

## PFS 21-06 Springs Protection Behavior Change Videos

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*PFS21 Protect Florida Springs Grants 2021*

### ***Alachua County***

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## FollowUp Form

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### *Terms & Conditions*

The Board of Directors of the Fish & Wildlife Foundation of Florida, Inc. (Foundation) is pleased to inform you that your Protect Florida Springs (PFS) tag grant request listed above has been approved for funding. Grant funds will become available January 1, 2021. This agreement details the responsibilities of the Fish & Wildlife Foundation of Florida and your organization ("Grantee"), and the terms and conditions of the 2021 Wildlife Foundation of Florida Grant that has been awarded to your organization.

Please note that the Foundation requires this agreement to be signed and submitted before any grant funds will be released.

### Project Title

PFS 21-06 Springs Protection Behavior Change Videos

### Amount Awarded

\$12,000.00

### Grant ID:

PFS 21- 06

1. The project is limited to expenditures for goods or services as indicated in the proposal budget submitted in your Grant Application which is hereby incorporated into this Grant Agreement.
2. As project manager, it is your responsibility to contract for such goods and/or services that you require within scope of the Project Budget. Invoices must be sufficiently itemized so as to permit audit of charges incurred. Invoices submitted for payment must be signed by the project manager and submitted in a timely fashion. All vendors paid by the Foundation pursuant to this grant award must provide a completed W-9 to the Foundation at the time of the vendor's first invoice submission. Submit payments to the Foundation Grant Administrator, Anita Forester, either by email to [aforester@wildlifeflorida.org](mailto:aforester@wildlifeflorida.org) or by ground delivery to:  
  
Fish & Wildlife Foundation of Florida, Inc.  
Post Office Box 11010  
Tallahassee, FL 32302
3. Your grant number (Grant ID) MUST appear on all correspondence and paperwork related to this grant. Grantee may not and cannot pledge the Foundation's credit or make the Foundation a guarantor of any payment or surety for any contract, debt, obligation, lien, or any form of indebtedness.
4. Equipment purchased with grant funds becomes the property of your organization and must be labeled with tags "Donated by the Fish & Wildlife Foundation of Florida, Inc." where appropriate. Grantee is not permitted to act as a reseller of equipment purchased with grant funds.
5. The Foundation is a not-for-profit corporation and is tax-exempt [Federal ID # 59-3277808] [State of Florida Consumer's Certificate of Exemption # 85-8012624063C-7]. Copies of appropriate documentation are available upon request.

6. Changes in the scope of work to the original Foundation-approved grant project/program must be requested in writing through the Foundation grant administrator for consideration. You may not assign this agreement or the grant award to another person or organization. This agreement and the rights created by it are intended for the sole benefit of the Grantee, and no third party including any vendor recipients of grant award funds, have any rights under this Agreement. No third party may rely upon this Agreement or the rights and representations created by it for any purpose.

7. As the grantee, you have authority to shift grant funds within your approved budget up to five percent (5%) of your total grant award. You may not shift funds to create a new budget item. You may only shift funds to an item or items that already exist in the approved application. Requests for approval for fund shifts of more than five percent (5%) of the grant award total must be in writing to the Foundation COO, Will Bradford, [wbradford@wildlifeflorida.org](mailto:wbradford@wildlifeflorida.org). Approvals of fund shifts in excess of five percent are at the sole discretion of the Foundation.

8. Each project is allowed a window of twelve months for completion. Your grant will become effective on January 1, 2021. Your expiration date is **December 31, 2021**.

9. The Foundation may contact you approximately six months after your project begins to gauge the progress and discuss any success or obstacles you may be encountering. In the event Grantee elects to terminate or abandon the Project before its completion, the Foundation reserves the right to obtain a refund from Grantee of grant award funds expended on the Project.

10. If you are not able to complete your project within the stated time frame, you may request a one-time-only extension of six months. The Foundation reserves the right to approve or deny any request for extension. If an extension is granted, no further extensions will be allowed. Before an extension is granted, the Foundation will require a progress report on the project.

11. The Foundation requires submission of a *final report* within three calendar months of project completion. All grantees are required to submit report through the Foundation's online grant management reporting tool. An auto reminder will be emailed with the log-in page as the deadline approaches. Reporting can be completed sooner by simply logging into the grant management system at your convenience.

12. The Foundation maintains an interactive, web-based map of all its active projects. This is intended as a positive public relations tool to showcase our grantees and their projects. To that end, the Foundation will request information on specific project locations, web links, photographs, video clips, etc. Providing this information is a condition of acceptance of this grant.

