months. Implementation of the proposed solutions plan will take time.
- Review of what happens when we overuse the aquifer
- It is important to understand what are the issues and options for our region

Further, Mark discussed that we would focus input today on three of the eight solution identified by CFWI:

- Implementing Water Conservation
- Developing Specific Prevention and Recovery Programs
- Supporting Development and Implementation of Regional Projects

Mark also mentioned the following work that has been ongoing:

- CFWI identifies sustainable quantities of groundwater – completed 2 years ago
- Develop strategies to meet water demands – the draft Regional Water Supply Plan is the beginning of this work (a higher level, big picture look at the region); he noted that there is sufficient water to meet our needs, but many need multi-jurisdictional cooperation
- Establish consistent rules – working on that in the next year

Finally, Mark noted the Key Findings of the CFWI Solutions Phase. They include:

- Water conservation is an important element
- Sufficient options to meet the regions' needs through 2035
 - o 150 options – more than 334 mgd
- Conceptual management strategies can be developed into specific projects
- Stakeholder engagement has and will continue to be important
- Project cost estimates scenario
 - o \$2.8 billion for 225 mgd
- Establishment of consistent rules and regulations to be developed to implement the results of CFWI Planning effort
- Implementing results of CFWI is critical to long-term sustainability

Mark closed by reminding the attendees that the comment period on the draft Regional Water Supply Plan is open until July 31st.

QUESTIONS FROM ATTENDEES following Mark Hammond presentation:

Greg Knecht: Are you looking forward toward prevention & recovery? Would you say that the majority are looking at minimum flows and levels? **RESPONSE FROM MARK:** Yes, the steering committee is also looking at wetlands where there is not an adopted minimum level.

Len Lindahl, Assistant Executive Director of the South Florida Water Management District, reviewed the Water Conservation Plan. He noted the following in his presentation:

- The Regional Water Supply Plan is a 20-year plan which will be updated every 5 years
- The CFWI has looked at best practices from around the state and nation
- The best management practices are found in the detailed Solutions Plan report
- Additional items noted in the Water Conservation section are:
 - Public Supply & Other Self Supply
- 10 BMPs
 - Adopt High-Efficiency Standards
- Landscape and Irrigation Systems
- Plumbing Fixtures and Appliances
 - Public Education
 - Clearinghouse/Conservation Planning Tools/Research
 - Agriculture (Programmatic Approach)
- 7 BMP categories
- Includes training workshops, on-site demonstrations, mobile labs and support for Extension Services

QUESTIONS FROM ATTENDEES following Len's presentation:

- David Gore: How are we addressing irrigation (evaporation)? **RESPONSE from Len:** Irrigation is addressed in the best management practices
- David Gore: We also need to think about conservation and how to manage and protect water.
- Chuck O'Neill: How do we deal with new development if all the water is already permitted? **RESPONSE from Mark:** Big developments have already been factored into what's been permitted. Len reminded the attendees that the plan is updated every 5 years so additional new development can be reviewed then. Mike Register, Acting Executive Director of the St. Johns River Water Management District also noted that at the time many permits were issued development was at its peak, so much of what has been allocated has not been used yet.
- Unknown: How are you going to take back water permits that have issued and give them to others; **RESPONSE from Mark:** Data and models are developed and the WMDs are comfortable with groundwater availability; they will continue to review data to see where they need to move in the future
- Eric Rolling: Has the study considered future water usage in places like California; Agriculture business may move to Florida since there is not enough water in CA to sustain their business. Additionally, how does fracking and tourism impact water usage? **RESPONSE from Mark:** The WMDs recognize that market factors can impact agriculture, which is why the plan is reviewed every 5 years. This allows them to evaluate any significant changes in how we need to move forward. Tourism is considered in demand piece.
- Unknown: Why does conservation only get 6% of the budget? **RESPONSE from Mike:** Conservation is very cost effective and doesn't need as much of the budget.
- Charles Lee: Audubon has some suggestions including when someone buys new house they must install energy efficient appliances and low-flow toilets to get their utilities turned on; this needs to become routine. He suggested looking at what DeKalb County GA is doing. **RESPONSE from Len:** There has been considerable conversation on conservation and changing codes in the districts, etc. The next part of the draft report talks about implementing some of the items Charles mentioned.

- Jean Reed: Expressed concerned about cost of some projects; is cost factor considered? **RESPONSE from Mark:** The solutions strategy doesn't layout what communities have to implement and in what order. They have latitude.
- Sandy Webb: Can we get away from lawn turf? **RESPONSE from Len:** Florida friendly landscaping is part of the conservation solutions plan
- Unknown: How do we regulate groundwater being used for irrigation? Shelley Lauten followed up with: Who is responsible for enforcement? **RESPONSE from Judith Benson:** Each municipality is responsible for their own enforcement.
- Unknown: We need to have a plan for coordinating/streamlining governance from local to regional to state. Who's responsible for what and how are these efforts coordinated?
- Bob Stamps: Noted that water use declined from 1998 to 2001 when water conservation measures were first put in place. Then from 2001 to 2012 residential water use is up to 101mgd. He questioned if conservation is so important why don't we put more money in on the front end? Shelley Lauten noted that she is hearing that everyone wants more money up front and for the life of the program; Charles Lee noted that Audubon feels it is a mistake to say conservation is the only response.
- Shelley Lauten noted that she hears three themes from the comments of the audience: 1) Spend more money incrementally, 2) Look for regulatory solutions that will manage conservation over time and 3) More enforcement of conservation
- John Ryan: Water law and land use law correlation has to be fixed
- Lisa Rinaman: Noted that conservation, public education, & enforceable regulation are key; **RESPONSE from Len:** The third principal is to get consistent regulation; there are things that can be looked at to be more consistent in rule making; Mike Register noted that there is a new staffer that is working on this issue.
- Chris Lewis: Can you break down the percentage of what public vs. tourists vs. industry uses our water; **RESPONSE from Joanne Chamberlain:** 80% is public supply
- Unknown: Did you contemplate agriculture water usage in 5 year projections? **RESPONSE from Mark:** Yes

Michael Register, Acting Executive Director of the St. Johns River Water Management District then provided an overview of the Prevention and Recovery section of the Solutions Plan. Items of note included:

- \$2 million in 2016 and \$1.5 million in 2017
 - o Evaluate recovery options for 3 waterbodies
 - o Options include
 - Conservation
 - Recharge
 - Relocation of withdrawals
 - Development of AWS

QUESTIONS FROM ATTENDEES following Michael's presentation:

- Marty Sullivan: Noted that he disputes that any more water can be removed from the Floridian aquifer without significant impacts. We need to monitor at protection metric levels; **RESPONSE from Mark:** We do have aquifer levels set as well as goals
- Nyla Pipes: Noted that One Florida attended this meeting to learn what everyone is doing regarding water in Central Florida. Shelley Lauten noted that CFWI is working to link CFWI solutions with what is occurring in other regions Nyla noted that they want to know how they can help.

Mark Hammond walked through the Regional Projects Solutions List. He noted that not all of this projects will actually be completed immediately; they will be brought online as demand increases.

FINAL COMMENTS FROM ATTENDEES:

- Unknown: It is important to educate our youth
- Unknown: Statewide adoption of new fixtures is imperative
- Unknown: We need much more on-going public engagement on why this issue is important to everyone. We need to build a “water ethic”.
- Unknown: Noted that a new well is being financed in the southeast part of Polk County and feels that the money could be better used toward restoring wetlands in the area.
- Carolyn Cooper: Noted that she would like to see more coordination amongst jurisdictions; mandate to pervious space
- Unknown: The total cost to consumer is going to be high; need to look more at restoring wetlands
- Unknown: There were only three water bodies mentioned in regional projects solution slide; are there more?
RESPONSE: This is only the start.
- Unknown: We need to get to a place where every new development is having a positive influence on water development; today is not sustainable.
- John Ryan: Suggested a school of law have CFWI be a participant and get some legal solutions
- Unknown: We need an on-going regional summit (applause from audience)
- Chuck O’Neil: Referred to a senate bill proposed by Senator Soto. Perhaps having users over 10,000mgd pay more.
- Charles Lee: Really need to look at cutting off pulling out of St. Johns River and putting into reclaimed; collaboration should be a higher priority than selling off as surplus.
- Lisa Rinaman: St. Johns Riverkeeper does not believe that rules are strong enough. What are you doing in the solutions phase to protect natural resources; **RESPONSE from Mark:** We need to recover places that are impacted and make sure new supplies are done so they are not impacted; reevaluating to make sure it is consistent and accurate and will include St. Johns
- Marge Holt: Would like to see a shift from a financial focus of reclaimed and reuse water to potable water; **RESPONSE from Mark:** Many jurisdictions looking at this option.
- Unknown: Is there any opportunity for public comment between July 31st and when the document goes back to the Steering Committee; **RESPONSE from John Shearer:** It will be posted on the website. **RESPONSE from Mark:** That’s a good point and we need to incorporate that. People will want to see whether we have adjusted the solutions plan based on the input we receive.

Mark Hammond reminded everyone that this is a living document, so things will be reviewed annually and updated every five years.

Shelley Lauten reviewed the upcoming workshops and public meetings and encouraged attendees to invite others to provide input during the open comment period. She then reviewed the updated CFWI website with attendees.

Shelley Lauten thanked everyone from attending the meeting. The meeting concluded at 4:00pm.

**Central Florida Water Initiative
Workshop Evaluation – Focus on the Environment, May 18, 2015
Summary Report (14 evaluations collected)**

Question 1.

One purpose of the workshop was to inform local leaders on the Central Florida Water Initiative (CFWI)'s proposed Solutions Plan to diminishing water resources. Did we achieve that purpose?

(Scale of 1-5, 1=Strongly Disagree, 5= Strongly Agree)

Results:

Responses	Total Number
1 – Strongly Disagree	0
2 – Disagree	0
3 – Neutral	1
4 – Agree	11
5 – Strongly Agree.....	2

Question 2.

Another purpose of the workshop was to provide an opportunity for open conversation about concerns you have with the proposed Solutions Plan. Did we achieve that purpose?

(Scale of 1-5, 1=Strongly Disagree, 5= Strongly Agree)

Results:

Responses	Total Number
1 – Strongly Disagree	0
2 – Disagree	0
3 – Neutral	1
4 – Agree	7
5 – Strongly Agree.....	6

Question 3.

What other groups / organizations / industries do you believe we need to hold workshops for?

- County by county public hearing, but with better “layman level” information
- Polk County Commission
- Neighborhood Associations
- Conference on New Urbanism
- Sustainability Board
- Water utilities workshop
- City managers workshop
- County meetings
- I believe that there would be value in presenting to a “mixed” group – ideas expressed by persons of a particular persuasion can influence others’ perspectives and perhaps would be a valuable method for input.

Question 4.

