

Think About Personal Pollution (TAPP)

Presented to:
Wakulla Springs Alliance
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City of Tallahassee
Underground Utilities & Public Infrastructure – Engineering
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**CITY OF
TALLAHASSEE**

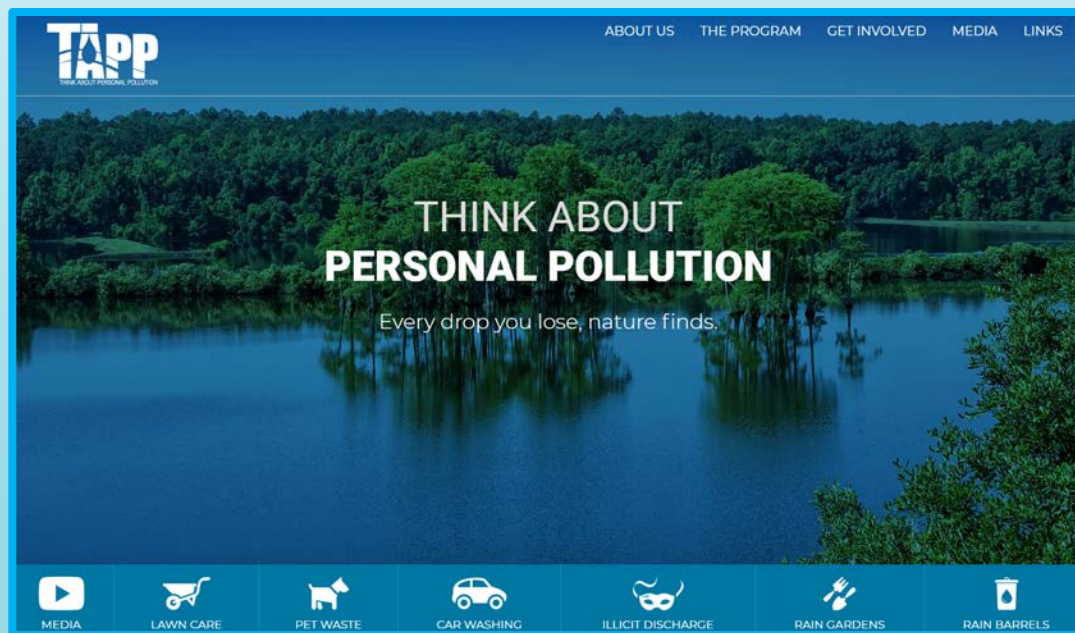
Agenda

- ▶ What is TAPP?
- ▶ Program History
- ▶ What Does TAPP Offer?
- ▶ Past Focuses
- ▶ Successes
- ▶ TAPP & Wakulla Spring
- ▶ Current Efforts
- ▶ Question/Answer

What is TAPP?

- ▶ Public education program with a focus on nonpoint source pollution, the impacts to water resources and what individuals can do to help.

- ▶ Main Focus:
 - Pet Waste
 - Lawn Care
 - Illicit Discharges
 - Car Washing
 - LID-GI



TAPP Program History

- ▶ 2003 – Program Inception – 319 grant awarded to Ochlockonee River Soil and Water Conservation District. The 1000 Friends of Florida (conservation non-profit) was subcontracted as the program provider. PSAs, brochures, and lectures were prepared and distributed to address NPS pollution.
- ▶ 2006 – Grant awarded to City of Tallahassee – 1000 Friends of Florida continued to provide program support as a subcontractor.
- ▶ 2007 – Present: TAPP currently resides in Underground Utilities and Public Infrastructure Engineering – Stormwater Management. Topics of focus have evolved over the years, but the premise of the program remains the same; to raise awareness of Tallahassee's watersheds and ways to prevent NPS pollution.

How the Program was Built?

