



Policy Board Meeting

December 14, 2022, at 1:30 p.m. CT

Pensacola City Hall Hagler Mason Conference Room

222 W Main St, Pensacola, FL 32502

Meeting ID: 843 5007 2969 | Password: 871532

Call In: +13092053325

[Zoom Link](#)

1. Call to Order

2. Roll Call

3. Welcome New Board Members

4. Approval of Board Agenda

Recommend the Board approve the December 14, 2022, meeting agenda.

5. Approval of October 26, 2022, Policy Board Minutes

Recommend the Board approve the October 26, 2022, meeting minutes.

6. Recognition of Santa Rosa County Commissioner Bob Cole

7. Staff Updates

- a. Director's Update
 - i. Annual Performance Review
 - ii. Chair and Vice Chair Election in January 2023
 - iii. Finance Committee Membership
 - iv. Overview of 2023 Program Initiatives
- b. Senior Scientist's Update
- c. Outreach Coordinator's Update

8. Discussion Items

- a. PPBEP Organizational Structure and Transition
- b. 2023 Legislative Priorities

9. Action Items

- a. **Approval of Amendment 1 to the FY2022-2023 Budget**
Recommend the Board approve Amendment 1 to the FY2022-2023 operating budget, approving a 4% cost of living increase for full-time staff, consistent with the COLA approved by PPBEP host agency, Escambia County.
- b. **Approval of the PPBEP 2023-2027 Finance Strategy**



Recommend the Board approve the PPBEP 2023-2027 Finance Strategy.

c. Approval of the PPBEP 2023-2027 Education & Outreach Strategy

Recommend the Board approve the PPBEP 2023-2027 Education and Outreach Strategy.

d. Approval of 2023 Travel Schedule for PPBEP Staff

Recommend the Board approve the tentative PPBEP staff travel for 2023.

e. Approval of the 2023 PPBEP Policy Board Meeting Schedule

Recommend the Board approve the 2023 PPBEP Policy Board meeting schedule.

10. Committee Updates

- a. Technical Committee
 - i. Oyster Subcommittee
- b. Education and Outreach Committee
- c. Environmental Justice Work Group

11. Policy Board/Agency Updates

12. Public Comment

13. Adjourn



Policy Board Meeting

October 26, 2022, at 1:30 p.m. CT
Pensacola City Council Chambers
222 W Main St, Pensacola, FL 32502
[Meeting Recording](#)

Members Present

Robert Bender, Chair	Escambia County
Woody Speed, Vice Chair	City of Orange Beach
Dave Piech	Santa Rosa County
Benjamin Boutwell	Town of Century
Ashley Campbell, ph	Baldwin County
Ann Hill	City of Pensacola
Jeff Bergosh	Escambia County
Cherry Fitch	City of Gulf Breeze

Members Absent

Bob Cole	Santa Rosa County
Mike Norberg	Okaloosa County
Vernon Compton	City of Milton

Interested Parties Present

Matt Posner	PPBEP
Whitney Scheffel	PPBEP
Logan McDonald	PPBEP
Haley Gancel	PPBEP
Madi Ross	PPBEP
Molly McDaniel	PPBEP
Tucker Reynolds	PPBEP
Amanda Croteau	UWF
Amy Newbold	EPA
Beth Fugate	DEP
Brent Wipf	Escambia County
Carrie Stevenson	UF IFAS Escambia County
Casey Fulford	AACD
Chips Kirschenfeld	Escambia County
Dana Morton	Escambia County
Darryl Boudreau	NWFWMD
Elizabeth Major	LWV
Elizabeth Orr	FDEP
Janet Bowman	TNC
Jeanette Kelson	Wood



Jessica Graham	SASJBEP
Joshua Smith	City of Gulf Breeze
Katie Doughty	Office of U.S. Senator Rick Scott
Kristin Bennett	TetraTech
Marybeth Barrons	Office of U.S. Senator Marco Rubio
Naisy Dolar	Santa Rosa County
Paul Looney	WRA
Paul Thorpe	NFWFMD
Ryan Kirby	Escambia County
Ryan Rossi	SASJBEP
Shelley Alexander	Santa Rosa County
Sydney Armstrong	NFWFMD
Tanya Linzy	Santa Rosa County
Thomas McLaughlin	PNJ
Trent Matthews	USDA
Trevor Mitchell	Office of Florida State Representative Alex Andrade
Turner Mitchell	Office of Florida State Representative Alex Andrade
Wade Lehmann	EPA

1. Call to Order

2. Roll Call

Matt Posner (Director, PPBEP) called the roll. A quorum was present.

3. Approval of Board Agenda

Councilperson Ann Hill (City of Pensacola) made a motion to approve the agenda. Commissioner Jeff Bergosh (Escambia County) seconded the motion. The motion passed unanimously.

4. Approval of August 31, 2022, Policy Board Minutes

Mayor Cherry Fitch (City of Gulf Breeze) made a motion to approve the August 31, 2022, meeting minutes. Woody Speed (City of Orange Beach) seconded the motion. The motion passed unanimously.

5. Staff Updates

a. Director's Update (Matt Posner, Director)

i. FY22-23 Operating Budget

PPBEP is fully funded for the new fiscal year. Minor budget amendments to the staff operating budget will be brought to the board at the November Policy Board Meeting.

ii. Local Government Contributions

Commitments have been received from Escambia County, Santa Rosa County, the City of Pensacola, and the City of Orange Beach for this fiscal year. Staff are



working with the remaining local governing parties to secure additional commitments.

iii. **Organizational Structure Transition Update**

The Estuary Program received a response from the Florida Attorney General's office regarding the transition to an Independent Special District status and the inclusion of the Alabama governing parties. The Special District statute does not provide for the inclusion of other state governing parties. Staff is exploring other governing structures that would allow equal representation from the Alabama parties. The alternatives will be presented and discussed at the November Policy Board meeting.

iv. **NEP Designation Update**

Staff are continuing to work toward the National Estuary Program designation with the support from the Offices of Senators Rubio and Scott and the respective Alabama offices.

v. **November Board Meeting**

The November Board meeting has been rescheduled to November 30, 2022. Commissioner Bender notified staff of a conference conflict with the November 30th date. Staff will propose a new Policy Board Meeting date to Policy Board members.

b. **Technical Update** (*Whitney Scheffel, Senior Scientist*)

i. **Project updates**

1. **Seagrass mapping and trawling survey**

PPBEP partnered with the Dauphin Island Sea Lab (DISL) to conduct seagrass extent mapping and trawling surveys. Flight transects were completed in September by NV5 Geospatial for both Pensacola and Perdido Bay systems. Multispectral imagery will be processed to assess the current extent of seagrass habitat and will serve as an update to the 2017 seagrass maps. Trawling surveys were conducted throughout the Pensacola and Perdido Bay systems to add to an existing historical dataset as well as provide current information on juvenile fish communities across seagrass habitats to track species changes over time. Final reports will be available in early 2023.

2. **Seagrass monitoring**

The Program partnered with researchers at the University of Southern Mississippi's Gulf Coast Research Lab to complete seagrass surveys to collect data on species and macroalgal cover, canopy height, and water quality parameters. Ninety-five sites were selected across lower Pensacola Bay, lower Perdido Islands, Big Lagoon, and Santa Rosa Sound adding to existing sites established as part of an existing National Park



Service monitoring effort. Sediment cores were also collected to evaluate dormant seagrass seed densities.

3. Upper watersheds assessment

PPBEP is partnering with University of West Florida (UWF) researchers and community scientists to conduct water quality monitoring along the upper reaches of the watersheds to fill previously identified data gaps. A total of 24 sites were selected throughout the Perdido, Escambia/Conecuh, and Yellow/Shoal sub-watersheds across a gradient of land-use categories. Water quality parameters being measured as part of this assessment include conductivity/salinity, dissolved oxygen, turbidity, chl-a, dissolved nutrients, bacteria, and more. Field work is due to be completed in November.