13. Any unspent grant funds remaining as of close of business on **December 31, 2021** will revert to the Foundation or if an extension has been granted, unused grant funds will revert to the Foundation upon the close of business, **June 30, 2022**, except for eligible Project expenditures that have been already incurred by grantee. Those expenditures must be submitted to the Foundation via proper invoice no later than (30) days after that date. Note: If either of the above dates fall on a non-business day, then the next business day will substitute.

14. The Fish & Wildlife Foundation of Florida, Inc. is providing the financial support for this project and expects recognition on any signage, publicity or printed materials related to the program/project. Note: Reasonable costs incurred to comply with this paragraph (signage printing, etc.) are an allowable grant expense.

a. For projects whose end result is a poster, printed report, video, web site or other such media product, please contact The Foundation's Director of Communications, Michelle Ashton, at [mashton@wildlifeflorida.org](mailto:mashton@wildlifeflorida.org) to discuss the best way of acknowledging the Foundation's support.

b. For attribution in scientific or professional articles and presentations, please include the following:

***This research [or project, etc.] was funded with the help of the Fish & Wildlife Foundation of Florida via proceeds from the 'Protect Florida Springs' license plate.***

c. If applicable, we will provide you with signage to post at project locations. You are required to send us a photo of the signage posted at the location.

d. In press releases and other media outreach, please include the following paragraph about the Fish & Wildlife Foundation of Florida:

***This project is funded in part by a grant from the nonprofit Fish & Wildlife Foundation of Florida (FWFF) via proceeds from the 'Protect Florida Springs' license plate. Since its founding, the Foundation has raised and given away more than \$43 million for conservation, outdoor recreation and youth programs and camps. For more information, please visit [www.wildlifeflorida.org](http://www.wildlifeflorida.org) or call 813-358-8058.***

e. The Foundation will make its logo and the tag logo available for inclusion on any such recognition. The Foundation's logos are trademarks and servicemarks made available to grantee on a limited license basis, subject to the Foundation's instructions for use and publication, and without any grant of title or interest in the same. Grantee will retain all indicia of trademark ownership on all logos and will discontinue use of logos upon instruction from the Foundation.

f. The grantee will provide photographs of the finished product.

g. For projects whose final product does not fit any of the above categories, the Foundation and the Grantee agree to negotiate in good faith to ensure that the Foundation and the Wildlife Foundation of Florida Tag grant program receive appropriate recognition. Please refer any questions on this matter to the Foundation.

h. Grantee is an independent contractor and not an officer, employee agent, joint venture or partner of the Foundation. Grantee has no authority to bind the Foundation and will not represent to others such authority. Grantee remains solely responsible for its acts, conduct, expenses and that of its employees or agents. Grantee also remains solely responsible for the costs of its personnel carrying out the Project, including all applicable employee compensation and benefits, workers compensation insurance, and associated payroll tax withholding. All Project work shall be performed by or under the supervision of Grantee and its personnel or agents, and not by the Foundation. In no instance shall the Foundation be deemed the joint employer of any Grantee personnel, and Grantee will indemnify and hold the Foundation harmless in the event of any such claim.

15. The Foundation further requests 25 copies of any product that is produced in any tangible media of expression, (copyrighted) to be provided with the final project report. Please coordinate with the Foundation's Grant Administrator, Anita Forester. [aforester@wildlifeflorida.org](mailto:aforester@wildlifeflorida.org).

16. The Foundation will receive a royalty-free, non-exclusive, perpetual unrestricted license to use and reproduce any and all books, manuals, films, photographs, designs, drawings, inventions, discoveries, or other copyrighted materials developed using Protect Florida Springs Tag funds. This will be for the Foundation's use in promoting its programs, sharing materials with government and non-profit partners, and expanding hunting education and awareness. The Foundation will not sell or otherwise derive financial benefit from such copyright use. The Foundation asks to receive a copy of any copyrighted materials in a standard digital format upon the completion of the grant.

17. The Foundation may request that you provide information, including video or photographs, for the Foundation's publications or web site describing the project and its impact. It may further request that a report on the project be presented to the Foundation Board of Directors.

18. Remaining grant balances are available in the online grant management system or by contacting the Foundation's Grant Administrator, Anita Forester [aforester@wildlifeflorida.org](mailto:aforester@wildlifeflorida.org).

19. Acceptance of a Wildlife Foundation of Florida Tag License Plates grant is considered acceptance of state financial assistance as a subrecipient from the Department of Highway Safety and Motor Vehicles, , **CSFA Number**

76.103.