- ▶ Identify the Problem...NPS Pollution
- ▶ Program Branding
 - Think About Personal Pollution (TAPP)
 - *Every Drop You Lose, Nature Finds*
 - *Slow the Flow*
- ▶ Resource Identification
 - Annualized (FY2017 – FY2021) TAPP budget is approximately \$175,000
 - 319 Grants
 - City of Tallahassee Stormwater Fee

How the Program was Built?

- ▶ Identify the individual NPS issues
 - Lawn Care
 - Pet Waste
 - Yard Waste
 - Septic Tanks
 - Trash
- ▶ Gauge Community Awareness
 - Conduct Focus Groups
- ▶ Develop a focused campaign designed to reach the audience
 - Synced, multi-media
- ▶ Determine Effectiveness
 - Surveys

What Does TAPP Offer?

▶ Traditional Outreach Approach

- Presentations to community, neighborhood and business groups
- Booths at festivals
- Articles in neighborhood and community newsletters
- Displays at nurseries, garden centers and city facilities
- Website: tappwater.org

What Does TAPP Offer?

- ▶ Multi-Media Outreach Campaigns
 - Video
 - Audio
 - Billboards
 - Digital



What Does TAPP Offer?

- ▶ Community Grants & Workshops
 - Rain Garden Grant Program
 - Residential
 - Institutional
 - Rain Barrel Efforts
- ▶ Low Impact Development & Green Infrastructure Initiative (LID/GI)

Past Focuses

- ▶ Pet Waste ([Play PSA](#))



Past Focuses

▶ Pet Waste ([Play PSA](#))



Past Focuses

- ▶ Fertilizer ([Play PSA](#))



Past Focuses

► Trash ([Play PSA](#))



Past Focuses

- ▶ Compilation of Pollution ([Play PSA](#))



Past Focuses

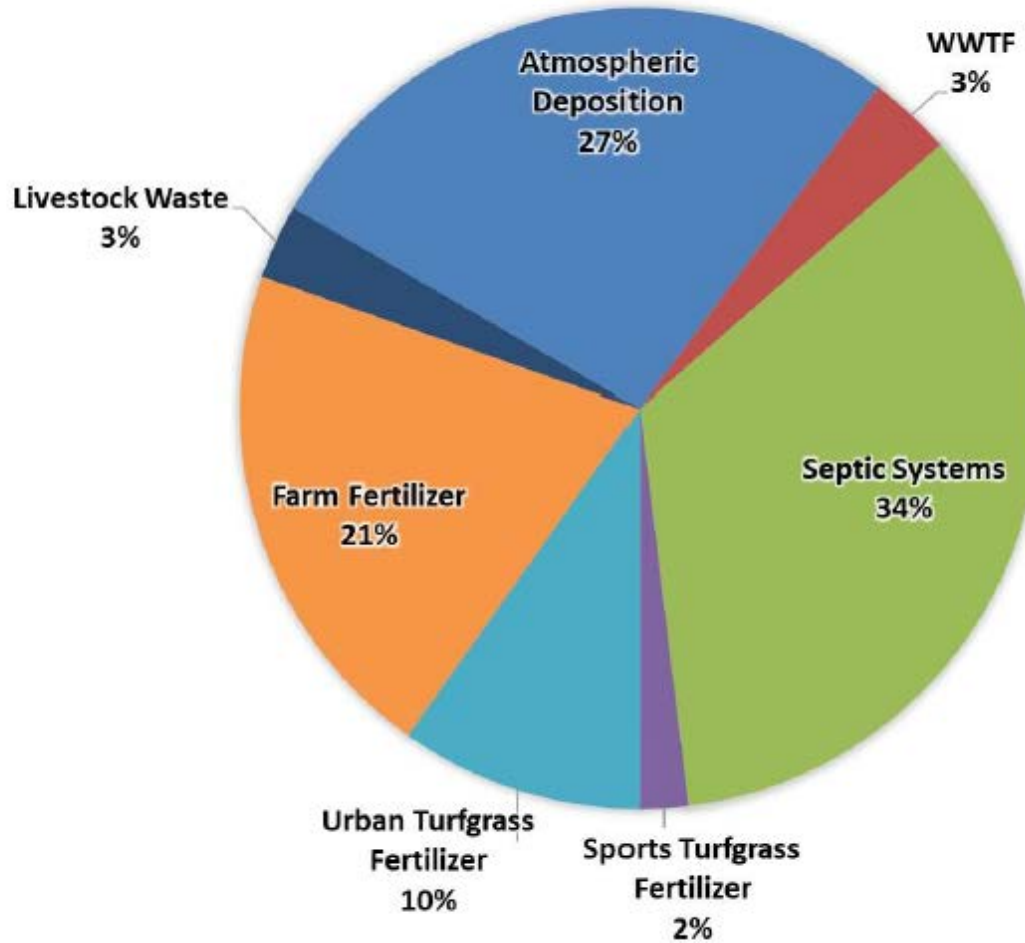
- ▶ Compilation of Pollution ([Play PSA](#))



