

**SECOND AMENDMENT TO INTERLOCAL AGREEMENT FOR ESTABLISHMENT OF
AN ILLICIT DISCHARGE DETECTION AND ELIMINATION PROGRAM AND
STORMWATER PUBLIC OUTREACH PROGRAM**

THIS SECOND AMENDMENT TO INTERLOCAL AGREEMENT (“Second Amendment”) is entered into by and between City of Gainesville, a municipal government of the State of Florida, hereinafter called the "CITY" and Alachua County, a charter county and a political subdivision of the State of Florida, by and through its Board of County Commissioners, hereinafter referred to as the "COUNTY". Collectively, the County and City are hereinafter referred to as the “Parties.”

WHEREAS, on October 10, 2017, the County and the City entered into the *Interlocal Agreement for Establishment of an Illicit Discharge Detection and Elimination Program and Stormwater Public Outreach Program* dated October 10, 2017 (hereinafter, the “*2017 Illicit Discharge Agreement*”) with a term extending through, and terminating on, September 30, 2022; and

WHEREAS, on May 28, 2019, the City and County entered into the *First Amendment to Interlocal Agreement for Establishment of an Illicit Discharge Detection and Elimination Program and Stormwater Public Outreach* dated May 28, 2019 (hereinafter, the “*1st Amendment to the 2017 Illicit Discharge Agreement*”) for the purpose of increasing the services to include an installation and servicing of one addition stream gaging station and to allocate additional funds for the Stream Gage Maintenance program; and

WHEREAS, also on October 10, 2017, the County and the City entered into the *Interlocal Agreement for Allocation and Implementation of National Pollutant Discharge Elimination System Program Requirements* dated October 10, 2017 (hereinafter, the “*2017 City-County NPDES Agreement*”) with a term extending through, and terminating on, September 30, 2022; and

WHEREAS, the *2017 City-County NPDES Agreement* and the *2017 Illicit Discharge Agreement*, as amended, are both set to expire on September 30, 2022; and

WHEREAS, the City and the County desire to continue their collaborative and cooperative approach by extending the term of the *2017 Illicit Discharge Agreement* as provided in this Second Amendment, and by simultaneously extending the term of the *2017 City-County NPDES Agreement* by separate amendment thereto; and

NOW THEREFORE, with full knowledge and understanding of the laws governing the subject matter of this Agreement, and in consideration of the foregoing recitals, the mutual covenants and conditions contained in this Agreement, and other good and valuable consider, the receipt and sufficiency of which is hereby stipulated to by the Parties, intending to be legally bound hereby, acknowledge and agree as follows:

1. RECITALS AND EXHIBITS

The recitals set forth above and the Exhibits hereto are incorporated in and made part of this Second Amendment.

2. EFFECTIVE DATE

This effectiveness and enforceability of this Second Amendment is subject to the following three conditions precedent: (1) approval and execution of the *First Amendment to the 2017 Illicit Discharge Agreement* by both Parties; (2) approval and execution of this Second Amendment by both Parties; and (3) recording both this Second Amendment and the *First Amendment to the 2017 Illicit Discharge Agreement* in the public record of Alachua County. Provided that all three condition precedents are satisfied, the effective date of this Second Amendment shall be October 1, 2022 (“Effective Date”).

3. TERM

Section 5 of the *2017 Illicit Discharge Agreement* is amended to extend its Term through September 30, 2023.

4. EXHIBITS

Exhibits A, B and C of the *2017 Illicit Discharge Agreement*, as previously amended, are hereby deleted and replaced in their entirety with **Exhibits A-2, B-2 and C-2** which are attached hereto and incorporated by referenced into this Second Amendment.¹

5. PAYMENT AND INVOICING

Section 2 of the *2017 Illicit Discharge Agreement* is deleted and replaced in its entirety with the following:

The CITY shall pay to the County the County’s actual cost to implement the Illicit Discharge Detection and Elimination Program, Public Outreach Program, and Gage Monitoring described in Exhibits A-2, B-2, and C-2, but the City’s obligation to pay the County for Fiscal Year 2023 shall not exceed: \$175,961 for Scope of Services set forth in Exhibit A-2; \$93,200 for the Scope of Services set forth in Exhibit B-2; and \$16,000 for the Scope of Services set forth in Exhibit C-2. The COUNTY agrees to invoice the CITY for services rendered at the end of each fiscal quarter during Fiscal Year 2023. Payments are due within 30 calendar days of receiving the invoice from the COUNTY. The COUNTY agrees to provide the CITY quarterly reports as defined in the scope of work, Exhibits A-2, B-2, and C-2 within 30 calendar days of the end of each fiscal quarter.

