

Conserve Florida Conservation Clearinghouse
Conserve Florida Meeting
Tuesday, September 18, 2007



Conservation Clearinghouse
Developing Research and Outreach Plans

UF Water Institute
* In collaboration with

The Center for Training, Research, and Education for Environmental Occupations, TREEO



Developing Research and Outreach Plans

Presentation Outline

● RESEARCH

1. Key points from meeting August 24, 2007, ***Subgroup; Conserve Florida Clearinghouse***
2. Research Agenda Planning Workshop
3. Identify interested CF members to help plan workshop

● OUTREACH

1. Key points from meeting August 24, 2007, ***Subgroup; Conserve Florida Clearinghouse***
2. Need for better defining the message
3. Identify interest CF members to work with outreach – defining the message



1. Key points from meeting August 24, 2007 meeting of CF Subgroup: Conserve Florida Clearinghouse

Overall Discussion Goal



- Explored how best to engage Conserve Florida in the framing of the CFCC **Outreach Plan** and **Research Agenda** to ensure the Plan and Agenda reflect the project/client priorities and needs.



RESEARCH AGENDA



1. Key points from meeting August 24, 2007 meeting of CF Subgroup: Conserve Florida Clearinghouse

Core Service 5: Develop a Research Agenda/Program - The Clearinghouse will coordinate the development of an applied research program to further the state of knowledge of water conservation programs and practices. The research program will be developed in coordination with the Conserve Florida Water participants, with input from appropriate sources including related UF programs. *(Source: DEP Contract No. WM925)*

Research: ...program will be developed **in coordination with the Conserve Florida Water participants**, with input from appropriate sources including related UF programs. *(Source: DEP Contract No. WM925).*

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Research Agenda – CF Expectations

- Conserve Florida as a group has an interest in refining a well articulated and respected Research Agenda
- A way to get real science and numbers behind the conservation recommendations
- The Research Agenda could incorporate priorities to verify and update information in the BMPs in the Guide
- Agenda be developed in collaboration
- Preliminary topics of a Research Agenda was drafted as part of the Florida Water Conservation Initiative (2002) and appears as Appendix J in that document *was intended as the initial draft of an overall research agenda to be developed collaboratively by interested parties*
- Conserve Florida is the “guiding group” and should ultimately have the say on the priorities
- Review of the draft research agenda should be limited to the Conserve Florida Group at this time



1. Key points from meeting August 24, 2007 meeting of CF Subgroup: Conserve Florida Clearinghouse

Research Agenda – what we've done

- ✓ Initiated development of a Web-accessible searchable database of funded Water Conservation Projects conducted by University of Florida faculty and of Water Conservation Extension Programs
- ✓ Created a database of research questions, clients, topics, and faculty (based on CF meetings, the Florida Water Conservation Initiative (2002) research agenda, the recommendations of the Landscape Irrigations Standards Committee, and personal contact
- ✓ Planning one-day CFCC Research Agenda Planning Workshop - Gainesville – Thursday November 29 or Friday November 30.
- **Need to engage Conserve Florida Participants in the process!**

2. Research Agenda Planning Workshop

What: Interactive workshop

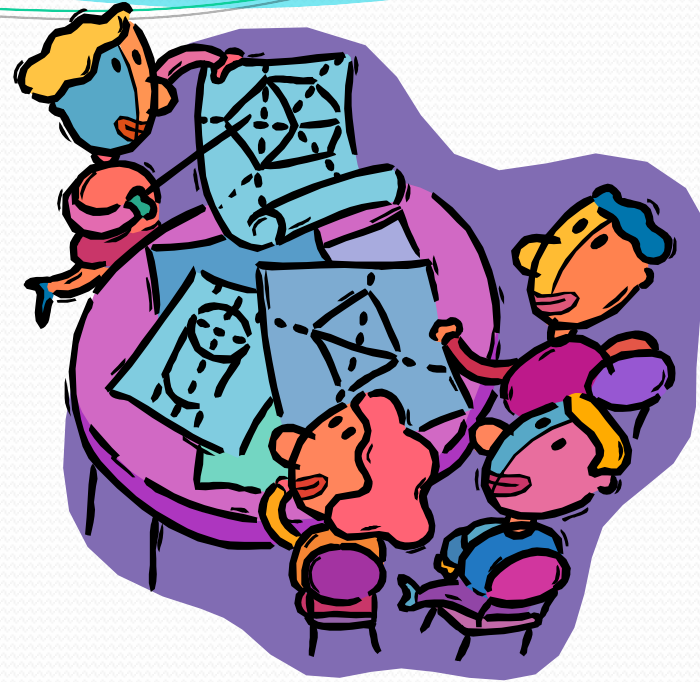
- Bring CF members and UF faculty together
- Identify relevant and fundable research
- Define a Research Plan responsive to CF

Who: CFCC Project Partners

- CF and UF

When: Thurs. Nov 29 or Fri. Nov 30

Where: UF/Gainesville



3. Identify CF members to help focus/plan the workshop

Questions?????



Do you want to volunteer?

OUTREACH PLAN



1. Key points from meeting August 24, 2007 meeting of CF Subgroup: Conserve Florida Clearinghouse

6.0 Provide Outreach to Users

6.1 Develop an Outreach Plan

6.2 Develop Promotional and Educational Materials

6.4 Publicize Clearinghouse at Professional Meetings

(Source: DEP Contract No. WM925)

- Outreach: users also need to be consulted to assure that the Clearinghouse is providing the right mix of products and services to meet their current and anticipated needs.” *(Source: DEP Contract No. WM925).*

1. Key points from meeting August 24, 2007 meeting of CF Subgroup: Conserve Florida Clearinghouse

Outreach Plan-- what we've done

- ✓ First Draft of an Outreach Plan to create awareness, interest, and use of the resources and services provided by the Clearinghouse, that defines audience, message, objectives, and appropriate actions., a process to ensure ongoing measurement and feedback on clearinghouse outreach efforts. (In progress- **Still need to further engage CF participants in the process!**)
- ✓ TREEO has implemented a marketing strategy to share information on Clearinghouse services to inform and engage both external audiences and the UF community.
- ✓ CFCC Guide Team is developing a recruitment strategy focused on the key audience – large utilities.

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Conserve Florida Clearinghouse

Outreach Plan – CF Expectations

- **Who is the Audience?**

- The audience is the Florida Utilities – the Guide users.
- Immediate focus on large utilities decision makers
- Prioritize by current demand, location in water use caution area, ability to divide up into categories
- General Public - not really a direct audience

- **What is the message?**

- Awareness of Conserve Florida
- Awareness of CF program
- Awareness of Guide
- Awareness of Water conservation as a whole
- What more by when ??????????



2. Need to better define the message

- Need to move beyond Awareness
- Need more knowledge of the end users.
- Useful to gather information from utilities on the water conservation programs they have already implemented... what are they doing, what is working
- We need to better understand client's perspective of the pros and cons of using the guide.
 - Why the intended audience might not use the guide?
 - Not aware
 - Don't want to be held accountable (is this regulatory). View that Water Management Districts might be using the guide as a regulatory tool is a fear.
 - Fear Factor – if the plan is not accepted and rejected that it wasn't worth the effort
 - No knowledge of Utilities that have used it with success
 - May be seen a too prescriptive, can it be made more optional and they can pick and choose
 - What are Pros for using the guide:
 - The guide challenges whether what you are doing is cost effective
 - Using the guide as the review as well as the generation of data for reporting is timesaving.

3. Identify interest CF members to work with OUTREACH PLAN –
defining the message

Questions?????



Do you want to volunteer?