

Springs Protection Stakeholder Research: Designing a Public Outreach Campaign

Report Submitted to:

The Wildlife Foundation of Florida

Protect Florida Springs License Plate Grant Program FY 2011-12 (PFS1112-02)



It's all connected

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August 2012

Acknowledgements

This project would not have been possible without the grant funds awarded by the Florida Wildlife Foundation from the Protect Florida Springs Tag Grant Program. The Alachua County Environmental Protection Department provided a cash match along with an in-kind match of staff time to implement this project. Dr. Paul Monaghan and Emily Ott with the University of Florida Department of Agricultural Education and Communication provided technical expertise in the form of an in-kind match. Blue Springs Park generously donated park passes to be used as an incentive for research participants. Wendy Wilber with Alachua County Extension was instrumental in helping to identify research participants.

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Introduction and Background

Public outreach and education is a strategy of almost every agency concerned about the health of water resources. In the 2002 document titled “Protecting Florida’s Springs: Land Use Planning Strategies and Best Management Practices”, The Florida Departments of Community Affairs and Environmental Protection recognized that “part of the solution is to convince home and business owners that they contribute to the problem, and that by altering their behavior the springshed health will be protected.” Numerous websites, posters, pamphlets, and signs have been created to educate the public about their connection to springs. While these efforts are valuable and well intentioned, they may not be the most effective method for motivating the behavior change that is essential to springs protection.

Social Marketing is an expanding field which applies traditional marketing tools to specific behavior changes for the common good. A cornerstone of social marketing is segmenting your audience into distinct target audiences and getting to know their perceived benefits and barriers to the desired behaviors. One of the best ways to understand your audience is by listening to them while using qualitative research methods. Social marketing campaigns based on qualitative research results have a better chance at influencing desired behaviors.

Alachua County Environmental Protection Department (ACEPD) partnered with the University of Florida Department of Agricultural Education and Communication to conduct qualitative research with stakeholders in the Santa Fe River Springs Basin in order to eventually develop a campaign for influencing behavior changes that protect the quality and quantity of the water that feeds our springs. The main goal of the research was to find out how various stakeholders feel about the springs, how they connect their behaviors to water quality and quantity, and what it will take to get them to change key behaviors. Five exploratory focus groups were conducted along with 15 one-on-one interviews with homeowners in the region. The focus groups and interviews focused on perceptions and attitudes about water supply, landscapes, the health of our springs, and water conservation.

The research results were then used to design preliminary creative materials for eventual use in a springs protection public outreach campaign. These materials were then market tested during a sixth focus group. The interview guides used during this research are attached as Appendix A, and the transcripts are attached as Appendix B.

Methods

The first five focus groups were conducted with Alachua County homeowners from November 2, 2011 through February 2, 2012 with the goal of learning how people view the connection between their actions and the health of local springs. All of the groups took place on weeknights from 6:30 P.M. – 8:30 P.M. and dinner was provided by the research team. A resident hosted each of the first three focus groups in their own homes. The fourth and fifth focus groups took place in a coffee shop located conveniently near the targeted residents’ homes. At least two researchers (a moderator and a note taker) were present at each of the first five focus groups.

Participants were recruited in various methods. The most successful method was identifying contacts within target neighborhoods and then asking them to invite their neighbors to attend the dinner discussions. Postcard invitations were also sent to select neighborhoods using Alachua County Property Appraiser data to locate addresses. The postcards did yield some participants, but may not have been worth the time and expense. Participants were offered four passes to Blue Springs Park (a value of \$40) along with free dinner during the focus group in exchange for their participation.

Transcripts were created using the focus group recordings. Data from the first five focus groups were analyzed by coding and by describing major themes. Focus group demographics, as well as researcher observations and interpretations of the findings, were compiled. This preliminary focus group analysis helped researchers revise the interview guide so the one-on-one interviews could build on what researchers had already discovered.

Interviews were conducted over the phone by three female researchers between April 20, 2012 and April 30, 2012. Participants were mailed two free passes to Blue Springs Park (a value of \$20) as an incentive to participate. The interviews were summarized after all fifteen interviews were conducted. Generalizations among the interviews and new insights based on the interview data were compiled.

UPPERCASE Inc., a marketing firm with social marketing experience, was hired to use the focus group and interview data, along with the principal investigator's notes, to generate springs protection campaign ideas. UPPERCASE Inc. created mock-up campaign materials which were pre-tested in a sixth focus group. Some of the most engaged and enthusiastic participants from the first five focus groups and interviews were invited to attend this market testing group which was held at a local restaurant on 6/19/2012. Table 1 outlines the details for all six focus groups.

Table 1: Summary of Focus Group Participants

Neighborhood(s)	Date	Group Number	Number of Participants	Location
Pine Hill	11/2/2011	1	7	Residents' home
Mentone	11/7/2011	2	6	Residents' home
Turkey Creek	11/17/2011	3	6	Residents' home
Haile	1/18/2012	4	6	Haile Village shop
Haile and Parker Place	2/2/2012	5	7	Haile Village shop
Haile, Mentone, Parker Place, Pine Hill, and Turkey Creek	6/19/2012	6	12	Restaurant

Results

The intended target audience for this research was intensive water users in neighborhoods with active HOAs encouraging attractive/intensive landscapes. The researchers acknowledge that many of the focus

group attendees participated because they knew the discussion would be about springs and they value healthy springs. There were 31 focus group participants ranging in age from 31 to 82 with a median age of 62. Even though 68% of the participants have an in ground irrigation system, many reported using it only a few times a year or not at all. Eleven participants relied on their own private well for their water needs.

The phone interviews seem to more accurately represent the intended higher water user target audience. Out of the 15 participants, 11 had in ground irrigation systems and none of them had a rain barrel (the presence of a rain barrel may be an indicator of knowledge of the importance of water conservation). Most respondents reported irrigating up to two times per week. Eleven of the participants lived in neighborhoods with active HOAs. The participants ranged in age from 26-76 and 53% were male. Four of the participants were on well water.

There were several themes that stood out as important for helping to understand homeowner behavior. These themes are described below and supported with direct quotes from the focus groups and interviews, as appropriate.

- 1) Most participants did not know the source of our drinking water. This was surprising since the participants seemed to be well educated. One researcher works with elementary school students and finds that most students are learning that our drinking water comes from the aquifer beneath us.
- 2) Many people that were worried that we would not have enough water in the future cited dried up lakes, springs, and wells as evidence for their worries.

"...I had a place in Interlachen on a lake in the '80s, and it's now completely gone. Lake front property just became mud front, it's very alarming in this country and all over the world."

".... Have people walk down to Payne's Prairie where the alligators are gone. It's a desolate area."

"...the waters been so low, there's no spring, there's nothing there. And you can smell the sulfur smell because the spring is getting drier and drier so the odor is coming out. It is really pretty scary."

- 3) Another common theme was irritation with wasted irrigation water. Participants discussed irrigation in the middle of the day, irrigating during rain events, irrigating every day, the excessive irrigation of common areas in HOAs, broken irrigation systems, and overspray to paved surfaces.

"...., I go into subdivisions, it's poured three inches and you've got 85,000 sprinklers on. It's just throwing it away. "

"When I often walk in the mornings, we've noticed a lot of times, people running their irrigation systems, and it's just rained, or it is raining, ... or they're doing it in the middle of the day in the hot sun, and that's just stupid, it's wasteful. I guess, they have them at a certain time and don't care after that, they just let it run. They must have a lot more money than I do."

"All they did was clean off the driveway with their water. I mean, it's bad..."

- 4) In every group someone brought up perceived large water users such as industry, agriculture, bottled water, and nearby cities as a major problem. It seems that this perception may be a barrier to residents taking personal responsibility for their own water use. At times researchers perceived an underlying attitude of participants feeling like they do not need to use less water unless these other large users do their part.

"...it doesn't mean a lot to conserve, then in Ocala they have sprinklers on 7 days a week full blast but in Gainesville there's water conservation. It involves people who live 45 miles away. Lake City waters all the time, we need to institute conservation statewide or nationwide or whatever to make a difference."

"...I'm less concerned with sort of the natural water cycle usage that takes place as I am with the pumping of water out of the aquifer and the bottling of water and then shipping it elsewhere. To me, that's a real loss to the community, you know? I'm real concerned about that."

"But it is hard to conserve when, you know, we turn off the faucet when we brush our teeth... again in High Springs, sending out ten truck loads of bottled water a day, and you think, there's no way I could waste that much water in half a lifetime or something."

"...I know friends of mine are very concerned about people from Orlando trying to take our water. Places like Orlando have a responsibility to conserve their water and not grow so much if they could cause our wells to dry up. That makes me angry."

"The Grandin sand plant is I think the probably primarily responsible for most of the lakes out in Melrose area, I mean they're dried up, when I first moved to Gainesville in about '69..."

"I think that it's terrible the way that Florida is allowing all of these people to come in and build these condominiums where thousands are people sucking up water! Where's it coming from? Where's it going? Down the toilet. It's terrible."

- 5) The cost of water came up in many groups. Some participants noted that water was too expensive, while others commented that it is too inexpensive.

"...Being from Canada, this isn't completely different. And water is so expensive here. And we were told before we moved here that water is like gold here, and I mean, we don't water as much as we should, because we're against it. "

"Irrigation is the most expensive piece that you can add to a development. ... there's nine different associations in Haile Plantation..... And the irrigation and the maintenance was the most expensive part of maintaining those neighborhoods. And the value is questionable"

Responding to a clarifying question asking if he thought water was too cheap *"Yeah. Especially from a well. I mean I could water all the time except for the cost of electricity. It doesn't cost me a thing."*

- 6) Concerns about HOA rules and regulations for keeping landscapes attractive and maintained were brought up in several groups.

"...I'm confronted with idea of re-sodding entire lawn, or \$500 fine. And then the Association will get on me about letting my weeds grow, so it's a double-edged sword."

- 7) Participants wanted specific simple actions they could perform to do something to protect water resources.

"...What do we need to do starting here that effects the springs? And yeah, we have these ideas, sure. But what is the right or wrong answer? What do we need to be doing?"

"...Well can we get a little more specific perhaps, in terms of what needs to be done? Some recommendation that I might be able to help with?..."

Discussion

A key to social marketing is picking a very specific audience for a specific desired behavior and identifying the barriers and benefits to adopting the behavior. The researchers had a difficult time choosing a single behavior, since there are so many complex behavior changes that are needed to protect springs. Additionally, institutional barriers exist. For example; irrigation restrictions which are intended to promote water conservation create a challenge when asking residents to turn off irrigation systems and only water as needed, because homeowners can only water on designated days instead of the dry days when their landscapes wilt. The research (combined with researcher knowledge from Alachua County's Landscape Irrigation Implementation Program) indicated that citizens and HOAs are not ready for drastic landscaping changes, such as removing irrigation systems. The researchers decided to focus on small steps to help inch homeowners along the "willingness to change" continuum.

The idea emerged to target HOA and homeowner behaviors by creating a "Springs Leaders" program in which water aware residents from neighborhoods would be selected as Springs Leaders to then educate neighbors. The Springs Leaders idea and the tools they would need were explored in the market testing focus group, which was the final focus group. These results are summarized below.

Market Testing Results- Creative Documents

The Springs Leaders idea was explored in a market testing focus group with select enthusiastic participants from the initial groups and interviews. There seemed to be support for the Springs Leaders concept. Participants said that they would not want to be seen as water cops. When asked what would assist them with being good Springs Leaders, the following were identified:

- A workshop for educating Springs Leaders

- A booklet of Frequently Asked Questions to give out to people. A packet of information.
- Information about the money people would save
- Before and after pictures of dead springs
- Pictures of alternative landscapes
- Visuals, such as jugs of water

Pledge

Social research shows that when you ask someone to change their behavior, they are more likely to follow through if you ask them to commit to the change in a pledge. A draft pledge (below) was distributed during the market testing focus group and the group overwhelmingly rejected the concept. They felt that people would be taken aback and that they would not ask their neighbors to sign a pledge. They felt it was not appropriate for an adult audience, but suggested using this tactic with children. They felt it had a police feel and they worried about how the HOA Boards would react to the actions on the pledge. The researchers were surprised by this because they felt that the pledge actions were small steps. It was valuable to learn about the lack of support for the pledge concept this early in the process.

Worksheet

A worksheet for calculating daily water use (below) was created to help homeowners gain an understanding of just how much water they are using. When asked if residents knew how much water they used, most did not have a clue, since water bills are expressed in killogallons which is difficult to comprehend. The worksheet helps homeowners convert their monthly usage into a daily per person usage and then ranks that usage on a scale. There was positive feedback on this campaign idea. The moderator held up a file folder with a “utility bills” label and the calculator sheet taped to the inside as an example of how this tool could be distributed. Some participants were excited and said they were going to use the calculator themselves. One participant commented that he would use it if it was a website or a Smartphone application. They felt the worksheet was good for making people think and that it would be a conversation starter. It was suggested that the title be changed to “Water Consumption Challenge.”



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Springs Conservation Pledge

I pledge to: (Check all that apply)

- ☐ Look at my water bill every month and calculate my daily water use.
- ☐ Reduce water use in my yard, by committing to the following:
 - ☐ Eliminate one irrigation cycle per week (may save 1,000 gallons per month!) in the summer.
 - ☐ Turn my irrigation system off in the winter.
 - ☐ Learn more about Florida-Friendly Landscaping™ by contacting the Alachua County Extension Office at (352) 955-2402 or visiting FloridaYards.org.
 - ☐ Test my irrigation system rainfall shut off device to make sure it is working.

To test your rain shut-off device, wet the sensor using your hose and then manually turn your irrigation system on. If it will not turn on, your shut off device is working! If your system turns on during this test (or during or following rain) then you need to repair your device.

- ☐ Have my irrigation system inspected for leaks every year.

X

Signature



Funding for this program provided by Wildlife Foundation of Florida, Inc.

TRIM



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Springs Conservation Pledge

Name: _____

Email: _____

Phone Number: _____

To encourage your commitment and track the success of your pledge, you may be contacted by program partners.

☐ Do not contact me.

Water Use Limbo Game

How low can you go?

1. Get a copy of your water bill and a calculator.

Water and Wastewater Service Details

Meter Number	METER READING DATES Previous Present	Meter Read Type	Days of Service	METER READING Previous Present	Meter Multiplier	Water Consumption	Wastewater Consumption	Next Meter Read on or About
W12345678	09/03/2010 10/04/2010	ACTUAL	31	473 484	1.00000	11 K Gals	5 K Gals	11/04/2010

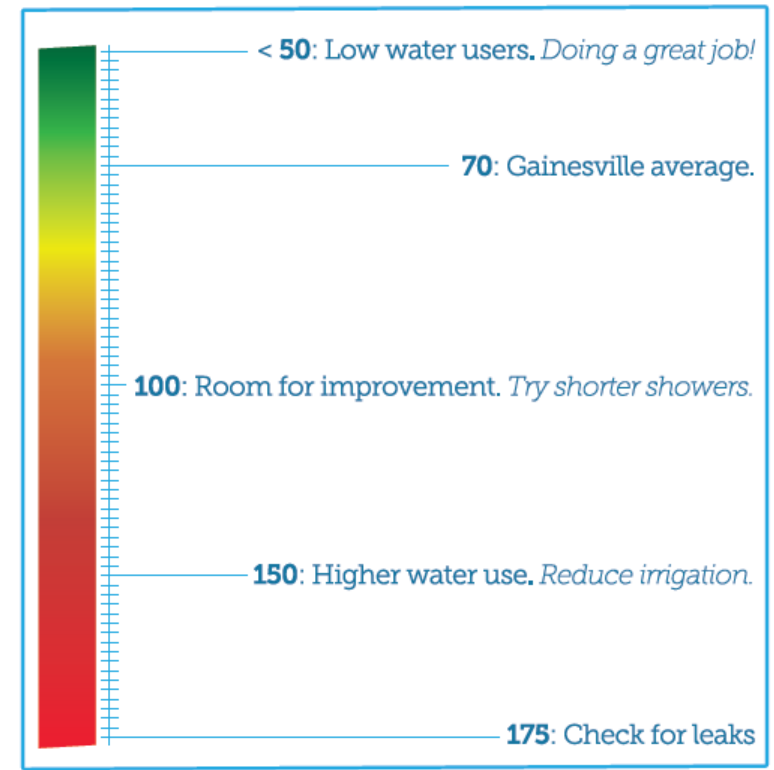


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2. Follow this formula:

	Month	Total Monthly Water Use	# of people in Household	Water used per person per day
EX	SEP	(11 K gallons X 33.33) ÷	4	= 91.6575 gallons
		(K gallons X 33.33) ÷		= gallons
		(K gallons X 33.33) ÷		= gallons
		(K gallons X 33.33) ÷		= gallons
		(K gallons X 33.33) ÷		= gallons
		(K gallons X 33.33) ÷		= gallons
		(K gallons X 33.33) ÷		= gallons
		(K gallons X 33.33) ÷		= gallons
		(K gallons X 33.33) ÷		= gallons
		(K gallons X 33.33) ÷		= gallons
		(K gallons X 33.33) ÷		= gallons
		(K gallons X 33.33) ÷		= gallons

3. Compare & reduce your household usage.



Springs Leaders

The logo for the Springs Leaders was designed to show that these volunteers are protecting local springs. A turtle was used since they are commonly seen along the Santa Fe River.



Pre-testing feedback:

During the pre-testing focus group, homeowners did not respond well to the shield image. They felt it was too bland and that it looked like the Division of Forestry logo. They wanted more color, specifically blue. They also suggested more springs imagery.

My Yard, My Spring: It's all connected

The goal of this image/potential logo is to illustrate that yards have a direct connection to the aquifer and springs. The sprinkler is extending beneath the green grass into the aquifer to help illustrate the source of our water. The sub text “It’s all connected” reinforces the message of the image. The image has seed pods that are characteristic of Bahia grass to help the public accept the look of this grass type which does not require permanent irrigation or fertilizers.



Pre-testing feedback:

During the pre-testing focus group, homeowners overwhelmingly preferred this image over all others presented. They felt it was simple and catchy and provided a visual of the source of our water. One participant commented that it shows how we are “sucking out of the aquifer.” The group felt this was designed for homeowners that have an irrigation system and green lawns. It was noted that the “It’s all connected” font was difficult to read and that arrows showing the water cycle may add to this image.

Springs NOT Sprinklers, The Choice is Clear

The goal of this image/potential logo is to point out that irrigating is not a behavior that is protective of springs. “The choice is clear” language is a play on words, since healthy springs are characterized by clear water. This image is designed to make homeowners think before they use their irrigation systems.



Pre-testing feedback:

During the pre-testing focus group, some homeowners felt that this image was very negative and had a “police feel”. They felt it was too extreme for the purpose of educating homeowners about the effects of irrigation on the aquifer and springs. One participant commented that it is ok to be harsh and irritate people because this will make them think about the desired action. When asked what this image is telling you, the group responded with a loud, “NO!” It was suggested that the language could be changed to, “Springs or Sprinklers, The Choice is Yours.” It was also suggested that money coming out of the sprinklers may also improve the message.

Springs NOT Sprinklers, Use Only What You Need

The goal of this image/potential logo is to illustrate that yards have a direct connection to the aquifer and springs. The sprinkler is extending beneath the green grass into the aquifer. The sub text “Use Only What You Need” encourages homeowners to think about their water use and if it is needed. The image has seed pods that are characteristic of Bahia grass to help the public accept the look of this grass which does not require permanent irrigation or fertilizers.



Pre-testing feedback:

During the pre-testing focus group, some homeowners felt this message was very direct and to the point. One participant did not understand what it was asking them to do. Several participants commented that they would like this as a bumper sticker. It was mentioned that this image had a “police feel” and that “this would make me feel bad about my lawn and mad.” The NOT was too bold and large for some people’s tastes.

Save our Springs. Its Our Home

This image/potential logo was designed to make homeowners connect with the springs and to consider them part of their home, as many people locate to this region because of the natural beauty. The word “OUR” stands out to remind people that protecting the springs is a shared responsibility.



Pre-testing feedback:

During the pre-testing focus group, some homeowners really liked the funky font and style of this message. However, the group did not feel that this was asking them to do anything specific. They felt it was broader and did not focus on irrigation. They wanted more direction from an image and wanted to know the consequences of their actions, which they did not feel was captured in this image. Someone suggested using an image of a dried up spring with a before and after picture. It was suggested to change the image to “Save Our Springs, its Our Water.”

Next Steps

A second Wildlife Foundation of Florida grant was awarded to further develop and pilot test this program. Campaign ideas will be fine-tuned with additional stakeholder input. Creative materials will be refined. Potential Springs Leaders will be identified and invited to a workshop designed to give them the tools and education they need to encourage behavior changes in their neighbors and HOAs. Springs Leaders will be supported by the project partners in their outreach endeavors. The success of the Springs Leaders will be evaluated during Phase II of this project.

Appendix A. Interview Guides

Focus Group Guide

Good afternoon, and welcome to this focus group. Thank you for taking the time to join this discussion about landscaping alternatives. My name is _____ and I am from the University of Florida. Our purpose today is to learn more about your opinions about springs and landscaping practices. We have only invited people who live in your neighborhood (or area) to this focus group. We are conducting several other focus groups with other neighborhoods and area residents, though.

Your opinions are very important to us. The information gathered in today's discussion will help guide us in the creation of programs that will be administered within the Santa Fe River watershed and help us connect the needs of homeowners with the needs of the local ecosystem.

Before we begin, I would like to propose some suggestions that will make this discussion more productive. Please speak loudly and clearly—only one person should talk at a time and other group members should let them finish their thoughts before interjecting. We are recording this session because we do not want to miss any of your comments.

My role here is to ask questions and listen—and get through in a timely manner. I will not interject my feelings into the conversation, but I want you to feel free to talk with one another. It is important for us to hear from each and every one of you because you all have different and valuable experiences. Your thoughts and ideas are important tools to help us communicate effectively.

All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If anyone would like to withdraw, you may do so now.

The session will last about two hours today. I may interject at times to keep us on track and make sure that we finish on time. We ask that you please turn your cell phone ringers off at this point, and if you need to answer a call, please step out of the room to do so and return as soon as you can.

We have placed name cards to assist with remembering the names of one another. To facilitate the transcribing of our audio recording, please state your first name before you speak.

We will start by going in a circle and having each of you tell us your first name, how long you've lived in this area and what you like best about living here. (Name) lets start with you.

Now that we know one another a little better, let me ask you...

1. Do you ever worry that we won't have as much water as we do now? What makes you say that?
2. Do you know where Gainesville gets its water supply?
3. Do you feel a need to conserve water? What makes you feel that way? What steps do you take?
4. Do you know approximately how many gallons of water your household uses per month? Do you think that is average?

5. Let's change topics a little and discuss the springs in this area. Which springs have you visited in the area? How often do you go?
6. Do you have any memorable experiences involving these springs that you would like to share?
7. Do you think the springs are threatened in any way?
8. What is happening to cause these problems?

9. Even though the springs are more than 20 miles away, do believe there things you (or your neighbors) do that may have an effect on the health of the springs?

a. What about fertilizers, do you think they impact springs? How?

10. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

The last thing we want to do is show you a short video about the springs and then ask you some questions afterward.

11. After watching this video, what is your reaction to it?

12. Does the video motivate you to do something about protecting the springs?

13. What do you think could be done to protect the springs?

14. Now we are going to quickly review some of the major themes you brought up- please tell us if we wrote down the correct information or if you want to add something

15. As we work on spring's protection programs may I contact you in the future if we need additional feedback from citizens?

15. Do you have any questions for us about our springs?

In-Depth Interview Guide

Hi, my name is ____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? Y N
2. On average, how many days per week is your yard watered?
Don't Know Only when rains 1 2 3 4 5 6 7
3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?
Don't Know Never <1 1 2 3 4 5+
4. If you could change anything about your yard what would that be?
5. What prevents you from making those changes?
6. Do you have a rain barrel? Y N

7. Do you live in a neighborhood with a Homeowners Association? Y N
8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?
9. Are there any specific actions that you, personally, already take to conserve water?
10. What about things to reduce the amount of fertilizers that you use?
11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?
12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?
13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?
14. Do you ever worry that we won't have as much water as we do now? What makes you say that?
15. Are you on well water? Y N
16. What is your occupation? Administrative manager
15. What is your age?

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

email

Phone different?

If no, can I get your zip code to better describe the population of our sample?

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? Y N

Pre-testing Focus Group Guide

I am Stacie Greco with the Alachua County Environmental Protection Department and this is Jennifer Mitchell also with our department. I am going to record our conversation tonight, so that I don't miss anything in my messy notes here. This research is part of a grant that I received from the Florida Wildlife Foundation that is made possible with the funds that are collected from the sales of "springs Protection" license plates here in Florida. I partnered with the University of Florida and collectively we conducted 5 focus groups which were simply dinner discussions to help us understand how citizens view the connection between their landscaping choices and the health of our springs. We then did 15 phone interviews with additional homeowners in Alachua County. We took the results from that process and translated them into creative concepts for a springs protection education program which I would like to share with you tonight.

Before we dive into the results, lets go around the room and I want each of you to tell us your name and how you have participated in this research so far, for example did you attend a focus group at a neighbor's house.

Before I get your opinions on some of our ideas and creative concepts I want to get some feedback on some of our key findings. Based on what we were told, people are cynical about water issues and feel that their water use is not important in light of all of the water used in nearby cities, bottling plants, and agricultural operations. They felt it was out of their control.

- 1. What can you do as a neighbor, neighborhood, or HOA to counteract this feeling of helplessness to increase self-efficacy— increase belief that homeowners can make a difference.**

We also found that most of the people we spoke with didn't know how much water they use, so:

- 2. If you knew how much water you used in comparison to your neighbors, would you try to find more ways to conserve more water?**

We also learned that

- a lot of people do not know that our drinking water is groundwater from the aquifer beneath us.
- Those that believed it was important for us all to conserve water cited dried up lakes and springs as evidence of the importance of this issue.

OK, so those were some of our key findings. And from that one idea that we are considering is to recruit representatives from neighborhoods that think water issues are very important. We would ask these people to become "springs leaders" and would work with these leaders to teach them more about what homeowners can do to protect springs and then ask them to talk to neighbors about these issues. I will expand on this concept in a moment and want to clarify that I am not formally asking any of you to commit this evening, but just want your feedback on this concept.

- 3. Would you be willing to be identified as a Springs Leader to help explain what your neighbors can do to be more protective of water resources? (Probe Why or Why Not)**
- 4. What would help you be a good Springs Leader?**
- 5. How would you communicate messages with your neighbors?**
- 6. What do you think of this logo for the Springs Leaders? Be honest. All of the materials and concepts that we will be discussing tonight are drafts. And the goal tonight is to test them out and get unbiased feedback from you.**

Social research shows that when you ask someone to change their behavior, they are more likely to follow through if you ask them to commit to the change. I am going to pass out a draft pledge that we created. The idea is that this is something that the Springs Leaders could ask neighbors to complete. Participants would check off any behaviors they are willing to commit to and then fill in the bottom of the form. The Springs Leader would keep the bottom of the form to help us keep track of who we have contacted.

- 7. Would you personally commit to some of these actions?**
- 8. Would you take this pledge to neighborhood events or door to door to ask your neighbors to take the pledge?**
- 9. Is there anything about this that you find offensive or annoying?**
- 10. What seems to be missing?**
- 11. Any other feedback?**

So recall that I mentioned that most people do not know how much water they use. We created a worksheet so people can plug in numbers from their utility bills to calculate how much water each person in their house uses every day. This may be something else that the Springs Leaders could use while talking to neighbors. I could even provide them to Springs Leaders taped on the inside of a folder that residents could use for storing their utility bills.

- 12. Would you use this worksheet?**

13. What is the main thing this is telling you?

14. Would you take this worksheets to neighborhood events or door to door to ask your neighbors to use this worksheet?

15. Is there anything about this that you find offensive or annoying?

16. What seems to be missing?

17. Any other feedback?

OK. So now I am going to show you a few logos that we could use on materials for this program. I will ask you some questions about each one. You may also make comments or edits on the paper versions I am handing out, but it will help me fine tune these if we can have a verbal discussion about them. Now remember these would be on materials used by Springs Leaders as they talk to neighbors. *(We will pass around a page for each participant with only the logo we are discussing. By the end they will have all four)*

My Yard, My Spring, It's All Connected

18. What is the main thing this is telling you?

19. What is it asking you to do?

20. Why do you think that?

21. Whom do you think this is speaking to?

22. What first caught your eye?

23. Is there anything about this that you find offensive or annoying?

24. What seems to be missing?

Springs NOT Sprinklers, Use Only What You Need

25. What is the main thing this is telling you?

26. What is it asking you to do?

27. Why do you think that?

28. Whom do you think this is speaking to?

29. What first caught your eye?

30. Is there anything about this that you find offensive or annoying?

31. What seems to be missing?

Save our Springs. Its Our Home

32. What is the main thing this is telling you?

33. What is it asking you to do?

34. Why do you think that?

35. Whom do you think this is speaking to?

36. What first caught your eye?

37. Is there anything about this that you find offensive or annoying?

38. What seems to be missing?

Springs NOT Sprinklers, The Choice is Clear

39. What is the main thing this is telling you?

40. What is it asking you to do?

41. Why do you think that?

42. Whom do you think this is speaking to?

43. What first caught your eye?

44. Is there anything about this that you find offensive or annoying?

45. What seems to be missing?

OK. SO you should all have all four of the logos that we have discussing in front of you.

46. So thinking about all four of these logos, Which concept would be most likely to get you to consider springs when making landscaping decisions?

47. Which would you feel the most comfortable using if you were a Springs Leader? Why?

48. Any other comments about any of these materials or ideas that we have discussed tonight?

Appendix B. Transcripts

Focus Group 1: 11_2_11

Q. Introduction

(0:00:00.0)

PM

Just to remind you, we are going to be recording this tonight. We won't use anybody's names in any of our recording or any way we write this, we won't use anybody's names. But, just to ensure we have your permission to record this, just so we don't surprise anybody. And the reason is that afterwards we do a total transcription of everything that's said during the focus groups, and that's basically how we get our data.

[Many people talking in the background]

[Inaudible]

(0:00:45.0)

C1

You know you've got three engineers here, that's rather interesting.

PM

Is that right? Well we have a biased audience then.

PM

Well, you've got yours on? Ok.

E

Yep.

PM

Well, I'll just start. I'm Paul Monaghan, I'm a faculty member in IFAS, my department is Agricultural Education and Communications. Emily is a grad student in that department and Stacie works with the county, the Alachua County Environmental Protection. We've got a small grant through the Springs Tag Program to study perceptions of the springs in the area and the perceptions of water use and eventually develop programs to protect the springs. What we're going to do tonight is basically have a conversation. I'm going to pose some questions and what we'd really like is for you to talk amongst yourselves, there's no right or wrong answers. Feel free to offer anything, there's negative or positive comments, anything you want to say is going to be useful to us. Um, I'm going to sit so I'm not teaching a lecture...

Focus Group 1

[Many laughing]

PM

E's going to take notes, write down the key things you all say and we're going to go over it at the end so that we make sure that we have everything you guys want to tell us. And also we'll have a chance if you all have questions for us, we'll save that stuff for the end too. Anything else I should say before we start?

S

Sounds good. It's helpful if people just talked one at a time, in the interest of time, and I might interrupt you if we need to move the conversation along.

PM

We don't want to be here all night.

Q. What's the purpose of the grant?

(0:02:31.1)

J

What's the purpose that you've got a grant?

PM

Well the purpose of the grant is to collect information on perceptions of residents in the area about the springs. Also, a little bit about their behaviors as far as water use. So, that's the general topic. What we do with it is eventually develop programs, outreach and educational programs, the things that you tell us.

Q. What's the association between Alachua county and IFAS?

(0:03:02.9)

C1

Can I ask one other question? What's the association between Alachua County and IFAS in this?

Stacie

I got the grant and then I hired these guys to help me.

PM

We just partner up.

S

They're the experts.

Focus Group 1

PM

And I've actually worked with S on at least one other grant, right?

S

Yes.

W

And what's your department?

S

I'm in the Environmental Protection Department.

The county.

(0:03:31.7)

C1

You just did the League of Women Voters thing.

S

Yes.

C1

That's how I know you!

S

Yes. I can't hide anymore!

[Many laughing]

Q. Do you ever worry that we won't have as much water as we do now?

(0:03:54.3)

PM

Ok I'm going to start with my first question. I'll start with you Debi since you're our hostess. And again thank you so much for inviting us...

Debi

It's a pleasure, we're neighbors.

PM

Do you ever worry that we won't have as much water as we do now?

Debi

Focus Group 1

Yes.

PM

Why?

D

We have in laws that live just past Jonesville, they actually, during the drought, got sand in their well. Um, we've heard of neighbors in our neighborhood that had sand in their well when the drought was really bad and the water table was low. Never happened to us, but it made us very conscious. We're just two people in a household, even though we have a pool, we try very hard to conserve water when we can. William and I are very conscious of our water usage. We don't water our yard at all and it's just as green as everybody else's. So we try to do our part with water conservation.

PM

Jack, are you worried that we won't have as much water as we do now?

Jack

Very definitely worried. All the things that go on with regard to water, about a month ago, it may not have been that long ago, some spring was serving 150 gallons of water a day. One thousand [inaudible]... That water's being taking out and not going back out into the environment. And one of the things that the country's going to be concerned with is lack of water, population is growing, we need more water for different things, golf courses, pools, and just wasting water. It's great to have a pool, don't get me wrong, it's just water as far as it's grow, you read all kinds, but you don't know if it's true, in regard to the St. John's River and what they do in that water district and what they do in the Suwannee district, which is where they probably stole some water out of the spring. It just doesn't seem like anyone is aware of what's happening.

PM

So that's alarms you?

J

Yes.

PM

The lack of awareness. What about the C[redacted]s?

S

The C[redacted]s?

C1

Well I attended the presentation that S coordinated and I was unaware of the Jacksonville issue where the water is going to Jacksonville now. And then the

Focus Group 1

possibility, what I heard was that Jacksonville may not be utilizing the water well that they may be using that water in a way which they don't have to. They're using prime water when they could use grey water. So, that bothers me, but I think that the additional thing that I can add is: my concern about the political issues between the two water districts. Philosophically they are different. And what really is right? I think that I am a good steward. However, I am very skeptical about the whole political system and are there people as conscientious as many of us are? And what are the consequences because they 're not?

PM

L[redacted]?

L

I'd like to add a little bit to what C1 said on the political side, it's just like Gainesville. I think the last center that we had was named Bob's [inaudible]. But what happens when you get population shifts, a county like Alachua really doesn't have much muscle on the state legislature. And I heard the same thing about Jacksonville. But a lot of us coming from industry, I think the cool or flush equipment and so on, but that can be held from an engineering side from my option. But it may need some additional research, but personally I've never been without water. I've had a well, I've been here 42 years, it's not 160 some feet. Except when the pump fails or electricity goes out, but from what I know is from what I read in the paper. She brought up the political side, and I think a county like Alachua would be without a lot of effort and to add one thing here, I don't think that it should be resolved in individual counties. I think that there needs to be some sort of master plan, I agree with J. Time will only tell, it won't be in our lifetime. So there won't be enough water in this state.

PM

You're convinced of that?

L

I did do a little statistics. I just went online it said 'Springs dumps a billion gallons of fresh water towards the ocean', I read that. That's a lot of water. So, the turf wars are not really looking at the big picture, I don't think.

PM

Anybody else want to add to that about worrying that we won't have as much water as we have now.

W?

We're not alone. The Chinese are proposing to divert the Yangzee River for 800 miles to provide water to where the people are. And worldwide, they have that trend here, too, as people are moving to cities, the concentration of people, with a certain amount of political power, so that they will need water, and they will get from whatever it is. Here we're where blessed with a lot of water, one of the

heaviest concentrations in the world I guess. And all the water ultimately goes to tide, but use it up as it's going. I guess being the area that has the water, but really the area that provides the water, I guess just a [inaudible] and recharge areas and directly charged areas... [inaudible], anyway we have a lot of water. It would take a while for us to get used to not having water by just pushing a pipe into the ground.

Q. Why are desalinization plants not being used?

(0:10:51.5)

S

I have a question. It's always baffled me that Florida would do not research or any kind of RND at all on desalinization plants where you know, The Middle East uses to salinate the desalinization plants primarily as their water source. Where our solutions, as in South Florida where they don't have as much fresh water, their solution for providing water is to pump it from the Suwannee River, at least that's what I've read. Why is there not any kind of research or forward looking planning for possibly using the desalinization plants to help provide water for population?

C1

I think reclamation?

S

And reclamation, that's right.

C1

In 1975 and 6 I lived in Sarasota County in Sarasota, and at the time they were having trouble with saltwater intrusion in Tampa. But, we were hearing a lot of it, and we had a speaker, the Abalancha Organization had a speaker, and he talked about the Ocala fault and about how the water, size of the Ocala fault is down there, and the other water is up in North Florida. He said, right now people aren't concerned about this, but you wait, he said you wait! And he talked about the problems that we were going to have and it's bothered me since I've heard that man speak, frankly. I think that it's terrible the way that Florida is allowing all of these people to come in and build these condominiums where thousands are people sucking up water! Where's it coming from? Where's it going? Down the toilet. It's terrible. I really think, Stuart, or that county down there, somehow ruled that an acre can only support so many people and after that you don't have any more growth. And it's a way to control that. And I don't know, I know Stuart did it, I don't know if can do it all over the state, I doubt it, because of politics and so forth, but it made sense to me. I come visit, but go home.

[Laughing]

C1

Focus Group 1

You, know don't flush the toilet, but go home, whatever. Its bother me a long time! When I grew up in Florida we used to swim free at Silver Springs, and it was clear, crystal, not a plant in there except what was supposed to be: the eel grass. Which was supposed to be there. And now, look at it!

PM

You're seeing changes?

C1

Yeah.

J

In regard, to salitation plant there is one in the Tampa area in St. Petersburg and it took forever to build and had all kinds of problems. As far as I know right now, it's working, the reason they claim, some people were saying [inaudible] plants it's so expensive. But every cruise ship has one. And they [inaudible].

D

I didn't know that, that's interesting.

J

So, it just makes you wonder. I guess its expensive in the initial development of the process, and the process has been going on for years [inaudible]. So I don't know how expensive it is, but seeing that they should be cutting, like in South Florida, getting prepared to have more of that [inaudible] can cause problems.

W

Part of the problem is, what do you do with the brine?

J

And salt.

W

Well, our current strategy is to pump it down the ground, objection well. That's why it's getting kind of expensive.

D

Is that like what the Middle East is doing?

W

I don't know the answer to that. If I knew that, and [inaudible]...

Q. Do you know how much water the phosphate mounds in Manatee County pump out?

(0:15:13.0)

Focus Group 1

C1?

Do you know how much the phosphate mounds in Manatee County, how much water they pump out?

W

Terrible.

C1

It's just simple.

PM

B[redacted] mentioned where Gainesville gets its water, we all knew where Gainesville gets its water, it's water supply.

D

Well I know where out there in the rest of Gainesville, [inaudible]

C1

Out in that big tank!

[Many laughing]

D

We don't get it from there.

J

Five or six wells out there...

D

Those wells are threatened by the coppers.

PM

So, all of you seem to seem pretty aware where Gainesville is getting its water from.

[Inaudible]

L

You said regulation? I think we have to be careful here, because you're going to regulate something without knowing all of the facts. And that's a tendency to take the county like a licenser. And other counties, those are going to conflict. To me, this is bigger than, the safe, should be taking the leadership... But, C1 said that when politics are involved, that breaks it up so our only concern is that the next 5 to 10 years, you don't get any kind of group that agrees. But it's coming.

W

Focus Group 1

I'm more skeptical. I think water shortages will come in your lifetime, as well as mine. Because I see so much waste.

L

Yeah but, when you're out of water you're going to look at it differently.

W

Yes, but that's going to be too late.

L

That's the point, you've got to point out, you've got to see some kind of race. Nitrates are moving into the water, according to the newspaper and some articles that you find on the web. Now they're argument's going to be: where did it come from? And they're going to start regulating and the easiest person to regulate is the individual homeowners. And they're not the nature of the producers of any of this problem. So I still believe it's beyond any individual council.

W

I disagree, I think the easiest people to work with would be industries, because they're all in one place. The nature of the place...

D

Politically it ain't gonna matter...

L

It's going to be difficult.

W

That the whole thing, you know, rain ends up being what you do take, what happens. I do construction work and work in the home building business. So, when I see people getting their houses built, they have sprinkler systems and they're set [inaudible] and lawns are sensitive when they're first planted, so their sprinklers are running daily. Well, no one ever goes biweekly or once a week, I mean I go into subdivisions, it's poured three inches and you've got 85,000 sprinklers on. It's just throwing it away, but also [inaudible] would charge them more money when we have a lot of money in a neighborhood like that. The money is more important, if you can pay for it then you waste it.

L

You don't wash... [inaudible]

W

Yeah, but it bugs me.

[Laughing]

D

But, there's no effort at all. And it seems to me, in Alachua county, to educate the builders and the residents to zeroscape to use water tolerant plants and natural indigenous plants that don't require this amount of water.

C1

But, didn't they just, somehow pass something that you know, you can have a front yard that's natural instead of grass?

D

Yeah, I think the city of Gainesville did that, didn't they?

C1

Yeah. And out in the county, I think you can put anything you want to in your front yard. Except in certain neighborhoods...

D?

Well, in the Hale plantations of the world, its where its controlled by their homeowners associations documents. Which unfortunately is all where he works. What they do is they go in, they cut down all the trees, dig up all the natural plants, they pour a bunch of builders sand on top, then they put sod down and a bunch of shrubs that are not indigenous to us. And then they water it for three months to try to get it to stay. That's ridiculous.

W

And builder's sand doesn't hold water [inaudible]. My friend a superindendent built his house in Lost Plantation, his water bill was something like \$400 a month because his lawn could not go more than two days without being watered. Two days. You realize how little rain we get these days. This is a black hole for rain. They claim Gainesville gets this much rain you know, anyhow so if its not raining, it needs water. And that's horrible.

C1

That is horrible. I think we need to do something where we don't need these perfect yards anymore. Like you said, the zeroscape.

J

We're working on that, C.

D

We've already adopted that strategy!

[Laughing]

C1

I'm ready. I mean, you see the chickens out front, you know?

Focus Group 1

Q. Do any of you consciously conserve water?

(0:20:46.3)

PM

D mentioned, I think you said that when some of your neighbors had sand in their wells, it made you think maybe you wanted to conserve water, do any of you consciously conserve water? Think about it and conserve and what sort of things do you do?

L

It's an automatic. Because we have to turn that pump on, if more water is pumping our electric bill goes up. So, yes. In fact, almost all of the kitchen appliances, we just put a new dishwasher in and it uses maybe a third to a half of what the old one did. And it just shows that if you buy a new toilet or anything, the water consumption is way down on a lot of them. So, the matter of factors, the understanding here, has to go beyond that.

PM

C1, do you consciously feel the need to conserve water?

C1

Oh, absolutely. I think it started kind of gradually, as B (W) said I think we started out when we came to Gainesville we thought it was abundant, we weren't charged. Then we have our own wells. But I think over the years when I've seen how water is being taken away for one thing, sucked away, and we tend to be conservationist anyway. So we try, we turn the water off, we don't let it run when you're doing anything, turn it off. So, yes.

[Laughing]

PM

So, you told me everybody out here is on wells?

[Many agree]

PM

So you probably don't know how many gallons per month that you use?

[Inaudible]

PM

You're not getting any feedback?

J

Focus Group 1

An interesting I've been here forty some years, I was one of the first houses built on the street, and this street down to the top of the hill and west is part of the neighborhood. None of these houses are on sewage or water. [Inaudible] More water sewage, more foresters, west water [inaudible] just a little head clay here that's sitting with wells and septic tanks. I wouldn't mind having city water, I would like to have my well [inaudible] to the grass with flowers or something like that. But I don't know how you get it. A lot of people don't want it because it costs you more money than you're paying right now. I guess it'll come to one time where we'll have to have, wells might go dry.

C1

Why do you want, because I am opposed to it, why would you want to have city water?

J

Well economically from what I have, it's probably cheaper.

L?

Your water's better too.

C1

Yeah!

W

Soft on the chlorinated.

J

I know, I know. I'm coming around, I can tell it's about time. We always have three things that happen at Christmas, they cause the dishwasher breaks or this and that or so forth. All we worry about is that the pump's going to go, are we going to have to put in a new pump? Because it's been bound for about twenty years, so it's coming.

L

If you've gotten over twenty years out of it [inaudible].

J

I know. I think like that. It just I hadn't tested my water in a long time, and I'm scared to test it.

D

It's cheap to test it.

W?

Depends what you're testing for.

Focus Group 1

Q. What scares you about testing the water?

(0:24:41.2)

PM

What scares you about testing the water?

J

Well, you've got to go to a lot of trouble, you've got to put Clorox in to clear the germs or whatever's down there. All that kind of stuff.

PM

Anybody else test the water in their wells?

D

I've tested it twice.

L

We did it when we had the hurricanes come through. We had the county testing for us.

C2?

We tested ours, I'm J[redacted]'s other half. But, every time we've tested it, it's come back and said that we've got to clean it up. It worries me that it could be tested further and more nasty stuff's in there. I don't like the fact we've got septic tanks and well water. I hate it, I think it's bad, I don't think our percolation system works right, I really don't. It worries me. And then we're not getting chemicals that the city might put in. I don't know.

D

We've tested for bacteria and had clean tests. We tested the well just a little it, we tested the well not the faucet, because the bacteria can actually be in your pipe system not the well water itself. So, test at your well, and chalking your well really isn't that big of a deal. A lot times for bacteria, a lot of times it's just, especially if you've been gone for a while and you haven't used your well and water hasn't circulated through it, the bacteria will grow. So, you need to run your water through. At least for us, we like the well water, and to me, I would rather be in control to the extent that I can be of the quality of my water, rather than let the government be in control of the quality of my water. Because you read about so many communities who actually have not been honest with their citizens about the quality of the water that they're drinking. So, I would much rather but in control of it.

C2

And I understand what you're saying.

L

Focus Group 1

There was an effort, it may have been 10 years ago, they talked about bringing city water out here. But the prices tag that would be put on it, just doesn't make sense, it just a pressure system anyway, all you do is lay pipe and put a few pumping stations in. The real thing that would affect this community is to do something with the sewage. Like she says, it's just a matter of time. And the recent law says that they're supposed to have these things inspected.

C2

Every year.

L

But it's linked to the spring's size too. And now there's discussion that maybe that law will never be enforced, but modified. So, if you want to do one thing to make the county feel better, that's one thing. But, they're going to come out here and they gon' give us a price which I think doesn't make sense.

PM

You mentioned the springs a little bit. Let's kind of switch gears a little bit and talk about the springs.

Q. Which springs have you visited recently in the area?

(0:28:01.0)

PM

Which springs have you visited recently in the area? Anybody?

C1?

How recently?

PM

Past year.

[Many say: None]

J

I used to go to Ichnetucknee every time I got the chance.

D

Ichnetucknee, Po, um, we were at Wikiwatche a dew months ago. We've been to Silver Springs. Well that was last summer, not this past summer. So we frequent the springs, we love the springs, we frequent them a lot.

PM

Do you swim, camp, fish?

D

Focus Group 1

Swim, tube, kayak.

Q. Has anyone been to the springs in the past 5 years?

(0:28:40:0)

PM

Anybody else go to the springs? How about the past 5 years?

[Many agree]

C1

We've been to Santa Fe.

?

Oh yeah, I've done the Silver River. It more not the springs but more for the streams and rivers. But, technically we've been to the springs while kayaking in Santa Fe. But we didn't stop and swim, dunk our [inaudible] or anything like that.

Q. Any memorable experiences at the springs?

(0:29:04.9)

PM

Any memorable experiences involving those springs that you'd like to share? I bet you do.

D

What do you mean by memorable?

PM

I mean, stand out for you or why the springs are important to you?

D

I went to a group of women, that range in age we started years ago with, last time we went we called ourselves the Chick tubers. We go every summer and we tube the Ichnetucknee. We usually range in age from young kids, girls to about 8, to the last time we went, we had one woman in our group that was 80. And once, we've noticed that the quality of the Ichnetucknee has changed just in the five years we've been tubing in it, or we're probably up into six now. There's a lot more...

C1

Vegetation.

D

Focus Group 1

A lot more vegetation. A lot more, what's the word? Algae, on the water than there used to be. So, you know, it really concerns me. Another thing I've noticed is how low, I swam the bottom pathage with a friend of mine just last month. We been there in July, and in September it was so much lower than it had been in July. I was a Po last month and the water was very low at Po. And like what you said, they're pumping the water out. I don't know how much that contributes to the water levels, but I don't understand why we would allow that when we're already experiencing the low water.

W

Yeah, you know there's no quants about it. I mean it's just, somebody does a permit, and it's approved in a heartbeat.

C1

Yeah. You wonder who paid who. I'm sorry, but we just...

W

We took pretty much with this group here, we are concerned about our water, we are an extremely small minority. I mean we're like this. We exist, but to have any kind of, there seems to be, overall nothing, everything is used and not worried about the consequences.

Q. Anyone else that thinks the springs are threatened?

(0:31:12.3)

PM

Does anyone else think that the springs are threatened?

C2

Yeah, well Coa was. But I've heard that they've done some work to bring it back. We went some years ago and it was very clogged. And I knew of a group that just went this past spring and they said that it looks a lot better now. But, we used to go to Blue Springs a lot and it was clear then. We haven't been lately, but we've heard tales. You know, especially Ichnetucknee. I grew up tubing the Ichnetucknee before it was...

