

# **CFWI: Community Outreach and Consensus Building**

## **Final Report**

December 29, 2014



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## Introduction

Beginning 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 *Central Florida Water Initiative* (CFWI) and to facilitate discussions among key stakeholders in the public and independent sectors and the business community to build an understanding of the CFWI and water supply issues.

Prior to triSect's engagement, and starting in 2012 with development of the draft CFWI regional water supply plan (June 2012 through January 2014), the water management districts successfully reached nearly 3,500 people through 117 presentations, five public workshops and one webinar. While these numbers are excellent records of community outreach, leaders of the CFWI wanted to specifically engage key stakeholders in both the public sector and the business community. The triSect team joined the CFWI effort to develop a targeted effort to those two stakeholder groups.

The CFWI is an unprecedented regional initiative, engaging the key leaders in all three water management districts along with senior leadership from Florida's Department of Agriculture and Consumer Services and the Department of Environmental Protection. Never in Florida's history have so many with so much responsibility over such a large area been involved in trying to prospectively address water supply issues. The triSect partners recognized and understood the importance of this unique public/private partnership. triSect partners have an extensive background in regional water supply issues and brought a distinctive perspective to the table at a critical juncture in the process.

This Report contains a review of triSect's work since March of 2014, 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 process and identifies both short-term and long-term recommendations.

From the beginning of this effort, we saw our role as a team member with the communications professionals at the three water management districts (the "Communications Team") and have worked closely with them to understand and develop the CFWI message and to reach out to key stakeholders.

The Communications Team 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

## **I. triSect's Role in Internal Communications**

The CFWI is a multi-year, multi-jurisdictional project whereby several large agencies are working in concert with a number of private and non-profit organizations. Together they are collaboratively identifying long-term water supply projects and encouraging the communities they serve to support and implement projects to meet the area's water needs. This innovative planning model holds much promise beyond the CFWI boundaries for how Florida's water management districts can work with stakeholders to build consensus and commitment to the long-term water needs of Florida.

The CFWI's initial challenge was to maintain and improve the communications links within all these organizations, and one of triSect's roles was to assist in supporting those links. To that end, the triSect team set the agenda for and facilitated regular meetings with the Communications Team. While these meetings had begun before triSect was engaged, what triSect's involvement added to the process was an organizing entity that provided an outside perspective on community engagement to enhance the three-district collaboration that had been occurring. Between late March and December of 2014, triSect's team met in person or hosted telephone conference calls with the Communications Team on 15 occasions.

To ensure we understood the goals of the CFWI process, and could explain our own "community outreach and consensus building" process, we attended (mostly in person although sometimes by phone) 16 Solutions Team meetings and 9 Steering Committee meetings. We made presentations about our community outreach efforts at almost all of these meetings.

In partnership with the Communications Team, the result of preparing for all these meetings fostered an atmosphere of transparency; each District knew what the other was thinking, where the Executive Director stood and what we did and did not know about community involvement. Communication up and down the organizational chart and across organizational lines was extraordinary.

## **II. triSect's Role in External Communications**

### **A. Interviews with Subject Matter Experts**

triSect wanted to understand the issues, relationships and pressures involved in the CFWI region. As one of our first tasks, we interviewed the following key water policy leaders:

- Mark Middlebrook (St. Johns River Alliance)
- Jacob Stuart, Robert Beltran, Michael Minton (Central Florida Partnership, SWFWMD)
- Robert Beltran, Colleen Thayer (SWFWMD)
- Len Lindahl, Barbara Ross (SFWMD)
- Ken Herd (SWFWMD)
- Mike Register (SJRWMD)
- Drew Bartlett (DEP)
- Rich Budell (FDOACS)
- John Shearer (Steering Committee Facilitator)

triSect provided a summary of most of these meetings for review by the Communications Team (see Exhibit A).

### **B. Meetings with County Managers**

To assess the current level of understanding of the CFWI, triSect began by interviewing the five county managers and their staff in the core CFWI counties, Lake, Orange, Osceola, Polk and Seminole, as well as the adjacent county of Brevard\*. A key goal was to better understand their level of awareness, commitment and agreement prior to launching additional outreach to a larger population. The primary message we heard from these county leaders was a unanimous commitment to the CFWI process. However, a consistent theme raised in all of the counties was the concern that not enough engagement of city leaders had occurred. This was seen as a critical step in the ongoing “consensus building process,” that, if not addressed, could greatly weaken the support for any long-term solutions. (See Exhibit B).