Would you like to have a presentation on the CFWI proposed Solutions Plan to your local Board of Commissioners, organization or group during the open comment period (before July 31st)? If so, please provide a person to contact to schedule a presentation.

- Fran Hutchinson, St. Lucie County Commission
- County Commissioners and P&Z Commissioners in all seven counties
- Commissioner Lee Constantine, Seminole County
- Open Forum in Winter Park
- University Club
- Sustainability Board
- Commissioner Carolyn Cooper, City of Winter Park

Question 5.

What questions / concerns are still outstanding after this Workshop that we can answer?

- What are some of the alternative water sources?
- Address 850,000 acre feet of Central Florida water dumped into Lake Okeechobee and discharged into the ocean
- How to de-incentivize local government owned water enterprise from promoting increased consumption. Seminole County government makes money from selling water.
- How do we get some liaison function between WDMs and multiple agencies / entities regarding regulations needing to be established at every level to conserve / preserve water resources
- Need to go further with conservation enforcement
- Keep planning and stay the course
- I fear that we are taking too long to implement necessary changes so that the recovery time and cost is skyrocketing!!

Additional Comments

- Excellent workshop!
- Not a fan of deep well injection – seems to be more a type of fracking. How can you ensure the water can be reclaimed and not contaminate aquifers.
- Please continue looking for property to place reservoirs on and ways to hold stormwater back.
- What about finally implementing the Blue Belt constitutional amendment (voted on in mid-90s, still no implemented!)
- It would have been interesting to have someone from DEP on your panel.
- Perception: water supply to fuel development is a higher priority for the WMDs than protecting natural systems.
- Should not hold this workshop at a golf course!
- Great job!
- Need videos!
- Recommend connect with CMF Public Media (Carroll McKenney Foundation) for free media coverage of event (www.cmfmedia.org)
- Thank you for hosting this workshop. We need to continue the conversation and implement!

Meeting Minutes from CFWI Workshop Focus on Agriculture, May 20, 2015

2:00pm – Glenda Hood, Principal of triSect, welcomed 56 attendees to the workshop and asked each to introduce themselves. Following that, she discussed contents of the packet that each attendee received including the agenda, copy of the Power Point presentation, copy of the CFWI boundary map, copy of the CFWI Regional Project Solutions, snapshot of the new CFWI website, and an executive summary of the CFWI Regional Solutions Plan.

Jim Fletcher, Extension Director, UF IFAS Osceola County, then shared his journey with CFWI. He shared that as part of the CFWI Solutions Team, representing agriculture, he was able to help suggest solutions that were important to the industry and that had a programmatic approach. He added that it was important for the attendees to be at the workshop today because “if you are not at the table, you are on the menu.” He closed by encouraging the attendees to stay engaged in the process and to be there to offer solutions.

Next, Michael Minton, Shareholder with Dean Mead, shared four take-away messages with the group: 1) Get your message out about all that you have already done, 2) Don't punish efficient users, but reward them, 3) Agriculture is part of the solution (the sooner we realize this is part of our business model) and 4) Conservation is important. He also added that, unlike California, our state gets plenty of water so we just need to find a wiser way to use our surface water.

Mark Hammond, Director of Resource Management, Southwest Florida Water Management District then provided an overview of the history of the CFWI. Points of emphasis included:

- There were many people involved in the solutions planning phase including those from government, business, FDEP, consultants, environment representatives, and agriculture representatives
- The issues we are facing with water resources did not happen over the past 12 months and, therefore, will not be solved in the next 12 months. Implementation of the proposed solutions plan will take time.
- Review of what happens when we overuse the aquifer
- It is important to understand what are the issues and options for our region

Further, Mark discussed that we would focus input today on three of the eight solution identified by CFWI:

- Implementing Water Conservation
- Developing Specific Prevention and Recovery Programs
- Supporting Development and Implementation of Regional Projects

Mark also mentioned the following work that has been ongoing:

- CFWI identifies sustainable quantities of groundwater – completed 2 years ago
- Develop strategies to meet water demands – the draft Regional Water Supply Plan is the beginning of this work (a higher level, big picture look at the region); he noted that there is sufficient water to meet our needs, but many need multi-jurisdictional cooperation
- Establish consistent rules – working on that in the next year

Finally, Mark noted the Key Findings of the CFWI Solutions Phase. They include:

- Water conservation is an important element
- Sufficient options to meet the regions' needs through 2035
 - o 150 options – more than 334 mgd
- Conceptual management strategies can be developed into specific projects
- Stakeholder engagement has and will continue to be important
- Project cost estimates scenario
 - o \$2.8 billion for 225 mgd

- Establishment of consistent rules and regulations to be developed to implement the results of CFWI Planning effort
- Implementing results of CFWI is critical to long-term sustainability

Steven Memberg, Chief Scientist of the South Florida Water Management District, then reviewed the Water Conservation Plan. He noted the following in his presentation:

- Conservation is the least expensive option we have, although he recognized that those in the agriculture business would incur costs to install conservation measures in their businesses
- Water equals money in the agriculture industry
- It is important to look at mobile irrigation labs, maintenance of systems, sensors, etc. when looking at projections
- Only four of the 37 recommendations focus on agriculture water conservation
- The Regional Water Supply Plan is a 20-year plan which will be updated every 5 years
- The CFWI has looked at best practices from around the state and nation
- The best management practices are found in the detailed Solutions Plan report
- Additional items noted in the Water Conservation section are:
 - Public Supply & Other Self Supply
- 10 BMPs
 - Adopt High-Efficiency Standards
- Landscape and Irrigation Systems
- Plumbing Fixtures and Appliances
 - Public Education
 - Clearinghouse/Conservation Planning Tools/Research
 - Agriculture (Programmatic Approach)
- 7 BMP categories
- Includes training workshops, on-site demonstrations, mobile labs and support for Extension Services

Michael Register, Acting Executive Director of the St. Johns River Water Management District then provided an overview of the Prevention and Recovery section of the Solutions Plan. Items of note included:

- ❑ \$2 million in 2016 and \$1.5 million in 2017
 - ❑ Evaluate recovery options for 3 waterbodies
 - ❑ Options include
 - Conservation
 - Recharge
 - Relocation of withdrawals – looking at the lower Floridian aquifer
 - Development of AWS

Mark Hammond walked through the Regional Projects Solutions List. He noted that not all of this projects will actually be completed immediately; they will be brought online as demand increases.

Mark opened the floor for questions and comments:

- Billy Kempfer: South Florida WMD and St. Johns WMD have language that current permits will not be impacted. He indicated that he hoped that would not change. Further, he noted that from the third week of February to end of June last year they didn't use as much irrigation as in past due to the rainfall the area received and they were scolded for not using all the water in their permit. Finally, he asked if there was a plan to build any more wells? **RESPONSE FROM MIKE:** Each of the districts recognizes importance of agriculture in our society and the

industry's specific restraints like being tied to the weather. There are no plans to reduce permits due to extra rainfall, etc. The water management districts understand different the economics of agriculture and that they cannot pass along costs of updates like they can to other businesses.

- David Gore: Noted that he feels like the solutions still take water from the system.
- Michael Minton: Noted that a significant part of these projects is to keep freshwater here instead of letting it drain and go to coast.
- Jim Fletcher: How are we going to deal with enhancing water permits that they have been issued already or the issuance of new agriculture permits? **RESPONSE FROM MIKE:** The purpose of the CFWI is to make sure there is enough water to meet future demands. It is hard to say what the future of agriculture looks like. The WMDs are seeing an increase in people moving here to grow crops. He noted that there is no one who is going to know better than agriculture growers what the need is and asked for the attendees help in planning future needs. **RESPONSE FROM MARK:** The Solutions Plan and the Regional Water Supply Plan address anticipating need and how to plan for that.
- Unknown: Noted that they want to be sure there is someone at the table representing agriculture so that they can get consumptive use permits within 45 days like utilities instead of it taking a year like it currently does. He noted that they could lose business (ie. if someone wants to use their acreage for growing crops, but it is contingent on a permit and that permit takes too long to get, the business will go elsewhere). Further, the attendee noted that those in the agriculture business are individuals and they would like to have an allocation process like other businesses. **RESPONSE FROM MARK:** Great points and this is clearly the reason we need to have more discussions like this so we can discuss the options. He didn't have an answer for some of the points right now, but we can't solve the problems without understanding what they are. **RESPONSE FROM MIKE:** Each of the WMD are trying to address having agriculture representation by creating core staff groups that understanding the specifics of the industry. He also noted that the St. Johns River WMD just hit a turn-around time of 22 days for Consumptive Use Permits. **UNKNOWN RESPONSE BACK:** They just need a level of certainty that they can get a permit so they can do business.
- Michael Minton: There is a mechanism that most districts follow that if you already have a permit, you can adjust it to change the commodity.
- Unknown: Has the CFWI thought about adjusting the water level projections? **RESPONSE FROM STEVEN:** Yes, those projections will be reviewed in the next round of the plan. **RESPONSE FROM MIKE:** The process that we've been through will hopefully provide a united way to update projections an ongoing basis. We want to look at projections all along and ensure we are using most current information. **RESPONSE FROM STEVEN:** The plan is not a permanent application, it's just a plan.
- Unknown: Surface water projects are very costly. There have been some projects done down south that have been put on private land. Is that something you have thought about doing here? **RESPONSE FROM JEFF SUMMERS:** These types of projects have a very limited benefit. During the wet season they allow for limited flow. It is very hard to quantify in water planning, but there may be some localized opportunities.
- Billy Kempfer: A lot of areas that are currently in pasture will end up in crops which will increase water demand, so the districts need to keep that in mind. **RESPONSE FROM MARK:** The districts will continue to work with FDACS to continue to monitor that and how quickly the market can change.
- Unknown: Where does cost share fall into the plan? **RESPONSE FROM MARK:** Staff will work with the groups to see how they can create better methods for conservation and work with IFAS to research technologies and methods. He noted that they need to find incentives to make technology attractive in conservation measures.
- Unknown: The districts are forcing growers to use reclaimed water if it's available and they are at a disadvantage because it's more expensive than surface water and some competitors don't have to use it; that need to be taken into consideration. **RESPONSE FROM MARK:** That is a great point; perhaps grants can be provided to local governments so they can then bring reclaimed water out at a cost that is viable.

RESPONSE FROM MIKE: If you demonstrate it is not an economically viable option for your business, you do not have to use reclaimed water.