Successes

- ▶ **Recognition:** Surveys show that a consistently high proportion of residents (64%) recognize TAPP's slogans and messages.
- ▶ **Behavior Change:** A direct link between the TAPP campaigns and changes concerning personal pollution in the daily lives of individuals is also indicated by the surveys.
 - 39.7% of individuals indicate that TAPP has prompted changes in their daily life to help prevent water pollution.
 - When asked specifically about individual actions taken regarding reduction of yard runoff the following tangible actions have been revealed through surveys:
 - 29% began picking up their dog's waste
 - 18% changed to non-phosphorous fertilizers

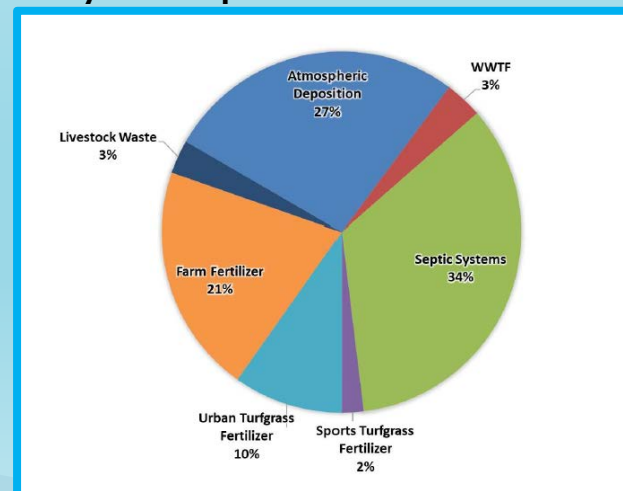
TAPP & Wakulla Spring



TAPP & Wakulla Spring

► Fertilizer

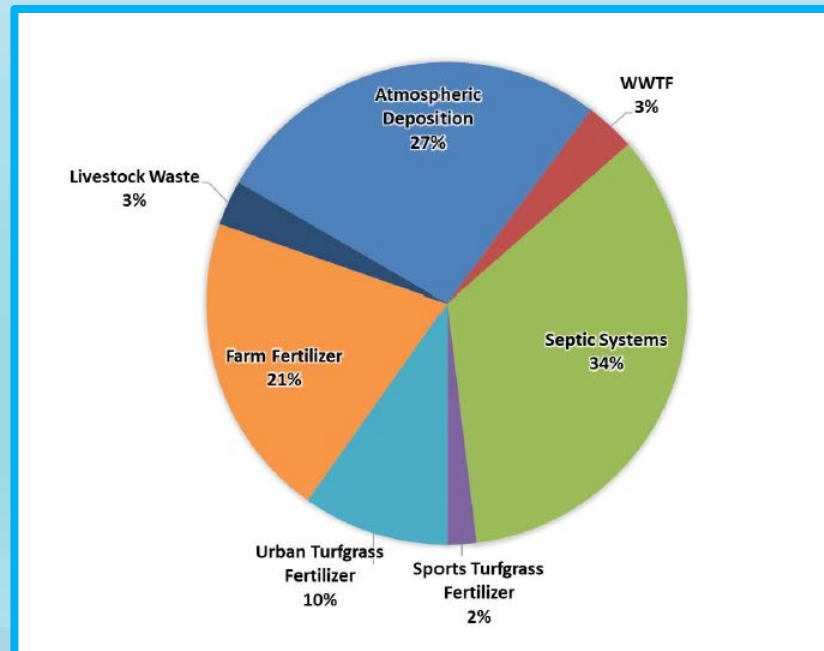
- 31.5% of Tallahassee Residents Apply Fertilizer
- NSILT Utilized this Data but...
 - Used Central FL Study
 - NSILT Assumed that Residents Fertilize 2.88/yr
- The City will ask additional fertilizer questions during the next TAPP survey
- Fertilizer Ordinance
 - Consistent with State Model Ordinance
 - Training requirement is a key component