D

Before they had an official... [Laughs] when you had to park your car and put your cooler in.

C2

And it was natural.

C1

Focus Group 1

Let me just, you said memorable? More from a cultural perspective. We had an exchange student from Kirgizstan and no one had taken her to kayak, so that's the odd reason we had gone, because we had been busy doing other things. But we took her out to Santa Fe, the outpost and went down. She loved it, she's 17. It was quite an experience for her. Kirgizstan has a lot of...

W

Nervous about the alligators?

C1

Yes, yes she was. She was nervous about the alligators, but she enjoyed the turtles and you know, the basic scenery. It's different since Kirgizstan is very mountainous and has a large lake. A lake, the way I understood it. And it was positive and we were proud to take her there and she loved it.

PM

That sense of pride that you felt I mean it's great it's in your backyard.

W

Yeah, I do worry about the future of the springs but I think that this year was usual with a small amount of rain. So that there was, the seepage, the seepage from [inaudible], nonsources, and usually it's diluted by a lot of rains, this summer it wasn't diluted by a lot of rain. So, you've got higher effects this time, instead of what you normally have. Perhaps a nice La Nina... end of the fire hose for a while.

C2

I think it's just, I don't know how many people realize how much water we have under us though. You look at that documentary that Wes Giles did, oh my gosh! You see how clear it was! He would come to a spot like that sinkhole near Sonny's in Alachua and all that trash that's down in there, that people threw down: old refrigerators, tires, stuff. I think every kid should see that, every Florida kid and maybe farther than Florida. But they should see just exactly what's down there. It was an eyeopener for me, I loved it, and to see that pristine looking water that he was swimming in, in those giant caves, you realize that you've got to take care of that, man. You can't have all of that junk being throw down! And I wonder about pumping, when you have a sinkhole, they pump all that stuff down there to close it up. What does that do? It's concrete. But you know, it fills it. Are you messing with nature?

J?

Well, usually it's just a little pipe, it's not a sinkhole.

C2

Oh no. I had a friend who's whole driveway and yard went.

J

Focus Group 1

Oh ok.

D?

That's interesting too because from what I've read, especially in the Zephyrhills area, they have a really horrible sinkhole problem, and they attribute it to the lowering of the water table. So, as the water gets low in those limestone caverns, they collapse in and the water can get out.

L

It all depends on the type of soils that sit in it. The holes are already there.

Q. Do you think that there's things that you do here, as far as Gainesville, that have an effect on the springs even though they're twenty some miles away?

(0:35:35.6)

PM

Do you think that there's things that you do here, as far as Gainesville, that have an effect on the springs even though they're twenty some miles away?

D

Well, I personally absolutely think that we do. I think that every ounce of fertilizer that people put in their yards end up in the aquifer and that effects our springs.

PM

What makes you think that, where do you get that idea?

D

Um, where does it go? Where can it possibly go? The water is so close to our surface that it has to end up somewhere. Our septic takes have to, hopefully they perk, but if they don't, it has to end up somewhere.

C2

That bothers me worse than anything.

PM

J?

J

It's a lot of water underneath the group, a tremendous amount. I wish I knew which way it flows, if it flows north or south or east or west? Is there more than one underground river so to speak? 10 miles away theres another one? It would be interesting to me to know what's going on.

PM

Focus Group 1

Anybody else think that your actions here in Gainesville have an impact 20 or 30 miles away.

C1

Well, absolutely.

L

I don't think so, I still believe that, I think the estimates about 8 billion gallons from the springs daily. 6 billion comes from the magnitude 1's, so Silver Spring is dumping a billion gallons a day. It seems to me, instead of dropping a well a hundred or two hundred feet, somehow you could capture it, send it to surface, and do a lot less work getting it to some sort of plant. But then, you're talking about a piping system, and I don't think Florida's ready for that because it's going to obliterate the landscape. Unless you can put it slight down on the ground, there's a lot of things, and I think until you explore the alternatives, and that's why I think Alachua County is trapped with just their compliance within boundaries, they can't go all these routes. But I read a report, at least I found a report, it's 94 pages long, DEP, they had a task group, and at the bottom they list all the scientists, but if you look at the numbers, they're all political. So, you know, who's feeding them information? This is truly a very technical issue and I don't think we've scratched the surface with the data we need. And I think that that's something the University could get involved in, from at that point, maybe Alachua county can help you there, but Silver Springs is dumping enough water to water all the lawns in this part of the state. So, can you channel that? It's just being wasted.

PM

Anybody else?

W?

Locally, pretty much all the water that we remove from the aquifer is returned to it. We're just on the edge of the scarp, saw that after it gets off our plate it goes into the extra directly, or sinkholes just before you get there. Whether you're watering your lawn or using a septic tank, it's ending up one that way, one evaporation for the natural distribution of water with higher evapotranspiration. And the things that will survive out of the septic tank are the bugs that eat everything except for nitrate. And they eat phosphorous to a certain extent, but the nitrate seems to be the major thing that gets through and we, industry, and products, are our big nitrates. So it's all around us. Still, we produce a little bit ourselves, so that's the chemical that gets through, luckily it's not too bad on health. [Inaudible] Plants, algae, things are exposed to sun...

C2

There are also abandoned fuel tanks all over the place, all over the county. I used to work for a fuel oil company.

D

Focus Group 1

We have one, do you know of anybody that comes to dig it up for us? We want to get rid of it! [Laughs]

C2

Wanna pay a lot of money?

D

Well at this point, I'd rather try to do that than let it sit there.

[Inaudible]

D

Yeah, we did that.

C2

Still, no matter, if you stop using it it still has stuff in it.

D

We pumped all the fuel out and filled it with sand...

C2

The stuff's still in there.

D

I want it gone, because I don't know if it's rusted out or leaking or I don't know...

Q. Does anybody think that lawn fertilizer use has an impact on springs?

(0:41:05.1)

PM

B(W) mentioned fertilizers. Does anybody think that fertilizer use, lawn fertilizers have an impact on springs?

C1

They say it does.

L

I don't think to the extent we're talking about. I think it might have a small amount. Derell has better information. I think that data has kind of throw out there, and I think somebody needs to make some studies. In your department, I know we did research we grasses years ago. We hired one of your guys for the right of ways of the highways. That grass uses a lot less water than what you've got in your front lawn here.

W

Focus Group 1

Of course, the big user of fertilizer is agriculture. There's a lot of agriculture in Ienenson. Not to mention... [Inaudible].

D

So we, one of the things we did a couple years ago was we joined a farmshare that does not use fertilizer. In fact, I'm hoping they'll deliver our vegetables today or tomorrow.

W?

Do you see yourself [inaudible] paying for the month because he's more dependable because I would just [inaudible].

D

Well he told me he's not coming today. He already told me. But that's a small way we can contribute is by being conscious about buying from local farms that don't use fertilizers. That's one thing. Plus we like [inaudible]...

C2

But we need an education for everybody about that...

Q. Do think that your neighbors would use less water to realize that it's the same water that comes out of the springs?

(0:42:40.5):

PM

Do think that your neighbors would use less water to realize that it's the same water that comes out of the springs? It's the same source?

C2

You mean if it was really shadowed out?

PM

Yeah.

C2

Probably.

PM

You think that it would be affected?

C2

I think everybody in this neighborhood though is pretty educated about that kind of stuff. Some people would ignore it, some pay would say, "eh", that kind of an attitude.

Focus Group 1

D

I think many people that move into a neighborhood like this are relatively more educated about the environment than someone that move into Hale Plantation or...

C2

Right? Or people that moved into this neighborhood over here. Because, ok, we've got water, we've got pumps, we've got sewage, it just comes and goes and I don't have to worry about it. My fertilizer perk came down because it doesn't affect me directly. I just flush and spray it on. You know?

C1

I think that is neighborhood is a little A typical, I mean I walk the neighborhood and the older sections, and they were all built, our house was '72 it was one of the newer ones in the street over. Nobody has, I can't think of the word, high style landscaping. Many of us have someone come mow and trim our yards, but I don't think we see the showcase kind of yards that require extra water. You know for the plants, a lot of us have a lot of natural, native plants and so the style here is that...

W

Maybe one or two exceptions and they probably outwater us by 10 to 1. This is the two houses up here, the guy that I do, is a builder, there's water almost every day.

[Laughing]

[Many voices]

You know, the Ferris' have, you know what that is? It's from their heating system. That's why theirs comes on...

J

They have to cool their air conditioning.

Q. How do you get someone from somewhere like Hale Plantation to get them to use less water and fertilizer?

(0:45:04.3)

S

So can I ask a question? So, if this neighborhood is different how do you think you approach someone from like, Hale Plantation to get them to use less water and fertilizer?

C1

Well, if I could just add philosophically, when we moved out here, and many of us have been out here a considerable amount of time. We chose to be here rather than the country club. At that time there was Suburban Heights, and there were the small

subdivisions near the University, then there was the country club, and there was Pine Hills, and we were like the rebels that came out here. The ones that didn't want to be in the more manicured, is the better word, manicured landscape subdivision. And so I think you had an attitude starting out... those who chose to be here.

W

They had the prestige...

C1

We never have had a sign that distinguishes us.

D

We just assume people don't know about us.

[Many laughing]

C1

It's a personality, S, so I don't know if we could really add a lot. It's like the hippies versus the [inaudible] or the university type person versus the successful business person that had to have more prestige.

D

I think it has to be, I agree with you, I think it is more of a personality or people that are more inclined to have a certain image or something. And I'm not sure if education works, I think there has to be, I think people have to feel an impact in some way whether it be financial or whether it damages their image or whatever they're motivated by. I think you have to figure out what people are motivated by to [inaudible]

C2

Shame...

[Many laugh]

D

Shame... that's a good one.

C1

I hate to break in again so quickly, but if you recall a few years ago...

J

If you're talking about raising taxes you need to shut your ears...

[Many laugh]

C1

Focus Group 1

But there was an article in the paper where they disclosed the people who were paying the highest amount in water bills.

W

Oh, I remember that, yes!

C1

And I think that many of them got defensive. I know a couple of people that I know that were in there... The Stricklands and the others... and they had a... Stricklings... not the Stricklands... I mean she, Silvia went right back and said oh well, we had a problem with our water meter and that's why this happened. You know, that's kind of a shame thing.

D

Yeah, and they successfully lobbied, and that's not longer being called a record, right? So, that is now not made public anymore because the money in our political system successfully lobbied to have that no longer be made public. So, a natural public resource is no longer, and how it's being consumed is not longer a public piece of information.

[Inaudible]

D

We should all know what we use. Unfortunately we don't know what we use. But I think we should all know what we use.

L

If you take out the sprinkler systems in this area I doubt if there's much different in the usage in all of Solly's homes.

Q. Do you think the different in water usage is because of sprinkler usage?

(0:48.41.8)

PM

You think the difference is the sprinklers? The difference from one house to the next?

L

I don't use mine when it rains.

J

I got a long hose, that's my sprinkler.

[Many laughing]

Focus Group 1

L

In my yard, the grass is dead in all the places I think 10 foot [inaudible]...

W

L, what kind of sprinkler do you use? Do you use one you attach the hose that circles?

L

I got too old to pull those hoses!

[Many laughing]

W

Well, I know that next door they've got Fred and Marva, he uses a hose, he uses a sprinkler, so you're listening to the radio and we talk about where we live and what we think about it and maybe we're concerned... yeah ok, don't water after 10 in the morning because its hotter, and then wait until the evening, and it'll be windy in the middle of the day and I'll hear sprinklers going on over here and the water starts here and ends up over there. And its very, very inefficient, and it doesn't work.

L

You can override. I just turned mine off.

D

Well what know when people are watering up this hill it enters our swale and crosses our driveway and heads down towards the, because we're on clay, most of that water ends up in runoff in that sewer down at the bottom. A whole bunch of it does because it comes right through our yard. We have a drainage swell right across from our yard.

L

You're talking about the ditches? That's because what's at the bottom of the ditches...

D

No, no we have a drain swell right in our front yard, not in the street. So as it comes down that hill from Phil and Robin's...

W

It goes right past our front door.

D

It goes right past our front door, right across our driveway.

W

I just wish there was fish in it!

Focus Group 1

[Laughing]

D

We're always amazed because we're like: Could they stop watering? Clearly its helping our yard but it's kind of a waste.

PM

So we've been here for just about an hour and we wanted to show a short video, somebody mentioned Wes Giles, so you kind of stole our thunder.

C2

Oh, is this Wes?

PM

But, it's short.

S

It's a short one.

PM

It's about 3 or 4 minutes. And we were going to show it to you as kind of a prompt to get you thinking and get your reaction to it.

[Laughing]

[inaudible]

W

Looks like we're ready to go.

S

It's in the DVD player.

[Inaudible talking]

D

Dessert, please, take dessert.

[Laughing]

S

And this is not long. It's just...

[Inaudible talking]

Focus Group 1

D

Oh! It looks like my painting!

Wes Giles Video:

"North Florida Springs. Breathtaking. Mysterious. Powerful flows of pure fresh water discharging from the Floridan Aquifer."

L?

Beautiful

Wes Giles Video:

The greatest known concentration of springs on Earth. Some 260 springs releasing over 2.8 billion gallons of water a day in to the Suwannee, Santa Fe, Itchetucknee and Withlacooche Rivers. This is the springs heartland. A recreational and nature lovers paradise. Critical habitat for rare and endangered animals, a hydrogeological wonder visited and loved by people world wide. A sustaining source, a immense limestone aquifer riddled with cracks, crevices, tunnels, and caves. All feeding their flow silently to the springs. We the people of Florida stand as the guardians of this grand gift of nature. Sadly, the springs heartland faces an uncertain future.

[Inaudible voice]

Wes Giles Video:

The way we live our lives above this vulnerable aquifer determine the quality of the water and how much of it will flow forth from our springs. Our behaviors and actions have the ability to inflict significant harm. Elsewhere in Florida, springs have stopped flowing. Once vibrant flora and fauna are now coated with a slimy, deadly film.

[Inaudible voice]

Wes Giles Video:

Many of our beloved rivers are choked with toxic algae and chemicals discharging from these springs. Is this to be the fate of the springs heartland? By reflecting on the mistakes of the past, we can see into the future and provide clear and effective leadership to save our springs. It's imperative now that we recognize the magnificent slender and natural wonder of our springs, they are unique. A rich and spectacular bounty of crystal clear water bursting out of the ground for all to enjoy. An unparalleled resource of unimaginable value and importance to all Floridans. Springs are the very soul of north Florida. Preservation is always smarter and cheaper than restoration. The cost of restoring the Everglades: \$20 billion and rising. Why would we make the same mistakes when we know and understand the problem? We can safeguard north Florida's springs now and into the future for a fraction of the cost. The opportunity stands before us. But we must take action now! And economically feasible and even profitable low impact sustainable growth strategy is within reach with financial and political support from state leaders and a

strong community of citizens stands ready to lend it's support, knowing that the fate of North Florida's economy and the future of our children and directly linked to the health of our springs. It was inspired vision and determination of exceptional leaders that preserved our country's most treasured national parks and resources. Our springs are spectacular jewels of nature and deserve the same protection. We have arrived at the point that will forever determine the fate of this precious resource. Will we embrace what we know must be done? Only through strong conviction and leadership can we establish a lasting legacy where springs flow pure and powerful for generations to come.

C2

I think Rick Scott ought to see that.

D

Yeah.

C2

[Inaudible] mad man.

D

Yeah.

C1?

Are we the first group?

PM

You are the first group that we've used this...

C2

I would love to know how other neighborhoods, not like ours, how they respond.

D

Will you report back? [Laughs]

Q. What was your first reaction to the video?

(0:56:42.5)

PM

Sure, so your first reaction is to want to know how others would see it?

C2

Yes.

PM

What is your reaction?

Focus Group 1

C2

Like I said before, I think every school, every kid in school should see the long version of that. And I mean it. They'll go home and tell their parents. Guess what? I think education and really suck it too. And also, I think another thing we could do it tax incentives to people who put in certain, you know how they have rebates if you've got an appliance that saves electricity or water? You know, say if you put one of those driveways in that perks water... Or that. Just get a tax break on that kind of thing to encourage people to you know, do the right things, zeroscape, whatever, I don't know but just one thing, that's money you have people that listen to money.

PM

Anybody else? B(W)? What's your reaction?

W

Appeals more to the intellect and maybe a little bit of guilt. But it doesn't really associate a real problem with me. Certainly does the Fox News approach of scaring you. We're all going to die!

[Many laughing]

C1

I wanted to ask S if you could find out how successful GRU has been with their energy conservation where, I'm sure you all are getting your bills and it says that you use the 23% of your neighbors use more or less of the... 'Cause I thought we were really good and we had a new system put in, heating and air, and we're still not as good as I'd like to be.

D

You're not in the upper 10 percentile?

C1

Yeah. And I wonder if that is effective?

J?

I look at it.

C1

Yeah, I look at it.

J

You gotta remember there's someone in my house all the time. If I working, it would be shut down half the time. So, I need my own stuff.

D

Focus Group 1

See, I work from home so I have computers and printers... we have a [inaudible] refrigerator and wine cellar in our house.

[Many voices talking at once]

J
It's not that bad, but it's a percentage or two. Is your house set at 72? Or is it 69?

D
And we use soonisol..

W
As soon as it's warm enough to do that these windows are open even if we left... we just shut 'em up, we can regulate the temperatures so we'll go, if we're lucky, we could do 4 months per year we actually do not use heat [inaudible]. Anyone gets real warm we go to our fans and so we have them in almost every room so it makes it fine. Our temperature will get to 82/83, but if you use fans and then in the evening, you've got spring and fall, when we have normal spring and fall, which doesn't seem to happen as much any more.

Q. Do you think the video would motivate people to conserve?

(0:59:57.2)

PM
You all seem to be motivated to do conservation. Do you think that video would motivate people?

D
Some.

L
I saw all that flowing water and it's beautiful, but I'd take a minute in that to explain graphically where this water's coming from and how its brought to the top. And I think most of the springs feed into the Floridian aquifer, but on the statistics that I didn't see is that in the world, Florida has more springs than most of the world. So, my question is: where do they get the water up north? Are they worried about things like this? They have to be taking it from rivers and things. But that's a costly expense to make it drinkable.

Q. Any suggestions of what could be done to protect the springs?

(1:00:53.9)

PM
Any suggestions as to what could be done to protect the springs?

Focus Group 1

J

Could you repeat?

PM

What could be done to protect the springs and things you would suggest?

J

I wouldn't let anybody bottle water out, taking the water out of the springs, that's stupid as far as I'm concerned. We've got [inaudible] from the state and we're selling water out of the springs!

D

The biggest thing for the springs are the dairy farms that are right around the Ichetucknee and the ones in North Florida are one of the biggest threats. And I don't know what the answer is, I really don't know what the answer is, but something, it just seems to me there could be a more effective partnership between the dairy farmers and our water conservation for keeping the nitrates out. You know, I think we all like milk and our steak so I'm not looking to shut dairy farms down, I mean it's a viable industry for north Florida but it just seems to me that there could be more of a partnership there rather than an adversarial relationship which I think sometimes the conservation groups engage in more of an adversarial relationship with the dairy farmers and I don't think it's really necessary. There has to be win wins that educated people can come up with.

W

The springs are really the end product. You don't protect the springs, what you really need to protect is recharge.

D

Right.

W

And we a knack from now recharge from the sandhills over in Putnam county so the quality of our water has been... Putnam county had to put in their soils. And of course it does it recharge all the way along, but in one way or another you just get sinkholes once it gets passed the scarp and its direct, from the sandhills then flows toward the springs from there. Then it goes west nor west.

C1

Yeah. We do have industry sucking water out and I can't remember what...

W

Not so much in Putnam county. [Laughs]

C1

Focus Group 1

No, you know, Alachua County, Putnam county too, didn't they redirect water for engineering purpose or something like that? And some prairies went dry around Melrose?

PM
Keystone.

C1
Brooklyn and around there. Lake Brooklyn went dry when they did that. Water was redirected and I wasn't living here at that time, but I remember reading about it happening. And people that I knew that had lake places said ah! And started screaming and found out that the water had been diverted. I don't know the whole history of that.

J
Well, C1, one of the things they claimed, I don't know whether its true or not, east of Camp Landing, oh that ways ago, a mining company, they were using a tremendous amount of water at that chain of lakes that you talked about, Brooklyn...

C1
Is that what is was?

W
Yeah, that's the Kaolin mine.

C1
Yeah.

J
I'm not talking about east of Hawthorne, I'm talking about...

W
East Hawthorne.

J
Yeah that's the kaolin. This that other place a kaolin mine too? East of Stark?

L
Where's the titanium compound?

W
Out by Blanding, the titanium...

J

But, anyway, they claimed that they were using all the water and keeping all the water from the lakes. But that was 30 years ago and those lakes would have been really affected a long, long time ago.

C1

No, this was more recent.

W

What you're saying seems to ring a bell with me and I can't put a finger on it. But it seemed like there was some entity using water.

C1

Yeah, near Interlocken, you know, there are some prairies along there as you go over to the beach and I can't remember, but they were swampy. And sandhill cranes came and it was just lovely. Then all the sudden it was dry. And the people that own land, and also the lake people, Lake Brooklyn and so forth, started screaming about it and they found out that some company had diverted the water. And I can't remember the details of it, I shouldn't be talking about it really [laughs]...

J

B (W) , is that titanium they're talking about over there, they mine titanium over there.

W

...The dredge process uses a lot of water, but they recirculate it. They're there then they're gone...

C1

That's messing up the water table.

L

We recycle everything else, I don't know why industry couldn't learn to recycle some of the water.

C1

Yeah.

L

You're going to lose some through evaporation, but you're just not dumping it all.

D

But, I think we as citizens too, have to be willing to pay the cost for these solutions. I think that's where it starts. I mean right now the sort of political tone is no new taxes, or no taxes or no, you know there's a cost to pay for this, if we ask industry to recycle, then there's a cost to their product and we have to be willing to pay the increase cost.

Focus Group 1

L

But, they're at least competitive, and some of them are ought to figure out how to do it cheaper.

D

Well, that's exactly right, especially if there's a cost to it, so that right? So I think we as citizens have to be willing to, you know the septic tank law to get our septic tanks checked, there's solutions to do that. I could pay to have my septic tank inspected and pumped out or we could together join as citizens who own septic tanks to pay into a fund and make sure that everybody else has their done. Because I'm impacted by somebody else's septic tank. Everybody is. So we have to willing as a citizenship to come together and figure out how best to invest in those kind of things. It concerns me sometimes that we get blinded by the political rhetoric and we don't look at the places we can come together as citizens and join our resources for the betterment of all, which is what we need to do. Somehow if we could remove the political rhetoric from it and focus on the problem and the solution and then be willing to participate in the solution. That's what we have to do if we want to improve it.

C2

I think it's hard to get people to participate, especially the newcomers. Somebody move here from New York City? They don't care. They don't.

PM

We're gonna...

L

She brings up a good point, the political aspect. The problem, and I said I think the state of Florida [inaudible] leadership, but you've got to remember that those people that are making our laws now are only going to be around 4 or 5 years so their whole goal is to get reelected as many times as they can. Somehow it's got to be pulled back from that scenario. And I don't, we've got to be innovative here. I think we've got to come up with a concept and I think that it has to be perpetual. That's why we have a national law crisis. That could be solved if we wanted to. But you've got to remember, there's an infrastructure out there and when you threaten any part of that infrastructure, that's when the lobbyist go there and stop it. You've got to look beyond. And the water will still be coming out 20 years from now. It just won't be as useable.

W

That's our infrastructure down there to the water and he's an advocate... If there was some way to put a meter on every well so that they could tell how much water is being used and then apply a fee to that. That would at least make people aware of how much they're using. Then the competition comes out and uses less to save money.

Focus Group 1

PM

I really appreciate how much time you've given us tonight so I'm going to have to cut it short and I'm going to have E kind of summarize the things you've said, but we'll have time afterwards if you want to stay and talk and ask questions.

C1

Poor E's getting writer's cramp over there!

[Laughing]

C1

Look at that, wow!

W

She's probably wishing we'd shut up!

[Many voices laughing]

Q. Summary

(1:09:53.5)

E

Far from it! But bear with me, also we did mention this earlier but this is a spelling free zone.

[Many laughing]

E

So basically if I get anything wrong or you have something else you want to add, I can write it in a different color. I'm going to try to go through this, but I don't know if I got everything. So, we first started out, PM asked, the first question was:

PM

Are you worried that we won't have as much water as we do now?

E

Ok, and basically, many people said yes, brought back a story about drought, sand found in a well in Jonesville, and I can't read this, I'll just try to say this loudly, I wrote small. Some springs have stopped flowing. The population in Florida and the US is growing, so that's a concern. People are wasting lots of water. There's kind of a lack of awareness about water use. There's some uncertainty whether both the government, like the St. John's River management district, is telling the truth about things, it's unclear about the accuracy of messaging. Jacksonville's using prime water when they could use grey water. There are political issues between districts.

Focus Group 1

So, bringing up information from a different presentation. So, we're also unsure about what the right things to do are. So, not quite certain about that. There are population shifts that cause shifts in political power. Alachua county doesn't have pull, someone brought up, like political pull. And someone else brought up that this need, we need to have a master plan involving master, or multiple communities and that the turf wars between different communities miss the point. That's a larger issue. Time will tell, basically, we're just waiting for there not to be enough freshwater. There's a trend of diverting water where people are. Brought up the example of China and the Yangzee River. We're the largest concentration of springs so we're kind of a well educated group in the room. Lots of water is used here. Would take a long time for us to get used to not having easy water access or just not being about to put a pipe in the ground and have water come out. Someone brought up that there hasn't been a whole lot of research and development of desalinization plants or reclamation. There was a problem of saltwater intrusion in Tampa, problems are basically: there are a lot of people moving in, thousands of people in condominiums sucking up water, then it's going down the toilet. Something about Stuart, Florida, I believe you were talking about it, C2, but basically we were just wanting people [laughing] [inaudible].

C1

Yeah, to limit the population, saying that acre can just support so many people. I think that's how they did it...

E

Acre can support only so many people... Ok great. You've noticed changes in Silver Springs within your lifetime. Desalinization plants are expensive. But, every cruise ship has them so someone said that that is something that South Florida should be focusing on. One of the problems with desalinization that was brought up was dealing with the brine. One way of dealing with that, I don't remember, was to pump it in the ground?

J

Yeah, deep wells.

C1

Is that what they do?

J

Cruise ships just put it back in the ocean.

D

[Laughs] Make it more salty.

E

Focus Group 1

Someone mentioned that phosphate mines in Manatee county pump and use a lot of water.

C1

Yeah, they do.

E

Our second question was where does Gainesville get it's water? Someone mentioned the big tank.

[Laughing]

E

It threatens, or copper threatens our water supply so kind of near there. Tendency to, someone brought up a point that we have a tendency to regulate water use or this actually was talking about nitrates, without having all of the information and that the state should be taking leadership on the issue rather than individual counties or management districts. Well, basically we're just waiting 5 to 10 years to see what happens. Someone said that they were skeptical that, they were more skeptical than it taking 5 or 10 years, and that water shortages will come sooner than that or already here, I guess. Is that right?

W

I think the 5 to 10 years was that, what was that? Somebody said in our lifetime at any rate. I remember what the 5 to 10 is now.

D

We've got a recording.

E

[Laughs] It's amazing. Then someone brought up nitrates and the fact that the easiest person to regulate are residents, but those actually might not be the biggest contributors to nitrates. So some large nitrate contributors: we have the cattle industry, big industry, and then we kind of started talking about sprinklers being set in new developments and basically needing to water in new plants. Do you have something?

W

Yeah, it just occurred to me for sources of nitrogen, one of the major ones is air pollution or burning anything produces nitrogen oxides which are then flushed out with the rain.

L

Does that mean the biomass is going dump all the nitrates?

W

Focus Group 1

Well actually, control systems on biomass will, will not, still will generation nitrous oxides but not as much you might expect.

C1

You've got to scrub it. You've got scrubbers?

W

Well, it's more by doing low temperatures. Higher the temperatures the more you produce. Nitrogen and Oxygen in air has nothing to do with the combustion process persay. As long nitrogen and oxygen are together, they'll join, and the higher the temperature, the more will join.

E

Alright, there's also, someone brought up that we should pay for it. I think that's water. We really just waste it. We need to spend some time educating builders. And then we got into a conversation about Florida friendly in natural front yards and a new ordinance in Gainesville? There was some confusion about how that happened. We talked about basically how places like Hale could, or places with Homeowners Associations could basically now, you can have a natural front yard, even if you have a Homeowners Association. Then we got into a discussion about new developments cutting down trees, laying down builders sand which filtered or didn't really hold very much water. Sand did not hold lots of water so lawns need to be watered every two days, which was a big waste, we were talking about. Someone mentioned that we're basically moving away from having to have perfect yards that we can zeroscape. Then we started talking about ways that we all conserve or do we take specific measures to conserve water? Someone said automatically the pump uses electricity that raises your energy bill, so conserving is something that makes sense economically. And that manufacturers of appliances have kind of gotten that message. We had, you know, washing machines and things use less and less water. People, ok, someone mentioned that when they started out and were new to Gainesville they thought that water was abundant so when they just moved here. Now they see how water gets sucked away. Wells have no way of measuring the amount of water that we're using. And I didn't catch this at first, but Broadmore is on city water.

W

It's surrounded by city water.

C1

It's all around here.

D

Fletchers Mill and Richmond.

E

So basically every other neighborhood?

Focus Group 1

C2

We're just a little mecca.

[Many laughing]

E

Then we got into a little discussion that we had some different opinions on. Someone mentioned that they want city water. They want to use their well water still to water grass and flowers. And someone said that they were opposed to city water and the wells have better quality water. The city water has softened water and chlorinated water, which some people didn't like. The pumps need to be replaced. If you can use one for 20 years, that's a long time. So that's I guess an incurrent cost. Then we started talking about testing on the water quality. Someone said that they were scared to test the water, that they...

C1

The fear would be the contaminating...

[Many people commenting]

E

And that someone would tell them that they need to input more chlorine into their well or pipes. Every time the water is tested, something nasty is in it. So they're scared to test the water further.

C1

That's just one person's opinion, now. [Laughing] I don't think that was a general impression.

D

No.

C1

We're not all scared like J yet.

[Laughing]

E

And one person said that they thought that their percolation system wasn't working very well, so that was one thing. And somebody actually hated being on the well and septic system. Someone else said that their well was clean when it was tested, but as they tested at the well, not at the faucet, so there could be some bacteria in the pipes at your house. Shocking your well to them wasn't a big deal. And, a benefit for being on well water is that you can control the quality of your water rather than relying on governments and that there has been many instances where governments have not

been honest with their citizens that worry about the quality of their water. Then someone mentioned that the best thing that could be done, I guess by the city or by a government is to deal with the septic systems. And then... we started talking about springs.

(1:21:31.8)

D

One thing I want to add about the septic what may not be, because a lot of people don't realize, W and I lived in an older neighborhood in the city of Gainesville Proper, we lived in Green Brier which is off of 34th Street and 16th Boulevard, they're all in septic there. There's a lot of older Gainesville neighborhoods that are in the city that are all on septic still today. And a lot of people don't realize that.

C1

So there's still pockets in Gainesville.

D

In Gainesville Proper if the house was built, in some neighborhoods, if the house was built around 1980 or before, it is quite likely they are on septic. Still.

C1

Surprise.

D

I sold real estate for over 34 years so I can tell you there are more houses than you would think, in neighborhoods that you wouldn't think that are on septic. And it's the city proper.

J

But they have, they could be hooked up to sewers that are there.

C1

Is it their choice?

D

Well, the infrastructure isn't laid into the neighborhood, there would have to be a cost to pull sewage into like Green Brier, each citizen would have to come up a certain amount of money to bring the...

W

And it's also the elevation thing too. If you needed a pump the...

J?

Yeah, sewage is more difficult...

Focus Group 1

D

Florida Park, much of Florida Park is still on septic.

W

Well, then it's much more expensive, \$100,000 pump.

J

Generally, what they do, I thought, the homeowners all pay up front at one time and they spread it over ten years or something.

W

Yeah, if we needed one here they would spray it all over the neighborhood that they were going to sewer. They would put the neighborhood in a grid.

J

You would you pay for ten years to pay for [inaudible] 5 or something and whatever.

W

All of the sewer pipes.

J

You pay it all at once.

E

Ok I don't want to keep you guys here all night. So, we started talking about springs, but this is you know the conversation. Only a couple of you guys, I think, have been to a spring within a year. Many of you have been to a spring within 5 years. Things that you guys like doing are tubing, kayaking... not too many swimmers. On the Ichnetucknee there was a discussion about even within certain months there has been fluctuations, the water's been a lot lower, and there's more plant and algae growth.

[Inaudible talking]

E

It's concerning to many people that we're pumping water out of our springs and we have, basically someone said that there have been no qualms about doing that. Permits are basically approved when they're written. And the people in this room are a small minority. Is that right? We asked if you guys thought the springs were threatened. Someone mentioned that Wakilla Springs has been, but has been doing better, a second hand report. Blue springs has been clear and this is from someone who's been tubing on the Ichnetucknee since before Ichnetucknee was officially a state park. One person mentioned bringing an exchange student to Itchtucknee and feeling proud to take others to...

J?

Focus Group 1

Santa Fe

E

Santa Fe River?

C1

If it matters.

C2?

Well, the spring goes into it.

D

Taking out of towners there, taking them kayaking, felt pride.

E

Someone mentioned this year with the little amount of rain, the effects of septic seepage or not as diluted, so more amounts. Many people realize, or no, someone asked if many people realize how much water is under our feet. Someone brought up that the Wes Giles which they go under the Sonny's near I75, if people understood that there was trash in the sinkhole. Someone said that every kid should have to see that Wes Giles movie. Someone brought up a concern about closing sinkholes and that there's usually just a small pipe I guess you just pour concrete into?

W

No, if you stick a place for rainwater and collect it, particularly down south.

J

We've got a lot of rain right now.

W

It will open up the fillage holes and go straight down and [inaudible].

J

It's what the word carse means, the holes are there.

W

These are little holes, little holes compared to our sinkholes.

C1

I always thought they had the big one.

W

This is where your regular rain water is going to seep through this for some reason if there's a crack or something [inaudible]... and then all the sudden it opens it up after rainfall and these brand new areas... you fill it up with concrete and you're ok.

Focus Group 1

J

See after this job if you get a lot of rain, you're going to get some holes, depending on the soil that's filling up.

E

Ok, that makes sense. Zephyrhills has a sinkhole problem, so we [inaudible]. We asked a question: do you think that you have an impact on the springs even though they're about 20 miles away? Someone said that fertilizer goes into the water. Where else does it go? It has to go somewhere. Someone talked about wanting to know where the water flows and where the aquifer flows, just the structure of the aquifer, if it's many rivers or just one big thing... We got into a discussion about the magnitude of springs, someone said that there are a lot of alternatives to explore. Someone mentioned a study about, or with the DED task force, but that is had a lot of political scientists rather than any truly technical scientists and mentioned that the university could help deal with some more of the technical issues and kind of take politics out of some of these things. Someone mentioned that Silver Springs pumps out enough water to water all of the lawns in the state. Someone mentioned that all of the water drawn from the aquifer is returned to it. It will flow off of clay levels into sinkhole, I guess those carse little holes you were talking about. And that septic systems, basically the only thing that bugs don't eat are nitrates and nitrates are involved in a lot of big industry and are all around us. Nitrates aren't too bad for our health. Then I have [inaudible] to plants...

W?

Algae. Let's stimulate algae.

E

Where we started talking about abandoned fuel tanks, which are all over, expensive to remove those but you can pump out the fuel and fill them with sand. There are other ways to deal with that. What was this question about fertilizer?

PM

Do you believe that your fertilizer has an impact on springs?

E

Someone said that there's a lot of data throw out there, they mentioned that there was some grass research, this was grass on the roads.

J

Yeah?

C1?

It doesn't need it, yeah.

E

Focus Group 1

Agriculture is a large user of fertilizer, was mentioned. Someone joined a fertilizer free farmshare as a small way to contribute using less fertilizer and impacting the springs, I guess. And someone mentioned that education about that would be helpful for everyone.

C1

I know what L was talking about with those roads, now he's a civil engineer that worked for the highway department, so he's talking about...

L

Department of Transportation.

C1

Yeah, Department of Transportation. So he was talking about indigenous plants and how they planted so it reduced the amount of water required to make it look... just to give you a little more appreciation to what he was trying to tell you.

[L inaudible]

D

So we can thank you for the beautiful wildflowers?

C1

Yes!

L

There's a lot of plants that use a lot less water and there's a grass, most of the grass on the highways is [inaudible]. And when we reconvene I think grass research would take away some of the theories because I think that if we could do that with the lawn grass we had, we'd have a different grass, and it would take awhile. So, you don't want it to go away because you don't want to dust again. So, you know, there's a trade off here.

C1

Yeah, you've gotta have something.

L

Because I think the fertilizers, we need to look at how they are manufactured and what we can put in it, because they put whatever they can get away with.

E

And when you're saying that it would take awhile, it would take awhile for...?

L

You're not going to do this overnight. And I think when you, you gotta hit this ground running. Because if you don't have an infrastructure there to take advantage of this research it won't be used.

E

So the infrastructure would be people just already had...

L

Well let's go back when the automotive came along, did they have service stations that sold gas and oil? Once they had those in place then the uses of automobiles just jumped. That's what I mean by infrastructure. Then you've got to have the mechanics... this is the same thing. If you start making some ripples in the way we live, it's not going to take off if you don't consider everything involved.

E

Good point. Alright. We asked if you thought your neighbors would use less water if they knew if it came from the springs? We started talking about how you think this neighborhood was, people in this neighborhood are more educated and even more so than Broadmore [laughing] [inaudible].

C1

Well that's a blazing generalization, I think, I just think...

D

We don't want to create an us versus them.

C1

No, no. We've had enough of that. That's right. I think it's just...

W

Don't make me move over there!

[Laughing]

W

It's more that when you move into a place that does have septic and wells, you think about things a bit more.

[Many agree]

C1

Yeah, I think that's a little too strong of a statement.

E

I won't hold you to it.

Focus Group 1

J

You think about your septic tank.

W

Thank goodness we're anonymous.

[Many laughing]

C1

I always think the average age too, E, of this neighborhood is probably higher than the average age in a neighborhood over there. That might make a difference as well.

E

Alright, so that makes sense. Someone said that no one in Pine Hill has a high style or showcase yard?

W

Well, there's a few.

E

A few.

D

[Laughing] There might be one or two.

J

We spend a lot of money then didn't we? For nothing.

[Laughing]

C1

Can't sell it for anything now.

E

When we talk about how this neighborhood is A typical, someone said that it's not like Hale. Is that right?

W

Thank goodness.

E

Ok so here are couple exceptions, use a lot of water. And then we asked how do you think that we could approach somebody who maybe did live in Hale or maybe did have a showcase yard? And someone brought up that basically, living in this neighborhood, most people are just philosophically different, they didn't want to be in a manicured country club, we brought up, country club and a couple other

Focus Group 1

neighborhoods that have more manicured yards. You guys appreciate a more natural, I guess, look.

C1

But we're probably more resistant to compliance than when you go to Hale, you agree to be a part of that community and comply with the association.

D

Paint your door a certain color...

C1

Yeah. Where here, you resist to being told.

E

Thank makes sense.

W

It makes sense is disputable.

[Laughing]

J

Which are then broken.

D

But also I think that we're more tolerant. You know if someone's working on their car out front, we're not calling the Homeowner's Association.

C1

That's right.

D

We're also a lot more tolerant to the individuality of our neighbors.

C1

Because compliance isn't our thing.

W

We have neighborhood rules sometimes.

D

We have deed restrictions but they're very limiting. No hogs.

L

You can have a horse.

Focus Group 1

D

You can have a horse, but not a hog.

J

You've got so many feet from the house, the barn or whatever.

C1

And C2 said that we can have chickens now, too.

D

We can?

W

What about emus are they allowed?

[Laughing]

C1

Alright go ahead, E. Sorry! Poor thing!

D

We're going to have to get together afterwards.

[Laughing]

E

This is good. We talked about the water bill being publicized in the newspaper, but how...

C1

Consumers...

E

The money and politics now make it not public record and that's a shame. We watched the video... the first thing someone asked was we wonder what other neighborhoods would think about that? Every kid, again, should have to watch that, be educated, kids will tell their parents, have tax exemptions or tax breaks to encourage the right thing, zeroscaping. People listen to money. Someone mentioned that that video appeals to intellect not the problem with individuals. Didn't need scare tactics. We talked about being about to compare your rate of consumption to other people. We asked if the video would motivate change? Someone said they thought that there should be some information about how the aquifer works. It was interesting to get a worldwide perspective. We wonder if other places, like in the north, are worried about their water. Then we asked what could be done to protect the springs? We said no bottle in the water. Have a collaborative, have a more collaborative partnership with the dairy industry to keep nitrates out and have win

win situation there. Last page, when we talked that maybe the end product should not be to protect the springs themselves but protect recharge areas. The recharge from sandhills like in Putnam county, recharge a lot of water. We talked about industry sucking water out, redirecting water, that has caused lakes in Keystone to go dry, but there's kind of like some question, we're uncertain about the specifics of that. Industry should recycle water, but also citizens need to be willing to pay increased costs to recycle water that might be passed on to the consumer. And also that is related to the septic tank law, where you guys, I guess, have to get your septic tanks checked. Someone said that we're often blinded by political rhetoric and if we can remove the rhetoric, join together and participate we can kind of make changes and make some of these tough decisions. But to that point, someone said that it's hard to enlist newcomers. Like people just from New York don't really care. And, that politicians have basically a four or five year frame. We need some more perpetual solutions.

J

Appeal. Appeal on the term limits.

E

Ok. [Laughs] That basically when infrastructure changes happen, people lobby against that and we could put meters on our wells and charge a fee for that or you guys could at least know how much water you're using.

C1

You're facing the same thing as smoking tobacco. I mean, it's difficult to... But I think we're getting more and more aware of what secondhand smoking does, for instance. Because what's in it, I don't smoke, well now we're realizing the importance of why we have to have smoke free areas because it effected us.

D

It's a many pronged attacked. So, the whole smoking, the whole as a culture, we stop, our smoking rates went down when the government participated in creating laws where people could smoke and where they couldn't smoke. You know, we had to educate, and there is a multifaceted solution.

C1

And it takes so long because you've got people who are just digging their heels. No, you're not going to tell me what to do! Like the seatbelt law.

L

They can't empty their ashtray in the parking lots anymore.

C1

Yeah, you're not going to make me wear a seatbelt.

Q. Would you be willing to work with use to develop these programs or be contactable later on?

(1:40:50.4)

PM

I have one final question before we'll let you ask questions. Would any of you be willing to either work with us on developing some of these programs? Or can we contact you later on for more information?

L

I'm still here.

PM

More feedback?

[Many laughing]

PM

L?

W

I don't know if he's going to leave!

[Many laughing]

PM

We've got a lot of food left.

[Laughing]

D

Not until the ziti is gone.

S

Maybe a followup question, a phone call or email or another conversation, anyone opposed to contacting you in the future.

[Everyone agrees]

C2

We want to know...

D

We want to know what other neighborhoods say!

Focus Group 1

PM

That's a very good point. We could come back at the end of the study to let you know what we found out.

C1

I'm curious about what other people do say.

L

I don't have a question, but I have a comment which I think you should listen to. You know, Alachua county was one of the leaders in recycling, although some of the earlier efforts we don't want to talk about. But, to me, and what you did, you got into the grade schools. And I think the awareness needs to start there. If you start talking to the seniors and then college, they've been tainted by what their parents think. So, I think you just need to, the first order of business is to start telling people this is what's coming and get them thinking. I think if you jump ahead, you're going to get a mismatch.

C1

Yeah, education.

D

Every teacher should be taking their kindergarten class up to Ginnie and up to Blue.

L

But it has to be done in a very simplistic way.

C1

Yeah, I think that should be primary in the schools. To have some kind of...

D

Mandatory water education.

C1

Right. Something like that, especially in this state. Because we're so dependent, we have all those springs.

W

We're not the only state. Out in California, I lived out there for a couple of years, I got there before they were in the fourth year of a five year drought. Very little snow. I'd stay at the house for a couple days and we couldn't flush the toilets because there wasn't any water to flush. That's not having any water, that's running out. And that really...

D?

And the southwest is already there...

W

One of the things that always helped me when I was younger was that my stepdad had a motorhome. So, we went around a few places and we drove up Expo 67 when it was happening. So, when you running with a 30 gallon water tank, all the sudden you learn how to be conservative. We kind of generated [inaudible] just thinking we could also do this. Even though the faucet is giving it to me, you can make a little go a long way.

C1

I don't shave in the shower.

[Laughing]

W

Now that's... don't you have ziti to eat?

[Laughing]

PM

And with that, I really appreciate all of you coming out tonight and participating. Thanks to you guys so much for hosting us.

C2

Yes, thanks D and W.

PM

We will come back with results from this.

S

I'll send out our report.

C2

We wonder if we helped.

PM

The amount of information we got out from just 7 people in about an hour time, it's an amazing amount of perception and experience and you can't really get that. If you did surveys you wouldn't get this kind of information. So, it's very helpful.

L

Let me tell you a little story. A vertical assembly building, a vehicle assembly building was being planned. I was with a contractor, I walked out on a sight, at this is the part of the story I want you to listen, it was only founded on cylindrical tiles driven into the limerock. It was designed for overturn, not for vertical pressure. No steel company, you have US Steel and Bethlehem, could produce enough for this project. And my question is, where is Bethlehem and where is US Steel?

Focus Group 1

PM

Well, I bought that stock in Bethlehem Steel... [Laughs]

L

Because we do not protect our industry, meanwhile we were telling all these other countries: Germany, Japan, how to do things, and we lost the market. So, be careful here that you don't outsource some of this because it's gotta be done at home. It's gotta be done at home.

C1

You guys need an extra hour for all of this wisdom around us.

PM

You can keep talking and eating, there's still plenty of food left.

J

We're receiving our Alachua county tax bill, I think mine came today, I'm scared to open it.

[Laughing]

C1

We also need a governor...

X

I want you to notice that at the bottom or somewhere that Suwannee River District water whatever, you're paying \$200 to \$300 a year to them.

J

Well, I don't think that has been as effective as accepting certain small areas.

X

No, I know. But that's a group that ought to be doing something, I think.

J

But I think it's too big, because we've got a group here and a group here and a group here. There has to be some coordination.

X

Well, that's true.

J

Eventually south Florida is going to be using desalinization for their water, because the springs are not going to...

Focus Group 1

X

A lot of people think we're on the St. John's River District...

D

Some parts of Gainesville are...

J

East of us. I was surprised that we were in the Suwannee.

C1

We also need a governor who's a Floridian.

C2

Yes.

[Many laughing]

C2

Amen!

J

[Inaudible] water twice a week.

S

So, for everyone coming to night, for each person I do have three passes to Blue Springs Park, which is up past High Springs, it's a private park. And I also have these fact sheets on the Santa Fe Springs working group, which is something I coordinate through the county. And it's just a group, we meet quarterly, and normally it's during the day, and different professionals come, and citizens, and it's a place where if you're interested in springs you can learn more about it. And on the back of that fact sheet, I think L or J had asked, wanted to know where your water moves. We do have a map of the spring shed so what this was: we go around and collect water levels on wells all over the county and we actually do water quality, we did on a well in this neighborhood and it's been fine. We're just interested with nutrients and stuff. We're not looking at the whole thing of parameters. But, we are looking at water quality in your area. And whenever we see something alarming, we would get the health department involved and let people know. But, this map is showing the spring shed, and I'll pass this out, actually, I'll pass them around, take as many as you want if you want to give them to someone else.

[Inaudible talking]

S

The spring shed means like water lands into that area when it rains and it soaks into the ground and eventually ends up in those springs up in the lower Santa Fe: the

Ginnies, Blue, Po. That's the spring shed for that, which you are within. So, the water here is moving in that direction. So, northwest.

L

So, our water's moving north?

S

Northwest. Yeah, to the springs.

C1

Yeah I took two.

S

And you could keep that copy if you'd like, D.

D

I got one.

[Many voices talking at once]

Focus Group 2: 11_7_2011

Q. Introduction

(0:00:00.0)

P

We're just about to start, once D[redacted] gets here I'll start with the questions. But I did want to give you a little background and some of the ground rules. As S[redacted] mentioned, we did get a grant through the Springs Protection Foundation.

S

Yeah, it's a wildlife, what is it? It's a wildlife foundation, through those springs license plates that they sell.

P

Our idea was to talk to citizens of Gainesville and in Alachua county and talk to them a little bit about the springs but also water use and conservation issues basically. And we will use this information, probably, to develop programming, educational outreach and things. So, with that being said, your opinions are extremely important to us. And that would mean positive things you want to say, but even negative things. There's no right or wrong answers to these questions, we're really looking for the opinions of average citizens in Gainesville. The only ground rule is if you would just speak one at a time it is easier to transcribe the tape afterwards. And in the interest of time, I may have to cut you off at some point to get through all the questions and make sure everybody gets a chance. So, I'm not being rude. At the end of it we will have some time, if you want to ask questions or clarify things or add things that we didn't talk about. We should have some time to do that at the end. Thank you so much for hosting this, PA[redacted], we really appreciate this...

PA

Oh, you're very welcome!

D

Thank you PA[redacted]

G

It's very hard work.

[Laughing]

Q. Do you ever worry that we won't have as much water as we do now?

(0:01:48.1)

P

Ok, so I'll get started, I'll start with the very first question, and if each of you would, when you respond, give me your name, so when they listen to it afterward they'll be able to identify your voice. But since PA is our hostess I'll ask you first... If you'd state your name, PA, and answer this question: Do you ever worry that we won't have as much water as we do now?