4. Economic impact and valuation

PPBEP partnered with FSU staff to conduct an Economic Impact and Valuation assessment for the Pensacola and Perdido Bays watersheds. The analysis found that businesses located within a half mile of the estuaries employ more than 84,000 people and generate nearly \$8 billion in sales, and the estuaries are estimated to contribute \$2.7 billion to property values and \$81 million to consumer spending.

ii. State of the Bays

PPBEP staff is working on the first State of the Bays report and will launch the digital platform in the new year. The main indicator groups include water quality, habitat, land use, and wildlife. The report will provide an overview of how conditions have changed over time, the current condition of the bays, and efforts that are underway to improve the condition of the bays. Staff plans to engage the Technical Committee in the development of future State of the Bays reports, which could include additional indicators or metrics, as PPBEP and partners continue to fill data gaps.

iii. PPBEP Annual Work Plan

The Annual Work Plan will include FY22-23 Programs, Projects, and Partnership Priorities like organizational structure, research and monitoring priorities, and policy and technical assistance. Project input provided at the April 2022 Management Conference Meeting including a living shoreline cost share program, sedimentation studies, microbial source tracking water quality studies, and policy recommendations for stormwater and green infrastructure projects will also be incorporated.

c. Outreach Update (*Logan McDonald, Community Outreach Coordinator*)

i. National Estuaries Week

National Estuaries Week was a successful celebration with participation in



events across the watersheds. The week-long celebrations included the Brews for the Bays program, guided tours, the 2022-2023 Community Grant Symposium, an Estuary Earring Collection, and many other events.

ii. Estuary 101 Campaign

Staff are working with Impact Campaigns and Hatchmark Studios, to develop and launch an Estuary 101 Campaign. Community stakeholders recently participated in a marketing workshop and provided feedback on the best ways to engage the community through membership, pledges, and business support. The Estuary 101 Campaign will launch in the new year.

Commissioner Bender noted the Panhandle Manatee component of the Estuary 101 Campaign and recognized Jessica Bibza's contributions to both the Panhandle Manatee Program and the Estuary Program and spoke to her legacy.

6. Action Items

a. Approval of the PPBEP Comprehensive Conservation & Management Plan

W. Scheffel reviewed the finalized Comprehensive Conservation Management Plan, highlighting the main sections. Amy Newbold (EPA) and Mayor Robinson (City of Pensacola) commented on the history of the program and expressed their excitement about the finalization of the CCMP.

Woody Speed (City of Orange Beach) made a motion to approve the PPBEP Comprehensive Conservation & Management Plan (CCMP), authorized PPBEP staff to submit the final CCMP to the EPA and approved the request for each governing party to adopt a resolution of support to implement the CCMP. Commissioner Jeff Bergosh (Escambia County) seconded the motion. The motion passed unanimously.

b. Approval of Establishing an Environmental Justice Committee

Commissioner Bender (Chair, Escambia County) suggested approving Action Items B-G as a slate.

Councilwoman Ann Hill (City of Pensacola) made a motion to approve the slated Action Items B-G. Mayor Benjamin Boutwell (Town of Century) seconded the motion. The motion passed unanimously.

c. Approval of DEP Agreement No. OWP02 Amendment 4

d. Approval of DEP Agreement No. 22PLN35

e. Approval of Subaward Agreement with FSU

f. Approval of Issuing a Purchase Order to Background Stories, in the amount of \$23,000, to complete the State of the Bays Report Card



g. Approval of a Minor Budget Modification to USEPA Grant Agreement No. 00D81118

7. Committee Updates

a. Technical Committee

Paul Looney (Technical Committee Chair, WRA) reviewed the presentations given at the October 25, 2022, Technical Committee Meeting, the Committee's priorities now that the CCMP is completed, and the proposed ideas recognize Jessica Bibza and the legacy she left on the Pensacola & Perdido Bay area.

i. Oyster Sub-Committee

W. Scheffel updated the board that the next meeting will be a round-table discussion with community stakeholders and partner agencies to identify solutions to water quality impairments impacting Pensacola Bay System oysters.

Tentative: January 31st 9:00 AM – 1:00 PM; Location: Santa Rosa County Extension Office (Milton, FL)

b. Education and Outreach Committee

Carrie Stevenson (Education & Outreach Committee Co-Chair, UF/IFAS) reviewed the National Estuary Week events, highlighted the importance of getting people out to experience the estuary, and announced the Estuary 101 Campaign support and roll-out.

c. Business Partnership Program

M. Posner reviewed the Business Partnership event held in Santa Rosa County.

d. Environmental Justice Work Group

M. Posner announced the approval of the Program's new Environmental Justice Committee. The first official Environmental Justice Committee Meeting was held on Tuesday, November 1, 2022, at 5:30 PM.

8. Policy Board/Agency Updates

- a. Commissioner Piech announced multiple awarded projects in Santa Rosa County, including a USFWS grant for approximately \$1.3 million, combined with the ARPA funds, to purchase two parcels at 545 acres that will go into conservation status and provided passive recreational opportunities, \$800,000 for construction of the FloridaTown Park Living Shoreline Project, a grant \$250,000 NFWF for site assessment and 90% design for a living shoreline at the Navarre Beach Wastewater Treatment Plant, and a \$2.5 million NFWFMD grant to implement Phase 2 of the Wastewater Treatment Plant Rapid Infiltration Basin Site (RIBS) Project to pump effluent across the Santa Rosa Sound.
- b. Commissioner Bender recognized Escambia County for their hard work and initiative to help support the Pensacola & Perdido Bays Estuary Program.
- c. Paul Thorpe (NFWFMD) congratulated PPBEP on the success of the program and the finalization of the CCMP. P. Thorpe announced the full funding of Phases 3 and 4 of the



Wastewater Treatment Rapid Infiltration Basin Site (RIBS) Project.

- d. Amy Newbold (EPA) announced the Gulf of Mexico Innovative Nutrient Reduction: Farmer to Farmer and Watershed-based Non-Agriculture Approaches funding opportunity now open until December 8, 2022, from the EPA-Gulf of Mexico Division.
- e. Elizabeth Orr (FDEP) congratulated PPBEP on the finalization of the CCMP.

9. Public Comment

10. Meeting Adjourned



Agenda Item 8.a.

PPBEP Organizational Structure and Transition

Background: Earlier this year, the Policy Board gave direction to the Executive Director to proceed with transitioning administrative and financial functions for the Pensacola & Perdido Bays Estuary Program from Escambia County, as the current host agency, to a newly created independent agency. The recommended structure was to pursue establishing an independent special district, as prescribed by Chapter 189, Florida Statutes, as a non-regulatory and non-taxing entity, similar to the Tampa Bay Estuary Program, Sarasota Bay Estuary Program, and Indian River Lagoon Council.

Per Chapter 189, Florida Statutes, only Florida governmental agencies can establish independent special districts. The Executive Director has conferred with Florida Department of Economic Opportunity staff, administrator of the Special District Accountability Program, and Escambia County's County Attorney to discuss viable organizational structure options.

The Executive Director has drafted the accompanying first amended and restated PPBEP Interlocal Agreement identifying the Florida parties as the organizers of establishing the special district. Based on the current draft, this would maintain equality on the Policy Board with Alabama and Florida parties. Staff is requesting Board discussion, and approval in concept only, to begin coordination with the Governing Parties' respective attorneys for review and revision, as needed. Further, staff is recommending the final Interlocal Agreement revision/organization charter be brought back to the Board for final adoption at the January Board meeting and the Program complete full transition from Escambia County no later than March 31, 2023.

Recommendation: Recommend the Board discuss the Estuary Program organizational structure, approve the amended and restated Interlocal Agreement in concept only to allow coordination with the Governing Parties' attorneys for review and revision, as needed. Further, authorize staff to complete full transition from Escambia County, as current host agency, no later than March 31, 2023.

Financial Impact: None.

FIRST AMENDED AND RESTATED
PENSACOLA AND PERDIDO BAYS ESTUARY PROGRAM
INTERLOCAL AGREEMENT

This Interlocal Agreement (hereinafter referred to as the "Agreement") is executed and made effective by and among: Escambia County, Santa Rosa County, and Okaloosa County, political subdivisions of the State of Florida; Baldwin County, a political subdivision of the State of Alabama (hereinafter referred to as the "Counties"); City of Gulf Breeze, City of Milton, City of Pensacola, and Town of Century, municipal corporations of the State of Florida; and City of Orange Beach, a municipal corporation of the State of Alabama (hereinafter referred to as the "Cities") (each being at times referred to as "Party" or "Parties").