6. NOTICE

Section 10 of the *2017 Illicit Discharge Agreement* is deleted and replaced in its entirety with the following:

¹ The “-2” designation for each Exhibit (*i.e.*, A-2, B-2, and C-2) denotes that the Exhibits were approved as part of the Second Amendment.

Notice. Except as otherwise provided in this Agreement, any notice, request, or approval, from either party to the other party must be in writing and sent by certified mail, return receipt requested, or by personal delivery. Such notice will be deemed to have been received when either deposited in a United States Postal Service mailbox or personally delivered with a signed proof of delivery. For purposes of notice, CITY and COUNTY representatives are:

CITY: City Manager
P.O. Box 490
Gainesville, FL 32602
Phone: 352-334-5010
Fax: 352-334-3119

COUNTY: County Manager
12 SE 1st Street
Gainesville, FL, 32601
Phone: 352-374-5204
Fax: 352-338-7363

A copy of any notice, request or approval to the County must also be sent to:

Clerk of the Court
12 SE 1st Street
Gainesville, FL 32601
ATTN: Finance and Accounting

And

Office of Management and Budget
12 SE 1st Street
Gainesville, FL 32601

7. ELECTRONIC SIGNATURES

The Parties agree that an electronic version of this Second Amendment shall have the same legal effect and enforceability as a paper version. The Parties further agree that this Second Amendment, regardless of whether in electronic or paper form, may be executed by use of electronic signatures. Electronic signatures shall have the same legal effect and enforceability as manually written signatures. The County shall determine the means and methods by which electronic signatures may be used to execute this Second Amendment and shall provide the City with instructions on how to use said method. Delivery of this Second Amendment or any other document contemplated hereby bearing an manually written or electronic signature by facsimile transmission (whether directly from one facsimile device to another by means of a dial-up connection or whether

mediated by the worldwide web), by electronic mail in “portable document format” (“.pdf”) form, or by any other electronic means intended to preserve the original graphic and pictorial appearance of a document, will have the same effect as physical delivery of the paper document bearing an original or electronic signature.

8. OTHER TERMS PRESERVED

Except as modified by this Second Amendment, all terms and conditions of the original Agreement, as amended, shall remain in full force and effect.

9. RECORDING OF AGREEMENT

The County, upon execution of this Second Amendment by all Parties, shall record this Second Amendment in the public records of Alachua County, Florida.

IN WITNESS WHEREOF, intending to be legally bound hereby, the Parties hereby execute this Second Amendment

ATTEST:

ALACHUA COUNTY, FLORIDA

J.K. "Jess" Irby, Clerk of the Court
(SEAL)

By: _____
Marihelen Wheeler, Chair
Board of County Commissioners

APPROVED AS TO FORM

Alachua County Attorney’s Office

WITNESS:

CITY OF GAINESVILLE

By: _____
Lauren Poe, Mayor

APPROVED AS TO FORM AND LEGALITY

City Attorney

EXHIBIT A-2

Gainesville Clean Water Partnership Illicit Discharges Detection and Elimination Program

1. **Develop a storm sewer system map, showing the location of all outfalls and the names and location of all waters of the United States that receive discharges from those outfalls.**

Description: The County, City and FDOT have developed a storm sewer base map for the area covered by the permit. ACEPD will maintain a database to keep track of all events associated with the Illicit Discharge Detection and Elimination Program (IDDEP) including, but not limited to, facility inspections, complaint investigations and emergency response (spills) incidents. The database will keep track of information such as date, time, location, site description, enforcement information and other applicable data. Staff will also provide information on stormwater infrastructure identified during field investigations that are not currently mapped to help improve the accuracy of mapping efforts. Summary reports will be submitted to the City on a quarterly basis.

Measurable Goal: Maintenance of IDDEP database. Map illicit connections removed, map illicit discharges identified, map currently unidentified stormwater infrastructure.

Implementation Schedule: Ongoing and to be continued for the duration of the program.

