



February 20, 2018

St. Lucie County/Environmental Resources Department
Oxbow Eco-Center
5400 N.E. St. James Drive
Port St. Lucie, FL 34983

Re: St. Lucie Water Champions - IRLNEP Application, Category 3, Citizen Engagement and Education Projects

Dear Ms. Bogan:

The City of Fort Pierce is pleased to provide this letter of commitment and support for the St. Lucie County Oxbow Eco-Center's application for funding for the "St. Lucie Water Champions" initiative through the IRL National Estuary Program Citizen Engagement and Education grant. This initiative is greatly needed in St. Lucie County to assist in the coordination of dedicated citizens and organizations that are already working to improve the health of the Indian River Lagoon and its tributaries, while also enhancing the awareness, knowledge and engagement of the residents.

The initiative outlined in the application utilizes a multidimensional approach to provide several opportunities for citizens to better understand water quality issues, behaviors that support sustainable landscapes, and have hands-on experience in restoration projects. It includes holding focus group sessions with diverse populations, developing messaging that resonates with all citizens, developing Public Service Announcements for print, radio, webpages, social media, and government television, creating a St. Lucie Water Champions volunteer corps, providing training in sustainable landscaping and maintenance, permaculture concepts, and local ordinances, hosting lectures and discussion sessions throughout the County, and engaging citizens in restoration and clean-up projects.

The City of Fort Pierce is committed to this initiative and will provide the following support: in-kind services of the use of a City facility for training or lectures.

On behalf of the Fort Pierce City Commission, the City of Fort Pierce strongly supports St. Lucie County's effort and commitment to serve our community through education and citizen involvement.

Sincerely,

Linda Hudson, Mayor

LH:jdr

St. Lucie Water Champions Initiative – Letters of Support and Partnership

Letters “should endorse the project; outline the partner’s role in project; and describe the partner’s financial (cash or in-kind) commitment to the project.” Please estimate value of in-kind services.

TARGET AUDIENCES:

- Assist in identifying and reaching underserved communities (including Hispanic, Haitian, African American populations) as well as college students and retirees to enlist for trainings, lectures, projects, focus groups, etc.

FACILITY USE:

- Assisting in or providing various locations for training, lectures

SPEAKER / LECTURES:

- Volunteer to be a speaker and/or coordinate speakers in various locations throughout the county/cities

PROMOTION THROUGH VARIOUS AVENUES:

- Promote to your ‘customers,’ utility bills, allow for poster and/or rack cards in public facilities to promote educational opportunities, events, etc.

VOLUNTEERS:

- Water Champion volunteers, restoration project volunteers, citizens educating citizens, volunteers assisting with coordination and promotion of programs, projects, events, outreach, etc.

FOCUS GROUPS:

- Assist with developing parameters of focus groups, reaching targets, transcribing audio-taped conversations, etc.

COMMITTEE(S):

- Serve on Government Coordination Committee and/or Community Stakeholder Committee

GRAPHIC DESIGN / MESSAGING / COPY-WRITING:

- Assist with development of logo, slogan, message, graphic design to be used throughout campaign

WEBPAGE:

- Assist with development and management of webpage; add link to organizational website

FACEBOOK PAGE:

- Assist with development, postings, responses, and archiving of FB page

PRINTING:

- Assist in costs of printing of brochures, flyers, bookmarks, rack cards, posters

TV (VIDEO), RADIO (AUDIO), AND PRINT PSA’S:

- Develop PSA’s; include on Government Access TV, Play video PSA in public buildings, add to newsletters, etc.

ADVERTISING COSTS:

- Assist with advertising costs

RESTORATION PROJECTS:

- Assist with plant materials, clean-up supplies, safety supplies, enlisting volunteers

ST. LUCIE WATER CHAMPIONS TRAINING COURSES:

- Assist with development, implementation

OTHER:

- Costs / donations associated with refreshments, postage, etc.