WITNESSETH:

WHEREAS, the Florida Parties are authorized by Section 163.01, Florida Statutes, et seq., to enter into interlocal agreements and thereby cooperatively utilize their powers and resources in the most efficient and economical manner possible; and

WHEREAS, the City of Orange Beach is an Alabama Class 8 municipality vested with a portion of the state's sovereign power to protect the public health, safety, and welfare pursuant to *Alabama Code* §11-45-1 et seq. (1975), and has specific authority to enter into contracts with counties and municipal corporations for the joint exercise of their powers and resources pursuant to *Alabama Code* §11-102-1 et seq. (1975); and

WHEREAS, Baldwin County is a political subdivision of the State of Alabama which is vested with certain authority as provided by state law, which includes the authority to provide for and protect the public health, safety, and welfare in the exercise of enumerated powers, and pursuant to *Alabama Code* § 11-102-1, et seq., (1975), Baldwin County has the authority to enter into contracts with counties and municipal corporations for the joint exercise of any power or service that state or local law authorizes each contracting entity to execute individually, subject to the limitations set forth in applicable laws, rules and regulations, including, but not limited to, *Alabama Code* § 11-102-5 (1975); and

WHEREAS, the Florida political subdivisions of Escambia and Santa Rosa Counties and the Florida municipal corporations of the Cities of Gulf Breeze, Milton, and Pensacola entered into an interlocal agreement, *Restated Interlocal Agreement Establishing Local Funding Requirements for the Bay Area Resource Council*, on May 18, 1987, revised on July 22, 1997, and last revised on August 9, 2005, establishing the Bay Area Resource Council (hereinafter the "BARC") to ensure effective water resource planning, preservation, and coordination; and

WHEREAS, on August 31, 2017, the Parties were notified of intent to award funds to establish the Pensacola and Perdido Bays Estuary Program (hereinafter referred to as the "Estuary Program" or "Program") through a Cooperative Agreement between the Gulf Coast Ecosystem Restoration Council (hereinafter referred to as the "RESTORE Council") and the US Environmental Protection Agency's (USEPA) Gulf of Mexico Program (GMP); and

Pensacola and Perdido Bays Estuary Program Interlocal Agreement

WHEREAS, the Estuary Program succeeds and absorbs the BARC's mission; and

WHEREAS, the Estuary Program is established to develop and implement a Comprehensive Conservation & Management Plan (CCMP) to restore and protect the Pensacola Bay System and Perdido Bay System, and their associated watersheds as defined in Article I; and

WHEREAS, this Agreement establishes the Estuary Program to develop and implement the CCMP through close cooperation with the Parties, local, state, and federal agencies, and the public for effective planning, restoration, and protection of the Pensacola Bay System and Perdido Bay System; and-

WHEREAS, the Estuary Program Policy Board has authorized establishing an independent special district as defined in Chapter 189, Florida Statutes, to host the Program; and

WHEREAS, the Parties of Escambia County, Santa Rosa, and Okaloosa Counties; and Cities of Gulf Breeze, Milton, Pensacola, and Town of Century hereby establish an independent special district, in compliance with Chapter 189, Florida Statutes to host the Program;

WHEREAS, the Estuary Program desires to serve as a Regional Resilience Entity as defined in Section 380.093, Florida Statutes; and

WHEREAS, all tangible personal property, assets, field equipment, funds, agreements, and copies of all records used specifically by or for the Estuary Program under the current host organization will be transferred to the Program under the new host structure.

NOW, THEREFORE, in consideration of the mutual terms and conditions contained in this Agreement, the receipt and adequacy acknowledged by them, the Parties agree as follows:

ARTICLE 1 – PURPOSE OF AGREEMENT

1.1 **Recitals:** The recitals contained in the preamble of this Agreement are declared to be true and correct and are hereby incorporated into this Agreement.

4.1.1.2 **Organizational Structure:** The Estuary Program Policy Board has deemed it necessary for the Program to become an independent organization to carry out the goals of the Program as set forth in section 1.4 below. As such, and through this Agreement, the Florida Parties establish an independent special district to host the Pensacola & Perdido Bays Estuary Program.

1.2 **Geographic Territory:** The geographic territory of the Estuary Program shall include the Pensacola Bay System (Figure 1) and the Perdido Bay System (Figure 2) and their associated watersheds, including all bayous, bays, creeks, rivers, and streams contained within. The Pensacola Bay System includes: Blackwater Bay, East Bay, Escambia Bay, Pensacola Bay, and Santa Rosa Sound, as well as the Blackwater River,

Escambia River, and Yellow River. The Perdido Bay System includes: Bay La Launch, Big Lagoon, Perdido Bay, and Wolf Bay, as well as the Blackwater River, Perdido River, and Styx River. Collectively, the waterbodies in the geographic territory shall be referred to as the “Bay Systems”.

1.3

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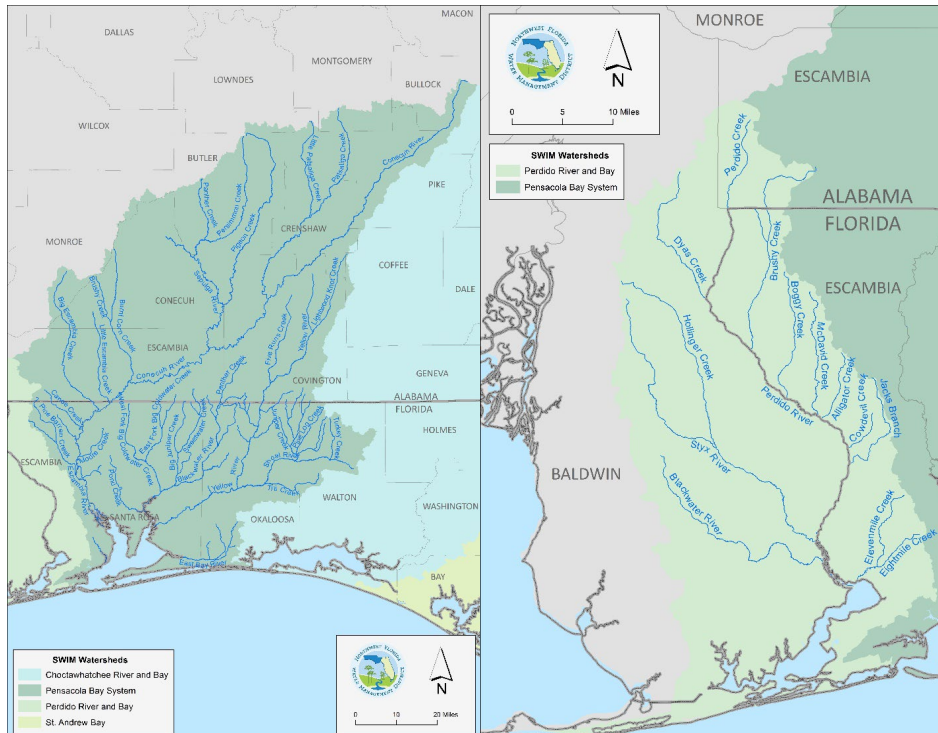


Figure 1: Pensacola Bay System

Figure 2: Perdido Bay System

1.43 Purpose: The Estuary Program will guide the development and implementation of a Comprehensive Conservation and Management Plan (CCMP) to improve water quality and living resources for the Bay Systems, as defined in section 1.32, through publicly identified outcomes and goals developed by the Parties, local, state, and federal agencies, and the public.

The Parties agree to work collaboratively and effectively on the development and implementation of the CCMP to meet the following outcomes:

- a) Water quality improvement;
- b) Restoration and conservation of habitat;

Pensacola and Perdido Bays Estuary Program Interlocal Agreement

- c) Healthy ecosystems that support wildlife and fisheries;
- d) Improve surface and ground water quality and quantity, and flood control;
- e) Enhance community resilience; and
- f) Revitalize the coastal economy and enhance quality of life.

