

ST. JOHNS RIVER WATER MANAGEMENT DISTRICT



# 2022–2026 STRATEGIC PLAN



September 2021

## Message from the Chair

I am proud to present the 2022 Strategic Plan on behalf of my fellow St. Johns River Water Management District Governing Board members and the executive leadership and staff.

The District takes its stated mission to heart every day as we work to protect our natural resources and support Florida's growth by ensuring the sustainable use of Florida's water. The District is focused on ensuring a long-term supply of water for drinking, water for agricultural use, and other community requirements for water. Another District priority is protecting the health of water bodies in the District's 18 counties in northeast and east-central Florida.

With the support of Governor DeSantis, the Secretary of the Department of Environmental Protection, and the Legislature, we continue to effectively and efficiently allocate resources and funding in four core areas: water supply, water quality, natural systems and flood protection.

My fellow Governing Board members and I recognize that we can achieve more for the benefit of Florida's environment and residents by joining with local governments, the agricultural community and business leadership as together we ensure water supply and water quality meet these demanding requirements. These important partnerships and coordinated cost-share investments continue to advance the use of alternative water supplies and water conservation technology, promote innovative programs to protect our natural systems, and help support flood protection resiliency initiatives in our District's coastal communities.



*Douglas Burnett, Chairman*

It is also important to point out that while the District is supporting an unprecedented number of projects, it is crucial that our mission continues to be both efficient and effective.

We are thankful to the dedicated and skilled staff at the District who will expertly carry out the work needed to reach the goals my fellow Governing Board members and I have set forth in this Strategic Plan.

## Governing Board Members

- **Douglas Burnett**  
Chairman, St. Augustine
- **Rob Bradley**  
Vice Chairman, Fleming Island
- **Ron Howse**  
Treasurer, Cocoa
- **Ryan Atwood**  
Mount Dora
- **Doug Bournique**  
Vero Beach
- **Maryam Ghyabi-White**  
Ormond Beach
- **Cole Oliver**  
Merritt Island
- **J. Chris Peterson**  
Winter Park
- **Janet Price**  
Fernandina Beach

## AGENCY OVERVIEW

In Florida, water is a resource of the state, owned by no one individual, with the use of water overseen by water management districts acting in the public interest. Florida law recognizes the importance of balancing human needs for water with those of Florida’s natural systems.

The five regional water management districts, established by the Legislature and recognized in the Florida Constitution, are set up largely on hydrologic boundaries. The St. Johns River Water Management District includes about 21 percent of the state’s total area. The District encompasses all or part\* of 18 counties in northeast and east-central Florida, as further illustrated in Figure 1 below.

### Counties in the St. Johns River Water Management District

- Alachua\*
- Baker\*
- Bradford\*
- Brevard
- Clay
- Duval
- Flagler
- Indian River
- Lake\*
- Marion\*
- Nassau
- Okeechobee\*
- Orange\*
- Osceola\*
- Putnam\*
- St. Johns
- Seminole
- Volusia

The District has jurisdiction over 12,283 square miles, which is approximately 21 percent of the state’s land area, and includes the entire St. Johns River watershed (including the Ocklawaha River), the northern two thirds of the Indian River Lagoon, and the Florida portion of the St. Marys River Basin. The District is also home to eight “Outstanding Florida Springs” (OFS) — Silver Springs, Silver Glen Springs, Alexander Springs, Blue Spring, DeLeon Springs, Wekiwa Springs, Rock Springs, and Gemini Springs. In 2020, an estimated 5,656,395 people resided within the District’s boundaries, a population that is projected to reach approximately 6,600,000 by the year 2040.