Our recommendation to the Communications Team, based on this feedback, was to alter our initial outreach strategy. We recommended an amended approach (and the Communications Team agreed) that would first target elected officials and staff of the cities of the five core CFWI counties. The development of support from local elected officials was (and continues to be) a needed component of the CFWI communication

and outreach program, as local officials are best equipped to share the collaborative message of planning for the future with their citizens.

*\*Due to scheduling conflicts and county elections, the triSect team was unable to meet with Volusia County representatives as Volusia is also adjacent to the core CFWI counties, although frequent attempts were made.*

### **C. Coordination with Other Regional Efforts**

triSect connected the work of the CFWI with other important regional initiatives, including arranging for presentations to the East Central Florida Corridors Task Force and the *Central Florida Congress of Regional Leaders*, and assisted with the development of key messages and presentations to those groups. We also connected the CFWI to the work of the Regional Values Study, led by the Central Florida Partnership and MetroPlan Orlando.

### **D. Local Government Workshops**

In October 2014, triSect conducted two public workshops about CFWI: the first in Oakland on October 16<sup>th</sup>, targeting elected city officials and their staffs in Orange, Osceola and Seminole counties; the second in Haines City on October 29<sup>th</sup> targeting elected officials and their staffs in Lake and Polk counties.

Both of these efforts, designed to engage and educate this important constituency group, resulted in meaningful dialogue between executives from the water management districts and local government officials as well as interested members of the community. Combined, more than 130 local elected officials and staff members attended the two workshops.

Additionally, both workshops received positive media coverage, including a news article and an editorial in the Orlando Sentinel. The editorial cited the CFWI study, highlighting that population growth will far exceed what current groundwater sources can provide. It also emphasized that individuals in the region should take personal responsibility for conserving water, even as CFWI seeks additional alternatives.

*“Each of us will need to be better stewards of the finite and irreplaceable resource that is Florida’s water supply.” – Orlando Sentinel, November 16, 2014*



Further, both workshops were recorded by The FLORIDA Channel, a public affairs programming service based in Tallahassee. The October 16<sup>th</sup> workshop was broadcast live on the FLORIDA channel and can be viewed online in their archives (<http://thefloridachannel.org/videos/101614-central-florida-water-initiative-workshop/>). The October

29<sup>th</sup> workshop was available to stream live from the website and can also be viewed online in their archives (<http://thefloridachannel.org/videos/102914-central-florida-water-initiative-community-workshop/>).

In preparation for both of these workshops, triSect facilitated an annotated agenda for the benefit of the presenters, as well as a detailed slide presentation including maps and charts.

After consulting with the Communications Team, triSect developed a summary of key facts that would serve as a “take away” for leaders to use back with their own constituencies. This was distributed to attendees in order to give them key information. Additionally, triSect created and printed various documents that were distributed to attendees in folders, including an agenda of the meeting, a CFWI area map, the CFWI website landing page, and a workshop evaluation. Also provided were nametags and sign-in sheets. For both workshops, triSect took detailed notes during the workshops and created summaries of the evaluations completed by attendees (See Exhibit C). These were both provided to the Communications Team and referenced in subsequent meetings with the Solutions Team and Steering Committee.



*Photo at left:* The first workshop was conducted on October 16, 2014 in partnership with the Tri-County League of Cities (covering Orange, Seminole and Osceola counties). There were 63 attendees at this workshop, far exceeding the baseline goal of 25.

*Photo at right:* The second workshop was conducted on October 29, 2014 at First Presbyterian Church of Haines City, specifically targeting elected officials/staffs from Polk and Lake counties. There were 71 attendees at this workshop, again exceeding expectations of a baseline of 25 attendees.



## **E. Business Community Engagement**

In the final outreach initiative for this project, triSect worked with staff from the Districts and the *Central Florida Partnership* in preparation for the Central Florida Regional Leadership Forum on November 21<sup>st</sup>. This Regional Leadership Forum targeted business, government and independent sector leaders to discuss and gain a better understanding of water issues, including how CFWI is seeking business,

government and community input in developing a long-term water plan. A total of 178 local leaders attended this event from both the public, private and independent sectors.