TAPP & Wakulla Spring

► Septic Systems (OSTDS)

- Limited number remain within the City limits
 - <1,500 total
 - ~ 150 in PFA
 - Septic to Sewer grant is addressing many
 - Limited TAPP resources have been dedicated to OSTDS



TAPP & Wakulla Spring

► Septic Systems (OSTDS)

 ([Play PSA](#))

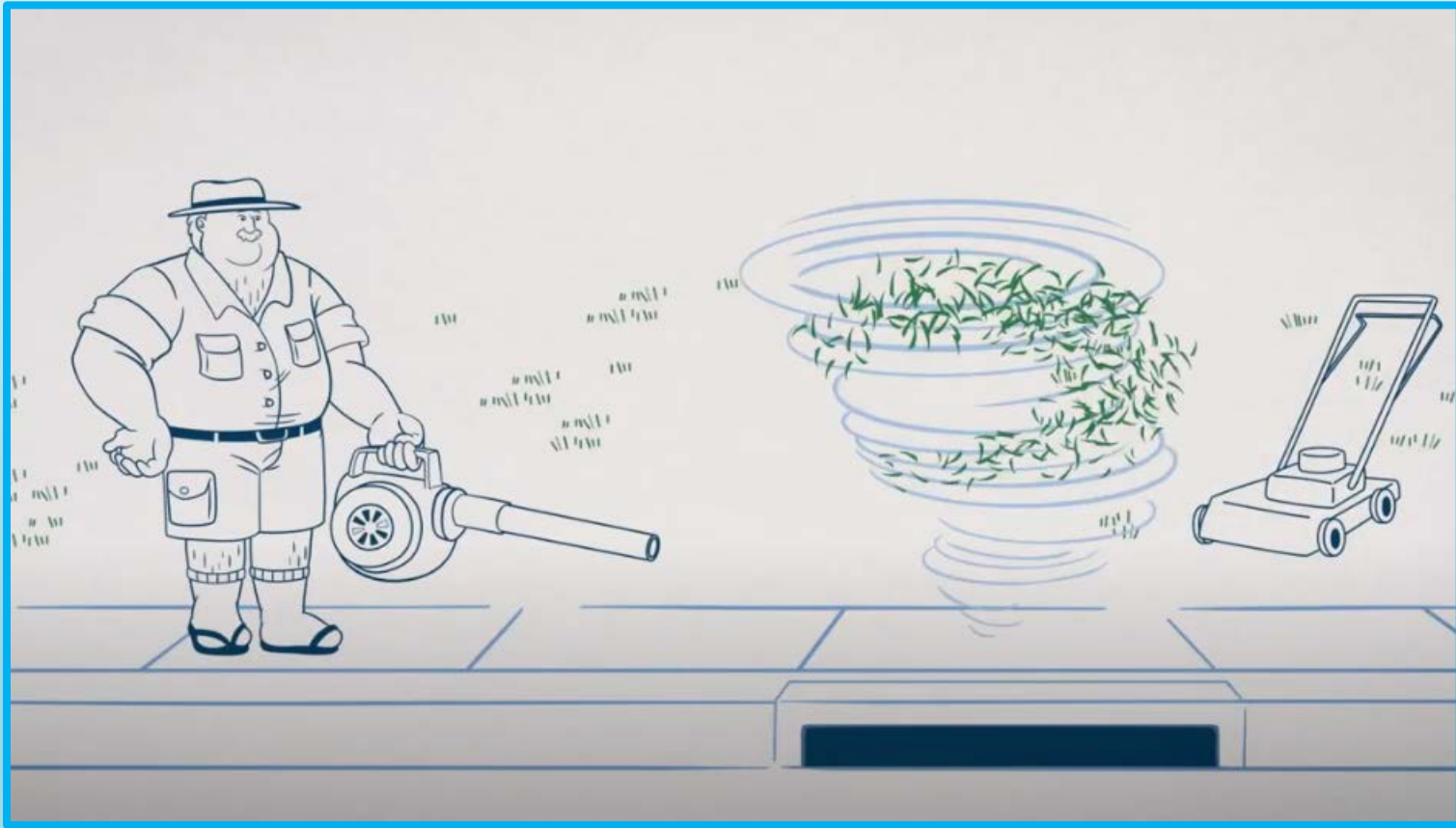


Current Efforts

- ▶ Based on the existing 319 Grant
 - Public Service Announcements (PSAs)
 - TV
 - Radio
 - Billboards
 - Digital
 - Equity in Environmental Education (E³)
 - LID/GI Initiative