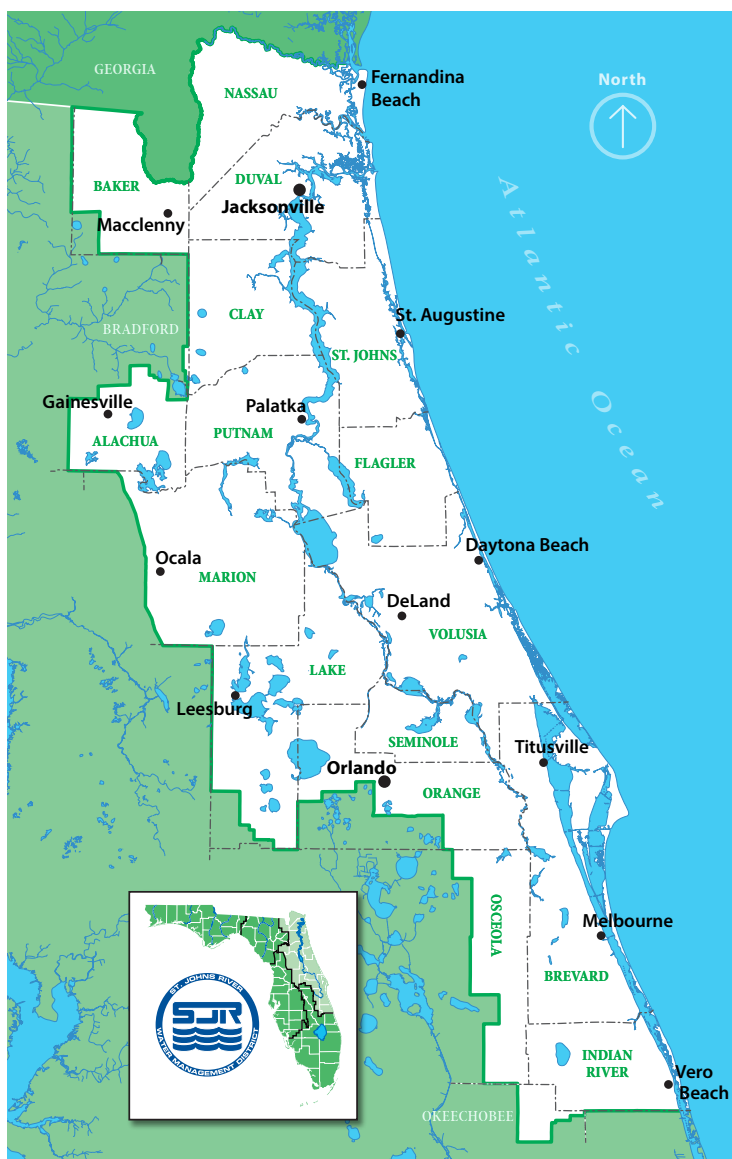


Figure 1 — St. Johns River Water Management District



*District Governing Board members declared April 2020 as Water Conservation Month. Left to right are Governing Board members J. Chris Peterson, Doug Bournique, Susan Dolan, Gen. Douglas Burnett (chairman) and Rob Bradley; District Executive Director Dr. Ann Shortelle; District General Counsel Mary Ellen Winkler; and Board members Janet Price and Cole Oliver (Not pictured: Board member Ron Howse)*

The District's original focus on flood control has been expanded to include water resource development, water supply planning, water quality protection, and natural systems conservation and restoration. To meet these challenges, the District utilizes a variety of actions, including land acquisition, land management and restoration, water use permitting, wetland and stormwater permitting, water supply planning (including the development of minimum flows and levels), and funding cost-share projects and District-led water resource development projects.

Water management districts are funded by ad valorem taxes normally reserved for local governments using taxing authority which emanates from a constitutional amendment passed by Floridians in 1976. The water management districts are governed regionally by boards appointed by the Governor and confirmed by the Senate. There is also general oversight at the state level by the Florida Department of Environmental Protection (DEP). The District is governed by a nine-member Governing Board, each with a four-year term. Under the direction of its Governing Board, the District's organization is structured by divisions, offices, and bureaus, which manage and implement District programs, projects, and activities.

The District maintains 115 miles of U.S. Army Corps of Engineers (USACE) constructed/flood control levees, 175 miles of farm/project levees, 12 major flood control structures, 76 minor water control structures, 15 weirs, and 12 pump stations. The District maintains 69 miles of canals, more than 1,600 miles of roadways and trails, and three navigational locks. The District owns an interest in approximately 783,332 acres of land (through transfers, donations, fee-simple purchases, and less-than-fee acquisitions). The District is projected to fund 529 full-time equivalent positions (FTEs) in Fiscal Year (FY) 2021–22. The District's staff includes biologists, geologists, hydrologists, engineers, planners, financial officers, information technology specialists, land managers, laboratory technicians, and others from scientific and nonscientific fields. Many staff have advanced academic degrees and years of experience in their fields, both in the private and public sectors. In addition, many have been recognized for their work in the state, nationally, and internationally. The FTEs work out of multiple locations, which include the headquarters facility in Palatka, service centers in Palm Bay, Jacksonville, and Apopka (temporarily at University of Florida's Institute of Food and Agricultural Sciences), and various field stations.