- Unknown: How can the agriculture industry better work with and inform the public? We are providing them with food, green space, space for habitats, a place for recharge and need to show that value? **RESPONSE FROM MARK:** This is critically important and something the WMDs need to work on. **RESPONSE FROM GLENDA:** Noted that they need to make sure their colleagues come to meetings and the CFWI can be the collaborator.
- Billy Kempfer: What provisions are there within CFWI for cost share measures? **RESPONSE FROM MIKE:** There is nothing specific to CFWI but the WMDs have cost share measure provisions their own in projects. Additionally, they are looking for ways to boost those programs in the future. **RESPONSE FROM MARK:** The districts are looking for more participants along the ridge for those programs.
- Jim Fletcher: There is a big push for funding and outreach. 88% of people say water is important but only 8% say they are willing to fund water conservation measures. **RESPONSE FROM MICHAEL MINTON:** When the Central Florida Partnership looked back at the How Shall We Grow process, water was a big issue, but that was during a drought. Now the interest is less. The lesson learned is that we need to embrace not just a water supply issue for agriculture, but that water drives water recreation and tourism. **RESPONSE FROM GLENDA:** We are connecting the dots – water connects economy, and quality of life.
- Unknown: Initially all WMDs started as flood control districts. As things now get dry, everyone's concerned about hanging on to water. **RESPONSE FROM GLENDA:** That's part of the water story. We need to make the story personal.
- Unknown: What is the total cost for Regional Project Solutions? **RESPONSE FROM MARK:** They utilized a cost estimation pool (some projects are permitted and therefore have real costs and some are not).
- Unknown: Do you think these Regional Project Solutions will increase the ad valorem? **RESPONSE FROM MARK:** Not right now.
- Unknown: Looking at local conservation, how did we get to the number associated: it seems low? **RESPONSE FROM MARK:** We looked at what BMPs that could be employed and a percentage of participation. We looked at 200BMPs and focused on 20BMPs for conservation estimates and what the reasonable expectation was over time. Follow up from Unknown: Before the plan is revised, is there the opportunity for those numbers to change? **RESPONSE FROM MARK:** Yes, we want to add more capital intensive projects. **NOTE FROM JIM FLETCHER:** The Committee set a threshold of 3BMG in order for them to get to something that was manageable.

Questions on additional 5 on Implementation Strategies:

- Unknown: We need to have consistent rules and regulations. Additionally, we need to have someone at the table who had agriculture interests in mind and that's hard for people in the industry to do as they are busy on their farms, ranches, etc. **RESPONSE FROM GLENDA:** We are going to look to those that are here to get others to the table. **RESPONSE FROM CHARLES Warren:** Rich Buddell has been sitting on the Steering Committee and representing the agriculture industry. **RESPONSE FROM STEVEN:** FDACS is also represented on the Steering Committee.
- Unknown: When an agriculture person passes an allocation on from one entity to another, it shouldn't be a painful or expensive process.
- Unknown: Do you think existing law allows for reallocation? **RESPONSE FROM STEVEN:** There is nothing that prevents it. He added that he didn't see any reason why a district wouldn't support it. **RESPONSE FROM MIKE:** The districts need to craft permits that allow for the most flexibility.
- Unknown: You really need to live stream and record these forums in the future so farmers can view afterward if they can't get away from their farms or ranches.

- Unknown: How do you treat agriculture wells that are potentially affected by municipal wells? Municipal wells are pumping every day, all day while ag wells are used only when needed? **RESPONSE FROM STEVE:** The model accounts for the timing issue of use.
- Rob Teegarden: He agreed that agriculture is underrepresented in the water debate. There are still others that are under-represented in solutions planning including the Florida Irrigation Society, DOT (stormwater issues), and agriculture industries (looks downstream and upstream but doesn't care what goes on three counties away). Governments are arguing whose growth is more sacred instead of creating awareness of those around you in the watershed. **RESPONSE FROM GLENDA:** So who is the convener of these other groups? That is where the CFWI and DEP are so important – they can continually push and change.
- Unknown: There are commonalities between agriculture and utilities; you want certainty when trying to get a water use permit and if you don't use your permit, you are at risk of losing it. Further, if you become more efficient, are you at risk of being penalize. It is important that we solve this problem together and not fight each other.
- Billy Kempfer: Small wells are not regulated.

Glenda asked each of the WMD representatives to provide closing comments. Mark thanked everyone for coming out and encouraged the attendees to continue to be engaged so that solutions could be identified that would work for the agriculture industry. Steven remarked that he thought it was great these meetings were happening during the open comment process. Mike thanked everyone for their interest and encouraged continued participation as well.

Michael Minton advised the attendees that an additional opportunity to hear from the CFWI would be held at the Cattlemen's Association annual meeting in June.

Glenda Hood reviewed the upcoming workshops and public meetings and encouraged attendees to invite others to provide input during the open comment period. She then reviewed the updated CFWI website with attendees.

Glenda Hood thanked everyone for attending the meeting. The meeting concluded at 4:20pm.

**Central Florida Water Initiative
Workshop Evaluation – Focus on Agriculture
May 20, 2015
Summary Report (21 evaluations collected)**

Question 1.

One purpose of the workshop was to inform local leaders on the Central Florida Water Initiative (CFWI)'s proposed Solutions Plan to diminishing water resources. Did we achieve that purpose?

(Scale of 1-5, 1=Strongly Disagree, 5= Strongly Agree)

Results:

Responses	Total Number
1 – Strongly Disagree	1
2 – Disagree	0
3 – Neutral	3
4 – Agree	17
5 – Strongly Agree.....	0

Question 2.

Another purpose of the workshop was to provide an opportunity for open conversation about concerns you have with the proposed Solutions Plan. Did we achieve that purpose?

(Scale of 1-5, 1=Strongly Disagree, 5= Strongly Agree)

Results:

Responses	Total Number
1 – Strongly Disagree	1
2 – Disagree	0
3 – Neutral	1
4 – Agree	18
5 – Strongly Agree.....	1

Question 3.

What other groups / organizations / industries do you believe we need to hold workshops for?

- You need more combined workshops to get everyone in the same room. Filming all workshops and meetings would increase transparency and reach.
- FIS
- Stormwater group of ASCE
- Irrigation Society
- Soil & Water Surface Association
- Homeowners
- Specific builders / developers of residential housing
- Keep on asking the industry to get involved; we'll work on getting more people to them.
- Small government NPDES personnel; they are already overwhelmed with a process they don't understand.
- General public

Question 4.

Would you like to have a presentation on the CFWI proposed Solutions Plan to your local Board of Commissioners, organization or group during the open comment period (before July 31st)? If so, please provide a person to contact to schedule a presentation.

Question 5.

What questions / concerns are still outstanding after this Workshop that we can answer?

- How to provide additional water supply for future growth of irrigated agriculture in the CFWI region.
- Indicated that water is allocated based on savings from Ag BMPs. I work with the ornamental horticulture nursery industry. There is no research-based evidence that nursery BMPs will make any difference. If there is research, I would love to see it. Then we need grant support to get growers to move to adapt those practices found to be helpful.
- How does this plan address an increase in stormwater/impervious surfaces which will happen as growth occurs? Will we be able to address the need for percolation with conservation funding?
- Ag needs a strong voice at the table

Additional Comments

- Conservation will be the key for long-term resources
- Filming and posting meetings online would be helpful
- Add Florida Irrigation Society to stakeholders
- Thanks for noting the importance of agriculture and having FDACS represent agriculture at the many meetings.
- Great forum and workshop
- There needs to be a better coordination between educators and the agriculture industry.
- One half of residential water use is to irrigate landscapes. Turf grass is the landscape element that requires permanent regular irrigation. New construction uses turf (irrigated) for the majority of new landscape installations because it is the least expensive initially (although most expensive to maintain long term). Consider incentivizing developers to reduce turf areas initially. Reward adoption of all Florida Water Star standards for all new construction.
- Thanks for the meeting and providing the forum for open discussion.
- I think you should use another phrase when discussing "bad science." I'm sure what you mean is "outdated science" or "un-researchable data." The term "bad science" implies that it was performed in an unethical way, was intentionally incorrect, or was done in a way that was flawed. If the research was done properly but is simply outdated, please refer to it that way. Science, like Ag water use, is going through some PR issues. We need to avoid implying science isn't trustworthy and instead foster the understanding that science is constantly being updated.
- Good job
- Some place to have a (?) for education is the Annual Environmental Permitting Summer School
- I think the ability to store more water is important

Meeting Minutes from CFWI Workshop Focus on Business & Government, May 21, 2015

9:05am – Shelley Lauten, Principal of triSect, welcomed 71 attendees to the workshop and asked each to introduce themselves. Following that, she discussed contents of the packet that each attendee received including the agenda, copy of the Power Point presentation, copy of the CFWI boundary map, copy of the CFWI Regional Project Solutions, snapshot of the new CFWI website, and an executive summary of the CFWI Regional Solutions Plan.

Shelley introduced Mayor Joe Kilsheimer, City of Apopka, and James Burks, Senninger Irrigation.

Mayor Kilsheimer talked about his work with Niagara Bottling before becoming elected and how efficient their water use is versus water use for irrigation. He noted that the bottling company's model is a more efficient use of water to create jobs and a tax base and that there needs to be continued public education about water and its uses.

Shelley then asked James Burks to the stage. He opened by asking “why should we be proactive” and remarked that his was a rhetorical question as being proactive pushes us to plan. He noted corporate stewardship of water is important. He asked the attendees to think about water as they think about other items in their businesses like finances. Mr. Burks shared that there are three key categories of impact of water on a business:

1. Physical, operational, and image. He closed by noting that businesses needed to find a way to continue to be collaborative and work together.

Mark Hammond, Director of Resource Management, Southwest Florida Water Management District then provided an overview of the history of the CFWI. Points of emphasis included:

- There were over 100 people involved in the solutions planning phase including those from government, business, FDEP, consultants, environment representatives, and agriculture representatives
- Now we need to know where did we get it right and where do we still need to work on?
- 20 years ago we have 2 million people living in the region, today we have 3 million. In 20 years we will have 4 million. Because of this, we need to come up with 250mgd of options. The solutions plan identified 350mgd in options.
- The issues we are facing with water resources did not happen over the past 12 months and, therefore, will not be solved in the next 12 months. Implementation of the proposed solutions plan will take time.
- Review of what happens when we overuse the aquifer
- It is important to understand what are the issues and options for our region

Further, Mark discussed that we would focus input today on three of the eight solution identified by CFWI:

- Implementing Water Conservation
- Developing Specific Prevention and Recovery Programs
- Supporting Development and Implementation of Regional Projects

Mark also mentioned the following work that has been ongoing:

- CFWI identifies sustainable quantities of groundwater – completed 2 years ago
- Develop strategies to meet water demands – the draft Regional Water Supply Plan is the beginning of this work (a higher level, big picture look at the region); he noted that there is sufficient water to meet our needs, but many need multi-jurisdictional cooperation
- Establish consistent rules – working on that in the next year

Finally, Mark noted the Key Findings of the CFWI Solutions Phase. They include:

- Water conservation is an important element
- Sufficient options to meet the regions' needs through 2035
 - o 150 options – more than 334 mgd
- Conceptual management strategies can be developed into specific projects
- Stakeholder engagement has and will continue to be important
- Project cost estimates scenario
 - o \$2.8 billion for 225 mgd
- Establishment of consistent rules and regulations to be developed to implement the results of CFWI Planning effort
- Implementing results of CFWI is critical to long-term sustainability

Shelley noted that this collaborative is a national model. No one told the WMDs they had to do this; they saw it as a necessity.