 - LID/GI Manual
 - Structural Project

Current Efforts – PSAs

- ▶ Campaign Focus
 - Grass & Leaf (Yard) Debris ([Play PSA](#))

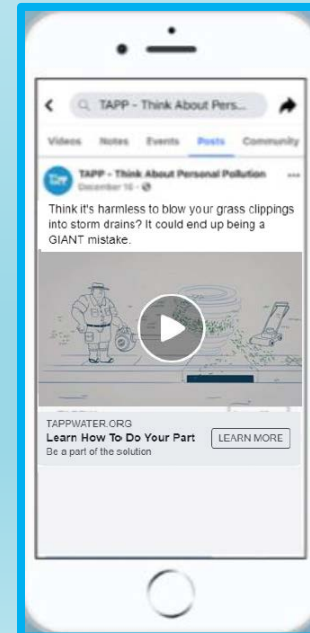
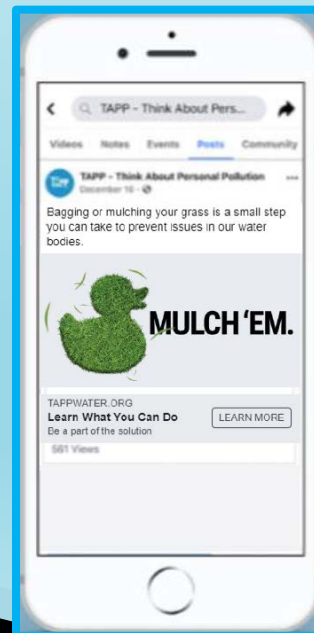


Current Efforts – PSAs



MULCH 'EM.

THINK ABOUT PERSONAL POLLUTION



Current Efforts - PSAs

► Modification of OSTDS PSA



Current Efforts – E³

- ▶ Equity in Environmental Education (E³)
 - Program with a focused approach to underserved areas (Lake Munson Drainage Basin)
 - Summer or Afterschool Camps – run by MoLabs