**November 21, 2014 Leadership Forum**

triSect worked with the Communications Team to develop an outline for the presentation given by the executive directors of all three water management districts as part of the overall leadership forum. Additionally, triSect developed a supporting slide presentation to supplement the information and moderated the panel of the three executive directors.

In addition to the panel presentation, triSect assisted the communication and leadership teams with a briefing of the Values Study commissioned by the Central Florida Partnership and the study's impact on communicating this project going forward. It also coordinated additional "data mining" of the study with the chief researcher, Dr. Dee Allsop, and Jacob Stuart, President of the Central Florida Partnership.

### **III. What We Learned**

Over this nine-month period of listening to community leaders, key themes relevant to CFWI have emerged:

1. Collaborative regional processes are supported in central Florida and have the potential to produce lasting results. Stakeholders recognize that these processes can be challenging to create and hard to maintain but are essential and an effective means of planning. To support successful collaboration, constant and carefully planned outreach will be needed.
2. Outside of key stakeholders, the general public does not understand the complexities of water supply planning. There is a huge 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.
3. Local elected officials at both the city and county levels want to be brought into the process; they can be the most effective translators of water issues to their constituencies.
4. Local governments are also key partners to devising long-term policy and funding strategies. Get local government support and buy in *before* a plan or a recommendation is presented to them.

5. Water management district Governing Board members are a valuable resource, particularly in explaining water issues to those communities in which they live. Governing Board members we spoke to want to continue to be educated on the CFWI process, and can be great ambassadors as the plan is being developed and implemented.
6. The business community is not well informed about CFWI. There is significant interest by key business leaders, but the outreach to the region's business organizations, particularly local chambers of commerce and economic development organizations must be expanded.
7. The coordinated communication messages and plans among the three water management districts should continue to be supported, expanded and resourced appropriately.

#### **IV. “Next Steps” Recommendations**

The triSect team was honored to have been selected to extend the communication and outreach efforts in partnership with the Communication Team over the last nine months. We recommend the following Tasks continue and expand as the Solutions initiatives are finalized.

- 1) Develop a Master Plan and Calendar of Communication Initiatives with the Communications Team.
- 2) Develop A Local Government-targeted Engagement Process
  - A. Organize an ad hoc Local Government Outreach Team
  - B. Develop and Implement a “Tool Kit for Local Governments”
  - C. Develop Materials for Local Board Presentations
  - D. Train Trainers for Presentations to Local Boards
- 3) Develop and Implement a Business Outreach Process
  - A. Organize an ad hoc Business Organizations Outreach Team
  - B. Develop and Implement a “Tool Kit for Local Businesses”
  - C. Develop Materials for Local Business Presentations
  - D. Train Trainers for Presentations to Local Business Organizations
- 4) Support the development of a Regional Conference to present the recommendations of the Solutions Team to a broad mix of business, government and community leaders.

5) Enhance the CFWI website with a “citizens section” which has simple Q&As and easy links to data and reports, and which includes some best practices.

A. Include a website “button” to all local governments and business organizations to link the CFWI Website to their individual sites.

## Addendum

### **“Next Steps” Costs:**

Estimated Range of Costs:

\$90,000-\$150,00,  
depending on final agreed upon  
tasks \*

\*Does not include printing or  
standard travel costs

# Exhibits



# **CFWI Stakeholder Engagement**

## **Summary of Background Interviews**

June 5, 2014

Prepared by  
Steve Seibert, Partner



## **Introduction**

Since 2010, the CFWI has focused on the science necessary to create one Regional Water Supply Plan for Central Florida. In fact, the CFWI has done much research and “fact-finding” to create the plan and to integrate the water-planning direction of three water management districts.

Now that the CFWI is at its Solutions planning process phase, it is imperative that its existing positive stakeholder involvement be expanded.

A recent community-engagement, led by *myregion.org* and ULI Central Florida, culminated in the publication of “*Creating a Regional Water Strategy-Civic Architecture*,” identified that this is a fragile and delicate time for building regional consensus on how to advance and fund regional water projects.