Questions about CFWI

- Rick Baird: Do the WMDs have a water supply plan in place and does the CFWI have a plan to implement what we will hear today? **RESPONSE FROM MARK:** As we update the regional water supply plan, CFWI plan will be incorporated. Individual WMDs will follow the RWSP. This plan helps us be consistent across boundaries.

Shelley noted that collaboration is important to seeing the value of the cost associated with the solutions because there is a benefit to the region.

Mark then noted that they will focus on top three implementation strategies in today's meeting because there are still concerns that there is still not enough focus on conservation and addressing surface water

Steven Memberg, Chief Scientist of the South Florida Water Management District, then reviewed the Water Conservation Plan. He noted the following in his presentation:

- The plan addresses a minimum of 37mgd for conservation; there is a minimum because not everyone is going to participate right away and we need to be realistic.
- The CFWI looked at best practices for acute situations like droughts and freezes.
- The Regional Water Supply Plan is a 20-year plan which will be updated every 5 years
- The CFWI has looked at best practices from around the state and nation
- The best management practices are found in the detailed Solutions Plan report
- Additional items noted in the Water Conservation section are:
 - o Public Supply & Other Self Supply
- 10 BMPs
 - o Adopt High-Efficiency Standards
- Landscape and Irrigation Systems
- Plumbing Fixtures and Appliances
 - o Public Education
 - o Clearinghouse/Conservation Planning Tools/Research
 - o Agriculture (Programmatic Approach)
- 7 BMP categories
- Includes training workshops, on-site demonstrations, mobile labs and support for Extension Services

QUESTIONS following Steven's presentation:

- Kimberly Lawrence: Has any work been done or will work be done to address water quality standards in water reuse? Also, when applying is there any thought to having reclaimed and stormwater reuse in the same Consumptive Use Permit? **RESPONSE FROM STEVEN:** You will not be forced to a higher CUP unless you are in a mandatory reuse area. **RESPONSE FROM JOANNE:** SB536 is looking at addressing stormwater integration into reclaimed. This recommendation should come out in August.
- Unknown: Each municipality has its own residential and commercial landscape designs standards. How does a regional, state, or national developer work with each municipality? Are there going to be a unified landscape regulations for everyone? **RESPONSE FROM STEVEN:** This is a question that has been asked through the Solutions Team. It would have to be a statewide effort. Do local governments want to hand that authority over? **RESPONSE FROM SHELLEY:** We need to be thinking about recommendations on how we can help facilitate coordination between cities, counties, and developers.
- Mayor Bradley: It would be great if we had one regulation for the lot size for developers to keep from overbuilding. This would help conserve water.
- Unknown: SWFWMD raised the City of Davenport's rates because they weren't using enough water. How are you going to enforce all this and preserve this 5 county area? **RESPONSE FROM MARK:** We need to look at this as a region. It will have to be implemented appropriately due to revenue. **RESPONSE FROM SHELLEY:** Water knows no boundaries so we need to figure out ways to connect the work of CFWI to other communities. This the first step, not the last.

Joanne Chamberlain, CFWI Initiative Leader of the St. Johns River Water Management District then provided an overview of the Prevention and Recovery section of the Solutions Plan. Items of note included:

- \$2 million in 2016 and \$1.5 million in 2017
- Evaluate recovery options for 3 waterbodies
 - Lake Wales
 - Spring in the St. Johns
 - Unidentified
 - These are in the conceptual phase and they are looking at a lot of options
- Options include
 - Conservation
 - Recharge
 - Relocation of withdrawals – looking at the lower Floridian aquifer
 - Development of AWS

QUESTION after Joann's presentation:

- Rick Baird: Is this all related to water quality or just wanted quantities? **RESPONSE FROM JOANNE:** This is based primarily on quantities, however we will be looking at multi-objective projects.

Mark Hammond walked through the Regional Projects Solutions List. He noted that not all of this projects will actually be completed immediately; they will be brought online as demand increases. If demand stays flat, he noted that we don't need to invest in all of these project solutions and the CFWI will continue to monitor that.

Mark then opened the floor for questions and comments.

- Unknown: Aquifer Storage Wells seem beneficial to what we're trying to do in CFWI, but there are issues with arsenic and the letter has been delayed. Are the WMDs pushing to get the letter out? **RESPONSE FROM MARK:** Yes. There is an expense in evaluating wells, but it is a great option for the future. Unknown response: They have waived the criteria for arsenic, but haven't waived it for reclaimed water; it is being hindered because the letter won't come out.
- Unknown: Public water supply is the only business for enterprise funds. The business model is to sell less than you use. The utilities have to raise rates and the public sees this as a tax. Is it possible on a regional level to start a type of education program for the public? **RESPONSE FROM SHELLEY:** The Central Florida Partnerships study recently showed that only one percent of the public said water was an important issue to them. What recommendations would you make to make a water public relations effort? Mayor Kilsheimer responded that it has to hurt. Unknown responded that there needs to be cooperative between citizens, business, agriculture, etc. to be fair. Unknown responded that there is no research on cost savings in sharing with the public you will save XXXX if you take a 5 minute shower vs. a 20 minute shower; Shelley noted that a coordinated marketing campaign should include all levels of government. Judith Benson noted that the Florida Water Star program is a voluntary program and perhaps could be made mandatory. Shelley asked what other coordinated "it's gotta hurt" campaigns have been successful and the attendees responded with cigarettes and seatbelts.
- Unknown: What prevents anyone in this room from drilling a well into the aquifer? **RESPONSE FROM STEVEN:** Water is not a right in the state of Florida.
- Mike Britt: We ought to be talking about conservation in the landscape in general. We need a partnership between business/government. Every home that is developed should have a positive impact on the environment and have a positive benefit on the water budget. Each developer that comes in should have a responsibility to work with builders / governments.
- Mayor Kilsheimer: We need to look at California. There, the wealthy pay higher rates. 7 in 10 support conservation in theory, but don't think they can personally participate.
- Brian Shearer: A great campaign is needed for water. He further asked is there anything going to be done for well construction and regulation of them? **RESPONSE FROM STEVE:** That is something the regulatory team continues to work on.
- John Shearer: Provided an update on where we are in statewide regulatory issues. The third bullet in the presentation is to get consistent regulations amongst CFWI. One complication is to memorialize some recommendations in the water bill that now looks like it might not pass. **RESPONSE FROM SHELLEY:** How do we implement some of these solutions equitably? **RESPONSE FROM STEVEN:** The rules that are in place in WMDs have evolved over time. We can try to get consistent, but have to have government's latitude to get there.
- Unknown: We need to encourage developers to modify landscapes so they are more water friendly. **RESPONSE FROM SHELLEY:** Are there any communities that have ordinances that regulate that? Unknown: A few years ago, the City of Winter Park created an ordinance that required the installation of Florida friendly landscape if you were building or renovating. **RESPONSE FROM JOANNE:** The water conservation team came up with some of the same recommendations. She further noted that they need to expand the toolbox and make sure we reduce demand on upper Floridian aquifer. **RESPONSE FROM MARK:** The clearinghouse is an option for what works well, and what doesn't, for community best practices.
- Unknown: Are there any opportunities for stormwater or aquifer recharge with I4 Ultimate project? **RESPONSE FROM CHUCK WALTER:** The CFWI is working very closely with FDOT and there are places that will have retrofits in the current project. They are having conversations about doing more in the next section (Orange/Osceola).
- Mike Britt: Are there any conversations about the Central Polk Parkway project? **RESPONSE FROM MARK:** Yes, they are discussion options and opportunities with DOT. FDOT is excited because they might be able to manage some of their costs by partnering with the WMDs.

- Unknown: Has there been any consideration about leasing wells? **RESPONSE FROM MARK:** Some of these options are going to be on the table as we move forward; **RESPONSE FROM JOHN SHEARER:** In 1989 there was a water resource commission that discussed this. It was recommendation 19 - to create a well head pass – and it would have generated over \$100M year that could have been used for AWS. Eighteen of the recommendations have made their way into rule; this one has not.
- Unknown: I think there should be a bottled water tax
- Bill Marcous: It would be helpful for businesses to learn more about utilities in the area (capacity, education, exchange). There needs to be a foundation built before we can go further in getting public support. **RESPONSE FROM SHELLEY:** We hope utilities would reach out to Chambers and say “we have a program for you.”
- Unknown: There is significant concern by a number of utilities that if they do a great job of conserving, their CUP would be lowered. **RESPONSE FROM STEVEN:** DEP and WMDs agree and they have put in place rules that keep this from happening. The districts will allow you to extend the life of your permits up to 10 years.
- Brian Sheahan: Some of the Lake County cities have fallen victim to that; will it be retroactive? **RESPONSE FROM STEVEN:** No.
- Unknown: In Polk County they have a water initiative that is trying to bring cities together. Does CFWI work with that? **RESPONSE FROM MARK:** Yes. The WMDs offer 50% cost share funding to develop equitable and fair developments. It’s on on the solutions projects list.
- Rick Baird: Does the CFWI think Florida friendly landscape is a good way to conserve water? **RESPONSE FROM ALL:** Yes. Unknown: That is all great, but you have to have some way to enforce the landscape code to ensure it stays that way.

Shelley asked each table to come up with one key question or recommendation:

- Table 1: When a development comes in and negotiates a CUP, the WMD needs to hold them to the original number allowed per household.
- Table 2: Have sea level rise impacts been considered in the Solutions Plan? **RESPONSE FROM STEVE:** The impacts to growth have been considered. **RESPONSE FROM SHELLEY:** That is why the plan is constantly monitored and updated.
- Table 3: We need a transition to go from us vs. them to we to get into a collaborative process. **RESPONSE FROM SHELLEY:** Any recommendations on how to get there? **RESPONSE:** Continue to talk. **RESPONSE FROM JOANNE:** We develop more trust and also understand we have more common toward the end goal with more conversations.
- Table 4: 1) Short-term recommendation: Move landscape planning of development to the front end. 2) Long-term recommendation: Look toward the future; instead of trying to modify our habits, invest in our youth.
- Table 5: We have to look at this as an integrated, long-term approach. **RESPONSE FROM SHELLEY:** This means alignment at all levels of government.
- Table 6: The WMDs should create a pilot program on reclaimed water
- Table 7: We would like to see more Florida friendly plants; stay away from zoizia
- Table 8: Target middle-aged people with a conservation message

Mark reviewed CFWI plan schedule. Joanne noted that this is an extended comment period, but encouraged everyone to comment early.

Shelley reviewed the upcoming public meetings and encouraged attendees to invite others to provide input during the open comment period. She then reviewed the updated CFWI website with attendees.