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2300 VIRGINIA AVENUE
FORT PIERCE, FL 34982

PHONE
(772) 462-2526

TDD
(772) 462-1428

FAX
(772) 462-1684

E-MAIL
ENVIRONMENTALRESOURCES@

STLUCIECO.ORG

WEBSITE
WWW.STLUCIECO.GOV

January 19, 2018

Kathy Hill
IRL National Estuary Program
1235 Main Street
Sebastian, FL 32958

Re: Citizen Engagement and Education Projects Pre-Proposal Letter of Intent

Dear Ms. Kathy Hill,

Please accept this document as notification of St. Lucie County's Oxbow Eco-Center Letter of Intent for the Category 3 Citizen Engagement and Education Projects RFP. The Oxbow Eco-Center intends to submit an application for \$15,700 for the St. Lucie Water Champions Initiative.

Project Summary – St. Lucie Water Champions

St. Lucie County has strong citizen engagement and numerous organizations working for the protection of the Indian River Lagoon. However, these efforts aren't well coordinated and often lack a clear message that appeals to a broad cross-section of the community.

The St. Lucie Water Champions Initiative will work to correct this by bringing diverse populations and organizations together around a common vision of clean water and healthy habitats. This initiative will be led by a committee which includes St. Lucie County, Port St. Lucie and Fort Pierce staff, along with private stakeholders. Focus groups that reach diverse populations will be conducted to develop marketing tools (webpage, social media, radio, television and other media) that tie to issues and concepts that resonate with them.

This initiative will include a Water Champion Training course, a series of lectures and listening sessions that focus on science, sustainable landscapes and maintenance techniques, and citizen-engaged restoration projects. Targeted audiences include the general public with a focus on under-served communities.

With a coordinated effort, clear and empowering messaging, a high focus on sustainable landscapes and restoration, the lasting benefits to the Indian River Lagoon will be less nutrient and pollutant introduction from urban and rural landscapes.

Participating Organizations

This initiative will be developed in coordination and cooperation of many community partners, including the City of Ft. Pierce, the City of Port St. Lucie, and the Indian River Lagoon Aquatic Preserves (all confirmed); as well as the St. Lucie Conservation Alliance, St. Lucie Audubon Society, Keep Port St. Lucie Beautiful, Keep Fort Pierce Beautiful,

South Florida Water Management District, St. Lucie Health Department, St. Lucie Cooperative Extension Service, Indian River State College, Fort Pierce Main Street, and others yet to be confirmed, but are consistent partners in many of our initiatives.

Total Cost of Project, Grant Funding Request, Matching Funds

Total Cost for the St. Lucie Water Champions Initiative is \$29,610.

Grant Request total is \$15,700 with matching funds of \$13,910.

The primary areas of funding needs include:

- 3 Focus Groups (\$7,800 total; grant request \$5,000)
- 5 Water Champion Training Courses (\$7,750 total; grant request \$4,250)
- Other Educational classes, lectures, workshops (\$2,400 total; grant request \$600))
- 2 Restoration Projects (\$2,930 total; grant request \$2000)
- Marketing Campaign and Materials (\$8,120 total; grant request \$3,850)
- Committee Development and meetings (\$610 total; grant request \$0)

Major expenses that will be paid for through grant funding include development and coordination of three focus groups, 5 Water Champion Training Courses, Educational lectures, hiking/boating lectures and listening sessions, and two citizen-engaged restoration projects; plant materials, speaker fees/expenses, and marketing and advertising fees.

An application outlining the details of the proposal will follow. Should staff or the IRLNEP Council have any questions about the project prior to application submittal, please contact me at 772-785-5833 or bogans@stlucieco.org

Sincerely,

Sandra Bogan

Sandra Bogan,
St. Lucie County / Environmental Resources Department
Environmental Education & Community Outreach Manager
Oxbow Eco-Center
5400 N.E. St. James Drive, Port St. Lucie, FL 34982
(772) 785-5833; bogans@stlucieco.org