PA

This is PA. I certainly do worry about that.

P

What makes you worry about that?

PA

I, because I know that the groundwater is getting lower and lower, and we need that. I know that the summers are getting hotter and drier. And the winters too. At least, I've only been in Florida for three years, but from my experience that's been happening. And, water is a daily necessity. And, I'm a gardener and I grow a lot of edible plants, which you do need to water. So, in a way, that food supplies, not for me, but in general...

P

G[redacted], do you ever worry that we won't have as much water as we do now?

G

This is G[redacted] and I do worry about it. I primarily follow articles in the newspaper about various water levels and as PA about temperature and drought and all. And just since we've lived here, we've only been here a little over three years, and the weather extremes are obvious. So, you hear about global warming and I don't know whether this has anything to do with that or not, but, they seem to get all these bits of evidence, that might point to a conclusion of having trouble. I don't know whether this is germane to what you're asking. But I'm also aware of the squabbling going on between the various towns and cities over next to the St. John's River and so forth. So, that's another concern.

P

Ok. D[redacted], do you ever worry that we won't have as much water as we do now?

D

I do. This is D[redacted], and I think it's important to note that the amount of water on the planet is pretty much finite, but it is changing in its sort of composition, from having what used to be an abundance of fresh water to now too little fresh water and too much salt water. As the ice caps melt and fresh water sort of bleeds into the ocean where the salinity makes it unusable for human kind. So, in our own area, when driving to the beach, which I do pretty frequently, I go through Interlocken and it's just stunning how dry that area is. It's clearly reaching what I would call, Alarm of Crisis Proportions, so in terms of groundwater and the amount of lake drainage that has occurred in the past probably decade or so.

Focus Group 2

P

PC, do you ever worry that we won't have as much water as we do now?

PC

This is P[redacted] C[redacted] and definitely. I've only been in Gainesville for about three years, just over three years as well. And I actually didn't realize how many springs were here and the issues that there are will water here. I'm from Toronto, Ontario, so we have the Great Lakes and we have our own shoe spot water. But I really agree that we're not going to have enough water and then for plants, and just with the climate change that's happening right now, it's kind of freaky. And then you see what's going on around the world with water and I don't know, I do think that when we do use the water, we don't take water seriously along with other natural resources that we have. So, yeah, I am concerned.

P

L[redacted], do you worry that we won't have as much water as we do now?

L

Yes, L[redacted], when I see people using their irrigation at times that, you know when the sun is really hot and when it's windy, it just, it evaporates, and I know I try to catch as much rain water in buckets as I can so I can water my plants. Yes, I...

P

You worry?

L

I do.

J

I'm J[redacted], such as my voice is. It is a great worry. I think, not only as D[redacted] mentioned, the difference in [inaudible] of the water is changing, which can change the currents of the ocean and bring about great climate change. I worry when I see, well, I had a place in Interlocken on a lake in the '80s, and it's now completely gone. Lake front property just became mud front, it's very alarming in this country and all over the world. You see people living in desert country that is just not good for human habitation, and struggling and dying, and it's very disturbing.

Q. Do you know where Gainesville gets its water supply?

(0:07:48.0)

P

Let me change gears a little bit here, and I'll just throw this out: do you know where Gainesville gets its water supply? L[redacted], do you know where Gainesville gets its water? It's not a test...

[Laughing]

P
Wherever you think it gets its water.

L
Um, from the dam? From the dam that's... whatever that dam is called. That's what I think.

P
Do you know, PC? Where do you think?

PC
My name is PC, and no [laughing].

P
Anybody?

D
Doesn't it come from the Floridian aquifer?

PA
I would say aquifers but I know it had something to do with rivers, the St. John's River, because they're taking, from what I understand, they're taking the water from the springs and taking it to give water to the people of Jacksonville and north Florida area. And that's lowering the water in the springs, in which I think we get our water.

P
Where have you heard about that?

PA
I read about it, in the paper.

P
In the end, S[redacted] will give us any answer to questions that you have.

[Laughing]

Q. Do you feel a need to conserve water?

(0:09:16.6)

P
And again, we're interested in your perceptions, I mean, that's really important for us to understand that. Um, D[redacted], do you feel a need to conserve water?

Focus Group 2

D

Absolutely, I do both personally and more of a global and maybe on a corporate level. I'm less concerned with sort of the natural water cycle usage that takes place as I am with the pumping of water out of the aquifer and the bottling of water and then shipping it elsewhere. To me, that's a real loss to the community, you know? I'm real concerned about that.

Q. What steps do you all take to conserve water?

(0:09:47.0)

P

What steps do you all take to conserve water? Anybody?

PA

I have three rain barrels, and I'm going to get another one. I actually put buckets in my shower to get any extra water when it's really dry to water the plants. And we have shower water savers on our shower heads. And just try to be very careful about not using... If I have a lot of water from whatever reason, I'll go out and put it on the plants instead of just throwing it. Not all the time, but I try to.

Q. Anybody else feel the need to conserve water?

(0:10:35.0)

P

Anybody else feel the need to conserve water?

D

We have rain barrels at our house, we have low flow showers, low flow toilets. Sometimes I'll wash the car at the house, usually I will go to a car wash because that water tends to be recycled more than washing it in the driveway. I don't do enough, but I do try to take those small measures to be conscious about water usage.

S

Can I follow up with what do you think would be enough?

D

Enough? In terms of conservation?

S

Yeah, you said that you don't do enough? I'm just curious...

D

Well, you know, when Atlanta went through their really severe water shortage, people were putting buckets in their showers. We don't do that, we take really short, quick

showers, turn the shower off, you know? Do that sort of thing. But the extreme measures that you hear, people putting buckets in their showers and using their dish water to water their plants, we don't do that. And that would probably be more along the lines of the extreme measures that we probably should be taking because we're getting almost into an extreme situation, but I don't do that now.

S
Thank you.

P
PC, do you feel a need to conserve water?

PC
I'm PC, and we do have rain barrels, which I love. And it was built to be able to water my plants with rain water. It's a really great feeling, and I encourage to try and get the neighbors to do it, some of them think we're weird, but you know, I don't mind I think it's great. Plus, we do have [inaudible] low water and on to the local toilets, which I think are really cool, I think. And I have two young kids, and I make them walk, I put a bucket in there and bathe them with the buckets as its filling up the whole tub with water, having the water run constantly, we fill up the bucket and we do that because I think that it saves time and water. And I try to use the dish washer less, like, not that I ever run it more than once a day, but, once a day, make sure it's full, things like that.

G
This is G[redacted], I also believe in conserving water. And I wonder if one of the ways to do, which we may or may not have mentioned, is the runoff of pesticides and pollutants into the existing water so we have a body of water and it gets ruined. And my major conservation effort, I guess, is taking what we used to call a navy shower, which means getting in, wetting yourself, gulping up, shutting the water off, soaping up, and then rinsing with it back on again. Pathetic little effort for the planet.

P
I wish I could get my teenager to do that.

[Laughing]

Q. Do you have an idea of approximately how many gallons of water you use per month?

(0:13:33.1)

P

Do any of you have an idea of approximately how many gallons of water you use per month? When you look at your bill, can you tell? It's usually 1,000 gallons per kg measurements. Do you know about how much you use per month?

PA

I don't know, but I read my bill very carefully. I really compare it with a little graph to see how it was from last year and how it was in the last month. If it's higher I try to figure out why, or lower, maybe I've been away. But I don't know how many gallons I use.

P

L[redacted], do you know approximately how many gallons of water you use per month?

L

No, I don't [laughs]. But I try to conserve. I do, I wash dishes in the sink, I put it in the bucket and then I put it out on my plants. I try, I try to conserve, it seems like, even though you're using the same amount, per gallon goes up, so the price seems to go up even though we're using less or the same amount.

P

Anybody else know how many gallons they use per month?

D

I want to say it's between three to five thousand gallons on the household side, and one to three on the irrigation side. Maybe more, but that number seems to show up on the bill, somewhere in that range. Three to five kilogallons.

S

Do you have a separate irrigation meter?

D

We do.

PA

Oooh!

P

Anybody else have a separate irrigation meter?

L?

Yeah, we do.

Q. Which of the springs have you visited in the area?

(0:15:23.1)

P

Focus Group 2

Um, let me change topics a little bit more and discuss the springs in the area. And I'll just throw this out: which springs have you visited in the area? PC, you've mentioned that you've been to the springs, right?

PC

Um. I haven't been recently. It's PC, and we've been to Manatee Springs, Silver Springs, not that many. We head to the beach more than the springs usually. That's about it so far, just a couple.

J

Any of springs around here? Homosassa Springs? Po Springs? Blue Springs?

[Talking in the background]

PC

No, you know it's terrible, I haven't been to Blue Springs yet.

G

There's also Crystal.

J

I think there's nine or so springs that come off of the Suwannee that have their name springs, I'm sure there's a lot of other little ones but they seem to be a great attraction and everybody loves them. That's one of the things in this area that is so magnificent and these springs are a precious things and for the last ten years I've been hearing about all the problems. That Miami would love to have our water and Jacksonville would love to have our water. Well pooey!

[Laughing]

J

They can't have our water!

P

G[redacted], have you visited any of the springs in the area?

G

Yeah, we went to Po Springs, Ginnie Springs...

PA

We went to Rainbow...

G

Focus Group 2

Rainbow Springs, yeah, Silver Springs, Manatee... What's the one with the complex on it? Itchy touchie?

PA
Ichetucknee. [Laughing]

J
Oh, good old Ichetucknee!

PA
Is that a springs or a river?

P
It's a spring head.

J
It's a spring head, not a river.

P
Do you go often?

G
Maybe three times a year.

P
L[redacted] have you visited springs in the area?

L
I've been to all of them, but I haven't been to *any* of them in a long time. I don't know what keeps me from it.

Q. Do you have any memorable experiences going to the springs?

(0:17:43.0)

P
Do you have any memorable experiences going to the springs? Anything that you can remember that kind of stuck out?

L
I took scuba diving and we went to, I can't remember, one of those springs that we went to. That was fun.

P
PA? Do you have any memorable experiences in the springs?
Focus Group 2

PA

Yeah, we just, maybe three weeks ago, went to Manatee Springs to camp. And that was, well at Ichetucknee we, that was wonderful. I mean, we had just moved to Florida and was like, 'This is just paradise', and, but I was so impressed with the Manatee Springs and the state parks, and the little signs they had, and we took a little nature walk there and G[redacted] swam. It was little too cool for me to swim. But, I wrote a whole piece about it because I was really moved by it.

P

Really? I would like to read that, actually.

PA

I'll send you a copy.

P

D[redacted], do you visit the springs?

D

Oh yeah! I'm an avid snorkeler so I've probably snorkeled every springs within about, I'd say a 200 mile radius. It's really a high point of living here in Florida. One of which I was completely unaware of until we moved here about 5/6 years ago. You know, snorkeling in salt springs with all the various spring heads there and seeing all the blue crabs and the mullets and all the sort of mix of salt water and fresh water fish is really an amazing experience. And Ginnie Springs, where you have the dark river merging with that crystal clear water coming up out of the springs. You know, you dive through the tannin color water and look up and its just this overcast cloud brushing by, it's just spectacular.

J?

Does no one eat cake?

P

I do, but I'm trying to keep myself... but so far... The reward is actually if I can resist.

L

Don't resist.

[Laughing]

Q. Do any of you think the springs are threatened in any way?

(0:19:58.6)

P

Do any of you think the springs are threatened in any way?

J
Absolutely.

P
What makes you say that?

J
Well, for one thing, as talking to you and PA brought up about Jacksonville being able to sift water out of the St. John's water system, it is alarming because I was not here at the time, but the city of High Springs used to have a springs. There was a real spring there. And the years I lived here, it was all dried and gone. And the Otter Springs and on down beyond that, there are springs there that flood every year with the Suwannee comes in. But, the water is getting to be less and less. The one, I remember taking my kids when they were young to swim at these springs and the water was shoulder high in places. Now, the last time I went there, which was probably at least 7 or 8 years ago, it was in up to your knees and that's all there was, and it was just heartbreaking. It's like having birthrights being stolen from you. They have no right to do that. But, I don't know what we can do, or what the people in our area can do to prevent that from happening, what kind of political power do we have?

P
PC, do you have any feeling that the springs are being threatened?

PC
Sure, pollution... I'm not familiar with I guess the ecosystem here, and like the fish and things like that that are in the water, it's like new to me, but I definitely think that pollution is a big problem, and I think people are unaware, and they need to be more aware of these things. Because I don't think that people really realize the importance of them.

J
Using a lot of the chemical fertilizers and pesticides, is just sickening.

PC
Yeah, so, definitely a concern.

P
D[redacted], do you think the springs are threatened?

D
Oh, absolutely. When we first got here around 2005, I snorkeled in Alexandra Springs in the Ocala National Forest. That was a pretty nice snorkel at that time. And no more than three years later, I went down and the change was just astonishing. The algae bloom was really disgusting. Clearly, you know, nitrate saturation there, I just won't go back there. It is not an enjoyable dive anymore. So, I think that's just one example of the trend that I'm seeing a

lot more algae. Um, you know people not taking care of the springs, you know, trash and cans and stuff on the bottom. It's really a national treasure that's at great risk right now.

P

PA, what are the things that are causing these problems, that threaten the springs in your opinion?

PA

I think that, what everyone said, the pollution. I think people taking them from granted and not taking caring of them. Although, when we went to Ichetucknee I was very impressed. They don't let you bring even a can. They don't let you bring anything in there. I thought that was wonderful. And I haven't been to some of the springs that they had talked about so I don't know. But I can just assume that the water going down, and the collusion, and the nitrogens, the algae.

J

I remember when the Ichetucknee was not protected as a state park. Everybody just went there and it started turning into a garbage heap.

[Many agree]

J

Glad that the park, you know, took over.

P

G[redacted], what do you think is causing some of the problems with the springs?

G

Well, I agree with most of the points that have been made, if not all. PA and I, as she mentioned, went to Manatee Springs a couple weeks ago and we've been to a couple of the state parks and we're really impressed with the fact of zero litter. I'm talking about on the ground. And these places must be mobbed. I mean, we go during the week, but it must be mobbed on the weekend. For the public to be that aware, hopefully, at last, stop littering, it's a great thing.

Q. Do you believe there are things that you, or that your neighbors, do that affect the health of the springs?

(0:24:50.2)

P

Ok, most of these springs are 20 miles away, at least, do you believe there are things that you, or that your neighbors, do that affect the health of the springs? What sorts of things do you or your neighbors do, you think affect the springs?

Focus Group 2

PA

I think that the use of pesticides, in general, all over Florida, all over America, has got to be detrimental to the springs.

P

How so?

PA

Well, it brings in nitrogen, that creates the algae that D[redacted] was talking about and kills a lot of the other native plants that might be there that would also affect the fish and the life in the springs, it's all interconnected. So, I think that's what humans do, and trashing, just bringing in trash. And also, the environment, the natural environment, the animals and plants that are there. When we were at Manatee Springs they were restoring one of the campsites that was right next to us, they were planting Bear Grass in there, and as you know, Bear Grass is very spikey. So, I was talking to the ranger and I asked her, you know, what she was doing. And she said that people put their tents there and it packs the sand down so much that it causes a lot of erosion and it just brings in everything that goes down into the Suwannee River. So that we're trying to... that particular spot, was sort of meant to discourage people from camping there. Even though it says that it's not a campsite. So, they don't do what they're supposed to do.

P

L[redacted], are there things that you do or that your neighbors do that you think have an impact on the springs?

L

The only thing that I could think would be pesticides and... and probably, I'm not even sure where the water comes from, whether it comes from the springs or from the dam, but I'm sure that using water, just willy nilly...

P

PC? Are there things that you do or that your neighbors do?

PC

I would say that same thing. I think the pesticides that we put on our grass and the runoff, fertilizer, pesticides... I think that would be a big one. Yeah, just littering, and just maybe going to the springs and maybe not taking, respecting them...

P

You mentioned fertilizers, D[redacted], do you think that fertilizers have an impact on the springs?

D

Focus Group 2

Sure! I think that everything we put on our property and also everything that we put into our landfills indiscriminately can have a really detrimental effect. We need to be extremely careful what we put in the trash because that eventually leaks its way into the water. You know, we don't pay attention to what it is that we throw away, so it's really important to recycle, take things to the proper disposal center to get rid of it, not just pitch it into the trash. Use the absolute minimum of fertilizer, try to compost as much kitchen and yard waste as much as possible, redistribute that instead of using nitrogen fertilizer, try and use natural products in it's own cycle, try to complement the water cycle as much as possible. Absolutely, on an individual basis, we have a big impact.

Q. Do you think your neighbors would use less water if they realized that the water they're using is also the water that the springs rely on?

(0:28:57.0)

P

Let me have you think a little bit about your neighbors, do you think your neighbors would use less water if they realized that the water they're using is also the water that the springs rely on? Would that have an impact on their behavior?

J

I don't know. When PA and I often walk in the mornings, we've noticed a lot of times, people running their irrigation systems, and it's just rained, or it is raining, or the wind, somebody put up the idea of the wind blowing, or they're doing it in the middle of the day in the hot sun, and that's just stupid, it's wasteful. I guess, they have them at a certain time and don't care after that, they just let it run. They must have a lot more money than I do.
[Laughs]

P

G[redacted], do you think your neighbors would use less water if they realized that it's the same water coming out of the springs?

G

I would think so, I think people are generally fair and considerate. And if they were given the facts I think that they would maybe take baby steps toward helping the situation and maybe that effort would grow.

P

Could you see them making changes in their landscaping? Basically their turf?

G

Definitely.

Focus Group 2

PA

I've seen a lot of that. Started a revolution.

[Many laughing]

G

PA has... we've basically, the minute we came here, the one thing we did when we left Boston is said 'wherever we live, we're not going to mow our grass anymore'. So, I get down here and there's a field outback and grass. So one of the first things we did was get rid of grass and put in a lot of both edible plants and Florida friendly plants. So, I think our water consumption is cut way down. And I think that you could, you know the story, you can persuade people that putting in Florida friendly plants is really helpful on many fronts.

P

Anyone else had an experience with changing their landscape?

J

Well I'm working on mine, I'm going to get rid of that grass, slowly but surely.

P

What's your motivation for that?

J

First of all, the Water Bill, that's a big motivator right there. Absolutely. But, I think it looks better, and it's a whole lot less work once it's done, unless you enjoy mowing grass. I don't know! Not me! But, people, I think they just need more aware of these things, the cause to their attention. Things like proper watering and getting rid of grass and trying to get more and more, the Florida friendly plants, really, is such a good idea because they'll do just fine with rainwater. You go over to the stores like Lowes and Home Depot, and they have all these gorgeous flowers and things, but most of them are not Florida friendly. It's very hard. I try to find out from the people there, you know, which plants here are native to Florida? And they're not familiar with that most of the time. Very seldom do I find somebody that has that information. Fortunately PA does!

[Many laughing]

P

D[redacted], have you made any changes to your landscape?

D

Yeah, I haven't been completely assimilated into PA's tribe yet.

[Laughing]

Focus Group 2

PA

I'm trying! I'm trying!

D

Still the St. Augustine grass kind of guy. I convert probably 100 to 200 square feet a year into something that's other than grass. The grass just kind of dies because the trees are bigger and there's more shade, then I pull up the grass and mulch that area. So, it's kind of a natural progression, but I am definitely going in that direction.

P

And PC? Any changes you're making in your landscape?

PC

Yeah, we do. Being from Canada, this isn't completely different. And water is so expensive here. And we were told before we moved here that water is like gold here, and I mean, we don't water as much as we should, because we're against it. Because I really do feel like we're wasting water. Especially in the summer when there's drought and there's nothing, watering your grass for 20 minutes isn't going to help it at all. So, I feel like it's so wasteful, and it makes me angry [laughs]. And this grass, I thought it was me, that we don't know how to deal with this grass, but even our neighbor who is a turf grass researcher is having problems with his grass. And he's from here and it's constant topic of conversation, is this grass, and I don't understand why we're having this conversation all the time. It's like, recently, our backyard has so much weeds and things like that, so we thought maybe we should dig it all up and try to plant something more native. Like we were told, centipede grass would work. So, we tried that. And you know, where the grass wasn't growing, it still didn't grow. Even with the new soil, it still didn't grow. So, we're like, I don't know, maybe grass isn't supposed to grow in those places at all. So, since we've been here, we've planted more plants that I learned as well, are more Florida friendly plants, drought tolerant is my favorite [laughs], because I hate to water. I hate watering. Drought tolerant, and it looks decent. We have also mulched more areas and we put in a lot more plants into our landscaping. And, like I said, we're very guilty of not watering as much as like *twice a week sometimes*. [Laughs]

P

How do the neighbors react to that?

PC

You know, it's funny, because our neighbors directly on either side of us, *they don't water as much either* [laughs]. And our one neighbors are very organic and actually they're looking it different, they have problem areas as well, in their grass, and they're looking at organic ways of, they don't use pesticides, they don't use... everything they do is organic. They're looking into, is it called nematodes? And they said it'll take a really long time, but they want to try it eventually its supposed to work to eat the bugs they've had and then the grass will come. So, yeah, our neighbors are pretty good about it. I mean, we have neighbors that have beautiful lawns and have always had beautiful lawns, and then we've had neighbors even

ask where we have problems areas. We have the big trees and the leaves and, yeah, so it's a constant battle I feel like with this grass. Although, I was told, and I don't know if this is true or not because I... Somebody had said to me that planting so much mulch, close to the house, increases the heat. Instead of grass which will soak up the heat. And the mulch reflects it, so it's going to make our houses hotter and that is silly. I don't know, I just heard this, I don't know if this is true, I don't know if anybody has heard this? Or if it is true or not true? So, I don't know. It was just something that was put out there one day and I was like... that's interesting. Because then we brave out the heat where the trees were placed in keeping our houses cooler. I don't know.

D

The only issues I've heard about close to the house, like wood based mulch, is that it increases the chance of getting termites. But, you know, decomposition generates heat, so many that could be it?

PC

I don't know! It's something that...

PA

Like compost piles...

J

Right, [inaudible] but whether that's significant or not, it's hard to know.

PC

Why do we have grass, I don't know!

[Many laughing]

P

Anybody else have a reaction from their neighbors? Maybe some of what they're doing? Positive or negative?

J

I guess there are several bare patches in the front because I don't water as much as I possibly could. Then you start getting some of these weeds in there, like crab grass and stuff like that. So, we finally got the crab grass killed and pulled out and of course that left big bare patches. And so, we have transplanted some plugs in there, but meanwhile of course, it looks, while you're waiting for it to grow. You can't make it grow any faster it's going to grow! So, we get some negative feedback from that from the association. That there's a big bare patch. I said, 'Oh yeah! I noticed! I couldn't miss that!' But, they just send friendly reminders, and that's good that at least people can say well, I didn't notice it in smaller areas. This one is pretty obvious, it's just, we're working on it. And they said 'fine, whatever you have to do.'

Focus Group 2

P

PC, did you have...?

PC

I don't know why don't adopt more lake friendlier landscaping. I mean it's not just our homeowners association, it's like any other homeowner, they drive into any other neighborhood and see the waste, it's the same thing where they have grass. And I understand that everybody wants to live in a beautiful community, but I mean when this beautiful community is hurting our environment, we need to wake up because...

PA

Absolutely.

D

It's the cost though. It's actually, if you have a decent looking lawn, it's a lot cheaper to maintain a decent looking lawn than it is to rip the lawn out and replace it with Florida friendly landscaping. So, we can encourage Florida friendly landscaping, I don't think this homeowners association discourages it at all. The problem is that it is an individual choice and if you're going to remove turf grass and put in Florida friendly landscaping, you better be ready to put up the capital.

PC

But, not only Florida friendly landscaping, it's just like, the watering.

[Inaudible talking]

PC

How much does it cost to maintain grass with water? As opposed to watering drought tolerant plants? Initially, sure, it's going to cost a ton of money, and I'm not saying everybody needs to just all the sudden go to it. I'm not just talking about our committee, I'm talking about people in generally, I mean, in Florida, you walk around and you see some of these gorgeous places and they have... you know. I don't understand it, especially when it keeps on coming up. It's a topic of conversation: what should you be doing with your grass? And I feel like I'm an outsider, and I'm learning because I don't know what it's like...

PA

Everybody's struggling with it. Especially since the water...

PC

But, when I talk to people from Gainesville and they're saying this, I'm thinking, 'Ok, so there's a problem here.'

PA

This is PA, and I think that...

Focus Group 2

[Ringing in the background]

PA

It's alright, just ignore it. First of all, I don't think that grass is as interesting or as pretty as native landscaping. And you'd asked if we'd had neighbors comment, and I can't tell you how many people have told me that my yard is beautiful. My neighbors, all the time, two years ago, somebody trick or treating on Halloween said, 'I can't believe your yard, it's so beautiful.' Well, it's not perfect, but it's interesting. My backyard used to be all flat grass and now it has all different levels and trees and flowers and butterflies and stuff like that. And yes, I did the extreme. I just said, out with the grass, except for a little bit in the front, and it looked pretty bad in the beginning. The board called me the mulch house, I wear that badge proudly!

L

That's my girl.

PA

Now, everything's grown up and now everything needs to be trimmed. But, still. So, I think Florida friendly landscaping and native landscaping can be much more interesting than just grass, or a combination of the two. And the other point I wanted to make... now, I can't remember, sorry.

P

If it comes to you, you can tell us. We were going to stop here for a minute and take a look at this video.

S

Can I ask PA one quick question before we move on? Seems like you've been talking to some neighbors and getting some success on getting people to convert to more Florida friendly landscaping. What do you find leads to that success? Like, what's your technique?

PA

Well, a lot of people come over and ask me. They see me out in the yard, so a lot of neighbors come over and talk to me, people want to know, they say I want to do this or that, and then I happen to be on the board, so when we have issues, D[redacted] knows this, instead of just sending them a letter, sometimes I'll say 'let me go talk to them'. So, I'll talk to them, and I'll invite them to come and look at my yard if they want. And a lot of them say that they already know my yard, or they do come over and look at it. So, it's, I think I was probably the first person in the neighborhood, I don't know, to do this. There was one other house, you know, with the Mula grass.

D

This is a much prettier lawn.

PA

Focus Group 2

So, I was really one of the first person really to do this whole [inaudible].

S

To do it all at once...

PA

Yes, It was expensive, but I knew that's what I wanted. Oh! Here's my other point, D[redacted] mentioned that it's more expensive. It is, but I'm thinking over the long term, and in the long term, it is, my feeling is, that it is not more expensive. If you look over the period of say, ten years, it's a lot less expensive and better for the environment over a long term. Yes, up front, it is.

D

Well, you know, PC and J[redacted], I think hit the crux point in that people act in their own economic self interest. And when you raise the cost of water to where to pay off is four years or five years instead of ten years, you'll see a lot more of that going on.

PA

And we already are!

D

Water costs a lot, but it's still relatively cheap. When water costs as much as gasoline does, you'll see people taking conservation measures.

J

I wouldn't be surprised if that's true.

PA

And we are seeing that, the board is seeing more and more people doing more native, Florida friendly drought tolerant things.

G

Another big factor that comes cost wise is the products: figs, blue berries, pears, peaches, all these fruits and vegetables you get. You go to Publix now and you look at the prices on some of this stuff, and we almost feel as if ought to put this stuff in a safe when we pick it.

[Many laughing]

L?

So true.

S

Alright we have, this is just a five minute video. We're going to watch it on the laptop, so G[redacted] you might have to move around...

Focus Group 2

G
Ok.

S
Does that work? It's just five minutes. I don't know if maybe putting...

G
D[redacted], kill that light.

S
I'll get it cued up and then I'll start it again, I just want to make sure that the volume is good.

J
Is there any particular reason, with the kind of grass that we have, what is it? St. Augustine?
Is that what's in most everybody's yard?

[Many people talking]

J
... Grass in your yard, and it's sprit looking... and I don't know what kind of grass that is?

L
And I don't know either. All I said was that I don't want St. Augustine, I want what the neighbors have and they didn't know what they had...

D
I think it's the zoysia grass.

PA
Yeah, my father used to have that years ago.

J
Things used to be so subject to every kind of fungus and pest and drought, and it's not very... user friendly.

PA
It's actually a straw, it isn't grass.

J
It's really a type of straw?

L
Well, do you know how to get rid of Florida bettany?

Focus Group 2

P

Well, I'm not an expert on this stuff, but at the end I'm going to give you a number of somebody who can. And it's actually somebody who PA knows.

L

Oh really?

PA

Well we've had her come speak her? Yeah, she came and did a program on just what we're talking about.

L

I'm almost ready to dig up brand new grass...

PA

She's wonderful!

L

...And just mulch.

S

For some reason my sound is not working...

[Inaudible talking]

L

... You need to put cardboard over the grass.

J?

There was one neighborhood where they just got a bunch of black plastic...

S

It's so funny because I just bought an HP personally, and the sound isn't working on that one... and this is an HP.

PA

Want me to get my computer?

S

If you don't mind, while I'm fiddling with this... I'm sure once you get your computer I'll fix it.

[Inaudible talking]

J

Focus Group 2

... You know, an oak tree where I couldn't even put my arms around it's so big. And it's shade in these big, huge circles, so grass just won't grow there.

L

I grow a lot of ferns and things under mine.

J

That's an idea, ferns is good.

L

I'll give you some of my awesome ferns.

J

I was looking for some ground cover that doesn't, you know, this shade top.

L

But, someone told me Florida bettany, and I think they plagued me.

[Inaudible talking]

G

Through that door there...

PA

Would you like some more tea?

S

Technical difficulties... do you have a disk chart?

PA

Yes.

S

Oh the Mac's going to outshow my PC...

[Laughing]

PA

I'm a Mac person.

S

I guess so!

J

If I had any money, I'd have a Mac.

Focus Group 2

PA

I've always had a Mac, I've never had anything but a Mac.

J

My sister's the same way...

P

I bought one for my son, but I can't afford one for myself.

[Many laughing]

J

That sounds so familiar. Do you have grandchildren yet?

P

Oh no.

J

Wait, the best has yet to come!

[Many laughing]

J

And then when you get greatgrants you're really in the pit. So, don't tell me to water my lawn, I can't afford it!

[Many laughing]

S

You've got to choose between your grandkids or your...

J

Yeah, between all those grandkids or greatgrants. It paid off, two of my grandsons are dentists.

S

Here I'll pause it while you go get some...

[Inaudible talking]

S

I think we're doing good on time. P[redacted], could I steal a piece of paper from you?

D

Focus Group 2

Were you up at the blue path expedition that was at the Museum of Natural History?

P

I saw that... that's really cool.

[Inaudible talking, people getting situated]

S

Since my computer failed us...

PA

Let's see if this works...

PA

I think she's going to make it... Ok, let's try.

S

Ok, it might be up and running! Is that a little play button in the middle?

Q. Wes Giles Video

(0:51:20.9)

Wes Giles Video:

"North Florida Springs. Breathtaking. Mysterious. Powerful flows of pure fresh water discharging from the Floridan Aquifer. The greatest known concentration of springs on Earth. Some 260 springs releasing over 2.8 billion gallons of water a day in to the Suwannee, Santa Fe, Ichetucknee and Withlacooche Rivers. This is the springs heartland. A recreational and nature lover's paradise. Critical habitat for rare and endangered animals, a hydrogeological wonder visited and loved by people worldwide. A sustaining source, an immense limestone aquifer riddled with cracks, crevices, tunnels, and caves. All feeding their flow silently to the springs. We the people of Florida stand as the guardians of this grand gift of nature. Sadly, the springs heartland faces an uncertain future. The way we live our lives above this vulnerable aquifer determine the quality of the water and how much of it will flow forth from our springs. Our behaviors and actions have the ability to inflict significant harm. Elsewhere in Florida, springs have stopped flowing. Once vibrant flora and fauna are now coated with a slimy, deadly film. Many of our beloved rivers are choked with toxic algae and chemicals discharging from these springs. Is this to be the fate of the springs heartland? By reflecting on the mistakes of the past, we can see into the future and provide clear and effective leadership to save our springs. It is imperative now that we recognize the magnificent slender and natural wonder of our springs, they are unique. A rich and spectacular bounty of crystal clear water bursting out of the ground for all to enjoy. An unparalleled resource of unimaginable value and importance to all Floridan's. Springs are the very soul of north Florida. Preservation is always smarter and cheaper than restoration. The cost of restoring the Everglades: \$20 billion and rising. Why would we

Focus Group 2

make the same mistakes when we know and understand the problem? We can safeguard north Florida's springs now and into the future for a fraction of the cost. The opportunity stands before us. But we must take action now! And economically feasible and even profitable low impact sustainable growth strategy is within reach with financial and political support from state leaders and a strong community of citizens stands ready to lend it's support, knowing that the fate of North Florida's economy and the future of our children and directly linked to the health of our springs. It was inspired vision and determination of exceptional leaders that preserved our country's most treasured national parks and resources. Our springs are spectacular jewels of nature and deserve the same protection. We have arrived at the point that will forever determine the fate of this precious resource. Will we embrace what we know must be done? Only through strong conviction and leadership can we establish a lasting legacy where springs flow pure and powerful for generations to come.

S

Thank you for letting me use your computer.

PA

You're welcome, Mac pulled through. I just happened to see these speakers...

P

Ok, so, we're got just a couple more questions now, following the video, and then I'll let you all go...

[Inaudible talking]

S

Going through our technical difficulties...

[Inaudible talking]

Q. What is your reaction to the video?

(0:57:05.6)

P

So after watching this video, what is your reaction to it?

PA

I was in my fifties...

G

I was moved by it.

PC

Focus Group 2

I didn't realize that the algae, and like, because we'd been like, some of the springs, especially Manatee Springs, and that's not most often. And I think it was January when we had gone and I was impressed to see Manatees there. A couple of them, which was really cool. But then I saw scuba divers in one area, on the other side there's like a... and they were going into that algae. And I'm claustrophobic and I feel like, that is just nasty. It was just, I didn't think that was very nice, with all the algae on top and they were going under it. So, it's nice to know, maybe it shouldn't look like that. But, yeah, I think it's like, beautiful. And I have a comment to make, I think Florida, I was amazed at all the state parks and how they do preserve the springs and the little that I do know I learned from the state parks and their little blocks and stuff like that, so they work, it worked for being because I learned a lot from those things. I didn't realize that's where the water came from, out of the limestone like that. So, it gives you a greater appreciation for [inaudible].

P

Any other reactions to the video?

D

It did start to hit on some of the key points, which is political leadership, is really critical. And as lot as the economic model in Florida is continued growth and job creation at the expense of resources, we will be fighting an uphill battle.

G

I thought it was moving. I thought the photography was really persuasive and it was a good sort of propoganda piece, if you will, toward trying to improve a lot of the springs.

PA

This is PA. I felt sad, I didn't realize that, I haven't been to some of those springs that were dried up. When I saw the picture of the guy sitting on that sort of dock with just, no water there, that was shocking to me. And, but also felt, having just been to some springs, that I was, I feel so fortunate to live in Florida and have these springs. And I also thought, I wish that our governor could see this film. Maybe he has already, who knows?

Q. Does the video motivate you to do something about protecting the springs?

(0:59:54.8)

P

Does the video motivate you to do something about protecting the springs? You personally? L[redacted]?

L

Just... you know, all that we've been talking about. Makes me want to go back... and see how they are cared for since it has been a long time since I've been there.

P

D[redacted], does it motivate you to do anything to protect the springs?

D

More of what I'm doing, you as I said at the outset, I think I'm personally on the right track, but I just need to do more along that same track. And you know, everything I can do on the political front to motivate our leaders and my own personal feeling is that we need to protect our natural resources and strike the balance between strong economy but also protecting what is maybe one of the main drivers of our economy, which is tourism. You know, publicizing the springs, getting people to use them in a caretaker fashion, getting people from all over the world, we need more of that, more people to see what a treasure we've got here and really promote that ecotourism type of aspect, getting more involved in that is something that I could do.

Q. Suggestions as to what could be done to protect the springs?

(1:01:15.5)

P

Does anybody have any suggestions as to what could be done to protect the springs? PA, what should we be doing?

PA

Well, the first thing I think, personally, I don't know, I don't even know who controls or manages the springs. I know that Manatee is a state park, but I don't know how many of the other springs, some I've never even heard of, Alexandra, who runs these? Who owns them and who runs them? So, I think that we could, personally that's what I would do, would be is to find out more about the springs and how they are managed now. Are some taken care of and others not? I don't know. That would be the first thing that I would do.

P

J[redacted], is there anything we can do to protect the springs?

J

Well, yeah. I think that every time you see people advertising Florida, it's always the beaches. And I think that having grown up in Orlando and then moving up to this area, even as close as Orlando, I was not aware that many years ago of the springs and this area. And even today, watching this film, I did not know that this is the greatest concentration of springs on Earth? I mean that just, wow! That's just great! And I think that the advertising councils, or the chambers of commerces they have done a disservice to the springs, because they don't promote them. I don't think, except for something about state parks, they kind of give a general overview. You don't really see them promoted. And I think that's a great loss to the state.

P

Somebody else? Whether they're motivated or have ideas to protect the springs after seeing the video?

(1:03:21.1)

PA

So, I would ask you, who does own the springs or who does manage them, besides the ones that are state parks? Or are they all state parks?

[Many voices]

S

Some of them are private.

J

Blue springs. Theirs is private.

L

And Po maybe?

S

That's Alachua County...

L

That's not a state park.

S

So some are national forest, some are feds. Some are federal, so all different agencies. And private.

J

Maybe that's the problem, there's too many bosses and not enough cooks.

P

PC?

PC

I guess my question is, I'm sure it's motivating, are we doing things in our day to day life to protect these springs? I think the easiest thing for me personally would be in my day to day life, what we should be doing or not doing to protect the springs. And yeah, I agree like politically, and government needs to obviously get in there and just make everybody aware. I think awareness is key. But, I think just first and foremost, the day to day basis, doing a lot or if you could do more? If you would, what is more? Are we on the right track? I think starting with an individual...

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J
Individual conservation is absolutely essential.

PC
If it is, if that's where we start, if it is at home, if that is really going to help the springs, I mean that would be great. I think the awareness and knowing, that education, I think. I'd be interested in that, first and foremost.

PA
One other thing we could do, is to bring children to the springs.

PC
Yes.

PA
And educate them, because they are the next generations. So, we need to inspire them. We need to let them be inspired by the springs. And it's hard not to be. You know, what we need to bring more children, particularly children who may not otherwise, or may... I'm sure there's plenty of people in this area that have never been to the springs or who have just... this is just a general thing, we need to bring children into nature much more. Specifically the springs.

S
Can I clarify, PC When you were just talking were you kind of requesting that it would be helpful to have a list of things you can do in the day to day, or...?

PC
Sure, are we doing the right things? But like, I think there is an over use of pesticides here. Do we cut down on pesticides? Do we lower the fertilizing the grass? What do we need to do starting here that effects the springs? And yeah, we have these ideas, sure. But what is the right or wrong answer? What do we need to be doing?

Q. Does the word 'spring shed' have any meaning to you?

(1:06:26.21)

P
I'm going to have S[redacted] review some of the high points, but I did want to ask one last question, does the word 'spring shed' have any meaning to you? Spring shed. Water shed, but spring shed. Just curious whether...

D
Well to me, anytime I'm in the area of the springs, you see the sign where they tell you, 'you are in the concentrated spring shed area' and once you do, it has a direct an almost
Focus Group 2

immediate impact on the springs. But you know the spring shed everywhere in north central Florida, even when you're, as you said, far away from the springs as we are here, it's all interconnected once you get down into the Floridan. So, it's just important that we all realize that we have this natural resource here. And our individual actions, as PA said, have a direct impact. Although it may take decades for it to occur, what we do today really affects the quality of the springs over time.

P

S[redacted] are there some things you want to point out that people mentioned?

Q. Review

(1:07:27.5)

S

Yeah, sure. I'm just going to go over a couple of the key things I pulled out. Feel free to jump in, especially if I misstate anything or if you want to add anything, feel free. P[redacted] started us off asking if we worry if there's as much, might not be as much in the future. People seemed pretty worried, mentioned lower groundwater. Heard a lot about climate change and more extreme weather patterns... that was brought up. Articles in newspapers... fighting between towns and cities over water... a couple mentions of dry lakes, so seeing water bodies dry up. I believe you said water front property that became desert front?

PA

Mud front.

S

Mud front.

J

Rapidly turned into just grass, long weeds.

S

Ok some concerns about salinity in the oceans, kind of redistributing water. Some things that I heard... Then P[redacted] asked us where our water comes from? There were some different answers, they were sure if it was from the St. John's, from the dam, or from the aquifer or the springs... not a consensus there. P[redacted] asked us if we felt a need to conserve water? And it seemed that everyone felt that need. Bottled water was something that came up, that it was a concern to see that bottled and shipped out of this area. And we talked about steps to conserve, what are you guys doing to conserve? I heard a lot about rain barrels... several of you have those. I heard a lot about putting buckets in showers to collect water to use on your plants. Low flow showers and toilets. I heard about the military shower, the navy shower. Not running the dishwashers often or waiting until its full. So, a lot of different ideas there. P[redacted] asked us if we knew how much water we used per

month? And we learned that people are looking at their bills, I think PA said that she liked to look at the graph to compare where she was the month before. D[redacted] seemed to know the actual thousands of gallons. And a couple of you had different, separate irrigation meters. PA, do you have an automatic irrigation system?

PA

Yeah, but I don't use it unless I'm away. I just turn it on manually. I have drip irrigation on pretty much everything except for [inaudible].

S

Ok, and that was here when you bought the house? The separate irrigation meter?

PA

Yep.

S

Ok, let's see. Then we kind of switch gears and started talking about springs. And it seemed like most people had been to some springs, for some of us it's been awhile since we've gotten there. 'A great attraction' was something that someone had said. And then a lot of our float springs were listed. Some memorable experiences were scuba diving, camping, seems like there were several statements about even being impressed with our state park system. Snorkeling. The mixing of the tannic water with the clear water, I love that too. P[redacted] asked if the springs were threatened? And I heard a lot of absolutelys. There was concern that Jacksonville was taking water from the springs, I guess someone had read something about that from a newspaper? Is that correct?

(1:11:19.1)

G

Yeah, the Suwannee River [inaudible]...

S

Ok. High Springs used to have spring and now it is dry... that was a concern. And noticing less and less water in the springs, at the springs, the water levels themselves used to be a lot higher and now you see a noticeable decline. Do you see that? Seems like you go to the springs a lot.

D

Yeah, all springs have gone down I would say, 3 feet.

S

And that's where we started to kind of bring up this, 'what kind of political power do we have?' and that was a theme that came up several times. That there's a political nature to this issue. And concern about pollution. We heard a lot about pesticides that people were concerned about, fertilizers. D[redacted] pointed out that he had an experience when he

went to Alexandra, and it was nice and clear and easy to snorkel at, and then three years later, noticed algae. So, kind of, first hand experience of spring decline. Trash was something that people were concerned about at the springs. And we asked, what is causing these problems? We're seeing springs... Bless you. Pollution, again we heard a lot, people say pesticides. You were glad that park took over Ichetucknee and you remember the Ichetucknee had a lot of trash in it.

J
Yes, absolutely. Beer cans everywhere.

S
And again, impressed with the state parks, how little trash there was. Then we started talking about things we do or our neighbors do that effect the health of the springs. Again, pesticides came up... nitrogen fueling algae and killing out native plants and wildlife of the springs. Trash, there was concern about people over using the springs, maybe that when people go they're trampling, going in places they're not supposed to, not following directions. There was concern about what we put in landfills and in our yards. And then we started talking about what we would do, how would our neighbors use less water if they knew that they were connected to the springs? And there was some concern that we think that neighbors leave their irrigation systems on and their watering regardless of the rains, they're not sure how to get through to them? Is that correct? Ok. And then there was the thought that if we got the information out to people, maybe they would take baby steps. And that was before we watched the video. Maybe things like that video may be helpful for getting some of that information out to neighbors?

[Ringing in the background]

J
Yeah, I would think so

S
Ok. Want to make them aware? Ok. We heard about PA's revolution here in the neighborhood and it seems like, correct me if I'm wrong, part of your success is that you have a demonstration yard and people like the way your yard looks and they come and talk to you and then also people that the homeowner's association notes have yards that are in trouble, rather than send a nasty gram, you go talk to them and offer for them to come look at your yard, and that seems to be successful?

(1:14:43.1)

PA
Yeah, wouldn't you say?

D

Focus Group 2

Yeah, absolutely, suggest that there's an option here. If you've got a dead patch, don't replace it with more grass, it's going to die. Go for a different alternative, you're really good at that.

PA

And I believe that people really want to do the right thing, they just don't know. So, I've got to educate them.

S

And D[redacted], you're on the board also? Ok. And PC was frustrated with her yard because it seems a constant struggle to keep it healthy. You've got some, yeah, you're always having to talk about it with your neighbors.

PC

Well, the neighbors talk about their yard too. Everybody, always the topic of conversation. Why do you mow your grass a lot? At first you think it's only you with problems and then you start talking, and it's everybody. Another thing that we do on our street is we do, a [inaudible] I think another street had this as well, just sharing the plants, Florida friendly plants, the plants are supposed to grow like weeds here. And we do share plants and we do talk. I live on a great street, and we say, oh that looks great and we do share those kinds of things.

P

You actually share the plants?

[Many voices talking]

PC

Like where you do buy them? And [inaudible]. And oh that looks great! Oh, we have an abundance of those! Oh, here! And then you take them out.

S

And PC, you mentioned that you had a turf specialist that lived near you. Do you feel pressure from that person?

PC

No, not at all! No. To keep my grass nice? No, not at all! Because he has problems too.

[Many laughing]

PC

That's the joke on the street. We joke about it, like we're ok if he's having problems, too, because they do the research. I think the grass is a beast.

S

Focus Group 2

So, as people are switching their landscapes, where are you getting that information, to help you know what plants are good and bad?

PC
University.

PA
IFAS.

J
Yeah, IFAS is a great resource.

PA
They are fabulous. I never miss any of Wendy's articles. [Inaudible] Wendy, as I said, she came and talked to the town and it's a fabulous resource. You can call them up and if they don't have the answer, they'll get back to you.

S
Did you notice a difference after Wendy came out? Did people start doing more Florida friendly landscaping?

(1:17:16.4)

PA
I would say yes, wouldn't you D[redacted]?

D
I wouldn't say a dramatic change...

PA
Not a dramatic change, but people are more open to it, they're more educated.

D
Yeah, absolutely.

PA
We got about 30 people, [inaudible] fermenta.

G
Your also major plant sale, in sale a couple times a year, and saw couple people...

PA
A little Kanapaha...

S
Focus Group 2

That's a good source. And I heard some frustration that Lowe's doesn't have Florida friendly landscaping and that when you ask their associates they don't seem to know much about it.

PA

But I want to point out that now, Home Depot does have Florida friendly plants... I think it might be provac of Florida friendly plants.

S

Great, thank you. We talked a little bit about what motivates people and one was the water bill. PC, would you say for you that possibly what motivates you is the frustration with your lawn?

PC

To...

S

To want to switch over to more of a Florida friendly landscaping plant?

PC

Well, I think we waste water.

S

That's right, you said that you get angry...

PC

It frustrates me, like, you know... We do, we have a neighbor that just has an automatic sprinkler, and it's raining and she's sprinkling. Or it just rained yesterday, and she's sprinkling. And I think it's because she doesn't know how to set the sprinklers right. That's another issue. My husband tells me, well, it's her water bill. But it's wasting water!

L

It's our water.

[Laughs]

PC

Especially if they care, in Florida. I think it's frustrating too, people look at you like you have three heads sometimes... you know, but the rain barrels, oh, why do you have those? They think well, we do have plants that I do want to keep nice, I have a garden, like a little raised bed garden that, I think it's just important, even for my kids, to show that all these things are important and we have to conserve.

S

Focus Group 2

We talked about reaction from neighbors. D[redacted] pointed out the upfront capital to convert to Florida friendly landscaping that can be expensive, and we hear about plant shares and other things. That Florida friendly landscaping might be more interesting than grass, something that PA brought up... And then we watched the video, and some of your reactions were that they were so beautiful, the springs, and didn't know that algae was such a problem, and didn't know that this was the springs heartland, the greatest concentration of springs...

J
In the whole world! That's just amazes me...

S
Yeah, and that led to a conversation that perhaps maybe we should be promoting that in our tourism rather than our agriculture or Disney or what...

J
Beaches. Yeah, beaches, are a big thing.

S
Felt like it was a good propaganda piece and good videos in that. Someone felt a little sad that they hadn't seen some of those springs that we had showed in that video that had dried up. And felt fortunate that we live here and got to experience these and wish our governor could see this. You we start talking about the politics, the importance of influencing political leaders. They we asked about are we motivated? There's some drive to go visit more springs and to continue down the path that you're going to conserve water and such. And we talked about what can be done to protect springs? That lead us to a conversation of who controls them? Whether state, federal, or private, different types of entities. And awareness. And we felt that awareness was key, that bringing children to the springs to motivate them, would be a good thing to do, to inspire them. And then P[redacted] had the pop quiz question of the spring shed and there was some confusing, there was some that felt as if it wasn't an intuitive word. D[redacted] felt he understood it. It's kind of all of north Florida, just feeding the springs. And I think that's what I had. Anything else to add after me going through these notes?

(1:22:20.1)

PA
I have a question: you just said that all of north Florida feeds the springs. But I thought the springs fed the waters. I'm confused about that.

S
Ok.

P
How about we go ahead and give them the...

Focus Group 2

S

Switch gears? Ok.

P

That's all the questions I have for you, so now it's your turn to ask us.