2. **Prohibit, through an ordinance or other regulatory mechanism, non-storm water discharges into the storm sewer system and implement appropriate enforcement procedures and actions.**

Description: The adopted Alachua County Water Quality Code (WQC) includes a prohibition on non-stormwater discharges into the storm sewer system. The WQC also includes irrigation restrictions and design standards to reduce nutrient pollution from over irrigation, fertilizer standards, and provisions to prohibit homeowner associations from prohibiting Florida Friendly Landscaping. Violations of the WQC will be enforced using civil citations and other provisions of Chapter 162, Part II, Florida Statutes and Chapter 24 of the Alachua County Code. Educational and enforcement actions related to the Water Quality Code will be included in quarterly reports.

Measurable Goal: Implement the Water Quality Code.

Implementation Schedule: Adoption completed, implementation is ongoing for the duration of the program.

3. **Develop and implement a plan to detect and address non-storm water discharges, including illegal dumping, to the system. Facility Inspection Program**

Description: Expand the Hazardous Materials Management Code (HMMC) facility inspection program to include inspections for potential violations of non-storm water discharge MS4 prohibitions at regulated facilities. All violations identified during the expanded inspections will be enforced using the provisions of the Water Quality Code or the Hazardous Materials Code,

both of which apply county wide. The expanded inspection program will include visual inspection of storm drains and storm water management system in the vicinity of the facility, visual inspection of floor drains inside the facility, and if necessary collection of water quality in-situ parameters and laboratory testing.

Measurable Goal: There are approximately 1,215 regulated hazardous materials storage facilities in Alachua County. ACEPD will conduct expanded inspections on at least 20% of the regulated Hazardous Materials Facilities each year of the program. Follow-up inspections will be conducted as needed. The following will be reported in the quarterly reports: number of hazardous materials storage facilities inspected, number of follow-up inspections made, the number of illegal discharges observed, and the number of emergency response discharges (typically fuel).

Implementation Schedule: Ongoing and to be continued for the duration of the program.

4. **Develop and implement a plan to detect and address non-storm water discharges, including illegal dumping, to the system. Citizen Complaint Investigation Program**

Description: Expand the ACEPD complaint investigation and response program to include investigation and response to violations of non-storm water discharge MS4 prohibitions. All violations identified during complaint investigations will be enforced using the provisions of the Water Quality Code and the Hazardous Materials Management Code. ACEPD responded to 4,290 complaints from 2016 - 2020 (3,482 were hazardous materials emergency response, while 808 were not in response to emergencies).

Measurable Goal: Respond and document all complaints received involving potential violations of non-storm water discharge MS4 prohibitions. The complaint investigation program will include site inspections and if necessary collection of in-situ parameters and water quality sampling and testing. Report the number complaints received. Report the number of investigations completed. Report the number of illicit connections removed.

Implementation Schedule: Ongoing and to be continued for the duration of the program.

5. **Develop and implement a plan to detect and address non-storm water discharges, including illegal dumping, to the system: Expand the business outreach program to mobile businesses and conduct creek inspections to further address non-stormwater discharges, to the system.**

Description: Develop procedures for locating priority areas likely to have illicit discharges; procedures for tracing the source of an illicit discharge; procedures for removing the source of the discharge; interventions to prevent future discharges; and procedures for program evaluation and assessment.

Commercial business stormwater outreach is a program ACEPD began implementing to survey and provide outreach materials (Best Management Practices or BMPs) to restaurant, apartment complex, and private lift station owners/management in 2015. This activity will continue and additional business types or specific activities may be targeted for inclusion in the program. The goal of the program is to identify problem locations and to educate management, staff, and owners on illicit discharge prevention and good housekeeping practices.

The commercial business outreach program was expanded during the previous contract to transition response to mobile businesses from a complaint-based program to an actively implemented program. The expanded outreach program largely focused on food trucks, auto detailers, and landscapers in the initial years, but will be expanded to carpet cleaners, mobile auto mechanics, pet groomers, pressure washing, and others as businesses evolve. New strategies to reduce illicit discharge to the MS4 will be developed and existing BMPs or new business specific BMPs will be developed as needed. An education first program will be implemented. Inspections will be conducted and collection of water quality in-situ parameters and laboratory testing may be conducted if discharges are detected. All violations identified during the program will be enforced using the provisions of the Water Quality Code.