## WATER SUPPLY

Protect water supplies for users and the environment

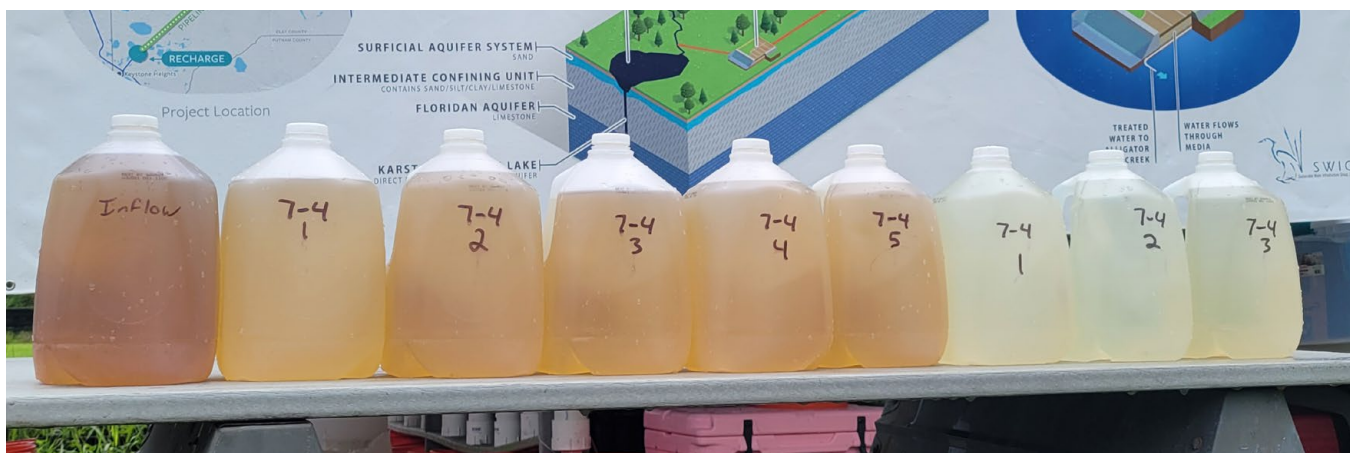
One of the core missions of the St. Johns River Water Management District is to implement regional strategies to provide sufficient water for both people and the environment. For most of us, our main source of water comes from underground aquifers, primarily the Floridan aquifer, and that source of water is limited.

### Goals

- Develop and implement regional water supply plans
- Develop and implement MFLs and prevention and recovery strategies
- Promote water conservation
- Develop alternative water supply and water resource development projects
- Plan for statutory funding requirements

Water managers recognize the need to have water resources available for people, homes, businesses, agriculture and other users, while at the same time ensuring that enough water is available to meet environmental needs. Pumping too much groundwater from the aquifer can result in unacceptable impacts, such as drying out wetlands, reducing spring flows, lowering lake levels, and degrading groundwater quality from saltwater intrusion. That's why water supply planning is so important. While the District's regulatory program works to ensure these types of impacts do not occur from permitted water withdrawals, the water supply planning program works to determine how much water we will need during a 20-year planning horizon and develop options for alternative water supplies (AWS) to meet these future demands while ensuring the environment is protected.

In accordance with Chapters 163 and 373 of the Florida Statutes, the District conducts water supply planning for those regions where it determines that existing sources of water are not adequate to meet all existing and future reasonable beneficial uses and to sustain the water resources and related natural systems through the planning period. The District's water supply planning approach is comprised of three regional water supply plans (RWSPs) that will be updated at a minimum of once every five years, or as needed.



Water jugs demonstrate the success of filtering tannins from the water of Black Creek during a March 26, 2021, event that provided an update on the Black Creek Water Resource Development project.

RWSPs identify future water supply needs for at least a 20-year planning horizon and list projects and programs to ensure sustainable water supplies for all reasonable beneficial uses. The three regional water supply planning areas identified to address local resource concerns are the Central Florida Water Initiative (CFWI) RWSP area, Central Springs / East Coast (CSEC) RWSP area, and the North Florida RWSP area.

As a part of fulfilling its mission and statutory responsibilities and to aid the water supply planning and regulatory programs, the District establishes minimum flows and levels (MFLs) for priority water bodies within its boundaries. MFLs define the limits at which further water withdrawals would be significantly harmful to the water resources or ecology of an area. The District is also responsible for development of prevention and recovery strategies when a water body does not currently meet or is projected not to meet the adopted MFL for that water body. The District must develop a prevention and recovery strategy that identifies technically sound, science-based solutions to ensure availability of sufficient water for future uses and achieve the MFLs for those affected water bodies. In some cases, the District may develop projects as part of water supply plans that provide regional benefits. These projects are known as water resource development projects. The Black Creek Water Resource Development Project is among several projects identified in the North Florida Regional Water Supply Plan (NFRWSP) to help meet future water supply demands while protecting natural resources. This project, located in southwest Clay County, focuses on providing recharge to the Upper Floridan aquifer in the Keystone Heights region and Lower Santa Fe Basin. The project will divert up to 10 million gallons of water per day from the South Fork of Black Creek during wet weather high-flow periods. The project is also expected to contribute to regional MFLs recovery in lakes Brooklyn and Geneva.