S

Yeah! So, some things I do besides bring dinner to people's houses is I coordinate the Santa Fe Springs Working Group which is just a group of people, it's an open group, it's always different people, that get together quarterly and we learn more about springs. We have presentations from the university, from government, there's a lot of government folks there, there's a lot of political leaders that are there to try to learn more about our springs. And something that has come out of that group is that we did a map. So, what a spring shed is... I'll pass this out and then I will explain it. Thank you. So, it is a little bit confusing. The springs are actually... the springs are the groundwater, coming up and then it only flows into rivers. So, that's the same water that we're drinking. So, what a spring shed is, in this map here, maybe I'll wait for PA... No, it's ok! If anyone, I'll pass this around if you want one, take one, if you want one for a friend, feel free to take more than one or don't feel like you have to. This is just a little bit about Florida friendly landscapes and springs. And on the back of this sheet that has the pretty map, is just a little bit about the working group, and you're always welcome to attend a meeting if you want to learn more. And on that website, we have all of our old, like three years of presentations. So, if you are ever bored or can't sleep, go to that website and you can have a crash course in springs.

[Many laughing]

PA

D[redacted], want some more?

D

Just a little bit, thank you.

S

You know what? I would love some. And while PA is doing that, I will also hand out, for your time to that we have three, you each get three free passes to Blue Springs.

J

Yay!

S

Which is a private springs.

PA

Oh! That's a private one.

Focus Group 2

S

Yeah, so I'll hand that out individually. So that's yours. We'll get PA, L[redacted], we'll get you back out to....

[Inaudible talking]

S

And PA, for you hosting us, if you'd like a copy of the movie we watched I can give that to you.

PA

Oh, that would be wonderful! Thank you! That's nice. This is great!

S

And that's for G[redacted]. Alright, so everyone has their goodies. So this map, what a spring shed is, this is how I like to...

J

It's good for 6 months.. 8 months.. Wow.

S

Yeah, it's good for a whole [inaudible].

J

Wonderful.

S

So, this map here. You see this dotted line? It's kind of a bluish dotted line. That's what we've kind of mapped as being the spring shed. That's the area that is feeding these springs. If a raindrop falls into the ground it is soaked into the ground, that ground water is moving toward these springs. So, that's kind of the recharge area for these springs, but that's also the area that if we pollute, all the pollutants from that area is also showing up at the springs. Or if we all have our individual wells, or the water that we use is water that is not going to go to the springs, and that's what this little inset is, it's kind of little orange dots kind of around Gainesville. What that is, is that's all of us that is connected to the city of Gainesville's water. We're actually using so much groundwater that everything within that orange dotted line is not making it to the springs, that's getting pulled up the wells and it's watering our lawns, it's our showers, it's everything.

PA

And this is the highest population concentration?

S

Focus Group 2

Within our spring shed, correct. You know if you could at, there actually around Newberry and Alachua and High Springs, there would be a little tiny area also that their wells are sucking up water. But, Gainesville is just bigger because we have so many more people. And I always like to point out that it's all us, it's not GRU. GRU is only pulling out the water because we're using it.

PA

Alright. It's still us...

S

Yeah, we're all in it together. And these boundaries change, and something that you were talking about the St. John's River and Suwannee, something that's happening more north of this map is that water use in Georgia, the Fernandina area of Jacksonville. It is lot of water usage. So water that used to make it to the Suwannee River into some of these springs is now getting pulled towards Jacksonville. So, we're shifting that groundwater divide. There's also a lot of groundwater being used in our area, there is a lot of agriculture in Colombia, Gilchrest County. So I don't like to point it and say it's just Jacksonville, because that seems really easy then to not feel responsible.

PA

So, I just want to make sure I'm clear... The water comes from the rain, and whatever, goes in the ground, into the springs, the springs...

S

It goes into just the ground, and the groundwater. And then it travels towards the springs as it comes up as the spring.

PA

Towards the springs... Up into the rivers?

S

Correct. Yeah. And something that is happening, as you'd already noticed, it hasn't been raining much, so we are in a drought. And we're in a pretty extreme drought that some people are saying, could last ten years. Like, it could be one of those really extreme droughts that you get. And it takes groundwater a long time to recharge. So we're kind of using some of that fossil groundwater, kind of like fossil fuels, it took a long time for gas to be made, petroleum. It's kind of the same thing, this older water now. There are a lot of positive things that are happening. I think a lot of people are becoming more aware. People are starting to have more of a water ethic. It's just slow going.

(1:29:33.3)

P

And that was our final request. If we have any other questions or we start to develop programs, can we have your permission to contact you again after tonight? Either to get more feedback from you or to enlist your help in this?

J
Yes

P
Great.

S
And also, we're looking, we like to do this, this is our second group, and we're hoping to do six. And the hardest part is getting you guys here. So, I didn't know if you knew of anyone else that we maybe...?

PA
Have you been to Ocala?

S
I have not.

PA
I think they would be very interested. I just was talking to a friend in Ocala, and I think that they've had a speaker already there, about the springs. Someone who wrote a book, my friend was telling me, because I was telling her about this meeting tonight. I would contact them, because they have programs that people go to. I bet you'd find...

S
And what's your friend's name in Ocala?

PA
My friend is, her name is Jo Phelps.

S
We'd really like to get folks around the table that, you know, are the ones that are leaving that irrigation system on all the time. And on that note, I have another grant that I'm actually enforcing our irrigation restrictions. So, I can give you my card, and if you do notice someone watering when they shouldn't be, you can call me.

PA
Oh good!

S
And we take an education approach.

Focus Group 2

J

We were just wondering.

S

So, I'm not going to go and put your neighbors in jail, but I'll do education with them, and I can give them a written warning and it can lead to a fine if they continue to do so. But, we're finding that most people, once we go and talk to them, we'll even go and set their timers for them. So if you've got some neighbors that are really scared of those timers, we'll help.

PA

I do think that's the problem. I can't figure mine out, that's why I put them on the angle because I don't... They don't work.

[Inaudible talking]

D

...then you adjust that.

[Inaudible talking]

S

Any other questions?

PA

Am I supposed to take, I'm sorry, these ended up here.

S

Yeah, take one, if more of you want them or don't want them...

G

I have one question, you know in politics is really critical in our government...

PC

...It's everything

G

And getting government behind an effort like this obviously is imperative. And I was just wondering, back in the 1890s, I think or early 1900's, Teddy Roosevelt applied to qui as president, by decree he was able to save a bunch of land as preservation, not national forests, preservation.

PA

Landmarks...

Focus Group 2

G

So, my question is: is there any [inaudible] or any mechanism within all government where we can... [inaudible].... Capture a batch of land?

S

Well the water management districts have been purchasing a lot of land, and it is common for them to try and get areas that are in the recharge zone. So, you know, areas that have those real sandy soils that are really hard to grow grass on, they're actually good for groundwater quickly going through and recharging our groundwater. So those are areas that we definitely try to purchase, like Alachua County Forever, has been trying to purchase lands that are a good recharge.

G

Another thing about all this, is there any way that to get Disney interested in any of this?

S

That's a good idea.

PA

Oh absolutely. They've got the money.

[Many voices talking]

PA

Well, they fuel the fake spring.

[Laughing]

P

Well, I really want to thank all of you for coming out and spending an hour and a half of your precious time.

PA

It's very interesting.

P

It's very helpful for us, this method of asking questions and letting people think of their answers and say what they want is really helpful for number one, knowing what people's level of understanding is, but also why they think the way they do. And if you're going to design programs in the future, it really helps to understand your audiences.

PA?

So, you're ultimate goal is to design some educational programs to bring to the public?

S

Focus Group 2

I hope so. I don't have enough money to do that right now, but this is like getting that started. And once I have kind of a partial product, I'm hoping then to get more funding. Actually am going to apply again for this same grant to get a little bit more money that might take me a while to do it. But, I'm young, I can do it.

J
That's right. Absolutely.

[Many people laughing]

S
My cards are in my car, which I could go get, but I can also tell you my phone number. You want a card?

PA
If anybody... I've got some containers if people would like some of this ziti.

[Inaudible taking]

P
No, I think she wants to get rid of it...

S
Take as much as you want! I can put it on some of those plates...

P
D[redacted], you and PC both came in the past 5 years to Florida, where are you originally from?

D
I was in the Air Force for over 26 years. I've been in and out of Florida, and then retired back here in the Gainesville area.

P
And PC, what brought you to Florida?

PC
Oh, my husband [laughs]. He works at the university, he's a microbiologist.

P
Oh, really?

PC
At the university, so we're here, for I don't know how long.

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P

Do you like it?

PC

Yes, actually. We have a young family, so I think it's wonderful for my boys to be outside and just to enjoy nature. And the weather is great!

P

This is the best time of year.

PC

It is. It's awesome and we're outside most of the day. So, that part is great. And we do go to the parks and the springs and enjoy the animals that you can see here. And, that part is great, we really enjoy it. But, it's much different than Canada.

[Many laughing]

PC

Yeah, it's great. And I was impressed too how they're trying to like, be environmental friendly, compared to other cities...

D

Yeah, Alachua county is kind of unique to Florida. I've been to Dade County and it's [inaudible] down there.

[Inaudible talking]

J

I saw it all the oil ads all this wonderful news about the fact that we have enough natural gas to run everything for the next two hundred years. And then on PBS they had a program on fracking. And I, and my heart just went plump! They have to pump like tens of thousands of gallons of water down into... Talk about energy! Down into these long thingys miles down along with chemicals. Guess where that's going to end up? So, there you are. And they're going to get that natural gas out of the water cycle. It's like, they think of their little part is a separate thing instead of everything is connected. And it's just, there's always a penalty.

P

I think that's kind of what we're looking for in these programs. How to connect people to their environment. And it's a tough thing to do.

J

I'm connected to the [inaudible].

[Many inaudible voices]

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G

Do you ever ask questions from the other angle or create that we're running out of water?

P

That's why we actually ask you if your neighbors that you can make contact with so that we can sit down and talk with people who don't care about water. I mean we need to talk with everybody. And when you see your neighbors using so much water in their yards, those are exactly the type of people we'd like to talk to too.

J

My mother said that thirty years ago, that water and wood would become the next oil.

P

Yeah.

J

She was a smart lady!

PC

...conservation, and awareness has not always been a problem? Or has it been over the last ten years?

P

You know it still hasn't. You know, when I go around the state, Gainesville is different. I go to Manatee county a lot, southwest Florida. There's still no real concern about water resources, they're using as much as they can, as fast as they can. The expense to them, really, they don't care. So, we have a long way to go.

D

South Florida is trying to [inaudible], you know the Everglades and you know, I have a friend down there that's always taking out the drain of water... [inaudible]

P

We're paying the price for that, now we're trying to clean up the Everglades, a lot more expensive to do it that way.

L

And people who have wells, just water or use, it's just like it's never ending. 'It's my well, I don't have to pay for water. So I will just use as much as I want to.'

P

Tough attitudes to change. But it's worth it. The resources they we're going to save are worth the challenge I guess.

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Q. Introduction

PM

One of the reasons we do the taping is because afterwards we transcribe it, every word you say is part of this data. So, start out with your name so we don't lose anything. And you are more than welcome to keep eating throughout this thing, don't want to slow down the consumption of food.

E

So, ok, do we want to do some introductions?

PM

Yeah.

E

Ok, I can start. My name is E[redacted] and I have been in contact with you guys over email. So, thanks for bearing with me. I'm glad you guys could make it. I'm a first semester Master's student in Agricultural Communication and Education and this data is going to be used in my thesis research.

PM

And, I'm P[redacted] M[redacted] and I'm a faculty member of IFAS at the University of Florida. Actually out of the same department as N[redacted] does. She was nice enough [laughs] to invite us into her house and let us take over for a couple hours. And I've been conducting this kind of research for the past couple of years, interviewing residents all around the state. But now I'm working with S[redacted] on this particular project here in Gainesville. I'll start out directing this and asking the questions, really important thing about this is that you all share your ideas and that you converse. Feel free to provide your opinions and you know, participate in the discussion. I'm going to try and step back as much as I can and get you all to get involved.

S

I'm S[redacted] G[redacted] with Alachua county. And I applied for a grant, that's by the people that buy these springs license plates and that's what's funding this. We're just listening to people, collecting data, eventually might do some education campaigns with what we learn. Thanks for coming.

PM

Well, what I thought was, as we start, we did want to get everybody's first name on the recorder to begin with. So if we could go around the table. I was going to ask you, if you could give your first name and answer this question: Do you ever worry that we won't have as much water as we do now? J[redacted], if you could start...

Q. Do you every worry that we won't have as much water as we do now?

(0:02:42.9)

J

My name is J[redacted] and I believe that that could be true in the future. So yes, population growth, and people just using too much water, also a lot of it's wasted. And then of course, you have droughts, like in Texas, so you're not really sure what's going to happen in the future.

PM

SZ[redacted]?

SZ

I'm SZ[redacted]. And, yes, I think we might lose our water. Especially if we let them bottle water in the springs. I really adore the springs.

JD

My name's J[redacted] and I think it's a big problem that's already happening, because I learned to swim in a steady springs and it's a different place than it was back then and we kayak a lot and it's just sad that the shape of the springs you can't go up the little rondos and Camp Calockawa anymore. It's sad, I think the it's already happening.

M

My name is M[redacted], and I agree. It's already happening. Especially when you hear about pipelines going to south Florida. You just don't know. I foresee it being mandatory for contractors to install systems in the ground, catching rainwater.

B

My name's B[redacted] and also think in the future, there will be less water. Just as there has been in the past, more people, greater use, and not just agriculture, like residential consumption is projected to go way up in certain areas of the state. And there's already evidence that it will. Springs decline, wells going dry, the draw down for [inaudible] fields getting larger and larger and... yeah.

D

My name's D[redacted], I think the imperative thing to note is that it's not that we won't have water. It's that we won't have cheap water anymore. My background, before my current job was in production agriculture. And I've lived all across the southeast and have kinfolks in Texas and Oklahoma and once you cross the Mississippi River, you see a distinct change in the attitude toward water and the value of it. And so in the southeast we've really been used to is cheap water that was easy to get to, relatively clean, and now that we're seeing the massive amounts of people, consolidations of groups of people, we're going to

have to decide who's going to get the water and how we're going to use it properly. And how we're going to do things like recharging aquifers and putting them, this very necessary resource back where it belongs and who's it going to and how we're going to equitably share that cost.

PM

Are you optimistic about how that's going to turn out?

D

No. Because we don't do anything else well.

[Many laughing]

D

I mean the problem I've seen is that we don't share the cost equitably and we lose this 'we're all on this boat together', which is the true crux of the matter and that we could with a different focus nationally, for example, as everybody had pointed out, we had droughts in Texas. Well we had floods on the upper Mississippi this year. And with a proper focus on pipelines and things like that, pumping stations. If somebody had the political will we could take the places where we have the flood waters, put them at the headwaters of some of the rivers further west and further north and make this water a lot more equitable, to keep the aquifers recharged.

PM

J[redacted], you said something that struck me, you said that a lot of it is wasted. What makes you say that?

J

Well, if you ever pull out on to Turkey Creek or Leaves, their sprinkler system, whoever's checking those out needs a wrench and needs another guy because it's hitting the asphalt. It's just watering asphalt, I have to roll my window up driving by because you know there's one right by the office that will shoot you right in the face.

[Laughing]

J

And they have it on all the time and of course the golf course went out. And I don't personally play golf but I've been around. I like being around golf, it's a pretty landscape. But on the greens, the greens here, somewhere around 15, they have one that shoots water up this much, water comes out and it goes everywhere. This is not a sprinkler system, it's just a blown head, nobody fixed it.

M?

That's on the course?

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J

It's on the green. And on the course it's just as bad. And then everybody in their backyard throws down whatever grass they think they can buy at Home Depot. Alright, so you know that St. Augustine sucks up the most water and the reason why is because it comes back because of the roots and stuff. But right now if you walk out there, I have a garbage can that I just cut [inaudible], but a little hose on it and we just, like last night, that thing's full. In fact if we had two or three of them around there we'd just dip it in, let the girls run around and wash their hands when they're done. But it's a lot of waste. You look at apartment complexes that are everywhere in Gainesville, when we moved back from Texas we moved in to a place over on 43rd. All they did was clean off the driveway with their water. I mean, it's bad. Just imagine if they did that at every apartment complex, how many we got here, and then these campus apartments, I'm sure they're just as bad. So, we waste a lot and then we pay for it a lot. Have you been to Disney and bought a bottle of water?

[Inaudible talking]

J

You can buy alcohol cheaper than that water.

D

Truly, it's worth more, but then we get into how we do, what's the equity of it? You've gotta have it to grow you, you've got to use it in the waste system. You can recycle it and that's where right now, especially around Turkey Creek, they've got a secondary system where a lot is reclaimed water.

M

There's reclaimed water all over this place and why it isn't piped to every resident for irrigation is...

J?

That's what I'm wondering, is if you can. If anyone had the chance to go to the board meeting and find out if they'd be willing to get that started because to me, that'd be the way to do it.

M?

Another problem too is, you have homeowners associations. So, they're going to charge you if your grass is bad. So, that means that you have to water.

SZ

No. They just passed a law this last year that they cannot make you lawns. They cannot make you have St. Augustine.

[Inaudible talking]

SZ

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If they want to charge somebody, tell them to come to my house. Because I'm not going to play this game.

D

And well what's happened is, it started out that way. Now, a decade ago, the rules were a lot different, houses were a lot different. But in the last three years there has been a reality check with the economy being what it is, just like when a big golf course is not where it was, they had a financial reality check. So what we're going to see is if we become active, and we start taking these ideas in and we're will to go ahead and the community as a whole is willing to go in and work on these things without being exorbitant in the high costs then we'll be able to reuse the water and be able to put in systems to do that.

M

It's like you said, the sisters, if you go west of the Mississippi River, the vast majority of places where they build houses, that's just a part of it. You go fly over Oklahoma, you look down and there's little silver pools everywhere because every place they've got a gully, they plug it in and turn it into a pond or a lake because if they don't...

JD

Weren't we going to the runoff from the biomass that they're doing here? It's supposed to come in here to Alachua or something and then they were going to bring it into the golf course? Because we get our reclaimed water here from Alachua.

D

Well, it comes, that and through...See we've got a treatment system here in Turkey Creek right?

SZ

But we don't use it. It's down.

J

Yeah, it's through Alachua.

D

So, it's all going through Alachua. But it'll still have to be... You'll recycle water, the question is what you do with there. If you go far enough west, out on the west coast, they're taking that all the water and turning it back to drinking water. And it can be done, it just costs a lot more.

J

I work on Waldo road and so I did a lot of building projects, like different people walk in for different needs, whether it be roofing... Well anyway, this guy has a building over by the airport and what he's doing is he's creating a coarse paper that is different than all the other papers, supposedly what's going to happen is: let's say you're doing landscaping and you have some flowers, we're going to put this paper down and then you can put soil on

top, as soon as the water runs down, it's going to run down and it's going to feed absolutely all of your plants for a longer period of time. So, he's got the patent and he's starting production and he was trying to fix his building, that's why he came in to me. So, a lot of people are definitely thinking about that. I mean, it's just little things. Like getting all of your water off the gutter. Maybe making it look nice, maybe somebody needs to have, you know, dig you a hole, drop you down a little something nice, make it so you don't think it's a big, gross thing on the side of your house that you can't use. Because that's what detracts people.

SZ

But that's another thing, the homeowners say that you can't have a rain barrel now, to add to that.

[Many talking]

D

They're coming around.

SZ

Garbage can, yeah.

J

If you go to Lowe's, you're going to pay \$150 bucks for the tall one, just buy me a \$30 green one, put your little thing, mark it, cut it with a razor knife, stab it in there with some screen. The screen will stop the bugs from coming from your gutter. Because they're just up there in the gutter and they end up coming down and dropping larva down there.

JD

Tea bag in the water helps with the mosquitoes.

PM

J[redacted], you mentioned that you conserve water in your lawn. Could you tell us a little bit more about that and how you conserve water?

Q. What steps do you take to conserve water?

(0:14:35.3)

JD

I do not water my lawn.

SZ

She talks to all her plants.

[Many laughing]

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JD

I gone and got all the Florida friendly lawn things, hay mulch, plant the right plant in the right place. Because my house had no shade, I immediately put out a lot of shade trees when I moved in, and now I've got leaves, so I'm recycling. And nothing leaves my yard, it gets recycled back into it. You know it just makes sense that if you just learn a few things...

D

It's true, more trees would help.

JD

Well more trees was for the air conditioning and it was up to shade all my St. Augustine grass. And I've got neighbors who've redone their grass, twice since we've lived there. I would never do that again.

PM

M[redacted], what steps do you take to conserve water? I'm not putting you on the spot...
[Laughs]

M

Well, of course, I only water when it's absolutely necessary, I got out and I look at the grass and if the leaves start to curl, then it needs it. But if it's just fine, I don't bother to water it. I might take my hose and water individual plants if it's necessary. But that's all I'll do. Yeah, I wish I had a tank in the ground, which I'm looking into. I could use that.

PM

B[redacted], what are steps that you take to conserve water?

B

Well, I know most water is used outdoors in the households, so I don't wash my car. Well I should say, once a year, when it's disgusting. Or I let the rain take care of it. There was a question that said, on average, how often do you water your lawn? Well on average it's like zero times, because like you, I only water it when it's real crunchy and there's this one patch that gets crunchy fastest. So I just take a hose and spray it but I only water it like twice a week during the spring that you're allowed. I think it's just wasteful so mainly it's outside, we water very minimal, if any.

Q. Do you know where Gainesville gets it's water supply?

(0:16:48.8)

PM

Let me ask a direct question, each of you. Do you know where Gainesville gets its water supply?

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D
Gainesville? GRU?

PM
Yeah, where does GRU get their water supply from?

[Inaudible talking]

D
53rd street. If you go up 53rd...

SZ
Before you get to the main street.

D
Somewhere in that area of main street, out on the side, there's a well field there. It runs all along the road. I don't know how deep it is, but I know there's like 6 wells, or 8 out there. And the biggest issue they've got right now is that they're got stuff coming out of the copper site there, it's slowly drifting that way.

JD
We're not the Gainesville water.

PM
Well, that's a good question. Where do you get your water here? Where's it come from?

B
Well I thought it was GRU, but resold to Alachua?

[Inaudible talking]

D
The water comes from wells in Alachua. If you go up 441, turn, I know one of the wells is off, it's kind of...

SZ
It's about a half a mile off...

D
To the south side toward San Felasco. I know there's at least one of them. There's got to be a couple more. That's the one they have trouble with once in a while, I know that.

J
The big reason I don't really, I mean I water my lawn when it looks bad, and it gets bad in the summertime, at night, like 2 or 3 o'clock in the morning, But if you see your bill, like

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your water bill, they really give it to you. Like big time. I mean I could run two houses on electricity all day and it won't be two days of watering with 10 minutes in the front and 5 minutes in the back. I have six of them, I can only use three of them. The front and back, who cares about the sides? Plus you have runoff from everything else. So I mainly just try to keep my front looking nice so when you drive by. And the back is going to be poured concrete until [inaudible]. The bill is ridiculous.

JD

My bill for the sewer is more than my electric right now. I just had all of my ACs redone, the work, everything in the whole house, and it went below the water and sewer! It just blew me away.

J

And then they wanted to charge you for them to put a meter on your house for separate. It was 400 and some odd dollars. Like I just said, I just want water.

D

What you run into, I just wanted to see how much was actually normal water usage, because you've got, by the time you wash, and if I bring kinfolks in I can really tell they're using the washing machine more, using the bath, shower. So part of it's sewer, but part of it, like you said, the biggest issue is what you're doing outside. And then you hit the nail on the head with that if you irrigate in the daytime, you're losing 40% plus to solar radiation in the air to evaporation, so you need to be doing it at night. And the water district's pretty good about putting this kind of information out on the radio station, but you just don't, like you say, you'd drive up and down the street and its out on the pavement and people aren't watching it.

JD

And aren't we supposed to be on alternate days, and nobody's ever enforcing that.

D

Well it's the water management district, which is, see we're at the breaking area between the St. Johns and the Suwannee River. But...

JD

But the alternate days, and it should be at night... they really should be fining people who have it on during the day.

D

If water gets tight enough... the further south you go, they have the water police.

JD

You know the idiot that does their sprinklers [inaudible].

B

Focus Group 3

So you asked where the water comes from, but I don't know if you've meant facility or where the...

PM

Where it actually originates.

B

The Floridan aquifer.

PM

Ok.

M

The Suwannee River.

Q. What steps are your neighbors taking to conserve water?

(0:20:59.5)

PM

Some of you mentioned all the steps that you take to conserve water in your yards and things like that, but let's talk a little bit about your neighbors. They're not here, we won't tell them that you're talking about them. How come your neighbors aren't doing the same things that you all are doing?

SZ

One does.

JD

I think with the economy, more people are looking at it. I mean people complain.

D

You have one group of people that have been here earlier, that have been really part of the old school of we kept term, manicured lawns.

JD

We had to here.

D

Like I say, what I've seen here is as those either left or their economy changed. They retired or had less disposable income, you see a lot more focus on them. Checking when they're running their irrigation and checking their sprinklers. And I think what the issues has been, when we were all more affluent, before the economy got so tight. That was one of those things that people just didn't want to take time to be bothered with to look and examine.

Focus Group 3

SZ

But they used to not allow like the Florida friendly lawns here. You know, now they can not not allow it. So we've got a few of those in here.

JD

We're preaching it to all of our friends and my theory is: if a patch of grass dies it shouldn't have been there in the first place. So put mulch down.

[Laughing]

PM

Are you having luck with that, with your neighbors?

JD

Nobody's complained. They love my yard. Now I've got lots of trees and butterflies and stuff and I've lived in Gainesville for years and years and years and the first thing I've always done is done away with the lawn. I just went out in the woods and got trees.

SZ

They tried to tell me I could come out to, I had to go in from the street to my yard and had to be so you'd have grass.

JD

She's doing the same thing. Round up some leaves... and her backyard was like eroding like crazy because of the creek maintenance. Creek maintenance is they take those big mow machines and mow the grass.

SZ

Is that what they do?

JD

They mow it where it's all sand. They don't let it come natural, they don't let the leaves sit there. I've been waiting for an opportunity to tell the board that their creek maintenance is totally against everything in conservation, the reason is because you're letting the stuff run into it.

SZ

But people are afraid of snakes!

D

But there's a difference between keeping it trimmed and buzzing it off of the ground.

JD

And blowing the leaves off! I don't understand, leaves are supposed to be there!

Focus Group 3

D
That's another...

J
...I had an armadillo on this side and he wouldn't stop so I took an umbrella I threw away, and just jammed it in the hole. Never been back, he scared of the umbrella.

[Many laughing]

J
And I caught one with the net, right out front, a little baby one. Let the kids look at it.

M
What's that?

J
Armadillos. And they run right across here, they go around, they down over here, they gutter to that spot over here...

JD
What street was this?

J
15th.

M
Runoff is damaging to creeks and water and is terrible for fertilizer and pesticides and herbicides. It's crazy.

PM
What do you do about that? Is there something you have had?

(0:24:36.2)

M
At a very minimum [inaudible] I have. I just try to do it naturally through mulch. Just adding different soils to it. Throwing sand on top of St. Augustine.

JD
Well, the more you fertilize, the more you have to water, the more you have to cut. And it's a catch 22.

J
And I've noticed with my neighbors too, the homes in parts of my area, they were put in with irrigation systems. And they piped them where the snow birds can go back up north

Focus Group 3

and the irrigation system will still be active. And just this week I put a different valve in there because the freezing temperatures. Or I had to cut it off completely because out standing backflow preventers freeze and break every year. It's crazy. So I eliminated that problem. But they're set up where they can run all summer while they're up north not paying any attention to them.

PM

How does that make you feel?

J

Crazy! I can't do anything about it.

Q. Do you know approximately how many gallons of water you use per month?

(0:25:42.9)

PM

Let me ask you another direct question, and I'll start with B[redacted]. Do you know approximately how many gallons of water you use per month?

B

Me?

PM

Yeah, and it's usually in the thousand gallon.

B

I calculated it, and I was very upset.

PM

And do you think that's average, what you're using?

B

Average per capita I use? I think it's probably less. But I even thought it was a lot. I don't remember how much it was, I just remember I was like wow! We hardly ever irrigate so I can't even imagine what the people who are even breaking the district rules, by irrigating more than once or twice a week depending on the year, I can't imagine how much water they're using.

PM

Do you know how many gallons a month you use?

J

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I want to say 4700 or something like that. 5000 gallons. I've got 4 showers, I take a fast shower, I'm clean though, but I take a pretty fast shower. When I was a kid I might stand under a little longer but I get in there and get out. Between that, and I will say the washing machines, the kids run through so many clothes, I probably do about 7 or 8 loads a week.

D

Is that the face?

J

It's the one on top, it's not the face one. I'm looking into getting that.

D

Do they really conserve water?

J

I don't know.

D

They say they do, but...The front loaders do...

J

The downfall is the way you open it up and inside it grows mold, because it doesn't get clean and that's kind of... you pay \$1500 bucks for a nice looking one that looks cool, space age, little thing on the bottom. But before you know it, you're going to have mold all over the place and then you're going to have a mold problem.

JD

And they're now advertising a cleaner. So you have to clean your washing machine.

J

A cleaner. So they have a problem, but they haven't really fixed it. They just put a name on it.

M

And there's a lot of them now that will do steam too. So, your steam will sterilize and take care of that.

J

Have you ever see these shirts right here?

M

Those golf shirts?

J

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Well it's all I wear and I can put a bigger load... I don't really try to conserve water, I just kind of do on accident. I didn't like 'eh! I'm going to conserve water because I'm trying to save everyone!' I mean I recycle and I try to a little bit, I think about it. I never set out to do it. So I like these shirts. I've got a hundred of them, well I can stick them in there and I have to worry about overfilling my dryer. Because I hang them up, I don't even have to dry them. So now I'm doing that, and all my cotton stuff you have to put less in because it's heavier or will throw it off. And you're going to kill your dryer and your helmet So a lot of these pants, so a lot of my clothes have turned into the 100% polyester, easy to clean, stain resistant...

M

And we're not allowed to put up closed hangers around here.

J

Well no, but see what I used to just hang this up, and I can hang it on, I personally do it on the trim in my room, so I'll have like 5 of them just hanging there. And they dry like 20 minutes. Easy.

M

To not to be able to have a clothes hanger...

J

I don't know if I'd want to, especially if you're zeroscaping next door and then you feel like mowing that one foot. And then you've got to blow that dirt onto that guys's. I'd rather have a lot of grass that's green than, I mean I lived in North Carolina and that's what they did. I mean they're everywhere.

PM

SZ[redacted], do you know about how many gallons you use per month.

SZ

Well, yeah, because I've been looking because of the electric and for some reason in my mind I'm saying like 2300 because last year my kilowatts was like 2400. And I think I remember saying, wow! Now that's going down to like 750 kilowatts. And saying boy that was the same, but I couldn't tell you. Too much.

PM

You think it's too much?

SZ

I think I can conserve more. Definitely.

PM

JD[redacted], do you know about how much?

JD

Focus Group 3

I use less than minimum, but it's just a two person household. And we don't run the dishwasher unless its full. My husband washes his clothes too often but when I water outside I never water the grass, I water individual plants, only if they're wilted. I have what I call a scentury plant, if it's wilted I need to water some other things.

PM

D[redacted], do you know about how many gallons you use per month?

D

No, I'm guessing it's around 6000.

Q. Which springs have you visited in the area and how often do you go?

(0:30:27.3)

PM

Ok, let's change topics a little bit, and talk about the springs, because it is one of the reasons we came here to talk tonight. And I'll start with B[redacted]. Which springs have you visited in the area and how often do you go?

B

Of all of them, which ones?

PM

Well, which ones do you frequently go to? Or your favorites?

B

Well, Ichetucknee, I did a paper on Ichetucknee for a springs class. So, I like to go there. We used to go to Poe a lot, we've gone to Gilcrest, Blue. My husband's been more than me actually. We've been to Rum Island spring.

PM

When was the last time you went to a spring, can you remember?

B

The last time? I think it was a month ago at Rum island.

PM

JD[redacted], do you go to the springs?

JD

We do all the time. We've been to all of them from the Colombia county line to highway 47. So we've missed Wilson, but I've been there before. So, we've done that.

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SZ

We try to go to whatever springs we can get to.

JD

We just love them. There's Colombia springs, which is right off of boat ramp road and we've hiked it over the horse trail so we can get into the spring and check it out.

SZ

And we go up in the kayak.

JD

Yeah, we do a lot of kayaking, in what, camp Calokawa? The springs there. We were able to get up there and go kayaking one time when the water was real high. We said ok, let's try.

SZ

High Springs is going to start managing Poe.

JD

Well, maybe. Supposedly.

PM

You said you loved them. What do you love about them?

JD

The springs? Just the clarity of them. I just love to get in them. You just feel so clean coming out, your hair, everything. It's just a shame that that's all gone. It really is. But...

PM

J[redacted], you said you had some stories about the springs too, right?

J

Well we used to go to Rum Island and then over to Blue Springs illegally. And then hang out over there. And Ginnie Springs. Poe Springs. I mean, pretty much everything down that whole road. And then whatever's, what is it, Camp Calockowa? I've been there, but I don't remember what it was called.

SZ

And then where Wes Giles is. The springs out there where he's done his...

PM

M[redacted], any springs you've visited in the area?

M

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Blue, Ginnie, Itchtucknee, the whole gamut up there It's amazing how many there are.

PM

Any memorable experiences?

M

Yeah, it's fun to go there, it's clean water.

D

It's cold.

M

Yeah, 70 degrees.

D

I go when it's hot.

SZ

I watched my granddaughter at Rum Island. There's you know, the main spring that comes up and there's another little one, and if you go down, she doesn't have to go too deep, and you can get the shells coming up. And she collects those every time because it's so neat when I tell her it's coming up and that's where you get it from the aquifer down there. They've done some really neat information things at all the springs now. Like at Rum Island at Boat Ramp Road, they have a whole, and I took pictures of it all so I know where all springs are now.

JD

Let's go to one that nobody knows about!

M

Silver springs.

SZ

This is one that's in the city of Alachua and it's in the parking lot of Sonny's Fat Boy. It's called Alachua city Mill. Our aquifer is exposed that far from 441. With no barriers, nothing. And people are just amazed when I take them there and say there is your drinking water. He's got barrels and old washed up[inaudible]. Why we haven't done something to build a wall around it or something...

PM

D[redacted], do you visit the springs?

D

Yeah, I've been Ichetucknee, Poe. What's the one in Devil's Den? You know the amazing thing to me was, I grew up in middle Tennessee where an idea of a spring was something as

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big as a cut coming out of a limestone wall. As some of the creeks and rivers, that was a big deal when you found one of those. And when you come down here, when you've got one that's big enough to launch a large boat in... it's truly amazing when you see what the aquifer will support and do. And with the amount of people that are in Florida, and it's still, they're still where they are and what they can do with it. To me that's what gives me hope that all we have to do is put our mind to the things that we're going to do. Make them equitable where everybody's doing their fair share, and then we should be able to keep these natural resources to where they are.

S

Can I say something? I think SZ[redacted], you might have said it, you were talking about when you're going in the springs, you like how it feels clean in the water and then you said it's a shame it's all gone.

SZ

Well, there's so many of them, like at Poe Springs is really yucky supposedly now. You know a lot of green over it. And when you start getting the green in there I think that's showing more of the fertilizer, everything going into it. And so there's a lot of those, like on the Santa Fe, north of Oleno, where the river was, river sink is. There's a spring up there, that really, from all the land, all the farmland I guess and everything, it just really...

JD

And it's amazing to me that up north, if you have a spring running through your property, in some states, you've got to have berms and fences and not let the cows go down to it. And yet, we have a hard time even keeping the dairy farms from letting their runoff go over there. Because my son did some research over at a big dairy farm over in Levy county, and then people don't know what the signs that say 'spring protection area', nobody knows what that means. You know there's a sinkhole there, somebody needs to be protecting. I don't think we're doing a good job at all.

D

Well, we're not and it's not even as much, dairy farms have a tendency to gather the visibility because they're visible, but let's see, recently, less than a year ago, state passed regulations, everybody that's got a septic tank on a Proter house and the thing you've got to realize is, every place there's a house with a septic tank on it, that thing is doing just as much as any herd of cows is doing. And so we're going make everybody start checking those on a regular basis and reservice them. And as soon as it dawned on the general public that this was going to cost them \$100 a year because every 4 or 5 years they were going to spend 4 or 5 hundred dollars to get their septic plans checked...

J

Is that the drain field you speak of?

D

Oh yeah. It was just unreal the outcry that you heard. But people have to realize, that's part of it, if you live in one of those areas... see here, we pay to have a sewer system, to have the water treated so we're paying to take care of ours. And this is a problem all across the southeast, my parents have had to deal with this in the county in Mississippi they live in. Because you'll go and see houses out there where even the drain field will be unhooked and there you'll see a trail out and beside it, and you can tell because out beside it you can tell because during those times of year when the rest of the grass is starting to die. Here's a nice green trail toward the lowest place of the creek and you can know what the problem is.

Q. Do you think the springs are threatened?

(0:38:27.1)

PM

Let's keep talking about that, do you think the springs are threatened, B[redacted]?

B

Yeah, definitely.

PM

What are the major threats in your opinion?

B

Well, nitrates from fertilizers, sewer systems, waste water stray fields, flow reduction from water use, too much water use also from like northern Florida water use: Jacksonville's has no backbone springs here. So I think the main ones are nitrates, which they say leads to algae growth which mixes up the plant abundance. So I think that and flow rate are the main ones.

PM

Anybody else want to talk about threats to the springs?

SZ

Well all I know is that I watched the Wes Giles one of the springs where he swam underneath and the guy was on top. Went through Sonny's Barbeque and did all that. It just blew me away knowing that that's where it was, the aquifer, and they were showing all the people just throwing their tires and all their waste and it just goes right down into, I mean that would really turn me on. When I came up here 6 years ago from Miami, then [inaudible] grass down there, the Everglades you know. When I came up here and learned about the springs, I thought wow! And how everybody treats them, all these sinkholes, it just goes right down in them. And we treat it like trash.

JD

Waste bothers me. But that copper's plant has been there. I lived out at Hoggetown Creek when it was pristine, we had otters there. And then that happened, and when it would flood

up into our yard it would kill everything from the high water point on down. And if there's one place like that, there's a bunch more that we don't know about. And look how long they've known that was there and they still don't have a plan for bringing it up. When it hits our drinking water is when they'll get excited about it. We'll move our well fields.

D

They'll have us pay to filter the water.

[Many talking]

J

Honestly, when I go to a spring, I go to have fun, I go there not to think about everything that's on that side, like the mobile home next to the spring and the drunk guy that's got his shirt off all the time 'Hey guys how's it going?'

[Many laughing]

J

You know, a lot of people don't realize this, a lot of people it doesn't even come into their mind. They know the spring as blue and it's clear enough. If it's murky that day maybe it's because it hasn't rained in two days, that's what people think. They have no clue that such and such fertilizer does this, this, and this. So, why not? There's zero advertisement, I mean if you're going to do something, you've got to have an advertisement. You've got radio, you've got TV. Your senator's a piece of garbage anyway but we can at least ask him to do something. I mean right now, I'm not saying that everybody dislikes treehuggers or anything. But, Gainesville is, compared to anywhere else, if you can't get it done out there, you have to be able to get it done here. So you can start something. You have to get money for that so you can do certain fundraisers for it. You can go around, actually you're doing this, but the way I see it is: start fixing it, you know? Once you set a plan together, get her done. Stop complaining about it and do something about it.

M

Put something in your water bill.

J

Think about this, you guys just said that the farms and the people that have fertilizer, the people who have animals, people who do lawns, this and this, a lot of homeowners weren't involved in that, sounds like it. So, if this is the land of freedom. Well, actually I think this is the land of law. So, why don't you get a law passed that if you're a fertilizer seller or you're Seminole feed, yadda yadda yadda, if you're stuff is in that thing right there, and you're caught, and it's on your property, you're getting a fine.

JD

They changed the fertilizer formula this last year.

D

Well, they're changed some a lot of places. The issue is going to be how you equitably spread the cost, because we're all involved in this. You've got to have drinking water, you've got to have water for septic system, and so everything we own, we live, our bodies are made out of the majority of our bodies are made out of water. So we're going to have to have this natural product. And the trick is, we have to keep it clean. Just like you said, people aren't paying attention, you're saying that you go over near the springs, you see junk that was put in there, this has been going on... beer cans, rusted cars, drums, you name it. It gets put in there. It's a hole so let's fill it up with junk. And the trick is, you've got to realize that that hole goes right into the Floridian Aquifer. And so that's what the public needs to be made aware of. Now, the other side of the coin is, you have to have enforcement, because it's just like you have a county wasteplace right down the road down here when you go out 121. And if you come down that side road that goes about a half a mile out there and comes toward 59th drive down here where the dairy is, if you go look down there, at least once a month, there's fresh trash and stuff that's dumped out there because the gate was closed over at the... And so, the majority of the public will go for it because they realize, it's common sense. You drink out of that faucet water right there, put that water into the ground, it's just one big circle. But then you've always got to have a little enforcement there for the people that don't care.

JD

We have to have it out there, an advertisement or something so everybody can see it. It's got to be in their face. For them, just like seatbelts, you know? In your face.

J

Stuck it on I75 right next to Café Risqué, I'm sure it'll turn some heads. Hey water! Hey girls!

SZ

It's got to be turned into a state park. They do a good job of keeping it clean. And the last time we went, they got in our coolers and, I mean all the sudden we had to put peanuts in our pocket and a cheese sandwich in the other, they took away ziplock bags. It was great. It was awesome.

JD

It was the first time that had every happened to us. We're the people who pick up trash... and they are limiting the number that comes in there. We talked to a guy who said that on those busy weekends, sometimes 10:30 in the morning they have already met their limit and cut it off. Make the limit smaller.

Q. Do you all think there are things you do or that your neighbors do right here in Turkey Creek that have an impact on the springs?

(0:45:37.3)

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PM

Do you all think there are things you do or that your neighbors do right here in Turkey Creek that have an impact on the springs?

D

Oh yeah.

PM

Like what?

JD

Well, the runoff from Turkey Creek goes into Turkey Creek and out here in the woods, it sinks into the aquifer. So everything we do in this neighborhood, even without curves, encouraging it...

SZ

We've got a lot of sinkholes in here.

JD

And Turkey Creek goes into the ground.

SZ

And I know there's a spring in here...

[Many talking]

J

...Pretty much it got down so far anyway. I don't really fertilize mine, I have a bag that I've had for two years.

JD

But I'm talking about those lawn companies, we're pretty responsible, but if you look at how many lawn chemgreen trucks and...

[Many talking]

D

See that's the issue that I'm aware of that I didn't get a chance to research, but I know, I ran the dairy farm across the road. We had an industrial waste permit and as a dairy farm, I can tell you, how much, how many bad kilograms of nutrients I brought on to the farm, how much we use for the crops, how much the cows used, what the cows put back, and what we did with all of it. And I had to try and keep track of it and try to report it every month and we got inspected and lagoons better not run over and we had to keep those... And this is

what you see in the majority of production agriculture. And you've always got somebody that tries to skurt the rules, that's part of why you've got to have enforcement.

SZ

The big farms are being enforced.

D

Well, and they get watched, because they're the most visible. But your biggest problem, like you say is: does anybody track all of the nitrogen fertilizer that goes out of Walmart, Lowes, and Home Depot that gets put on people's yard everytime the grass turns a little yellow. Does anybody ask them?

JD

And the people who have those lawn companies come down here and I don't even know what people are putting on their yards.

D

Well they do if they read their sheet but most of them don't.

JD

My neighbor talks about her chemical barrier she had between her yard and mine. I tell her, kid, if you want to see bugs you better come to my yard.

J

Have you ever tried to get spray paint lately?

M

Same issue.

J

Yeah, you have to sign off for it. So, if it's that big of a deal...

[Many talking]

J

... get busted smuggling fertilizer and then they'll really worry that it's going to be epidemic and we're going to be smoking fertilizer, then they'll make a law.

D

What changed the formula on fertilizer was the fact that somebody took ammonium nitrate and blew up a building. Once that happened, now they adjusted the formula for ammonium nitrate fertilizer. And Sam got a brother who also uses chicken litter and he sells that and spreads it because it is a natural alternative that's already got the micronutrients in it and he tests it so they know how much they're putting out and so we're not using natural gas or oil and turn into ammonium nitrate. We use something that the chicken made.

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J

Everybody knows to fertilize your lawn...

D

That's right, but if that's the reason you see the signs, the majority of the areas, you know around there when you say this is an agricultural area, if you can't move there, that's part of their good country living that you move there for. If not, you live over here.

Q. Do you all think that your neighbors would use less water if everyone realized that they're using the same water that comes out of the springs?

(0:49:08.7)

PM

Do you all think that your neighbors would use less water if everyone realized that they're using the same water that comes out of the springs? Do you think that would motivate people in any way?

M

Yeah, I think it would. I know I would.

B

A lot of people are just clueless.

SZ

It's just that they don't know. You've got to educate the public. [Inaudible] water to me more.

JD

I think we're more aware of it in this area because of the springs. Compared to an area where they don't use the springs for recreation.

J

We need a mascot, like Smokey the Bear to have somebody go on and say "Don't put your cigarette butt out... something like that. And then you just run with now. Now you have little Smokey the Bear guys in every state.

S

I'd like to follow up, people seemed in agreement, if their neighbors realized it was the same water that they might change their behaviors. What if it meant that their lawns were going to have some brown spots or yellow spots?

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SZ

I know one of mine's not going to change.

M

I know people down in south Florida making it so that the state paid them to remove the grass and put in green rocks.

D

If you go to Las Vegas where water is, they just spray the ground green with dye. Because they can't afford the water!

[Many people talking]

D

Well one thing that they can do is go to the alternatives like you've done. And that's the best thing that's come with the education that's come with the Florida master gardeners and all this, and we're saying that you can still have grass but you're not going to use St. Augustine, you're going to use a native grass that grows here and will withstand the drought, you don't have to do auxilliar water as a necessary part of it and it may not look quite as pretty as the gulf stream but...

JD

And some of my neighbors have when they redid, they put down stone...

J

If it was up to me, I'd Astroturf and clean it with a leaf blower.

JD

What are the warnings for some pitas compared to St. Augustine? Because there are some centipede lungs out there. It's better.

D

But it's still a long type grass and they have... they were designed for something else.

JD

And one thing I tell my neighbors too, because people come to see my yard just because.... And I tell them about when you have a monoculture one bug can come in and wipe you out. And because I have a little bit of St. Augustine and Bermuda grass that blew in and some frog fruit and all the other things, and one bug's not going to wipe me out and he may be a bug that I want to keep anyway. So you're creating a habitat, but people come by my yard and say, do you have snakes? And I say, I hope!

[Many laughing]

Q. Wes Giles Video

(0:51.53.1)

PM

Ok the next thing we're going to do is watch this video. It takes about 4 minutes and we're going to watch it and then come back here and we'll ask you a couple more questions. We're almost done so bear with us just for a few more minutes.

S

J[redacted] is getting it ready so you can sit here or stand up, or stay where you are...

JD

Did you ever meet Python Gratway? Because he came out [inaudible], his research [inaudible], big blonde guy.

J

Did you ever come out there?

SZ

Well, we talk about releasing those calves.

JD

Baby calves, we just want to go releasing them.

[Many talking]

D

We don't do veal unless they've changed it since I've left. Now they're raising them to turn them into milk cows.

SZ

Oh, no they're not.

JD

Why are they in the little tiny cages so they can't turn around?

SZ

They can turn around.

SD

We're farmers since 1704, I know how to grow these calves.

D

All I'll tell you is that it's more efficient.

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JD

Well if it is, they don't move around.

D

They were half the size of this table, they could still turn around because there are regulations for that too. But the trick was that we had to have them in there when we changed the sand often.

SZ

If they ever get loose, come looking for me. [Laughing]

JD

I know the university owns a lot of land around here. And we're always looking because when I see sprinklers going the regular farmers can't. You know this was all road crops out here. Because my husband did an insurance gig out here and in the 60s, but not like it was, you're thinking packing shed.

[Many people talking]

D

Because it's like the one farmer, we have the lagoons, the last year I was out at the dairy, I talked to, we gave them an airway to put on a vegetable farm on four vegetable farm areas. And that year, I know two farmers who were doing vegetable farms and beef cows. He got his first picking off, sent it off, fixing to do the second picking, called him back and said we've got all we want they're not worth anything, he said that's the last year I'm fooling with this.

JD

Why?

D

Because they, we've gotten so much transportation of these vegetables across so much of the county. And because no body will say, look, you've got us a seed back into the 50s and 60s, if you had a surplus, you canned it, somebody put it, did something with it, well, nobody does that anymore so it's just wasted.

JD

Because when my husband would come home from his insurance gig, he would stop at the packing shed and bring home groceries. I think people are that way about everything. Nobody knows where their food comes from. Nobody's responsible for anything, including feeding their own bodies and kid's bodies.

D

Focus Group 3

I knew we were in trouble when, I got a cousin out in Texas that, we all grew up, Grandma, Grandpa, had a farm. Well, my cousin got a job driving around with a trailer and mini milking machine, teaching the kids in Dallas, Texas where their milk came from. I said, we've got a problem in this country.

[Many people talking]

JD

I think education is very important.

M

We need a lot more. Home garden.

D

Getting these gardens in these intercities.

[Many people talking]

SZ

I see it all the time and it just makes me cringe, because I know what irrigation costs.

JD

It's all reclaimed water.