Entities receiving state financial assistance are required to follow the audit and accountability requirements for state projects as stated in Section 215.97, Florida Statutes, applicable rules of the Department of Financial Services, rules of the Auditor General, and requirements from the State Projects Compliance Supplement. Subrecipients, as a condition of receiving state financial assistance, must permit the independent auditor of the Fish & Wildlife Foundation of Florida, the Department of Highway Safety and Motor Vehicles, the Department of Financial Services, and the Auditor General access to the subrecipient's records and the subrecipient's independent auditor's working papers as necessary to comply with Section 215.97, Florida Statutes. All records including original receipts must be kept for a minimum of three years beyond the project end date. We will be periodically reviewing projects and expenditures.

### Acceptance of Terms & Conditions\*

This grant is conditional upon Grantee's acceptance of the terms and conditions set forth herein. By selecting the "I Accept Grant Terms and Conditions" below Grantee agrees to accept and comply with the stated terms and conditions of this grant.

### Authorized Signature\*

The electronic signature on this document of the person authorized to make legal contracts for Grantee will represent Grantee's acceptance of this award and agreement to comply with the stated terms and conditions of this grant. Please signify your agreement to the foregoing terms and conditions by typing in your Name, Title, and Date in the spaces below. You must be an authorized officer of the Grantee duly empowered to make legal contracts for Grantee.

Title\*

Date\*

### Additional Requirements

None

Thank you! We wish you all the best with your project.

\_\_\_\_\_  
Chair, Alachua County Board of  
County Commissioners

\_\_\_\_\_  
Date

ATTEST

\_\_\_\_\_  
J.K. "Jess" Irby, Esq., Clerk

Approved as to Form

\_\_\_\_\_  
Corbin Hanson

\_\_\_\_\_  
Alachua County Attorney

## File Attachment Summary

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### *Applicant File Uploads*

*No files were uploaded*

## PFS 21-06 Springs Protection Behavior Change Videos

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*PFS21 Protect Florida Springs Grants 2021*

### *Alachua County*

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# Application Form

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## *Project Information*

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### **Project Title\***

PFS 21-06 Springs Protection Behavior Change Videos

### **Project Summary Statement:\***

The Alachua County Environmental Protection Department (ACEPD) is proposing to create professional videos designed to influence behaviors that are protective of our springs. The intention is to hire Eric Flagg and Jellyfish Smack Productions to create five to six 30 second professional grade videos that utilize drone and underwater footage along with original music to inspire behavior changes. The videos will be posted to the ACEPD website, which typically receives 25,000 hits per year, and will be used on social media. The Alachua County Facebook site currently has 94,000 followers. Paid media time will be purchased by ACEPD for airing the videos on television, social media, or movie theaters (based on current market trends) as a match to the grant funds. The videos will also be showcased on TV12, our local government channel.

ACEPD will contract with the social marketing firm UPPERCASE Inc. out of Tampa to choose topics and video strategies based on current behavior change research. The following topics will be considered, along with others identified in the literature and survey data:

1. The Aquifer is the source of our drinking water and our springs. When we use too much water there is not enough left for the springs.
2. Landscaping choices can harm our springs. This could be split into two videos with one focusing on fertilizer and chemical inputs and the other on irrigation and water use.
3. Swim, don't Walk. When visiting springs don't walk on vegetation or harass wildlife. Stay off banks, etc.
4. The springs are important to our economy, and it is in our best interest to protect them.
5. We are always in a springshed. What we do in our yards and at our businesses can harm our drinking water and springs even if we are miles away.

### **Grant Funds Requested:\***

\$12,000.00

### **Matching Funds:**

\$5,000.00

### **Explanation of Matching Funds:**

Alachua County Environmental Protection will contribute \$5,000 to purchasing paid media for increasing the reach of the videos as matching funds.

### **In-Kind Services:**

\$0.00



**Explanation if In-kind Services:**

While EPD staff will manage this project, these hours will not be submitted as an in-kind match, to reduce the reporting requirements.

**Total Project Cost:\***

\$17,000.00

**Is this a continuation of an existing PFS grant or next phase of work on previous grant?\***

NO

**If YES, please list include the prior Grant ID Number ( e.g. PFS1819-02)**

Describe your long-term plan, if any, to further diversify your funding base.

**Has the organization received a PFS Grant before? (other than previously mentioned)\***

YES

**If YES, please explain: When and for what? Please include Grant ID Number (s).**

PFS20-07 Aquifer Awareness Campaign. Billboard and social media campaign.

PFS20-02 Nitrate Concentrations in Groundwater of the Santa Fe River Basin and Outreach. Monitoring and education project.

PFS1819-02 Santa Fe River Springs Submerged Aquatic Vegetation Project. Restoration project.