In other local and regional models that were studied in this process, careful time must be spent at this phase to get a larger group of stakeholders to accept the research done by the experts of Central Florida Water Initiative (CFWI). If research is presented as “fact” rather than a “framework for discussion and input”, the chances that the larger stakeholder group may not understand the research done or the preliminary findings are increased. triSect serves as an objective third-party for the stakeholders to trust in the next phase of stakeholder engagement.

The team at triSect has reviewed materials and information provided by the designated staff of the three water management districts to use as the baseline information for all phases of the community engagement process. triSect also conducted background interviews with key staff from all three water management districts—as well as with key stakeholders from the St. Johns River Alliance, the Central Florida Partnership, and the Florida Department of Environmental Protection—to establish this baseline of information.

## **Establish Background and Identify Key Issues for Expanding Stakeholder Engagement**

After reviewing the existing Central Florida Water Initiative (CFWI) stakeholder engagement effort, the triSect team has determined techniques to expand and broaden the stakeholder group. This will ensure that a cross section of public, private, and civic leaders along with citizens of all five counties are engaged in this process.

The first step in the process of expanding the stakeholder group is to interview the county managers of each county within the CFWI boundaries for their input on key stakeholders from their communities. Prior to these county manager interviews, triSect established a baseline of current issues that these communities are facing by interviewing key staff of all three water management districts as well as community leaders with a broad perspective on regional water issues. The findings from these initial background interviews will frame the approach for the interviews with the county managers.

## **Summary of Background Interview Findings**

Many of the current issues that the three water management districts and community leaders face reference two central themes. These stakeholders feel that both conservation efforts and communication need to be maximized. Regarding conservation, the stakeholders are interested in finding a resolution that will incentivize the community to increase their efforts. Open and widespread communication is vital to get this message across. It is especially important for the water management districts to be represented at important community meetings and presentations to further promote the message of CFWL. Continual teamwork amongst all players involved will help achieve the goal of creating one Regional Water Supply Plan.

## **Detailed Background Interview Findings**

Key staff from the water management districts and community leaders with a broad understanding of regional water issues were interviewed. These are not the full notes from each of these conversations, but reflect key considerations expressed by the interviewees.

### **Mark Middlebrook** (*St. Johns River Alliance*)

05/01/2014

- Conservation is one subject that seems to tie people together; otherwise, counties do not talk to each other.
- Everyone gives lip service to outdoor watering conservation; Duval's per capita use is still relatively high and not enough sensitivity to this fact. We must try to communicate this across the entire region.
- Possibility of co-hosting a "water summit" between Jacksonville Regional Chamber and Central Florida Partnership.
- Alliance is ok with withdrawing water from St. Johns, just not at MFL and not for 365 days/year.

### **Jacob Stuart, Kristine Vorpapel** (*CFP*), **Robert Beltran, Mike Minton**

05/09/2014

- Beltran to present on June 19-20 and at CFP Water Program on Nov. 19.
- AIF will hold Water Program on Oct. 10.
- Stuart thinks we should talk with large landowners first (Lake Nona, Tamoka, Viera, etc).
- What are other business community gatherings to schedule? The Central Florida Partnership will assist.
- May want to speak with Henry Dean.

**Robert Beltran, Colleen Thayer (SWFWMD)**

05/13/2014

- Withdrawal from St. Johns is huge issue; river is flat, more controlled by tide than by rain. Increased storage is critical.
- CFWI doesn't need to be perfect. It is reviewed every 5 years.
- Does not support reducing protections in SWUCA (Southern Water Use Caution Area) in effort to be consistent with other Districts.
- Conservation is part of answer but not only answer.
- We need to speak with county leaders to make sure they remain in the process.
- Very important that all 3 Districts be represented at major community presentations.

**Len Lindahl, Barbara Ross (SWFWMD)**

05/19/14

- One of the big issues is skimming water off St. Johns and Kissimmee Rivers.
- Conservation: environmental communities want more, utilities want to be respected for what they've done, per capita calculations are inconsistent across region, and no agreement on inter-district transfers.
- Reuse is working but no agreement on limiting what you use reuse water for (irrigation, industrial use, natural systems? Which one gets the priority for this water?).
- Defining "environmental harm...even if you meet MFLs there could be harm. This goes to "recovery and prevention" efforts.
- What is the on-going process? Does the Steering Committee continue to meet once the CFWI is adopted in 2015?
- Solutions Team should drive long-term answers, not Regulations Team.