[Wes Giles video: 0:56:05.3 to 1:00:39.0]

PM

If you come back to the table I'll just ask you a couple more questions. Actually, E[redacted]'s going to come over and ask you a couple more questions.

D

Well it makes sense because I'm imagining that the majority of this water comes out of the great swamp.

SZ

Okeefenokee.

D

Yeah, and see they've been in a drought situation for at least the last three years. You're seeing water tables drop, it's just like all the people out west that are trying to get water out of Okalala. And they're going to have to find a way to recharge it.

SZ

Well, just like up in Georgia, they are complaining because we're taking the water from Lake Rainer down there and draining it dry. It's sad to see that we have to do what we do.

Focus Group 3

JD

Well in California they don't let any water go out into the ocean, do they? I mean they've used it up by the time it gets there.

D

Well, they had to let a certain amount of the Colorado go all the way to Mexico.

JD

But there's not much.

D

But there's not much. And the deal in California, it all depends on the snow pack in Northern California so...

[Inaudible talking]

D

Depends, so you get into a whole...

PM

Ok, E[redacted] going to go ahead and ask a couple more questions and we'll wrap up.

Q. What were your initial impressions after seeing the video?

(1:02:12.5)

E

I would just like to get your initial impressions after seeing the video. You know, what do you guys think about that?

JD

I think it's awesome, I think I have a couple of videos similar to that, that just show and just... It's a good educational announcement.

E

What about from the rest of you guys? What do you think about it?

B

Well, I watched it in a class once and thought it was really cool and put it on my facebook page and like this is so cool, look how cool springs are people! I think a short version commercial would be cool. But I think it helps people realize how, I don't want to say rare, but how lucky we are to have so many here.

J

Focus Group 3

And see how easy it is to damage it.

JD

And how close we are to the aquifer, really.

J

It's kind of a little inspiring. Makes you look. Hey! Look at all this pretty water! And oh, gosh you're taking it away from me now! I think you could make it more dramatic.

SZ

When you're going through there, and the tires...

J

It's even worse than that. You can do a lot of other things. Show them some of the really nice and pretty and show them a really disgusting part and then show them just show them some Keystone and Melrose and some of those places, those places have dried up completely. I mean, I had a friend who lives down 39th and I can't remember the town, but he had lake front, it was hilarious, well not really hilarious, he had a lake front house, man would go fishing and all this and it dried up the next year, I mean gone. Literally you couldn't even see water two years later like 100 yards away.

You go down 40, between here and Daytona, in the middle of the forest over there, there used to be a bunch of lakes over there. And until we have another year that has six hurricanes in it, that puts 200 inches of rainfall back in this part of the state, it's going to be dried up.

Q. Does the fact that the video inspires you, motivate you to do anything differently?

(1:04:33.2)

E

So, you said that things, that was kind of inspiring. Does it motivate you to do anything differently?

J

Well, I mean I didn't expect to come, sit down and do this to begin with. But, I mean, now that I think about, I had no clue what you're talking about at first and now yeah, of course. First of all, I'm going to do it to save money. Second of all, I don't drink this water anyway unless I drink the tap or I have... I drink Tampa's water. There's this big barrel at work and you just fill it up.

JD

You know, I really have a problem with people saying that, there's a new lady in the neighborhood and she was talking about buying water and I said, drink the water! And she said why though? And this last week, the new water quality from Alachua is that...

J
Half of it is boiled distilled water they give you anyway...

JD
Drink the water!

J
At work, we have like 12, 5 galloon barrels of water.

JD
Well at your own house you don't drink the water?

J
Yeah, I drink out of a filter. I'll drink out the hose. I'm not like that. But I drink so much at work because I'm the only one drinking the water out of that thing, and I have 5 gallons to drink anytime I want.

JD
See that bottled water is a scam, it's just such a scam.

J
Oh I don't buy bottled water, because then I have to recycle the stinkin thing. No, I drink right out there, out of the faucet. Technically, if you got up in the middle of the night to use the restroom? So, have you ever smelled the water coming out of the toilet?

B
Like chlorine smell?

J
No, it smells awful. Some days it's worse than others. But that's still the same drinking water.

JD
It's just because it's been sitting for a while.

D
You've got two issues. You have the material that's in the plumbing in the pipe, and then you have the amount of chlorination in the water system and how they treat the water.

J
And you've never smelled the shower, shower water? I mean I lived in Jacksonville so I...

D

Every region's going to have their own, every town, every water treatment system is going to be different depending on how it's run. And here they have a little issue because they had a little fecal coliform in Alachua's water.

JD

Is that recent?

D

Yeah, they put it in, sent the notice out, they've got it all cleaned up, but you've got to realize, when they do that, they got a leak somewhere. By regulation involving public water systems they have to keep it clean enough so they'll automatically bump your chemicals up with whatever method they're using of chlorination cleaning to be sure that the water is safe. Well that's usually chlorine gas or something like that.

PM

Well, coming back to E[redacted]'s question...

Q. What are more ways that you can conserve water that the video helps point you to?

(1:07:41.9)

E

So, we've talked about this a little bit, you guys have talked about this a little bit, you guys mentioned some ways that you conserve water already. So, are there any different things that you can think of that the video kind of brings up for you? Of ways that you can conserve water?

SZ

Yes, that my husband's been washing clothes and the dishwasher. He always has, he loves it.

J

More water than the whole tiny, you have your soapy water, then you have your rinsed water, which I've tried to do and they stopped me and asked why? It's going to be dirty, you put the dirty in the dirty water. In fact my grandmother used to do that all the time.

JD

And you know I had a house in Tennessee for a while and there wasn't, we didn't have to have a bathroom. We could have had an outhouse in the county I was in. And then they were so surprised I was putting my showers and everything into the second tank because everyone put their gray water outside. Yeah, and I already had a basement.

Focus Group 3

E

So you're saying that the gray water should be separate from...?

JD

We could water our grass with sewer water. Absolutely, it should be recycled into your yard or something else. Maybe in the future you can do papers like you saw, those pavers in your yard, and when it grows it's going to pretty much suck up some of the water, feed the grass in that little square and it's going to look like a lawn.

JD

They could do away with concrete driveways completely and do pavers there.

SZ

If you do that, that whole parking area behind Grover's Park, where the baseball field is, their whole parking lot is done with different bricks let you have grass growing up between them.

JD

Well, more rain barrels, make your own... I know they have workshops all over the place. Garbage cans work fine but, they don't even have to be under a down spout, if you have a place where there are no gutters, I used to just line them up. I threw some little bacterial thing in there to keep the mosquitoes out and it works.

D

Every home they have gutters all the way around it going into a big tank.

E

So the system needs some kind of [inaudible], some construction-based innovations. So I'm going to ask one last question and then switch over to review, I was taking some notes while you were talking and it will give you guys a chance to go over some of the things I thought were major things that came up. And if I got anything wrong, you can let me know.

Q. Was there anything in particular, in the video, that spoke to you? Powerful messages?

(1:10:29.4)

E

But, so, before we get into that, the last question is: Do you think, of that video, was there anything that spoke to you in particular? Or a couple things that you thought were really powerful messages?

M

Yeah, that's they're drying up. That it's not just affecting us, it's affecting birds, everything, all the wildlife is.

SZ

All the slime in the springs it shows.

B

The Suwannee, springs, a lot of people go there for recreation.

JD

I think people have to make, and I don't remember if the video did this, but people have to make a connection between the springs and their drinking water and the aquifer. That the springs aren't just recreation, that is our drinking water. When I advertise the springs I say that you can just drink and swim in at the same time. Because, to me, I'd rather drink the spring water just take a jug to my boat, than Florida water.

J

The small businesses had a major effect on it too. I mean painters and everything, they just dump it in the ground. But, there's no real people watching them. There's a lot of stuff that gets poured back into the ground.

JD

But, now, though, they're doing the toxic waste pick up and stuff like that. So now more and more people are saving their paint, realizing...

J

But small businesses, they have to make money...

JD

Yeah, and it costs them money.

J

They should be held accountable for their waste, because they're not.

E

And J[redacted] I heard you say that maybe you could juxtapose really nice springs and pristine springs with really ugly ones.

J

Yeah, definitely, educating other people is really what you have to do. Because really I didn't realize how bad it was. And obviously it must be pretty bad if you're having people do research and I kind of know it's going to go up and down throughout life's little, you get a hurricane, like have you ever gone to Picka fishing? Go to Newnan's lake and that's a dump now. I mean alligators are on the ground, boats come at day and they can't get under the boat! I took the girls out there and I thought I was in some deep water and stuck my

thing down and it was about a foot of water. And I have a little John boat shooting up mud. It's bad. I just thought that might be drying up, I didn't think the springs would ever, the aquifer's kind of costly to...

JD

Well you take it for granted when the lakes dry up... when the springs start drying up you know...

J

But I don't think people really realize why they dry up and what causes them. But they have so much advertisement on everything else I mean, less Viagra, more springs.

JD

Right.

J

Whatever gets your word out.

JD

Since it's more central, they should really do it. It is all springs; they should just go out there.

J

It's just like here, they said one thing on that video, is that they were trying to save some of the natural parks. That's the state doing that, the government, that's who you've got to talk to. Because you've got these down here, you've got Poe, they weren't doing a good job, to begin with, we used to go in there and jump off that tree until my friend got his pinky ripped off. They kind of slowed that down so they didn't allow a lot of people in there, seriously, we used to go all time.

SZ

All of them were free, but now that they regulate it.

JD

But now that you can go on all the springs along the Santa Fe, because they're not private. As long as you stay in your boat.

J

But that's when they kind of stopped it, and then the state got involved. And now it's, I don't go there, I heard it's kind of mucky.

D

Well, what you're going to, we're going to have to see this, we have an issue with the entire nation. We've spun ourselves into a hole.

J

We could create jobs.

D

Well the things going to have to be, we're going to have to decide what we're going to spend our money on and how we're going to pay for it and the issue is going to be that springs help everybody because it's drinking water. Ok, given a portion of that is everybody's business. Now the other part of it is, the trick of it is what you're doing with your video, your video was dramatic and it showed us the good and the bad, and for general viewing that would be great. But if I wanted to take that to a bunch of kids and really show them about it, we're going to show them more about all the stuff that you showed, short shot of the tires and the drums and the stuff like that, because that trash is still getting out there, and every time I listen to the radio, every year is another, let's go clean up another section of the Suwannee. So that tells me, if we got lucky we slowed it down, but we sure haven't stopped all the trash going out there.

E

So you're saying, educate young people about springs?

D

About the contamination of the groundwater, and how it affects the springs, and then when you put kids to watching things, the older they get the more power they realize they have. And then that's the people who watch those people that are doing the small business because the enforcement officer can't be everywhere. But when we educate the public and get the public behind us.

JD

Well the schools, take them from, this is something that has to be, this is our water, this is our aquifer. This needs to be...

D

And they're going to have to learn all about every bit of this. And it's environment and they're going to have to take care of it and encourage us to do a better job of it.

JD

Fort White High School has quite a program over there, where the kids go to the springs, and I don't know if they have magnet schools in that county or not. Do we have an environmental magnet school? I mean, the University has just now put in a [inaudible] the last few years for environmental research. And the kids know about recycling, they really do. It's in their face. And you can do the same thing with the springs.

M

Like it California, the plastic bottles, charge them 5 or 10 cents a piece.

JD

Focus Group 3

I don't understand that.

J

You've got to give them back and all that stuff. This could be for you guys, but your daughter goes to PK? There's a creek at PK. University's affiliated with PK Young, they have a creek, if you can get them to there, it's a unique school down there.

JD

They've got programs, those kids are in that creek all the time.

J

The science, well, earth science class we go down there, alright you guys are going to grow a plant and put a seed in the thing. I've been there. But I don't think they realize, maybe you might have a class one day, kind of like going to church, usually next year you're going to hear about single dating following the same sermon, same thing. This student gets this one 2 hour class of springs, water, this and that, ok everybody tomorrow we're working on whale tissue. So, I'm thinking you can do that, or to start a program you can do a clean up, or a fundraiser and then you could do clean ups, fundraiser, and then a petition. And then why not kick everybody, if you ever make a law, try to help them make the law, which is kind of an act of God. Why don't you just have them, you can not live this far from the springs. You cannot live on the spring anymore. I'm sorry, you can live on a lake, you can live on the river, but you have to be 442 yards from the spring for protection reasons. And then of course you can throw manatees in there, but I think they're doing a pretty good job with manatees. They were hitting those things left and right when I was growing up.

M

They still are, it goes in cycles.

J

I was down in Suwannee in an electric boat and two of them got spooked by the electric boat and about threw that boat over. So, I mean those are some big animals. And that's not very much water. But I mean you can make these lists.

D

You can get funding, get grants, I mean look at the batteries, the tires, cheap oil. None of its accountable.

JD

Especially if you see it there behind Sonny's.

J

That's all it's going to take is... all we need to do is everything that is made needs to have a cradle to grave track to where... and that way it all gets accounted for because everything needs to be done that way. And see, this is what's aggravating, with you production agriculture, you get to do that. You've got to track all of your feed nutrients into the farm, all

the fertilizer you use, the milk goes out, the cows come and go. So you track everything in and out. The other stuff that is bought by regular consumers, there's no, like you said, nobody's watching. There's no...

JD

Unless you make a Mom out of it. You really get it started from the kids.

[Many voices talking]

PM

Alright so we should really wrap up. Just the high points.

E

Alright, so I really appreciate your time. And want to get you guys out of here.

JD

We're enjoying this.

PM

Still plenty of food.

Q. Review

(1:20:35.2)

E

So I'm just basically going to and recap what I will take from our conversation. And if I get something wrong, let me know and I can jot down some extra stuff. So we started having a conversation about if you think we're going to have less water. Someone said that with population growth increasing in the future, yeah. Someone mentioned water bottling being a problem with our water quantity, that it's already happening. That there are agricultural reasons that we might have less water, required for agriculture. Someone mentioned wells going dry, already. Someone said that we will still have water but it will be a lot more expensive.

S

To follow up on that, do you guys think we pay enough for our water?

(1:21:28.4)

JD

Probably not.

B

Focus Group 3

Its cheap.

[Many voices talking]

D

Like our grandparents? They were paying a lot less for absolutely everything and...

JD

Regulate it well.

D

There's the issue, our parents.

J

Well everything else, with fuel adjustments and all that. Why shouldn't there be a conservation tax on water?

M

They're just going to get to you until you're broke.

D

Well, that's where we get into the fact... So everyone pays the proportional amount. This is going to get to be a big deal in Canada, worse than it is here. Because they're using massive amounts of water, to wash the oil sands to make oil to ship oil to the United States and to China. And right now, the Canadians that live there and the places that are mad at this oil sand, the Indians so far, the indigenous people are the only ones protecting that government to task. To take care of all this nasty water they have piled up over there, building lakes to hold. And so the thing I'm saying is, until we've got cradle to grave, you've got to create this problem, you create a product, well all the byproducts have got to be taken care of, gotten rid of, recycled, and taken care of. There is a cost of whatever that problem is.

S

So, D[redacted] can I interrupt and bring us back to Florida? You just said equitable, everyone paying, do you think people on wells should pay for their water?

JD

Yeah, because if you watch some of these films, it's coming straight from the aquifer.

D

No, they own that as part of the property, the mineral right that belongs to that property. The question's going to be though, see if you're going to say the people on that property own that, then you have to ask, if you move into an apartment that uses water, who's responsible for providing the water for the city of Gainesville? See because the water that comes out of those wells over there, if I have a well, it's pulling away from that well too.

Focus Group 3

M
It's pulling from the aquifer.

D
So, we're all responsible.

J
So, yeah, they should.

M
When you buy a home, the mineral rights aren't yours. Garbage. If you buy 50,000 acres.

D
Whoever owns those mineral rights.... I bought property in Mississippi and just like they said over there, if they ever discover oil in here all the lawyers are going to committing suicide because they've been splitting mineral rights. Everybody that bought the land would get half the mineral rights, the other person can't...

J
We had to sign a state document saying that we don't have any rights to it...

D
That's because somebody already bought them. There are places in Colorado... You can. But then who's going to get the rights to the water then?

J
Obviously the state.

D
Why should the state get them?

JD
Because they could regulate it.

J
And you've got jobs.

E
This is a great discussion.

(1:24:57.0)

E

Focus Group 3

So we were talking about the costs of water, should people on wells have to pay for it? We got some good...

D

If you're going to do that then let me say that, if you don't have a well then why don't we see, we have all the water we need, all it takes is a power plant on the coast, Tampa's already doing it, that can take the ocean and turn it into all the water you want to buy at the price you want and pump it any place in the country that you need it. The question is, somebody's got to pay for the desalination, somebody's got to pay to get rid of the salt, and somebody's gotta pay to pump it. So it's not a shortage of water, it's a matter of where we get the water, who pays for it and how we pay for it. There's the question.

JD

It's still not going to be spring water.

D

Water, once it's run through the distillation, the only difference between that and what's in the springs is what it absorbed from the rocks in the ground.

JD

Spring water tastes better.

(1:25:56.0)

E

Alright so kind of expanding to the rest of the United States. Someone mentioned that east of the Mississippi where you're used to cheap water, and that in the future the real issue is going to be equitable distribution of water. There could be some political will to redirect flood water, send water to different rivers. A lot of water is wasted and we talked about sprinklers watering pavement. A lot of apartment complexes do that and there's a lot of apartments in Gainesville.

PM

Let me side track you again, are you guys active in your HOA, do you ever go to the HOA and talk about these issues?

(1:26:42.4)

J

I'd probably cuss them out.

B

I don't.

SZ

Focus Group 3

You could get a lot more if you go up Young. We put our gardens out front and we don't do the watering.

[Many voices talking]

JD

She's in the ladie's club here that does a lot of volunteering in the community.

J

We're going to have to fix that.

PM

Are they acceptable of your Florida friendly yard?

JD

Oh yes.

PM

Does your HOA accept it?

JD

Yes, they have to. Six year ago they didn't and I told my neighbors about it.

D

I used to live on a boat and every time we'd come here to dock up, the water that we were allowed to use in those bathtubs, smelled like... because it's so full of sulfur. I mean it's terrible. It's brackish they call it, as well. There's some salt in it. So, being this far inland we're real lucky that we don't have that contamination.

(1:27:44.0)

E

Ok, so we're going back to the cost of water, someone mentioned that water is technically worth more than alcohol.

[Many voices talking]

E

Then we started talking about whether or not there is reclaimed water in Turkey Creek.

SZ

Yes, for the golf course, not for the homes.

E

Focus Group 3

And then there was some conversation about maybe needing it to be residential also? The discussion about HOAs charging people for having grown lawns. But now that's against the law.

JD

They haven't charged me for nothing.

SZ

If you stand up to them you don't have to. If they charge me, I'll take them to court, it's fine.

D

They're going to want her to change, they won't have any choice.

J

Look at the golf course, they let it get a foot high and they don't get fined.

M

There you go.

JD

It's a pretty nature...

J

Well, if yours is like that, you get fined.

JD

Right.

E

There was a discussion about communities needing to work together to solve problems. There are some norms out west like new construction cisterns or tanks, we can recycle water, and in some places they already recycle municipal water all the way to be drinking water again.

S

Can I, I'm going to interrupt us again, just thinking about recycling water. What would you think if your wastewater was treated and recycled and then sold back to you as drinking water?

(1:29:23.8)

SZ

It's pumped back into the aquifer, we're going to get it back anyway.

B

Focus Group 3

It's alright meets drinking water quality standards, it's just the yuck factor.

J

I think the wastewater from our homes should be separate. Your rain water should be separate. You can separate it. All the showers, dishwashers, kitchen sink.

D

It depends on how much you want to filter it and what you want to do to it. That's the trick. You can take cheap vodka and filter it ten times and it will be just as good as....

J

Washing machines and showers, its all soap in it, it's phosphate that fertilizes your lawn right there.

D

What your saying, that formulas changed, if you look at the majority of it, the phosphate's added because that's the other nitrogen and phosphate are the two big nutrients that get in the water and cause problems.

E

Alright, great, we talked about some porous pavers, which we saw in the video that can help absorb water and water more efficiently. People can make rain barrels look nice which might influence people to use them even in nature ways. Which we also talked about needing to be ok with now. Tea bags and screen can prevent bugs in a rain barrel. And then we started talking about ways that we conserve water. So someone: mulches, prescribes to the right plant right place, plants more trees and recycles leaf litter. A couple of you guys mentioned spot watering plants, watching a paying attention to grass to know when it needs to be watered and only watering it then.

D

Someone asked, is there anything against us, I don't think we're allowed to do it in here, but the homes from putting a well in just for irrigation.

SZ

Well they have that.

JD

There's some in here.

D

The trick is, they pretty much bought a lot of oil permits because of the fact they're trying to control the amount of water they're pulling out of the aquifer. I mean it's like a lot of them got grandfathered in. There's the issue there, how much do we pull out and who gets the privilege to do it. And that's what we've gotta do.

E

And then someone mentioned not watering cars, spot watering minimally. We asked where does Gainesville get its water? We thought of GRU, the well field off of 53rd Avenue, someone mentioned copper pollution. And then we asked where does Turkey Creek get their water.

M

The city of Alachua.

E

Then we started getting into when we water. And someone mentioned even when they only water at night, only a few times, their water bill is still noticeably higher. Someone mentioned that their water and sewer is more expensive than their electric bill now. That outdoor water use is the most use of water. So people should fine and regulate, basically restrictions, especially if you're day watering. Then we asked a question about neighbors. Whether or not you guys feel like you are landscaping in a similar way. And someone mentioned that now with the economy the way it is, people are paying more attention to their bill. Then we got into, someone said something interesting about old school lawns. Do you guys want to elaborate a little on that?

JD

Just that St. Augustine looks pretty and there are other lawns that don't take up... I mean Bermuda's yucky but you don't have to water it at all.

D

The thing you've got to remember is, the really manicured lawns started back in the day when golf really hit it's heyday in the 60s and people really started looking at. Well, that's all based on for the most part, that's an artificial, that's a generated turf, specifically bred to do a specific job. It could be cut short, like a carpet, when you induce a plant like that and keep it up, it takes a lot of water, a lot of fertilizer, maintenance, chemicals, and so now you're seeing a move, I'm hoping the general public is starting to go back to the more natural, because they're not having to use too much excess water and as much chemicals. And I'll complement you on this program, this has been working well because, what, you think 10 years ago you could have got this many people together that would have been this interested in the springs? But I'm thinking, you hear more about this all the time; the general public is getting aware. I don't know either it's the economy of everybody getting to go to springs more, pays more attention to those kind of things. I think our country is becoming more ecologically aware all the time.

E

Good point. So on the last page, someone said that their neighbors like their Florida friendly lawn because there's a lot of butterflies. We started to get into some issues at Turkey Creek. We mentioned that there's a creek maintenance problem. And there's a difference between trimming and buzzing the bank, someone said. There's runoff to Turkey Creek from pesticides and fertilizers. And someone mentioned that that's a catch 22,

because like you were just saying, basically someone said the more phosphorus or pesticides or fertilizer, the more water you have to use. So it's kind of this self-propagating cycle. Someone mentioned that snowbirds, when they leave for the summer, some houses have irrigation installed that unobserved and running all summer long. We got into a discussion about washing machines and that frontloading washer can get moldy, and that's a problem. Some of us are accidental conservationists. Zeroscaping can sometimes mean that a yard is just dirt. Several of you guys mentioned that you can conserve more or kind of surprised by how much water you use. Then we started to talk more about conservation behavior, we wash our clothes infrequently and only use our dishwasher when it's full.

JD

Down here where it says Scentury plant it s c e n t something. It's a garden. It'll make sense next time you read it.

E

Smoke free zone. Let me ask what you like about the springs. Someone mentioned the clarity of them, you feel clean, they're cold, you go there to have fun. We talked about information kiosks at the springs, which are neat and can kind of show you where they are located. It's cool that they're large, they can support a lot of people, they're all high magnitude. Then we all talked about, S[redacted] asked a clarifying question. And basically there are some green cruddy stuff in Poe Springs and some springs north of Oleno. And we think that's from fertilizer, maybe agricultural runoff. Then someone else talking about dairy runoff or agricultural runoff being the most visible. The springs protection area, no one really knows what that means. Someone said that it meant that there's a sinkhole.

SZ

That the runoff from this area goes into the aquifer.

B

Are we allowed to add more?

E

Absolutely.

B

So I would just think it means that you're in a springs shed.

SZ

Yeah, you're in the watershed. It's just like when you're in the mountains and they talk about the watershed.

PM

What does that word meant to you, spring shed?

B

Focus Group 3

All the water that feeds the springs, surface water, ground water.

PM

Do you think we're in a spring shed here in Turkey Creek?

M

It's all under us right now.

JD

Turkey Creek goes into the aquifer.

E

Alright, then we brought up that there's some new regulations or legislation that requires people to get their septic checked in the drain field for springs or creeks. And that's equitable for people who are on septic to pay for that check because we're paying on city water for our municipal water treatment. Some of the major threats we mentioned are water flow. Nitrates and then I also heard you say, phosphorous? Ok.

J

Nitrates feeds, phosphorous kills?

D

No, they're both nutrients. The question is, usually you use more nitrogen just because the way it works. N P and K. Nitrogen, phosphate and [inaudible].

J

See I use 666 so it pretty much just feeds it, doesn't kill much. That's why I thought that.

D

You won't be as likely to overdo.

J

You can't burn it.

S

Ok so we might have to just focus on some key points because I only have a couple minutes.

PM

Used up most of our time here.

(1:39:35.0)

E

We started getting into a conversation about education or ad campaigns. Gainesville is a good place to start those, put some information in the water bill. Make a law, needs some

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enforcement, put it in people's faces. Schools. Then we talked about how we understand that there's runoff from Turkey Creek that goes into Turkey Creek and into the aquifer. We mentioned something briefly about landscaping companies, dairy farms, and agricultural runoff has to monitor or report their units. Do people track private fertilizer? You have to sign out for spray paint at the hardware store but not a fertilizer these days. Yeah, this is the last page. We could pay some people to not have lawns. You can use native grass if you want a lawn that uses less water. And someone said that monocultures are vulnerable to bugs and...

D

One real quick add, for anything to help conserve water, maybe get some kind of government rebate or a rebate back from the state, the city, anybody. Or maybe a discount per month.

JD

Well I'm going to really expose this now, looking at my water bill and seeing every month now and make a point for this whole year and see how low I can do it.

D

Or you can buy the paper, you would obviously get some kick backs from your taxes.

M

I was gone for two months and they still billed me for those two months for water.

J

The average. They average last year and this year.

M

There's a minimum charge.

SZ

Unless you tell them to turn it off and then they charge you more to turn it back on.

J

They get it one way or the other.

(1:41:43.1)

PM

Well, that's the end of our questions, one thing we'd like to know is if we can contact you all in the future, whether to give you feedback on this research or to ask you further questions or anything like that. If that would be ok?

[Everyone agrees]

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S

And we're hoping to do another group in Turkey Creek, ideally we'd like to get some folks that are irrigating and really care about their lawns. So if anybody, if you can think of any neighbors that might be able to talk into joining us for another night somewhere else. This wasn't so bad, you can tell them you got free food. Let us know. You've got Emily's contact. And in a minute I'm going to hand out my card. For participating tonight, everyone gets 3 passes to Blue Springs park, up past High Springs. I'm the water conservation coordinator for Alachua County so I live, breathe, water conservation. And I'd love to come back if anyone at the Homeowners Association meeting I give presentations.

SZ

We have a ladie's club.

S

Ladies' club. I'd love to come and talk about springs issues and how everyone can conserve water, talking about all those different things. I did want to, I did hear something today that I wanted to...

M

Do you do anything with the plumbing equipment?

J

No, I sell [inaudible] roofing, shingles. Pretty much those. Net guttering. Pavers. Shutters.

JD

One of the two [inaudible] mandated it.

D

If you go out to Las Vegas, any place out there has got the, where the high pressure flush toilets, where they use little water, under a lot of pressure. After talking to people that own them, yes, sometimes they're a little more maintenance with them and stuff like that. The big advantage, with the water big going the way it is, I think they pay themselves.

JD

Even if it's not high pressure, and it's just that you can flush with a cup and a half full of water or a [inaudible].

D

Well, it's like you can even take old fashioned toilets and like what I did with the ones in the house was, you can put the brick or jug in there and cut that water volume.

JD

Well they've got the low volume.

D

Focus Group 3

I mean this technology just keeps coming and coming and it's going to do, the higher the water gets the more they're going to create this stuff.

S

And we see this stuff in new construction, like retrofits. Something I did want to say because you were talking about irrigation restrictions. I did just want to let you know in Alachua and under corporate Alachua county, even though you're in the Suwannee district, you're actually in the Alachua county's restrictions, which is actually the same as St. John's. So it is the designated days, and now your one-day a week....

B

If people actually know to gather that information...

S

It is very confusing and our goal is to get everyone in the county on the same restrictions. But we need all of the municipalities to opt in and Alachua did. So we're waiting for High Springs and Newberry and Archer and then everyone in Alachua county will have the same rules. Right now you can water once a week but we'll encourage you not to if you don't have to. Not Saturday or Sunday if residential.

D

Do you own any irrigation equipment?

J

No.

D

See, another thing is that the technology has gotten cheap enough now where you can wire those systems in, they've got sensors you can put in the system so when it rains it relicks the timer.

SZ

Everybody that I've talked to says they don't work.

D

There we get into who's watching the nozzles and doing all this. Maintenance is a part of this. Somebody's got to do it.

S

So I have one more thing I just want to tell you about. So it seems like a lot of people in here were springs enthusiasts so, just want to tell you about a group, the Santa Fe Springs working group. I coordinate that through my job and it's a group that's open to anybody. Citizens come and we meet quarterly and we get people from the university to present and grad students, government folks, and talk about these issues as to what's happening in these springs. Now I'm going to pass around a fact sheet that's tells you our next meeting is

January 12th, and it's going to be at the Great Outdoors Restaurant. It's got the website so you can go there. And I've got a ton of old presentations there if you all the sudden want to learn more about the springs I welcome you to spend some time

M
In High Springs?

S
Yes. The meeting will be in High Springs. On the back of it is what we have mapped for the spring shed and you'll get to look at this. This is what we're using data, we've figured out that the springs that all of you guys are talking about: Ginnie, Poe, Blue, all of those that the area in Alachua county, all the way south of Archer into Marion County, all the way out to pretty much Hawthorne, that is the spring shed. So any rainwater that lands in this area is eventually going to be making it to the springs and any pollution that it's picking up is making it to the springs. Except for this little area here, you'll see is the well field for GRU so that's all of us in Gainesville, all the water we're using, we're pulling water towards those wells and pulling it away from the springs. And the same thing if we did it to that much detail you could see that in Alachua. So your water use...

M
Paynes Prairie's dried up now.

J
That was a lake 4 or 5 years ago.

S
So if you want one of these, take one, if you don't just keep passing it along. And I greatly appreciate everyone's time tonight.

D
Are there any other videos of the springs and stuff like that?

S
Yeah, they were talking about one Wes Giles did...

[Inaudible talking]

D
Any of them a 30 minute or an hour documentary?

JD
Yeah, yeah. The one that he goes to Sonny's and they're on top and they listen and they're....

M
I heard so much about that.

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[Inaudible talking]

SZ

I can't believe how many people have never been to a spring and have lived here for almost... We take a lot of the ladies and go tubing.

S

Does anyone have any people that you might be able to give us their names or numbers that we might be able to rope in for another night?

D

I've got a couple neighbors.

S

And ideally we'd like to talk to people that aren't springs activists and it's really interesting to talk to you guys too but talking to people that really love that lawn is helpful also.

JD

So is this the only group from Turkey Creek that you got out of the whole homeowners thing that they sent out?

S

Yes.

PM

It's about average. Send out a hundred and you'll be lucky to get 7. But that's why your views are so valuable and apparently that's why your time is so valuable. You guys showed up tonight so we really appreciate that.

S

Thank you and help yourself to more food if you'd like. I put my card in for the people at Blue Springs. So I'll speak anywhere. It's true.

[Inaudible talking]

Focus Group 5: 1_18_2011

Q. Introduction

(0:00:18.8)

E

Ok, I'll put one on this end and one over herer. First things first, I'd really like to thank you guys for coming out today, braving the rain. Let's go ahead and we'll do some introductions and then go over a little bit about what you can expect today and some kind of parameters and we'll get into asking some questions.

(Inaudible talking)

E

Alright, just doing introductions. Please feel free to get up and grab any more food. Feel free; this is really just a casual thing. So, first things first, my name is E[redacted] O[redacted] and I'm a masters student in agricultural education and communication I'm really interested in collaborative decision making and learning from community members. So, I'm really interested in hearing your perspectives. Why don't we go with the project team and then we can start working around.

S

Hi, I'm S[redacted] G[redacted], I work with Alachua County and I got a grant and that's what this is part of. And I'm just trying to learn from our citizens to understand mainly how people feel about different aspects of water. So, thanks for coming.

PM

Good evening, my name is P[redacted] M[redacted], I'm a faculty member in that same department, agricultural communication and education. I do studies similar to this around the state with homeowners regarding water use, landscaping decisions. Again, I really appreciate you all too.

E

Alright, great, so basically I'll go over a little bit of what you can expect. We're basically going to do some introductions, then, my role today is to ask questions and really just to listen. So, my hope is that we can get a good discussion. We learn just as much from positive comments as negative, so really the richness and the opportunity afforded by having a group of people is to agree and disagree and build a consensus or not and we can gain some information with some valuable depth to

Focus Group 4

our data. One thing that I do ask is that you talk amongst each other but not over each other. We are transcribing this, so when two people are talking at the same time it's sometimes impossible to know what's being said and who's saying it. So, I ask that you do speak one at a time. We have some paper around if you'd like to jot down notes or make sure that you don't forget anything that you like to say and we'll get a chance for everybody to speak their peace. So, again you all have different and valuable experiences. I'm going to try to keep us on time and the first thing that... oh, and we're going to be watching a short video also at one point. So, be looking forward to that. So, as we go around and give our introductions, I would like to get one, at least once, for your name to be on the recording, so please state your name, and then you can respond to our first question which is: do you ever worry that we won't have as much water as we do now? So why don't we start over here with J[redacted]...

Q. Do you ever worry that we won't have as much water as we do now?

(0:03:39.9)

J

My name is J[redacted] J[redacted] and it's [redacted], and I answer the first question or give my background?

E

Um... You can tell your background

J

I'm a former educational administrator; I've done focus groups for the educational field, communications field. I hold a doctorate from the University of Oklahoma. I'm interested in this whole issue of water, not only for Florida, because I've only been in Florida for three years, but I've traveled around the world and I've seen places where there is abundant water, Lake Mead, for example, Tahoe, some of those places, just beautiful water supplies. But then, I've been in places where there is very little: Ethiopia, some of the African countries. So, I'm interested in it. I'm also interested in it in Florida because, I happened, when I first came here, to read the book, *The Swamp*, which is the story of the Everglades, and it's a real eye opening book in terms of the politics of Florida's natural resources and water and money and moneyed interest versus environment. So, I became interested in looking at that. And I haven't read, it's a woman who's written a book who's from Gainesville, and I intend to get it and read it and I haven't had the chance to do that yet.

D

I'm D[redacted] S[redacted], and we live in Hale, the Hale Plantation Association, and I'm a former president and during my tenure I worked with the other members of the board and we came up with a landscaping contract for landscaping and in that we specked out different types of fertilizer, hopefully they were, actually, the specks are still registered, and you can find those with the association. So we tried to look at things and take a proper thing in fertilizer, because fertilizer gets into the water supply and that's not a good thing. The other thing we did was that we worked with GRU and explored the possibility of using reclaimed water. Irrigation is the most expensive piece that you can add to a development. We have nine in Hale Plantation Association, there's nine different associations. They're neighborhoods and a few of them have irrigation. And the irrigation and the maintenance was the most expensive part of maintaining those neighborhoods. And the value is questionable so, from that perspective, I understand. The other thing is when I went out to Payne's Prairie last week there was almost no water, and talking to people, the Santa Fe is almost dry and I think there's a water shortage. We need a couple hurricanes to come through like that came through about 5 years ago to get the water aquifer charged back up again. Alachua doesn't mean sinkhole.

E

Thanks.

SS

I'm S[redacted] S[redacted], I'm not sure if I have much to say. It's just that we never worry about water. It's just there. And we moved here from Phoenix, it's a desert, and we just take it so for granted. And that's how all the great civilizations die, don't they? They run out of water. That's all I have to say.

E

So you're saying that you don't worry about it?

SS

I do. But on the whole, we don't. It's just there. We accept that it's just there.

E

Ok, great, thanks.

DH

My name is D[redacted] H[redacted], I live in Hale Plantation also and I'm semi retired veterinarian for horses, surgeon for horses. I still do some practice but I've

lived in Florida for now totaled about 14 years and in this development for 14 years. But that period was interrupted by time I spent in Dubai, which has no natural water to speak of. All their water comes from desalinization, so I've seen that extreme as well. And I think like SS[redacted] said, I think we take this for granted, that we aren't always going to have water. And probably energy sources are of course the thing that are highly debated around the world, but what really comes down to it, water is going to be the most important commodity. And I think that we already have disputes with Georgia, etc. about it. Whose water is whose? And all these kinds of things because as people get, or states or whatever regions gets desperate, this is what happens, and we're approaching that time now.

E

Thanks. H[redacted]?

H

My name's H[redacted] W[redacted], I'm a retired forester timber buyer and I spend a lot of time outdoors and I see that the things that go on as far as south Florida wanting to tap in to the Suwannee River up here and I've also been involved on some timber tracks down in Pasco County that, they have huge wells that they're drawing water to the Tampa/St. Pete area and we can't just keep building it. I mean, they sucked their area dry and they've got to whole Gulf there that, you know, it's cheaper to build a pipe line than it is to use desalination. You can't just go the cheapest route and that's the problem now: they have these wealthy folks that are on the outskirts of their area just because the water tables are so low. When we when don't get storms like recently, there's no rhyme or reason to how much rainfall we're going to get if we don't get many storms, we didn't have any this year. Five or six years ago we had four in one summer. We just can't depend on it.

E

Ok, thanks.

JP

I'm J[redacted] P[redacted], I live here in Hale and actually in the Village and on the shop. And you asked if we worry about water, I worry probably not enough, it's kind of that ignorance is bliss. I don't know enough about it to really be concerned. You know, I've lived through periods, like when I lived in Georgia, where you can't water your yards except for odd or even days and you can't water your yard at all and you can't wash your car. And we had a boat that we would tow to the lake and some days it was so far down that the dock wasn't even in the water anymore. So until it gets personal like that, I hate to admit, I don't really think about it on the daily basis. So, I try to be conscious and turn the water off when I brush my teeth, but all and all I'm not great.

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Q. Do you know where Gainesville gets its water supply?

(0:11:24.4)

E

Ok, thanks. Second question is: do you know where Gainesville gets its water supply?

H

It's off 53rd avenue.

E

So, where is that? 53rd avenue?

H

The well field. What's that called, the Murphy Well Field? I mean that's the main supply, up there north of Gainesville. It joins a lot of the Plum Creek/Timber Land and...

D

And isn't there a pumping station also down around Payne's Prairie too? Isn't there? Is that still out there?

H

I think so. Is that Bulwear Springs or something?

D

I think so, yeah.

H

I'm not really sure about that. I know they get a lot of... there's a lot of concern. I used to work for Coppers. Some of the chemicals they used there a long time ago were leaching toward the well field. And that was... you know, I don't agree with everything Coppers did, but they tried to be good stewards to the land, but unfortunately what we did 25 or 50 years ago, before Coppers was even there, there was another company, we did what science was available and that wasn't always a good thing. And that's the problem they're having now with some of the chemicals

underground and I don't want my water to be bad. I want the well field to keep on going just let everybody else.

E

So you learned about the well field through your work with timber?

H

Well, I knew it was there, I've been on a lot of the land north of there and I mean, I've driven by it and everything and I've been... there was a, the last couple years, they drilled some test wells and got some chemicals they say have leached toward the well field. And I used to well in that back corner and supervise that whole operation and it's not that far across there into the well field, I mean when you think about it.

E

Alright, great. You said something that I was interested in. You said that you tried to turn off your faucet when you brush your teeth. So, do you feel a need to conserve water?

Q. Do you feel the need to conserve water?

(0:14:15.2)

JP

Yeah.

E

Ok, what makes you feel that way?

JP

Um. Gosh, I don't know. Probably things I hear in the media, things that I... seeing lake levels go up and down... you can just visually see, you see that it hasn't rained in ages. You just kind of think... I've lived, just before we moved from Georgia it was like a really bad crisis time and there were just serious, serious water restrictions so it just kind of sticks with you that if we always acted that way, we wouldn't get to that point. So, that just kind of stuck with me and then I've relaxed some of it. But, I still try to think about those things.

E

Where in Georgia did you live?

Focus Group 4

JP

Wynot County.

E

Ok. And I heard some yesing sounds of agreement.

J

I agree with her completely, yes. In terms of we don't... I'm the same way, when I brush my teeth I think of it often, I need to shut this water off, just like I need to shut the lights off when I go out of a room. Conservation is taught to children in schools, how much or to what depth, I'm not sure.

E

Does anybody else feel the need to conserve their water?

D

Sure.

E

Ok, so other than turning the water off when you brush your teeth, what are some other things you guys do to conserve water?

(0:15:48.7)

D

We bought a new washing machine and we bought a front loader, and they use significantly less quantity. We replaced the bathroom toilets and we cut down, what is it? 5 quarts per wash? And they work just as good as the other ones do. So, we've done a lot. The thing in Gainesville is that you pay when it comes out of the tap and you also pay when it drains. So, it's kind of a double pay.

SS

Does that house conserve because you pay more or the water how we use it now, right? So then we don't water as much. Because you water weight get sensed this time of the year.

D

Yeah, I think this is the year where there is 2 months where you judge how much water you use the rest of the year to set your base.

H

Right, so it's January and February building so does that actually mean what you use in December and January or January and February?

D

We'll have to talk to GRU about it, I'm not sure what the rules are.

SS

...A financial incentive's always good.

DH

It's all, I think all of us try to do things like (inaudible) things for our house, with the same idea that you talked about and other kinds of things that all of us that are stewards of this cause try to do, personalize it. It's really disturbing here in this community, which is supposedly one of the leading communities in the city of Gainesville or the area of Gainesville, and you have to wait for the sprinter to pass so you can drive your car down the street. I have had pictures on numerous occasions of the sprinklers and the island area is not only sprinkling the trees but the grass on the other side of the street, all the way around the whole island. And this goes on whether it's raining or whether it's sunny or whatever. They had this schedule, obviously, I understand that, but I know something about how to set irrigation heads and there's a way to do it. When you look at where those heads are, they could put all the water on the grass where it's supposed to be and not on the streets.

D

Where do you live? Which part of Hale?

DH

The ones I'm thinking of specifically are near Chiles Elementary. And in front of my house in Caitlin Lane, they have sprinklers that commonly completely wet the street and you have to look and say did we get any rain last night? Well, no that's the sprinklers.

D

Wes, the communities up here use reclaimed water from GRU.

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DH

We do not have reclaimed water, that's another issue.

D

That's spending. That's expensive to...

DH

Absolutely. I just went to a meeting the other night for the association for our area and I think that, like you said in your opening statement, the most expensive thing for running out association in our area was irrigation, above everything else. Clearly, above everything else. And so that in spite of everything we do as individuals, then you have this organization, that you know we all want to live here because it is the nicest place in Gainesville to live in terms of the whole appearance, the concern of citizens, etc. etc. But yet, when you see this, it is very, very frustrating, very depressing.

E

Does anybody else feel like that? Or differently?

D

Well, looking at the numbers and seeing what it costs. We live in an area where there is native plants that do a very nice job. We live in a forest, we live in a savannah. And we should treat the land like it was before, why do we have to make it into our private country club. In our backyard, our backyard doesn't have a blade of grass in it, it's nothing but pine needles but that's what our backyard is, it's natural.

DH

The other thing, at this meeting the other night, that came out was the frequency in which they water in this area. And I'm talking about where I live. And it was far more times than a week than I water. And the interesting thing is that I can remember who they said that was, they had consulted, I think it was Gainesville Pest Control or something like that, and I didn't understand why, as a contract for a lot of the pest control of our greenery in our area, why didn't they use someone affiliated with extension or the University of Florida instead of Gainesville Pest Control? That doesn't make any sense to me. But, you know how that works. So, I know that we do not need to water three times a week in our area. But, nobody in my area that does private watering waters that frequently.

Q. What is the frequency of watering your lawns?

E

Ok, that brings up a good point, what is the frequency of watering your lawns?

(0:21:05.2)

H

We don't water at all in the winter.

DH

I haven't watered for probably three months. But, our area gets watered three times a week.

H

My wife will water the house plants that are on the deck. She just waters them individually. We asked Frank Rosen and I have an irrigation meter, but it's not reclaiming water, it's a regular meter. But, I don't ever use it, especially at this time.

D

It's one of the things we did with landscaping is that we cut back on mowing the winter time to less than a week because we'd have people driving around all the time in the winter time, mowing when there wasn't any grass to mow. Yeah, if your association is proactive and thinks through some of these things, you can do the same job without spending a lot more money. It's a matter of breaking out of your paradigm that you're used to. The other thing about these pest control companies, I totally agree with you, which pest control company was it?

DH

Don't hold me to it, but I think it was Gainesville Pest Control. But it was one of them.

D

There are certain people that have concessions out here and they have recommendations that may or may not be as solid as I'd like, that's my personal opinion. It's tradition that a lot of these things happen and sometimes you have to break the paradigm and it's extremely difficult.

DH

Well and then to me, they should explore second or third opinions of people who aren't selling something. You know, I think that's... you wouldn't run your business that way.

D

Absolutely not.

DH

So why can't we look at this in terms of our business conserving water? We could be in a lot of ways. Just like what you're saying, it all goes together

E

Ok, do you guys know approximately how many gallons of water per month you use?

(0:23:18.5)

D

In the summertime zero, in the wintertime it averages about two thousand gallons a month. It bounces up to three and down to one and it depends on when they read the meter.

E

Do you know seasonally when you use water more?

D

We don't water, this is all just household use.

E

When you use more water?

D

We use more water when we're here. [Laughs]

E

Would that be in the wintertime?

Focus Group 4

D

Yes, the wintertime.

E

Ok, does anybody else know about how many thousand?

H

We use about three thousand gallons a month. Household. The irrigation is... well, it hadn't been on for three or four months. I also have a faucet hooked to my irrigation system that I use to wash my car and rinse my boat. That's not going to be reclaimed water so I feel like that's justified.

D

So, do you have reclaimed water?

H

No. But what I'm referring too is what you have to pay sewage. I mean, if you're going to put it in the ground, you shouldn't have to pay again.

D

Wash your car on your lawn right?

E

Does anybody else know, J[redacted]?

J

No.

Q. Is the amount of water you use average for your neighborhood?

E

Ok, great. Let's change topics a little bit. Before we do that, do you think that's about average for your neighborhood?

(0:25:17.1)

H

Well we get these letters from GRU that say x on good and not as good and we always end up in the good and they say that they compare you to your like size households and I guess square footage, they could do that. But there's no way they know how many people live there. Football weekends we have 6 people at our house besides the two of us. And we had two little girls who had to take a bath every night and it takes a lot more water and they leave the door open and all that stuff too. I just don't think it's a very good gage of... and maybe they put more thought into it than the letter states because I just don't see how they can make comparisons.

D

We get those same things, and like good Norwegians we're above average. [Laughs] But there's reasons for that, that three months of the year we're not here. So, we don't use it. But on the other flip side, in our neighborhood a lot of people only live there partially, they don't live there full time, they live a few months. So, it's really hard to tell the average is because there is no average for the neighborhood.

H

Well, we've got an elderly lady who's a widow who lives next door to us. And I mean, she's cold natured but there's no way she uses as much with her utilities or water as anybody else. There's just one of her. And you know, when she goes and stays with her daughter for a week, you don't use anything. Set the heat on 55 or 60 and go in the winter.

D

82 in the summer.

H

Turn the air off.

E

Ok. Well, let's switch gears a little bit now and discuss the springs in the area. Have any of your visited springs in north central Florida?

Q. Have any of you visited springs in north central Florida?

(0:27:31.7)

Focus Group 4

E

J[redacted], I see you saying yes. Which springs have you visited?

J

I'm trying to remember the name of it, I am not from here, I've only been here a couple of years. Homosassa? Does that count? That was one, to see the manatees. Maybe there's another one, I don't know

H

Crystal River?

J

I haven't done Crystal River.

H

There's a big spring there, several springs.

J

I have to go there.

JP

Fanning Springs. Manatee Springs.

D

Poe Springs.

JP

Poe Springs.

D

Manatee Springs. You said Manatee Springs. There's more than that.

JP

Ginnie Springs up in High Springs.

H

Yeah, Poe Springs is in High Springs.

E

And what about you, DH[redacted]?

DH

I've been to almost all of them, at one time or another.

H

We did something different a couple weeks ago. I went offshore out of Steinhatchee and we went to a spring and where the fresh water comes up out of the ground, it kind of keeps that sand loose and the flounder go out there to spawn and we had a banner fishing day.

D

So you were out in the ocean and the spring was coming up?

H

Well, this is 65 feet of water. You can't actually see it, we've talked to people that dove it and that's what they said and there literally must have been thousands of flounder down there because we... I told somebody we brought home more flounder than I'd ever seen in my life.

D

The old fish in the barrel thing.

H

It literally was. And they were all on one side of the boat and I was not there and then a good friend of mine traded with me and I dropped four shrimp and caught four flounder the first four times, it was just truly incredible.