PFS1819-05 Hornsby Springs Dissolved Oxygen and Faunal Study. Restoration and research project.

PFS1819-11- Inspiring Behavior Change through Exploring the Santa Fe River and Springs. Education through recreation.

PFS1819-14 Santa Fe River and Springs Signage Project. This project included signage at popular river/spring access points and restrooms within State Parks.

PFS1617-05 Springs Protection Outreach Campaign. This project included creation of a television commercial and the purchase of media time for various water conservation messages.

PFS1516-06 Agriculture and Springs Protection High School Curriculum, Field Trip, and Educator Short Course.

PFS1415-01 Springs Protection Landscaping Behavior Campaign. This project made it possible to create the MyYardOurWater webpage that is still very active on the County website.

PFS1415-03 Springs Protection Education Model. This grant made it possible to create a mobile model for teaching the public about springs, springsheds, landscaping choices, stormwater, wetlands, and more. Staff still brings this models to events around the region.

PFS1314-04 Economic Impact of Springs in the Santa Fe Basin. This project funded an economic study of the recreational value of springs in the Santa Fe region.

PFS1213-01 Springs Protection Stakeholder Research Phase II- This grant funded the development of the MyYardOurWater logo and several campaign elements and ideas.

PFS1112-02 Springs Protection Stakeholder Research. This project included focus groups to learn about how homeowners perceive our springs and their landscaping choices.

## Organization's Expertise:\*

**List experience, strengths, and competencies in springs conservation, research, and education.**

- ACEPD has a public outreach program for educating adults and children. Staff is experienced with designing and implementing social marketing behavior change campaigns to protect our water. The project manager on this proposal has a graduate certificate in social marketing and a professional social marketing firm will be hired to assist with the project.
- ACEPD is made up of a diverse team of professionals that includes several experienced research scientists. Additionally, we often partner with or contract with the faculty at the University of Florida. The department conducts water quality monitoring of surface water, groundwater, and wastewater treatment plants in the region, thus is very aware of current issues. Staff has implemented various restoration projects for springs and stormwater systems.
- ACEPD hosts quarterly Springs Protection Forums where government agencies, professionals, researchers, and the general public discuss local springs protection issues and solutions. Through this forum, professional conferences, and statewide meetings staff stays current with springs issues and solutions and leads the way for other local governments.
- Previous Springs Tag Grants awarded to ACEPD have all been successfully implemented within budget.
- Eric Flagg and Jellyfish Smack Productions, LLC created the award winning Gimme Green documentary. Their more recent work, including Following the Ichetucknee, is described at [jellyfishsmack.com](http://jellyfishsmack.com).

## Project Outcomes:\*

**Explain how the project will advance further conservation of Florida springs.**

These videos will use striking images, original music, and a research based script to illustrate springs protection strategies and how our collective actions impact our springs and water. The videos will be seen by a wide audience during this grant cycle and into the future. As part of the grant, ACEPD will commit \$5,000 in a paid media budget that will include social media, television, and/or movie theaters. The videos will remain on the County website and on TV12 (local government station). ACEPD will use these videos in educational presentations with children and adult audiences during the grant cycle and into the future. Additionally, ACEPD will purchase paid media time in the future to continue to show these videos, as funds are available.

## Results:\*

**Describe how the results will be measured. Are the results measurable, quantifiable, and qualitative?**

social media, network TV, etc.) which will include the estimated numbers of views and interactions with the media. For reference, we recently ran a fertilizer commercial over a four-week time period with a total budgeted cost of \$7,050. The network reported a reach of 97.8% and a frequency of 8.7. This means that as a result of the Fertilizer Campaign, approximately 97.8% of Adults aged 35 and older living in Alachua County heard the message on WCJB-TV 8.7 times. The cost per thousand for the campaign was \$11.40. This means

the cost per impression was 0.0114, or just over .01 per person. Similar accounting will be provided in the final report of this grant project.

Additionally, we will track how many times the videos are watched on the various web platforms. When videos are posted from the Alachua County Facebook site, staff will moderate the discussion and will create a record of the comments for consideration and use in the development of future behavior change projects.

### **Expected Outcomes applicable to other springs; Plan for disseminating results:\***

This project will be applicable to other springs and should contribute to creating a statewide water ethic. The videos will address springs protection strategies that are pertinent around the state. The videos will be seen by people that live near and visit multiple springsheds, with a concentration on the springs of the Santa Fe River, Ichetucknee, Silver, and Rainbow springs. In addition, the videos and results will be shared with various agencies and partners. Staff participate in multiple stakeholder groups (Landscaping Practices Resource Group, Santa Fe Springs Protection Forum, FDEP Springs BMAP Outreach meetings, etc.) and will share the results of this project during various meetings and events.