**Colleen Thayer (SWFWMD)**

05/21/14

- She talked with Robert and would like Lindahl at June 20th meeting.
- Likes the question, "Why is community important to the CFWI?"
- triSect needs to meet with Robert Beltran to understand what his main points are and to help craft consistent message.

**Ken Herd (SWFWMD)**

05/23/14

- Successful communication is all in the delivery.
- Process is complicated, hard to explain to community members.
- Monitoring of actual use is critical.
- Needs help explaining the 800-850 MGD numbers; go to last Solutions Team meeting for record of discussion.
- Not asking people to make commitments at this point; looking at options. This is important to make the utilities more comfortable with process.
- Polk County has a particularly difficult challenge because of limited water sources.

**Mike Register** (*SJRWMD*)

05/28/14

- He will be primary point of contact for and representative of SJRWMD (also Joanne Chamberlin)
- Take a look at CUPs in an effort to gain capacity over time.
- Increased conservation should be incentivized. Balancing act for utilities between lesser revenue vs. less need to build new expensive infrastructure.
- Use gallons per day as a measure for progress, not a ceiling for use.
- Supports “conjunctive use” or adaptive management approach.

**Drew Bartlett** (*DEP*)

05/28/14

- Withdrawal from St. Johns may be necessary, but it should be last resort. Maximize conservation, deeper groundwater pumping may be alternative (look to data for impacts) before going to surface water as source.
- Meet with OUC (Rob Teegarden).
- triSect can help by being “ears on ground.”
- Talk with Ed Torrez at Altamonte Springs (very progressive leadership).

# **CFWI Stakeholder Engagement**

## **Summary of County Manager Meetings**

June 28, 2014



## **Introduction**

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Now that the CFWI is at its Solutions planning process phase, it is imperative that its existing positive stakeholder involvement be expanded.

A recent community-engagement, led by *myregion.org* and ULI Central Florida, culminated in the publication of “*Creating a Regional Water Strategy-Civic Architecture*,” identified that this is a fragile and delicate time for building regional consensus on how to advance and fund regional water projects.

In other local and regional models that were studied in this process, careful time must be spent at this phase to get a larger group of stakeholders to accept the research done by the experts of Central Florida Water Initiative (CFWI). If research is presented as “fact” rather than a “framework for discussion and input”, the chances that the larger stakeholder group may not understand the research done or the preliminary findings are increased. triSect serves as an objective third-party for the stakeholders to trust in the next phase of stakeholder engagement.

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The first step in the process of expanding the stakeholder group is to interview the county managers of each county within the CFWI boundaries for their input on key stakeholders from their communities. Prior to these county manager interviews, triSect established a baseline of current issues that these communities are facing by interviewing key staff of all three water management districts as well as community leaders with a broad perspective on regional water issues. The findings from these initial background interviews will frame the approach for the interviews with the county managers.

## **Summary of County Manager Meeting Findings**

Many of the current issues that the three water management districts and community leaders face reference two central themes. These stakeholders feel that both conservation efforts and communication need to be maximized. Regarding conservation, the stakeholders are interested in finding a resolution that will incentivize the community to increase their efforts. Open and widespread communication is vital to get this message across. It is especially important for the water management districts to be represented at important community meetings and presentations to further promote the message of CFWI. Continual teamwork amongst all players involved will help achieve the goal of creating one Regional Water Supply Plan.

## **Detailed County Manager Meeting Findings**

Key staff from the each county with a broad understanding of regional water issues were interviewed. These are not the full notes from each of these meetings, but reflect key considerations expressed.