ARTICLE 2 – AUTHORITY, COMPOSITION, AND POWERS

2.1 **Authority:** This Agreement is an interlocal agreement, as authorized by Section 163.01, Florida Statutes, et seq., (hereinafter referred to as the Act) and pursuant to the authority of subsection (4) of the Act, all Florida Parties qualify to be a part of this Agreement under such Act. The Alabama Parties have authority to enter into this agreement pursuant to applicable state law, including, but not limited to, *Alabama Code* § 11-102-1, et seq., (1975), subject to the limitations set forth in applicable law, rules and regulations, including, but not limited to, *Alabama Code* § 11-102-5 (1975). Collectively, such laws are hereinafter referred to as the “Enabling Acts.”

2.2 **Immunity:** Pursuant to the Enabling Acts, and other laws, all privileges and immunities from liability, exemptions from laws, ordinances, and rules; and pensions and relief, disability, workers' compensation, and other benefits which apply to the activity of officers, agents or employees of any public agents or employees of any public agency when performing their respective functions within the territorial limits for their respective agencies shall apply to the same degree and extent to the performance of such functions and duties of such officers, agents, or employees extraterritorially under the provisions of this Agreement.

2.3 Composition:

2.3.1 **Policy Board:** The Policy Board of the Estuary Program shall serve as the Top Level Organizational Unit (TLOU) and be comprised of the Parties. Escambia County and Santa Rosa County will each appoint and be represented by two voting directors, all other Parties will each appoint and be represented by one voting director. Each Party will also appoint an alternate director for the Policy Board from time to time to serve when their primary director is not available. Each Party may change their director or alternate director from time to time with prior written notice by a duly authorized representative of any change to the Policy Board before any meeting. The Policy Board shall have policy-making powers for the Estuary Program in addition to those powers explicitly set forth in this Agreement.

- a) Meetings. The Policy Board should convene not less than quarterly. Meetings should be convened as needed as described in the bylaws;
- b) Quorum. Except as otherwise specifically set forth herein or in the bylaws, a quorum for Policy Board meetings shall be a majority of the Policy Board directors;
- c) Officers. The Policy Board shall elect (i) a chair and vice chair of the Policy Board; and (ii) other Policy Board officers as deemed necessary by the Policy Board. Election processes and term limits shall be described in the bylaws;
- d) Voting. Each director shall have one vote. Voting will be conducted in person to the maximum extent possible, and other voting processes and criteria shall be described in the bylaws;

e) No compensation. All directors of the Policy Board shall serve without compensation; and

f) Additional Board Members. The Policy Board may allow other governmental entities, regulatory agencies, or other entities, to the extent allowed by law, to participate as members of the Policy Board, provided they are unanimously approved by the Policy Board. Upon approval, such Party must execute a Joinder Agreement by which it agrees to comply with all the provisions of this Agreement.

2.3.2 Committees: At the direction of the Policy Board, the Policy Board or Estuary Program staff may establish or terminate committees as it deems necessary including, without limitation, the Technical Committee, the Community Committee, the Education Committee, ~~and the Business PartnershipEconomic Committee, and the Environmental Justice Committee.~~ Procedures for establishing the nature (fact-finding or advisory) of a committee and its membership shall be described in the bylaws. All committee members shall serve without compensation.

2.4 Powers, Functions, and Responsibilities:

2.4.1 Powers: Pursuant to Section 163.01, Florida Statutes, the Estuary Program has the following powers:

(a) ~~†~~To make purchases and enter intoengage in agreements or contracts with other public or private entities for provisions of assistance in planning, financing, and coordinating the physical, chemical, biological, economic, and aesthetic aspects of the Bay Systems.

(b) To employ personnel to carry out the functions of the Estuary Program.

(c) To request and accept donations, aid, grants, assistance funds or bequests, from any source, public or private, as allowed by law.

(d) To purchase, lease, receive or otherwise acquire, own, hold, sell, convey, dispose, divert or distribute real or personal property.

(e) To purchase, lease, construct, manage, maintain or operate buildings, works, or improvements.

(f) To adopt policies and procedures pertaining to any of its operations.

(g) To exercise all other powers as may reasonably be implied under this Agreement and/or necessary to carry out the purposes of the Estuary Program.~~The Estuary Program may establish rules, regulations, bylaws, and organization necessary to perform the Estuary Program's intended functions; provided, however, no such rules or regulations will operate in a manner that obligates a Party to act without the approval of the Party's governing body.~~

2.4.2 Exercise of Powers: All powers, privileges, and duties vested in or imposed upon the Estuary Program shall be exercised and performed upon a majority vote of a quorum of members; provided, however, subject to Policy Board oversight, the exercise of such executive, administrative, and ministerial powers may be delegated by the Policy Board to any of its officers, staff, or agents, to the extent provided under Florida Law. Any such delegation of powers may be withdrawn at any time for any reason. No such rules or regulations will operate in a manner that obligates a Party to act without the approval of the Party's governing body.

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2.4.3 Limitations of Powers: The Estuary Program shall have no power of taxation, regulation, eminent domain, law enforcement, nor obligate or bind a Party to act without approval by the Party's governing body.

2.5 Responsibilities:

2.5.1 Personnel: The Policy Board shall be responsible for hiring, supervising, evaluating, and/or terminating ~~an~~the Estuary Program Executive Director. The Executive Director shall be responsible for hiring, supervising, evaluating, and/or terminating subordinate staff. The Executive Director must receive approval from the Policy Board prior to the establishment of any new positions.

2.5.2 Budget: The Policy Board shall approve an annual budget and audit expenses annually as required by law. Processes for establishing the budget are described in Article 4~~shall be described in the bylaws~~.

2.5.3 Policies and Procedures: The Policy Board shall adopt a Policies and Procedures Manual to include a personnel policy, procurement policy, accounting and finance policy, and grant management policy.

2.5.43 Adoption of the CCMP Goals and Priorities: The Parties hereby agree that once approved by the Policy Board, the Goals for the geographic territory of the Pensacola and Perdido Bays Estuary Program as described in the CCMP will be submitted for approval and adoption by each of the Parties. The Parties shall endeavor to undertake reasonable efforts to achieve the Goals within the time periods described and shall work cooperatively to achieve all of the Goals applicable to them in a cost-effective manner. Additionally, the Parties agree to work together in good faith and undertake reasonable effort to address other actions and recommendations in the CCMP.

2.5.54 Bylaws: The Policy Board by super-majority vote shall create, adopt, amend and update Bylaws or appropriate rules of procedure for the Pensacola and Perdido Bays Estuary Program for its governance and which shall remain in effect until modified by the Policy Board.

2.5.65 Modification: The CCMP and its incorporated Goals shall not be amended, changed, extended, modified, or supplemented without approval of the Policy Board~~unanimous consent of all the Parties~~. The process for modification shall be defined in the Policy Board bylaws.

ARTICLE 3 – RESPONSIBILITIES OF THE PARTIES

By entering into this Agreement, the intent of the Parties is to assure effective and timely implementation of recommended actions and to adjust strategies as needed in the future to keep the recovery of the Pensacola and Perdido Bays and watersheds on track.

ARTICLE 43 – BUDGETING AND FUNDING

4.1 Annual Budgeting: The Estuary Program will have a fiscal year ending September 30 of each year. Prior to May 1 of each year, a tentative budget outlining the proposed operating and

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other financial requirements for the upcoming fiscal year will be presented and considered by the Policy Board for approval. Prior to September 1 of each year, a final budget will be presented and considered by the Policy Board for approval. The final budget will require Policy Board approval by a majority vote of members present. The Estuary Program shall comply with all notice requirements under Florida law in creating and approving the tentative and final budgets.

4.2 Budget Amendments: The adopted budget will be balanced and will be the operating and fiscal guide for the Estuary Program. The Policy Board may from time to time amend the budget at any regular or special meeting.

43.34 Funding: Funding to establish the Estuary Program was awarded through a \$2 million competitive grant from the RESTORE Council and USEPA Gulf of Mexico Program in 2018 and is anticipated to last through 2022. Recurring funding contributions will be necessary to make the fund Estuary Program operations and implementation of the CCMP. -sustainable and successful long-term. The Parties agree to consider annual contributions to the Estuary Program beginning in the 2019-2020 fiscal year but no later than the 2022-2023 fiscal year. Program operations will be financed by local, state, and federal government contributions, donations, grants, assistance funds and bequests. Minimum contributions for each Party will be determined by the Policy Board annually during the Budget Workshop. Contributions recommended for each Party shall be determined by a super-majority vote of the Policy Board; however, nothing contained herein shall obligate any Party to appropriate or expend any monies for the Estuary Program or make any contributions thereto without the prior approval of the Party's governing body.

