I. Call to Order and Pledge of Allegiance

II. Roll Call

III. Approval of the Agenda

IV. Approval of Minutes

V. Monthly Progress and Fiscal Reports – Virginia Barker

VI. Other Reports and Special Presentations
   a. Master Programmatic Permitting of Muck Removal from the IRL –
      Stephen Berry, Senior Consultant, Jones Edmunds & Associates
   b. Hurricane Impact to Sewer Systems and Response Options –
      Mark Reagan, Engineer III, Brevard County Utility Services

VII. Old Business
   a. Communication Update – Vinnie Taranto
   b. Field Trip to FOWA
   c. Stormwater Cost Share for Substitute Projects

VIII. New Business
   a. Master Muck Dredging Permit
   b. Draft Outreach Request For Qualifications (RFQ)
   c. Marine Resources Council (MRC) Grass Clipping Campaign Request
   d. Video Outreach
   e. Turkey Creek – FEMA Project Proposal

IX. General Public Comment

X. Final Comments by Chair and Committee Members

XI. Adjournment
Save Our Indian River Lagoon
Citizen Oversight Committee Meeting Minutes
September 15, 2017 – 8:30 a.m. – 11:30 a.m.
2725 Judge Fran Jamieson Way,
Bldg. C, 3rd Floor, Florida Room
Viera, FL 32940

Members Present:

<table>
<thead>
<tr>
<th>Expertise</th>
<th>Member</th>
<th>Alternate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science</td>
<td>Lorraine Koss, Chair</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Charles Venuto</td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td>John Byron, Vice Chair</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Vinnie Taranto</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>Stephany Eley</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>John Durkee</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td>Courtney Barker</td>
<td>X</td>
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<tr>
<td></td>
<td>Todd Swingle</td>
<td></td>
</tr>
<tr>
<td>Tourism</td>
<td>David Lane</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Karen McLaughlin</td>
<td></td>
</tr>
<tr>
<td>Real Estate</td>
<td>Gene Artusa</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Danielle Bowden</td>
<td></td>
</tr>
<tr>
<td>Lagoon Advocacy</td>
<td>John Windsor</td>
<td>✓</td>
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<tr>
<td></td>
<td>Terry Casto</td>
<td></td>
</tr>
</tbody>
</table>

Staff Present:
Virginia Barker, Brevard County Natural Resources Management Director
Christine Valliere, Brevard County Assistant County Attorney
Carol Gerundo, Executive Secretary
Walker Dawson, Engineer III, Muck Dredging
Courtney Maier, Engineer I, Stormwater
Anthony Gubler, Associate Environmental Specialist
Matt Culver, Brevard County Boating & Waterways Program Coordinator

I. Call to Order

II. Roll Call

A quorum was established.

III. Approval of the Agenda

Agenda revisions were made.

Lorraine Koss moved to approve the Agenda with the following amendments: 1) Remove Old Business, Item VII.a, Communications Update, 2) New Business Items, VIII.a, Video Outreach Proposal, VIII.c, Master Muck Dredging Permit, and VIII.d, Contingency Proposal; and 3) add New Business Item VIII.e, Proposed Cost Share Change for Stormwater Projects; Seconded by Stephany Eley. Motion unanimously approved.
IV. Approval of Minutes

John Byron moved to approve the August 17, 2017 minutes as written; Seconded by John Windsor. Motion was unanimously approved.

V. Monthly Status Report

The Monthly Status Report was given by Virginia Barker, Director of Natural Resources Management Department. Discussion ensued.

Ms. Barker introduced new employee, Anthony Gubler, Associate Environmental Specialist.

Lorraine Koss noted that Terry Casto and Vinnie Taranto had joined the meeting.

Lorraine Koss moved to add Old Business Item VII.a, Communication Update, which was previously removed from the Agenda, back on the Agenda; Seconded by John Byron. Motion was unanimously approved.

VI. Other Reports and Special Presentations

   a. Monitoring Performance and Measuring Success

         • Stormwater Project Performance
           Terry Williamson, Stormwater Environmental Scientist

         • Measuring Groundwater Pollution
           Dr. Claudia Listopad, Applied Ecology, Inc.

         • Muck Dredging Performance
           Dr. John Trefry, Professor of Chemical Oceanography, FL Tech

Each panelist gave a fifteen (15) minute presentation.

There was a five (5) minute recess after presentations were complete.

The COC meeting reconvened.

A panel discussion ensued.

Public Comments:

Public Comments were heard.

VII. Old Business:

   a. Communication Guidance Update   Vinnie Taranto

Brevard County was in the process of converting the County’s website to a more mobile-friendly platform. The County had asked that there be no updates to websites until the migration had
been completed. Mr. Taranto had asked that the online application for substitute projects be placed on the website and available by the training date.

Mr. Taranto explained that a Facebook page would be created once the 5th person, that County staff was in the process of hiring, was official. Discussion ensued.

b. Field Trips

Ms. Valliere spoke briefly about Sunshine Law requirements and limitations regarding Field Trips or a holiday gathering.

Instead of an organized field trip Ms. Barker will provide the address for Field Manor in Merritt Island for interested Committee members to visit the site on their own to see the living shoreline. Discussion ensued.

Staff will organize a field trip for staff and interested committee members to Lakeland to see various septic alternatives on display at the Florida Onsite Wastewater Association (FOWA) headquarters.

c. FOWA Public Service Announcements

Ms. Barker presented two (2) Florida Onsite Wastewater Association (FOWA) Public Service Announcements (PSA’s).

VIII. New Business
a. Video Outreach Proposal
   (Removed from Agenda)

b. Muck Finders Proposal for Canal Surveys

A Marine Resources Council Muck Finders Program Continuation proposal was distributed to the COC. Ms. Barker had requested additional backup that was not yet received. Discussion ensued.

John Byron moved that the COC extend to County staff the sense of the COC that staff is encouraged to undertake one (1) $5,000 such project as presented in the proposal on their own volition and then come back to the COC with a plan for more extensive river muck mapping; Seconded by Stephany Eley. Motion was unanimously approved.

Discussion ensued.

John Byron moved to amend the motion that the COC extend to County staff the sense of the COC that staff is encouraged to undertake up to five (5) $5,000 such projects as presented in the proposal on their own volition and then come back to the COC with a plan for more extensive river muck mapping; Seconded by Stephany Eley. Motion was unanimously approved.
SOIRLPP Citizen Oversight Committee Meeting
MINUTES – September 15, 2017

c. Master Muck Dredging Permit
   (Removed from Agenda)

d. Contingency Proposal
   (Removed from Agenda)

e. Proposed Cost Share Change for Stormwater Projects

A handout of Proposed Cost Share Changes for Stormwater Projects based on a request from City Managers was provided to the COC. Discussion ensued.

Stephany Eley moved to recommend the approval of using the proposed Cost-Share Table provided by staff for Year Zero (0) and Year One (1) using $96 for the Banana River, $92 for the North Lagoon, and $88 for the Central Lagoon; and, for Years Two (2) through Ten (10) and beyond recommend using $96 for the Banana River, $92 for the North Lagoon and $77 for the Central Lagoon; Seconded by John Byron. Motion was unanimously approved.

John Byron moved to extend the meeting fifteen (15) minutes; Seconded by Gene Artusa. Motion was unanimously approved.

IX. General Public Comment

Public Comments were heard.

Staff was given direction to come forward with both a dollar amount proposal and a scope proposal with regard to expanding educational outreach as part of the COC’s recommended annual changes to the Lagoon Plan.