(The meetings are summarized in order of the meeting date)

### **Polk County Manager**

**Jim Freeman** (*County Manager*), **Marjorie Craig** (*Utilities Director*), **Krystal Azzarella** (*Utilities Environmental*)

06/09/2014

- Very actively involved with CFWI. Gary Fries recently retired, but Marjorie will stay very engaged
- Concerned that the cities in Polk County are no longer as supportive as they need to be; they recommend a strong outreach to their communities
- Advise that we involve Legislators and key state leaders in workshops if possible.
- Concerned that once projects get to the funding stage, the collaboration will “fall apart”

### **Lake County**

**David Heath** (*County Manager*), **Sean Park** (*Commissioner*), **Amye King** (*Growth Management Director*)

06/10/2014

- Attended early CFWI meetings, but has not been represented in ongoing discussions/committees
- Water levels are impacted by region, as Lake County lies at the top of an aquifer
- Major topographic issues are lake levels, withdrawals, drought, and hydrologic alterations (Polk County)
- South Lake Water Initiative

- Formed by Lake County to address their water concerns
  - Sean Parks has led the effort, receiving trust and support from local governments and the business community
- Five cities and the county built cooperative relationship and evaluated costs to address water issues
- Alan Oyler continues to provide pro bono support and advice for Lake County
  - Helped change attitudes in the small cities who often feel their needs are pushed aside by larger cities' needs
- Inter-local agreements were executed
  - Six partners made equal payments toward the initiative
  - Received full funding from the Legislature and a commitment of no veto from the Governor for a preliminary study
- Both the Chamber of Commerce and the Leesburg newspaper have been especially helpful in community education and awareness
- Alliance to Protect Water Resources (APWR)
  - Most active citizen group to date
  - Neighborhoods now beginning to better organize themselves around the water issue
- A water summit was held last year; second one planned to reconvene this fall
- Success formula: The Volusia County for Responsible Development model formed years ago
- Designated a Groundwater Guardian Community by the national Groundwater Foundation
- Would like to be more engaged with the CFWI and are open to hosting community-wide discussions

### **Osceola County**

**Don Fisher** (*County Manager*), **David May** (*County Engineer*)

06/12/2014

- Water is a regional issue; recognizes that it is both the key to growth management and the ultimate restriction to future growth and economic success
- Osceola County has 104,000 acres within its urban growth boundary
- Tenth fastest growing county in the US
- Water cost
  - Wants water cost similar to Orange and Seminole
  - Believes rate leveling is necessary
- Regulations
  - Obstacle as the emphasis is on more surface water storage
  - Large agricultural interests may not embrace growth changes
- Internal struggle
  - Co-operation is needed within the various interests of Osceola County
  - County does not have representation on TOHO Water Authority board
  - Doesn't believe TOHO considers an infrastructure framework a priority
- Trust issue
  - Issues between different development areas and entities

- Attitude is often ‘my property, my water’
- Wants to be more involved than they presently are with CFWI
- Wish to be more proactive in the future than they have been regarding water issues
- Idea was offered to convene community discussions, or ‘learning forums,’ to identify issues and gather opinions around water usage

### **Orange County**

**Ajit Lalchandani** (*County Administrator*), **Chris Testerman** (*Director of Government Relations*), **Teresa Remudo-Fries** (*Deputy Director of Utilities*), **Anthony Cotter** (*Assistant County Attorney*), **Ray Hanson** (*Director of Utilities*)

06/16/14

- County manager expressed his belief that the issue of suing one another over water has significantly declined because of the relationships established through CFWI and supports the effort
- Concerns were raised about the smaller cities/utilities have not been engaged and could “hurt the process” when solutions are raised
- Need updates with all the elected officials to ensure buy in
- Very willing to assist in hosting workshops.

### **Seminole County**

**Nicole Guillot** (*Acting County Manager*), **Joseph Forte** (*Deputy County Manager*), **Andrew Neff** (*Director of Environmental Services*)

06/26/14

-



## Central Florida Water Initiative Summary of Findings from Local Government Workshops

### First Workshop - October 16, 2014 Summary of Evaluations (21 evaluations collected)

Question 1.

One purpose of the workshop was to inform local leaders on the background and progress being made with the CFWI. 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	0
4 – Agree	13
5 – Strongly Agree	8

Average of all responses **4.38**

Question 2.

Another purpose of the workshop was to provide local leaders with an opportunity to discuss both barriers to and opportunities for developing regional solutions for future water supply needs. 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	2
4 – Agree	17
5 – Strongly Agree	2

Average of all responses **4.0**



### Question 3.

What other information would you like provided, either in the workshop or as a follow-up to the workshop?