Periodically walking the urban creeks and doing an outfall reconnaissance inventory is an important tool to reduce or eliminate new, intermittent, or chronic illicit discharges. The urban creeks (Blues, Little Hatchet, Lake Forest, Sweetwater Branch, Tumbler, Hogtown, and Possum creeks) will be periodically assessed by walking the main channels and selected major tributaries to evaluate flowing outfalls or outfalls with evidence of discharge, especially during dry periods. The nature and extent of the discharge will be evaluated and steps will be taken to identify the responsible party and remediate any illicit discharge. Follow-up inspections will be conducted and collection of water quality in-situ parameters and laboratory testing may be conducted. All violations identified during the field activities will be enforced using the provisions of the Water Quality Code.

Measurable Goal: Using data and information gathered through this program conduct surveys, inspections, and environmental sampling at high risk areas. Monitoring will include, but is not limited to, outfall reconnaissance investigations (ORI), monitoring of fecal indicators, sampling stormwater systems, sediment and outfalls, regional stormwater quality monitoring, and commercial business stormwater outreach. Keep records of field activities, inspections, enforcement actions, compliance assistance activities, interventions, and materials distributed. Report number of illicit discharges detected, inspections, and enforcement actions. Information will be entered quarterly into appropriate databases currently in use by City of Gainesville and Alachua County related to the MS4.

Implementation Schedule: Ongoing and to be continued for the duration of the program. From FY23-FY27d staff plans to focus on a different category each year (i.e. apartment complexes year one, restaurants year two, etc.), but will respond to complaints in all categories.

6. Inform businesses, and the general public of hazards associated with illegal discharges and improper disposal of waste.

Description: In addition to enforcing the prohibition on non-storm water discharges into the storm sewer system, ACEPD will provide regulated facilities and other responsible parties with appropriate compliance assistance information and available fact sheets and BMPs developed by the Clean Water Partnership regarding the NPDES MS4 program as part of the field activities outlined in this exhibit

Measurable Goal: Keep records of BMP, compliance assistance information, fact sheets distributed and public presentations as part of the implementations of this exhibit. Report number and type of compliance assistance and fact sheets distributed.

Implementation: Ongoing and to be continued for the duration of the program.

7. BMP 4f: Florida Stormwater Erosion and Sedimentation Control Inspector’s Course.

Description: ACEPD staff will coordinate and implement the Florida Stormwater Erosion and Sedimentation Control Inspector’s Course once per year.

Measurable Goal: Keep records of attendance and exam pass rate

Implementation: Ongoing and to be continued for the duration of the program.

ILLICIT DISCHARGE DETECTION AND ELIMINATION PROGRAM BUDGET

Project Name	FY23
IDDEP	\$175,961

EXHIBIT B-2

Gainesville Clean Water Partnership Public Outreach Program

1. Public Involvement and Evaluation

A. Best Management Practices

A series of pamphlets outlining best management practices (BMPs) covering a wide range of stakeholders and behaviors for reducing stormwater pollutants has been developed. Pamphlets are distributed at public events, at public locations such as the offices of ACEPD and the City of Gainesville, occasionally sent via direct mail to specific target audiences, and distributed at some topic specific locations (i.e.- pamphlets explaining pet waste BMPs are distributed at veterinarian offices and pet adoption centers). BMPs are also encouraged through promotional items (magnets, pencils, etc.), through social media (paid and non-paid), press releases, and through presentations. Staff will review BMPs and make updates as appropriate and will target at least one specialized BMP audience per year (i.e.-vets, apartments, mobile businesses, etc.)

Goal- Increase knowledge on how to reduce stormwater pollution from individual behaviors and from businesses

Audience – General and various target audiences (lawn care professionals, pet owners, pool owners, construction workers, etc.)

Action- Continue to disseminate BMP information throughout the community, update materials as needed, and conduct one targeted campaign per year.