X. Final Comments by Chair and Committee Members

David Lane suggested the possibility of having a panel discussion on reclaimed water.

John Byron mentioned that in past meetings the subject of canceling some Save Our Lagoon Citizens Oversight Committee monthly meetings was discussed. Mr. Byron voiced his opposition to canceling any monthly meetings.

XI. Adjournment
Save Our Indian River Lagoon Project Plan  
October 2017 Progress Report

WORK COMPLETED THIS MONTH:
- SOIRL Trust Fund Budget for Fiscal Year 17-18 was adopted on September 26th
- SOIRLPP positions - 4 filled, 5th starts October 23rd, 6th position on hold to analyze needs
- Verified that GPR is not yet sufficiently accurate to find veins of rapid groundwater movement
- Contracts with Cape Canaveral, Indian Harbour Beach, Melbourne, Palm Bay and Titusville
- Rockledge Breeze Swept septic to sewer project has connected 104 homes
- Mims Muck Dredging and Outflow Treatment start was delayed by Hurricane Irma
- Sykes Creek Dredging request for proposals advertised. Bids due December 6th.
- Design Engineers selected for Sykes M and Central C Septic to Sewer projects
- $1M grant funded groundwater research contracted with MRC

WORK UNDERWAY THIS MONTH:
- Working with cities to get Year 2 and 3 projects contracted to begin design early
- Puget Sound Water Quality Management Plan - research ongoing
- Irrigation well water quality test kits – research ongoing (threshold and accuracy limits)
- Requested outreach priorities from outreach specialists and researched grass clipping campaigns
- Design is underway for the Sykes T (Horti Point, Merritt Island) sewer expansion
- Preliminary design is nearly complete for the Micco septic to sewer project
- Brevard Zoo is looking to grow their strengths for the living shoreline goals of the SOIRLPP
- Muck dredging master plan scope revisions
- Working on FL Legislative Funding Request strategy for the coming session
- Review of more 2nd year IRLRI muck research reports

MEETINGS THIS MONTH:
- The list of Year 0 and Year 1 SOIRL Projects was presented at the Brevard Legislative Meeting on September 20th. Many cities and other organizations highlighted the importance of Legislative support for lagoon projects, programs and policies.
- Virginia Barker received a Space Coast Public Service Award for Lagoon restoration efforts
- FDEP held a Lagoon Impairment Assessment workshop on September 27th
- Substitution Project Workshop/Training was held on October 12th.
- IRL National Estuary Program Council meeting on October 13th.
- SOIRL progress presented at October 14th South Brevard Historical Society meeting
- Presentation to Representative Randy Fine about alternative septic systems on October 19th
- Oyster reef construction at Geiger Point
- Guest on Captain Jim Ross Catch A Memory Talk Radio September 30th
- Presenting SOIRLPP at American Shore and Beach Preservation Conference on October 26th
- Monthly muck research updates with FL Tech IRLRI Principal Investigators
UPCOMING VOLUNTEER PARTICIPATION OPPORTUNITIES:
Oyster/Living Shoreline Projects - go to http://restoreourshores.org/volunteer-we-need-you/
Muck Finders - contact Jared McNally, jared@mrcirl.org, at the Marine Resources Council

Future Topics for Special Presentations at COC Meetings:
2) Coordinating 10 years of dredging and spoil management – FIND and NRM
   Re-use water
3) Lagoon sediment toxicology – FIT and ORCA
4) De-Nitrification Science – UCF Stormwater Academy
5) Engaging emerging technologies – Duane DeFreese (IRLNEP)
6) Indian River Lagoon Comprehensive Conservation & Management Plan –
   Duane DeFreese (IRLNEP)

Schedule for Year 2 Substitute Projects:

<table>
<thead>
<tr>
<th>Substitution Project Type</th>
<th>Submittal Deadline</th>
<th>2 weeks for Committee Review</th>
<th>Committee Meeting</th>
<th>Commission Review</th>
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<tr>
<td>Stormwater</td>
<td>December 18, 2017</td>
<td>January 5-19, 2018</td>
<td>January 19, 2018</td>
<td>March 13 or 20, 2018</td>
</tr>
<tr>
<td>All Others</td>
<td>January 22, 2018</td>
<td>February 2-16, 2018</td>
<td>February 16, 2018</td>
<td>March 13 or 20, 2018</td>
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### Revenues

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Budget</th>
<th>Actuals YTD</th>
<th>% Earned</th>
</tr>
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<tr>
<td>Taxes</td>
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<td>State Grants</td>
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<td>0.00%</td>
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<tr>
<td>Cost Sharing</td>
<td>$644,793</td>
<td>$-</td>
<td>0.00%</td>
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<tr>
<td>Statutory Reduction</td>
<td>$1,275,000</td>
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<td><strong>Total</strong></td>
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<td>$24,968,750</td>
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### Expenditures (Roll-Up)

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<th>Commodity</th>
<th>Budget</th>
<th>*Total Assigned YTD</th>
<th>% Spent</th>
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<td>Capital Outlay</td>
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<td>SOIRL Projects</td>
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<td>Reserves</td>
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### SOIRL Projects

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<tr>
<th>Project Title</th>
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<th><strong>Contracted</strong></th>
<th>*Total Assigned YTD</th>
<th>% Spent</th>
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</thead>
<tbody>
<tr>
<td>City of Titusville Osprey WWTF (CM-3627)</td>
<td>$300,000</td>
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<td>Septic Removal-BRL-Sykes T Engineering</td>
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<td>$300,000</td>
<td>$-</td>
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<td>Septic Removal-NIRL-S Central C Engineering</td>
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<td>Septic Removal-NIRL-Rockledge Breeze Swept</td>
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<td>Septic Removal-NIRL-MIRA</td>
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<td>Septic Removal-CIRL-Mlb-Hoag Sewer Conversion</td>
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<td>Septic Removal-CIRL-Mlb-Penwood Sewer Conversion</td>
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<td>$195,000</td>
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<td>Septic Removal-CIRL-Mlb Sewer Line Extension Cost Sharing</td>
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<td>Stormwater Proj-BRL-Cape Canvrl-Cocoa Palms LID</td>
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<td>Stormwater Proj-BRL-Cape Canvrl-Carver Cove Swale</td>
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<td>Stormwater Proj-BRL-Cape Canvrl-International Dr Baffle Box</td>
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<tr>
<td>Stormwater Proj-BRL-Cape Canvrl-Angel Isles Baffle Box</td>
<td>$11,528</td>
<td>Withdraw</td>
<td>$-</td>
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<td>Stormwater Project-BRL-Cape Canvrl-Central Blvd Baffle Box (CM-Pending)</td>
<td>$34,700</td>
<td>$34,700</td>
<td>$-</td>
<td>0.00%</td>
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<tr>
<td>Stormwater Project-BRL-Indian Harbor-Gleason Park Reuse</td>
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<td>$-</td>
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<tr>
<td>Stormwater Projects-NIRL-Cocoa-Church St Type II Baffle Box</td>
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<td>$-</td>
<td>$-</td>
<td>0.00%</td>
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<tr>
<td>Stormwater Project-CIRL-Palm Bay-Bayfront (CM-Pending)</td>
<td>$30,624</td>
<td>$30,624</td>
<td>$-</td>
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<tr>
<td>Muck Removal-NIRL-Mims Outflow (CM-3621)</td>
<td>$400,000</td>
<td>$100,000</td>
<td>$-</td>
<td>0.00%</td>
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<tr>
<td>Stormwater Project-CIRL-Mlb Bch-Long Point-Denitrification Wall</td>
<td>$101,854</td>
<td>$49,790</td>
<td>$22,086</td>
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<tr>
<td><strong>Total</strong></td>
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<td>$3,347,132</td>
<td>$329,936</td>
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</table>