ARTICLE 54 – TERM

54.1 Term: The term of this Agreement commences on the Effective Date and continues until terminated. is three years, commencing on the Effective Date (the "Term") but may be renewed for one, additional three-year term upon notice by any party of the intent to renew. Any party to the contract shall have the power to refuse to renew the contract for another term. Refusal shall not affect the authority of the remaining parties to contract. The first day of the Term (the "Effective Date") will be referred to below as the "Commencement Date." The last day of the Term will be referred to below as the "Termination Date."

54.2 Termination: Estuary Program membership may be terminated by any Party for convenience, upon sixty (60) days written notice by the terminating Party to the other Parties of such termination.

54.3 Sundown Review: This Agreement shall be subject to a review by the Policy Board ~~three~~ five (5) years from the Effective Date of this Agreement and on the same day of each ~~three~~ five (5) year period thereafter at which time the Policy Board shall evaluate the appropriateness and effectiveness of this Agreement and the Estuary Program. The Policy Board shall vote by majority vote on whether to recommend terminating this Agreement, amend this Agreement or to let the status quo prevail.

ARTICLE 65 – GENERAL PROVISIONS

65.1 Fiscal Year: The Estuary Program shall observe a fiscal year beginning on October 1 and ending September 30 of each year.

65.2 Records: The Parties acknowledge that this Agreement and any related financial records, audits, reports, plans, correspondence, and other documents may be subject to disclosure to members of the public pursuant to Florida and/or Alabama open records laws. In the event a Party fails to abide by the provisions of such laws, the other Parties may, without prejudice to any right or remedy and after giving that Party seven (7) days written notice, during which period the Party fails to allow access to such documents, terminate this Agreement.

65.3 Survival: All other provisions, which by their inherent character, sense, and context are intended to survive termination of this Agreement, shall survive the termination of this Agreement.

65.4 Governing Law: This Agreement shall be governed by and construed in accordance with the laws of the State of Florida, and the Parties stipulate that venue for any matter, which is a subject of this Agreement, shall be in Escambia County, Florida.

65.5 Severability: The invalidity or non-enforceability of any portion or provision of this Agreement shall not affect the validity or enforceability of any other portion or provision. Any invalid or unenforceable portion or provision shall be deemed severed from this Agreement, and the balance hereof shall be construed to be enforced as if this Agreement did not contain such invalid or unenforceable portion or provision.

65.6 Modification: This Agreement may be modified, altered or amended only by a written instrument recommended by the Policy Board and subsequently approved and executed by the Parties hereto.

65.7 Execution: This Agreement shall not be effective, nor shall it have any force and effect whatsoever, until all the Parties have duly executed this Agreement and filed the agreement pursuant to section 5.8.

65.8 Filing: The Estuary Program shall, pursuant to Section 163.01(11), Florida Statutes, file a copy of this Agreement and any other amendments thereto with the Clerk of the Circuit Court of each County where the Parties are located.

65.9 Debt: Neither the Estuary Program nor any Party shall have the power to incur any debt or obligation which shall become the responsibility of any other Party.

65.10 Benefit: This Agreement is for the benefit of the Parties only and is not intended to confer any rights or benefits, either direct, indirect, intended or implied, to any third party.

6.11 Public Purpose: This Agreement satisfies, fulfills and is pursuant to and for a public purpose, is in the public interest, and is a proper exercise of each Party's power and authority under each Party's individual governmental authority.

6.12 Amendments: This Agreement may be amended from time to time as deemed necessary by the Policy Board. Amendment to the Agreement shall be approved by the Policy Board by a majority vote of members present and transmitted to each Party's governing body for approval.

6.13 Disclosures and Notices: The Program, and its officers, directors, and agents, shall comply with financial disclosures, noticing, and reporting requirements required by the State of Florida.

IN WITNESS WHEREOF, the Parties hereto have made and executed this Agreement on the respective dates under each signature: the Counties, through their respective Boards of County Commissioners, signing by and through their Chairmen, and the Cities through their respective City Managers and/or Mayors.

THE REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK
SIGNATURE PAGES ATTACHED

ESCAMBIA COUNTY, FLORIDA, a political subdivision of the State of Florida acting by and through its duly authorized Board of County Commissioners.

By: Lumon J. May~~Jeff Bergosh~~, Chairman

ATTEST:

Date: _____

By: _____

Pam Childers
Clerk of the Circuit Court

(SEAL)

DRAFT

SANTA ROSA COUNTY, FLORIDA, a
political subdivision of the State of Florida
acting by and through its duly authorized
Board of County Commissioners.

By: _____
Colten Wright~~Robert A. "Bob" Cole,~~

Chairman

ATTEST:

Date: _____

|

By: _____
Donald C. Spencer
Clerk of the Circuit Court

(SEAL)

DRAFT

OKALOOSA COUNTY, FLORIDA, a
political subdivision of the State of Florida
acting by and through its duly authorized
Board of County Commissioners.

By: _____
Mel Ponder~~Graham W. Fountain~~,

|

Chairman

ATTEST:

Date: _____

|

By: _____
J.D. Peacock, II
Clerk of the Circuit Court

(SEAL)

DRAFT

BALDWIN COUNTY, ALABAMA, a political subdivision of the State of Alabama acting by and through its duly authorized Board of County Commissioners.

By: _____
Charles F. "Skip" Gruber~~Frank Burt Jr.~~,

|

Chairman

ATTEST:

Date: _____

Pensacola and Perdido Bays Estuary Program Interlocal Agreement

|

By: _____
Ronald J. Cink
County Administrator

(SEAL)

DRAFT

CITY OF GULF BREEZE, a Florida
Municipal Corporation acting by and through
its duly authorized City Council.

By: _____
Cherry Fitch~~Matt E. Dannheisser~~,

|

Mayor

ATTEST:

Date: _____

Pensacola and Perdido Bays Estuary Program Interlocal Agreement

By: _____
Leslie H. Guyer, CMC, City Clerk ~~or~~
~~Stephanie D. Lucas, City Clerk~~

(SEAL)

DRAFT

CITY OF MILTON, a Florida Municipal
Corporation acting by and through its duly
authorized City Council.

By: _____
~~Heather Lindsey Wesley Moise~~, Mayor

ATTEST:

Pensacola and Perdido Bays Estuary Program Interlocal Agreement

Date: _____

By: _____
Tammy Lowit~~Dewitt Nobles~~
City Clerk

(SEAL)

DRAFT

CITY OF PENSACOLA, a Florida Municipal Corporation acting by and through its duly authorized City Council.

By: _____
D.C. Reeves~~Grover C. Robinson, IV,~~

Mayor

Pensacola and Perdido Bays Estuary Program Interlocal Agreement

ATTEST:

Date: _____

By: _____
Ericka Burnett
City Clerk

(SEAL)

DRAFT

TOWN OF CENTURY, a Florida Municipal Corporation acting by and through its duly authorized Town Council.

By: _____
Benjamin Boutwell~~Henry Hawkins~~,

Pensacola and Perdido Bays Estuary Program Interlocal Agreement

Mayor

ATTEST:

Date: _____

By: Leslie Howington
Town Clerk

(SEAL)

DRAFT

CITY OF ORANGE BEACH, a Alabama
Municipal Corporation acting by and through
its duly authorized City Council.

By: _____

Tony Kennon, Mayor

ATTEST:

Date: _____

By: _____
Renee Eberly
City Clerk

(SEAL)

DRAFT



Agenda Item 8.b.

2023 Legislative Priorities

Background: The Pensacola & Perdido Bays Estuary Program membership has the potential to significantly influence legislative funding and policy decisions through a well-coordinated, regional approach. Staff is requesting the Board discuss and reach consensus on legislative priorities for 2023.