E

Well, that sounds pretty memorable. Does anyone have an memorable experiences that are associated with the springs that you'd like to share?

Q. Any memorable experiences associated with the springs?

(0:30:00.4)

SS

Which one is the one by High Springs that has the (inaudible) where the deep cave is that nobody knows how deep it actually is?

E

In High Springs?

D

I think it's right outside of High Springs.

H

Is that Poe Springs?

S

It might be Blue Springs

H

There's several in Williston too. There's Devil's Den, they dive in and... actually one of the land owners I used to work with had a spring on his property that he did not publish this, it was just, you could go out into the woods and go up on it and there's this big crystal clear pool that looks like it's 3 feet deep and it was probably 50 feet deep or 30 feet deep, I mean it was just crystal clear.

D

Outside of the original Sonny's in High Springs, if you go back a little bit to the east, there's a sinkhole there. And people do cave diving, they start there and end up in Santa Fe, so I've been told.

H

I don't wanna go down... I'll scuba dive anywhere and I don't... and anything. I mean you read about these professionals that have taught it for 20 years and get in trouble. And they don't make it.

JP

Well, Wes Skiles was famous for it and he...

Focus Group 4

H

All those guys, they were famous for it..

D

No they're infamous, right? [Laughs]

JP

Well, you asked about memories. When we first moved here, because I've moved here twice, the first time we moved here back in the 80s everybody talked about the springs, you gotta go to the springs, and I'm like, we're in Florida, I want to go to the beach. So, we went to the springs and it was so cold and I was like this is not fun, it's beautiful to look at but it is not fun to get into. But the longer you live here the more you're like, yes it's cold initially but you get numb really fast and you just go for it. So, now I love to swim in the springs and I'm trying to think... I think it's Fanning that has the really high platform you can dive off into the spring and that's a lot of fun. I think that's Fanning Springs, I can't remember, I get them all confused. And Itchetucknee is tons of fun to float down.

E

Were you going to say something else, H[redacted]?

H

I was just... you mentioned Itchetuckneee, I forgot about it, that's a really popular place.

Q. Do you think the springs are threatened in any way?

(0:32:43.2)

E

Do any of you think the springs are threatened in any way?

D

Absolutely.

E

What makes you say that?

D

Well, you've got a whole bunch of things that you have to fight against. You have detergents that get into the springs and pollute the water, you've got oil from cars, just driving a car leaves deposits, the rain washes it into the groundwater and that pollutes the water. And then you talk about the past sins of our folks with the chemicals they used at the time that they didn't know what would happen, and all of this has a cumulative effect that doesn't go away.

SS

And pesticides.

D

Pesticides. Exactly.

H

Fertilizer. These big dairy operations with the fertilizer nitrates, cow manure. I mean that's a big problem.

D

The feed lots.

H

And they all seem to be right along the river over there. So, I mean, you know the amount of water they use is huge.

D

Well, the other thing, are we talking pesticides? I need to make sure I remember the topic. The other thing is that there is a lot of like the bottled water you drink probably comes from one of the springs.

H

I think that's crazy, to allow people to take that water that's a resource that should belong to everyone. Whether I gain it... you know a bottle of water costs around a quarter if you buy a big pack of it? Sometimes it's less than that. You know, a lot of times it didn't even come from where they say if you really check on it. You spend all

that money to bottle it up and the people probably, they think they're getting something special and a lot of times they're not.

J

And then you've got the plastic to deal with afterwards.

SS

Well, I mean (inaudible) can't be empty? Because if it's empty it can fall into each other right? You end up with a big empty space and then it will collapse. It could happen couldn't it?

D

With the limestone that we live on top of, as the water comes out of the limestone, that will eventually have sinkholes. You know, it a drought like this, that could be an issue. But, I think that's a little bit straying from the original question.

E

Yeah, if the springs are threatened. What about this? I hear you, D[redacted], you were saying that giving some options of possible threats or causes, even though the springs are over 20 miles away from here, do you guys think that things that go on in Hale Plantation are connected to the springs' health?

Q. Do you think that things that go on in Hale Plantation are connected to the springs' health?

(0:36:07.7)

J

It's all interconnected. We can't help but be interconnected as water systems.

D

Over in Payne's Prairie, in the park, you look at the little sign and it says the water that goes down into hole here ends up in the Santa Fe River and it goes underground all the way. So, the answer is absolutely.

E

Has anybody else heard from a different source about that happening? Or think of anything? Have a different perspective on that?

Focus Group 4

H

Well I think it's all interconnected. The water table, depending on how deep you go, it's... there, but if pesticides or pollutants are more concentrated, it's going to show up there. But, a tiny little bit of it can be taken somewhere else.

E

Ok, I heard several of you mention our fertilizers are the pollutants. How do you think those affect spring's health?

Q. How do you think fertilizers effect springs' health?

(0:37:19.0)

D

Well, clarity of the water.

E

Clarity.

JP?

Purity of the water. Just not pure.

H

It kills a lot of the oric and can cause mutants and some of the aquatic life that is naturally there.

E

You said oric? I'm sorry I just didn't hear the word... it kills a lot of the...?

H

Aquatic life. Different fish. Some of the good organisms. It may kill some of the bad ones too, but I'm sure it kills some of the good ones or it may stress them.

D

It also feeds the algae, doesn't it?

H

Fertilizer can. But I read something the other day that said that red tide is a naturally occurring phenomenon that those organisms, they grow, are always there. When something happens to upset the balance, a lot more of the algae bloom that that's what creates a red tide. I mean, it's not like, well, they washed in here all the sudden we had a big fish kill. But I've seen them, several times in the time span I've lived here.

E

Ok, I've got one more question and then we'll switch gears and watch a little short film.

Q. Do you think that you or your neighbors would use less water if you knew that the water that you used in Hale Plantation was necessary to keep the springs flowing?

(0:38:58.1)

E

Do you think that you or your neighbors would use less water if you knew that the water that you used in Hale Plantation was necessary to keep the springs flowing?

SS

I would. Well, I mean, I take long showers. And I'd like to say something else to this, I can do my little bit but if a big, big company, they use such massive amounts of resources, what does my little bit really mean?

J

It's everybody's little bit.

SS

Yeah, but still, many people have to do their little bit to make up for the big ones.

J

But if we don't do that, and we're contributing to that...

DH

But it is hard to conserve when, you know, we turn off the faucet when we brush our teeth... again in High Springs, sending out ten truck loads of bottled water a day, and you think, there's no way I could waste that much water in half a lifetime or something.

SS

A whole different topic, right? What is ethical?

PM

That's actually an interesting topic and I wonder if you guys could talk a little more about that. You are doing your own personal part to conserve water, but you see large consuming the consuming the water. What's the answer to that in your opinion?

(0:40:42.9)

J

I think overall awareness. I think we started this conservation off by saying we really take it all for granted and probably...

H

You turn on the tap and the water comes out.

J

Yeah, we don't know where the water comes from. I loved your question, where does the water comes from?

D

Through the tap!

J

Through the faucet!

H

And if the bill goes up every year a little bit and we all fuss about it.

J

But, I come from a very different environment. My home state is Vermont, and that's a whole different ballgame in terms of talking about water than here. But I'm interested in it here because of what I read.

SS

And that's maybe a little off topic but sometimes people can make a difference. Today I can't look things up on Wikipedia, because some people have decided to make a point and I think those two bills will not go through. So sometimes it makes a difference. We could do the same for other things.

DH

I think there's another thing that could be done that isn't done and that is... I'll give you an example, I spent Christmas in my home in San Antonio, Texas with my mother. And for years, all the times that the local news had broadcast, they give two things: the cedar pollen count and the other is the level of the water table. Every single time, you watch news at 6:00, 8:30, 9:00, and 10:00, it's on every single news, on all the channels. So, when you see that, they show, actually, because of their dealing with drought over the years, there are different stages, for as you say, water restrictions and those are clearly marked on this little chart and it looks like a thermometer. And it tells you exactly what the water table is measuring today and this is how dangerous it is. And it's in people's face all the time. So, people think about water over there. And maybe not in the same vein as you're talking about today but water is a big commodity there.

D

And that's really interesting because between Austin and San Antonio, what's the name of that big spring that's there? There's a huge spring that they have that's a lot like the springs we have here.

SS

San Marcos.

DH

There's a spring there but there's also, well there's different natural things around there like caves, and stuff like that, limestone caves and there's the Guadalupe River

and the San (inaudible) River. But, I don't know, I've never been to this San Marcos Springs.

D

San Marcos Springs is a lot like Blue Springs, they've got, you know, this huge spring that creates another river. I think what happens is that it goes underground for a while and then it comes back up. But it's a similar thing up here. That's a really good point to...

DH

Because they've been dealing with drought in a psychic sort of a way for as long as I can remember. And this is what happens for the last 25/30 years, this is what they've been doing.

E

What do other people think, do you think if you had more information like that would that effect your decision making?

(0:44:14.3)

DH

It's also in the newspaper. Cause everybody has trouble with cedar pollen and they put it right next to that, the water table, you know what exactly what it is until they hatch every day.

H

I've noticed, my wife is from Missouri, out there they have lake levels that dams and reservoirs, there in the newspaper and on the news, but it seems like, I'm not a proponent of let's put more laws on the books, but it seems like when we go through periods of drought and the water restrictions are made on the individual consumers maybe they ought to do something to these bottling plants? Or, I don't know how you tell a dairy farmer where you can't pump as much water, you know? Cows have got to drink, but if there was, I don't know, some ways that affected them, you can't say it'll cost you twice as much because they'll figure that's the cost of doing business and go on, business as usual. But, if there was some way you could get their attention and realize that, well, maybe we need to cut back on production or whatever, during these periods. The bad thing is that you don't know how long they're going to last, I mean right now we're looking at, unless we get a lot of rain in about May or March and April, it's usually dry in May and then we start getting the thunder storms in the summer and the storms, hurricanes, tropical stuff. Until that comes around, we're not going to have that much more rain in the winter.

E

Alright, are we ready for the video?

S

Alright if you're wanting to stand up and get some...

(Inaudible talking)

E

So if you guys want to move closer, feel free...

SS

I'll get myself some tea and read that book, because I like that book, it's funny the way they portray... people are laughing all the time.

J

I like to think of the author in the Canterbury tales...

S

This will be about 7 minutes, the volume may not be that loud so if you can't hear it feel free to snuggle up here....

Q. Wes Skiles Movie

(0:48:04.4 to 0:53:29.9)

SS

I'm not sure if it's true, but supposedly when Columbus saw a manatee, he really thought it was a mermaid...

S

So, that was just a little video, and I think Emily had just a few more questions and then we'll kind of do a summary and wrap things up.

Q. What are your first impressions following the video?

(0:54:03.9)

E

Ok, so after watching that, does anybody have any first impressions that you care to share?

J

Nice film, but it really didn't convince me of anything. You know, what are they talking about? Leadership? Well can we get a little more specific perhaps, in terms of what needs to be done? Some recommendation that I might be able to help with. Didn't give me that. I thought maybe I missed something.

JP

Oh, I missed it too. Because I was thinking, ok, so now what? What do I do as a citizen? I didn't see anything in there for me, no call of action. We must preserve it but how?

J

It's all so interconnected, what are some specific things that we might do?

E

So, does anybody else feel that way?

DH

It seemed to me, I don't know when it was made, but I think you could have seen the same thing 25 years ago and made a difference. There was not much media.

H

There's some springs, I was thinking of Silver Springs, that's one of the few springs we have commercialized and it seems to be working as far as we haven't, I don't know what their scientific data will show like, whatever the name was did the SeaHigh stuff down there. I think the springs can be used for stuff like that and unlimited. But, I was thinking if you showed that movie to some little kids and they look up and say why did you all let everybody run out of springs? I mean, a little kid's perspective, and we all sit around and say I'm doing my part but we're really not.

SS

Well, I mean, what are you saying how much would be done or are you just asking our input?

E

Asking your input.

SS

Well, I don't know. I just feel sad when I see things like that. You know, we're making everything dirty. But, that doesn't help anything either.

E

So, I'm kind of hearing that you guys, there's some kind of differences in opinion about whether it motivates you to do something? Sounded to me, J[redacted] that you felt motivated but sounded like you also didn't know what to do?

J

I wasn't motivated necessarily. I was looking for what the message was of what people should do. I was looking for, I think you said it, more meat.

D

The photography was really nice, there was some really beautiful things there. I liked the sunset at the end, but apart from critiquing the photography, it would be nicer to tell a story instead of show a bunch of pictures.

J

Well, and like I said, it really calls for leadership. Well, who, and what kind of leadership? What can be done? What specifically?

SS

What do you envision should be done? I mean you're having a workshop here, what do you think should be done?

E

Well, I know what I think, I'm trying to learn what you guys think [laughs]. But that is a great question, we can move the conversation that direction. I mean, what do you guys think should be done?

Q. What do you think should be done?

(0:57:53.7)

DH

I'm just curious, why did you pick this particular film?

E

That's a good question.

DH

Because I don't know... I had very mixed feelings about it. To me, largely it was almost something you were show to tourists or people who... or people who live here locally want detours.

H

Is this the only one that's available? I don't know, is this it?

S

This was just a short film that was available, there is several things but we just wanted to show something that was short.

H

How much power do the water management districts have? I know they have a large amount of funds to work with and there had been some talk about abuses over the years but... like the one they call SwiftMud in south Florida, and they've got Suwannee and St. Johns up here. But, how much clout do they actually have besides saying, where you've got to cut back on how much water you use. I mean, are they in charge of the guy who says I want to start pumping another 500,000 gallons a day for my... this... you know, we're enlarging our dairy out here or something. Or the guys says we want to start buying a lot of water and shipping out 10/20 semi loads a day of bottled water. Who actually controls how much water they can use and what their limits are?

E

That's a good question. Do you know?

D

I think there is a lot of levels that we're trying to pin at, one of them is, what's in it for me? And I liked the suggestion of talking about water levels and the water quality on TV every night. That's a good thing to start raising awareness and once you start raising awareness, then people will start asking questions and I think you need to have the dialogue created. So, that's a good way to start it at the ground level. And then you start talking about it from the higher level to the management groups, the government groups, that's another area that I'm sure to say that's there's politics would be a gross understatement. [Many laughing] And you know that tends to get pretty contentious today. So, the question how do you... you know the Everglades, I'm not familiar with all the issues that they went through to try to turn things around, but that would be another good case study to understand the dynamics of this whole thing. Because water is a pretty valuable commodity.

J

Well the book, The Swamp, does that, they give you the politics of it, all the way through. From the very, very beginning until right through the Bush era. And how leadership did and did not occur, in the running of the swamp. So, the role of the Army Corp of Engineers and role of big sugar and all of those kinds of factors. I like in big sugar to your bottling plants, I hadn't really thought about springs being bottled. So, I think do the water management districts have policies to set the usage, what the waters can be used for? Or levels can be used for?

E

That's a good question, group. What do we think?

(1:01:49.7)

D

Well, maybe another thing would be, again it becomes an education thing. Maybe part of the education would be to understand what the water management districts are actually are responsible for doing and just inform people of the whole process. And I don't know quite how you do that, it's easy to report levels on TV because that's a number that people can track, but when you get into some of these other things, the whole conversation becomes pretty arcane.

DH

Unfortunately a lot of that, that business, occurs behind closed doors...

D

In quiet rooms.

Focus Group 4

DH

It's not very transparent at all.

E

Were you going to say some, H[redacted]?

H

Do they have any kind of environmental editor or anybody... I mean, we write about politician that fill up the papers with their transgressions and all of this, but maybe a summary or history of the water in the area that's been used or misused or what is going for... because a lot of people probably don't really know.

J

There's a woman in Gainesville, I don't know her name...

E

Cynthia Barnett.

J

Cynthia Barnett, wrote this book on water. There's this whole display at the downtown library on water issues. The League of Women Voters... not Tower at the main library... the League of Women Voters has had topic sessions on water and the water problems of Gainesville. Well, I think the more publicity that gets out there and the more people hear about it. The more concern there will be for it.

D

It's, to steal the phrase, I think it's a drip process. [Many laughing] You have to keep dripping and dripping and dripping and pretty sure it will sink it.

H

Well it's not going to sink in until it hurts most of the people.

J

When it water boiling then it will...

H

It's just like, I'm a fisherman and I love to saltwater fish, and I feel like they've really... you know the fish belong to everybody out there in the Gulf and we give half of the fish in this select group that their parents and their grandparents were fishermen and they had a commercial license. It used to be you filled out a form, way back when and just because their grandfather and their father were fishermen, that doesn't necessarily give them the right to the fish. And there's a lot of controversy right now on about who should get fish and who shouldn't. And we've got 1200 licensed fisherman, commercial people that are getting half the fish. And yeah, they have to buy a license but, recreational people would spend more people in the state than those commercial people that provide the state. So, it's, they banned the gill nets to catch mullet and trout and the trout population bounced back and its doing great and now they passed another law to let the commercial people harvest twice as many and no closed season. I mean, it just, it's like they can't stand prosperity.

D

I think that they use the government, I think in the regulation, I'm using my own words here, the question, the topic you brought up before was desalinization in Tampa and why can't government put seed money into desalinization and make it cheaper? It's only when you get to have volume when things get cheaper. If you're in Tampa, there's this huge bay of water sitting out there, they don't need to drill holes in the ground, they should be able to take the salt out of the water. I mean, we're a pretty technological society, why don't we, why doesn't the government start doing what government is supposed to do and take care of the infrastructure of the country? So, that's another piece of the puzzle.

SS

You know, you're talking about fishing, now, I don't fish so I really don't care. It's always when something interests us, then we worry about that. Other times we don't. You know?

H

It's the same thing, we have plenty of water so we don't worry about it. We didn't have any storms this year, if we get a bunch of storms next year, water tables and the lakes all come back up, it won't be a hot issue.

D

But, that's the water. But, what about the quality of the water? Will the quality of the water be the same?

H

That's true. That's just the volume we're talking about there. It costs a whole lot more to repair it, correct it. Than it does to fix it, screwing it up to start with.

E

Ok, going back to this issue of people won't be concerned about the issue of water quality or quantity if we're not maybe in a drought or something of interest, was the word that you used, and I believe you said something previously about no one will care until it hurts them? So how are some ways that you think more people could care about water quality or quantity?

Q. What are some ways to make people care about water quality or quantity?

(1:07:58.8)

DH

If they can only bathe one of their 3 kids a night. [Many laughing]

D

That stinks.

DH

Well, you laugh, but I was going to say, in the old days, you had a reservoir that you collected rain water off of your house, I'm talking about Texas, and not everybody got a bath every night. Depending on how much water you had in the reservoir.

J

In Vermont we had lots of water but it was one bath a week.

JP

I remember when I was a child, going to my grandmother's house and she had an outhouse and when we took a bath, I had two sisters, we all got in the same bathwater and when you went to the bathroom you didn't flush every time and I don't know, we're so entitled as a society to be comfortable and have everything we want and have big yards with green grass.

JJ

Entitled in a good word. We're all entitled.

E

What do you think H[redacted]?

H

Well, my wife has a good friend who lives in St. Croix down in the Virgin Islands and we spent a week with her and everyone in a house down there is required to catch rain water in a cistern and you don't necessary drink that water but you use it for other things and that's because they used to have some rivers and creek and stuff but that kind of all dried up. Because the islands didn't have many people on them 1500 years ago.

J

Overpopulation is the big problem of the whole world and it's really aggravated... I was in Ethiopia and it was very, very sad it Ethiopia. It's so dry. I like your word entitled too, I think as Americans we feel entitled to good air and water and...

H

Gasoline.

SS

And we didn't live here yet, but when those three hurricanes came by we overheard a woman, she had to stay in a hotel, when you have all those hurricanes then people complain about that because their house is flooded.

J

Too much water.

SS

And then their entitled to...

JP

And then they're mad at the government because the government's not getting it fixed fast enough.

SS

Yeah, something like that.

D

I really think the process is, the question is how does the typical person get educated about the issue? And I think that the group we have here to tonight is pretty aware of what's going on, probably more than a typical individual that turns on the tap and expects to see water. So, one of the questions is how do you inform the public? And it's got to be something that's in their face. And this thing that they do in Texas sounds like a very, very good idea if you start putting that on the media and if that goes on before the crime report, maybe we'd have something.

J

Well I think we also have to begin in schools. There has to be some education for children, realizing how valuable water is. I've said for a long time, probably the next wars will be fought not over oil, but over water. Now, so I think it's important.

H

They do the weather report in Missouri and then they have the lakes levels because they're kind of tagged together anyway.

JP

And here we get the ozone levels or whatever, how quickly you're going to get sunburned because that's what matters to Floridians. But I think they do, I mean my kids have been out of school a long time, but I learned a lot just from helping them with their homework when they were in public schools. And we would go to Camp Crystal and learned a lot about caring for natural resources and they would go there and that's part of Alachua County public school system. The kids had to go all the way to Camp Crystal, but not every parent is going to catch it from their kids being in schools.

J

But, at least the kids have something. I turn off the faucet when I brush my teeth and...

JP

My children are much more aware than even I am and I'm more aware than my parents were, I think that it's getting as the generations come along I think we're getting a little bit better of a job of some of these things. My kids always wanted to compost but we don't garden, what are we going to do with our compost?

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H

We've all driven around town and I used to be on the go pretty early in the morning and a lot of mornings I'd see broken sprinklers just bubbling away and stuff like that. And I would think that someone should try to make that person aware. It might be a bank, an office building, but somebody's got to be looking after that and I would be a lot more interested in trying to make people aware of that with some kind of repercussions to fix it as soon as possible than the guy that says my grass is dying and I just planted some new sod, I'm not supposed to water today but, it's going to be dead by tomorrow, so he goes and waters his lawn a day or two earlier.

D

Here's one of the interesting things, in Hale there's rules that you have to have a green yard. And you can only have certain types of grass. And the certain kind of grass you plant isn't necessarily the best kind of grass for water. So, it's... it's really a cultural thing to change. When we lived in Arizona everyone had to have the same air they had in Minnesota or wherever they came from. They had to have green grass in a desert...

H

And it didn't work...

D

And it didn't work, so there's several levels that you have to crack through and it's not as simple solution.

S

How does that work here in Hale? So you have certain grasses that you have to have that you feel aren't great for conserving water. So how does that make you guys feel?

H

I think the outside portion of everybody's lot has to have a lot of grass on it. Where the utilities easements are, you're not allowed to have, I mean I think you can, some people have gotten permission from some special ground covers and grasses but you know if GRU or whoever has to come dig it up because there's a problem with the water line, your bushes or whatever, it's a lot easier to put out a new side than it is to start planting bushes. And I know that you're not allowed to plant any trees or any tall, big trees or bushes.

S

So that's when there's a right of way? Or in other areas you can do other types of plants?

H

Well there is an approved list that says that you're supposed to only plant these kinds of bushes, some people probably bend the rules a little. And I have some neighbors that have gotten some ground cover approved instead of sod and seems to be growing. It will take awhile, you've seen this, I don't know what they call it, Mondo grass, it wears that stuff down. These people plant all these clumps and it looked like you know, they had a garden out there for about a year and now it's finally grown up. But I don't think they have to do hardly anything to it. They don't have to mow it, they rake it maybe once or twice a year or something.

SS

I don't think we've answered your question.

E

I think we've actually touched on a lot of really great topics.

D

It's not just one thing, it's a number of things, there's a myriad of ways of attacking the problem. It's not simple.

E

Definitely. I did want to leave some time toward the end to go over some major themes or we can keep this going, it's about 8.

PM

I've got 8 o'clock. And it'll also give you a chance to ask some questions for us. Maybe we can clear up some of the questions you had. I thought it was very interesting some of the things you all talked about but I think what struck me was the importance of awareness. You all mentioned experiences where you were aware of either drought conditions or aware of different areas and how they report on rainfall and things like that or you've been different areas of the world and seen different levels... some people just don't have as much water as we have here. But, I'm still struck that we have so much water and it seems to be so cheap and always there when we want to turn it on. And yet, you all have seen something, you've seen scarcity before. Just wondering on how to raise that same awareness among the average citizen of Gainesville. That's our point here tonight, what's the best way to

raise awareness among other people? If you've got any suggestions, your own personal experiences are very, very helpful. But if you've got any suggestions, I think we'd appreciate that.

Q. Any suggestions on how to raise awareness?

(1:18:37.7)

D

To me, I think the thing that came out was announcing the issue on the news, every night and keep it, and put it right there with the ozone layer.

H

Put it in the newspapers too.

J

Have people walk down to Payne's Prairie where the alligators are gone. It's a desolate area.

H

Or the Alachua Sink. You know? I don't know where the sandhills took their suitcase and went somewhere else...

D

They went down to Orange.

H

That whole place... I mean there was thousands of birds there just two years ago.

D

You know the big channel that goes out to the observation... have you been out there recently?

H

No.

D

It's dry.

J

It's completely dry.

H

A few gators down in the mud, they've probably picked up and left by now. Would it be feasible to have somebody do a feature story on it in the papers or the news and see if... I mean I know that's probably been done several years ago and all that, but it's a topic that doesn't go away. Unfortunately, we're luckily not like Keystone Heights, you ride around those lakes around there and it's just like prairie out there now it's so dried up.

J

But, some people, I had tears in my eyes when I went to Payne's Prairie. It was such a desolate when it had been so beautiful from my memory. And people said to me, oh it will come back. But is it going to come back in the same, at the same level? Will the alligators return? I mean there was alligators there that must have been 30/40 years old. We're somehow stressing our environment.

D

Our Town Magazine has written articles on the springs and on the pollution and I think it's about time that somebody lights the fire under people that we know to start talking about the drought and we started in the magazines and in order to get people's attention you need to get the press involved, and S[redacted] you can turn on Albert to it to get a story going. You just need to keep it in front of people's face and every time you pick up a magazine or a newspaper or whatever you start seeing this, we're in the middle of a drought. To people that go to work every day and come home and watch TV and go back to work, they're not noticing that Payne's Prairie is truly a prairie again.

S

So do you think it is important to conserve water even if we're not in a drought?

(1:21:45.1)

[Many yeses]

H

We need to get in that mindset or be in it. It's foolish to just waste it.

D

But, I think what you need to do, as the process, as it evolves, the water situation. There's different issues that come up as a result of that and you've got to constantly keep the water issue in front of the public, that's really the way to go. You keep talking about it and hope that it sinks in. And even education at the preschool or the kid level is good.

S

So one thing I heard, you guys were mentioning things like new newspapers and the news and stuff. I haven't heard anybody say anything about their Homeowner's Association or newsletter or anything like that. I'm guessing that's not something that you read.

DH

To expand a little bit on the sod that we're required to grow, there was some discussion the other night at our meeting. They have chosen the type of grass that requires an increased amount of water and chemicals to control insects, pest insects, and fungus. Why can't we go to something that doesn't have these requirements for pesticides and chemicals as well as water? Nobody wanted to talk about that. So this is where a lot of the problem is stuck, really. You've got to break through, somehow, to make people say, well, I know we quit falling back on... well that's in our bylaws. Well, yeah, they can be changed. And why can't we change them as we learn more about what's important now than what was important 20 odd years ago? But we're a bit uncomfortable about a lot of things we're talking about right here.

S

We being?

DH

Hale.

H

If we hadn't had this...

D

I understand, but it's a momentum that this has, you know, the founders said this is the way we're going to do things so this is the way we've always done things. You get people that want to come in and change it and there's a tremendous amount of inertia that you've got to try to overcome. And it's not necessarily your board, it's the people that really run the board and the association management. So, you've got a tremendous amount of issues there.

S

Does the same company run all of the associations?

D

They run two of the three organizations.

JP

Well, the thing is, somebody said this after we watched the movie, is ok we showed some pretty pictures, shared some facts, but you have to get to people's emotions, if it's not an emotional tie, people just aren't going to... it's just not going to register with people. I mean, until it hurts and you literally turn your faucets on and there's not water or you know, it has to hurt, it has to be personalized and it has to go past our intellect to get to our emotions before we're going to have any kind of interest in it. I mean I'll admit if I saw a story on the news, I'd probably change the channel. If it was in a magazine, I don't know if I would read it. I directed a program at the Chamber of Competence called Leadership Gainesville and I get letters from St. John's River Water Management District all the time wanting to come and speak to the group. And you want to pass it before the planning committee and they're like yawn. I mean, it's sad but true. So, until its personal...

H

If there was some way to put dye into the water supply and it all came out one morning when everybody went to get a drink of water, it would shake this whole area. I mean that's a strain, but it was make everybody aware.

D

Well, how do you create a catharsis?

H

Of course, you may have more losses... [Many laughing]

S

I have another question on something that I wrote, for clarification, I believe DH[redacted], you were talking about, you might have been also, about how the most expensive thing for a homeowner's association is the irrigation. And you were talking about that being frustrating. And I was wondering if you could expand on that. Frustrating in the sense of like not wanting to pay that money or seeing a different way, if you could just expand on that.

DH

From a business standpoint, everybody wants to keep their cost at a minimum. It's frustrating for me to sit there and have a discussion that they had the other night, and at the same time I'm seeing water in the streets all over the place. That's the frustration.

S

So you think they're being wasteful?

DH

Yeah, and they're not looking in the mirror and they're wondering why it's so much? I mean I asked them, what about when I see this, because it happens in front of my house two or three times a week? They said give us a call and let us know. So, what if I send you a picture? Well, I don't know about a picture. I'm going to send you a picture. I have some pictures I'm going to send them. Because it won't make any difference to them unless they see it. We just said that, one particular resident that was complaining that they see the streets are wet just like when it rained, they would understand. Maybe, maybe not.

J

But I think there also has to be, not only the emotional feeling, but coupled with the emotional feeling has to be some form of: oh! I can do that! I can do something. And right now I don't know what to do. You know I know the film called for leadership but I don't know if that's enough for me. Leadership without action, or a plan or something is not appropriate. Now maybe once I finish reading this woman's book, I'll have some ideas.

SS

Now who made this decision about this grass that you're planting?

D

That came with the original bylaws of the association.

Focus Group 4

DH

Well, they, the covenants, the sod, that's what they referred to always.

SS

Then we have to be able to change, we have to be ready. Just because we've always done something, we have to be able to change. Well, you have to get angry enough... When it affects your pocket book, that always makes a difference. Not always but, often.

DH

The other part of it, the other part of the presentation was what they have done to try and understand a better map of a use of water stations around and their association grounds. So, that's come a long ways. But, still, I don't understand why we need to be watering our grounds three times a week for 27 minutes at a crack.

D

In the wintertime.

DH

Anytime. It's nuts. I just saw it and it didn't make sense to me. You know, so somebody said to me, we don't water our grass. It's kind of like tonight, why are we doing this, they said that this is a result of consultation with I think Gainesville Pest Control or one of the pest control companies.

H

They probably say you need to fertilize it. Spray it.

D

Of course, know the man well.

DH

That's the frustrating part.

PM

We had just one final question, as we start to develop programs we were wondering if we could contact each of you, maybe show you what we're working on or ask

future follow up questions if we have any problems with being contacted or further research?

(1:30:27.7)

[Many: Not a problem]

PM

Really appreciate that.

E

And we're going to have another focus group. If you have some neighbors or...

PM

Yeah, that's letting their water run, we'd love to hear from them. Or an HOA member, board member.

S

Yeah, if you want to you can give us contact information and you know we can contact someone anonymously.

D

Get a hold of Karen Wilstead.

S

Who?

D

Karen Wilstead.

S

Do you have any...?

D

She works for WCJD.

Focus Group 4

S

As a focus group participant or as a...?

D

As a focus group participant. You'll get the inside story for that. She's also the president of Hale Plantation Association.

S

Well, if there's no other questions, I'll... So, I'm the water conservation coordinator for Alachua County. So I do a lot with water conservation. And one thing that I've been trying to do is I've been going out and I give talks to places and I know that water doesn't interest a lot of people but we do go to homeowners associations, church groups, and we do have a well received presentation that provides people with a lot of good information on water they can actually do. It empowers people and it shows how much water we're using and compares it to places that are doing a lot better than we are. So, I have not been able to get into the doors of Hale Plantation, and I do have my business cards. So if anyone has anyway to help me get into your homeowners associations, I'd love to go talk to people because I have an employee who drives around here in the mornings and is writing down the addresses where there is those puddles in the front.

DH

I'm talking about common grounds. This is not a private persons property.

S

Yeah, we can also do that since there are irrigation restrictions.

DH

Yeah, we all pay for that. I guess another thing is, in terms of what to do about this... we're going to pick on Hale Plantation tonight anyway, I think that you might present this as an opportunity. Because Hale is supposedly, you know this unique neighborhood community, which it is, that they have an opportunity to model how a house can conserve water, as an organization in addition to residents. And if they can show this, and they could bring even more attention to what they can do as an organization. Examples for whatever. You know how that can be done.

JP

And that raises everybody's property value, which at the end of the day, that's what everybody's worried about, right?

DH

So that would be a way to present this. They may not want to talk about it too much. You know, it's just...

H

We're always trying to give out the spiel that we're environmentally friendly and we're green and all this stuff. So it seems like they ought to be into conserving water.

SS

Well I mean, who is owner of a property here. It's you. It's not the association that governs you.

D

Yeah but there's three associations here. Another contact you might want to make here is Mike Gery in the Village, I think. Who's the president of the board now? Craig? What's Craig's last name?

JP

I don't know.

D

Well, Mike Gery, he's on the board. I've lost track of who's in west.

DH

Actually, the guy who was directing the meeting the other night, had something in front of the sign he had on his desk... All the other people on the board were there, but didn't see his name.

D

But if you go to the Hale website, there's things to go to the association. You can dig around there and find out who it is.

S

Ok, so for your participation in this, I've put in these little packets, you're each going to get three free passes to Blue Springs park, which is up in High Springs. It's a great park. And then I've got a little brochure on the spring itself. And then I'll also hand out a little thing on Florida friendly landscaping for springs protection. So, I'll pass these out and if you had any other questions, there was some things that came up

and we kind of didn't address... If you want me to answer any of those questions I can try to...

PM

The video was actually made by the Suwannee River partnership which is a consortium of the water management farmers in different groups. And they actually made that for the legislature to get them to pass a springs protection bill.

D

Did it pass?

PM

It hasn't passed yet. So the leadership they're talking about is the political leaders in Tallahassee. We show it because of the great photography.

D

There's some really nice photography...

E

Actually it was Karst Productions which was Wes Skiles. Wes Skiles Company.

DH

Well, for you guys, what's in store for you for this point?

(Inaudible talking)

PM

Well, this is our fourth focus group, I think we're going to do two more. What we do is kind of summarize the data, find out what we've learned and different perspectives, and I'll tell you, a lot of the audiences have been similar to you all in the fact that they are fairly aware of water issues. And we would actually like to talk to more people who don't... who aren't aware or have irrigation systems and are watering three times a week.

D

Well, the Hale Plantation Association is in the south part and it is the older part that is the original piece. So there's not very much water here. It's only the places that are close to the golf course. The golf course is watered by the reclaimed water. And

Focus Group 4

we looked at bringing in reclaimed water when I was on the board and it cost like half a million to a million dollars to run the pipe. I mean, it's expensive.

DH

For instance, the places I was talking about, the islands that are just to the south of Chiles Elementary, according to the maps they showed the other night, that is not reclaimed water.

D

The stuff out here on the first south side of north here, that's reclaimed water.

DH

What I'm talking about is the northern part. Reclaimed water doesn't really come, it comes according to the map about the level that the maintenance yard for the golf course. That little roundabout, I think it's about the end of the northern extent of it.

D

It doesn't go up to Schoolhouse Road?

DH

No. Not according to their map.

S

And right now, reclaimed water does not need to follow irrigation restrictions, but it's possible that that will change in the future.

DH

It should. Why not?

H

It's just amazing how we happen to have it all around the golf course. We (inaudible).

S

For utility, they'd rather have one big customer like that than to have all the small customers like residents.

D

The main reclamation plant is just over here on the side of Tower Road. It's an easy pipe, plus this is just going in place and you just run a pipe over here and it's pretty easy.

E

What are the current watering restrictions?

S

Sure, in winter it's always one day a week and for residential it's either Saturday or Sunday depending on your address. And commercial it's also one day a week, but I believe they are on Friday right now.

E

Commercial you mean like apartment complexes?

S

Commercial is like businesses, and I believe we are treating apartment complexes and common areas in residential places like Hale like business. So I think Friday would be your designated day. So, we do have a, I have a grant funded position that does actually drive around and send little nasty grams to people that are irrigating outside of the restrictions and then we track their water usage working with the water utility. So part of why I'm wanting to talk to the Homeowners associations and places to let people know that we're doing that, because we don't really want to get into a position where we're having to give citations because I don't like to do that with residents, I like to work with education, that sort of thing, not having that, stick of a ticket. But, it can get to that. So far we have no had to do that, so far we have had compliance once we talk to people. And we're offering free site visits if someone's confused about their irrigation system, we'll help them figure it out, help them set their clock. So, just trying a new program and letting people know that there's a resource.

D

The other problem with irrigation systems is the stuff that's put in by the builder is always the cheapest they can get by with and it lasts and then their pipes get crushed and then all the sudden their's water all over the place. There's a bunch of issues.

JP

Yep, a lot of landscapes that they put in when they sell a house, let you said, is not really a sustainable landscape. Especially out here, you have these sandy soils. It's kind of on life support with your irrigation system.

H

We have several meters actually, I was taking care of the neighbor's stuff and said I think that kicks that 40 minute, had GRU looking at and one got a big hole of groundwater in the ground and he said well it's on your side of the meter. So, he left and about five minutes later, the whole meter blew off and I called him back and it said it's on your side. Is there anyway to turn it off?

D

We had a leak in our, I kept getting these sinkholes in my sidewalk on my driveway and eventually the thing got to be this big and we called them up and the reason we called them up is because there was a lake flowing under this boardwalk to the front door of our house. It was all on their side. And you would be surprised by how fast they can come out when they're giving away that much free water. (Many laughing)

H

We had a shut off valve that gets up under my driveway, you had a dig a hole...

D

The shut off valve on this thing was about 8 feet underground. 8 feet.

H

Lots of water can come out of that.

D

Sure can. And after the third time they fixed it, they finally did it right, they took it all the way back to the shut off valve and gave us the new hose.

S

Does anyone here have a well? An irrigation well? No?

E

How about a rain barrel? You were talking about cisterns.

SS

No.

S

Are you allowed to have a rain barrel in Hale? You can?

H

As long as they don't see it

(Many laughing)

D

As long as it's within the parameters of the covenants.

H

No more rain until today, it would have all evaporated.

(Many laughing)

S

Well I greatly appreciate everyone coming out. I put a card in most people's... I think I ran out, so if you don't have a card in your packet and you want my contact information and you don't have it, let me know and I'll write it out for you.

Q. Introduction

Note taker

And this is just because I'm not the best note taker and we don't want to miss everything. So that's why we record.

Interviewer

Ok, so first things first, I'm going to give some ground rules and tell you a little bit about private and what we're trying to do tonight. And we'll give you guys an agenda and I know some people want to leave a little bit early. So, we'll make sure that you're getting into and we'll do a round of introductions and then we'll start with a list of questions. So, the first thing is that we are recording this so we don't miss you data. We really appreciate your time and this is very valuable information, so we want to make sure we capture that. We will be transcribing this so there are some things to know to make that process easier for the poor undergrad that has to do that. So, one of the great things about getting people in a group to talk about different issues is that we can get a lot of valuable depth to our information. So, it's not just one person saying something, but someone can also disagree or provide some nuisance information. So we're looking for not only positive comments, but also negative, that's just the richness, the type of richness that we're looking for. So after I get this, laid out as rules or whatever, give these guidelines, ideally I will stop talking and guide you guys through a series of questions to make sure we get all of our questions that we have answered. Keep us on time, I'll be checking my phone clock so if you see me do that, that's what I'm doing to get you guys out of her on time. We do ask that you to, we're going around and say your names, just for the transcriber at least once. Ask when you're speaking, please definitely talk amongst each other, but not over each other, so it's important when two people are talking on the recording it's really hard to tell who's saying what. So, I do have some sheets of paper right here, in case, it's a little bit of a large group so in case you think of something, want to jot it down so you won't forget, feel free to grab a sheet. Also let's keep this informal, if you guys want seconds, by all means, get up and grab that. So, introductions, my name's Interviewer Ott, I'm a masters student in agricultural education and communication with an extension education specialization and I'm really interested in collaborative decision making and involving stakeholders in the decision making processes and I'm probably going to be using some of this data in my thesis research. So, that's a little about me, Note taker...

Note taker

Let's start out with the question.

Interviewer

So, we're going to go through a list of questions, and then actually we'll probably... you two have to leave around 8? Ok so probably around there or a little bit before we're going to watch a video, fits our schedule anyways so (inaudible)... The first thing I would like to ask, and again this round, just state your name and then you can answer this question: Do you ever worry that we won't have as much water as we do now? And you don't have to go in a circle..

Q. Do you ever worry that we won't have as much water as we do now?

(0:03:36.7)

D

I'll answer first, I'm D (inaudible), and yes I do worry about that in Florida.

Interviewer

Ok, what makes you say that?

D

Well because we pretty much had (inaudible) exposed throughout the state and to grow with the water that's needed I mean coming from a limited resource that really has not been handed the conservation or desalinization plants...

Interviewer

Anybody else?

S

This is S, to clarify your question a little bit, I don't worry about running out of water, I worry about running out of clean water, drinkable water. In my rotary this morning, a guy from IFAS came out and talked about groundwater depletion and everything like that and assuming the data's correct to see where things were in 1932, when he started, and where things were to 2005 where the data's finished. Especially seeing what Jacksonville is pulling from the local areas. Pretty amazing. And I think we probably won't run out of clean water, I have a feeling it's going to become incredibly expensive and I wonder right now if it's too inexpensive. Given how valuable it is.

Interviewer

Anybody else?

Focus Group 5

N

I'm N. If I'm being honest, I don't think I worry about it on the daily basis. To answer your question as something that I think about every day and worry about: no. Should I? Probably yes. And I think the problem is, we will all probably not be alive when we run out of water but our children or grandchildren might be alive and so I think it is a real problem and I agree that it's a real problem. But it's not something that I worry about on the daily basis, probably should... quite frankly.

M

I'm M, I have to agree with you, I don't worry about it on a daily basis but I guess my general philosophy is conservation. I don't think we're doing enough as far as native planting and regulating the sprinkling, etc. We're using too much water, more than we need to.

K

I'm K and I actually do worry about it on a regular basis. I drive a lot for work, and as I drive around over the years I actually see the difference in the collection of water sites, just even around Gainesville and how they are drying up. And when we go to lakes or whatever I can see that there's a big difference. So, yeah, just about every day I think about it.

Interviewer

Where do you travel?

K

I do a lot of traveling right now down all the way to Miami and back. We go over to Crystal River a lot and then just around Gainesville to Chiefland area. All that.

Interviewer

What about you C?

C

Well, I worry about it all the time because I think Florida is in dire straights. I'm a fourth generation Floridian, my grandchildren of course are 6. And the way Florida has changed since I was a child, I was raised in Fort Pierce which is about 60 miles north of West Palm Beach... It is unbelievable, and the rampant growth. Nobody gives a damn, all they do is build, build, build and suck us dry.

J

I'm J and I would say that I don't worry about it every day either but I do, when we moved in our new house I realized how often the sprinkler system was going off and we had to go back and change it, not realizing it didn't need to be on as much as it was. The people living in there before weren't there all the time, so this was happening without them even paying attention or being at the house. So, I have realized how much people do use unnecessarily the water that we do have.

Interviewer

I actually realized one thing as we were going around; we have a couple different neighborhoods represented. So could you go around one more time and say your name and what neighborhood you're from.

M

I'm M and I live in Hale. Do you want the subdivision?

Interviewer

No, that's good.

K

I'm K, I live in Parker Place.

S

I'm S, I'm married to her, I live in the same place.

[Many laughing]

J

We both, N and I, live in Hale.

D

I'm not married to either of them [many laughing], I live in Parker Place.

C

I'm C, I live on Southwest 8th Avenue between 121st street and 122nd street.

Interviewer

Ok next question is: Do you know where Gainesville gets its water supply?

Q. Do you know where Gainesville gets its water supply?

(0:08:39.1)

D

Wells off of...

C

43rd?

D

53rd.

S

I know it comes from the aquifer, I don't know exactly where though. Somewhere local.

Interviewer

Anybody else care to make a guess?

N

N. No, I have no idea where...

[Many laughing]

M

I know where they used to get it, historically.

Interviewer

Where's that?

M

It's where you enter at Paynes Prarie and the... Bouleware Springs! Thank you.

Interviewer

Alright, great. And some of you have kind of touched on this... Do you feel a personal need to conserve water?

Q. Do you feel a personal need to conserve water?

(0:09:31.8)

C

I'm Chirssy, yes I do. I try to do it all the time.

Interviewer

You may have of addressed this earlier but what makes you feel that way?

C

Well, because I think we must conserve water, I mean we're recycling. Everybody, it's an individual thing. You can't expect the government to go out and tell everybody to do something that people know they should be doing naturally. If you feel that you don't have enough of something you certainly are going to conserve what you have. Or should. But, I'm on the water a lot, I kayak, and these rivers are down so low, it's really... I think we're in a desperate situation, I truly do.

Interviewer

Does anybody else feel the same? Or a different way?

N

N. I think I'll say this: I think about it. I have habits probably taught by my parents that are water conservation habits. Turn the water off when you're brushing your teeth, turn the water off in between razor shaves. Sometimes you say you conserve water when you don't shave in the morning, that's probably just (inaudible). So yeah, I think there are habits, and that's why I'm not thinking about it on the daily basis, why I do those. I think those are probably just good habits that are taught, you know, young kids are probably learning good water conservation habits and I think those things certainly are important.

S

This is S. I mean, yeah, we're on a well out in Parker Place, so to me if the water table drops too much it's going to cost us a lot to drill deeper and remedy the situation. It's not as prevalent around here. But I've see the problem with sinkholes further south of here and I've realized that if the water table drops, we'll have more problems with that. We also came from Texas, so we saw a lot more drought conditions, especially during the summer

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so we can see how bad it gets. I grew up in Florida and kind of got used to the rains every afternoon, which don't seem to be as prevalent now for whatever reason. And knew, whether it was an anomaly or not, the much wetter time when I was much younger and it seems to dry up a lot more and at least fires too. Didn't see a lot of those when I was growing up, I see a lot now. And the tragic consequence is that it can apparently cause, the accident on 75.

Interviewer

Does anybody else have anything to add?

C

Just to continue what S was talking about, this is C, three years ago I had dig a new well. My old well was 120 feet and my new well is at 200. And the first well was dug in 1963. It is happening.

M

This is M. I think that sinkholes are a bit of a problem around here. I mean, like I said, I'm on the trails a lot and it's just amazing to see the various homes when they have to do the repairs for problems where homes are built because there are sinkholes now... all the factors that are involved in sinkholes, I don't know, there are other factors, but sinkholes are an issue for this part of Florida as well.

Interviewer

So would you say that's a motivation to conserve water?

M

That's probably not the major motivation.

Note taker

I saw you shaking you head... sinkholes, saving water don't seem to go together.

K

Actually no, I was thinking of something else. I think it was last year in Georgia they were in such a drought that in one town, I don't remember if it was Atlanta, they actually came out and did a mass prayer. And that really hit me when it was on the news, because you don't see that...

D

You weren't allowed to flush the toilets at the stadium... they had police watching you.

K

I was thinking about that and that really kind of brought it home to me.

C

Many, many years ago someone I knew from California said, because of course they're watching that all the time, if its yellow let it mellow, if it's brown flush it down.

M

Yeah, I do that at my home, but I live alone.

D

Well, I grew up in Deland and winter time was sinkhole season because up in Seville and Pearson were the burn capital of the world. When it came across they ran their huge wells that they freezed over first to preserve them. They iced them like they do right now every year... [many talking]

M?

If you understand how that struggle is then you understand what happens when the water gets too low. In just caves in, gradual, it's like swiss cheese in there. I'm surprised we don't have more.

J

I am cognizant of how much water I use and moving in with N, I think my water use has gotten a lot better.

[Many laughing]

J

More than just water. Turning off the lights. Conserving electricity and water. So, I do have to pay more attention to it though because I will, to make the water get hot sometimes you have to leave it on for a while and is it worth waiting for the hot water? I'll just wash my face in cold water. I do, think about it.

Interviewer

Ok, so you said that you are conscious of how much water you use. Does anyone know how many thousands of gallons per month they use?

Q. Does anyone know much many thousands of gallons per month they use?

(0:15:19.8)

M

We have a well so...

S

Well according to the water softener we use, we use about 5,000 gallons per month.

Interviewer

Alright so let's... well before we move on do you guys think that's about average, those of you who do know?

C

No, I look at it once and a while.

S

How many in your family?

K

Three. It concerns me that it's too much now that I hear that number.

[Many laughing]

N

I look at the GRU bill and if it's acceptable. Unacceptable, acceptable, if it's acceptable then I don't worry about the rest of it. I kind of know what it usually is.

Note taker

You look at the price?

N

I look at what I'm paying, is this less than what I hear other people paying? Ok, I think I'm doing ok.

M

Do you have a well?

N

No, we're on city.

M

This is M, and we're very fortunate it, we just so of lucked out because the lot we picked out, we have reclaimed water for our sprinklers. So, I'm very grateful for that. On the other hand, what that tells me is, because they say there's way too much, people need to use reclaimed water, what that tells me is somebody's using that water: the golf course. Which are they using too much to give us all that reclaimed water? I don't know.

Interviewer

So you said, someone's telling you that there's too much reclaimed and you need to use it?

M

Um, there's been times when the pressure gets really high, yes. And we have lots of it [inaudible]

C?

Lucky you.

