

**SUMTER COUNTY BOARD OF COMMISSIONERS  
EXECUTIVE SUMMARY**

**SUBJECT:** FY2011 Cooperative Funding Initiative Application to the Southwest Florida Water Management District, Rank as Number 1, and provide letter of support.

**REQUESTED ACTION:** **Staff recommends approval**

Work Session (Report Only)    **DATE OF MEETING:** 11/24/2009  
 Regular Meeting                       Special Meeting

**CONTRACT:**  N/A    Vendor/Entity: \_\_\_\_\_  
Effective Date: \_\_\_\_\_                                      Termination Date: \_\_\_\_\_  
Managing Division / Dept:                      Support Services/Budget \_\_\_\_\_

**BUDGET IMPACT:**                      \$84,250 Total Program (\$42,125 grant; \$42,125 county portion in FY 2011)

Annual                      **FUNDING SOURCE:**                      SWFWMD and General Fund  
 Capital                      **EXPENDITURE ACCOUNT:**                      To be determined  
 N/A

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**HISTORY/FACTS/ISSUES:**

The Board has received Florida Yards and Neighborhood (FYN) funding via Cooperative Funding Initiative from the Southwest Florida Water Management District for several years that has provided partial funding for IFAS (Institute of Food and Science) Facility Members to work with residents, developers, home builders, employees of The Villages, Sumter County employees, landscape maintenance companies and pest control companies. The Facility Members office is located at The Villages Government Annex.

Susan Kelley, Extension Director, has prepared the funding application for FY 2011 that request continued funding for one full time and one half time faculty member to provide information through workshops, exhibits, client contacts and industry training.

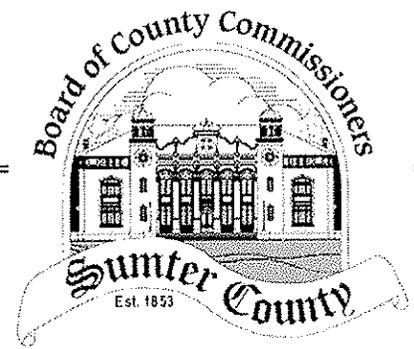
The total program cost for FY 2011 is \$84,250 with \$42,125 as the local contribution and \$42,125 from the water district.

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# Board of County Commissioners

## Sumter County, Florida

910 N. Main Street, Room 201 • Bushnell, FL 33513-6146 • Phone (352) 793-0200 • FAX: (352) 793-0207  
Website <http://sumtercountyfl.gov>



November 25, 2009

Southwest Florida Water Management District  
2379 Broad Street  
Brooksville, FL 34609-6899

Dear Sir:

The Board of Sumter County Commissioners has submitted one application for cooperative funding for the upcoming cycle as follows:

1) FYN Sumter County

Sumter County intends to provide matching funds for this project in their 2010/011 budget which will be prepared in spring of 2010.

Very truly yours,

By \_\_\_\_\_  
Bradley Arnold  
County Administrator

Richard "Dick" Hoffman, Dist 1  
(352) 753-1592 or 793-0200  
910 N. Main Street  
Bushnell, FL 33513

Doug Gilpin, Dist 2  
Chairman  
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Don Burgess, Dist 3  
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Randy Mask, Dist 5  
2<sup>nd</sup> Vice Chairman  
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Gloria R. Hayward, Clerk & Auditor  
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209 North Florida Street  
Bushnell, FL 33513

County Attorney  
The Hogan Law Firm  
Post Office Box 485  
Brooksville, Florida 34605

**FY 2011 COOPERATIVE FUNDING INITIATIVE APPLICATION**  
**EDUCATION ADDENDUM**  
**The Villages/Sumter County FYN Program**

**1. Project Summary**

The Villages FYN Program in Sumter County concentrates on the homeowners, developers and landscape professionals that live and work in the urban center called The Villages. This grant supports a dynamic partnership between Sumter County Board of County Commissioners, The Villages of Lake and Sumter and UF/IFAS Sumter County Extension. Through continuing educational efforts, the homeowners and residents in The Villages will attend regular educational events, which will be evaluated through surveys for water usage reduction indicating practice change. Landscape professionals including lawn maintenance technicians, landscapers, irrigation installers and pest control technicians will be provided with educational workshops, Best Management Practices and pesticide certification classes in order to improve the water quality issues in The Villages. The evaluation method will be the number of successful certifications and continuing education units earned by this group of service providers. Florida Gold Water Star Home certification and the Yard Recognition Program will be utilized to conduct evaluations in homes and yards, and to promote Florida Yards and Neighborhoods in the media. The program will be marketed through television, radio, newspapers, expositions and a website.