Shelley thanked everyone for attending the meeting. The meeting concluded at 11:35am.

**Central Florida Water Initiative
Workshop Evaluation – Focus on Business & Government, May 21, 2015
Summary Report (27 evaluations collected)**

Question 1.

One purpose of the workshop was to inform local leaders on the Central Florida Water Initiative (CFWI)'s proposed Solutions Plan to diminishing water resources. Did we achieve that purpose?

(Scale of 1-5, 1=Strongly Disagree, 5= Strongly Agree)

Results:

Responses	Total Number
1 – Strongly Disagree.....	6
2 – Disagree	0
3 – Neutral.....	2
4 – Agree.....	12
5 – Strongly Agree.....	7

Question 2.

Another purpose of the workshop was to provide an opportunity for open conversation about concerns you have with the proposed Solutions Plan. Did we achieve that purpose?

(Scale of 1-5, 1=Strongly Disagree, 5= Strongly Agree)

Results:

Responses	Total Number
1 – Strongly Disagree.....	5
2 – Disagree	2
3 – Neutral.....	0
4 – Agree.....	11
5 – Strongly Agree.....	9

Question 3.

What other groups / organizations / industries do you believe we need to hold workshops for?

- Bottle water companies
- Water utilities / CUP staff
- Builders
- Trilog of Orlando Homeowners Assn
- Developers, landscapers, homeowners
- Large volume users (hospitals, manufacturers) because so frequently they are the early adopters of water savings measures (because it saves money in the long term)
- Power generation, industrial recreation, golf courses
- Florida Irrigation Society
- HOAs, big business, big buildings
- South Lake Regional Water Initiative
- Colleges
- HOAs
- You're doing well
- General citizens – maybe advertise on radio, TV, etc. to target these folks
- Hotel and tourism

- Local Chamber of Commerce, Executive Director Ginny Wolfe, 875-7800 (from Charles Lake, City of Lake Alfred)
- Power plants, groups such as Friends of Wekiva, Friends of Lake Apopka, Save the Manatee. These groups drive a lot of change because they CARE.

Question 4.

Would you like to have a presentation on the CFWI proposed Solutions Plan to your local Board of Commissioners, organization or group during the open comment period (before July 31st)? If so, please provide a person to contact to schedule a presentation.

- I'll be in touch with best contact (from Judith Benson)
- Planning & Zoning Commission
- Teresa Begley, City Clerk, City of Groveland, 352-429-2141 x231 or James Huish (head of water department)
- Yes (Maria Damato, FFGC, FL Fed of Garden Club, mcdamato@aol.com)
- Orange County BCC. Coordinate through Ajit Lalchandani via Lisa Nason (lisa.nason@ocfl.net)
- George Lindsey, Polk County BCC (Richard Beach will discuss this with him, rbeach9@tampabay.rr.com)
- Lake County BCC, Cities in south Lake County, South Lake Regional Water Initiative group might be a good interface for CFWI to look at as best practice.
- Coordinate with Ray San Fratello (says Michasel Bucher)
- Teresa Begley, City Clerk, City of Groveland, 352-429-2141 x231 (from Dina Sweatt)
- Ryan Leavengood, City Manager, City of Lake Alfred (from Charles Lake)

Question 5.

What questions / concerns are still outstanding after this Workshop that we can answer?

- Real adjustments from the districts that will lead to real reforms, CUP, reviews.
- Pretty comprehensive
- On initiatives are there credits that can be given to builders, landscapers, individuals?
- Ad campaign for education requirement to developers, builders, city council, municipalities, HOA, and ACB boards
- Closing the loop between district ability to regulate vs. local government support from districts on self supply for irrigation and landscape BMPs.
- I'll send recommendations separately (Pete Snyder, pete@ftga.org)
- Conservation efforts that impact CUPs. Avoiding being penalized in a CUP with actively conserving water.
- Will comment on website (Ruffin Gray)
- Reclaimed water, Florida friendly, water barrels
- Rainfall assumption in plan
- Many of our constituents ask: Why should we conserve when the district will just hand it out to a new development. Hard to overcome.
- Are there considerations for requiring power plants to use AWS? How can we incentivize power plants to use reclaimed water when annual operation and maintenance costs of a water treatment plan are much higher than that of groundwater wells with no annual cost on water? How can we encourage cities/municipalities to partner with power plants – distillation or use of reclaimed from wastewater plants?



Additional Comments

- We need real credit programs for innovation and alternate water supply.
- This is good dialog but it is surface at its best.
- Great forum (all three)
- Good effort
- Great variety of options; great starting point
- It may have been advisable to hold business separate from government
- Great job
- Implement statewide bottled water tax and earmark funds for AWS, conservation, and retrofit projects
- Great job taking on the more regional effort. Devil in lost analysis is in details. Who pays, how much, what's the benefit? Is it a win for all constituencies after give and take?
- Great workshop
- Great job. Thanks for your hard work. Steven with SFWMD did an excellent job explaining. He would have been an asset at the Monday meeting.
- Great forum



Focus Group Meeting – Government Jacksonville, FL June 17, 2015

Attendees: Brian Teeple, Northeast Florida Regional Council; Tom Carey, Volusia County; David Dinkins, UF IFAS; Bill Young, St. Johns County; Kenny Eubanks, Northeast Florida Regional Council; Chip Laibl; Shannon Blankinship, Duval Soil & Water Conservation District

Shelley Lauten opened the meeting at 10:00am by asking each of the attendees to introduce themselves and share what they know about the CFWI.

What is the CFWI?

- Collaborative effort to figure out how to best manage freshwater resources
- Organization to enlighten the public on water issues
- A regional approach to an integrated water supply plan

Shelley noted that these bullets are true, but emphasized that it is a true collaboration involving business government, environmental interests, and the agriculture community.

Biggest Concerns/Questions/Issues:

- Concerned about potential withdrawals from St. Johns River
 - noted that they have seen the river flow backward
 - with sea level rise and possibility of lower water levels, they are concerned about the quality of water
 - under the river there is a fracture so, as you reduce the water, salt water intrusion increases
- Supply is critical
- Hope there are reuse considerations for agriculture
 - there is salt water intrusion in the wells
- Concerned that if the level of the St. Johns is lowered, there is the risk of contamination from other things like septic tanks
- Does the CFWI really mean it will implement real solutions?
- Concern that there is dominance from urban core communities, including legislative issues
 - rural communities are often not included or are run over
 - there is an inequity in funding from the state – urban vs. rural

- Concerned that because CFWI has rolled out their plan first, they will get more of the market share (funding)
- Planning between the CFWI and North Florida Water Supply Partnership (NFWSP) should have been done
- Feel that a lot of the numbers that were used for estimates were from 2008 and are no longer applicable
- Duval feels that they don't have a say about what conservation measures are taken in Central Florida
- Want to see a reduction in building of water parks, fountains, etc. that are large water users
- Data is not comparable across the districts
- Concern in the agriculture industry: when their permits expire, they will be cut
- The plan is not serious about zero-scaping
- Central Florida needs to lead the charge in conservation
- CUP permitting needs to be more fair across the board
- Fear of long-term commoditization of water (some are banking water)

Other Thoughts:

- There was a question whether the work between the NFWSP and CFWI are/will be linked
- It was noted that Volusia County regulates the installation of irrigation systems
- There was a question about setting aside water for future needs

How Can CFWI Build a Better Relationship with Jacksonville?

- Come up with a plan that includes this community
- St. Johns River WMD should consider hosting meetings in Jacksonville
- They need to care what people say
- More outreach
- Needs to be agriculture representation on the board

Positive Comments:

- Continue with the current trajectory; it seems that the anti-ag perception is going away with the updated/new leadership at the St. Johns River WMD
- Permitting turn-around time is starting to turn around
- Starting to see a decrease in the bureaucracy; it is nice to have a point person for agriculture (Suzanne Archer)
- It seemed that there wasn't a dedicated funding source for agriculture projects; when this was brought to the St. Johns River WMD, they responded to the concerns

Other Groups to Invite to 6/29/15 Workshop:

- Freshwater sports water fishing group
 - Ben Williams – owns Fisherman's Dock
 - Dr. Klauser from UF
 - Allen Hodges from UF

Critical Issues to Address during June 29th Workshop:

- Up-coning
- Connectivity between CFWI and other water initiatives going on
- A plan for true implementation of regulation
- Acknowledgement of impacts that are being seen to springs and water levels

Big Take-Aways:

- Seeing some pockets of cultural shift
- Need to be out in the community more to listen to people
- If you listen, but don't act, you don't build trust
- Need to build linkage between CFWI and the NFRWP

Focus Group Meeting – Environment Jacksonville, FL June 17, 2015

Attendees: Karen Chadwick, Putnam County Environmental Council; Brian Teeple, Northeast Florida Regional Council; Tom Larson, Sierra Club; Gary Bower, St. Johns Riverkeeper Board Member and former Duval County Environmental Protection Board Chairman; Lisa Rinaman, St. Johns Riverkeeper; Dr. Quinton White, Jacksonville University Marine Science Research Center; Janet Stanko, Sierra Club / CrisisForAll.com; Brian Paradise, member of various environmental groups; Elizabeth Guthrie, North Florida Land Trust; Blair Woolverton, supporting St. Johns Riverkeeper; Barbara Ketchum, interested citizen

Shelley Lauten opened the meeting at 1:10pm by asking each of the attendees to introduce themselves and share what they know about the CFWI.

What is the CFWI?

- Effort at collaboration trying to find ways to prepare for their water needs as they see them; noted that the traditional approach that is worthy of scrutiny (growth is good, more water is better)
- Find new sources of water to sustain the growth
- Collaboration that is looking at water resources in an unsustainable way; also creating policy that will impact a large area
- Plan isn't cumulative
- Method by which Central Florida will continue to grow water-wise at the expense of the rest of the state
- Compilation of ideas for addressing water needs for an exclusive water population
- Enemy of the St. Johns River

Shelley noted that the CFWI is a collaboration between the three water management districts and the Florida Department of Environmental Protection, and stakeholders from business, government, the environmental community, and the agriculture industry.

Biggest Concerns/Questions/Issues:

- This sounds like a done deal
- What is the schedule after the comment period is closed? Need to be able to document "here is where we started and here are the adjustments that were made"
- Who created the plan?
- Environment has had a small voice in this discussion so far.
- Environment leaders have been concerned about the lack of response to their concerns
- How is triSect going to evaluate whether the feedback is actually being implemented
- Who appoints representatives to the water management district boards; there is not any environmental community representation
- There is a lack of trust and it permeates the environmental community; this lack of trust is earned by water management district staff's treatment of concerned groups and the state slashing budgets
- Conservation is not being developed in any substantive way. The solution is not coming up with more water – there is no more water.
- Political elite are dedicated to growth and making money and environment concerns are not being attended to.