Current Efforts – LID & GI

- ▶ Rain Garden Grant Program
- ▶ Promotion of Rain Barrels



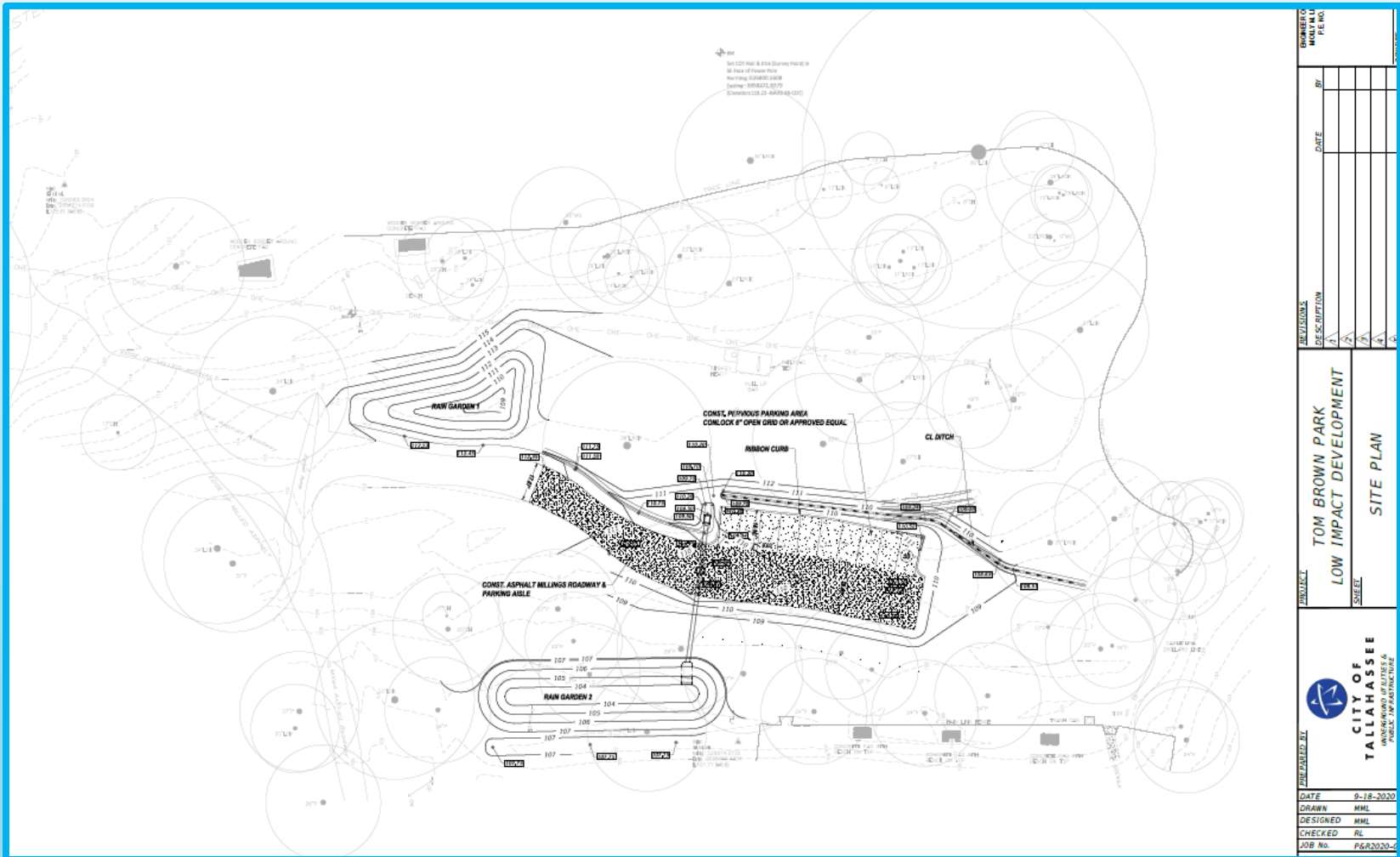
Current Efforts – LID & GI

- LID/GI Pilot Program
 - LID Manual Developed
 - Grant Program Established
 - 100K Funding
 - Commercial Development & Redevelopment
 - Lack of Interest -> Reprogramming of Funding



Tom Brown Park LID Project to Address Sediment & Erosion Issue

Current Efforts – LID & GI



Questions?



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WWW.TAPPWATER.ORG