**2. Project Justification**

As the second fastest growing county in Florida, Sumter County is particularly at risk of compromising natural resources if steps are not taken early in this development. UF/IFAS Sumter County Extension is prepared to promote water conservation through the FYN principles and the research available from the University of Florida. Faculty members are certified Best Management Practices in Green Industry trainers, and a FNGLA Certified Horticulture Professional. Through the Sumter County/The Villages FYN program, residents will learn how to manage their yards and their irrigation more efficiently. Additionally, there is tremendous need for educational resources for the professionals working with pesticides; landscaping and irrigation in the subdivisions of Sumter County and especially in the concentrated growth area of The Villages. There has been and will continue to be a direct impact on the amount of water used in The Villages, and in 2011 more efforts will be directed toward improving water quality through improved management of pesticides, fertilizers and irrigation in the residential and commercial areas. In addition, there will be improved evaluation procedures through a study of residents using their utility bills as well as the use of surveys after workshops.

As a continuing project, in 2011 there will be emphasis on determining the number gallons of water saved per day per resident who participates in the program. Another new issue, fertilizer application, will be an area of emphasis and faculty in this program

will assist all companies applying fertilizers for hire to obtain certification, which will increase the knowledge of those doing the application. By providing education in safety and environmentally sound practices, the amount of fertilizer that becomes non-point source pollution will be reduced.

### **3. Location and Audience**

Sumter County is in the Withlacoochee River Basin and the main area of concern is the densely populated northeast corner of Sumter County. The community of The Villages continues to grow and will be the main focus of this project, however, as the surrounding cities of Wildwood, Coleman, Oxford, Sumterville and Bushnell grow in residential development they will be included in the efforts. This program serves all of the 90,000 Sumter County residents and the more urban portion will be targeted for water conservation and improved water quality. Approximately 20 volunteers will assist in the FYN program during 2011.

### **4. Education Goals**

The education goals of this project are designed to encourage practice change in both residential water use and maintenance professional practices. While there will be increased awareness of an individual's effect on the water resources, the goals are to encourage the individuals to make changes in their daily life that will make a positive impact on the water resources of Sumter County.

Goals for 2011:

Increased awareness of water resources  
Increased knowledge of water resources  
Changed attitudes for benefit of water resources  
Changed behavior for benefit of water resources

### **5. Objectives**

- Each week a new resident and new employee class will be conducted in The Villages to provide orientation to water conservation.
- Each week a new homeowner class will be conducted in The Villages and those residents will become part of a water usage study to determine practice change.
- 100% of the landscape professionals working in The Villages will be invited to participate in continuing education classes and BMP certification.
- 80% of the employees of the maintenance companies will increase knowledge in the areas of concern for water quality after receiving FYN training.
- Develop a series of Florida Friendly Landscaping Workshops for established residents and conduct at least one workshop per month with surveys following to determine knowledge gained in the area of water conservation.

- Take the Water Smart Irrigation to at least five events where the public can be engaged in a discussion of their irrigation system, improving their knowledge of landscape watering.

## 6. Measurement and Evaluation

Objective	Measurement
Each week a new resident and new employee class will be conducted in The Villages to provide orientation to water conservation.	Observation – The number of residents attending Surveys – Effectiveness of program will be assessed through follow-up email survey
Each week a new homeowner class will be conducted in The Villages and those residents will become part of a water usage study to determine practice change.	Water Bills – study will include bills prior to attending workshops and for six months after.
100% of the landscape professionals working in The Villages will be invited to participate in continuing education classes and BMP certification.	Pre-test, Post-test and number of new certifications gained in pesticide use, BMP's, and FNGLA Certified Horticulture Professional program.
80% of the employees of the maintenance companies will increase knowledge in the areas of concern for water quality after receiving FYN training.	Number of certifications and continuing education units earned.
Develop a series of Florida Friendly Landscaping Workshops for established residents and conduct at least one workshop per month.	Pre-tests and Post-tests, email survey.
Take the Water Smart Irrigation Display to at least five events where the public can be engaged in a discussion of their irrigation system, improving their knowledge of landscape watering.	Observation, response to email survey of those completing contact forms.

## **7. Strategy**

The FYN faculty will employ the community-based social marketing approach in their workshops, educational messages and in their follow up studies with the residents. This approach will encourage positive behaviors by promoting Florida Friendly Landscaping principles through the Yard Recognition Program. Residents attending workshops will be provided with the information needed to properly maintain sprinklers and landscapes and will be contacted again after six months to determine whether the recommended practices have been implemented. New residents will participate in orientation seminars and will be given items that will prompt them to adopt and continue positive water conservation practices. Homes will be certified as Water Star Homes through the new process and promoted in The Villages to the residents and builders. The Yard Recognition Program will be used to promote the use of Florida Friendly Landscaping.

