Program Proposal

Background
The Ormond Scenic Loop and Trail is a 30+ mile double loop of roadways traversing some of the most beautiful and diverse natural scenery remaining in all of coastal central Florida. There is ready access to the Atlantic Ocean, State, County & City parks, vistas of rivers, creeks and marshes, barrier island dunes and beach, and historic dwellings as well as museums and historic public buildings.

Parks along the Loop include three Florida State Parks; North Peninsula State Park, and Tomoka State Park as well as Michael Crotty Bicentennial Park, Smith Creek Landing, and others. Ormond Scenic Loop and Trail also runs along AIA where there are many beach access points.

Proposal Overview
The following draft proposal provides an overview of the program objectives and the logic model which connects these objectives and program activities to short, medium, and long-term intended outcomes (p. 5). It also includes the following draft documents: a program implementation timeline (p. 6), draft list of trees that have been identified as suitable to increase canopy coverage along the loop (p. 7), draft of a web-based pledge for citizens to enroll in the initiative and identify practices they intend to adopt to ReGrow the Loop (p. 8), and a map of the 1,396 properties representing 8,452 acres that abut the loop (p. 9).

1 Background information was directly copied from the Ormond Scenic Loop and Trail website at https://ormondscenicloopandtrail.com/
This proposal and the associated budget provide a menu of options that can be selected as each proposed component/program activity could be implemented individually or in tandem with other activities. Additionally, the topics and concepts that will be taught as well as the behaviors identified in the pledge can be universally applied. As such, this program is open to all county residents and is not exclusive to the targeted residents who own property or live along the loop.

Objectives/Activities

1. **Regenerate** plant coverage by increasing the number of plants/trees along the loop using the right plant, right place principle and providing (1) one tree to households.
2. **Elevate** awareness of the ReGrow the Loop initiative through mass media.
3. **Gather** community at monthly educational activities with topics specific to flora and fauna along the loop with an emphasis on what can be done to help them both flourish (i.e., What’s on my Loop Series?).
4. **Reclaim** the loop from invasive plant species through education and volunteer removal events/activities.
5. **Offer** a ReGrow the Loop pledge where residents can commit to adopting practices that will sustain the loop and be recognized for their commitment.
6. **Work** to attract more wildlife and pollinators along the Loop by providing resources on landscaping for wildlife.

**Objective 1:** Regenerate plant coverage by increasing the number of plants/trees along the loop using the right plant, right place principle and providing (1) one tree to households who complete the steps outlined below.

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign the Pledge</td>
<td>Attend a workshop</td>
<td>Receive a Tree Voucher</td>
</tr>
</tbody>
</table>
Objective 2: Elevate awareness of the ReGrow the Loop initiative through mass media. This includes marketing signs at public facilities near the Loop, social media posts, mailings to the property owners on the loop, and print media. The County’s social media will post a minimum once per month identifying good guys and bad guys (e.g., flora and fauna) along the loop with tips on how to add more good guys and control the bad guys.

Objective 3: Gather community at monthly educational activities with topics specific to flora and fauna along the loop with an emphasis on what can be done to help them both flourish (i.e., What’s on my Loop Series?).

The Florida-Friendly Landscaping Program helps residents learn how to have healthy and beautiful landscapes that protect Florida’s natural resources by following these 9 science-based principles: 1) right plant, right place, 2) water efficiently, 3) fertilize appropriately, 4) mulch, 5) attract wildlife, 6) manage yard pests responsibly, 7) recycle yard waste, 8) reduce stormwater runoff, and 9) protect the waterfront. These topics will be addressed throughout the initiative. Additionally, participants may request an inspection of their property and designation as a Florida-Friendly Landscape. If the property meets the requirements the owner will receive a Florida-Friendly Landscape sign to recognize their accomplishments.

Objective 4: Reclaim the loop from invasive plant species through education and volunteer removal events/activities.

Educational activities will incorporate invasive plant identification and control. With the state park system, staff will coordinate volunteer events to harvest/collection invasive species along the Loop. Additionally, an invasive species “Good Guys and Bad Guys on the Loop” kiosk will be developed and displayed at a public asset along the Loop to educate visitors.

Objective 5: Offer a ReGrow the Loop pledge where residents can commit to adopting practices that will sustain the loop and be recognized for their commitment.

See the draft pledge incorporated into this proposal (p. 11). The pledge includes a
## PROGRAM TIMELINE

### March
- Create Logo
- Work on creating a list of invasive plants and Loop plants of the month to market on social media
- Work on tree list
- Create budget

### April
- Present to County Council for approval
- Schedule meeting rooms at Ormond Beach Library
- County to create ReGrow the Loop program introduction video
- Line up speakers for workshops
- Plan and schedule recording of videos
- Procure funds, products, plant material, and marketing materials

### May
- Marketing and advertising plan
  - Marketing signs near Loop
  - Social media posts
  - Mailing lists
  - Newspaper articles
- Advertise using ReGrow the Loop program introduction video
- Letters mailed to Loop residents advertising the ReGrow the Loop pledge
- Create agendas and evaluations for workshops

### June
- Hold *Know your Loop Habitat and the Importance of Conserving It* educational workshop - Saturday, June 10th
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website

### July
- Hold *Florida Friendly Landscape Principles* educational workshop – Thursday, July 13th
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website

### August
- Hold *Design Techniques* education workshop – Friday, August 11th
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website
September
- Hold Understory and Colorful Plants educational workshop – Saturday, September 9th
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website
- Trail walk #1

October
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website
- Highlight the progress of the program
- State Park Event #1
- Tree/plant giveaway

November
- Hold Salt Tolerant Plants educational workshop – Tuesday, November 7th
- Hold Palms educational workshop - TBD
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website

December
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website

January 2024
- Hold Colorful Understory educational workshop – Saturday, January 13th
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website

February
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website
- Trail walk #2

March
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website
- State Park Event #2

April
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website

May
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website
- Tree/plant giveaway
June
- Invasive plant of the month advertising on social media/website
- Loop plant of the month advertising on social media/website
- Recognition

July
- Evaluation/data collection/wrap up
- Final marketing success of program!

EDUCATIONAL WORKSHOPS – Dates & Times (subject to change)

<table>
<thead>
<tr>
<th>Workshop</th>
<th>Date &amp; Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting to Know Your Loop and the Importance of Conserving It</td>
<td>Saturday, June 24th 3PM-4PM</td>
</tr>
<tr>
<td>FFL Principles</td>
<td>Thursday, July 13th 4PM-530PM</td>
</tr>
<tr>
<td>Design Techniques Workshop (Dr. Gail Hansen)</td>
<td>Friday, August 11 1230PM-130PM</td>
</tr>
<tr>
<td>Inviting wildlife, pollinators and birds</td>
<td>Saturday, September 9th 930AM-1030AM</td>
</tr>
<tr>
<td>Palms (Carl Sherman)</td>
<td>November TBD</td>
</tr>
<tr>
<td>Salt Tolerant Plants</td>
<td>Tuesday, November 7th 4PM-530PM</td>
</tr>
<tr>
<td>Understory and Colorful Plants</td>
<td>Saturday, January 13th 930AM-1030AM</td>
</tr>
</tbody>
</table>