



# Public Information and Outreach

## Surplus Lands Assessment Subcommittee

November 3, 2011

Joseph Quinn, AICP, Staff Planner



# Objectives

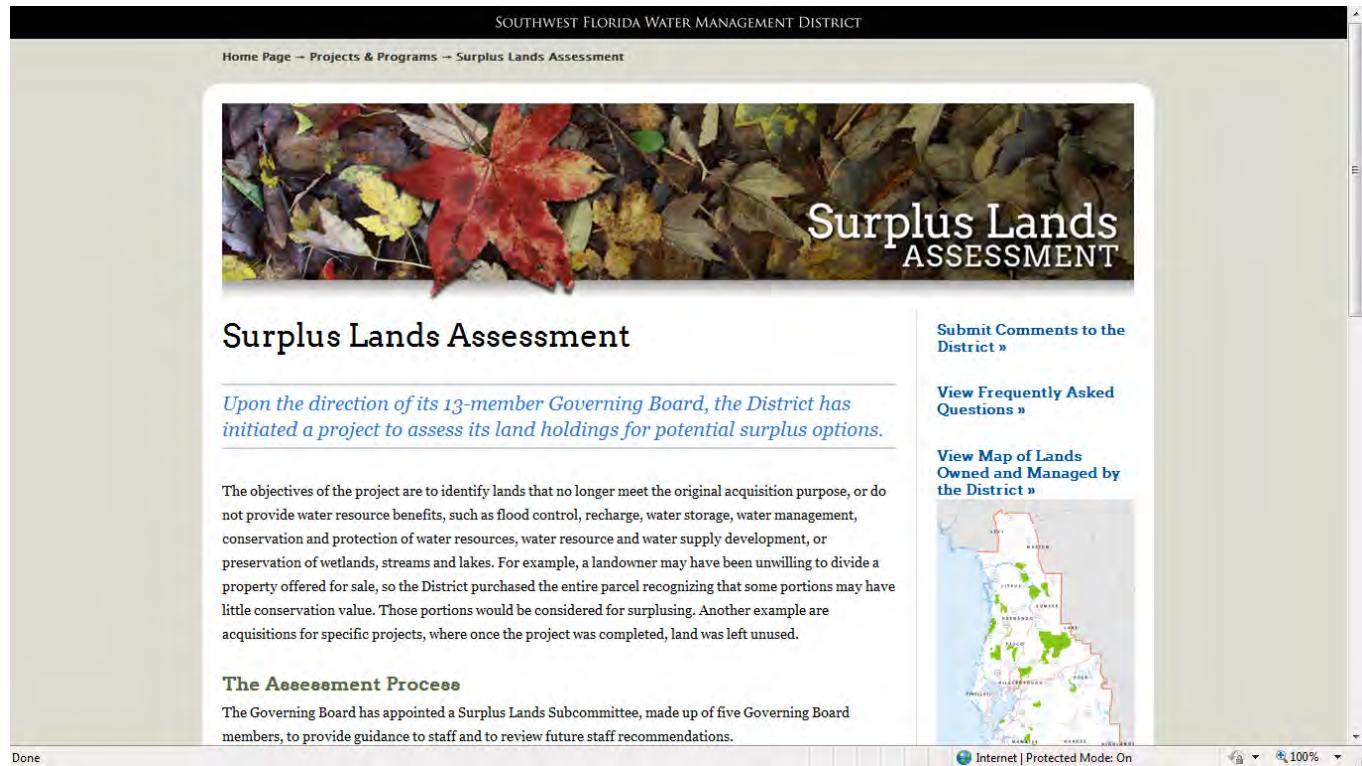
- ❖ Surplus Lands Assessment (SLA) webpage
- ❖ Contact with media and public to inform on SLA process
- ❖ Public Information meetings
- ❖ SLA Subcommittee meetings



# Webpage

- ❖ Launched October 14, 2011
- ❖ Includes information on SLA process, FAQs and map of District lands to be assessed
- ❖ Allows for submission of SLA-related comments from the public
- ❖ Public can request to receive email updates on SLA process
- ❖ Provides opportunity to assess for comment themes or geography to better prepare for public information meetings

# Webpage Navigation



The screenshot shows a web browser displaying the 'Surplus Lands Assessment' page of the Southwest Florida Water Management District. The page features a navigation breadcrumb: 'Home Page → Projects & Programs → Surplus Lands Assessment'. A banner image of autumn leaves is titled 'Surplus Lands ASSESSMENT'. The main heading is 'Surplus Lands Assessment', followed by a quote: 'Upon the direction of its 13-member Governing Board, the District has initiated a project to assess its land holdings for potential surplus options.' Below this, a paragraph explains the project's objectives: to identify lands that no longer meet their original acquisition purpose or do not provide water resource benefits (flood control, recharge, water storage, etc.). A section titled 'The Assessment Process' states that the Governing Board has appointed a Surplus Lands Subcommittee. On the right, there are links for 'Submit Comments to the District', 'View Frequently Asked Questions', and 'View Map of Lands Owned and Managed by the District'. The map shows the district's service area with highlighted land parcels. The browser's status bar at the bottom indicates 'Internet | Protected Mode: On' and a zoom level of 100%.