Landscape professionals will be identified and they will participate in classes that will promote recommended Best Management Practices that promote improved water quality and water conservation. FYN faculty will work closely with the developers of The Villages to monitor the adoption of practices and to identify the landscape professionals that would benefit from additional training.

The marketing strategy for the FYN program will include a monthly radio program on WVGN radio, regular television interviews on the cable program "Growing Lake and Sumter", weekly newspaper articles in The Villages Daily Sun and monthly in the Sumter Express. The UF/IFAS Sumter County Extension website will house a schedule of events and classes.

## **8. Messages**

Apply irrigation efficiently and only when needed, apply pesticides and fertilizers appropriately, know whether your yard professional is following Best Management Practices, use Florida Friendly Landscaping techniques in your landscape.

## **9. Activities**

- Conduct new resident orientation and new homeowner seminars providing information about water conservation to all new residents of The Villages, with a follow up study including six months of water use.
- Promote Florida Friendly Landscaping principles through television and radio programs, newspaper articles and printed materials.
- Assist in maintaining the Florida Friendly Demonstration gardens in Oxford and at the extension office.
- Promote irrigation system efficiency through classes, hands-on demonstrations and home visits, with the goal of 200 direct contacts.
- Plan and conduct monthly Florida Friendly Landscaping classes.

- Continue to develop a Florida Gold Water Star program and implement certification in The Villages.
- Conduct continuing education and Best Management Practices classes for landscape professionals.
- Maintain a list of companies who work in Sumter County applying pesticides and fertilizers, maintaining lawns, landscapes and irrigation systems.
- Assist homeowners with Florida Friendly Landscaping and irrigation issues through telephone calls, emails, office visits and home visits.
- Promote Florida Friendly Landscaping Principles through the Yard Recognition Program.
- Continue to coordinate educational efforts with the developer and personnel of The Villages of Lake and Sumter.
- Participate in Water Expo, Environmental Expo and Government Day by promoting Florida Friendly Landscaping.
- Maintain an active FYN/Urban Horticulture Advisory Committee.
- Use the Water Smart Display at five public events.

## 10. Budget

There are approximately 90,000 people living in Sumter County today and have the possibility of gaining some knowledge about water conservation through the FYN program, resulting in a per person cost of \$1.21 per person.

<b>Item</b>	<b>Total Cost</b>	<b>District</b>	<b>Sumter County</b>
Professional Salary and Benefits FYN Faculty	<b>\$ 55,000</b>	<b>\$ 27,500</b>	<b>\$ 27,500</b>
Professional Salary and Benefits FYN/Horticulture Faculty	<b>\$25,000</b>	<b>\$ 12,500</b>	<b>\$12,500</b>
Travel Local travel conducting programs and visiting clients	<b>\$ 3,000</b>	<b>\$ 1,500</b>	<b>\$ 1,500</b>
Professional Development Training appropriate for FYN program	<b>\$ 750</b>	<b>\$ 375</b>	<b>\$ 375</b>
Printing Brochures, class announcements, class materials	<b>\$ 500</b>	<b>\$ 250</b>	<b>\$250</b>

Total Project Budget	\$ 84,250	\$ 42,125	\$ 42,125
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### 11. Time Lines

Activity	10/11	11/11	12/11	1/12	2/12	3/12	4/12	5/12	6/12	7/12	8/12	9/12
New resident orientations	X	X	X	X	X	X	X	X	X	X	X	X
Radio Program	X	X	X	X	X	X	X	X	X	X	X	X
Maintain Demo Gardens		X		X		X		X		X		
Irrigation workshops		X			X			X			X	
FFL Classes	X	X	X	X	X	X	X	X	X	X	X	X
Water Star Programs	X		X		X		X		X		X	
CEU/BMP's	X	X	X	X		X		X		X		X
Build list of landscape clients	X	X	X	X	X	X	X	X	X	X	X	X
FFL Client Contact	X	X	X	X	X	X	X	X	X	X	X	X
FFL Yard Recognition	X	X	X	X	X	X	X	X	X	X	X	X
Coordination Meetings				X		X		X		X		X
Events								X		X		X
Advisory Committee		X				X				X		
Water Smart Display		X		X		X		X		X		

### 13. Benefits to the District

The Southwest Florida Water Management District will benefit from the changed practices of the residents of Sumter County in their water use. Water quality will improve as a result of the continuing education and BMP educational efforts with landscape professionals working in Sumter County. The amount of water that will be conserved will be documented by a study conducted using resident utility bills after attending a FYN educational event. The district will also benefit from increase exposure of their name, logo and mission through monthly radio broadcasts, and regular television programs, print materials and newspaper articles.