Evaluation- Number of materials distributed and awareness and actions as measured through surveys

B. Online Outreach

ACEPD maintains two robust websites for providing up to date and accurate information on stormwater pollution and water resources. www.AlachuaCountyWater.org engages the public and provides information on why and how to reduce stormwater pollution to protect our water resources and www.MyYardOurWater.org contains information that pertains to yards and landscapes, as these can be a significant source of stormwater pollution and outdoor water use which contributes to water pollution. Social media will also be used to engage audiences. To date, the County Facebook page has roughly 95,000 followers and has been a successful tool for promoting campaigns, recruiting survey participants, and advertising events. Staff will coordinate 5-10 posts from the Alachua County or MyYardOurWater Facebook site per year, which can be shared by the Gainesville Creeks site. Social media will also be utilized in the specialized social marketing campaigns described below.

Goal- Increase knowledge of why and how to protect our water resources and maintain an up to date location for accurate information about water resources

Audience – General and various target audiences

Action- Keep websites current and up to date and coordinate ten boosted posts per year

Evaluation- Number of hits per page/video, frequency and reach from paid social media posts

C. Public Events

Informational booths are set up at public events stocked with pamphlets, written materials, and promotional items. The booths are often staffed with volunteers or staff for more in depth discussions about the targeted messages and may include an interactive activity for children. Messages include stormwater, landscaping choices, and general water quality and/or quantity issues.

Goal- Increase knowledge of why and how to protect our water resources and receive feedback about local water concerns

Audience- General and various target audiences

Action- Continue to participate in events and develop interactive displays

Evaluation- Number of events and event participants

D. Clean Creeks Hotline

Based on survey data, most citizens do not know to report illegal discharges to the stormwater collection system to ACEPD. Staff will continue to promote the Clean Creeks Hotline (ACEPD's main phone number) through various outlets (social media, press releases, public events, etc.) to provide education on stormwater pollution and to decrease illicit discharges. Clean Creeks Hotline materials were created in the prior contract period and they will be utilized during this contract. Staff will investigate the integration of apps and online reporting tools to streamline complaint response and communication between the City and the County.

Goal- Reduce illicit discharges, increase awareness regarding stormwater pollution and the stormwater collection system

Audience- Homeowners and business owners

Action-Implement Clean Creeks Hotline campaign and investigate integration of apps and online reporting mechanisms (citizen complaints will be responded to through the IDDEP program)

Evaluation- Self reported behavior change through surveys, reach from media, actions from social media, complaints generated, illicit discharges eliminated

F. Rain Garden Demonstration Project

While ACEPD proposes to discontinue adding additional rain gardens to schools due to logistical difficulties, staff proposes to continue to maintain the existing rain gardens and to use them as a teaching tool when possible. As ACEPD installs rain gardens as part of

stormwater assessment water quality improvement projects, staff will evaluate their efficacy and promote as appropriate.

Goal- Increase adoption of rain gardens and stormwater best management practices

Audience- Homeowners and Educators

Action- Maintain existing rain gardens and conduct educational experiences

Evaluation- Participation rates in teaching and maintenance events

G. Stormwater Awareness Survey

The Gainesville Clean Water Partnership has various methods for getting stormwater and water messages out to the public. It is often difficult to determine if these messages are effective in influencing public perceptions and behaviors. A survey will be conducted in 2022 under the previous contract. A survey is not planned for fiscal year 2023 under this contract. It is possible a fiscal year 2023 survey will be conducted utilizing grant or County funds if the need arises and resources are available. Surveys may be conducted via phone, on-line, or in-person and the content may vary from year to year to address specific program goals.

Goal- Evaluate outreach program's effectiveness and guide future efforts

Audience- General and various target

Action- Develop, implement, and analyze survey results to improve programs annually

Evaluation- Raw data collection and final report on survey results

2. Youth Programs

A. Stormwater Classroom Presentations

ACEPD has developed multiple interactive presentations (Enviroscape, Water's Journey, Macroinvertebrate investigations, Springs Protection, etc.) which use curriculum standards to address the importance of reducing stormwater pollution and protecting water resources to students of various ages. ACEPD staff will visit classrooms to deliver the various programs. While past efforts have focused on elementary aged children, staff commits to expand programming to local middle schools, high schools, and colleges as possible.

Goal- Increase knowledge of why and how to protect our water resources

Audience- Students and Educators

Action- Continue program development, marketing, and implementation

Evaluation- Number of presentations delivered and the number of participants

B. Science Night

Staff will partner with one elementary school per a year to conduct age appropriate classroom presentations for every child during the month leading up to Science Night. During Science Night the parents and children are invited to the school to enjoy dinner and educational activities designed to teach about preventing stormwater pollution and protecting water resources.

