

**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** St. Johns River Water Management Districts 2010 Public Awareness Media Campaign Partnership

**DEPARTMENT:** Environmental Services

**DIVISION:** Water and Sewer

**AUTHORIZED BY:** Andrew Neff

**CONTACT:** Debbie Meinert

**EXT:** 2121

**MOTION/RECOMMENDATION:**

Approve funding participation in the amount of \$25,000.00 for the St. Johns River Water Management Districts 2010 Public Awareness Campaign.

County-wide

Debbie Meinert

**BACKGROUND:**

This item is an annual recurring partnership between St. Johns River Water Management District and Seminole County Government. Annually, the St. Johns River Water Management District implements an advertising public awareness campaign to educate the public about water conservation practices and new rules. In March of this year, the District adopted new watering restrictions to reduce unnecessary lawn watering. The public awareness campaign will heighten awareness of these new restrictions. In July of this year, Seminole County adopted the new St. Johns River Water Management District's rules. The campaign uses mass media to educate and motivate large numbers of people. The campaign is a partnership, allowing water supply utilities and the District to minimize duplication of effort and to provide a clear, consistent message.

Participation in the campaign meets criteria in meeting the water conservation education requirements of the consumptive use permits with the St. Johns River Water Management District. The funds are budgeted in the Water Conservation budget.

**STAFF RECOMMENDATION:**

Staff recommends that the Board approve partnership funding between Seminole County Government and St. Johns River Water Management District in the amount of \$25,000.00.

**Additionally Reviewed By:**  
 Budget Review ( Betty Newton, Lisa Spriggs )