*Total Assigned YTD includes all stages of accounting for expenditures, with data derived from SAP

**Contracted w/Municipalities data is derived from Contract Management System
# Save Our Indian River Lagoon - FY 2018

**Financial Statement as of 12 October 2017**

**Fund 1260**

## Revenues

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Budget</th>
<th>Actuals YTD</th>
<th>% Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxes</td>
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<td>$ -</td>
<td>0.00%</td>
</tr>
<tr>
<td>Interest Earned</td>
<td>$401,251</td>
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<tr>
<td>Federal Grants</td>
<td>$ -</td>
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<td>0.00%</td>
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<tr>
<td>State Grants</td>
<td>$ -</td>
<td>$ -</td>
<td>0.00%</td>
</tr>
<tr>
<td>Cost Sharing</td>
<td>$ -</td>
<td>$ -</td>
<td>0.00%</td>
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<tr>
<td>Statutory Reduction</td>
<td>$(1,720,063)</td>
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<td>Balance Forward</td>
<td>$27,939,987</td>
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<td><strong>Total</strong></td>
<td>$60,621,175</td>
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## Expenditures (Roll-Up)

<table>
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<th>Budget</th>
<th>*Total Assigned YTD</th>
<th>% Spent</th>
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<tbody>
<tr>
<td>Compensation &amp; Benefits</td>
<td>$456,636</td>
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<tr>
<td>Operating Expenses</td>
<td>$95,634</td>
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<tr>
<td>Operating Expenses - OCS / Design &amp; Permitting</td>
<td>$2,847,487</td>
<td>$ -</td>
<td>0.00%</td>
</tr>
<tr>
<td>Capital Outlay</td>
<td>$ -</td>
<td>$ -</td>
<td>0.00%</td>
</tr>
<tr>
<td>Transfers</td>
<td>$ -</td>
<td>$ -</td>
<td>0.00%</td>
</tr>
<tr>
<td>SOIRL Projects funded under Operating Expenses</td>
<td>$2,661,146</td>
<td>$ -</td>
<td>0.00%</td>
</tr>
<tr>
<td>SOIRL Projects funded under Capital Improvement</td>
<td>$18,245,230</td>
<td>$ -</td>
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</tr>
<tr>
<td>SOIRL Projects funded under Aid to Gov’t Agencies</td>
<td>$20,242,726</td>
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<tr>
<td>Reserves</td>
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<td>$16,072,316</td>
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<tr>
<td><strong>Total</strong></td>
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<td>$16,072,316</td>
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</tr>
</tbody>
</table>

## SOIRL Projects

### SOIRL Projects funded under Operating Expenses

- **Fertilizer Education/Outreach**
  - Budget: $125,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Project Monitoring**
  - Budget: $1,000,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Septic Upgrades-BRL-24 Upgrades**
  - Budget: $384,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Septic Upgrades-NIIRL-40 Upgrades**
  - Budget: $560,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Septic Upgrades-CIRL-37 Upgrades**
  - Budget: $592,146
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

### SOIRL Projects funded under Operating Expenses Subtotal

- **Total**: $2,661,146

### SOIRL Projects funded under Capital Improvement

- **Muck Removal-NIIRL-Grand Canal Muck Dredging**
  - Budget: $4,000,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Muck Removal-NIIRL-Eau Gallie Muck Dredging**
  - Budget: $2,000,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Muck Removal-BRL-Sykes Creek Muck Dredging**
  - Budget: $4,000,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Septic Removal-BRL-Sykes Creek T Engineering**
  - Budget: $300,000
  - **Contracted**: $300,000
  - *Total Assigned YTD*: $ -

- **Septic Removal-BRL-Sykes Creek N**
  - Budget: $1,720,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Septic Removal-BRL-Sykes Creek M Engineering**
  - Budget: $200,000
  - **Contracted**: $200,000
  - *Total Assigned YTD*: $ -

- **Septic Removal-CIRL-Micco Sewer Line Extension**
  - Budget: $1,391,316
  - **Contracted**: $1,391,316
  - *Total Assigned YTD*: $ -

- **Septic Removal-NIIRL-South Central C**
  - Budget: $2,640,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Stormwater Projects-NIIRL-Huntington Pond Denitrification**
  - Budget: $104,720
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Stormwater Projects-NIIRL-Flounder Creek Pond**
  - Budget: $75,328
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Stormwater Projects-NIIRL-John Roads Pond**
  - Budget: $105,512
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Basin 970 Denitrification**
  - Budget: $100,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Basin 989 Denitrification**
  - Budget: $100,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Basin 1071 Denitrification**
  - Budget: $100,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Basin 1172 Denitrification**
  - Budget: $100,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Basin 1222 Denitrification**
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  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Basin 1317 Denitrification**
  - Budget: $125,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Basin 1318 Denitrification**
  - Budget: $100,000
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -

- **Stormwater Project-CIRL-Mlb Bch-Long Point-Denitrification Wall**
  - Budget: $96,854
  - **Contracted**: $ -
  - *Total Assigned YTD*: $ -
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<tr>
<th>Project Title</th>
<th>Budget</th>
<th><strong>Contracted</strong></th>
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<td>Waste Water Treatment Facility Upgrades-NIRL-Titusville-Engineering</td>
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<td>Septic Removal-NIRL-Rockledge Breeze Swept</td>
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<td>Septic Removal-NIRL-MIRA</td>
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<td>Septic Removal-CIRL-Palm Bay B</td>
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<td>Septic Removal-CIRL-Palm Bay Sewer Hook-Ups</td>
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<td>Stormwater Projects-BRL-Cape Canaveral Projects-Justamere Rd Swale</td>
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<td></td>
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<td>Stormwater Projects-BRL-Cape Canaveral Projects-Hitching Post Berms Swale</td>
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<td>Stormwater Projects-NIRL-Titusville-St Teresa Basin</td>
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<td>Stormwater Projects-NIRL-Titusville-La Paloma Basin</td>
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<td>Stormwater Projects-CIRL-Palm Bay-Good Park</td>
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<td>Stormwater Projects-CIRL-Palm Bay-Florin Pond</td>
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<td>$-</td>
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<td>Oyster/Living Shorelines-CIRL-Palm Bay-Turkey Creek Shoreline Restoration</td>
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<td>$-</td>
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<td>City Baffle Boxes</td>
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<td>$20,242,726</td>
<td>$182,367</td>
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<td><strong>SOIRL Projects Total</strong></td>
<td>$41,149,102</td>
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</table>

*Total Assigned YTD includes all stages of accounting for expenditures, with data derived from SAP*

**Contracted w/Municipalities data is derived from Contract Management System**
SUBJECT:
Save Our Indian River Lagoon Project Plan – Change in Cost Share for Substitute Projects that Treat Stormwater

FISCAL IMPACT:
The 10-year impact to the Save Our Indian River Lagoon Trust Fund, (Fund 1260) is $35,495. The timing of when this impact occurs will be determined by the number and cost of substitute projects submitted in each of the sub-lagoons in each year that the Save Our Indian River Lagoon Project Plan (SOIRLPP) is implemented.