Goal- Increase adult's and children's knowledge of why and how to protect our water resources

Audience- Elementary students, Educators, and General adult

Action- Conduct a Science Night at one school per year

Evaluation- Number of attendees and exhibitors

C. Camp Programs

Local camp programs (summer and school breaks) are often looking for environmental activities and speakers. Staff offers hands on learning activities to teach kids about stormwater pollution, water resources protection, and environmental stewardship.

Goal- Increase knowledge of why and how to protect our water resources

Audience- Youth

Action- Continue to develop and implement camp programs

Evaluation- Number of events and audience reached

D. Hands On Outreach

This project involves engaging students and adults in exploring solutions to non-point source pollution through field trips to local water resources. Staff will conduct at least one field trip per year that creates a hands-on experience for students, teachers, volunteers, or community members. Field trips could include locations such as Sweetwater Wetlands Park, the UF SEEP, Alachua Sink, local watershed tours, local springs, and more.

Goal- To increase knowledge of non-point source pollution and water quality and quantity issues in order to promote behavioral changes that reduce pollution and foster a water ethic through outdoor experiences

Audience- Students, Educators, and Adults

Action- Develop partnerships and implement outdoor programs

Evaluation- Number of events and participants

3. Homeowner Campaigns

A. Pet Waste Campaign

The GCWP contracted with ACEPD in 2009 to design, implement, and evaluate a pet waste social marketing campaign for encouraging citizens to scoop, bag and trash pet waste at home and in the community to assist with meeting TMDLs for urban creeks. Staff will continue to re-run the commercials as appropriate, keep veterinarian offices and adoption centers in Alachua County stocked with campaign materials, and promote the campaign through social media, websites, public events, and through other methods as needed/appropriate. The effectiveness of the campaign will be monitored through use of the surveys.

***Goal-** Reduce nutrients and bacteria in water bodies by decreasing the amount of pet waste left on the ground*

***Audience-** Pet owners*

***Action-** Re-run commercials periodically and keep veterinarian offices and adoption centers stocked with campaign materials*

***Evaluation-** Survey results, number of impressions from paid advertisements (commercials and social media marketing)*

B. Grass Clippings Campaign

The GCWP contracted with ACEPD to design, implement, and evaluate a social marketing campaign for encouraging lawn care professionals and citizens to keep grass clippings and leaves out of the stormwater collection system which was launched in 2011. Leaves were added to the campaign during the previous contract, at the request of City of Gainesville public works street sweeping crews. Staff will continue to run media, promote the campaign with lawn care professionals and municipal employees, and use additional marketing channels (social media, presentations, etc.) to promote the campaign.

***Goal-** Reduce nutrients in water bodies by decreasing the amount of nutrients leached from decaying clippings. Reduce stormwater collection system maintenance and clogging by reducing the volume of clippings and leaves*

***Audience-** Homeowners, Landscape professionals, and Municipal employees*

***Action-** Re-run campaign components periodically and continue to distribute materials at the Green Industries BMP trainings conducted by IFAS Extension and to municipal employees*

***Evaluation-** Survey results and participants at municipal and lawn care presentations, Number of impressions from paid advertisements (commercials and social media marketing)*

C. Turf SWAP

ACEPD created the Turf SWAP (Save Water Add Plants) program in 2014 and pilot tested the campaign in 2014 and 2015. Cost share funding from SJRWMD and SRWMD provided cash rebates to homeowners that replace irrigated turf with Florida Friendly Landscapes (FFL). Staff will continue to implement this program as external funds are available. GCWP funds will not be used for rebates, but may assist with program promotion. Program metrics will be included in quarterly reports.

***Goal-** Reduce nutrients in water bodies by decreasing the amount of fertilizers applied. Reduce over-irrigation. Increase adoption of FFL principles.*

***Audience-** Homeowners and landscape professionals*

***Action-** Implement and evaluate campaign*

***Evaluation-** Self reported behavior change survey, number of participants, square footage of FFL installed, estimated nutrient load reductions*

D. Fertilizer Social Marketing Campaign

ACEPD created a social marketing behavior campaign in 2019 designed to reduce stormwater pollution by encouraging better fertilizer practices during the previous contract with assistance from a 319 public education grant. Staff will continue to run media, promote the campaign with lawn care professionals and municipal employees, and use additional marketing channels (social media, presentations, utility mailers, etc.) to promote the campaign.