- Although circumstances differ, are there success stories from other areas? (Mark Jeffries – Orange County)
- As we discussed – top 10 ways to conserve water. (Gary Bruhn – Windermere)
- Updates from the steering, solutions and regulatory committees (Paul Deuel – Orlando)
- Importance of water storage ways (management) to supply water without negatively affecting aquifer pressure and surface water levels (David Gore – Citizen)
- Discuss more specific information relating to actual projects the districts are currently implementing for AWS, restoration, conservation, etc. What we are doing now and the district future plans (Stephanie Monica – Winter Springs)
- Send a simple database analysis with existing water use; future water needs; and estimated cost to provide future water supplies (Migdalia Hernandez – Sanford)
- Bullet list of facts, address home builder associations, need to know who your political advocates are (C. Cooper – Winter Park)
- Water flow from Green Swap has decreased – what has happened? (Ray Goodgame – Clermont)
- Need water rates for cities published (Ray Goodgame – Clermont)
- More focus on recapture and reuse. Longwood has a 70% commercial and 30% residential tax base so conservation on residential side won't be enough. (Joe Durso – Longwood)
- I've been engaged through several forums and feel well informed. (Charles Lacey – Winter Springs)
- Effects on irrigation of using Florida native plants – e.g. could we reduce our irrigation by half? (Donna Foltz – Oakland)
- Presentation intended for general public on CFWI initiative and importance of water issues for all people in Central Florida. Need greater awareness of importance of regional water supply issues for public – quality, quantity, environmental impacts. Need communications plan and campaign. (David Jones – Orange County)
- Discussion on efforts to instill both quantity and monetary equitable distribution of water. Those communities that developed early have or may have “cheaper” water than those who are growing now. How is this addressed? Perhaps statutory regulations to



address water resource more specifically in the comp plan. (Cori Carpenter – Osceola County)

- Regional conservation solutions and landscape guidelines for local governments to use going forward. Also, water education tools they can use to educate their constituencies. (Steve Miller – VHB)

#### Question 4.

Would you like to have a presentation on CFWI to our local Board of Commissioners, organization or group? If so, please provide a person to contact to schedule a presentation.

- City of Orlando, Contact Victor Godlewshi 407-246-3221 (Paul Deuel – City of Orlando)
- City of Winter Park (C. Cooper - ccooper@cityofwinterpark.org)
- City of Longwood, Contact Jon Williams, City Manager, 407-260-3445 (Joe Durso – Longwood)
- Town of Oakland (Doona Foltz – townmanager@oaktownusa.com)
- If Site 10 shows to be a good source of alternative water supply (which I know it is). Presentation to Sanford officials showing “gains” in this water conservation effort should help to move forward (Migdalia Hernandez – Sanford)
- City of Apopka (Mayor Joe Kilsheimer 407-703-1601)

#### Additional Comments

- Great workshop – good info. Lets start moving forward on all the plans and solutions (Donald Shroyer – St Cloud)
- Encouraging to see this level of government cooperation. Great job! (C. Cooper – Winter Park)
- Too much emphasis is placed on altruistic motivations. Market forces argue against conservation. This disconnect needs to be addressed. (Charles Lacey – Winter Springs)
- We need to rally all parties to promote statewide landscape and irrigation rules for new development to reduce water demands, so there is equity for all local governments for economic development. (Debbie Bradshaw – OUC)
- I think we need to change landscape irrigation demands by major changes given large percentage of water used to turf grass – water management districts may need to rush for this as part of consumptive are permits. (David Jones – Orange County)
- Success on question 4, above, is important. Plus, need to create a sense of regional urgency. Get out to Metro Orlando EDC and other regional EDC organizations to educate business on this issue and engage them in the process. (Steve Miller – VHB)



- Once solutions projects are identified and analyzed as “regional” impacted political and government entities should be aware through small simple presentations. Presentations should cover cost reductions through implementing projects as well as environmental protections. (Migdalia Hernandez – Sanford)

## **Community Workshop Evaluation - October 29, 2014 Summary (24 evaluations collected)**

### Question 1.

One purpose of the workshop was to inform local leaders on the background and progress being made with the CFWI. Did we achieve that purpose?