The District's planning process is ongoing and plans are continually updated to reflect current and projected conditions, such as changes in anticipated

population growth or decline that may result in changes to how much water a region will need and where the water may come from to meet those needs. Water conservation is a key component of ensuring an adequate water supply.

Water conservation is the cornerstone of the sustainability of Florida's water supply, whether it be belowground in the aquifer systems or aboveground in our rivers, lakes and streams. Water conservation continues to be a primary tool to meet the District's future water needs. While significant conservation efforts have already been implemented in the District, additional conservation is critical. The District currently has many active and ongoing water conservation programs, including outreach efforts, cost-share projects, and the Blue School Grant Program. In addition, the District participates in the statewide Florida Water Star<sup>SM</sup> program.

The use of reservoirs can be another tool to meet water supply needs by storing excess water on the landscape for future use. Reservoirs are currently an integral part of management of the Upper St. Johns River Basin. These projects are intended to protect the coastal estuaries that are affected by changing salinity and increased nutrients (phosphorus and nitrogen) and sediments from runoff. Several District projects have been built with a partnership



*District staff work with students from Vanguard High School on a field trip to Silver Springs as part of the District's Blue School Grants Program.*



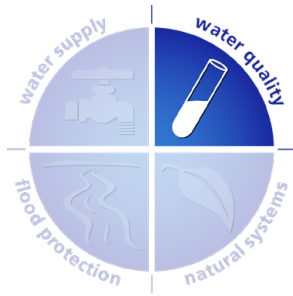
*As part of our ongoing work with the Central Florida Water Initiative, we're installing wetland monitoring wells and collecting soil samples, which help scientists better understand the connection between groundwater and wetlands.*

between USACE and the District, which has allowed the District to move forward on several additional reservoirs. In addition to conventional reservoirs, the District is evaluating the concept of dispersed water storage on private property as an innovative approach to assist in achieving both water supply and water quality goals. These pilot programs will provide storage for flood management, as an alternative source of irrigation and reduce nutrient loads to downstream water bodies. The dispersed water storage program incentivizes private property owners to retain water on their land for beneficial purposes.

The District is also using reservoirs as another water conservation tool to store water on the landscape, especially on parts of the Upper St. Johns River Basin. These projects are intended to protect the coastal estuaries that are affected by changing salinity and increased nutrients and sediments from runoff via east-west canals dredged to drain inland areas to the coast decades ago. One type of project seeks to reroute those canal's freshwater back to inland areas, where, after treatment, it can supply the St. Johns River. The Fellsmere Water Management Area (FWMA), Crane Creek/M-1 Canal Project and future C-10 reservoir are examples of projects which capture and treat such flows, benefiting both the Indian River Lagoon (IRL) and St. Johns River.

### Success indicators

- Develop and implement regional water supply plans to meet projected demand
- Establish MFLs and prevention and recovery strategies
- Provide funding for at least 25% of project construction costs in applicable Outstanding Florida Springs prevention or recovery strategies approved after June 30, 2016
- Increase awareness of the importance of water conservation and support local water conservation efforts
- Develop and implement water resource development projects
- Partner with local entities to provide alternative water supplies



## WATER QUALITY

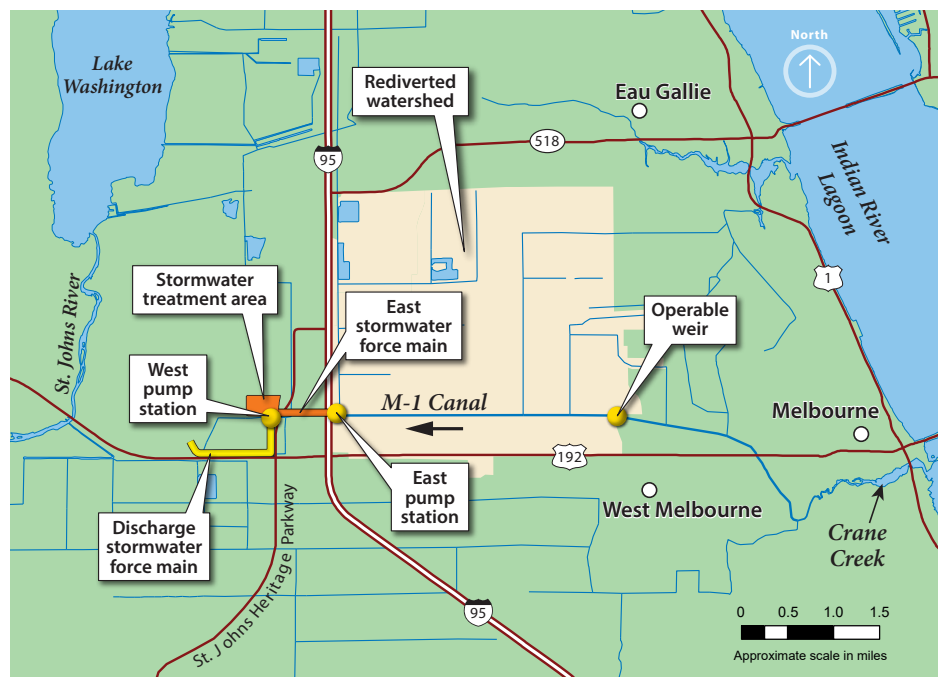
Protect and improve the waters of the District