***Goal-** Reduce nutrients in water bodies by decreasing the amount of fertilizers applied and promoting correct timing of fertilizer applications*

***Audience-** Homeowners, Landscape professionals*

***Action-** Implement and evaluate campaign*

***Evaluation-** Self reported behavior change survey, Number of impressions from paid advertisements (commercials and social media marketing), estimated nutrient load reduction*

E. #NoFilter Campaign

Survey data has shown that many residents believe stormdrains lead to treatment plants. The #NoFilter campaign was originally created in 2020 and rerun in 2021 and 2022 to increase awareness and decrease illicit discharges. Staff will continue to run media and promote the campaign during this contract.

***Goal-** Reduce bacteria and nutrients in water bodies by decreasing illicit discharges*

***Audience-** General public*

***Action-** Implement campaign*

***Evaluation-** Self reported behavior change survey, Number of impressions from paid advertisements (commercials and social media marketing)*

F. Fats Oils and Greases Social Marketing Campaign

ACEPD and partners are creating a social marketing behavior campaign in 2022 designed to reduce the number of sanitary sewer overflows by changing how residents dispose of used cooking oil and grease. GRU and the Alachua County Hazardous Waste Collection Center joined ACEPD and the Gainesville Clean Water Partnership (GCWP) in creating the campaign. Staff will continue to run media and use additional marketing channels (social media, presentations, etc.) to promote the campaign.

***Goal-** Reduce bacteria and nutrients in water bodies by decreasing SSOs*

***Audience-** Homeowners, Apartment Complexes*

***Action-** Implement campaign*

***Evaluation-** Self reported behavior change survey, Number of impressions from paid advertisements (commercials and social media marketing)*

PUBLIC OUTREACH PROGRAM BUDGET

Project Name	FY23
Public Outreach Program	\$93,200

EXHIBIT C-2

Stream Gage Network Services

Introduction and Description of Stations and Services

Alachua County will provide stream gage services at selected sites in the Gainesville urban area (see list below). The existing network consists of five stream gaging stations and one water level (stage only) station. Stage data is collected from the recorders approximately every two months. Stage and discharge computations are delivered within 30 days of each data collection period. Computations include mean daily stage and discharge and unit values of the same at 5-minute intervals. For stream stations with only a stage recorder, efforts are being made to conduct manual discharge measurements under a variety of flow conditions to facilitate development of an accurate rating curve.

The existing stream gage network is as follows:

Hogtown Creek near Gainesville - at NW 16th Avenue
Haile Sink on Hogtown Prairie at Hillman Residence (stage only)
Tumblin Creek near Gainesville - at SW 13th Street
Possum Creek in Gainesville - at NW 16th Avenue
Little Hatchet Creek near Gainesville - at SR-24 (Waldo Road)
Little Hatchet Creek North Branch – near NE 52nd Drive

The data provided for stream gages includes the following information: unit values (15-minute interval date, gage height and discharge), primary computations (hourly stage as max, min, and mean and mean discharge), mean daily discharge and stage, hydrograph, and a daily values table. These data are available from ACEPD and summary data for the stream stations and will continue to be available on our website once they have been reviewed and approved.

The cost to operate and maintain these stations is based on a minimum of six visits per year to each station. Costs are based on estimates by Hydrologic Data Collection, Inc., the vendor who has been providing this service to ACEPD. During this contract period ACEPD will collect field data. Stage data will be collected from the recorders approximately every two months. Stage and discharge computations will be completed by the hydrologic vendor within 30 days of each data collection period. Computations will consist of mean daily stage and discharge and the recorded unit values at 5-minute intervals. Costs include one spare transducer and cable (if needed for replacement) in each year.

Network Station Refinement and Changes

ACEPD periodically reviews station locations for surface water flow and stage data that are collected by other agencies, e.g. St. Johns River Water management District, the Florida Department of Environmental Protection and the US Geological Survey, so as not to duplicate data collection efforts. ACEPD is available to implement changes to the above described network as agreed upon by the Gainesville Clean Water Partnership to provide the most beneficial data collection program for the partners.

STREAM GAGE PROGRAM BUDGET

Project Name	FY2023
Stream Gage Data Collection	\$16,000