DEPT/OFFICE:
Natural Resources Management

REQUESTED ACTION:
It is requested that the Board: 1) approve a sub-lagoon specific cost share standard of $96/lb/yr of Total Nitrogen (TN) for the Banana River Lagoon, $92/lb/yr of TN for the North Indian River Lagoon (IRL), and maintain the approved $88/lb/yr of TN for the Central IRL for stormwater projects that were previously recommended by the Citizen Oversight Committee and approved by the County Commission as Substitute Projects to receive cost share from the Save Our Indian River Lagoon Trust Fund, and reduce the future cost share of stormwater Substitute Projects to $77/lb/yr of TN for the Central IRL; 2) direct this change in cost share standard be implemented immediately into existing contracts and incorporated into the next annual update of the Save Our Indian River Lagoon Project Plan; and 3) approve associated budget change requests.

SUMMARY EXPLANATION and BACKGROUND:
The Save Our Indian River Lagoon Project Plan (SOIRLPP) identifies projects and costs for reducing pollution reaching the IRL, including stormwater pollution. In order to be flexible and adapt to new and better opportunities, the SOIRLPP also allows projects identified by community partners to be submitted annually as Substitute Projects to replace the least cost effective projects adopted in the plan. Executive Summary Table ES-1 of the SOIRLPP presents reimbursement standards for each type of project recommended to receive cost share from the Save Our Indian River Lagoon Trust Fund, including stormwater projects.

Executive Summary Table ES-1 designates an average cost of $88/lb/yr of Total Nitrogen (TN) removed by stormwater projects as the cost share amount that approved Substitute Projects are eligible to receive from the Lagoon Trust Fund. This County-wide average was calculated using the cost of all stormwater projects adopted in the original SOIRLPP divided by the TN removal benefit of those same projects. Table 26 of the plan shows the average cost per pound of nitrogen removed by those same projects broken down by each specific sub-lagoon. The sub-lagoon specific costs are: $96/lb/yr of TN for the Banana River Lagoon, $92/lb/yr of TN for the North Indian River Lagoon (IRL), and $77/lb/yr of TN for the Central IRL. Tables ES-1 and Table 26 can be found in Attachment A.

Cities along the Banana River Lagoon requested that the average cost per sub-lagoon, as reported in Table 26, rather than the county-wide average reported in Table ES1, be used to determine the eligible amount of cost share from the Lagoon Trust Fund for their Substitute Projects. The average cost of stormwater treatment for the Banana River is more expensive than other sub-lagoon watersheds primarily because the drainage areas are smaller and require the construction of more small projects instead of fewer, larger, more cost-effective projects.

In response to the cost share change requested by municipalities, and in light of the prior commitments made by the County to Central IRL cities for projects to be cost shared at the $88/lb/yr TN county-wide average rate, staff prepared Attachment A including a table, labeled “Proposed Cost Share Table for Citizen Oversight Committee’s Consideration.” Within this table, it is proposed that the cost share for the Banana River Lagoon and the North IRL increase according to Table 26 of the plan due to higher project costs in those areas, and that the Central IRL remain at the current cost share of $88/lb/yr of TN. The increased cost to implement this change for the ten year anticipated life of the SOIRLPP would be $180,944.
On September 15th, the Save Our Indian River Lagoon Citizen Oversight Committee met and discussed the request from cities to modify the cost share eligibility to use average costs specific to each sub-lagoon rather than the county-wide average. They agreed with the request to increase the eligible cost share for Banana River Substitute Stormwater Projects from $88/lb/yr to $96/lb/yr of TN and therefore recommend this change for consideration by the County Commission. They also agreed to increase the eligible cost share for North IRL Substitute Stormwater Projects from $88/lb/yr to $92/lb/yr of TN and also recommend this change for consideration by the County Commission. For the Central IRL, they recommended that the County Commission maintain a cost share of $88/lb/yr of TN for the stormwater projects previously approved as Year Zero and Year One Substitute Projects in the 2017 Supplement to the Save Our Indian River Lagoon Project Plan, but reduce the future cost share of Central IRL stormwater projects to $77/lb/yr of TN. The increased cost to implement the changes recommended by the Citizen Oversight Committee for the ten year anticipated life of the SOIRLPP would be $35,495.

Staff Contacts: Courtney.Maier@BrevardFL.gov or Virginia.Barker@BrevardFL.gov

ATTACHMENTS:
- Description
  - Proposed Cost Share Change for Stormwater Projects

REVIEWERS:
<table>
<thead>
<tr>
<th>Department</th>
<th>Reviewer</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Resources</td>
<td>Barker, Virginia</td>
<td>Approved</td>
</tr>
<tr>
<td>Management</td>
<td>Denninghoff, John</td>
<td>Approved</td>
</tr>
<tr>
<td>ACM Development</td>
<td>Abbate, Frank</td>
<td>Approved</td>
</tr>
<tr>
<td>County Manager</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Proposed Cost Share Change for Stormwater Projects

Adopted Save Our Indian River Lagoon Project Plan: ES-1 Cost Share Table

- The following table can be found in the executive summary of the Save Our Indian River Lagoon Project Plan (SOIRLPP), and is currently used in determining the average cost/lb/yr of TN for each type of substitute project, including stormwater.

Table ES-1: Summary of the Project Types, Costs, and Nutrient Reductions from the Save Our Lagoon Project Plan

<table>
<thead>
<tr>
<th>Project Category</th>
<th>Project Type</th>
<th>Estimated Total Project Cost</th>
<th>Nitrogen Reductions (lbs/yr)</th>
<th>Average Cost/lb/yr of TN</th>
<th>Phosphorus Reductions (lbs/yr)</th>
<th>Average Cost/lb/yr of TP</th>
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</thead>
<tbody>
<tr>
<td>Reduce</td>
<td>Fertilizer Management/Public Education</td>
<td>$625,000</td>
<td>6,123</td>
<td>$102</td>
<td>813</td>
<td>$769</td>
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<td></td>
<td>WWTF Upgrades for Reclaimed Water</td>
<td>$9,400,000</td>
<td>40,778</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
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<td></td>
<td>Septic System Removal</td>
<td>$41,764,000</td>
<td>56,509</td>
<td>$852</td>
<td>N/A</td>
<td>N/A</td>
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<td>Septic System Upgrades</td>
<td>$22,192,000</td>
<td>22,192</td>
<td>$802</td>
<td>N/A</td>
<td>N/A</td>
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<td></td>
<td><strong>Stormwater Projects</strong></td>
<td><strong>$10,800,000</strong></td>
<td><strong>118,440</strong></td>
<td><strong>$88</strong></td>
<td><strong>17,026</strong></td>
<td><strong>$612</strong></td>
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<tr>
<td>Remove</td>
<td>Muck Removal</td>
<td>$198,100,000</td>
<td>491,300</td>
<td>$408</td>
<td>73,850</td>
<td>$2,733</td>
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<td>Restore</td>
<td>Oyster Reef Living Shorelines</td>
<td>$10,000,000</td>
<td>21,120</td>
<td>$473</td>
<td>7,181</td>
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<td>Projects Monitoring</td>
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<td>N/A</td>
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<td>$98,670</td>
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</table>

Adopted Save Our Indian River Lagoon Project Plan: Table 26 Average Cost Table

- The table below is also included in the SOIRLPP, on page 35, and shows the average cost/lb/yr of TN for each sub-lagoon:

Table 26: Estimated TN and TP Reductions and Costs for BAM Projects

<table>
<thead>
<tr>
<th>Sub-lagoon</th>
<th>Number of Basins</th>
<th>Estimated Total Project Cost</th>
<th>TN Reductions (lbs/yr)</th>
<th>Cost/lb/yr of TN</th>
<th>TP Reductions (lbs/yr)</th>
<th>Cost/lb/yr of TP</th>
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<tr>
<td>Banana River Lagoon</td>
<td>41</td>
<td>$4,625,000</td>
<td>48,391</td>
<td>$96</td>
<td>6,896</td>
<td>$671</td>
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<td>North IRL</td>
<td>37</td>
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<td>$92</td>
<td>7,632</td>
<td>$635</td>
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<td>Central IRL</td>
<td>6</td>
<td>$1,325,000</td>
<td>17,113</td>
<td>$77</td>
<td>2,497</td>
<td>$531</td>
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- Cities in the Banana River Lagoon requested that we use Table 26 to calculate cost share instead of Table ES-1.
- In order to not lower the cost share for Central IRL from what was approved by the Citizen Oversight Committee and the Board of County Commissioners, the Citizen Oversight Committee may wish to consider using the sub-lagoon specific cost share for the Banana River Lagoon and North IRL, and the approved average for Central IRL.

Stormwater Project Cost Share Table Proposed for Citizen Oversight Committee’s Consideration

<table>
<thead>
<tr>
<th>Sub-lagoon</th>
<th>Estimated Project Cost</th>
<th>TN Reductions (lbs/yr)</th>
<th>Cost/lb/yr of TN</th>
</tr>
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<tr>
<td>Banana River Lagoon</td>
<td>$4,625,000</td>
<td>48,391</td>
<td>$96.00</td>
</tr>
<tr>
<td>North IRL</td>
<td>$4,850,000</td>
<td>52,936</td>
<td>$92.00</td>
</tr>
<tr>
<td>Central IRL</td>
<td>$1,505,944</td>
<td>17,113</td>
<td>$88.00</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$10,980,944</strong></td>
<td><strong>118,440</strong></td>
<td><strong>$92.71</strong></td>
</tr>
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</table>

Potential Increase in Cost = $180,944 ($10,980,944 - $10,800,000 = $180,944)

Stormwater Project Cost Share Table Recommended by the Citizen Oversight Committee to the Board

<table>
<thead>
<tr>
<th>Sub-lagoon</th>
<th>Estimated Project Cost</th>
<th>TN Reductions (lbs/yr)</th>
<th>Cost/lb/yr of TN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banana River Lagoon</td>
<td>$4,625,000</td>
<td>48,391</td>
<td>$96.00</td>
</tr>
<tr>
<td>North IRL</td>
<td>$4,850,000</td>
<td>52,936</td>
<td>$92.00</td>
</tr>
<tr>
<td>Central IRL Years 0 &amp; 1</td>
<td>$402,923</td>
<td>4,677</td>
<td>$88.00</td>
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<tr>
<td>Central IRL Years 2 - 10</td>
<td>$957,572</td>
<td>12,436</td>
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<td><strong>Total</strong></td>
<td><strong>$10,835,495</strong></td>
<td><strong>118,440</strong></td>
<td><strong>$91.49</strong></td>
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</tbody>
</table>

Potential Increase in Cost = $35,495 ($10,835,495 - $10,800,000 = $35,495)
MASTER PROGRAMMATIC PERMITTING OF
INDIAN RIVER LAGOON MUCK OVERVIEW

1 BACKGROUND

In fall 2016, the citizens of Brevard County approved a $0.005 sales tax to generate funds over a 10-year period to take action to improve and restore the ecological conditions of the Indian River Lagoon (IRL) through environmental dredging projects and implementation of Best Management Practices (BMPs), stormwater treatment, septic tank input reduction, nutrient reduction in reclaimed water, and education.

The current permitting process is a redundant occupation of agency and Brevard County staffs, iterative consultation with the resource agencies, permit delays, redundant data collection, and unnecessary expenditures of the tax dollars intended to restore the IRL via muck removal and other means. The use of a "Programmatic" Permit Application is intended to eliminate the duplication of effort, expedite the muck removal program, and maximize the application of County tax dollars for IRL restoration purposes, acknowledging that the current legislation has a sunset clause for the availability of those tax dollars. The Programmatic Permit Application approach will lead to collaboration between cities, Brevard County, and state/federal agencies to take advantage of the existing testing and survey data, thereby leveraging the available technical knowledge for regulatory agencies and decision-makers, and to optimize the potential for possible matching grant funds toward the restoration of the IRL via muck removal.

The Programmatic Permit Application approach, if acceptable to the stakeholder agencies, would result in the issuance of an Environmental Resource Permit (ERP) from the Florida Department of Environmental Protection (FDEP) and a separate US Army Corps of Engineers (USACE) Section 404/10 permit for environmentally beneficial muck removal with a permit period of 15 years. Keeping the focus of this permitting activity on the removal of muck and accelerated submerged aquatic vegetation (SAV) restoration is expected to result in a consensus among the federal and state agencies. This will allow expedited permitting for the environmental dredging of muck in the IRL in Brevard County and ultimately accelerate the ability of Brevard County to issue simultaneous dredging contracts to multiple dredge contractors to advance the IRL restoration process.

The areas proposed for environmental dredging in this Statement of Work are entirely within Brevard County and involve the North IRL, Central IRL, the Banana River Lagoon, and southern Mosquito Lagoon. We propose the following tasks to obtain these permits. Tasks 1 and 2 will be completed to ensure reasonable understanding of the Scope of Work and of the limitations to be imposed by regulators. Once this is established, the required assessments will be completed in the following tasks to determine the included and excluded areas of the Programmatic Permit.

2 BENEFITS

A Master Programmatic Permit will conservatively save in excess of $1M over the life of the project and have additional benefits:

- One state permit and one federal permit review for a 15-year period using an adaptive management approach to priority areas requiring environmental dredging for SAV restoration.
- Allows multiple dredge contracts to be issued immediately after permit(s) issuance for priority muck zones within the County, which saves money since project areas that would otherwise be dredged far into the future after future permitting could be completed earlier; this results in less mobilization cost, less cost per cubic yard expense, less laboratory expense, and less permitting cost since consulting
fees in Year 0 would be less that consulting fees due to inflation in Years 5 and 10 using typical 5-
year permitting cycles.
- Would implement a rolling 3-year plan on priority environmental dredging areas that would accelerate
  IRL recovery without additional permitting delays or challenges.
- Keeps the focus of the citizens’ tax dollars on SAV restoration and being true to the original intent of
  the referendum.
- One-time listed species review at the state and federal levels that can be show-stoppers when it
  comes to expedited permitting.
- Single point of entry for a Chapter 120 challenge to the FDEP permit.
- Support from senior management at the state and federal agencies for a Programmatic Permitting
  approach, which will save these agencies large amounts of staff time and dollars by eliminating
  duplication of review times for shorter duration permits for the same type of activities with the same
  impact. These managers understand and appreciate the purpose and need of this project and to
  maximize voter-approved tax dollars dedicated to IRL restoration. This understanding will encourage
  the permit reviewers to focus on reasonable permit conditions to act as advocates for the expenditure
  of restoration tax dollars that are on the clock.
- Allows for an adaptive approach for implementing new technologies over the life of the permits for
  both the dredging and survey equipment to best quantify and manage the muck removal.