### **Does this project have the potential to change minds and behaviors to benefit springs?\***

This project is designed to change minds and behaviors to benefit springs. The specific behaviors will be selected based on input from a professional social marketing behavior change contractor and will likely include landscaping choices (fertilizer, pesticides, irrigation), water use, swimming in spring runs rather than walking on vegetation, and general knowledge gain. The videos will use imagery to clearly demonstrate issues and to motivate personal behavior changes that translate to springs protection.

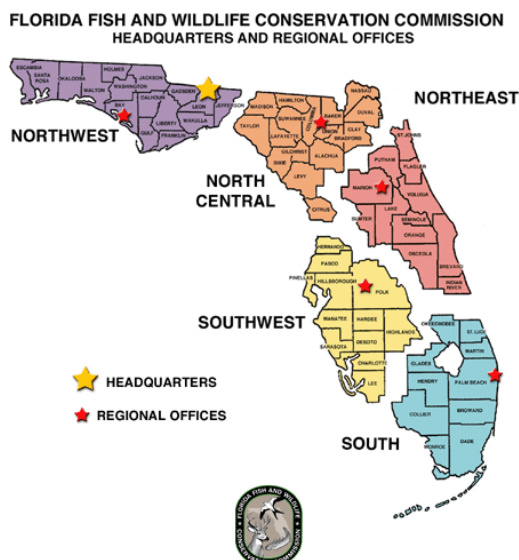
### **Possibilities:\***

**Does the project or its anticipated results have the potential to attract new funding, partners or on-the-ground conservation agreements?**

The videos will be made so that other agencies and/or non-profit groups could utilize the videos by simply eliminating or modifying the final frames. ACEPD will share the videos with appropriate interested agencies and non-profits that would like to use the videos to further common springs protection goals.

## Geographic Area Served\*

Please select the region(s) of Florida your project will impact. More than one area can be checked.



## Why are grant funds necessary?\*

Alachua County provides ongoing outreach programming regarding reducing stormwater pollution in the community. There is currently limited funding available to focus on water conservation and springs protection efforts. While the County has a robust social media presence we do not have the budget to create professional videos for inspiring behavior change. Grant funds will allow us to create the videos which we can then use to promote springs protection into the future.

## Project time-frame:\*

A project time-frame usually includes an intended start and finish date and lists all project related milestones, activities and deliverables.

- January- March 2021- secure contracts for video production and social marketing input
- March 2021 - April 2021- Develop video strategies and scripts
- April 2021- June 2021- Video production
- July 2021- December 2021- Video promotion.
- March 2022- Submit Final Project Report

## Cooperating Partners:

This project does not have formal partners, but various agencies (water management districts, IFAS, Gainesville Clean Water Partnership) and non-profit groups will share the social media campaign elements to further the reach of the campaign.

## *Financial Information*

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Please include budget details of how the grant award will be spent.

### Salaries & Benefits:

\$0.00

### Salaries and Benefits Details:

Please give an itemized list.

*[Unanswered]*

### Contracted Services:

\$12,000.00

### Contracted Services Details:

Please give an itemized list.

A social marketing firm will be hired for \$3,750 to assist with selecting specific behaviors to focus upon and video strategies for achieving behavior change. This firm will assist with drafting the script and keeping videos at the 30 second mark required for television commercials.

A production company will be hired at \$8,250 to produce five to six professional 30 second videos. The company will use some existing film and will also create new footage. The production company will manage all voice and music talent and will render the videos in a closed caption format that is required to meet ADA requirements.

### Facilities & Equipment:

\$0.00

### Facility and Equipment Details:

Please give an itemized list.

### Consumable Supplies:

Such as food, office supplies, single-use items etc...:

\$0.00

### Consumable Supplies Details:

Please give itemized list.

### Other Expenses:

\$0.00

### Other Expenses Details:

Please give itemized list.

Stacie Greco

Alachua County

## Grant Funds Requested:\*

**Note:** Total grant award spending must equal funds requested.

\$12,000.00

## *File Uploads*

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Please share any additional links and/or upload documents/photos to further support the Foundation's understanding of your project.

**Optional File Upload 1**

**Optional File Upload 2**

**Optional File Upload 3**

**Optional File Upload 4**

**Optional Link 1**

[www.jellyfishsmack.com](http://www.jellyfishsmack.com)

**Optional Link 2**

<http://uppercased.com>

## File Attachment Summary

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### *Applicant File Uploads*

*No files were uploaded*