[Watermatters.org/SurplusLands](http://Watermatters.org/SurplusLands)



# Public Outreach

- ❖ Webpage traffic since October launch:
  - 70 comments received, 64 requesting email updates
  - 941 webpage visitors
- ❖ Several emails from the public regarding the SLA process in advance of webpage
- ❖ Engagement of stakeholder groups
- ❖ Development of guest column on SLA for distribution to media



# Public Information Meetings

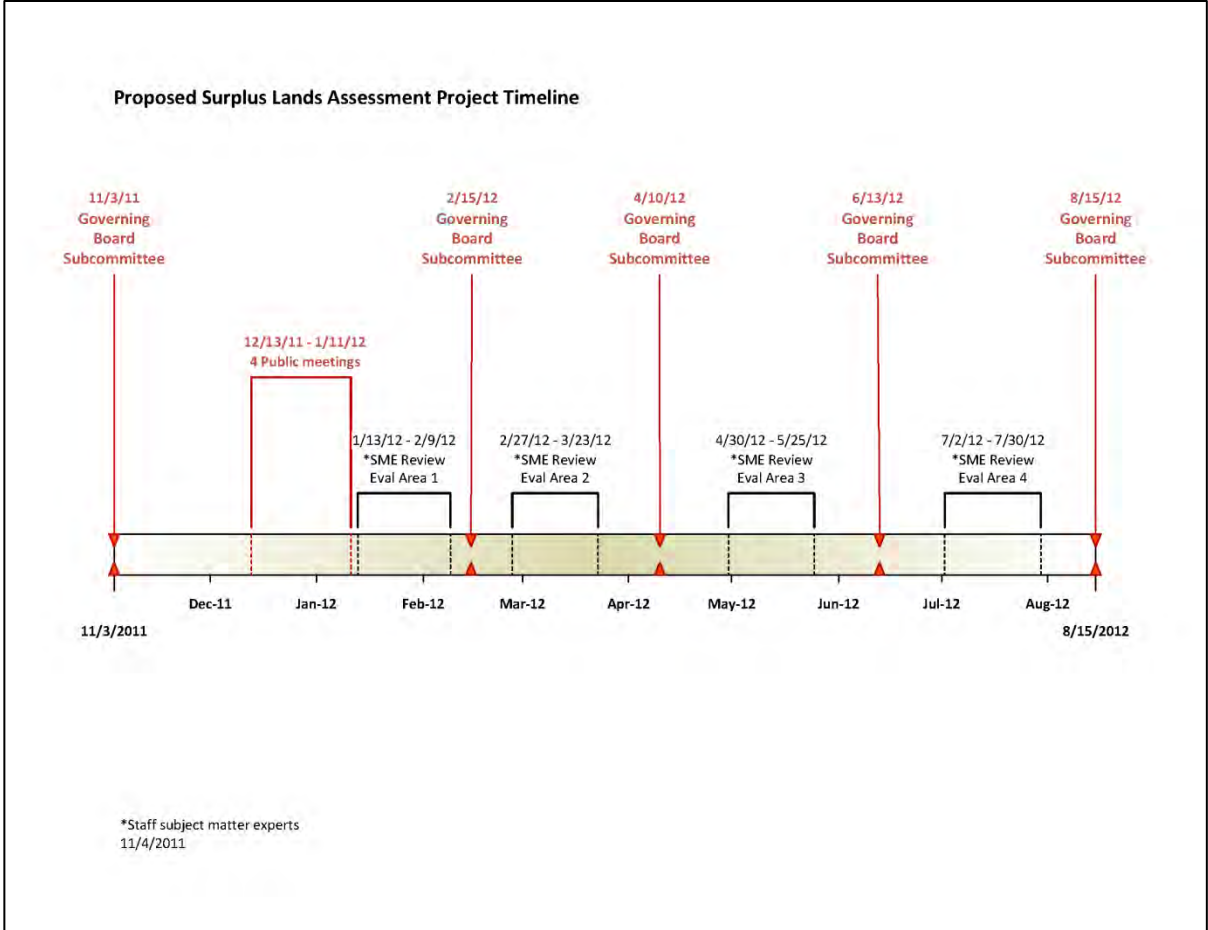
- ❖ Four public meetings on SLA proposed:
  - Lecanto – December 13, 2011
  - Bartow – December 14, 2011
  - Tampa – January 10, 2012
  - Sarasota – January 11, 2012
  
- ❖ All meetings to be held 6:00 – 8:00 p.m. to encourage public attendance
  
- ❖ Meetings designed to present the SLA process to the public and foster public input



# Subcommittee Meetings

- ❖ Three Subcommittee meetings proposed:
  - February 15, 2012 – Port Charlotte
  - April 10, 2012 – Location TBD
  - June 13, 2012 – Location TBD
- ❖ Stakeholders, public, local government and agency attendees
- ❖ Proposed schedule based on assessment timeline

# Proposed Timeline





# Staff Recommendations

- ❖ Approve meeting dates as follows:
- ❖ Public Information:
  - Lecanto – December 13, 2011
  - Bartow – December 14, 2011
  - Tampa – January 10, 2012
  - Sarasota – January 11, 2012
- ❖ Subcommittee:
  - February 15, 2012 – Port Charlotte
  - April 10, 2012 – Location TBD
  - June 13, 2012 – Location TBD



# Questions



Joseph Quinn, AICP, Staff Planner

[joe.quinn@watermatters.org](mailto:joe.quinn@watermatters.org)

352-796-7211 or 800-423-1476