3 TASK SEQUENCING

3.1 INITIAL SCOPE OF WORK

TASK 1.0 KICK-OFF MEETING WITH BREvard COUNTY NATURAL RESOURCES DIRECTOR AND STAFF

This meeting is intended to result in agreement on what the County’s objectives are, what elements are
negotiable from a permitting perspective, and what elements are not. Materials and exhibits for the IRL
and areas of proposed dredging will be prepared using existing information for this discussion. The data
collected below will be sufficient for permitting purposes. The surveys will be performed on a rolling 3-year
schedule based on priorities established by the IRL Oversight Committee, similar to the Florida
Department of Transportation planning. Initial efforts to identify areas of dredging with problematic
contaminants will be at the survey level only with confirmatory testing within the year prior to the planned
dredging of particular locations and submitted to FDEP as part of a permit condition checklist.

TASK 2.0 STAKEHOLDER AND REGULATORY AGENCY ASSESSMENT AND CONSENSUS BUILDING

This task involves coordination, consensus building, and discussion of project permitting with
congressional and legislative staffs, Brevard County Board of County Commissioners, local municipal
stakeholders, Florida Inland Navigation District (FIND), and the general public through the County’s Save
Our Lagoon website. A concurrent level of consensus building will occur with senior management at
USACE, US Fish and Wildlife Service (USFWS), National Marine Fisheries Service (NMFS), FDEP, and
the Florida Fish and Wildlife Conservation Commission (FFWCC).

The outcome of these meetings will be to establish lead senior management decision-makers/points of
contact (POCs) for each agency involved with the review of the application packages, discuss protocols
to facilitate expedited permitting of the proposed action if applicable, and determine several specific
permitting-related issues such as but not limited to the following:

- Sovereign and Submerged Lands – Identification of, permitting implications, and lease requirements.
- National Environmental Protection Act (NEPA) – Determine what level of NEPA analysis will be
  required by USACE.
USACE Section 408 – Determine if Section 408 issues will affect the project and/or require additional permitting. The proposed dredging zones will specifically avoid removal of muck from any federal project limits with the intent of eliminating any potential involvement and costs associated with Section 408 issues/approvals. There is currently no funding of the Section 408 applications within the Jacksonville District, and payment for the reviews of the potential project impacts to the federal projects would have to borne by Brevard County and would have to wait in queue while other Section 408 applications are being processed. There is no timeline for this open-ended process.

- Establish the needs regarding involvement of FDEP’s Submerged Lands Section in this environmental dredging proposed action.
- Identify temporary and permanent Dredge Material Management Areas (DMMAs).
- Review Florida Master Site File information with FDEP (for coordination and input from the State Historic Preservation Officer).

3.2 FUTURE SCOPE OF WORK

TASK 3.0 MUCK AND SEAGRASS DATA COMPILATION AND ANALYSIS

TASK 4.0 DMMA USE FEASIBILITY ASSESSMENT

TASK 4.1 FIND SITE FEASIBILITY ASSESSMENT AND DRAFT/FINAL MOA BETWEEN THE COUNTY AND FIND

TASK 4.2 NON-FIND FEASIBILITY SITE ASSESSMENT

TASK 4.3 DMMA FUNCTIONAL ANALYSIS

TASK 4.4 CLASSIFICATION OF AREAS TARGETED FOR ENVIRONMENTAL RESTORATION AS MAINTENANCE DREDGING AND NON-MAINTENANCE AQUATIC HABITAT RESTORATION

TASK 5.0 CULTURAL RESOURCE ASSESSMENT

TASK 6.0 MUCK THICKNESS MAPPING METHODOLOGY EVALUATION

TASK 7.0 SEDIMENT SURVEY AND DATA COLLECTION

TASK 8.0 DREDGE LOCATION EVALUATION, CLASSIFICATION, MEANS, AND RANKING

The Consultant will use data analysis results from the previous tasks to develop a matrix table that lists spatially unique/separate locations that warrant dredging and a suite of criteria including but not limited to the following that will assist in ranking the proposed dredging areas:

- Dredging methods and logistics.
- Rough order of magnitude cost.
- Resource benefits.
- Estimated nutrient load reduction.
- Contamination issues.
- Permitting challenges.
- Probability of seagrass restoration.
- Timing of load reduction projects upstream of the muck accumulation area
TASK 9.0 SEDIMENT CHARACTERIZATION FOR ENGINEERING DESIGN AND TREATMENT REQUIREMENTS FOR PLACEMENT INTO POTENTIAL DMMA SITES

TASK 10.0 PERMITTING-RELATED DESIGN
The Consultant will develop design plans sufficient for permitting.

TASK 11.0 PREPARE ENVIRONMENTAL RESOURCE PERMIT APPLICATION PACKAGE INCLUDING USACE ENGINEERING FORM 4345 INFORMATION
The Consultant will prepare a permit application package for submittal to FDEP and USACE for purposes of obtaining a Master Programmatic Environmental Dredging Permit/ERP and Section 10/404 permit approvals. The permit packages will request 15-year permit duration.

TASK 12.0 REQUESTS FOR ADDITIONAL INFORMATION
REQUEST FOR QUALIFICATIONS
Brevard County Natural Resources Stormwater Utility and Save Our Indian River Lagoon Education/Outreach/Marketing Campaign

1. GENERAL INSTRUCTIONS

1.1. DESCRIPTION OF SERVICES

Brevard County Natural Resources Management Department (NRM), Stormwater Utility and Save Our Indian River Lagoon Program are seeking one or more firms/organizations, to provide community outreach and communication intended to maximize public awareness and motivate and engage community members to undertake actions to protect water resources and improve water quality in the Indian River Lagoon. Various topics covered under this work may include, but are not limited to, lawn chemicals, Florida Friendly Landscaping, pet waste, irrigation, grass clippings, reclaimed water, septic systems, and septic to sewer conversions. The outreach shall target residents, businesses, commercial facilities, developers, and industrial facilities (unless absent). In addition, the firms will provide methods to evaluate and report on the effectiveness of the campaigns.

The services: include planning, development, implementation, creative design and communication, advertising, production, and reporting of an all-encompassing, integrated education/outreach/marketing campaign. The campaign will include community outreach, education, general promotion/advertising, marketing, PR/online/social media, government and community relations, tracking ongoing campaign progress, providing recommendations and reporting.

The firms selected must demonstrate competence and professional qualifications in providing these specialized services. Services will be divided in four major categories. (a) General Outreach, (b) Marketing Campaign, (c) Specific Save Our Indian River Lagoon (SOIRL), Public Education and Outreach Campaign, and (d) Project/Grant Specific Outreach. Firms submitting qualifications can submit for all categories or for each individual category. Firms selected must exhibit superior planning, negotiation, or bulk buying skills to achieve maximum media impact from available resources/budget. Selected firms will provide photography, video production and graphic design support services as required. Work may include weekdays, evenings and/or weekend.

It is anticipated that two or more of the top ranked firms will be selected with whom the County will negotiate agreements/contracts. If unable to negotiate a satisfactory contract with the firms considered to be the most qualified at a fair, competitive, and reasonable price, those firms shall be formally terminated and additional firms will be selected from among the top ranked firms. The contracts will be awarded initially for a three (3) year period renewed annually, with the option for up to two, one-year extension.

Oral presentations by the short listed firms will be required.

The Board of County Commissioners will appoint a selection committee to evaluate the Statement of Qualifications, select the short listed firms, and recommend the number of firms to select from those who have submitted qualifications packages that meet the
criteria of this RFQ. The selection committee will rank the firms based on the points awarded on the evaluation form provided in this RFQ. The selection committee will also participate in the rate negotiation.