M

Yes, but now they've extended the lines within Hale for the reclaimed water. So I don't if its currently an issue. But a few years ago (inaudible)...

D

The golf course used reclaimed I believe.

C

That's what she said.

D

They use it.

C

Is that what you said?

M

It's from the golf course. You know, I don't know exactly how that works. Where did we get it all?

D

It has to go through this sewage system. Reclaimed. The golf course...

M

You're probably right.

C

I do think Hale uses reclaimed water on the golf course.

M

Now that I said that I think you're right.

C

I think I remember a lot of stuff in the paper about when they ran it in over there from across Tower Road. What is that place over there?

M

Entrance park.

C

Back behind the (inaudible).

M

That's where they... Process. At least some of it, I think.

Interviewer

So, one more follow up question: so who is getting in contact with people when the pressure is really high?

(0:18:04.9)

M

Oh I don't know that anybody officially is, it's just the occasional blow outs in the valve system.

[Many talking]

C

And that's what they would say, the pressure really builds up.

N

I haven't had one of those yet, I'm not really looking forward to that.

M

Which neighborhood are you in?

N

The Hamptons. It's... I think you're right, I think there's a sign that says 'reclaimed water for outside.'

J

It's across from the...

M

Yes, I know where the Hamptons is. I think it does extend over there. A couple years ago they extended it north from the golf course quite a ways.

S

Reclaimed water well house.

[Many talking]

M

They extended it enough, we won't have that in a while.

[Many talking]

Interviewer

In the interest of time let's change topics a little bit, let's discuss the springs in the area. If we could go around and say if you have visited some springs in the area, which springs have you visited? And how frequently?

Q. Which springs have you visited and how frequently?

(0:19:19.2)

D

All of them.

M

Yeah, all of them. Not so many in the last year, but I guess I've been to all of the springs in the Marion County and Alachua County area.

Interviewer

Has any of you guys, J or N?

J

Poe Springs and Ginnie Springs, we used to have retreats to Poe Springs for my job but I haven't been in a long time to either spring.

N

I have an unnatural fear of wild, live animals in the water. I can be on boats, but I won't get in natural water.

[Many people laughing and talking]

C

So he's a good influence and then maybe...

N

I attacked by what I thought was an alligator when I was a 5 year old, what was actually like an otter. Long story... we don't need to get into that.

K

We actually go to Crystal River a lot, which is spring fed so.

S

Yeah include, like every three weeks or so.

K

I kind of grew up there and we never had an actual name for the springs that were feeding it so it was just Crystal River.

J

I also, I grew up by Wickee Wachee Springs. So, I also went there a lot when I was younger.

M

We go to several springs on occasion, but other than that we're not really in the spring water.

Interviewer

Does anyone have any memorable spring experiences? Other than the otter experience?

Q. Does anyone have any memorable spring experiences?

(0:20:52.3)

M

Well, fun. We had a lot of fun in the springs that's for sure. Water parties. Kids grew up in the springs. Ichetucknee, a lot of trips down the Ichetucknee.

J

And then turned Wickee Wachee springs, I don't know if anyone knows, it's a water park. So, growing up, every summer we were there and every Wednesday with my grandmother. So, birthday parties, all that kind of stuff.

M

We just went out and kayaked the Wickee Wachee run. Wherever you put in and it came all the way back up in the springs. So, it was beautiful.

Interviewer

You grew up in Crystal River?

K

Sarasota and Crystal Rivers. So, yeah, lots of memories, anything you can think of from skiing to, there are actually three springs there called the Three Sisters that I kind of grew up on, and then for many, many years until recently, the land around it was owned and you were not allowed to go back in. And I think they recently opened it or they're opening it again. I think it might be open to folks but I haven't been there yet. It was crystal clear.

S

I don't know the spring he goes to but the last two years he's gone to snorkel down there.

K

In Crystal River in Homosassa.

S

Manatee Springs. Which he likes a lot.

K

You can go down the Rainbow River also.

Interviewer

Alright, maybe some of you guys who've grown up on springs can speak to if you've noticed any changes or if you think the springs are threatened in any way?

Q. Have you noticed any changes in the springs or do you think the springs are threatened in any way?

(0:22:24.0)

M

Absolutely, they're greener. You can see it. And there's places that Buddy and I kayak on the Santa Fe River where there's, springs come up into the river and the waters been so low,

there's no spring, there's nothing there. And you can smell the sulfur smell because the spring is getting drier and drier so the odor is coming out. It is really pretty scary.

Interviewer

Has anybody else had a similar experience?

N

I grew up in Tarpon springs, over near the bayous over there and I will say, I don't like going in the water but I do love the water and do love looking at it and running by the water. The bayous have gotten muckier and I don't know a better way to describe it, it's just gotten dirtier, nastier over the last 20 years. And they're fed into the Gulf a lot, but I've definitely noticed it, especially right downtown Tarpon.

K

K. So for Crystal River it's gotten a lot darker but honestly I haven't noticed a big difference in water levels, the big thing I've noticed, I don't know if it's pertinent or not are the amount of people that are physically there, constantly. Crystal River is known for it's manatees, and I say that people cost them constantly. There's just hoards of people all the time. And that has definitely changed from when I grew up there.

Interviewer

Have you noticed any changes or think the springs are threatened?

C

I don't visit the springs that much so it's probably not a fair question.

S

I haven't noticed any changes, but sometimes I'm kind of oblivious too.

[Many laughing]

J

I haven't back to Wickee Wachee Springs, which is the one I would know the best, in a really long time. But I have noticed just driving up and down 19. The manatee in Crystal River, I did that when I was younger on field trips and the number of people that are there and the number of boats that are going out. And the newspaper articles about how the manatees are affected, the springs affected by the number of tourists.

Interviewer

So I'm heard that increased people might be causing some changes. Do you know of any other causes?

S

How about fertilizer?

D

How about agricultural?

M

Yeah, there's huge dairy out there along that Suwannee River. Terrible.

K

Yes, I used to travel a lot up in Suwannee. I'd forgotten about that.

M

You can smell them for miles. They've got so many cattle concentrated in such a small area that it's really sad.

Interviewer

Any ideas for the cause of the cruddiness?

N

I don't know what it's about, it's just, I remember, it could just be when I was a child, I remember it being clear water and when I got back it looks a lot muckier. I don't know, it's just increased people... boats would be my guess and waste from boats in the bayous would be my guess if I had to take a guess. 'Cause not a lot of people swimming in the bayous but a lot of recreational boating activity occurs in the bayous.

C

Well I have a boat with an outboard motor and I have a two stroke motor and every time it drops in the water there's oil, you can see it and it just makes me sick. But I can't afford a four stroke so... here we go. I mean, I see it every time I drop my motor in the water.

Interviewer

Alright, so let me ask you this, even though the springs are more than 20 miles away from here, do you think the things that you or your neighbors do affects the health and levels of the springs?

Q. Even though the springs are 20 miles away from here, do you think the things that you or your neighbors do affect the health and levels of the springs?

(0:26:29.9)

C

Absolutely.

[Many yeses]

Interviewer

I see a lot of head nodding... maybe not, N?

N

Absolutely. I mean look, the reaction you're getting from me is that what you do in Gainesville doesn't just affect 20 miles away, I think anyone that understands how the earth works, it affects 5,000 miles and in the grand scheme of things, you have to be responsible to some extent for what you do now because not only does it affect distances but time as well, that's kind of what I was saying earlier. And I don't think about it everyday, but the reality is we are going to run out of affordable at some point. We are not going to be effected in this room, but there are going to be people who are affected. So I think so, I think you have to understand 20 miles away is a very small footprint in the scheme of the world I think.

C

There's an interesting documentary that a man named Wes Skiles did, and he's a famous diver, bless his heart, he's not with us anymore, but I don't know whether you've seen that documentary where he goes down the underground aquifer from Alachua to Gainesville and all the wells that are sticking down in that aquifer as he's skin diving down through that underground river. It's really fascinating.

Note taker

How did that make you feel, watching that?

C

Well it was shocking, you know. I had never thought about the fact that my well, my pipe is down there in the little river, sucking away.

S

Yes, this is S, I pictured a well being porous rock or something that my pump was sticking down into. I saw the same documentary and realized, holy cow, there's a river under there and water flows by my pumps.

[Laughing]

S

So that was kind of eye opening.

C

For me too.

Note taker

So did that experience make you think about anything, like what you put in your yard or...?

C

Oh, absolutely. I do as much organic gardening as possible. And I'm not pulling on your cord or anything but I am very aware of my environment and I'm trying to do everything I can to do my little part to not make it any worse, you know?

Note taker

S, did it make you think differently about...?

S

It did. My neighbors across the street, were using bottled water because they have some kind of contamination in their water, I think from somebody's septic tank, it might be their own. But, I don't test our every year, but I test ours every 2 years, like a kit from Home Depot. But, it opened my eyes, I've got the best darn filter I can find for the water that we drink.

Note taker

Can I interrupt one more time? N, you were talking about, you know not worrying about this group running out of affordable water and I just wanted to expand on that, like what you meant.

N

What I mean is that I don't think it's a reality in our lifetime, but being honest, maybe I'm wrong, I certainly could be proven to be wrong. But I get the sense that it's going to happen slowly. It's not going to be that one day there's no more water left, I think it's going to be gradual and over time the way it hits us and I don't think it's going to be in this generation is the way I sort of feel this problem is coming. Maybe I'm wrong but that's the way I sort of see this long-term epidemic is coming. That's just my perception.

Note taker

To follow with that, S, it was you in the beginning that talked about the price of water. I think you said that it was too cheap?

S

Yeah. Especially from a well, I mean I could water all the time except for the cost of electricity. It doesn't cost me a thing. Back in Texas I tried valiantly for one summer to keep our grass alive and got a \$400 water bill just for watering and didn't try anymore. And I know there are for people that are on utilities tiered water rates and all that kind of thing. I think from that fact that they can pull 100 million gallons a day out to put it on bottles and ship it around means that the water is probably too cheap in that respect. There's a lot of costs and I think there will be a lot of costs and somewhat disagree with N only because from personal experience, I've seen in Texas where again, it's not a long term thing but you'll get a summer that's really hot and dry and all the sudden the water is almost gone or gone. I think this past, I forget the name of the town in Texas, they had to drop water in because their wells totally went dry. Instead of having to evacuate the town they shipped water in, that was costing them \$250 per 6,000 gallons to drop the water in. I think we need to invest, I also work at InfoTech which does road infrastructure so I know a lot of infrastructure things, not here as much but certainly up north there is so much leakage in public utilities that we're not really doing anything about, we're putting Band-Aids on it. Somebody at some point is going to have to pay up to retrofit all of this so that we're truly being efficient with the water that we have, whether that is us now or my son, somebody's going to have to do it. And I think, two, if world population keeps going the way it is, everybody needs a certain amount of water per year whether you're irrigating or not, and the amount of clean water that is available is somewhat a fixed amount over an average and desalinization plants and that kind of thing, you see more and more of those going up in Tampa and places like that, is incredibly expensive. I think if one were to take a look at the true cost of providing clean water, then what we're currently paying is much less than that. I don't know what the difference is, I don't know what a fair amount would be, but I've

seen where literally, in one year you'll get a hurricane come through the Gulf and Texas will be lush, the following year, literally the ground has been cracked so much, the pipe from our municipal water broke because the ground shrunk so much it took the pipe with it. It was just bad, from one year to the next. So it can happen really fast. Longer term, I don't know where things are going to go, it was eye opening.

Interviewer

Do you think that you or your neighbors would use less water if you knew that if was necessary to keep the springs flowing?

Q. Do you think that you or your neighbors would use less water if you knew that if was necessary to keep the springs flowing?

(0:33:48.3)

D

Well, I don't mean to dim Parker Place, but not everybody, no.

K

I agree whole heartedly, this is K, I worry a lot about our neighbors. Because we have neighbors that will just water several times a day, at 2 o'clock in the afternoon. They'll water the street, they'll water anything.

D

One of my neighbors waters two to three in the afternoon, rain or shine, doesn't matter. I'm always akin with my system based on how dry. It's only my front yard too with irrigation, the back in a natural zone.

M

The house next door to me, thank god I can't see them because I had enough bamboo planted, but their sprinklers go off every morning about 4:00 every morning and they run until about 5:30, every morning, rain or shine, cold or hot.

C

And those are wells that you're both talking about so you know, we can't be like GRU and charge more.

M

They can put a meter on our wells, that's coming next I think.

C

Is it?

M

Well, don't you see that in the future? I don't want a meter on my well, you know? If you're going to do something and people won't control themselves someone has to come in and start controlling it.

Note taker

Why wouldn't you want a meter?

M

I want to be able to use my water when I want to. (Inaudible)

[Many laughing]

Interviewer

So it would be the prices associated with...

M

Oh absolutely! I mean it's bound to be more than just my electric bill if they're starting to meter and charge me for my water and the electricity to run the well. But I don't see any way around this because people won't police themselves.

S

To answer your question, I think if more people were educated, yes, they would use less water if they thought it was going to affect the springs. How many that would be, I have no idea. Because everybody is going to put a certain value on what the springs are and what they do for us. If you broke it down to money probably, you could get more people to do something.

M?

It's all about the money.

N

If your bill is twice as much, if you looked at your bill and you said this is the acceptable range and it's twice as much you know, if we're starting to value water for whatever is it,
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you'd use less water. I don't know if you're going to get most people, I think this is an exceptional crew here, I don't think you're going to get most people motivated by an altruistic thought that the springs will be better if you just use less water. Realistically, that won't do. If you think about how you motivate and persuade people, you've gotta get them in the pocketbook. And maybe this issue in Texas, it sounds like people were bailed out pretty easy. Maybe you've got to hit them and they've really got to go without water for a month or two and maybe instead of trucking water in, let people live without water. And let there be an epidemic because it seems like we bail ourselves out when you get to that ledge. Money, real crisis, that might start motivating people, but I think just a general feel that the springs will be better, that's not going to work, I don't think.

M

I agree. Because, you know, this is M, out of the majority of the people, how many really go to the springs? I mean I know a lot do, but I guess I look at our little neighborhood for instance, I don't think anybody goes to the springs. Granted we're all old, so it may not be a fair cross section, but you know, still, I mean I can also go up and down other neighborhoods. People don't go to the springs.

N

But if your water, electrical bill doubled next month...

M

No, I agree. I agree, but the thing is that they're not going to care about the springs, but yes, if they charge...

S

Or if tomorrow morning you turned on the faucet to brush your teeth and brown crud came out and that was like, you got a little flyer under your door saying that it's going to be this way for the next three week because you water every morning at 4:00, stop doing it.

M

Not me, I didn't do it!

S

No, if you water at 4:00 and keep wanting the best yard in town, but by the way we can't brush our teeth anymore in this neighborhood for a month, I think it might hit them.

N

I think it might hit some people, but educated people might look at it but, I don't know...

K

I worry that it's, I don't know if it's really ignorance, I really see it more as a disrespect that this is a natural resource and we're not guaranteed a natural resource. And that's just my perspective, how can you be so small-minded? You know we're not promised rain, we're not promised all of this and we really are seeing some differences in our weather patterns over the last few years. So, that's what really concerns because I can't trust what I don't know. You really can't trust your neighbors to do the right thing.

[Many laughing]

Note taker

Um so a lot of you were talking about your neighbors irrigating and such, do you feel like in your neighborhood, there's a pressure to have a green lawn? Like what's motivating people to have those sprinkler systems going off every day?

Q. Is there a pressure in your neighborhood to keep your lawn green?

(0:39:24.1)

C

Well, I don't live in this neighborhood, my fence line runs abuts this neighborhood. I don't know what they could be thinking of in there.

S

In Parker Place there is some pressure because there is a homeowner's association and if you don't keep your yard to some kind of level you'll get a notice or something like that. Now that said, you know, it mostly has to do with weeds and that kind of thing, if you wanted to place some type of different grass, say bahia or something that required less water, I don't think they'd really get on you for that. But I mean, there's people that want the most luscious, green St. Augustine grass and it's three inches deep and then there are other people that get away with as little watering as they can but keep it neat and tidy. I don't think there's really pressure in any way in terms of neighbors pressuring neighbors per se.

K

We're not winning any lush, we never have (laughs).

C

To S's point, St. Augustine grass is probably one of the worst things that is happening to Florida because it requires so much water, fertilizer, pesticide, herbicide, you're constantly doing something to maintain that grass because the things that live in it want to kill it at all times. So if we could get rid of St. Augustine grass it would probably help a lot.

Interviewer

Have any of you guys ever had any sort of conversations with your neighbors before about your yards?

(0:41:07.1)

D

I, at one time suggested that they put the Suwannee River Management watering schedule in our newsletter but it never came out, I never saw it.

Interviewer

When did you suggest that?

D

Oh, years ago, three or four years, I want to remind everyone what the water restrictions are and that was before the Suwannee River was matching St. John's now apparently. Because everybody was sprinkling whenever and during the day, so said that's a good reminder to put that in our neighborhood newsletter.

Interviewer

So you approached your homeowner's association?

D

Yeah.

Note taker

Do you all go to your HOA meetings?

D

I've been to one or two.

S

I'm on the board.

[Many laughing]

D

You didn't do my suggestion.

S

I've only been at it for a year.

D

Ok.

Interviewer

Ok, I'm going to switch gears a little bit, who do you think uses the most water in this area?

Q. Who do you think uses the most water in this area?

(0:42:13.9)

C

Now what area are we talking about.

Interviewer

North central Florida... can keep it pretty broad. Or Alachua county?

D

Golf courses? And the grain and sand plant.

N

I'm going to say industrial. Some sort of industry, probably.

C

The Grandin sand plant is I think the probably primarily responsible for most of the lakes out in Melrose area, I mean they're dried up, when I first moved to Gainesville in about '69 or '70, we water skied out there, we swam, it was just wonderful. Now they're all dried up. I

mean there's not water, none. These houses have docks just running out across the direction.

S

Are you looking for a group or an individual?

Interviewer

Yes.

Note taker

Who are the top water users? It doesn't have to just be number one.

S

I'm going to say as a group, probably residential people. Now, I realize some may say agriculture uses a lot but residential people are the ones demanding agriculture. You could say power plants, but people are the ones demanding power. So, people in the area are the ones using up most of the water. I think.

Interviewer

Anybody else have any ideas?

M

I guess my other comment, and I don't know much about biomass, but I read and maybe it's not... you can distort all sorts of statistics, but I've read that the biomass plant will use more water than maybe that's worth it. I don't know, I'm just tossing it out, like I said, I don't know that much about it other than that it will be using a lot of water.

K

I'm going to agree with S on this one, I think it's the individuals quite honestly. [Many laughing] It's our demand on the environment. I think we have a responsibility, comes back to us. I work for the hospital, the hospital uses a lot of water. University uses a lot of water. But then again, we can all be more responsible.

Interviewer

Let me see if I can ask this question correctly... Other than homeowners, if you heard, let's use the Grandin sand plant as an example, if you heard that they were doing something to drastically reduce their water use, how would that make you feel?

Q. If a company was making efforts to drastically reduce their water use, how would that make you feel?

(0:45:10.4)

C

It would make me feel good! I mean it would be actually being responsible for what they're doing out there. It would make me feel good.

Interviewer

Do you think that you would be more or less motivated to conserve water yourself?

C

I'm pretty motivated.

[Many laughing]

C

I'm pretty motivated so there's no possible... I mean I stopped all, I put beds in, I got rid of all my grass pretty much, and I'm pretty careful about water at my place. But I'm an old Florida cracker and I love this thing and I'd hate to see it being destroyed. So, the only thing I can do is what I can do so I'm fine doing that.

Note taker

So I'd like to bring up that question the opposite. You brought up bottled water, you know when you see something like that, does it make you upset and less likely to conserve because if they're going to use all the water, so am I!

S

Me personally, no. I feel that it was sort sighted, what I'm doing to conserve water though, I would just keep doing. So, yeah, it just ticked me off.

Note taker

D, you were shaking your head in agreement...

D

Yes, I agree.

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M

But not only is this bottled water bad for the water, it's all these plastic bottles going into the landfill. I mean, I see people coming out of Publix down here with whole grocery carts full. I mean I don't know how many bottles they have in there. A hundred? More than that? I don't understand, I just don't understand them.

Interviewer

What about some other people? Do you have opinions on bottled water?

N

I think it's too expensive quite frankly. I think even from a non-environmentalist point of view, I don't understand why you would pay \$1.25 or \$1.50 for something (inaudible)... beer is a lot better!

[Many laughing]

M

Absolutely!

N

That's why I don't get it. Quite frankly I think water tastes fine from the tap, I think it tastes great from a filter. The only water I can't stand in Florida is like in the Daytona area, I think it's just horrific. I think other than that I think water is fantastic in Florida, and I grew up drinking from the tap. Maybe it fried my brain cells, I don't know. That's my problem with bottled water, it's just expensive and I don't get it. But I guess it's better in the long run, this is my take on it, it's better than drinking Coca Cola or drinking Diet Coke or something like that, because it's the same problem. And then you start putting rat poison into your system, so I guess from that point you'll just take home bottled water.

M

Yeah, I agree. It's like how did we used to get along without bottled water?

S

It's convenience. Like, we didn't bring any water for him so we've got some bottled water.

K

I think it actually promotes waste, especially for families with children. Because what will happen is on most days he'll drink that much, he'll drink an inch or so, and then it'll sit in your car or whatever, and then you just toss it. So, I know I've tried to become more

cognizant of it and either a, make him finish it, or b, use the leftovers for whatever plants are in the house. But also, when I travel and if you're on the road, you tend to get a bottle of water if you run out. I will actually bring the bottles back to recycle them because I'm not sure if hotels will recycle and I have this great guilt of it needs to be recycled. So I carry them in my car [laughs].

M

Good for you. And I refill them, I refill them numerous times. I also don't believe all this stuff about what we're getting from letting water stand. That may or may not be true, but I have faith that I can drink water and refill it and drink it and keep reusing the bottle.

K

And I wouldn't be crushed if they went away. You know we would just deal with it.

J

I wish they would go away, I'm a horrible offender of bottled water.

[Many laughing]

J

I know it's bad, one of things for the new year was that I went out and bought a bunch of clean canteen type waters. I drive an hour to work and an hour back, so I have a case of water in my car because I just drink so much water in the day that it's easier for me to just grab it out of the back of my car. And I workout in Bradford and the water at my office is gross from the tap. So, I bring it out to my office so I can have water all day long. If that wasn't an option I think I would make more of an effort, I think, to fill up the bottles of water from home and then bring those with me during the day. It is, it's more convenient, easier to just throw the case of water in. He sits there and watches me buy cases, I'm one of those people that comes out, when it's on sale, I'll buy like 5 of them, because I know I'll just keep them and it'll take me a while to use them. When they're on sale because it is expensive. I do save money when I do fill up the containers. And I know I need to make an effort and I've been working on it. I just drink a ton a ton of water.

Interviewer

So we're going to go ahead and switch gears a little bit and project a movie over there on the wall, if we could get speakers...

Note taker

And it's real short so I think you guys are (inaudible).

[Inaudible talking]

(Wes Skiles movie: 0:51:25.8 to 56:35.3)

Note taker

That's it. So we'll talk a little bit more about this, I just wanted to show that and break up the momentum a little bit. Interviewer will take back over.

Interviewer

So, after watching that, what are your first impressions? Any thoughts that you have?

Q. After watching the Wes Skiles video, what are your first impressions?

(0:57:17.5)

S

The springs are pretty nice looking.

[Laughing]

M

Well this area we live in is unique, these springs are unique. I mean this is crystal clear water and I mean it's 72 degrees year round, it's fabulous to look at, it's fabulous to get in, it's fabulous to get on and we should be doing something to educate people to stop the destruction of this wonder of the earth. We just should be doing it whether you go to the springs or not, they're worth saving, they're just so beautiful and there's a lot of water that we need to be taking care of.

C

Well and it's not just whether I got to the springs, so many of the lakes are spring fed.

M

Absolutely.

C

So you're not going to have a lake, like in the Melrose area. I visited that in the Keystone Heights area for years and the lakes are...

Focus Group 5

M

There aren't any lakes now, there are some ponds. There's some of the bigger ones like Santa Fe and some of those. But there are a lot of smaller lakes out there that are just... there's no water. Well springs are part of our underwater aquifer, which we get our water from.

Interviewer

Does anybody, sounds like this might have made you motivated...

C

I didn't have to come in here to be motivated. I mean, I get downright mad and angry about it. I leave next door to a development... not to bring up something else, but the amount of spotlights that are on at these houses at night... there's one house down the road from me, that I came back at 3:00 in the morning one time and I've done this more than once, I stopped and counted 60 lights on, and I couldn't see the lights on the back of the house. What in the world? You know? And they're watering probably 5 acres there.

S

The video... it didn't really motivate me one way or the other, I think it could be... I think that, and maybe I'm reducing things to economics, I think it could be more effective if one were to, in little more time allotted to indicate what the economic benefits of the springs are also, they bring a lot of tourism, they feed rivers that people live along that increase property values... that kind of thing. I don't know if you're looking for that kind of feedback but...

Interviewer

Yeah, absolutely.

N

The question is about the video and whether it's a motivating... it's too long. It's too long and you don't need to motivate this group. This group is motivated. If you're trying to motivate John Chucole out there, it needs to be about thirty seconds long and it needs to scare the hell out of them and it needs to be more like the political ads I've been seeing the last couple of weeks. That's what it needs to be. If you're trying to motivate people into stop wasting water, this isn't going to do it. It's not. I mean, you've got people's attention for about 90 seconds and then they're done. And that's research on any field where you're trying to motivate people... you've got 90 seconds and then you don't have them anymore. You know 5 minute video, I was paying attention, because I thought you might be asking

about that, is too long. And the worst part of it, the scary part is two and half minutes into it. So, that's the problem with the video, if that's the kind of feedback you're looking for.

Interviewer

So you're saying fear of not having enough water or some of the...

N

I think the fear of, I like that part about, it was two or three minutes into it, act now or you might be facing a multi billion dollar problem. Another component that wasn't really hit on was, you know, we talk about new jobs, that's a big motivator right now. You could spin it and say look, we could create jobs and better the environment if you were to restore and protect now. You could motivate with fear and with you know, carry on a stick but the stick people remember.

[Some laughing]

Interviewer

What about you, K?

K

I'm kind of neutral about it. I mean it's always upsetting to see the reality of what we're putting into the aquifer. So the portion, the money doesn't worry, the money didn't mean anything to me because I figured it's going to be very expensive to correct. I'm just amazed that you even think you could correct a problem once it's gotten that bad, quite honestly. And I was just sad to see, you know, it basically alluding to the runoff from our roads from you know, traffic and everything that always upsets me. And I know it's out there.

Interviewer

Ok, the money didn't resonate with you, is there anything that did?

K

Um, just how sad it was to see the real negative portion of what's happening like what's happening with the one where it looked like it was basically completely gone, that lake or whatever it was. That's what really gets me and what really scares me when you watch the news. And I think the last year, we seen going back to Austin, we see on the news, Lake Travis? Was down 12 feet? More than that? And they showed a picture and I didn't realize that was Lake Travis in Austin. And we used to be there all the time. That to me is just unfathomable that there was basically no water in it.

Interviewer

So, kind of comparing things with how they one were?

K

Right, I think if you've lived in Florida for any length of time, and I was born and raised here also, you definitely see it. Yes, I guess it resonates, some portions of it, that were, that really showed the dried up and the pollution.

C

That one area they showed, the shot where it was all dried down and then you could see the river in the back, that's right across the Suwannee River north where the boys club is right there in Branford. And the last time we were on the river, that was full of water. Been a couple years since we've been up there, so that's completely dry now.

K

That's basically in the blink of an eye. Two years, if you think about it that's a blink of an eye.

C

I think this is happening, this is coming on pretty fast here now and I disagree with you and that we won't see it in our lifetime. I think, I'm 68 years old and I think I'm going to see it before I go. I think this is really coming on fast here now because we don't have the hurricanes, we don't the rain, we're sucking water like crazy, we're building like crazy.

N

And let me just maybe, I didn't say this clear enough, I said this at one point, I could be wrong. And I will listen to it. But if you were to go pull 10 people out there who don't think about it as much as you guys think about it, they're going to think like me.

C

They're oblivious.

N

Absolutely. They're going to say that they don't feel the epidemic coming. Maybe it's coming. You said that do you think about it? Those were your questions: do you feel it's coming? No. Most people that just go on putting their 9 to 5 in or whatever, don't feel it. But I would concede, it might be coming, but I don't think people feel that way.

Interviewer

Ok, that's pretty good. What do you think are some things that can be done to protect the springs?

Q. What are some things that can be done to protect the springs?

(1:05:24.4)

M

I mean, where do you start? I mean you've got to control runoff, you have to control consumption down below or up above. It's a huge task to try to... I mean the first thing you've got to do is educate people. That's the first thing and that's not easy. People are watching Dancing with the Stars or who knows what and people are not paying attention to what's going on at all. So, it's just a huge undertaking.

K

I think we're a society of convenience. The water bottle proves that we're a throw away society of convenience and that's what it's all about.

M

And he's right about the 90-second spot or whatever. You can't keep people's attention much more than a blink of an eye.

K

And you've got to scare them.

M

I don't even know how you scare people with this. I mean, you know this is such a huge problem. I don't know, how would you do it?

N

How about you said, illegal to put a boat on the springs, illegal to be in the springs... you can't go into the springs. We're cording them off, you can't use them for recreational purposes anymore.

M

We should do that.

N

Think you'd get people's attention that way? Even people that don't want to be out there, now you're telling me I can't be out there, now I want to get in the water, right? What if we said for 6 months of the year, human beings aren't allowed to be in these springs. We catch you in there and it's a 3rd degree misdemeanor.

D

They have actually already done that at Ichetucknee, they closed one part off I guess for a year or so since the grass or something was getting messed up. But, that's just one...

C

But you can't even get boaters to slow down where the manatees are.

M

Who regulated that? Who made that decision? Was that on the state level?

D

Florida Department of Game I guess.

C

But keeping people out of the springs is not going to.. I mean bodies in those springs is not, I mean, the runoff.

M

The runoff and what's in the runoff as far as the fertilizer and roads.

Interviewer

I have a question for you, J, I don't want to start any trouble or anything but what was a motivator for you? It sounds like you have recently been making some changes, what has motivated?

(1:07:42.3)

J

The bottled water? Or just in general? N's constant no. [Laughs]

C

Education.

J

I do it, but I know it's not good and I've changed my diet and I've changed my exercise and I've changed what I do with my body and now I should change what I do that effects the environment as well. So, I'm sort of slowly making changes in my life, and this year I wanted to change with the bottled water and with our sprinkling, now we have to take care of our yard for the first time, and so I'm starting to think of those. I figured that would be what I would focus on this year. I don't know exactly what, last year I started health wise, everything that affects me health wise, so it's kind of a transition. But after today I'm definitely going to work harder, bottled water, now every time I think of one now I'll think about sitting here.

[Many laughing]

J

So, I think education, yeah. Education is a good motivator.

Note taker

So, J you brought up a good question to me. Do you guys enjoy taking care of yards?

(1:08:54.7)

D

I do.

C

We're big gardeners.

J

I grew up with my, and his parents as well, my dad's a landscaper, they have the most beautiful yard you've ever seen and I kill everything that I touch, neither of us can keep a plant alive and so my dad helps.

[Many laughing]

N

I would absolutely hire someone to do it. It's become a bonding experience for my father in law. He purchased lawn equipment for us and now we're got to take care of the yard. And there is pressure, by the way, in our subdivision. I think we're significantly, I feel like we are significantly younger than many of the people in our subdivision and about the second day I moved it I had a neighbor come explain to me how it would be really nice if the tree canopy was raised and if the leaves didn't build up, and I had been there for two days. No pressure! I don't enjoy it, but I do enjoy the bonding experience with my father in law.

K

I won't speak for Steven, but I do not, we are heavily canopied in the front and in the property in the back we have quite a lot of trees and when we moved in '02 and then the hurricanes happened in '04, we actually had a lot of large trees go down because apparently Gainesville had been in drought for years and they got water and the roots shrunk and we lost a lot of very large, very expensive trees. And I usually don't put it down to money, but it really was expensive. So, now, we're going to feel it a lot more now with the drought that we're been in. There will probably be more trees coming down and yeah.

Note taker

So when the trees come down, you then have more work in the yard?

K

At this point they're so large that we have to have somebody come in and take them down. And it is quite honestly dangerous and some of them are very, yes, I mean if you put a price tag they start at 800 and go up to several thousand for a tree, which I had no idea. Because in Texas we didn't have that problem because we didn't have large trees.

(1:10:56.4)

D

What kind of trees are they? Do you know?

K

You drive by, I don't know. Tons of oaks...

D

Laurel oaks, they're coming down.

S

Pine, hickory...

D

Keep the hickory, they won't go down.

S

I like a nice yard, I don't like taking care of it.

K

We've got a little more property though than we probably should have. It's a little much.

Interviewer

What about you M?

M

Our yard is taken care of by our association so, if that answers your question. We do very little on our own. I do play around a little bit in the back with a few flowers and stuff. Basically we do not do our own lawns. I like it to look nice but I also would be in favor, and it is happening in our little neighborhood, as well as, all over Hale, you do see that people are going to more native planting. You know, originally it was not allowed. You had to have so much grass. Well, they can not do that by law, I believe the state says that you should be allowed to use native plants and do whatever.

D

Certainly Alachua county, it may be a county ordinance...

M

I thought there was something with the state, but anyway, whatever, I mean it's happening. People will start going to the board and asking, you know? They have to ignore it because if you're going to save water, that's one big way.

C

I think the only way things get done in the country is grass roots. In other words, it has to start from the bottom. Your neighbor has to come out and give you the stink eye when you're running your sprinkler in the middle of the day. Or people need to constantly be, shake them up, and then I kind of comes up from the bottom, I don't see any other way to

do this thing than that. I mean people have to understand that some of these practices are really bad for everybody. Everybody!

S

Along those lines I'll actually say it actually starts at least with a problem like this, with verifiable research. Start there, define the problem, educate people, and then get them motivated at a grass roots level. I see one of the problems being that we've politicized research depending on what that research is in this country a lot. You get a lot of galvanization between two extremes, whether they're rational or not. And that doesn't allow for a lot of dialog that would normally go along with these things if they were so politicized.

Note taker

So in what sense, research like turf alternatives or...?

S

Research in terms of is agricultural and residential runoff causing oxygenation problems in waterways? What's the level of those problems? Does the cement plant cause pollution? How many jobs are we going to gain or lose by doing this? Is what we're doing causing climate change that we see or don't see? Things like that I think are things we need to learn about and make a decision about but not really attach them to other agendas if we can help it. I realize everybody has an agenda, but it seems like back in the '70s, when I was a kid, there wasn't so much vitriolic language being thrown back and forth from different camps about things. You know when people saw things happening they turned to educational institutions and professionals for help. It seems like nowadays we've got people trying to raise the alarm and getting buried because we don't seem to want to trust them or agree with their analysis. I'm not sure why it changed or even if it's a valid observation on my part.

Interviewer

So would you say that historically people have been going to educational institutions, I think you said...?

S

Yeah, I mean generally speaking if you want to know about something, you find someone that's educated and that tends to be an educational institution that tends to do research a lot of times and asks their opinion of it. If it's on TV they kind of take their word for it. In more intimate settings you can find out the data behind that and what not. I mean in rotary one of the things that we do every week is get somebody to come in and talk about a certain subject and they got a whole hour to talk about it so we get a little more in depth. I find that very interesting and it helps me out. But, for certain subjects it seems like we don't either

want to believe or we feel like the person that's talking has some sort of hidden agenda and I think if we could either be more trusting or if the people, if they do have an agenda, got rid of that and just looked at the pure science so that we could get the facts and make some educated decision without having to worry about all the other stuff, would be helpful.

C

Well we do know the nitrogen level in these springs, don't we? I mean isn't that all available?

Note taker

Is it?

C

Yes, it is! I mean research has been done on this!

D

But people argue what's a safe level of nitrogen, depending on where you're coming from. It's all too expensive to regulate... but I say it's too expensive not to regulate.

C

You're not taking into account the future at all.

D

The EPA is working with the state of Florida to come up with minimal nitrogen standards, I believe for all bodies of water...

S

If you truly wanted to save the springs, the only way I could see that you could do it is to get into a third party nongovernmental entity and I mean I don't even know how this would work, but you'd have to get out of the political and common use arena so that they could decide how best to preserve it. Because if you get to the state, it becomes common for the most part so everybody's allowed to use it. And depending on the governor or the legislature you have in office at any point in time, you're going to get totally different ideas about how to protect it or not. So you'd have to go to a third party that would have to somehow weigh all the pros and cons and figure out what good averages are, and then everybody else would have to conform to that. It would suck.

C

It's a huge undertaking.

Interviewer

Does anybody else have any ideas about this third party?

M

What are you talking about? Like Sierra Club or something like that? What's a third party? What could it even be?

S

It would have to be some group that had the most common good in mind. It would have to be the most altruistic organization in the history of the world, probably. They would have to get their funding in a way that would be nonpolitical. They would have to be outside the realm of state and federal government probably even.

Note taker

Could I interrupt for one minute? So are you talking about someone actually managing the springhead itself? But what about all the land that contributes to it also?

N

The springhead and the watershed. Yeah. Because unless you have that, you're going to have something less where the people that own the property around it are going to be able to exert influence, for better or for worse, through the court system, through political avenues, through illegal means, however they want to do it. I mean you could have a meth lab dumping something into it, you could have somebody like you who does as much as they can to... you know, the meth lab is going to probably overwhelm (inaudible) you. That would be the ideal. Of course there's no way to ever achieve that. But, short of that, you would need some kind of referendum from the people in the area, and it's probably going to require interstate decision, because we have lot of issues with the water coming down from Georgia and whatnot to determine how best, and again that's very subjective, to manage the waterways. But at some level you're going to have to figure out what the carrying capacity of the land is and stop development at that point. Good luck there. Stop development or be willing to pay for amendments to the system, desalination plants or something like that that would allow you to increase the carrying capacity.

Note taker

Thank you.

Interviewer

It's about 8...

C

All this information is, what are you going to do with it?

Note taker

Sure, alright before we close, is it ok as we move forward with this project, if we need to contact any of you with any clarifying questions or run any ideas by you? Because we don't want to keep bugging you if you want us to go away. And if you don't, I don't really have any follow up questions, so if you want I can go ahead and just...

(Inaudible talking)

Note taker

I work Alachua County Environmental Protection Department and I'm our water conservation coordinator and I got an grant that's all the money from people that buy the Protect Springs license plates, and what I'm doing is that we're talking to people in different neighborhoods and just trying to understand: do people see their actions, like how well they're connected to our water resources. And the idea is that eventually, you know we look at all the data, and then we are working with a marketing firm that specializes in using research to come up with educational materials and eventually hoping to come up with some type of springs protection program that will be grassroots and we can go and try to find champions that will go...

C

Well I want my name on this...

[Many laughing]

Note taker

And something that I do what to just let folks know, completely separate from this, I have another grant and I have an employee that does drive around and look to see if people are irrigating when they shouldn't be, so we are actually enforcing those irrigation restrictions. And you all have my contact information so if you ever want to anonymously let me know of anyone...

D

I'll go up to them first.

Focus Group 5

Note taker

We actually find a lot of people, especially on wells, that don't think they have to follow the restrictions and their watering day now is either just Saturday or just Sunday, it's one day a week right now.

D

For Suwannee as well?

Note taker

Yes. You're incorporated under Alachua County so it's, you're under the county's code. So, it's one day a week, its either Saturday or Sunday.

M

So people who's sprinklers are running every day are breaking the rules?

Note taker

Are breaking the rules. Unless they're on reclaimed water...

M

Has that been in the newspaper? Because usually I pay pretty close attention and I had no idea that it was one day a week.

D

Me either.

Note taker

It was but you know how it is, if there was something else important happening at that time, you might have missed it.

M

So how long has it been one day a week?

Note taker

It changes when you change your clocks. So, when you changed your clocks in October, then it switched to one day a week.

[Many people talking]

Note taker

The county's range... we're really doing education first, and we're doing mornings. We haven't gotten into citations with residents.

N

You need to be giving citations.

Note taker

We will. We need to give people a chance because unfortunately people that are irrigating are also people that will come to the commission and say that they're really mad that why are they having staff out, spying on citizens? So it's a real fine line because we want to educate and we don't want people to think that we're infringing upon them. So that is something... so for coming here to tonight, all of you, I have these little packets, you all get three passes to Blue Springs Park and they do expire, but it's sometime late next summer. So, you've got some time to use them.

[Inaudible]

Note taker

Did anyone else have any more questions? Anything that came up today that I might be able to clarify? The reclaimed water does come from the wastewater treatment plant so when you flush your toilets, it goes to the treatment plant and gets treated...

Note taker

You're welcome.

K

I'd like to know, like for this group, how many mailings did you do? To get 7 people.

Note taker

I did one where I sent a postcard to about 70 people in Parker Place and we also contacted people that we knew, I believe N was a contact of Interviewer's. M, I can't remember how we found you.

M

A contact, somebody hosted...

[Inaudible talking]

Note taker

We've been talking to people, does anyone know anyone in Hale Plantation or Parker Place? Please give me their name and info, so from the postcard I got you and another person called me from your neighborhood, and she did not show up today. So, we'll do... we're also doing one on one interviews so after we look at this data, we'll have to tease some things out. We'll do some one on one interviews where we'll make some phone calls with some people.

M

So, out of everything... how many did you send out and you got this group?

Note taker

I sent about 70 postcards and we had a signup here.

Note taker

We actually got 5, because of two couples.

C

Less than 10 percent.

N

We were told there was going to be, so that's why we came.

[Many laughing and talking]

C

Isn't this the second one you've had?

Note taker

We did one in Turkey Creek, we did one in Mentone, probably going to do another one in Mentone, we're going to do one in Pine Hill, which is interesting because they are all on water septic. It's on Newberry, they don't have a sign.

Interviewer

It's just west...
Focus Group 5

M

127th...

J

Where is Parker, where is Parker Place?

K

If you go up here to 24th off of 91st and turn left, so go past Publix, and where it T's go left, and we're the subdivision on right.

S

Do you know where the softball diamond?

Note taker

Another part of this grant is that I coordinate the Santa Fe working group. So if anyone is interested, I'll pass these around and you can take one if you want it. It's a group that meets quarterly and it's normally in the day and a lot of agency folks come to it and people from UF and citizens, and we have presentations on issues that are affecting the springs. And it is a nonpolitical because anything I do can't really be out of an agency. They can't hate water conservation. I don't have a date yet for the next one, but if you want to get on my mailing list for this working group.

C

Give me your name again...

Interviewer

Just so you know, that video, we were really just looking for something to be able to show you and to get your thoughts. It was actually produced for the legislature to try and pass a [inaudible] Springs Protection Bill. So, that's just some information, but that was good feedback.

J

I was also thinking it was too long.

Note taker

Wes' movies are great but seeing a bunch of movies is very different from watching something like that.

Focus Group 5

N

With the legislation you have to be careful about making it development versus conservation because you don't want that. You've got to work conservation into development as well, because if you make it those two, in our current legislation, that's not going to fly.

Note taker

So, your passes are in here, so don't let anything fall out of these packets.

C

Thank you very much. We didn't expect this, very nice.

[Inaudible talking]

Note taker

You can use it for other people.

M

Where can we go now to get some feedback on this thing? We can go to this [www....](#)

Note taker

Eventually on this group on this project, eventually...

[Inaudible talking]

C

Do you have an email list that you email people?

Note taker

If you email me, then I'll add you.

C

Because I'm retired now, so I have plenty of time.

M

Springs police!

Focus Group 5

Note taker

Blue springs, the owner is so kind and she donates stuff to me all the time. I hadn't budgeted to buy all these passes, and thought she'd give them to me for half price or something, and she just sent me hundreds of them. Very pro springs protection.

[Inaudible talking, people leaving]

Note taker

Hopefully we'll have hurricanes this year!

Note taker

Thank you so much! And you were so good!

...

S

I'm not a socialist.

Note taker

Did you hear Bob Knight talk at your rotary club recently?

S

Does he work for IFAS? I'm trying to think of his name, but you're going to have to tell me what he talked about, sorry.

Note taker

Springs. But he talked about springs protection and water use, that kind of thing.

K

We actually had...

S

There was a guy from the local scuba shop or something that came, but I don't know if that's him or not.

Note taker

No...

Focus Group 5

K

But they had Wes come out, actually a couple months before he passed away... his brother's in my rotary.

Note taker

I wrote down on my list that I need to look into rotary.

K

You do. There are four in Gainesville.

S

Four or five.

K

He's in the Thursday 7am to 8am at the Hilton. Sunrise. I'm in the Wednesday... Tuesday is the 250 plus one. And then Napolitanos has one... And you just have to be, you have to come with somebody that knows... So I could give you my business card actually, if you wanted to be my guest. It's on Wednesday, but if you prefer 7am, he has the best breakfasts and the best speakers. Just contact me and we could get you into either one, not a problem.

Note taker

So, I'm part of the USGS, they collect water use data and they put out these reports that come out every 5 years showing how much water is being used for industrial, residential, and blah blah blah and every year they have to estimate domestic wells, what's being used, because we don't have any good data. So we're working together on a project, trying to find volunteers that we could just put a little meter on a well, you won't get charged for your water, it's just a, it works on the vibration of the well so you don't even have to cut the pipe. So it's something, we're testing out the technology to make sure it works. We're testing them out right now and got them on some wells because they were just trying to collect data, we'd go out, once a month at first, no one has to be there, just download the data just to make sure it's working, and then we'll come out 4 times a year. We just download the data, put it all it, you'd have an identifier, it wouldn't be your name, and it's just to help us understand how much water are people with wells really using?

S

I wouldn't mind it. I don't know if we're a good representative sample though because we're here...

K

We still waste a lot. I'm fine with it.

Note taker

Do you guys irrigate at all?

S

Unless it gets really bad, no. In the summer I might irrigate once or twice a month overnight.

Note taker

We want a variety of people. At this point, I'm trying to ask people that would be sympathetic to the cause because I want to figure out first if it's going to work out. And if it does, we'll go larger, then we'll need more people. I'll talk to the USGS to see where we're at and if they need more participants and then if so I'd give you a call and give you more details at that point.

K

That's fine with me.

Note taker

It's not moving towards charging for water, I have no idea how that would have. I have no idea what entity would have the political charge to do it.

K

We have heard grumblings that they will be forced to be put on city water and it's going to cost upwards of \$10,000.

Note taker

A lot of people are on city water in your neighborhood, aren't they?

S

I don't think a single person is yet. They put city water right across the street from the entrance...

K

Where they keep trying to develop that beautiful piece of property.

Focus Group 5

Note taker

That is so interesting, because according to the layer from GRU it shows that half of your neighborhood is on city water. Just some parcels mixed in, so I actually sent this to people...

K

I have not heard of that.

Note taker

Mayor err in their data.

K

We're 100 lots 98 homes in Parker Place, I've never heard of it. But we have such a low representation at homeowners meetings it's unbelievable.

Note taker

That's another thing, I come out and give presentations at homeowners associations on...

K

If you want to present to two people...

S

If you wanted to give a presentation at rotary...

Note taker

I really want to do it. We have one. It's pretty lively, and it really talks about why to save water, how people are using water, how are the best ways to save water, like what's the biggest bang for your buck.

K

So, how, and I know this is probably a loaded question on main layers, in a nutshell, how are you going to factor that you got people in this subject who are sitting here? Because I'm not an academic in that way, but I know enough about research to know that you're sitting with people that want to hear it and what to do something.

Interviewer

Self selected... from my analysis perspective, we were trying to target people who are not necessarily interested or don't necessarily care... we got a little bit of that through all of our focus groups. But definitely not as much as you know, would be ideal. But it certainly important, and I think that a lot of qualitative data, really the context and it's important to describe the people and make note of that. It's really valuable. Even people just saying you know ok... I'm rambling.

S

Oh I already rambled.

Interviewer

The goal isn't necessarily to be generalizable. It's just to understand, ultimately the goal of the marketing campaign is to motivate.

Note taker

What motivated you? Why do you care? And for me, one thing I'm starting to see a pattern of, and it's dangerous when you do qualitative data to try to extrapolate it out but I'm seeing that people who come from places like Texas, Arizona, places that have really had scarcity, that they're more aware of it. You know?

K

It's interesting that N is really insulated from it, he just doesn't see it. You came from the heart of it in Texas....

Springs Tag Pre-testing Focus Group 6 (6/19/2012)

I am Stacie Greco with the Alachua County Environmental Protection Department and this is Jennifer Mitchell also with our department. I am going to record our conversation tonight, so that I don't miss anything in my messy notes here. This research is part of a grant that I received from the Florida Wildlife Foundation that is made possible with the funds that are collected from the sales of "springs Protection" license plates here in Florida. I partnered with the University of Florida and collectively we conducted 5 focus groups which were simply dinner discussions to help us understand how citizens view the connection between their landscaping choices and the health of our springs. We then did 15 phone interviews with additional homeowners in Alachua County. We took the results from that process and translated them into creative concepts for a springs protection education program which I would like to share with you tonight.

Before we dive into the results, lets go around the room and I want each of you to tell us your name and how you have participated in this research so far, for example did you attend a focus group at a neighbor's house.

Before I get your opinions on some of our ideas and creative concepts I want to get some feedback on some of our key findings. Based on what we were told, people are cynical about water issues and feel that their water use is not important in light of all of the water used in nearby cities, bottling plants, and agricultural operations. They felt it was out of their control.