Initial staff identified priorities include:

- Support a local funding request to the Florida Legislature in the amount of \$750,000 for PPBEP's Community Grant Program, operations, outreach, and monitoring initiatives
- Support the University of Florida Center for Coastal Solutions' Northwest Florida Water Quality Program, with PPBEP serving as a lead partner in the Program, and a minimum of \$300,000 provided to PPBEP for implementation of the Program
- Support recurring competitive grant programs that support water quality improvement, habitat restoration, and community resilience projects
- Support a local funding request to the Alabama Legislature in the amount of \$25,000 to further outreach and monitoring activities in the upper reaches of the watershed
- Support working with Alabama based organizations, including the Mobile Bay National Estuary Program and the Choctawhatchee, Pea, and Yellow River Watershed Management Authority, to work with the Alabama Legislature to advance investments in water quality improvements, habitat restoration, and community resilience projects
- Support requesting Governor DeSantis and/or Governor Ivey request the USEPA Administrator enroll the Pensacola & Perdido Bays Estuary Program into the National Estuary Program, and work with Senator Rubio, Senator Scott, and the Florida and Alabama Congressional representatives to advance accompanying legislation to designate Pensacola and Perdido Bays as estuaries of national significance

Recommendation: Approve the list of legislative priorities as agreed upon by the Board and authorize the Executive Director to communicate these priorities to the legislative delegation.

Financial Impact: None.



Agenda Item 9.a.

Approval of Amendment 1 to the FY2022-2023 Budget

Background: At the July 27, 2022 Policy Board Meeting, the Board approved the FY22-23 PPBEP Operating Budget. As Escambia County currently serves as the host agency for PPBEP, the County Commission adopts PPBEP's budget within the County Natural Resources Management Department budget. Upon approval of the County Commission budget in September 2022, the Commission approved a 4% cost of living increase for all positions, including PPBEP staff. As a 4% COLA was not originally included in the adopted PPBEP Operating Budget for FY22-23, Amendment 1 is brought before the Policy Board to consider adoption of the 4% COLA. The overall operating budget is lower than initially proposed in July 2022 due to delayed onboarding with the Finance Manager and Resilience Coordinator positions. Additionally, cost associated with purchasing a program vehicle was removed as the City of Orange Beach is working toward donating a surplus vehicle to the Program.

Recommendation: Recommend the Board approve Amendment 1 to the FY2022-2023 operating budget, approving a 4% cost of living increase for full-time staff, consistent with the COLA approved by PPBEP host agency, Escambia County.

Financial Impact: With approval of Amendment 1, PPBEP's FY22-23 operating budget is \$699,862.

Pensacola & Perdido Bays Estuary Program FY 2022-2023 Operating Budget - Amendment 1			
Revenue	Adopted Budget	Amendment 1	
Local Contributions	\$ 250,000.00	\$ 91,500.00	Amendment 1 - actual to date
State Contributions	\$ 250,000.00	\$ -	Amendment 1 - actual to date
Federal Contributions	\$ 500,000.00	\$ -	Amendment 1 - actual to date
Grants	\$ 1,922,541.00	\$ 4,676,835.00	
EPA PPBEP	\$ 250,000.00	\$ 755,294.00	
EPA TFW	\$ 200,000.00	\$ 200,000.00	
NOAA CoP	\$ 28,496.00	\$ 28,496.00	
NOAA BWET	\$ 100,000.00	\$ 100,000.00	
NOAA RESTORE	\$ 14,045.00	\$ 14,045.00	
FY22-23 Legislative Approp.	\$ 495,000.00	\$ 495,000.00	
Regional Resilience Entity	\$ 100,000.00	\$ -	
Resilient Florida	\$ 675,000.00	\$ 675,000.00	
UF Subaward	\$ 60,000.00	\$ 209,000.00	
DEP RESTORE 3b Carpenter Creek	\$ -	\$ 2,200,000.00	
Sponsorships & Memberships	\$ 100,000.00	\$ 100,000.00	Seeking for FY22-23
Reserves	\$ 85,000.00	\$ 85,000.00	
Total Revenue	\$ 3,107,541.00	\$ 4,953,335.00	
Expenditures			
Personnel	\$ 395,200.00	\$ 368,120.00	Director, Senior Scientist, Outreach Coordinator, Environmental Scientist, Outreach Assistant, Finance Manager, Resilience Coordinator
Fringe Benefits	\$ 138,320.00	\$ 128,842.00	Director, Senior Scientist, Outreach Coordinator, Environmental Scientist, Outreach Assistant, Finance Manager, Resilience Coordinator
Total Personnel	\$ 533,520.00	\$ 496,962.00	
Office Lease	\$ 54,000.00	\$ 54,000.00	Office Lease
Travel	\$ 14,000.00	\$ 14,000.00	Travel; local travel; conferences; registration
Capital Equipment	\$ 25,000.00	\$ -	Program vehicle
Supplies	\$ 18,000.00	\$ 18,000.00	Office supplies; field supplies; office furniture; outreach materials; printing
Communications	\$ 8,400.00	\$ 8,400.00	Phones; internet; website hosting and maintenance
Fees and Dues	\$ 16,000.00	\$ 16,000.00	Publications; subscriptions; memberships; fees; dues
Contractual	\$ 25,000.00	\$ 25,000.00	Intern Program; marketing services; technical support; etc.
Administrative Services	\$ 67,500.00	\$ 67,500.00	
Accounting	\$ 30,000.00	\$ 30,000.00	Contracted accounting services
Auditing	\$ 15,000.00	\$ 15,000.00	Contracted auditing services
Legal	\$ 10,000.00	\$ 10,000.00	Contracted legal services
Insurance	\$ 12,500.00	\$ 12,500.00	Program Insurance
Total Operating	\$ 227,900.00	\$ 202,900.00	
Total Personnel + Operating	\$ 761,420.00	\$ 699,862.00	
Total Work Plan	\$ 2,346,121.00	\$ 4,253,473.00	
Total Expenditures	\$ 3,107,541.00	\$ 4,953,335.00	



Agenda Item 9.b.

Approval of the PPBEP 2023-2027 Finance Strategy

Background: As part of the EPA Cooperative Agreement to establish the Estuary Program, development of a Finance Strategy was necessary to demonstrate to EPA the long-term sustainability of the Program and the plan to secure operational funding and funding to implement the CCMP. Staff has prepared a five-year funding strategy consistent with guidance available from the EPA National Estuary Program.

It should be noted nothing in this Finance Strategy is binding on any party, rather it provides a framework as to how the Executive Director, through and by the direction of the Board, intends to finance operations and implementation of the CCMP over the next five years.

Recommendation: Recommend the Board approve the PPBEP 2023-2027 Finance Strategy.

Financial Impact: None.

Pensacola & Perdido Bays Estuary Program 2023-2027 Finance Strategy

Introduction

The Pensacola & Perdido Bays Estuary Program (PPBEP) was established in 2018 to serve as an independent, science-based, stakeholder-driven organization to provide oversight and coordination of monitoring, reporting, restoration, outreach and education, and policy initiatives at the watershed-scale.

PPBEP's mission is to serve as a trusted source for residents, businesses, industry, and the community on issues relating to preserving, restoring, improving, and maintaining the natural habitat and ecosystem of the bays, estuaries, and watersheds of Pensacola and Perdido Bays. PPBEP strives to achieve a healthy and collaborative environment by:

- Elevating and increasing the importance, awareness, and understanding of environmental quality
- Employing rigorous and unbiased science to inform and guide decisions, policies, and initiatives
- Funding programs and projects that protect the environment and increase ecological resilience
- Building a network of inclusive, multi-stakeholder partnerships that takes into account factors affecting the environment, the economy, and the community-at-large for the benefit of improving the quality of life for all

PPBEP is guided by a Comprehensive Conservation and Management Plan (CCMP), intended to serve as a roadmap for implementing monitoring, research, reporting, restoration, education and outreach, and policy priorities that enhance the community's quality of life and economic prosperity, while improving the health and sustainability of the Pensacola and Perdido Bays watersheds.

Establishment of PPBEP and development of the CCMP was made possible by a \$2 million RESTORE Act Component 2 grant provided by the Gulf Coast Ecosystem Restoration Council and the U.S. Environmental Protection Agency (EPA) Gulf of Mexico Division through Cooperative Agreement Number 00D81118. This grant will fund program operations through December 2022.