### Goals

- Protect and improve water quality in surface water and groundwater
- Collect and analyze data to support resource management decisions and restoration initiatives
- Develop innovative and cost-effective water quality projects
- Support the Governor’s and DEP’s restoration efforts

The quality of our water in Florida is vitally important not only to the flora and fauna that live in and around the water, but also to our economy and wellbeing of our residents. Governor DeSantis established water quality as a focus of his administration with Executive Order 19-12 “Achieving More Now for Florida’s Environment,” which outlined his environmental priorities. The District, along with the Governor, recognizes that where water quality goals are not being met, it is common to see negative impacts to natural systems, decreased recreational value, increased water treatment costs and impacts to property values.

Assessing and managing programs to protect and restore water quality is a critical component of water resource governance and a primary mission of the District. Water quality is essential to maintaining a high standard of living for our residents and for the health of natural systems. Strategies to achieve these water quality goals include a commitment to comprehensive monitoring of the condition of water resources and, where water quality is impaired, working with our partners to design and implement projects to improve water quality and beneficial ecosystem functions. The District’s Bureau of Water Resource Information operates the districtwide water quantity and



Crane Creek project map



quality monitoring network. Monitoring provides a wealth of information that enables the District to make resource decisions based on accurate and timely information and documents the condition of more pristine waters, such as the St. Marys River. In addition, the public can use the data to acquire a basic knowledge of groundwater, springs and water bodies in which they have an interest.

The District also protects water quality and natural systems by implementation of environmental resource protection permits for activities that affect wetlands and/or runoff. In this way development occurs that minimizes environmental impacts and protects water quality.

The District works to address water quality issues through a variety of activities, including cost-share projects with local governments, aquatic systems restoration and protection projects; permitting; and land acquisition and management activities. In the Ocklawaha River Basin, the District's acquisition and restoration to wetlands of former muck farms has contributed to water quality and habitat improvements in lakes Apopka, Beauclair, Dora, Eustis, and Griffin. The District partners with anglers and bait processors to harvest rough fish from certain lakes each year. This public private partnership results in the most cost-effective phosphorus removal tool available to the District, while at the same time supporting anglers and local fish processors. Strategies to protect and restore water quality include a commitment to comprehensive monitoring to guide impairment determinations, manage restoration projects, and evaluate effectiveness. These efforts are closely coordinated with many partners, including DEP's total maximum daily load (TMDL) and basin management action plan (BMAP) programs.

Springs provide natural, recreational, and economic benefits for Florida's residents and visitors and ultimately reflect the health of the Floridan aquifer, the source of drinking water for a majority of the District's population. To ensure the aquifer is protected, the District is focused on generating



*A District environmental scientist collects a water sample at Rock Spring in Orange County.*

scientifically sound approaches and projects to reduce or eliminate pollution-related problems. These projects are based upon comprehensive monitoring of the aquifer systems underlying the District. The District continues to facilitate cost-effective investment of the ongoing allocation by the Florida Legislature of at least \$50 million per year (\$75 million for State FY 2021–2022) for springs protection through District and DEP cost-share programs with local partners.

The District collaborates in the management and restoration of two major coastal systems, the IRL and the Northern Coastal Basins (NCB). The District's commitment to these basins is exemplified by its ongoing support for the IRL National Estuary Program (NEP) and completion of applied research into water quality problems within the IRL, including algal blooms and losses of seagrass. These coastal waters yield substantial social, economic and ecological benefits, and their health reveals the efficacy of collective management throughout their watersheds because they integrate the influences of stressors delivered by their tributaries. Management focuses on reducing undesirable loads of freshwater, sediments, nutrients and toxicants, revitalizing altered habitats, tracking key indicators of ecosystem health, and expanding our understanding of existing and future threats to these complex estuarine



*Officials with BlueGreen Water Technologies Ltd. demonstrate an innovative process to remediate blue-green algae during a pilot project at Lake Minneola.*

systems. Through this applied research, District staff have the information to identify more effective management actions.