1.1.1 SERVICE A - GENERAL OUTREACH

The selected firm will work closely with County staff to develop an integrated communications and community outreach education program that meets the goals of the County and partnering Cities. The goal of General Outreach is to publicize pollution prevention activities County-wide and proactively engage the community, including employers and employees in current and future efforts that support and improve the overall health of the Indian River Lagoon. The intent is to develop and broadcast a consistent message to the community regarding solutions to water pollution, building on the existing “Blue Life” program.

Services required for the General Outreach Services are listed below. These services will be delivered in the unincorporated areas and within the jurisdictions of partnering municipalities. The Services will support Stormwater pollution prevention, the NPDES permit compliance and the BMAP outreach needs.

- Presentations to and hands-on activities with school children at local schools.
- Educational classes, story times, and workshops at local libraries, community parks, community centers, museums and/or planetarium.
- Presentations to adult audiences including civic groups.
- Presentations to property managers, realtors, homeowner/condominium association boards, developers, and businesses.
- Community forums
- Planning, coordination and participation in a variety of fairs, festivals and other locally sponsored events and sponsorships (Displays and flyers to be developed for the events)
- Posting of events, and creation of announcements to be posted on various social media outlets
- Integrating outreach communications with diverse media types (including but not limited to Traditional, non-traditional, mobile and on-line).
- Coordinating volunteer groups to place storm drain markings on stormwater structures
- Collecting and reporting metrics from each outreach effort.
- Providing recommendations to maximize outreach efficiency and effectiveness.

1.1.3. SERVICE B - MARKETING CAMPAIGN

The selected firm will be responsible for managing, end to end, implementation of marketing campaigns. This will include development of digital and print media that simplify a variety of topics and make them much more understandable to the general public. The firm must demonstrate the ability to use press releases and social media expertise to broaden visibility. The firm shall develop and implement marketing and advertising campaigns with frequently overlapping schedules; design campaign-specific creative messaging; plan, purchase and execute traditional, non-traditional, and online media; track ongoing campaign progress, provide recommendations and report findings.
Marketing Services may include:
- Campaign development including strategy, promotion, messaging and design.
- Development and implementation of campaign activities for businesses and commercial entities.
- Evaluating the impact of online and offline marketing and outreach campaigns and brand awareness.
- Providing on-going recommendations to improve campaign performance, community impact and future campaigns.
- Digital Marketing.
- Grassroots Marketing.
- Metrics and Reporting.

1.1.4 SERVICE C - SPECIFIC SAVE OUR INDIAN RIVER LAGOON FUNDED PUBLIC EDUCATION AND OUTREACH CAMPAIGN

The selected firm will develop public education and outreach campaigns that address specific topics prioritized in the SOIRL Project Plan as amended. The first campaign will focus on improving community compliance with local fertilizer regulations including the summer ban, phosphorous free fertilizer and slow release Nitrogen fertilizers. A primary component of this campaign will involve outreach to retail stores within the County to ensure sales staff are well informed, and shelves are stocked in a manner that makes slow release and zero phosphorus fertilizers more visible to customers, and signs/labels/tear sheets are created, distributed and restocked to let buyers know which fertilizers are compliant with local ordinances.

SOIRL Public Education and Outreach Campaigns may include:
- Design successful messaging for all media types (including but not limited to traditional, non-traditional, online and mobile).
- Produce and distribute press releases and public service announcements.
- Organize training for retail staff.
- Provide tracking and reporting.

1.1.5 SERVICE D – PROJECT/GRANT SPECIFIC OUTREACH

The selected firm shall develop project specific outreach when required as part of a Grant received by the County or partner City. The project-specific outreach will include design, implementation, tracking and reporting. Work for this service will be assigned on a project by project basis.

Grant funded campaigns typically include:
- Producing and distributing branded material in traditional and non-traditional formats including but not limited to newspaper and Google advertisements, billboard ads, vehicle wraps, dog leashes, reusable bags, t-shirts, giveaways, table cloths, banners, tents, event supplies, etc.
- Coordinate, produce and purchase media “air time” on radio, TV and in movie theaters.
- Using social media and messaging.
1.2 EVALUATION OF THE PROPOSALS

Evaluation of the proposals will be based on the following selection criteria: Compliance with RFQ Instructions; Professional Qualifications/Staff Credentials; Quality Control; Related Experience with Similar Work; References.

Approximately four short-listed firms will be invited to provide the selection committee with a presentation/demonstration of their qualifications and sample materials. Following the presentation phase, the top two or three rated firms will be asked follow up questions to better understand the team’s skill sets and related costs, as well as, local grassroots marketing capabilities. The final firm will be asked to submit its best and final offer and negotiate rates to be competitive with other firms. A firm may hire sub-consultants to be used for portions of the required services; however, the primary firm shall be responsible for all of the work performed. All sub-consultant/contractor services must be pre-approved by the County and must meet the requirements of the contract. In addition, if a statement of qualifications is submitted by a joint venture, one firm will be required to assume full responsibility for the contracted services.

To be considered, applicants must demonstrate within the SOQ an ability to provide quality services in a timely manner. Participants must also meet the County’s insurance requirements in order to execute a contract.

NOTE: All information submitted to the County will become a public record subject to the provisions of Florida Statutes Chapter 119.07(6)(m), Public Records Law (2004).

1.3. CONTRACT PERIOD

It is the intent of Brevard County to develop a list of qualified firms and use their services for outreach, education, and marketing for the next three to five years, renewed annually. Any contract renewal will be upon mutual agreement by the parties and based upon the availability of funds and the need for services. Any contract(s) negotiated with any firm(s) responding to this request for qualifications will be non-exclusive. Any specific services will require submission of a task order including scope and fees for approval by Brevard County prior to any work being accepted. These services will be treated as Task Orders and all fees and insurance requirements as established in the original contract shall remain in effect.

It is expressly understood that the Board’s preference/selection of any qualifications does not constitute an award of a Contract with the County.

It is further expressly understood that no contractual relationship exists with the County until a Contract has been formally executed by both the County and the selected firm. It is further understood, no firm may seek or claim any award and/or re-imbursement from the County for any expenses, costs, and/or fees (including attorney’s fees) borne by any firm, during the entire SOQ contract process. Such expenses, costs, and/or fees (including attorney’s fees) are the sole responsibility of the firm(s).
1.4. PROTEST PROCEDURES

Pursuant to Rule 28-110.003, Fla. Admin. Code, any person adversely affected by the procurement methodology described herein, or the specifications or criteria, including addenda, associated with this solicitation, may file a Notice of Protest within 72 hours after the posting of this solicitation. The County shall not accept as filed any electronically transmitted facsimile pleadings, petitions, notice of protests or other documents. Failure to timely file a Protest within the time prescribed in Section 120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.

Pursuant to Rule 28-110.003, Florida Administrative Code, any person adversely affected by the County’s decision, or intended decision, to award a contract, or to reject all bids, qualifications, or qualifications, may file a Notice of Protest within 72 hours after receipt of the decision or intended decision. Failure to file a protest within the time prescribed in section 120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.

Protest procedures may also be obtained in the Purchasing Department. Any protests must be filed prior to expiration of the time period and followed up in writing within five (5) calendar days.

1.5. QUESTIONS/CONTACTS:

Questions related to this RFQ should be directed to Leslie Rothering, Purchasing Department, Contract Specialist, Brevard County Purchasing Department, 2725 Judge Fran Jamieson Way, Bldg C, Viera, FL 32940. Phone (321) 617-7390, fax (321) 617-7391, or email leslie.rothering@brevardcounty.us.

