

The Florida Springs Council (FSC) will be providing educational and outreach services to Alachua County. The goal is to promote protection of our water resources and to raise awareness regarding important water policies and programs which impact water conservation efforts, along with the water quality and water quantity of regional springs, rivers, and our aquifer.

Task 1: Lower Santa Fe and Ichetucknee Rivers and Springs Prevention and Recovery Plan and Regulatory Strategies Educational Campaign

The FSC will create a short document outlining the proposed changes to the Prevention and Recovery Plans and Regulatory Strategies. The audience will be the lay public and the report will minimize the use of acronyms and technical terminology. The goal is to educate the public on the proposed changes to the strategies with a focus on the impact to water resources. Documents may need to be updated as the Water Management and FDEP strategies shift. Changes in the proposed strategies should be highlighted along with any expected changes in outcomes. Infographics will be created for communicating with the public. Educational materials will be shared with the public through social media campaigns.

Deliverables: A minimum of three infographics communicating the strategies will be shared via social media. FSC will provide a media report on the social media campaign which includes the number of posts/ads and the reach and frequency of each. A short summary report on the recovery plan and expected outcomes for the lay audience will be generated and provided to the County.

Timeline: A draft report and draft infographics are due 8 weeks after the signing of the contract. At that time, FSC may invoice for 1/3 of the costs for Task 1. With submittal of the social media campaign, FSC can invoice for 1/3 of the costs for Task 1. When the final report is accepted by Alachua County, FSC can bill for the remaining 1/3 of the costs for Task 1.

Costs: \$20,000

Task 2: Consumptive Use Permitting Educational Campaign and Documentation

The FSC will create a document outlining concerns with the current Consumptive Use Permitting (CUP) Process with a focus on the staff review of permits and the public interest criteria. The audience will be the lay public and the report will minimize the use of acronyms and technical terminology. Additionally, the FSC will create a summary of current CUPs in Alachua County. As part of this task the FSC will monitor any new applications, modifications, and renewals to CUPs in Alachua County for six months and provide a brief report summarizing WMD's actions related to these permit reviews. The goal of this task is to educate the public on the CUP process and impact of water withdrawals on water resources. Infographics will be created for communicating with the general public. Educational materials will be shared with the public through social media campaigns.

Deliverables: A minimum of two infographics will be shared via social media. FSC will provide a media report on the social media campaign which includes the number of posts/ads and the reach and frequency of each. A short summary report on the

consumptive use permitting process for the lay audience will be generated and provided to the County. An additional summary of permitting activities during the six month period will also be provided.

Timeline: The summary of the CUP process and current permits is due 12 weeks after the contract is initiated and FSC can bill 2/3 of the costs for this task at that time. The final deliverable is a summary of 6 months of CUP activity within the County is due by the end of the contract and can be billed at 1/3 of the costs for this task.

Costs: \$20,000

Task 3: Outstanding Florida Springs and BMAP Educational Campaign

The FSC will create a document outlining the importance of the Outstanding Florida Springs Harm Rule and the Basin Management Action Plan (BMAP) for the Santa Fe Basin for the general public audience. Infographics and other educational materials will be created and shared with the public through social media campaigns.

Deliverables: A minimum of two infographics will be shared via social media. FSC will provide a media report on the social media campaign which includes the number of posts/ads and the reach and frequency of each. A short summary report on the Santa Fe BMAP for the lay audience will be generated and provided to the County.

Timeline: A draft report is due 6 months after the contract has been initiated, at which time FSC can bill 1/2 of the costs for this task. The final report, infographics, and social media campaign report are due by the conclusion of this agreement, at which time FSC can bill 1/2 of the costs for this task.

Costs: \$10,000