

# EXTENSION WATER SUMMIT

## PRIORITY: PUBLIC AWARENESS

Leadership Team Subcommittee:

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# Public Awareness - Topics

“Improve Floridian’s knowledge about the value of water resources to Florida’s ecology and economy and how water allocation, use, and quality impact Florida’s water resources.”

- Situation
- Outcomes & Existing Programs
- Audiences
- Summary

# Public Awareness - Situation



- Florida's Water Resources:
  - 1,100+ mi. of Streams & Rivers
  - 7,800+ Freshwater Lakes
  - 700+ Springs
    - 27 first magnitude springs
  - 11 million ac. Wetlands
  - 1,800
- For a brighter future:
  - Informed decisions
  - Engaged citizens

# Public Awareness - Outcomes

- Over the course of a ten year public awareness and education drive, 50% of Floridians surveyed will indicate a knowledge increase about Florida's natural ecosystems and water resources as a result of UF/IFAS Extension's educational programming.
- Existing Programs:
  - ▣ Florida-Friendly Landscaping™, Living at the Lake, Project Greenscape, 4H20 Ambassador Program, etc

# Public Awareness - Outcomes

- At least 50% Florida legislators, surveyed annually, will indicate that their knowledge of water allocation, use, quality, and ecosystem impacts has increased as a result of UF/IFAS Extension's educational programming.
- Existing Programs:
  - ▣ Water Schools, Stormwater Pond Management workshops, Alachua County Water Workshop, etc.

# Public Awareness - Audiences

## Community Decision-Makers

- Legislators
- Regulatory Agencies and employees
- County Commissioners
- County and City Managers
- City Councils

## General Public

- Residents
- Seasonal Residents
- Youth
- Business Owners
- Non-Extension Educators
- Civic Organizations

# Public Awareness - Summary



Improve Floridian's knowledge about the value of water resources to Florida's ecology and economy and how water allocation, use, and quality impact Florida's water resources.