Shelley asked the group to identify what the top 3 environmental concerns that are not being attended to:

- o Conservation neglected
- o Presumption that growth is good

- o Water quantity vs water quality; this work has focused on quantity and not quality. You cannot disconnect the two.
- 75% of the electorate voted for conservation in the Amendment 1 vote
- There is a disconnect between science and the decisions the water management district makes in regard to issuance of CUPs. Science indicates there is not enough water. Implications are more drastic than politicians want. Example: In the Ocala area Adena Ranch is trying to get more CUPs; the area is hurting for water, but this project is still going on.
- The water management districts need to figure out how to make the 800mgd available now work for future development instead of focusing on money earned from future development.
- 50% of potable water is going to lawns, golf courses, etc. and there is nothing in this plan to address this
- Many people in Putnam County do not want to eat what is caught in the river or touch the water in the St. Johns River. Karen from Putnam County produced a letter from the president of the Putnam County Environmental Council expressing their concerns about the CFWI and the legal action that is being taken because water is being withdrawn even when it is not times of wet weather flow (FLS 373.019(1)). Water can be withdrawn during wet weather flow so the proposed pumping is not legal.
- Concerns about current water pollution and that runoff from new development will cause even more pollution.
- Noted that if politicians don't like the current laws, they change them.
- Conservation is based only voluntary participation; there is no regulation. Incentives, regulation, and education are key pieces of conservation success, but the budget has been cut in these areas. Only 6% of budget is focused on conservation.
- The plan originally started at 46M gallons to be conserved, now it is at 36M.
- If you go back 10 years, the water management district had a whole different philosophy – education and regulation was emphasized and was not thought to be bad; there is this whole idea that spending money is bad unless you are promoting growth
- There is a trust issue; feel that all the water management district cares about it growth.
- The Governor doesn't know/care what they are feeling. Conservation methods that were put in place 10 years ago were erased when Governor Scott got elected. 80% of electorate says they want conservation.
- Need to limit the population; don't allow people to move here.
- The agriculture industry does not have to pay for their water and have 90% of their retrofits paid for by the state.
- The water management district has no clue how much water is being pumped on any given day. Having a healthy environment is critical to a healthy economy.
- Desalinization has grave environmental impacts
- Agriculture contributes 8% of the gross state product and doesn't pay for water; there are a lot of costs they don't pay for that others end up paying for
- When you read the plan, it minimizes the impacts
- In addition to ignoring science, the water management district is monitoring the river less (mapping grasses). Monitoring has been cut 66% - this adds to the distrust.



Other Thoughts:

- If CFWI or St. Johns River WMD would say we are going to cut CUP permits by 20% in three years, it would give people time to prepare.
- No one pays for water. Residential bills are for the handling/delivery of water and sewage management.
- Energy and water intersect in a number of ways; the agriculture industry pays energy companies to pump water; we pay to clean water.
- The water management districts should initiate impact fees for new development just like we do for roads and schools.

How Can CFWI Build a Better Relationship with Jacksonville?

- Put true conservation plans together with regulation
- Build trust
- They need to care what people say
- Needs to be environment representation on the board

Critical Issues to Address during June 29th Workshop:

- Conservation
- A plan for true implementation of regulation

Big Take-Aways:

- Major focus is conservation and the regulation to enforce it
- Trust issues



Focus Group Meeting – Business / Agriculture Jacksonville, FL June 17, 2015

Attendees: Alan Mosley, Jacksonville Chamber; Brian Teeple, Northeast Florida Regional Council; Celia Glassman, Jacksonville Chamber; Rachel Lockhart, Jacksonville Chamber; Chris Quinn, Jacksonville Chamber; Hershel Vinyard, Foley & Lardner; Mickey White, The PARC Group, Inc.; David Dinkins, UF IFAS Tri-County Area; Darryl Register, Baker County Chamber; Paul Steinbrecher, JEA

Shelley Lauten opened the meeting at 2:40pm by asking each of the attendees to introduce themselves and share what they know about the CFWI.

What is the CFWI?

- Overall, general business leaders don't know much about the CFWI, except for when an issue is raised regarding taking water from the St. Johns
- Those who had more knowledge would like to see linkage between CFWI and the Northeast Florida Regional Supply Partnership

How Important are Water Issues to Business?

- In Baker County, there is an organization called the Baker County Justice Coalition that closely monitors water there; they tend to only tell one side of the issue rather than using data to educate others on long term water needs. It would be helpful to have the data to educate others on the facts
- Dairy farmers try to use limited water so they didn't have to dispose of as much. It's a cost of doing business, and so water usage affects a farmer's "bottom line".
- There are 35,000 acres of crop land in the tri-county area; water is a major issue. There is a regional Basin Management Action Plan.
- Residential developers pay attention, but only after the fact, oftentimes
- Don't think the business community has any idea about water issues unless they have a CUP. There is zero visibility. The only visibility is: Central Florida keep your hands out of our river.
- The Chamber's perspective is that they tend to follow water issues at an arms-length. Unless they actively put something about water on their issues document, they won't pay much of attention to it. Businesses aren't paying attention to what it means to them if there is a lack of water.
- Businesses tend to pay more attention to quality of life; that's what will get them involved. The river IS so connected to Jacksonville's quality of life.
- The Jacksonville Alliance monitors issues transportation and infrastructure; water is an issue that can be added
- Per capita the registration of boats is the highest in the state; people don't pay attention to the river unless they cross it
- People think we have plenty of water
- Water quantity and quality are equally important

Questions/Concerns/Issues:

- Need to focus on future plans for conservation; only then can you have the conversation about alternative water sources.
- Not all projects are equal; need to start with conservation
- 75% of the population doesn't think about conservation because it's inexpensive
- Because the CFWI plan comes out first, Central Florida will be first in the marketplace with a plan and strategies and therefore will tend to dictate policies in other regions
 - Central Florida has 1/2M in projects and will get to legislators first with their projects
- Because Central Florida is over allocated, for them to grow, they have to go to more expensive alternatives. The north Florida region hasn't exceeded its limits.
- How do we avoid the next water wars?
- In the past, decisions were made in Central Florida that impacted Northeast Florida, but there was no engagement with the northeast representatives

Other Issues:


- If you are on a public supply system there is a tiered rate structure (some may think this is a delivery charge); we are seeing the conservation signal from the rates, usage is down.
- We have had better rainfall in last 3 years; there was a terrible drought before that which is why the springs were down.
- Water use down due to an aggressive use of reclaimed water systems and tiered rates
- Need a fact-based approach to water issues

How Can CFWI Build a Better Relationship with Jacksonville?

- As previously uninformed people come into the conversation, they need to understand what has been done in the past
 - Conservation is a key part of the mix; i.e. Per capita water usage in Orlando has decreased, so the conservation methods have paid dividends.
 - Ag consumption has decreased. There has been cost share with the ag community to reduce nutrients.
 - In last 3 years, 2/3 fewer CUPs were issued.
 - We are the #1 state in the country for water re-use

Critical Issues to Address during June 29th Workshop:

- It is important to have a good representation of the efforts that the ag community has done; newspapers only report the bad
 - Seeing agriculture use trending down.
- When there were 7 districts, they over allocated. Now it is correcting itself. Jacksonville only has 2 districts and they are collaborating.
- From 1985 – 2010 the water usage has remained flat or declined. Need to use data in arguments. This can be the start of building trust
- Need to be clear about what science is being used
 - The US Geological Survey was hired was to take politics out of science
- Need to be clear that water use trends in Jacksonville is different than that in Central Florida
- In the St Johns WMD area, there have been an additional 1.5M people added and consumption has not gone up
- Applaud efforts i.e. collaborating to ensure a sustainable supply and work in Central Florida is now translating to the north

- 
- Northeast Florida Regional Supply Partnership is working on the largest, most comprehensive model the district has ever undertaken. They have been having stakeholder meetings for 2 years now hosted by 2 WMD (Suwanee and St. Johns)
 - Because this is a 20-year plan there may be opportunity to retrofit the CFWI plan into Northeast Florida plan
 - Important to tell the story that the CFWI is using science to make decisions
 - Communicate what impact attendees can have on the process
 - Show a 20-year timeline and the consequence of doing nothing
 - JEA's reclaimed system just won an award and serves area of new growth
 - Show how do we build collaboration as NFRSP builds its plan
 - Potential of getting someone to sponsor an award for water conservation
 - Important for everyone to understand how each plan benefits the other community/region
 - Need to be fact-based; don't make issues political

Big Take-Aways:

- Provide a baseline education (trends comparing North Florida and Central Florida)
- Need to tell stories of past issues / successes
- Use facts/science to show how decisions are being made and plans implemented
- Need to compare the CFWI and NFRSP plans

Meeting Minutes from CFWI Workshop in Northeast Florida June 29, 2015

Glenda Hood, Principal, triSect opened the meeting at 4:10pm and welcomed 54 attendees. Shelley Lauten, Principal, triSect noted that a series of Focus Group meetings were held with members of the environmental community, business & agriculture leaders, and government leaders in northeast Florida the week prior to the workshop in an effort to identify issues and concerns of importance to the leaders of the region as it relates to the Central Florida Water Initiative (CFWI). She noted that, resoundingly, the concern focused around conservation efforts and, therefore, the topic of today's conversation would be focused on what CFWI is and the conservation efforts of the CFWI solutions plan. Shelley then walked through the packet at each person's seat which included the agenda, a copy of the Power Point Presentation, a map of the CFWI area, extending into northeast Florida, a worksheet, and an evaluation sheet.

The attendees were then asked to introduce themselves and the organizations they represent, if applicable.

Dr. Ann Shortelle, Executive Director, St. Johns River Water Management District introduced herself and acknowledged that the two regions – Central Florida and Northeast Florida – shared concerns on the issue of water. She noted that she has been participating in the North Florida Regional Water Supply Partnership (NFRWSP) who has begun the same type of work as the CFWI. Dr. Shortelle noted that it is very important to protect our freshwater resources and our aquifer. She closed by noting that our regions need to come together to find solutions as we all care about water.

Michael Register, Director, Division of Regulatory, Engineering and Environmental, St. Johns River Water Management District discussed the similarities between CFWI and NFRWSP. He noted that they are both gathering stakeholders to understand everyone's concerns. He then reviewed the organizational structure for NFRWSP and the principles for CFWI, noting that the goals of both collaborations are similar.

Mark Hammond, Director, Resource Management, Southwest Florida Water Management District then took the podium to announce that the solutions plan had been released and that the CFWI is currently looking for feedback on it. He then discussed the current amount of water being used and what would be needed in the future. Mark then noted that it is important to remember that water issues did not develop overnight and the solutions will take some time to implement. He then noted that the solutions plan would be evaluated every five years for any course-correction measures that would need to take place. Mark noted that CFWI understands that more collaboration and coordination between regions is required to address water issues and solutions, which is why they have come to northeast Florida today. He noted that the CFWI solutions document focuses on regional projects; there are 150 projects listed in the RWSP that cities and counties can implement on their own, but there are 16 projects that will require multiple jurisdictions to collaborate to maintain water supply. They also looked at the agriculture industry to determine need

Mark noted that CFWI used research to understand how much groundwater is currently available, to determine future water supply, and to develop a regional water supply plan. Mark noted that conservation is heavily focused-upon in the solutions document.

