

Plan “B” Water Quality Control Strategy

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- Plan “B” Why is it necessary?

We continually fight against the fertilizer industries vested interests that wish to curtail our areas fertilizer ordinances , we have for the past few years prevailed. preventing preemption of our ordinance.

With the changing in the Senate and House leadership and the hardening of attitudes to any form of local regulation, it is feared that we may fail in our attempts to thwart the fertilizer industry in their attempts to undermine our local water quality aspirations

- This proposal today is to ask Council to consider and support Plan “B”

Plan “B” is a strategy to give local government the regulative authority and responsibility to control and maintain the quality of their watershed and develop a public relations program in the form of citizen education and awareness campaign that would clearly show benefits to our citizens of empowering local authorities to control local conditions

Plan “B” a strategy to give local government the authority and responsibility to control and maintain quality of their watershed

The legislative route

Objective –

Develop a legislative initiative that would assure local authorities the broad regulative authority to control harmful discharges into their waterways

Why –

to ensure cities and counties are able to achieve mandated federal and state water quality standards
TOTAL MAXIMUM DAILY LOAD (TMDL) and
NUMERIC NUTRIENT CONTROL

Is this necessary –

It will assure that that the necessary tools are retained to control local storm water discharge, septic tank control and fertilizer use

How might this be accomplished -

By persuading a local legislator(s) to offer a bill to the House and Senate, that would grant this regulatory authority

The citizen education route

Objective –

Develop a public relations program in the form of citizen education and awareness campaign that would clearly show benefits to them of empowering local authorities to control local conditions

Why –

Clean water is absolutely essential to our very way of life, tourism , property values, our natural environment – clean water is threatened by the unregulated local application of fertilizer

Is this necessary –

There will be a continuing threat that the legislature pressured by special interest groups will fight to take from local communities the rights to control our watershed quality

How might this be accomplished -

By persuading homeowners that what goes on lawns has a detrimental impact on our local water quality

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The legislative route

Objective –

Develop a legislative initiative that would assure local authorities the broad regulative authority to control harmful discharges into their waterways

Actions –

City attorney to prepare suggested regulatory bill language for city council approval at the May meeting

Actions –

Persuade local legislators to sponsor an appropriate watershed quality control bill

Actions –

Provide the necessary city staff support to the legislative sponsor

If we are successful in getting a bill sponsored , we will be able mobilize individual voters and groups of voters in support of this proposed new legislation

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The citizen education route

Objective –

Develop a public relations program in the form of citizen education and awareness campaign that would clearly show benefits to them of empowering local authorities to control local conditions

Mobilize individual voters and groups of voters in support of clean water and control of excessive fertilizing to include:

- I. local civic associations (City, County and State)
- II. specialist pressure groups: for example SCCF, Tourist groupings, Fishing associations, bird protection societies, wild life conservation organizations, state park friends, Sierra Club etc., Chambers of Commerce, Horizon and equivalents
- III. retail, attractions, hotel and restaurant associations
- IV. Brief media contacts especially local media throughout
- V. Create social media program (Facebook etc.)
- VI. Is there an existing interest group ready to drive the program? If not create one: e.g. Keep Our Waters Wonderful (KOWW) to coordinate all of the above

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The citizen education route

Objective –

Develop a public relations program in the form of citizen education and awareness campaign that would clearly show benefits to them of empowering local authorities to control local conditions

Actions –

Present to council for approval of public relations program and a budget of between \$80,000 - \$100,000 May Council Meeting

Actions –

Obtain matching funds from Lee County and a financial participation from other regional communities

Actions –

Select a PR company to develop the program with approval from City and County Governments