The St. Johns River and its tributaries is comprised of the Lower, Middle and Upper St. Johns River basins, Lake Apopka and the Ocklawaha River Basin. There are ongoing efforts to improve water quality throughout these basins, primarily to address nutrient pollution. The District's investigation into the land application of biosolids is supporting DEP's efforts to better manage this source of phosphorus to the environment. The District is also dedicated to continuing to fund major water quality projects, such as the Crane Creek/M-1 Canal Project, which is expected to be completed in 2024. Also, future projects on Lake Jesup for nutrient removal and flow enhancement support DEP-adopted BMAPs to address water quality impairments, as does an ongoing innovative intact cellular algae harvesting project. Nutrient load reductions are the focus of many efforts due to their role in stimulating excessive algal growth and bloom frequency and intensity, which harm both native communities and human water uses.

### Success indicators

- Implement projects that improve water quality
- Reduce nutrient loading into waters within the District through District projects
- Collect and analyze data to assess ambient conditions and projects efficacy
- Publish water quality data on the District's website
- Identify, fund and implement innovative water quality improvement projects
- Assist DEP's TMDL and BMAP efforts with monitoring, modeling and water quality improvement projects
- Coordinate with DEP on water quality data collection and projects



## NATURAL SYSTEMS

### Protect and improve ecosystems

#### Goals

- Maintain District lands for natural resources and people
- Manage invasive exotic and nuisance vegetation in a protective and sustainable manner
- Provide access and recreational opportunities on District properties
- Preserve, protect and restore natural systems to support their natural hydrologic and ecologic functions

The District’s stewardship duties toward natural systems are split between lands in which the District has acquired a legal interest (fee or less-than-fee acquisitions) and the general natural lands and waters within the District. Aquatic natural systems are enhanced through efforts to improve water quality, restored hydrology, planting native species and management of invasive and/or exotic species. Most of the natural systems benefits to the lands not owned by the District are derived through effective permitting, water quality improvement projects, MFL adoption, water supply planning and cost-share projects. While these efforts all protect and conserve natural systems, they are tracked in other areas within this plan.

Of the approximately 612,800 acres of land the District has acquired in fee (full and joint), District staff is responsible for managing approximately 421,000 acres. The remaining approximately 191,800 acres are managed by partners, including the Florida Fish and Wildlife Conservation Commission, Florida Forest Service, and a number of counties. In addition, the District also manages approximately 5,500 acres owned by partner agencies. The District’s investment in land has focused on wetlands because of the many water resource values and services they provide, such as water quality treatment, flood water storage and habitat for important species. The District



*A District contractor with Aquatech Eco Consultants tosses native eelgrass into Lake Apopka as part of the District’s replanting efforts to continue water quality recovery and to provide habitat for fish and wildlife.*



*The District's Lake Apopka North Shore includes a popular 11-mile wildlife drive, visited by more than 200,000 people annually.*

has purchased conservation or flowage easements over approximately 162,700 acres of land. These lands are inspected to ensure the private landowner is managing within the easements' requirements. While performing the inspections, District staff also assist landowners with land management issues they may encounter such as how to manage the newest invasive species.

Providing the right balance between public access, outdoor recreation and restoration activities can prove challenging at times, but currently more than 98 percent of District land is open for recreation. In addition, the District has 96 active special use authorizations that allow compatible and appropriate uses on District lands. Examples include use for research, trail running competitions, special opportunity hunts for disabled veterans, and outdoor wildlife appreciation festivals. Ongoing management activities, such as prescribed burning and invasive plant management, are key to the protection of the natural systems' condition. Restoration activities focus on encouraging native vegetation through planting and by managing or removing competitive invasive species. Because conditions change over time, use of an adaptive management approach includes prescribed fire, hydrologic management, invasive species control, and native species planting. Sound adaptive management requires an effective monitoring system to evaluate how past treatments have worked, if new treatments are needed, and when actions should be taken. Managing the lands and restoring them can also include leases for a variety of resource-backed activities that partner the public and private sectors to use public lands for a public good. Uses include 32 grazing leases on approximately 46,175 acres and nine apiary leases on 58 different sites. All revenues generated by these leases are invested in future land acquisition, restoration, or management.

### Success indicators

- Develop and implement District land management plans
- Conserve and restore native communities
- Implement prescribed fire program
- Maintain public access points to District lands
- Report on no-net-loss of hunting lands
- Report on no-net-loss of wetlands inventory



## FLOOD PROTECTION

### Protect people, property and infrastructure

#### Goals

- Minimize flood damage to protect people, property, and infrastructure
- Operate water management systems to meet flood protection, water resource, and future water supply needs
- Maintain data collection to support federal flood prediction collaboration
- Strategically acquire and restore floodplains to improve resilience
- Coordinate with state and local governments and the public during and after emergency events

Florida has long been susceptible to flooding from natural disasters. Extreme rainfall can cause rivers and streams — such as the north-flowing, 310-mile-long St. Johns River — to surge beyond their banks, damaging homes and businesses. Since the 1920s, state and federal agencies have funded enormous projects to protect homes and families from the dangers of flooding. When the decision was made to form the District in 1972, the Legislature decided one of the four core missions must be flood protection. As of today, the District maintains 69 miles of canals in addition to the 115 miles of federal/District flood protection levees. Working with state, federal and regional partners, the District’s flood control structures not only provide flood protection that will support local communities, but also support the core missions of water supply, water quality, and natural systems.