The purpose of the PPBEP 2023-2027 Finance Strategy is to clearly articulate the approach and actions necessary to achieve long-term financial sustainability of the Program and implementation of the CCMP. Committed long-term sustainable funding is critical to the success of PPBEP and realizing improvements in environmental quality and quality of life in the Pensacola and Perdido Bays and watersheds. The Finance Strategy includes current funding, current and long-term resource needs, priorities for funding, and proposed actions to secure new resources for program operations and CCMP implementation.

The Finance Strategy serves as a living document and will be adaptively managed over the five-year planning horizon. Refined actions will be identified in PPBEP's Annual Workplan.

Funding Accomplishments

Since PPBEP was established in 2018, over \$7.3 million has been secured, supporting program operations and early actions identified in the CCMP. It is estimated over \$1 million has been leveraged as either in-kind support to the program or to support early actions identified in the CCMP.

Table 1 (below) reflects funds committed to the Program since 2018.

Funding Source	Amount
EPA PPBEP Grant	\$2,000,000
EPA Trash Free Waters Grant	\$297,220
NOAA Climate CoP Grant	\$28,496
NOAA B-WET Grant	\$100,000
NOAA RESTORE Grant	\$14,045
FL Legislative Appropriation (FY20-21)	\$500,000
FL Legislative Appropriation (FY21-22)	\$250,000
FL Legislative Appropriation (FY22-23)	\$495,000
City of Gulf Breeze	\$1,500
City of Orange Beach	\$10,000
City of Pensacola	\$38,000
Escambia County	\$80,000
Santa Rosa County	\$92,500
University of Florida Subaward	\$209,000
Resilient Florida Grant	\$675,000
FDEP RESTORE 3b Carpenter Creek Grant	\$2,200,000
Florida RESTORE Center of Excellence	\$389,000
Donations	\$10,000
Total:	\$7,389,761

Program Operations

Current Operations

The PPBEP FY22-23 operating budget has been approved by the PPBEP Policy Board and fully funds operations through FY22-23. Operational funding is supported by a variety of sources, including local and state contributions, grants, contracts, and donations. The EPA RESTORE grant funds program operations through the first quarter of FY22-23.

Table 2 (below) reflects revenue commitments as of November 2022, though other revenue sources are pending adoption.

PPBEP FY22-23 Revenue	
Revenue	
EPA PPBEP Grant	\$755,294
EPA Trash Free Waters Grant	\$200,000
NOAA CoP Grant	\$28,496
NOAA B-WET Grant	\$100,000
NOAA RESTORE Grant	\$14,045
FL Legislative Appropriation	\$495,000
Resilient Florida Grant	\$675,000
University of Florida Subaward	\$209,000
FDEP RESTORE 3b Grant	\$2,200,000
Florida RESTORE Center of Excellence	\$389,000
City of Gulf Breeze	\$1,500
City of Orange Beach	\$10,000

City of Pensacola	\$30,000
Escambia County	\$25,000
Santa Rosa County	\$25,000
Reserves	\$85,000
Total:	\$5,242,335

Table 3 (below) reflects the FY22-23 operating budget approved by the PPBEP Policy Board in July 2022 and later amended in December 2022.

PPBEP FY22-23 Operating Budget	
Personnel	\$496,962
Travel	\$14,000
Equipment	\$0
Supplies	\$18,000
Contractual Services	\$25,000
Other Services	\$145,900
Total:	\$699,862

Personnel costs account for the majority of annual operating costs. PPBEP is currently supported by a staff of six, as described in Table 4 (below), and are critical to carrying out the core mission of PPBEP and overseeing implementation of the CCMP. The majority of staff are at capacity for FY22-23 based on current workload and assigned position responsibilities, though some efficiencies can be realized, an expansion of the team will be necessary to keep pace with the level of service expected of PPBEP. A proposed staff expansion plan is included in the “Future Operations” section.

Position	Current Responsibilities
Executive Director	Responsible for administration; Policy Board liaison; strategic planning; government affairs; fundraising; policy; and communications
Senior Scientist	Responsible for coordinating the Technical Committee and Oyster Sub-committee; overseeing development of the CCMP and tracking CCMP action status; State of the Bays Report Card; and coordinating development and implementation of the Monitoring Strategy
Community Outreach Coordinator	Responsible for coordinating the Education and Outreach Committee; overseeing the Community Grant Program; outreach event coordination; communications and marketing; assisting with fundraising; and coordination and implementation of the Education and Outreach Strategy
Environmental Scientist	Responsible for serving as the Program’s GIS lead; data analysis lead; and assisting the Senior Scientist with coordinating Technical Committee and Oyster Sub-committee; overseeing development of the CCMP and tracking CCMP action status; State of the Bays Report Card; and coordinating development and implementation of the Monitoring Strategy

Community Outreach Assistant	Responsible for coordinating the Community Grant Program; providing administrative support for the Management Conference; leading educational programming; and assisting the Community Outreach Coordinator with coordinating the Education and Outreach Committee
OPS Volunteer Coordinator	Responsible for coordinating PPBEPs volunteer program; Trash Free Waters Project; Resilience Survey; and Environmental Justice Committee

The PPBEP Policy Board has authorized staff to proceed with transitioning PPBEP into an independent organization. Current plans call for establishing an Independent Special District of Florida and/or a 501(c)3 non-profit. As PPBEP prepares for this transition in 2023, administrative services, including accounting, auditing, legal, and insurance currently covered by PPBEP's host agency, will have to be undertaken internally or contracted out. In addition to PPBEP's office lease, these services account for the largest operating expenditures behind personnel. Actions to reduce overhead expenses are described in the "Future Operations" section.

Future Operations

Table 5 (below) reflects operating budget projections for the five-year planning horizon covered under this Finance Strategy.

PPBEP Operating Budget Projections					
	FY22-23	FY23-24	FY24-25	FY25-26	FY26-27
Personnel	\$496,962	\$690,000	\$710,000	\$810,000	\$835,000
Travel	\$14,000	\$15,000	\$15,000	\$20,000	\$20,000
Equipment	\$0	\$75,000	\$10,000	\$10,000	\$10,000
Supplies	\$18,000	\$25,000	\$25,000	\$25,000	\$25,000
Contractual Services	\$25,000	\$25,000	\$25,000	\$25,000	\$75,000
Other Services	\$145,900	\$145,000	\$145,000	\$145,000	\$145,000
Total	\$699,862	\$975,000	\$930,000	\$1,035,000	\$1,135,000

Personnel

PPBEP's operating budget is projected to increase year over year and level off in FY26-27. To keep pace with the level of service expected of PPBEP, two new positions are budgeted for FY22-23. This includes the addition of an Administration and Finance Manager and Resilience Project Coordinator. The Administration and Finance Manager position is needed as PPBEP will undertake administrative and financial duties in FY22-23 as a result of host agency transition. This position will initially be funded by local government contributions and is expected to be onboarded in spring 2023. This position will initially start part time and transition to full time in FY23-24. The Resilience Project Coordinator position will support PPBEP's sustainability and resilience partnerships and is funded by a Resilient Florida grant and is expected to be onboarded in summer 2023.

Two additional positions are proposed to be created in FY23-24, including a Development Coordinator and Administrative Assistant. The Development Coordinator will be responsible for donor relations and

event coordination. The Administrative Assistant will serve as an entry level position responsible for aiding senior staff with administrative tasks, creating efficiencies in senior staff's workload and providing a greater return on investment.

Finally, two additional positions are proposed to be created in FY25-26, including an Environmental Specialist and Outreach Specialist. The Environmental Specialist will be responsible for aiding the Senior Scientist and Environmental Scientist with field work activities, including monitoring. The Outreach Specialist will be responsible for aiding the Community Outreach Coordinator and Community Outreach Assistant with education and outreach activities, expanding the community reach of PPBEP.

While position titles and salaries are subject to change, these positions have been reviewed as necessary for PPBEP to sustain and grow over the next five years. Securing dedicated funding for PPBEP operations is necessary to coordinate monitoring, restoration, and outreach of this scale, as called for in the CCMP.