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

Results –

<b>Responses</b>	<b>Total Number</b>
1 – Strongly Disagree	2
2 – Disagree	3
3 – Neutral	1
4 – Agree	11
5 – Strongly Agree	7

Average of all responses **3.75**

### Question 2.

Another purpose of the workshop was to provide local leaders with an opportunity to discuss both barriers to and opportunities for developing regional solutions for future water supply needs. Did we achieve that purpose?

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

Results –

<b>Responses</b>	<b>Total Number</b>
1 – Strongly Disagree	2
2 – Disagree	2
3 – Neutral	0
4 – Agree	12
5 – Strongly Agree	8

Average of all responses **3.92**



### Question 3.

What other information would you like provided, either in the workshop or as a follow-up to the workshop?

- More specifics on conservation measures, info on cost/benefit analyses of projects, info on water reservations to ensure aquifer, lake, river, wetlands sustainability, implementation of low hanging fruit (i.e. rain sensors, xeriscaping, water restriction enforcement, system losses from aging infrastructure, regional storm water systems) (Marian Ryan – Sierra Club)
- Project cost details (Steven Elias – Envisors)
- Proposed legislative priorities (Brian Sheahan – Lake County)
- More info on the 147 water supply projects identified by the CFWI Plan (Erin Hartigan – Lake County Attorney’s Office)
- I would like more financial information on these projects and how it effects the local communities on a financial level (Wanda Harris – City of Polk City)
- Storm water (Troy Kipe – City of Frostproof)
- Information well provided, at the end of the program Len made the strong point is to recognize current resources and move to capitalize on retention. I think storm water is an untapped source as out future (Tim Porpichal – City of Auburndale)
- Information on funding. Funding will be a huge issue with council and citizens (Tenny Croky – City of Frostproof)
- More detail in respect for subarea water development (Joe Costine – City of Lakeland)
- Additional data supporting the justification and validate the science. More discussion of the proportionate share and options of funding (Amy Miles – City of Winter Haven)
- Public attendance (Paul Senft – SWFWMD)
- More information as solutions implementations (when the plan is ready). Financing opportunities. Governance concepts for cooperation. (Alan Oyler – SLRWI)
- How the projects identified will be developed within the communities. Will it be in the hands of the communities to come to the districts or will there be a push/movement from the districts to get the projects moving forward? (Katie Gierok – Reiss Engineering)



#### Question 4.

Would you like to have a presentation on CFWI to our local Board of Commissioners, organization or group? If so, please provide a person to contact to schedule a presentation.

- Marian Ryan, Vice-Chair Sierra Club, Ancient Islands Group, 863-207-5206, marianryan@gmail.com
- Commissioner Sean Parks (Lake County)
- City of Polk City (Patricia Jackson)
- American Planning Association – FL chapter, Heart of FL Section (Amy Palmer 863-965-5530)
- City of Frostproof (Tenny Croley 863-635-7855)
- Haines City (Michael Stripling, mstripling@hainescity.com)
- Chamber of Commerce (Fran Beach 863-875-7800) I will let her know this was suggested. Contact schools for presentation to students. We have Discovery Academy Charter School, Lake Alfred/Addair Middle School, Lake Alfred Elementary. This would cover a wide age level to have our younger generation become more aware of the environment and water conservation in general (Vice Mayor Charles Lake – Lake Alfred)

#### Additional Comments

- In the SWFWMD SWUCA the break down of usage indications a large portion of the water is used in agriculture, roughly 60%. How will the agricultural community be educated? What will be done to further reduce the use in agriculture while still keeping people fed? There could be some gains in residential use but the overall usage in the SWUCA is only about 25% of total use. (Ruffin Gray – City of Lakeland Utilities)
- Like the comment about utilizing storm water (Tenny Croley – Frostproof)
- The CFWI expects to impact 40K acres of wetlands from pumping. Projects to mitigate these impacts need to be included as priority projects funded with wellfield projects – focus should be on restoration of public lands i.e. Hilochee WMA, Green Swamp, properties. Need to keep natural resource benefits local. (Marian Ryan – Sierra Club)