Mark closed by noting that the next steps for CFWI are to begin phased-in implementation of the solutions plan as well as begin looking at consistent rules and regulations within the three water management districts. He asked the attendees to look specifically at the solutions plan executive summary and Chapter 7 on Conservation and provide feedback by July 31st.

Shelley asked if anyone needed clarification on any information that had been shared thus far:

- What were the names of the documents? **RESPONSE:** Regional Water Supply Plan and Solutions Plan; they can both be found at cfwiwater.com
- What type of assumptions have you made on the sustainable yield? Are you assuming same amount of rainfall? How are you addressing these uncertainties? **RESPONSE:** These issues have been factored in, but that is why the plan will be updated every five years so we can make adjustments as necessary
- How does the next generation model compare to the NFRWSP? The CFWI plan is not a conduit model but is a course management model; conduit flow is one of the things they are investigating
- Will the plan really be updated every 5 years? **RESPONSE:** Yes; it will have ongoing collaboration.

Steven Memberg, Chief Scientist, South Florida Water Management District reviewed the specific conservation data including:

- Historic water use v population 1.9M to 3M to 4M in 20 years
- GPCDd - gallons of capital per day divided by number of people to get at the mgd
- 180mgd to 144mgd over time
- 165 to 97mgd over time
 - o We are seeing a decrease in this number without much regulation
 - o The cheapest gallon is the gallon that is not used
 - o Leaky pipes, etc are built into these numbers
 - o Shows aggressive conservation is already going on
 - o 15% reduction of use with irrigation regulations
 - o 92% of water gets re-used
- Noted that there is funding of \$170M for conservation, some of which will be frontloaded to kick off efforts

Shelley asked the attendees if there were any questions of clarification:

- You show in your presentation that Central Florida is at 92% reuse, how is the water recharge being addressed? **RESPONSE:** Use of Rapid Infiltration Basins (RIBS)
- What is GPCD? **RESPONSE:** Looking at all water use per capita. However, there are special situations like Reedy Creek that serves few residential users but many tourists. There are few conservation programs Reedy Creek can offer residential users in this area.
- Where did the numbers come from on the historic water use v population? CUPs are not metered so WMDs don't have a handle on how much water is used per day? **RESPONSE:** While we don't have every piece of data from every user, the plan does its best efforts to estimate this. A group through UF – BEBR – tracks population by county and we can use this information for how we must plan. Prior to 2003, the data was purely estimate, now there is actual data on what is metered; were are able to look at trends and they are very consistent.
- There needs to be a public relations / public announcements that will help with conservation measures; is there something at the state that would communicate to the tourists; who can promote that? **RESPONSE:** That will come in the next phase of outreach.

It was then noted by some in the audience that the presentation was not detailed enough in actual conservation solutions and they wanted to hear more specifics. Glenda and Shelley asked Mark to come back to the stage to offer more specific information about the conservation solutions in the plan.

Mark noted that the Conservation Plan was broken into six sections including:

- Public Supply Conservation Measures
 - Residential Indoor
- Replacement of toilets
- Replacement of showerheads
- Replacement of faucets
 - Residential Outdoor
- Irrigation system audits
- Irrigation system improvements
- Soil moisture sensors
 - CII (Commercial/Industrial/Institutional) BMPs
- Replacement of pre-rinse spray valves
- Replacement of toilets and urinals
- Replacement of showerheads
- Replacement of faucets
- Site specific water audits
- Domestic Self-Supply Measures
 - Agriculture
- Limited to crop irrigation
- Estimates based on mobile irrigation laboratory evaluations
 - Landscape / Recreational / Aesthetic
 - Commercial / Industrial / Institutional
- Directly proportional to that of CII uses served by public supply systems
- Assumed that the CUP process and business economics already drive commercial and industrial establishments to minimize their use of process water
 - Power Generation

Mark noted that if demands remain relatively flat, there will be more water because of conservation measures that are already in place. Further, he noted that the Solutions Group recommended additional studies as they felt there was not enough data available for assessment and there more opportunities for stormwater.

Shelley opened the floor for additional questions:

- There is a Florida Anti Fracking Coalition. The Legislature was ready to pass regulations on fracking. Has CFWI addressed fracking in the plan over the next 5 years? **RESPONSE:** No, there are no specific projections based on fracking. Industrial and agricultural use include projections on fracking. If it becomes more prominent, we will look at the issue more closely.
- The Naval Air Station in Jacksonville is implementing low-impact development. What are the districts doing to implement the same? **RESPONSE:** Low impact development is a great concept. Winter Haven is working to retrofit their system with grass swales instead of curbs and gutters. Shelley asked: If Winter Haven is a best management practice, is there a part of CFWI that can share those practices across boundaries. **RESPONSE:** The stormwater portion of the plan has looked at water supply, so increase recharge.
- David Dinkins noted that Dr. Jones from UF will work with any community that calls on him to plan for low impact development. UF is a leading education organization on this topic.
- The Park Service is looking at including charges for consumptive use. Are there ideas in the plan that will help us capture recreational use ie. meter tourists, rvs, etc.? **RESPONSE:** It is critical to evaluate what you are using to help make decisions in the future. Recreational use is an important piece and working more closely with the hotel and tourism industry on the education piece may be an opportunity.

- A lot of work has been put into the plan, but the bottom line is quality of water is as important as the quantity. **RESPONSE:** This plan does focus on water supply, but then it also focuses on protecting the systems so withdrawal does not impact quality.
- There are concerns about arsenic levels in the water. What if growth is curbed just a little bit to keep us in a sustainable level so we don't have to go to extreme measures? **RESPONSE:** There are opportunities for the individual municipalities to look at their growth plans. Glenda noted that it is important to have local governments at table along with other stakeholders for this reason. Shelley noted that this is an excellent point and there needs to be more consensus on a growth management plan.
- The plan seems to be robbing Peter to pay Paul. **RESPONSE:** The Water Management Districts' job is to evaluate where the water can be withdrawn and ensuring that there are regional plans so we are not addressing issues in one area at the expense of another area. Glenda noted that that is why CFWI is holding the meeting in Northeast Florida and why it's important to have more people at the table.
- It was noted that there are alternative uses of existing water supply via stormwater run-off and collection. There are case study projects that the City of Daytona Beach is using now in conjunction with the SJRWMD. It is an opportunity for conservation and improved water quality.
- Residential irrigation is about 50% of the water used. More xeriscaping is suggested. **RESPONSE:** That is one of the solutions in the plan. We need more public support since this requires legislation for a statewide approach. Local governments can modify their landscape ordinance requirements. The current process is not working;
- Education is the key to citizen engagement. We have got to do a better job. We have got to set goals for individual consumption like the my river campaign.
- We need more public pressure on politicians to do the right thing
- We need tiered pricing to encourage conservation. Make it impossible to put a well at your home if you have access to a public water supply. **RESPONSE:** This runs into statutory issues so we need legislative help.
- On a state level we need to change the building codes like they did for hurricanes. Over time this will make a huge difference.
- Need to educate people on what the agriculture industry looks like today
- It is time to get aggressive and live within our water means. We need incentives, education, and mandatory regulation.

Michael reminded the attendees that the open comment period would run through July 31st and encourage them to make additional comments online.

Glenda thanked everyone for attending. The meeting adjourned at 6:31pm.

**Central Florida Water Initiative
Workshop Evaluation – Focus on North Florida, June 29, 2015
Summary Report (28 evaluations collected)**

Question 1.

One purpose of the workshop was to inform local leaders on the Central Florida Water Initiative (CFWI). Did we achieve that purpose?

(Scale of 1-5, 1=Strongly Disagree, 5= Strongly Agree)

Results – 14% Disagree – 21% were Neutral – 64% Agree

Responses	Total Number
1 – Strongly Disagree	0
2 – Disagree	4
3 – Neutral	6
4 – Agree	17
5 – Strongly Agree.....	1

Question 2.

Another purpose of the workshop was to share the conservation measures with you that are included in the proposed Solutions Plan. Did we achieve that purpose?

(Scale of 1-5, 1=Strongly Disagree, 5= Strongly Agree)

Results – 25% Disagree – 25% were Neutral – 50% Agree

Responses	Total Number
1 – Strongly Disagree	4
2 – Disagree	3
3 – Neutral	7
4 – Agree	14
5 – Strongly Agree.....	0

Question 3.

An additional purpose of the workshop was to provide an opportunity for open conversation about concerns you have with the proposed Solutions Plan. Did we achieve that purpose?

- To some extent
- Yes (15 responses)
- Somewhat (3 responses)
- Proposed solutions were not adequately discussed, outlines, or explained
- Yes; allowing flexibility with the agenda was a considerate and appropriate response to the audience / participants.
- Sorta; Florida has a demand problem that must play a larger role in the solutions document.
- Somewhat; given there were no specifics on the “16” projects and implementation strategies, this stymied a real conversation. Information provided was on process (and that was good), but little to nothing regarding outcomes.
- No
- No – it appeared the audience dragged the discussion on this subject
- Reduce CUPs by 20% within the region.
- Make non-compliance of BMPs punitive.

Question 4.

What questions / concerns are still outstanding after this workshop that we can answer?

- The fracking question (2 responses)
- What is being done to protect recharge areas, streams and other land critical to our water supply?
- How are you going to address large development such as Deseret Ranch?
- Utility directors need more support across the state
- What happens to all this if we implement or allow fracking?
- Are there conservation amounts that must be met before water is withdrawn from the St. Johns River?
- Bottled water impacts on GPCD
- Quality Evaluations
- Address recreational use and capture and share recreational use/demand to help inform and encourage conservation beyond hotel users ie. RV/Campgrounds
- What is a pre-rinse nozzle?
- Florida needs enforceable regional and/or statewide goals for individual consumption (GPCD).
- Help the public understand how they can be part of the solution by setting goals with incentives and enforceable regulations that show people that their efforts will make a difference.
- What value does the irrigation hours/days enforcement have? Does anyone know? Is any entity doing enforcement? Education certainly has its merits but some people only respond to a heavier hand.
- Volusia County has a Water Wise ordinance that requires efficient irrigation systems to be installed. Require the installation of lower-value irrigation systems in CFWI.
- Details of the plan
- What happens with conserved water?
- Can conserved water become available as a source for future growth?
- Don't depend on local governments for enforcement.
- How do you make citizens conserve water while protecting personal liberties?
- Need to focus on water conservation
- What is being proposed?
- River quality
- Septic systems leaking back to river in high water
- The true value of water to all Florida
- Drawbacks in the plan should be explained, not just advantages.
- Why conservation is not a bigger part of our water supply. We don't have a supply problem, we have a consumption problem.
- Facilitators were very good at making people feel like they were having input, but were subtly protecting the presenters.