- 1. What can you do as a neighbor, neighborhood, or HOA to counteract this feeling of helplessness to increase self-efficacy— increase belief that homeowners can make a difference.**

Post bulletins, join the HOA board, FFL demonstration yards

Seemed to blame the issues on HOA boards and Management Companies. Did not seem to understand that I was asking what they could do or perhaps they just don't feel empowered to do anything.

We also found that most of the people we spoke with didn't know how much water they use, so:

- 2. If you knew how much water you used in comparison to your neighbors, would you try to find more ways to conserve more water?**

Yes, many suggested that GRU already informs them of this information (*Water use is not included in the GRU pilot project they were mentioning*)

We also learned that

- a lot of people do not know that our drinking water is groundwater from the aquifer beneath us.
- Those that believed it was important for us all to conserve water cited dried up lakes and springs as evidence of the importance of this issue.

OK, so those were some of our key findings. And from that one idea that we are considering is to recruit representatives from neighborhoods that think water issues are very important. We would ask these people to become "springs leaders" and would work with these leaders to teach them more about what homeowners can do to protect springs and then ask them to talk to neighbors about these issues. I will expand on this

Focus Group 6

concept in a moment and want to clarify that I am not formally asking any of you to commit this evening, but just want your feedback on this concept.

3. Would you be willing to be identified as a Springs Leader to help explain what your neighbors can do to be more protective of water resources? (Probe Why or Why Not)

If there was a clear job description

I would put a sign in my yard about the landscaping choices I have made

Don't want to be seen as a water cop.

4. What would help you be a good Springs Leader?

I need to be educated (a workshop was suggested by Stacie)

A booklet of FAQ to give out to people

Information on the \$ people will save.

Amount of water per foot of grass

Pictures (of dead springs and FFL landscapes?)

Visuals- jugs of water

5. How would you communicate messages with your neighbors?

I don't want people to think that I think I am better than them

Table at Farmers Market (Stacie brought up)

Newsletters for HOA

HOA meetings

Annual garage sales

Children

Stacie asked if a special event for kids would work in Mentone. Patsy was not so sure, but seemed willing

Form group to act as a action team

Communication with the HOA and management companies about goals

6. What do you think of this logo for the Springs Leaders? Be honest. All of the materials and concepts that we will be discussing tonight are drafts. And the goal tonight is to test them out and get unbiased feedback from you.

Don't like the shield. Too bland. Looks like Division of Forestry. Needs more color. Have it be blue and more round. Looks like law enforcement. It should have more to do with springs

Social research shows that when you ask someone to change their behavior, they are more likely to follow through if you ask them to commit to the change. I am going to pass out a draft pledge that we created. The idea is that this is something that the Springs Leaders could ask neighbors to complete. Participants would check off any behaviors they are willing to commit to and then fill in the bottom of the form. The Springs Leader would keep the bottom of the form to help us keep track of who we have contacted.

7. Would you personally commit to some of these actions?

Would people really do this. People won't want to do some of these because they will get letters from their HOA

8. Would you take this pledge to neighborhood events or door to door to ask your neighbors to take the pledge?

No. People will be taken aback. This would be good for kids. Could put in the mail center

9. Is there anything about this that you find offensive or annoying?

Does not seem to be designed for adults. People are not going to commit. This has a police feel.

10. What seems to be missing?

How the board will react

11. Any other feedback?

You will have to include the HOA

So recall that I mentioned that most people do not know how much water they use. We created a worksheet so people can plug in numbers from their utility bills to calculate how much water each person in their house uses every day. This may be something else that the Springs Leaders could use while talking to neighbors. I could even provide them to Springs Leaders taped on the inside of a folder that residents could use for storing their utility bills.

12. Would you use this worksheet?

This would be a good math lesson for schools. No, I need a website or an app. Yes, this will be helpful

13. What is the main thing this is telling you?

Awareness

14. Would you take this worksheets to neighborhood events or door to door to ask your neighbors to use this worksheet?

Yes, this is a conversation starter. Put this in a packet

15. Is there anything about this that you find offensive or annoying?

Use challenge instead of game

water consumption challenge- instead

16. What seems to be missing?

Add monetary formula. Variables on different rates and tiers, and variability of water vs. wastewater fees.

17. Any other feedback?

Use FB and Twitter

OK. So now I am going to show you a few logos that we could use on materials for this program. I will ask you some questions about each one. You may also make comments or edits on the paper versions I am handing out, but it will help me fine tune these if we can have a verbal discussion about them. Now remember these would be on materials used by Springs Leaders as they talk to neighbors. *(We will pass around a page for each participant with only the logo we are discussing. By the end they will have all four)*

My Yard, My Spring, It's All Connected

18. What is the main thing this is telling you?

It's connected. Sucking water out of aquifer. I like Bahia Grass

19. What is it asking you to do?

Think about it. Visual of where our water comes from

20. Why do you think that?

It is simple and catchy

21. Whom do you think this is speaking to?

Homeowners that have irrigation, people with green lawns

22. What first caught your eye?

Green and Blue. Land and Aquifer. It is Simple

23. Is there anything about this that you find offensive or annoying?

Hard to read the bottom line. Maybe use different font

24. What seems to be missing?

Arrow showing cycle.

Springs NOT Sprinklers, Use Only What You Need

25. What is the main thing this is telling you?

Direct and to the point

26. What is it asking you to do?

I would not understand this. You need a slogan

27. Why do you think that?

28. Whom do you think this is speaking to?

I want this a bumper sticker

People with sprinklers

29. What first caught your eye?

30. Is there anything about this that you find offensive or annoying?

Police feel. I would feel bad about my lawn and mad. The connection is not strong enough.
Don't like the "Not"

31. What seems to be missing? Maybe make connection to spring

Save our Springs. Its Our Home

32. What is the main thing this is telling you?

Water affects

33. What is it asking you to do?

Be an activist. This is more broad, not just irrigation. Nothin. No action

34. Why do you think that?

35. Whom do you think this is speaking to?

36. What first caught your eye?

Style, funky font (they seemed to really like this), the contrast of the grass blades and the spring waves

37. Is there anything about this that you find offensive or annoying?

Too general. How do I do this? Needs more direction or what are the consequences

38. What seems to be missing?

39. Change Home to Water. Our Yards Our Springs . Home is tacky. Do I live in the water. It is not specific.
Need a negative- a dried up spring. Show before and after. Talk about the future. It's our Future

Springs NOT Sprinklers, The Choice is Clear

40. What is the main thing this is telling you?

NO

Stop using your sprinkler

Choice is mine either springs or sprinklers

41. What is it asking you to do?

Stop watering, but then worried about getting a brown lawn

42. Why do you think that?

43. Whom do you think this is speaking to?

44. What first caught your eye?

The big cross out. There is a place for harshness. The whole campaign does not have to be negative. It is OK to irritate people, will make people think about it and make decision.

45. Is there anything about this that you find offensive or annoying?

Police feel. Negative. Confuse me. Too extreme, the fish looks like a shark

46. What seems to be missing?

Add \$ coming out of the sprinkler. Scuba diver. Take out Not and put in OR. The choice is Yours. A font that is more fun

OK. SO you should all have all four of the logos that we have discussing in front of you.

47. So thinking about all four of these logos, Which concept would be most likely to get you to consider springs when making landscaping decisions?

MY Yard my spring was the overwhelming winner.

If redesign the one with the Circle around it, it would be better

48. Which would you feel the most comfortable using if you were a Springs Leader? Why?

My Yard, My springs

49. Any other comments about any of these materials or ideas that we have discussed tonight?

The calculator is too complicated. Could just have one example and then people do it once. Could do ap

Stacie asked about contest

Focus Group 6

Mentone used to have a contest for best lawn. Could replace with WC contest

Tap into GRU. Look at total use for neighborhood, Patsy- but this may take away the personal responsibility

Gainesville sun article. Can't we report on the springs flows daily? More water related reporting in community magazines.

In-Depth Interview 1:

Hi, my name is ____ Emily Ott ____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? Y N

Good question, moved into TC 2 years lives in townhome, association has system
St. Albanswood in TC- not sure, they take care of grounds

2. On average, how many days per week is your yard watered?

Don't Know Only when rains 1 2 3 4 5 6 7

From what we are told 1-2 times per week-

3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?

Don't Know Never <1 1 2 3 4 5+

They told us standard, don't know what standard is, once a month?

Cornerstone property solutions, contract landscape compant

4. If you could change anything about your yard what would that be?

In-Depth Interview 1:

Would like to change the amount of land, have a dry retention, have some of that retention pond be plants, area for a community garden, get rid of crappy plants

5. What prevents you from making those changes?

Association laws and regulations, complicated to ask to get things change, don't have good management company, hoping to

6. Do you have a rain barrel? Y N

Gutter? Yes have gutter

7. Do you live in a neighborhood with a Homeowners Association? Y N

Yes

8. Would you be willing to encourage your Homeowner's Association to adopt Fl friendly landscaping practices? YES!!!

9. Are there any specific actions that you, personally, already take to conserve water?

We use washer and dryer high efficiency, minimum showers, shower together, try to be green in general, water heater at 120, lower, conservative watering plants and mopping
Water bill is like 20 per month

10. What about things to reduce the amount of fertilizers that you use?

Don't have any control, mini garden in front, above ground, want alternative fertilizer, organic for strawberries, herbs, composting

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

Like to say yes but probably not, average consumer doesn't care, lack of education on water conservation. The angle people should do for h2o

In-Depth Interview 1:

conservation, some people don't care about springs, look at water consumption charts and how much it costs- cost savings they won't care

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

4 – tries to conserve

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

5

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Yes. Just because we've been learning about natural resources in middle school 2003 from high school grad going at such a high rate of using natural resources, love to see more wells being used

15. Are you on well water? Y **N**
Would like to be on well when in bigger house

16. What is your occupation? Health care

15. What is your age? 27

In-Depth Interview 1:

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

email

Phone different?

If no, can I get your zip code to better describe the population of our sample?
(researcher knows, did not ask participant)

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? **Y** N

yes absolutely

4-25-12

4:23-4:36

Rapport was easily established, she was very open about participating. It is interesting that she talked about some ways she conserved water but had some misinformation about what a rain barrel is and where well water comes from. At the end of the interview she said that she thought it was great that we were doing this research and wished more people knew about conservation. She also said she had no idea that water came from the springs, I told her that all of western Alachua County is in the spring shed of Blue Springs and she said she loved Blue Springs. I also told her to check out the Alachua county extension website about information about organic fertilizers.

Audio recording in folder E silver recorder.

In-Depth Interview 1:

In-Depth Interview 2:

Hi, my name is ____Emily Ott____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? **Y** N

Not be recorded- give info.

Yes, On a timer

2. On average, how many days per week is your yard watered?

Don't Know Only when rains 1 2 3 4 5 6 7

4

3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?

Don't Know Never <1 1 2 3 4 5+

Myself, about 2 times per year

4. If you could change anything about your yard what would that be?

Move from Gainesville just kidding, nothing

In Depth Interview 2

5. What prevents you from making those changes?

n/a

6. Do you have a rain barrel? Y N

No

7. Do you live in a neighborhood with a Homeowners Association? Y N

Yes

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping? Interested in having YOU come out to talk to association in reference to water conservation issues for this community. (he does not want to do it)

9. Are there any specific actions that you, personally, already take to conserve water?

On average, no, [long pause... I started to ask the next question but stopped when he started to say something and told him to go ahead] but even though its one of those things you should be doing, lack of education not knowledge, lack of public service announcements to bring the attention, no sense of urgency, because no urgency, ok, I'll do as I would until something tells me I need to change my behavior

10. What about things to reduce the amount of fertilizers that you use?

Twice a year is not overboard, putting winterizer then fertilize again in spring, not doing anything now to reduce the amount of fertilizer use.

I like a nice lawn is what I'm trying to say.

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?
Talking about aquifer? [Interviewer: yes] I think so, really I have to be presented with scientific data not someone saying you need to stop watering four times per week. Say this is the result of your practices, this is your effect on this, educate on the consequences, prove that watering grass will drain this particular aquifer, seeing is believing, telling is not.

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

Highly likely, only with scientific data, only someone presenting that information, proof will always weigh more than “do something just for sake of it” science tells data is what it is. Spokes person for him, he will be sold if shown and informed.

Fining you is one way to do it, but I’m confronted with idea of re-sodding entire lawn, or \$500 fine. And then the Association will get on me about letting my weeds grow, so it’s a double-edged sword.

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

Not likely, covenants and restrictions dictate that you have to have so many plants and just can’t have plants and no grass, that’s not going to fly, we are legally bound by those restrictions, and you’ll have to have a court order to reverse that. So no I don’t think so. I don’t know that that answers your question.

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Yes. [what makes you say that?] Because there's an emphasis on *clean* water, the bottling companies that have flourished over 10-20 years, making a ton of money on drinking water. There has to be a direct correlation between companies purifying water and mass production of water— they're out there for a reason, there's a perception that there's something wrong with our drinking water. So yes, when I think of the, because of the business side of things, there's a perception to not drink our water because its full of chemicals and things, now, that's not the case I know it goes through filtering. On the business side, I think there will eventually be a shortage of supply, a lack of *clean* drinking water.

15. Are you on well water? **Y** N

Yes

16. What is your occupation? Wow [laughs] let's just say professional

15. What is your age? Wow! Emily! [you don't have to answer if you don't want to] let's just say in the 45-50 range [perfect]

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

email

Phone different?

If no, can I get your zip code to better describe the population of our sample? 32608 [researcher knows, did not ask participant]

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

In Depth Interview 2

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? Y N

[Researcher did not ask this question because in the beginning of the interview he said that “you’re not going to call me five times, are you? And I said that no, after this we would not contact him]

Participant talking at the end:

People sold on evidence, we don’t need ‘conserve our water,’ we need to see and know here’s what’s going to happen, not here’s a possibility.

Also, the other thing I wanted to say is that it doesn’t mean a lot to conserve then in Ocala they have sprinklers on 7 days a week full blast but in Gainesville there’s water conservation. It involves people who live 45 miles away. Lake city waters all the time, we need to institute conservation statewide or nationwide or whatever to make a difference.

Does it make a difference if you’re on well water? There’s a perception if you’re on well water there’s no harm...but I guess it’s still from same aquifer...

[Interviewer: I’m not an expert on the hydrology, I’m interested in peoples’ perceptions and am a social scientist but I can tell you in my not expert opinion from doing this research that city water comes from the ground, from wells North of Gainesville and well water comes from the ground, there are less wells that have meters on them so we don’t know how much water is being used. So that’s an interesting wrinkle in understanding exactly how much water we are using and how much we should be conserving]

Participant: that makes sense. I see.

Post interview notes:

4-25-12 3:22-3:50

This person was very hesitant to speak with me. He asked for my phone number and would not provide his address. He seemed to bristle when I said that I was partnering with the county. He said that he had received a letter from the county threatening to fine him for overwatering. He seemed to remember being contacted about focus groups later and he was willing to participate under the condition that I did not audio record his responses. I made clear that I was going to need to record his responses by typing but that I would not record his audio information and he participated. After the interview he said that he was interested and my questions were pointed and he thought I spent a lot of time on them. At the end of the interview I told him that I did forget to mention that we would be using this information (but not names or addresses) along with focus group data to help develop a marketing campaign to do some of the education and publicity he spoke about in the interview. He seemed interested to know what the final product would be. I also told him that the same person that sent out the nasty grams about fines was the same water conservation coordinator we were speaking with in the county and that she was interested in conducting this research to educate not regulate. He said that he was skeptical of governmental workers who receive a salary to do things. I made a joke by saying "I'm from the government and I'm here to help" and he laughed and said "exactly." I concluded the interview by telling him that we would have some additional information about the santa fe springs working group with his passes that while my office was on campus I did not have the passes; the passes were at the county office and I would need to see about the best place to arrange for him to pick them up.

In-Depth Interview 3

Hi, my name is ____Emily Ott ____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? Y N
Yes
2. On average, how many days per week is your yard watered?
Don't Know Only when rains 1 2 3 4 5 6 7
Currently none, summer time twice per week
3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?
Don't Know Never <1 1 2 3 4 5+
7 or 9 times in the year, true green
4. If you could change anything about your yard what would that be?
The looks, the ground being greener
5. What prevents you from making those changes?

In-Depth Interview 3

Soil and the way the whole thing is, never been able to have a nice green lawn

6. Do you have a rain barrel? Y N

No

7. Do you live in a neighborhood with a Homeowners Association? Y N

Yes

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?

Yes.

9. Are there any specific actions that you, personally, already take to conserve water?

Water as little as possible, do use automatic irrigation he watches it, has a rain sensor

10. What about things to reduce the amount of fertilizers that you use?

Don't do anything, whatever True Green applies, no role, contacts when there is a disease, don't interfere with their program.

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

Yes, if you educate people, there are people who

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

In-Depth Interview 3

4 Likely

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

1 Not likely, would like to have the lawn

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Yes. Read a lot of things, many countries facing that problem, population is increasing and the reservoir is limited

15. Are you on well water? Y N
No

16. What is your occupation? Professional engineer

15. What is your age? 50

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

email

Phone different?

In-Depth Interview 3

If no, can I get your zip code to better describe the population of our sample? 32608
(researcher knows, did not ask participant)

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to
coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we
need additional feedback from citizens? Y N
Yes

4-25

6:15-6:26

This was an interestingly curt interview. These questions did not elicit extensive
responses as the first two interviews (DW and AA)

In-Depth Interview 3

In-Depth Interview 4

Hi, my name is ____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? Y N

Yes, just got it 2010

2. On average, how many days per week is your yard watered?

Don't Know Only when rains 1 2 3 4 5 6 7

Once a week year round. The man set it up for 3 days a week. The bill was too high and it was too excessive- too much watering. I cut back to two and felt that was excessive. **Stacie asked why too excessive-** we were getting rain, it was not necessary

3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?

Don't Know Never <1 1 2 3 4 5+

Once in the spring, contractor does it. I don't do it.

4. If you could change anything about your yard what would that be?

In-Depth Interview 4

Cut down a few more pine trees. Not crazy about them. Needles. They are a danger for tornado

5. What prevents you from making those changes?

Money

6. Do you have a rain barrel? Y N

No

7. Do you live in a neighborhood with a Homeowners Association? Y N

Yes

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?

I am sure that we are able to do that already. No rules against that. There are several that don't have regular yards. Lots of trees, so grass does not grow. Not sure if they are doing it for water conservation.

9. Are there any specific actions that you, personally, already take to conserve water?

Water once a week instead of recommended 3 times a week. I don't take long showers. I don't feel I use a lot of water

10. What about things to reduce the amount of fertilizers that you use?

I don't put it out. I have the yard guy do it. It is just once a year. I think I need to do what is being done. I have faith in yard guy. **Stacie Asked How long has he worked for you?** The current guy is with Masters and it has been 3 years

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

I think so, Yes

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

I am aware of that, I am aware of the real water shortage. It blows my mind when I drive to Keystone and see those dried up lakes. The Santa Fe River is so low you can not even canoe. I am doing my part with one day a week. Backyard is not irrigated because no one is looking at it. **Stacie probed about groundcover.** It is grass (same as front)

3

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

3- It would be a financial decision. How expensive it would be

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Yes , absolutely. Wars will be fought over it. **What makes you say that?**
Current status of the low levels. The SJRWMD letting bottling companies.
Not making good uses of the resources we have. **Stacie Probed what are uses that are not good?** Not appropriate- too much to bottled water

especially at this time. I think the levels were this low as 2002. It makes me so sad to see the low lakes

15. Are you on well water? Y N

NO

16. What is your occupation?

Contractor, semi-retired due to the economy

15. What is your age?

64

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Email:

Phone different?

If no, can I get your zip code to better describe the population of our sample? 32608 (researcher knows, did not ask participant)

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? Y N

Yes

In-Depth Interview 5

Hi, my name is _____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? Y N
No
2. On average, how many days per week is your yard watered?
Don't Know Only when rains 1 2 3 4 5 6 7
One to two
3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?
Don't Know Never <1 1 2 3 4 5+
Good question- I think they do, it actually I don't know, I think I heard 2-4, like once in spring and once in fall and maybe a booster or something if needed. Landscape contractor does that and they come out to spray herbicide and pesticide, monthly but they don't fertilize every month. I'm not sure how often what they spray contains fertilizer but would say twice.
4. If you could change anything about your yard what would that be?

In-Depth Interview 5

Have more grass, mostly dirt. I would like to have grass that's why I have someone coming out to help me, adjusting the pH and nutrients in the soil

5. What prevents you from making those changes?

[Ph and soil composition?] that and probably pests, I'm on 2.25 acres, and we have our little little lawn space carved out of that mostly it's wild woods; Where we would like to have a lawn we are struggling to get a lawn partly trees, we don't get enough sunshine, moles, aradillos

6. Do you have a rain barrel? Y N

No, have a pool, (later after number 7) would like to have a rain barrel

7. Do you live in a neighborhood with a Homeowners Association? Y N
No

8. Would you be willing to encourage your Homeowner's Association to adopt conserving practices such as allowing residents to use native landscaping?
N/A

9. Are there any specific actions that you, personally, already take to conserve water?
Ummm... to conserve water...well we don't water the lawn all that frequently, we don't, I water out of the hose, not frequently and not the entire area, I just spray the parts that look parched, I try to adhere to county schedule.
[how did you hear about that?]
Heard about it.... It's been around so long I don't know where I first heard about it.

10. What about things to reduce the amount of fertilizers that you use?

I've. Let's see, I assume my pest control company knows what they're doing. The only place I apply fertilizer is in the garden. We have a garden, I apply in soil when we start. I'm still learning how to garden, I know you're supposed to fertilize but we don't fertilize during growing season. I am a displaced city boy out here in the county so I'm still learning how to vegetable garden.

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

In-Depth Interview 5

I don't know I would use a whole lot less. Let's see...I'm cognizant of, of the whole situation with the water. We are on a well, we are not actually on GRU, so I don't pay for it. Even though I don't have to pay for it I try not to use more than I should. The only plus that I can say is that the water I use I put back into the ground through my septic tank. So unless I'm actually spraying the lawn the water that I use in the house goes right back through my septic tank into the ground that it came out of. And that, I'm not sure if that's a good thing or bad thing, but that's the way that it is and I think of it as kind of a good thing. Drinking water is same putting back into ground trying not to put chemicals into the water I'm drinking—probably city water flushes chemicals down drains. No idea how much water I use per month.

[maybe would be interested in having a meter on his well, Stacie]

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

Considering, at the moment probably a 2. Once, actually...I'm seeing an improvement in my lawn growing. Once I have it established, I only intend to water it when needed. At the moment I'm trying to help it grow. I'm not doing maintenance, I'm trying to get it to grow.

[have you recently resodded? Is that little lawn area something new?]

No, a couple of years ago we put Solar electric on the house, had to take out trees, 60 plus foot trees we weren't too fond of to get more sun on solar panels, so that opened up more lawn, the grass is filling in there. It's Centipede, I have tried resodding with St. Augustine which I know is thirsty grass, and the centipede that's more native seems to be taking that over, which I'm ok with, I just need some kind of grass out there other than dirt.

A couple years ago, green me that's taking care of the lawn, I Fertilized the centipede that was there and it greened up and grew for that season and then really died back. We did bring in this company that's presently spraying the lawn and trying to get it back for me, they said yes that's a common problem with centipede, when you do fertilize it too much it ends up killing centipede. So what

I'm still trying to recover from is having killed a large part of my lawn by over fertilizing it. So I'm paying someone who hopefully knows what they're doing and is environmentally conscious. I don't know whether I should or shouldn't mention the name, it's eco pest. So Hopefully the eco means that. We try to live that way when we can.

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

2 I suppose. There's a huge part of my lawn that's nothing but thatch and brush and trees. I have to have my little part that is something I can run my toes through and walk around.

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Yes, every time I hear the volumes people talk about tapping out of the ground. I have had some, it kind of hits home on occasion. Had a period of time when we were in one of these droughts I guess 2-3 years ago when I think my well started running dry, we were picking up sand and all kinds of other garbage clogging softener and the water heater was picking up a lot of sand and junk. At that point I was trying to grow the lawn and watering it quite a bit, you know, I, I wouldn't say I watering excessively, and when I stopped watering didn't stop picking up the silt. But that certainly hit home when you start noticing 'hey! Hey! I'm getting all kinds of garbage in here!' The water table was low. We had some rain and it recovered.

[did you stop watering your lawn because you thought it would be related t the silt?]

Yes. So I think the short answer to your question is yes, if the water table gets low, I'm going to adjust my use.

15. Are you on well water? Y N

Yes

In-Depth Interview 5

16. What is your occupation?

Shands info services department as a systems analyst

15. What is your age? 42

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

email

Phone different?

If no, can I get your zip code to better describe the population of our sample?

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? Y N

Sure

4-26 6:05

Asked how the river was looking just out of curiosity. Hasn't been to springs in a while. He and his wife put in at canoe outpost and couldn't go south, it was a field, had to go north, so 'that kinda hits home'

Been in Gainesville in 1997, prairie was so full they shut down the road, now it's flipped and its been completely dry.

It's of concern, I like the springs when I go and I hope they will be there.

I'm environmentally conscious and try to do what's best for the environment whenever possible. [17:40]

In-Depth Interview 5

In-Depth Interview 6

Hi, my name is _____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview about landscaping and springs. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? Y N

Yes

2. On average, how many days per week is your yard watered?

Don't Know Only when rains 1 2 3 4 5 6 7

Go by the guidelines, twice in the summers and once in the winters.

Whatever the water management district says.

3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?

Don't Know Never <1 1 2 3 4 5+

Haven't fertilized in years.

4. If you could change anything about your yard what would that be?

Go more native, less grass ever since I moved in so I'll just keep doing that.

In-Depth Interview 6

5. What prevents you from making those changes?

Haile I have to have so much St. Augustine grass in the front yard. I could be wrong about that but that's my understandings. The rest of it, going native is just doing that a little bit at time to go native.

6. Do you have a rain barrel? Y N

No

7. Do you live in a neighborhood with a Homeowners Association? Y N

Yes

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?

Sure

9. Are there any specific actions that you, personally, already take to conserve water?

Um... I do adhere to the watering recommendations

10. What about things to reduce the amount of fertilizers that you use?

N/a, I do have a vegetable garden and I put organic fertilizer on it. I do fertilize that and I do fertilize that but I use organic flower fertilizer on the roses, organic, apply it myself

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

I do [realize that]. I'm trying to do better, I don't know about my neighbors, but it couldn't hurt.

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how

likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

Put 4 [sigh] you know, if I'm going to have grass I have to run it. I do have a gauge on it [moisture sensor?] I think it's a rain gauge.

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

Likely, I've actually been breaking the rules. My flower beds keep getting bigger and my grass gets smaller. It's amazing, it happens every year [laughs]

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Sure. It only makes sense, more people comin in all time; there's gotta be a limit.

15. Are you on well water? Y N

No. I'm on GRU.

16. What is your occupation?

Writer

15. What is your age? 50

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

email

Phone different?

In-Depth Interview 6

If no, can I get your zip code to better describe the population of our sample? 32608
(researcher knows, did not ask participant)

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to
coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we
need additional feedback from citizens? **Y** N

One thing that's not on the questionnaire that maybe should be:

In my mother's neighborhood they have reclaimed water. Same part of town but
a newer neighborhood so they had access to reclaimed. I would Encourage
HOA's to install more reclaimed water. They had unlimited use water.

Asking about neighbors, don't know them very well, people will copy what
you're doing in your yard. I have some flowers that neighbors liked and mine
don't require any spray or other —would permit to have more easily
maintained.

4/26/12

3:45

Interviewed over the phone.

In-Depth Interview 7

Hi, my name is _____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? Y N

Yes

2. On average, how many days per week is your yard watered?

Don't Know Only when rains 1 2 3 4 5 6 7

2

3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?

Don't Know Never <1 1 2 3 4 5+

2 but not actually to the grounds, just to plant/flower beds. Applies it personally.

4. If you could change anything about your yard what would that be?

In-Depth Interview 7

My yard, nothing, do manage rental properties and there are a lot of areas where grass does not sustain because it's so shady. So I would want to grow grass in those bare areas.

5. What prevents you from making those changes?

We've tried a couple different grass types, different fertilizers, and watering schedules but the grass never grows and fills out, and even dies in the heavily shaded areas. On rental properties.

6. Do you have a rain barrel? Y N

A what? Rain barrel. I'm not familiar with that so my guess would be no.

7. Do you live in a neighborhood with a Homeowners Association? Y N

Yes

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?

Sure

9. Are there any specific actions that you, personally, already take to conserve water?

Um... nothing that comes to mind.

10. What about things to reduce the amount of fertilizers that you use?

Um...none other than applying it carefully, applying it directly on the plants rather than over the entire beds.

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

Um... I don't know, honestly, most people care more about their own home than other areas in my experience.

In-Depth Interview 7

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

Personally, 3

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

2

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

It's a slight concern, yeah. It seems like something that's a possibility but it seems pretty far off. Not so real, not so tangible to me.

15. Are you on well water? Y N

No

16. What is your occupation? Administrative manager

15. What is your age? 26

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

email

In-Depth Interview 7

Phone different?

If no, can I get your zip code to better describe the population of our sample?

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? **Y** N

4-26

4:45 pm

Called work number, found out this guy cancelled and did not attend the irrigation workshop at the last minute.

My initial impression is that he cares less about the environment. He works for a property management or real-estate company (pine forest homes)

In-Depth Interview 8

Hi, my name is Dionne Banks and I am a graduate student from the University of Florida. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? **Y** N
2. On average, how many days per week is your yard watered?
Don't Know Only when rains 1 **2** 3 4 5 6 7
3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?
Don't Know Never <1 1 **2** 3 4 5+
Umm... I do it twice a year.
4. If you could change anything about your yard what would that be?
I don't have to worry about it, trees are 35 feet tall, reduce grass add more mulch.
Change away from St. Augustine grass, to one that requires less water.

In-Depth Interview 8

5. What prevents you from making those changes?

M.o.n.e.y.

6. Do you have a rain barrel? Y N

7. Do you live in a neighborhood with a Homeowners Association? Y N

8. Would you be willing to encourage your Homeowner's Association to adopt more water conserving practices like native vegetation?

In theory, yes.

9. Are there any specific actions that you, personally, already take to conserve water?

It doesn't come on when it's raining. Most of the plants I buy are shade tolerant.

10. What about things to reduce the amount of fertilizers that you use?

Grass and weeds are competing, weeds are greener. When I can, I would reduce to one bag of 5000 sq feet. Instead of using two bags of 5000 sq feet I'd use one bag.

11. [this is a hypothetical question] Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

I think so, most of them. The asinine people in Gainesville and County govt, what they say to you is "if you see one of our sprinklers running, let us know if it's not running on the right day." But my take on that is I've got to go around making sure they don't do it. I was at a seminar the other day, about two weeks ago and people were saying that they see the county and the city, they have a lot of areas where they're not adhering to the conservation process. The stupidity, they said you need to let us know and I said why don't you take action yourself. If you try to tell the city of Gainesville something then

In-Depth Interview 8

you have to go through a blasted menu of 50,000 questions before you, and then they want to know what's the exact address of the area. Sandbagging their responsibility. I called about a streetlight going out and they said go find the pole and get the tag number. I've heard the same garbage.

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

Can't give simple yes or now. We don't have city county govt that demonstrate concern through action or deeds or lack of deeds. We have some people who would run off a cliff if they saw others doing it. Water management districts say to do more to protect water, than allow Jax to suck water out of our groundwater. Why would you save when they are giving it away. I've been to county and city commission meetings. I can do my part, but it's not enough. I don't waste water, I'm doing what I consider is my part, but it's aggravating because city and county govt doesn't do their part. Agencies don't do their part.

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

Runs \$110 pallet, avg home takes 5 pallets. Some are on corner lot, some on inner lot. So average of 5 pallets. Rather reduce than replace.

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Yes. A lot of people I know are on wells, down 80+ feet. I know some peoples' wells are dry at 55 or 60 feet. Ultimate source is GRU and they are a ripoff.

15. Are you on well water? **Y** N

16. What is your occupation? **Consultant.**

15. What is your age? **no answer**

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

email

Phone different?

If no, can I get your zip code to better describe the population of our sample? 32608 (researcher knows, did not ask participant)

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? **Y** N

In-Depth Interview 9

Hi, my name is Dionne Banks and I am a graduate student from the University of Florida. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? **Y** N
2. On average, how many days per week is your yard watered?
Don't Know Only when rains 1 **2** 3 4 5 6 7
Also utilizes a rain gauge with irrigation system
3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?
Don't Know Never <1 1 **2** 3 4 5+
4. If you could change anything about your yard what would that be?
Plants that require less water

In-Depth Interview 9

5. What prevents you from making those changes?

Nothing

6. Do you have a rain barrel? Y N

Doesn't see why a rain barrel makes sense because you still have to distribute the water, why not just let it hit the land? Also, you end up collecting mosquitos.

7. Do you live in a neighborhood with a Homeowners Association? Y N

1. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?

Millhopper Station South already adopts water conserving practices

2. Are there any specific actions that you, personally, already take to conserve water?

Outside: Water only on recommended days/times, inspect sprinkler heads for leaks,
Inside: Uses energy efficient washing machine and dishwasher, doesn't leave water running while brushing teeth and washing dishes. Doesn't like to pay a high water bill.

3. What about things to reduce the amount of fertilizers that you use?

No, not really. Pest control people apply fertilizer to lawn and to roses and azaleas. She hopes that they do what's eco-friendly.

4. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

In-Depth Interview 9

“I think so. I hope so.”

5. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

2: I wouldn't turn it completely off, because if we were in a drought my yard would turn brown and die. I would do less.

6. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

4: I wouldn't do it because my HOA told me to. I would do it on my own.

7. Do you ever worry that we won't have as much water as we do now? What makes you say that?

I don't worry because I realize that it IS going. We are gonna run out of water before we run out of gas. I have a dead pond that used to have 8 feet of water and now it's just weeds.

(What makes you say that) Reading about cities who own springs and have sold their souls to the water bottling companies and allow bottlers to withdraw. Also, Jacksonville withdrawing water.

8. Are you on well water? Y N

16. What is your occupation?

Retired

In-Depth Interview 9

15. What is your age?

67

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

email

No

Phone different?

No

If no, can I get your zip code to better describe the population of our sample? 32608 (researcher knows, did not ask participant)

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? **Y** N

Prefers contact via phone

In-Depth Interview 10

Hi, my name is ____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? Y N

2. On average, how many days per week is your yard watered?

Don't Know Only when rains 1 2 3 4 5 6 7

Put out a sprinkler. Going to install an in-ground system. We planted some plants and new sod. We built and want green grass, nicer yard

3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?

Don't Know Never <1 1 2 3 4 5+

3-4

4. If you could change anything about your yard what would that be?

Landscape- Arrange flowers in different locations. Nice green grass and colorful plants and flowers.

5. What prevents you from making those changes?

Time

In-Depth Interview 10

6. Do you have a rain barrel? Y N

7. Do you live in a neighborhood with a Homeowners Association? Y N

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?

9. Are there any specific actions that you, personally, already take to conserve water?

Yes, Turn water off when not in use. Turn the water off every time.

10. What about things to reduce the amount of fertilizers that you use?

No

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

Yes

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

2

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

2

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Yes, I work at EPD and hear feedback from coworkers

15. Are you on well water? Y N

In-Depth Interview 10

16. What is your occupation? Senior office Assistant

15. What is your age? 40

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address :

email

Phone different?

If no, can I get your zip code to better describe the population of our sample?

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? **Y** N

Note: LaShonda is a coworker in our Admin group. She does not have a background in water issues and on occasion has indicated that she takes showers that are greater than 30 minutes!!!!

In-Depth Interview 11

Hi, my name is ____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? **Y** N
2. On average, how many days per week is your yard watered?
Don't Know Only when rains 1 2 3 4 5 6 7
2
3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?
Don't Know Never <1 1 2 3 4 5+
2
4. If you could change anything about your yard what would that be?
Make it grow. Get the grass to fill in.
5. What prevents you from making those changes?
Tree that I don't want to cut down. The roots protrude up from the grass. Not allowing the grass to fill in the bare spots.

In-Depth Interview 11

6. Do you have a rain barrel? Y N Have heard about benefits looking into it

7. Do you live in a neighborhood with a Homeowners Association? Y N
Yes, Rainbows

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?
Absolutely

9. Are there any specific actions that you, personally, already take to conserve water?

I make sure that the water is not being ran more than it needs to

10. What about things to reduce the amount of fertilizers that you use?
I don't apply. Twice a year. I don't apply much. That is probably why my lawn is not getting nutrients to be green.

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?
I would, I don't know if my neighbors would. My family does good

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?
Once a week. 3

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

Budget issue. I would not do it unless plants were proving plants for free. 1

In-Depth Interview 11

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

No I don't

15. Are you on well water? Y **N**

16. What is your occupation? landscaper

15. What is your age? 31

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

Email:

Phone different?

If no, can I get your zip code to better describe the population of our sample?

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? **Y** N

Notes: He has a landscaping business and did attend the Irrigation Workshop on 4/12.

In-Depth Interview 11

In-Depth Interview 12

Hi, my name is ____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? **Y** N
2. On average, how many days per week is your yard watered?
Don't Know Only when rains 1 2 3 4 5 6 7
2
3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?
Don't Know Never <1 1 2 3 4 5+
Contractor and self
4. If you could change anything about your yard what would that be?
Get rid of a lot grass. So I didn't have to water as much - expense
5. What prevents you from making those changes?
Expenses
6. Do you have a rain barrel? Y **N**

In-Depth Interview 12

7. Do you live in a neighborhood with a Homeowners Association? **Y** N

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?
No at this point, too involved with other things

9. Are there any specific actions that you, personally, already take to conserve water?
Yes, I only water two days allowed.

10. What about things to reduce the amount of fertilizers that you use?
Not specifically

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?
Yes. Because I myself do it.

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed? Not likely- 3

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

5

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Yes, Everything that you are reading. Springs and the aquifer. Lakes are low. Magazines, GRU, Newspaper

15. Are you on well water? Y **N**

16. What is your occupation? Retired

In-Depth Interview 12

15. What is your age? 74

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name:

Address

Email:

Phone different?

If no, can I get your zip code to better describe the population of our sample?

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? **Y** N

Gainesville Golf and Country Club

In-Depth Interview 13

Hi, my name is ____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? ☒ Y ☐ N
Yes
2. On average, how many days per week is your yard watered?
Don't Know Only when rains 1 2 3 4 5 6 7
In the summer time when it's very hot, about twice per week
3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?
Don't Know Never <1 1 2 3 4 5+
Oh, maybe about uh...Every 2 months [do you do that?] No, True Green
4. If you could change anything about your yard what would that be?
I would plant more flowers
5. What prevents you from making those changes?
I've been so busy, I haven't had the time to do it. I've been doing it little by little
6. Do you have a rain barrel? Y ☒ N No

In-Depth Interview 13

7. Do you live in a neighborhood with a Homeowners Association? **Y** N Yes

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?

I guess they do a pretty good job, but there's nothing wrong with getting better [interviewer: they already allow native landscaping?] yeah.

9. Are there any specific actions that you, personally, already take to conserve water?

No, I'm very conscious about it, water, we wasting too much water for sure, [what makes you say that?] because, when you go to the springs and you see the level of the springs and the drought that we've been experiencing, you see it [laughs]

10. What about things to reduce the amount of fertilizers that you use?

I don't think they do fertilizer every time they come, Truegreen. They may do it every 90 days or something, who knows? I they do a good job. I think they spray what they need and no more than that. I don't really...what do you mean, you have to create consciousness too about the chemicals and the damage they do to the ground. [interviewer: so you think Truegreen does a good job] Yes, I would say so. [interviewer: you're satisfied with them] so far, yeah.

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?

Yes, I think everybody around here, they try to do the best for that, but I say education to conserve water that's always working.

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

Yeah, that's what I already do; I don't have it on automatic. Have the timers, but when I see it needs water I turn it on. [interviewer: so everytime you use your irrigation system you turn it on manually?] yes, that's what I'm doing. Because sometimes, you know, to try to conserve water you have to do it that way.

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

To replace it. [interviewer: correct] To replace it because you haven't taken good care of it? Is that what you're trying to say? [Interviewer: if your homeowners association encouraged you to plant water conserving plants rather than having grass, would you be willing to replace your grass] I don't know. I haven't seen no information coming from them about that like a brochure or a letter, no. I don't know if they have it, but I haven't seen it. [Interviewer: Ok. If they were to give you that info hypothetically would that influence your decision?]

Maybe, maybe. Because I already know we need to conserve water. I went to a seminar with GRU and the county and it was about conserving water and the sprinkler system and things like that; yes, It makes a difference when you get to know. If you get information like you are talking about from the HOAs, yeah, it should encourage the neighbors to use this kind of plant or this kind of other thing because it needs less water, yes, I would say so.

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Well, I know if human beings, yeah, they can get to that point. I have other beliefs that I know its going to come a time that an administration will really take care of the planet is going to do it because if we keep going, human power and the way keep going we will do it. That's the way we do, the we take care of the planet; it's there and we're living it.

15. Are you on well water? Y N

16. What is your occupation? Boat mechanic

15. What is your age? 58

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

In-Depth Interview 13

email

Phone different?

If no, can I get your zip code to better describe the population of our sample?

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? **Y** N

4/30/12 This interviewee spoke with a Latin-sounding accent and it was sometimes hard to understand what he was saying. He answered “yes” to having a rain barrel and then said “no, no, no, a rain barrel, no” which made worry that he didn’t understand the question. I tried to speak as clearly and slowly as possible without sounding patronizing. It seemed from his responses that he understood all of the questions and had informative, though somewhat short responses. This may be due to the possibility of English being a second language.

He mentioned that he attended the irrigation workshop and thought that type of information would be helpful and encourage residents to use less water.

In-Depth Interview 14

Hi, my name is ____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? Y N

Don't own own land

2. On average, how many days per week is your yard watered?

Don't Know Only when rains 1 2 3 4 5 6 7

I live next door to someone and we share the yard. Spot watered, wooded, new trees and flowers and veggies get spot watered, planted a citrus tree a couple months ago and that is

3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?

Don't Know Never <1 1 2 3 4 5+

None, there's no one that comes out. I spot treat with fertilizer sparingly.

4. If you could change anything about your yard what would that be?

Well...I don't know that's a good question, I don't know how fertile it is. I probably need to add composted cow manure, I'm terrible at keeping up with that.

I'm probably one of the only people you'll meet that under-fertilizes.

In-Depth Interview 14

5. What prevents you from making those changes?

I am lazy, forget to, and well, I guess there are several things, I sometimes wish I could buy fertilizer in really small amounts. If I just have a little tiny bit of flowers and I want to fertilize with time-released I can't get it in really small amounts. I had this one bag of fertilizer that's the closest thing to use on palms and I used it on four palms and that was the only time I really needed it. I ended up giving it to a friend. For me to get a 4lb bag is too much. For me I only want like 8 oz or something. And that's really hard.

[interviewer:

I had a 4lb bag of fertilizer for palms. The palms don't need a lot anyways. If I kept it, I used so little, it would go bad. My friend it responsible so I gave the extra fertilizer to her.

6. Do you have a rain barrel? Y N

No, but we're thinking of making one.

7. Do you live in a neighborhood with a Homeowners Association? Y N

No, we kind of live almost in the country.

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?

9. Are there any specific actions that you, personally, already take to conserve water?

Um... trying to be mindful to turn water off when wash hands, trying to take shorter showers, I think I'm becoming more successful. Sometimes when I pour a glass of water and have some leftover I try to have a bucket to reuse leftover water but I'm not real successful with that. We don't use irrigation. I want to learn about non-leaky hose connections, I keep meaning get a rubber gasket, keep forgetting, it also leaks at spigot, and I don't think there's a way to fix that. I think there's probably a lot of leaks, need to get gasket.

10. What about things to reduce the amount of fertilizers that you use?

I already under-fertilize, don't like to buy fertilizer because packages are too big, using old black hen, which is not the best all-around fertilizer, but I sprinkle that a little and I want to get some time-released fertilizer with micronutrients.

[Interviewer: what does Under-fertilize look like?] Ok, um, less flowering, not as vigorous, would be bigger, flower more, take care of daylilies at a house, fertilize

it a few times, need to put time released nutrients. I need to look around and see if I can buy it in smaller amounts.

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing? Don't know what the neighbors do, but since I'm kind of in a real natural neighborhood, what I see they do is they have mostly trees around yard, small ornamental plant area. Neighbors have an acre or more of land. I don't really see a lot of waste in my neighborhood.

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

I would do it. I'll let you do the numbers, but if I knew this was connected, I would drastically reduce the area of grass for one thing and also would reduce the amount of irrigation, I would probably put a bucket in the shower, would probably be more diligent. Can I give you a little story that relates to the springs but doesn't completely relate to the ground. Was in Rainbow Springs walking with a friend and there were people in front of us walking around and someone said 'they should take this water and sell it'. And I said "No! One of the springs in Florida has already dried up." Told a stranger. Knew a spring dried up from Mirage, have heard author talk.

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn?

Required to get rid of all lawn? Not required I would be likely, very likely.

As long as it wasn't required. As long as people with kids or animals would be around to have grass.

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Yes. [what makes you say that?] I'm seeing little ponds dry up. There's a pond not far from university near intersection of 22nd street and 8th avenue back a couple blocks, work for a person who lives on it, has a beautiful back yard, at first was water (6 years ago), now there is practically no water at all and it worries me.

15. Are you on well water? ☒ Y ☐ N

16. What is your occupation? Landscape gardener and pet sitter

15. What is your age? Adult, don't want to say.

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name

Address

Email

Phone different?

If no, can I get your zip code to better describe the population of our sample? 32653 (last two numbers transposed from PO box)

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? ☒ Y ☐ N

18. other question? anything to add?

Trying to think, here and there I do... Well, I guess since I ran into those people at Rainbow springs, it was kind of scary that people didn't know about the water situation. I be honest, I can't read her books because I get overwhelmed with bad news, but it's easier for me to hear them speak. I think you've got your work cut out for you educating people.

In-Depth Interview 14

One other concern, I and I know friends of mine are very concerned about people from Orlando trying to take our water. Places like Orlando have a responsibility to conserve their water and not grow so much if they could cause our wells to dry up. That makes me angry.

I appreciate this, I don't really get to talk to people that are in the know about this. Actually, you may have done me more of a favor than I've done you.

4/30/12

Reflections:

The first time I spoke with this person they were in a library and said that they didn't really care about the environment or the springs and wanted to know how I got their information. She warmed up when she learned that I got her contact info from the irrigation workshop.

It seems interesting that she wants information back about the interview results and this issue. She also wants more information about fertilizing. It's also interesting that she takes care of homes and yards for a living.

In-Depth Interview 15

Hi, my name is _____ and I am a _____ from _____. I am calling to invite you to get two free passes to Gilchrist Blue Springs on the Santa Fe River as compensation for participating in a ten-minute phone interview. Would you be willing to participate now?

If no: May I call back some other time?

If yes:

Thank you for participating in this interview. Our purposes today are to learn more about your opinions about springs and landscaping practices. Your opinions are very important to us. We are recording this session because we do not want to miss any of your comments. Please speak loudly and clearly. All comments are valuable and we learn just as much from negative comments as positive comments. We will not include your name in our final reports. By assuring this anonymity, we are hoping that you will speak openly.

If you would like to withdraw, you may do so now or at any time during the interview.

This interview will take about 10 minutes.

QUESTIONS:

1. Do you have an in-ground irrigation system? **Y** N
2. On average, how many days per week is your yard watered?
Don't Know Only when rains 1 **2** 3 4 5 6 7
3. On average, how many times per year do you or your landscape contractor apply fertilizer to your yard?
Don't Know Never <1 1 2 **3** 4 5+
4. If you could change anything about your yard what would that be?
Better irrigation system with head to head coverage. More beds.
5. What prevents you from making those changes?
Money
6. Do you have a rain barrel? Y **N**

In-Depth Interview 15

7. Do you live in a neighborhood with a Homeowners Association? Y N
Expired.

8. Would you be willing to encourage your Homeowner's Association to adopt water conserving practices such as allowing residents to use native landscaping?
NA

9. Are there any specific actions that you, personally, already take to conserve water?
Drip irrigation. Careful with dishes, don't let water run. Aerators on faucet to use less than third water. I miss the water. Less flow toilet, but I like the old one better.

10. What about things to reduce the amount of fertilizers that you use?
Minimal amount for plants to keep them happy. I hold down cost.

11. Do you think you and your neighbors would use less water if everyone realized that they were using the same water that the springs rely on to keep flowing?
I think my neighbors all know that. I know that so they must know that.

12. On a scale one to five, one being not likely and five meaning highly likely, if you knew that watering your lawn reduced the water available for local springs, how likely would it be that you would turn off your automatic irrigation system and water only when absolutely needed?

I don't mind doing that. I live by myself. I have to eat sardines. 4

13. On a scale one to five, one being not likely and five meaning highly likely, if your HOA (or local government if no HOA) encouraged residents to replace their lawn with plants that used only minimal water, how likely would you be to replace your lawn? 4, if they were pretty.

14. Do you ever worry that we won't have as much water as we do now? What makes you say that?

Yes, The next big war will be over water. More and more people, and only a certain about of water. I watch documentaries and this is what they are talking about, things you don't hear on CBS

15. Are you on well water? Y **N**

16. What is your occupation? Retired

15. What is your age? 76

16. May I get your mailing address to mail your Blue Springs passes and a fact sheet on the Santa Fe River Springs Working Group?

Name:

Address

email

Phone different?

If no, can I get your zip code to better describe the population of our sample?

If no, give them email address of pass pick-up coordinator emilyott@ufl.edu to coordinate pick up of passes at a later time

17. As we work on springs protection programs may I contact you in the future if we need additional feedback from citizens? **Y** N