The District continues to emphasize and support resiliency projects that incorporate multiple core missions, especially flood protection and water supply. In FY 2020–21, the District began developing green or nature-based infrastructure resiliency projects and continues to provide technical assistance to local governments that are addressing and planning for sea-level rise, flooding, and water supply issues. Additionally, as in the past, the District will continue to support projects like the FY 2014–15 Brevard County Oyster Reef Living Shorelines which, in addition to annual nutrient load reductions of 639 pounds (lbs.) of total nitrogen (TN) and 48 lbs. of total phosphorus (TP), provided native habitat restoration and shoreline stabilization; or the city of St. Augustine Davis Shores project that provided flood protection for 380 acres by reducing tidal flooding when king and lunar tides, which occur 12 to 16 times per year, back water up into roadways with the installation of 17 stormwater check valves; and the Riverside Conservancy Living Shoreline, located adjacent to the Mosquito Lagoon Aquatic Preserve in Volusia County, which will promote clean water, healthy habitats, and resilient communities while also creating a model for large-scale shoreline restoration efforts that can be utilized as mitigation for impacts to shorelines in the region.

The District employs both structural and non-structural techniques to provide flood protection. The District operates flood-control structures in the Upper Ocklawaha River Basin — the Apopka-Beauclair Lock and Dam, Burrell Lock and Dam, and Moss Bluff Lock and Dam. Non-structural flood protection is achieved through stormwater management rules, acquisition and conservation of floodplain wetlands to provide floodwater storage. The District has also



*Flood control structures like the S-96D structure are among the semi-structural components of the Upper St. Johns River Basin Project.*

purchased full-fee or flowage easements of riverine floodplain that provide non-structural water storage and flood management.

Structural techniques include federal and non-federal flood control structures and levees. The District is the local sponsor of two USACE federal flood management projects: The Upper St. Johns River Basin Project and the Ocklawaha River Basin portion of the Four River Basins, Florida Project. These projects include approximately 115 miles of levees, 12 major water control structures and approximately 76 minor water control structures. The District is responsible for operation and maintenance of these facilities. As the local sponsor, the District is responsible for acquisition of lands required for operation and maintenance of the federal projects.

In addition, the District is responsible for maintaining nearly 175 miles of non-federal, farm/project levees, several minor water control structures, weirs, navigational locks, and pump stations. In addition to the federal works, the District has projects that provide additional flood protection benefits, such as the FWMA and the Harris Bayou water control structure. The District maintains more than 69 miles of canals and 1,600 miles of roadways and trails. The District also, in coordination and cooperation with the U.S. Geological Survey, operates a monitoring network that provides critical real-time hydrologic data to other agencies, governmental entities and the public for flood management activities throughout the District.

### Success indicators

- Maintain and operate flood control structures and conveyances
- Perform semi-annual infrastructure inspections
- Evaluate structural and management modifications for hydrologic enhancement
- Collect water elevation data and publish on the District's and partners' websites
- Inspect, calibrate, and maintain flood management water level data sites
- Maintain coordination with emergency operation centers and respond to requests for need
- Implement the District's emergency plan



## Goals

- Strengthen relationships through outreach and communication
- Provide transparent, efficient, and effective service
- Utilize regulatory permitting and compliance authority to protect water supplies, water resources, and natural systems
- Implement effective cost-share programs that reflect the goals of core missions
- Invest in staff development and expertise