Inquiries related to the work scope, clarification or correction/s must be in writing to the contact name shown above via fax, email or mail and must be received no later than 4:00 P.M. on _______________. All addendum(s) will be issued by the Purchasing Department no later than __________, 2017.

Do not contact any other staff member of Brevard County, except the above, with regard to this RFQ. Contact with any other County employee associated with these services during the RFQ process is prohibited. All inquiries will be routed by the Purchasing Department to the appropriate staff member for response.

1.6. RESPONSE DUE DATE AND LOCATION:

The Statement of Qualifications and supplemental information will be received until 4:00 p.m. on ________________, 2017.

Mail or deliver all submittals to:
Brevard County Purchasing Department
2725 Judge Fran Jamieson Way, Bldg C
Viera, FL 32940.
Hello all;
Each of you has expressed an interest in conducting a grass clippings educational campaign. Attached is a letter proposal for ~$50,000 to hire Uppercase Inc to conduct the social marketing research and create the materials for a lagoon-wide grass clippings behavior change campaign. We will work with the soon to be assembly Lagoon Education and Social Marketing Team. Observational studies and focus groups will be conducted to guide strategies and messages. We will deliver 1,000 printed copies of each of the products that are created and include everyone's logo on the materials. Let me know if you can contribute and at what level.

We only need $10,000 from each of five partners to get this done this year! If its more or less than $10,000, we can adjust the quantities of materials printed. Martin County may be able to contribute more funding to make up the balance.

Let me know! And share with others who may be interested in investing in this behavior change campaign.

Thank you!

~Leesa

Leesa Souto, Ph.D.
Executive Director
Marine Resources Council
3275 Dixie Hwy, NE
Palm Bay, FL 32905
321-725-7775

www.mrcirl.org

Together we can bring the Indian River Lagoon back to health.
October 13, 2017

Lagoon-wide Grass Clippings Campaign
Scope of Work

In response to the need to address the common behavior of leaving grass clippings on impervious areas like sidewalks, streets, and driveways, and as requested by the delegates at the Marine Resources Council (MRC) Communications Assembly, MRC has provides this scope of work to initiate a lagoon-wide grass clippings social marketing campaign that requires a shared approach to build capacity and reach consensus. The project will utilize the social marketing expertise and design skills of Dorian Morgan of Uppercase, Inc., who has done grass clippings social marketing campaigns throughout the State of Florida and has extensive social marketing experience. MRC will coordinate the Lagoon Education and Social Marketing Team that pledged to assist at the Communications Assembly, recruit and coordinate volunteers citizen scientists to help with data collection, review materials and manage the project. The proposed campaign will conduct qualitative research, develop a social marketing strategy to change the behavior, and design materials and messaging. Research will determine if homeowners are the major contributors, professionals, or government employees. It is important to understand who is doing the behavior, why they are doing the behavior, and what messages and methods will compel them to adopt an alternative. The products to be developed and printed will be finalized after the research is completed and messages are tested. We are seeking a total of $51,800 to do this campaign. With a dedication of $10,000 from each five additional partnering counties, we can complete this scope. Each partner will received 1,000 of each of the printed products designed for the campaign and be included as a partner on all printed materials.

Objectives:

1) Build capacity for the campaign by sharing information and resources – MRC will coordinate quarterly Lagoon Education and Social Marketing Team meetings to discuss social marketing strategies, review materials, and finalize strategies. Budget: $2,700 covers personnel time, travel and on-line meetings.

2) Increase understanding of behavior and target audience
   a. Observation Study - MRC, Uppercase Inc., and partners on the team will train and engage volunteers to drive around and record information on grass mowing and blowing, noting where grass clippings are particularly a problem and who is leaving grass clippings on the street and sidewalks. Budget: $6,000 covers personnel and contractor time and travel.

   b. Focus Groups - Based on the outcomes of the observational study, MRC and UpperCase Inc. will conduct three focus groups, recruiting homeowners, professionals, and or government employees to learn about the reasons they are leaving grass clippings in the street and what will motivate them to do an alternative behavior. It is important to develop messages that resonate with intended audiences, and focus groups can help reveal the language that the target audience. MRC and partners will recruit the appropriate demographics for the focus groups and Uppercase, Inc. will develop the questionnaire,
conduct and facilitate the focus groups, and analyze and interpret the qualitative information. Budget: $14,000 covers personnel and contractor costs, recruitment incentives, and travel.

3) Develop and print messages and materials
   a. Social marketing analysis & recommendations – Uppercase Inc. will provide written recommendations for conducting the grass clippings campaign based on the outcomes of the qualitative research. A written recommendations report will be delivered that includes analysis and strategies to proceed as well as creative concepts of campaign slogans, tag lines and logos that are most likely to encourage behavior change. Budget: $12,000 covers contractor costs and limited personnel.

   b. Design and Print – Based on the research and recommendations, appropriate media pieces will be designed and printed. They could be door hangers, brochures, magnets, etc… Budget: $8,000 covers contractor and printing costs and limited personnel.

   c. Website/Facebook – A webpage for the campaign will be created and shared along with Facebook posts that will either be included in Be Floridian Now or another umbrella site. Budget: $3,000 covers contractor costs and limited personnel.

Contact:
Leesa Souto, Ph.D.
Executive Director
Marine Resources Council
Leesa@mrcirl.org
321-725-7775
TO: Virginia Barker
FROM: Mike McGarry
DATE: October 13, 2017
SUBJECT: Turkey Creek Muck Dredging Project and Response after Hurricane IRMA

Active dredging of the Turkey Creek muck removal project was completed in early 2017. The project removed over 200,000 cubic yards of sediment from the mouth of Turkey Creek in an effort to reduce nutrient loading to the adjacent Indian River Lagoon. Brevard saw record rainfall during and immediately after Hurricane Irma with extremely high flows down Turkey Creek. This extreme flow transported sediment, including muck, down the creek well above the typical rate. To evaluate the impact of the hurricane on the Turkey Creek project, updated surveys were collected after the storm.

The surveys show that nearly 30,000 cubic yard of material was deposited in the project area. The bulk of this volume is in the deeper areas, where muck typically accumulates. This area is shown in blue and green in the attached illustration. Because the contractor is still on site within the dredge material management area, with the landward portion of the dredge pipe still run, we believe there are cost saving opportunities for removing this storm material now. A formal cost has not been obtained yet but a conservative estimate for dredging and disposal would be $1.5M, plus up to 12% for permitting, engineering and construction oversite for a total cost of on the order of $1.7M.

Because this is a public project impacted by the declared emergency event, we believe this would be eligible for FEMA assistance. Typically the local cost share for a FEMA project is 12.5%. The final FEMA determination will not be known for some time, and a decision to move forward cannot be based purely on FEMA participating, but if the County takes action to repair these storm damages it should be FEMA eligible. In order to take advantage of the contractor being on site, construction must commence by January. This means design and agency coordination must begin immediately.

The SOIRL committee may want to consider this project as a way to further the ongoing benefits from the Turkey Creek Project. If we are successful with FEMA qualification funding 87.5%, the local cost would be on the order of $212,500 which equates to $327 per pound of TN flux reduction. For comparison, the average muck dredging cost per table ES-2 of the SOIRL Plan is $408 per pound of TN flux reduction.
Turkey Creek Muck Removal Project Area

Deeper portions shaded in green and blue are being considered for Post-Irma cleanout.