Additional Comments:

- Golf courses need more water controls
- Thank you!
- Would like to get more information to our commission; possibly a “road show”. Outreach and speakers bureau to individual city commission meetings (Martha Graham, City of St. Augustine, mgraham@citystaug.com)
- Mark Hammond’s information presented in his second attempt to address concerns provided more answers. This should have been part of the PPT with handouts.
- This meeting was like a check on someone’s to-do list.
- Thanks for holding the workshop; very informative.
- Thanks for the presentation.
- Future workshop should include environment recovery and “saved” water plan.
- Desal
- Residential irrigation is about 40% of water consumption. That is the low-hanging fruit.
- Change statute 373 to allow L.G. to regulate water if they want to be more stringent than the WMD.
- Hold off implementation of CFWI until it can be considered simultaneously with the NFWSP.
- While the workshop certainly addressed the issues which came out of the Focus Groups, the lack of information provided on the projects/strategies largely negated any good will gained by coming to Northeast Florida.
- This room does not have the conservation experts; wrong crowd and wrong discussion.
- Use tiered pricing to encourage conservation.
- Re-establish growth management department
- Follow the law statute 373.019 that limits capturing this water to wet weather periods.
- Elected leaders did not attend
- Didn’t see many local leaders in the room
- Still a lot of talk, but not enough specifics
- I don’t have a lot of confidence that anything serious will be done with the group’s comments and concerns.

Central Florida Water Initiative Worksheet on Conservation Measures, June 29, 2015 Summary Report (26 worksheets collected)

Question 1.

What additional conservation measures would you like to see implemented in the Solutions Plan?

- Stop using CUPs to reduce salt up-coning threats to the upper aquifer
- Meter current CUPs for accurate data (pg 176)
- Ownership of the true value of water by Central Florida if they want more
- Allow L.G. to regulate water if more stringent than WMD
- Provide for WMD enforcement of water restrictions (irrigation)
- Need to charge for water use when above a certain level. When water use affects the wallet, change happens.
- Conservation should be more attractive (economically) than consumption
- Increased education on water use and conservation – change must happen now
- Gradually reduce the number of CUPs
- Communities should limit irrigation use in residential settings
- Communities should have state support for increasing cost for irrigation water than using the funds for water / wastewater conservation measures
- Extreme changes of ground covers for new homes
- Central Florida should lead this charge
- CFWI identify sustainable quantities of ground water sources. Talking about conservation measurements.
- Financial support for RIB projects
- Attractive uses of storm water for reuse to also promote recharge and conservation
- The plan made no mention of Low Impact Development. The current ERP process of the Districts allows every new project to structurally reduce groundwater recharge, for the life of the new facility. I want to see the state move toward requiring LID ie. New projects should not alter the pre-construction groundwater regime. This needs positive leadership from the WMDs not passively waiting for individual municipalities to discover and adopt LID. See Energy and Independence Security Act 2007, Sec 438 for what all Federal facilities are doing now successfully. I'd be happy to discuss or provide a tour to District personnel. (John K. Young, Stormwater Manager, Naval Air Station Jacksonville, john.k.young@navy.mil, 904-755-9771 (cell))
- Education was talked about, how about enforcement? Does that have an impact? (Specifically concerning the irrigation regulations (hours/days), rain seasons/soil moisture seasons are needed to be installed and functional.
- Address Florida Water Law regarding banking water – specifically for agriculture.
- Invest in increased efficiency irrigation techniques for ag. VFRO motors on pumps ?? adjust how to match demand. The Tri-County Agriculture Area Partnership has been working on issues of water quality and quantity with growers and has been very instrumental in bringing stakeholders together
- Mandate l
- Public Education
- Car washes and how to conserve there
- Homeowners Associations – ways to require conservation
- No crushed gravel with ???
- Metered recreational consumptive use including showers at campground facilities and RV water hookups
- Quality of water stats
- Car washes
- Low Impact Housing

- Fracking ban in Florida
- Limit the amount of water being bottled by corporations
- Ban green lawns / St. Augustine
- Regulation of industrial use
- Large water users drawing water from the St. Johns (or other surface water supply) are required to implement self reuse
- Taxing high water use vegetation at the retail level (color coded plant containers ie. Buyer beware Red container = high water use; Green container = low water use / native – and use biodegradable containers)
- Oft grade housing – more on site percolation
- Conservation must be cheaper to customer than water use. This means water must have a higher charge over use needed as a minimum necessary use. This must be high enough to force people to consider in their budgets.
- Make voluntary BMPs mandatory
- Cut all CUPs by 20% within 5 years
- Phase out all landscape irrigation in 5 years
- Implement use base principle where higher consumption levels cost more in 3 years
- Monitor actual CUP use not self report
- Implement new construction impact fees for water projects
- Ban fracking
- Control population
- Make water use tied to money.
- Curb growth
- Public announcements about water conservation ie. Messages on billboards across the state
- Enforce codes
- Incentives to utility owners to conserve their own usage for multiple use
- Conservation should be more attractive than consumption. Put incentives in place
- Charge for water consumption above a certain level
- Require new development to use water saving features – either things like low-flow toilets or recycling all grey water
- Gradually reduce the number of CUPs
- More education of public on water conservation
- Education
- Set goals on individual consumption
- Increase step increases of rates for users
- Require reuse
- Regulate / meter all wells
- Ban lawn irrigation

Question 2.

Are there any adjustments you would make to the existing conservation measures included in CFWI's proposed Solutions Plan?

- Use a model that considers conduits
- Do not issue CUPs that compromise MFLs
- How does quality (health) of water compare to quantity?
- Middle East has focused on the newest and best of technology
- Partner with L.G. to limit new development landscaping that require irrigation
- There needs to be more of a focus on limiting
- Are we planning to conserve the groundwater to replenish the aquifer? Groundwater conserved will be available for takers?
- District-wide or statewide LID manuals? If we make each city write their own, it will take decades to make positive change happen.
- Aggressive self conservation goals for residential consumption (ie. GPCD); new development is 50% irrigation GPCD
- Existing buildings/homes – 30% retrofit GPCD
- Make rain seasons better
- Make aggressive goals for conservation incentives to conserve
- Evaluate water reuse systems that recycle gray water for flushing toilets and outdoor use
- Imported bottled water and its effect on the decrease on historic use ie. What happens with crisis like e.coli
- Fracking
- No fracking (energy conservation, renewable energy, connect the dots)
- New construction must have mandates requiring use of low-flow toilets and showers. Voluntary standards and targets will not force meaningful conservation. There must be conservation measures that must be met before surface water is allowed to be withdrawn from the St. Johns River
- How do we know conservation projects will be funded
- Focus on quality of water as well as quantity
- Consider impact of sea level rise
- Real water numbers
- Conservation is way too small a part of the overall plan. Much more could be done at reasonable cost
- Explain water use assumption better

Additional Comments:

- I am not confident as I leave today. Understanding CFWI is interested in evolving. Need in solutions as much as saying we came and listened.
- Political experts of water management tremendously frustrating ie. Governor Scott removing number of senior management in water management for apparent political reasons
- Desal
- Building trust should include a strategic plan to save the conserved groundwater and leave it. Passing or making this water available for high water user will not be a good water conservation measurement.
- Thanks
- More communication on collaboration with North Florida Regional Water Supply Partnership
- Utilize Roadman reservoir for storage
- Ag has concerns about water quality not just quantity, salt water intrusion is already affecting production
- Publicize conservation goals very aggressively
- People need to understand bioswales, etc. or they will sabotage it
- Statewide / region-wide drought policies that can be implemented as conditions demand
- Our first meeting and there was no focus on the north
- Low impact development – on a state level building code, just like hurricanes
- Increase percolation, on site collection and use rain barrels, etc.
- Focus on quality, not just quantity
- The presentation did not describe what conservation measures are to be implemented in the plan, nor did presentation describe adequately what are the solutions recommended in the plan
- Run scenarios / water savings to compare options
- Mandatory requirements
- Education
- Incentives to conserve
- Drive down WMD assistance to locals ie. Provide direct customer support to end user
- Let's get serious about this now. We don't want to be another California. Limiting growth, however politically unpopular, must be considered.
- General public distrusts WMD because of the changes in information and mass reduction in staff.



Meeting Minutes – Meeting with Northeast Florida Leaders
Northeast Florida Regional Council
6850 Belfort Oaks Place, Jacksonville
July 29, 2015

Participant Meeting Expectations:

From Jacksonville Leaders:


- Understanding CFWI and how it relates to NE Florida
- Ensuring that information is based on science and data
- Understanding how concerns, especially surface water withdrawals, will be addressed
- Understanding whether we've been handed a "fait accompli"?
- Understanding the timeline and whether it forecloses any future decisions,
- More thorough understanding of the conservation elements of the plan
- Low expectations. Belief that this is a "done deal"

From CFWI Leaders:

- Open and honest discussion about the issues
- Understanding various perspectives
- Building communication and trust
- Shared understanding of the science

Key Issues:

- There needs to be an on-going, agreed upon plan for meetings between CFWI and Jacksonville leaders
- "Your scientists are afraid to tell you the truth; they tell you what they think you want to hear"
- Great deal of unrest about CFWI; not just in NE Florida, but throughout the state.
- There is a perception that St. Johns WMD does not listen to stakeholders; that perception is changing in the Agricultural community
- We might have facts and science behind this plan, but there is a lack of trust that clouds all decision making
- A stronger communication plan about the link and timing between the Solutions Plan and the Implementation Plan is needed early in the Solutions document, and in workshops and presentations about CFWI
- CFWI needs a structural solution to addressing on-going planning and communication with areas outside of the CFWI footprint
- Determine what legislative "fixes" are needed to implement a stronger conservation plan
- More consistent regulations are needed
- More interface with local government is needed to develop an integrated system; CFWI could take a lead role in facilitating the adoption of best practices with local government and tying this plan back to local government plans
- Energy around conservation is not as much as AWS. More energy, emphasis and detail on conservation is needed.
- Education and Outreach needs to be a stronger piece of the plan; education at the districts needs to be reinstated into the plan

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- We need stronger caveat language in the plan to address some of the AWS plans, especially regarding surface withdrawals
 - Timing is important so that what's in the CFWI will not adversely impact the NE Florida planning process.
 - Communicate in the plan about how this links to efforts outside of CFWI

Recommendations for “What’s Next”:

- Chapter 7 needs to clearly articulate the structures we need to link this plan to other planning processes
- Meet again before the end of the Community Input period
- Lisa to send Dr. Shortelle some recommended caveat language
- Send a copy of the presentation
- Need a timeline for approval of the plan as well as a timeline associated with developing the implementation plan

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