## SUPPORTING ACTIVITIES

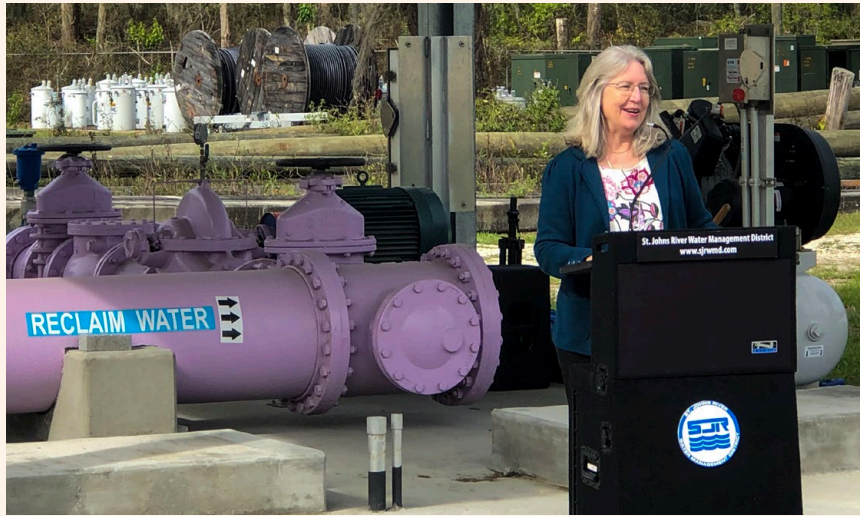
### Provide exceptional service

The District strives for constant self-evaluation and improvement in all areas in order to successfully manage and protect our natural resources. The District’s focus is on providing exceptional service to taxpayers, businesses and other government entities through communication, fiscal efficiency, and implementation of core missions. Project and operational progress, along with overall organizational efficiency and effectiveness, are continuously measured and reported. A highly skilled, motivated work force is the key to achieving the goals set out in this strategic plan. As such, the District is committed to investing in and empowering District employees so that they can develop personally and professionally and provide high-quality service.

The District recognizes that it cannot support each core mission without reaching out to local stakeholders and businesses within the District. In accordance with Chapter 373, Florida Statutes, the Governing Board may participate and cooperate with county governments, municipalities, water supply authorities, and other interested public and private entities in water management programs and projects of mutual benefit. These programs and projects must be consistent with the District’s statutory authority and ensure proper development, utilization and conservation of water resources and ecology within the jurisdictional boundaries of the District. The District currently funds multiple cost-share programs on an annual basis to support the core mission areas; these are the Districtwide Program, Rural Economic



*The District’s Water Less irrigation campaign includes two billboards along high-traffic roadways to help spread the water conservation message.*



*District Executive Director Dr. Ann Shortelle speaks at a groundbreaking ceremony in Green Cove Springs for a cost-share project to expand the city's wastewater treatment system, thereby improving water quality.*

## Success indicators

- Coordinate permit preapplication meetings to enhance complete application submittals
- Share success stories and educational materials with stakeholders
- Report regulatory metrics
- Provide access to regulatory data and information on the District's website
- Report on cost-share projects and estimated benefits
- Prioritize AWS projects
- Provide staff access to professional development opportunities

Development Initiative (REDI) Communities/Innovative Projects Program and the Agricultural Program.

The District, at the Governing Board's direction, has continued to grow its communications presence. This includes expanding outreach through social media tools, planning and attending events to celebrate our successes, and continuing to stay in touch with residents and give them a voice to share their priorities and concerns. In addition, the District's award-winning Water Less campaign has measurably increased awareness of the need for outdoor water conservation with surveyed respondents showing a willingness to reduce water use once equipped with actionable information. This holistic approach to communications allows us to drive messaging at the District and keep leadership well informed about emerging issues and innovative ideas.

Since the 2013–2014 fiscal year, the District has awarded more than \$284 million in cost-share funding toward projects with total construction costs of nearly \$732 million. Through these projects, estimated benefits include 192 mgd of alternative water supply developed, 22 mgd of water conserved, 2.3 million lbs./yr. total nitrogen reduction; more than 425,000 lbs./yr. reduction in total phosphorus, and over 5,100 acres protected from flooding.

We are proud to partner with the communities throughout the District and the 272 projects that have been completed since Oct. 1, 2016.



**Mission/vision statement**

To protect our natural resources and support Florida’s growth by ensuring the sustainable use of Florida’s water for the benefit of the people of the District and the state.

**Our Values**

**Trust**

What we say is  
what we do

**Partnership**

We can achieve  
more together.

**Accountability**

We care about the  
work we do and  
how we do it.

**Results**

We provide  
effective solutions

**Strategic Plan Annual Work Plan Report FY 2020–2021**

The Strategic Plan Annual Work Plan Report for FY 2020–2021, a “report card” of how well the District achieved its FY 2020–2021 milestones/deliverables and success indicators, will be available in the Consolidated Annual Report (CAR). Once published, the CAR can be found at:

[www.sjrwmd.com/static/plans/2022-SJRWMD-Consolidated-Annual-Report.pdf](http://www.sjrwmd.com/static/plans/2022-SJRWMD-Consolidated-Annual-Report.pdf)



**St. Johns River Water Management District**

Division of Strategic Planning and Initiatives

4049 Reid Street • Palatka, FL 32177

[www.sjrwmd.com](http://www.sjrwmd.com)