Administrative Services and Facilities

Administrative services include accounting, auditing, legal, and insurance services. Administrative services are projected to cost \$67,500 per year if contracted out. These costs are comparable to administrative service costs provided by the Tampa Bay Estuary Program and Indian River Lagoon Council. To reduce administrative overhead, two options are currently being evaluated:

- The Executive Director is working with PPBEP's governing parties to evaluate opportunities to have one or more administrative services provided to the Program as an in-kind service; and
- The Executive Director is working with partners to evaluate opportunities to have one or more administrative services provided in-kind through the Business Partnership Program (described below).

PPBEP currently leases office space in downtown Pensacola for \$4,500 per month. While the space is ideal for current operations, and lease payments are below market value, it is anticipated the facilities will be insufficient to accommodate additional staffing and future programming needs (i.e. monitoring and outreach). To reduce facility overhead costs and plan for program expansion, two options are currently being evaluated:

- The Executive Director will engage the landlord to evaluate opportunities to restructure the lease rate as a donation to the Program as part of the PPBEP Business Partnership Program; and
- The Executive Director is in discussions with Port of Pensacola staff to eventually relocate PPBEP operations to the Port within the next five years, which would be leased to the Program as an in-kind contribution on behalf of the City of Pensacola. Additionally, the facility would accommodate future development of a small-scale education center, furthering the reach of PPBEP.

CCMP Implementation

A reliable estimate of the true cost of implementation of the CCMP is not currently available, though it is likely to range between the high hundreds-of-millions and low billions of dollars, considering the wide-spread infrastructure improvements necessary to address non-point source water quality impairments.

Exacerbating costs will be the compounding effects of climate change, primarily related to sea level rise, increased rainfall, and an expected increase in tropical activity intensity. Additional factors to consider include labor costs and labor availability, inflation, land availability, population change, and deterioration of infrastructure over time.

Current local funding strategies are often varied and disjointed resulting in missed opportunities to fund both large and small-scale programs and projects. PPBEP will undertake the following steps to identify the true cost of implementing the CCMP and work with partners to secure resources to implement priority actions:

- By summer 2023, work with the University of Florida to create an inventory of septic-to-sewer and stormwater improvement priorities across the Pensacola and Perdido watersheds; and
- By summer 2024, compile all local government Capital Improvement Plans (CIPs), Local Mitigation Strategies (LMS), Watershed Management Plans (WMPs), Vulnerability Assessments and Adaptation Plans, and Total Maximum Daily Loads (TMDLs)/Basin Management Action Plans (BMAP) to create a Unified Watershed Project Matrix inclusive of estimated project costs.

Funding Priorities

While annual funding priorities will be identified during PPBEP's annual Meeting of the Management Conference, included in the Program's Annual Workplan, and adopted by the PPBEP Policy Board, initial short-term priorities include, but are not limited to the following:

- Recurring funding to sustain and grow program operations;
- Recurring funding to support the Comprehensive Monitoring Program;
- Funding to complete microbial source tracking and a comprehensive sedimentation source assessment for the Pensacola and Perdido watersheds;
- Funding to support achieving 600 hectares of oyster habitat restoration in the Pensacola Bay System in the next ten years;
- Funding to support delisting of impaired waterbodies;
- Recurring funding for the PPBEP Community Grant Program; and
- Funding to support education and outreach initiatives, as outlined in the PPBEP Education and Outreach Strategy.

Actions to Finance Program Operations and CCMP Implementation

Table 6 (below) reflects contribution projections for five of the Program's six major sources of revenue (competitive grants not included) over the five-year planning horizon covered under this Finance Strategy.

	FY22-23	FY23-24	FY24-25	FY25-26	FY26-27
Local Contributions	\$181,500	\$205,000	\$215,000	\$250,000	\$265,000
Baldwin County	\$5,000	\$10,000	\$10,000	\$15,000	\$20,000
City of Gulf Breeze	\$1,500	\$5,000	\$10,000	\$15,000	\$20,000
City of Milton	\$10,000	\$15,000	\$15,000	\$20,000	\$20,000
City of Orange Beach	\$10,000	\$15,000	\$20,000	\$20,000	\$20,000
City of Pensacola	\$30,000	\$30,000	\$30,000	\$35,000	\$35,000
Escambia County	\$60,000	\$60,000	\$60,000	\$65,000	\$65,000
Okaloosa County	\$5,000	\$10,000	\$10,000	\$15,000	\$20,000
Santa Rosa County	\$60,000	\$60,000	\$60,000	\$65,000	\$65,000
Town of Century	\$0	\$0	\$0	\$0	\$0
State Contributions	\$495,000	\$775,000	\$800,000	\$825,000	\$850,000
Alabama	\$0	\$25,000	\$50,000	\$75,000	\$100,000
Florida	\$495,000	\$750,000	\$750,000	\$750,000	\$750,000
Federal Contributions	\$0	\$800,000	\$850,000	\$900,000	\$950,000
EPA NEP	\$0	\$800,000	\$850,000	\$900,000	\$950,000
Membership Program	\$20,000	\$25,000	\$30,000	\$35,000	\$35,000
Business Sponsorship Program	\$80,000	\$100,000	\$150,000	\$200,000	\$250,000
Total	\$776,500	\$1,905,000	\$2,045,000	\$2,210,000	\$2,350,000

PPBEP has identified the following nine actions necessary to achieve long-term financial sustainability of the Program and implementation of the CCMP:

- Secure National Estuary Program Designation: National Estuary Program designation is the top federal policy and funding priority for FY22-23. PPBEP will continue to work with Congress and state leadership in Florida and Alabama to secure national designation and an associated annual appropriation.
- Secure Recurring Funding from State Governments: Securing recurring contributions from Florida and Alabama is the top state policy and funding priority for FY22-23. PPBEP will work with the local delegation to convey the value proposition of supporting PPBEP and the expected return on investment.
- Secure Local Government Contribution Enhancements: Local government's commitment to showing "skin in the game" is necessary for federal and state investment. Fortunately, five of PPBEP's governing parties already contribute. Staff will work with Policy Board members to secure new contributions and enhancements to existing contributions over the next five years.
- Membership Program: In 2023, PPBEP will roll out a new membership program, with annual contributions ranging from \$50 to \$1,000 to be applied to the Program's matching grant fund, or directly to education and outreach, restoration, or monitoring activities.
- Business Sponsorship Program: In 2023, PPBEP will roll out its Estuary Advocate campaign, to engage businesses, influencers, and philanthropists directly in the improvement of the

watersheds. Annual contributions through the Estuary Advocate campaign will range between \$1,000 and \$10,000 and be directed to CCMP implementation.

- Establish a Non-federal Reserve Account: Using the model of the Tampa Bay Estuary Program, establish and grow a non-federal reserve account to ensure sufficient funds are in hand to 1) support at least one year of operations, if needed, and 2) have sufficient funds in hand to front grant reimbursable expenses.
- Annual Fundraising Programs and Events: PPBEP will host a series of fundraising engagements, including:
 - Evening for the Estuaries: An annual fundraising gala planned for spring of each year to support CCMP implementation; and
 - Brews for the Bays: A partnership with local breweries to raise estuary and watershed awareness with donated proceeds directed back to the Program's education initiatives.
- Competitive Grants: Currently, unprecedented funding opportunities exist to make significant progress toward CCMP implementation. Competitive grants targeted for CCMP implementation include, but are not limited to:
 - RESTORE Act:
 - Component 1: Coordinate with the Florida counties and Alabama Gulf Coast Recovery Council to ensure future project selections align with CCMP priorities.
 - Component 2: Coordinate with the Florida Department of Environmental Protection, Alabama Department of Conservation and Natural Resources, EPA, Department of Commerce, Department of Agriculture, and Department of the Interior, along with RESTORE Council staff, to ensure future project selections align with CCMP priorities.
 - Component 3: Coordinate with the Florida counties and the Alabama Gulf Coast Recovery Council to ensure existing and future project selections align with CCMP priorities.
 - Component 4: Partner with agencies and academic institutions to fill data gaps and fund research priorities identified in the CCMP and Comprehensive Monitoring Strategy.
 - Component 5: Coordinate with the Florida and Alabama RESTORE Act Centers of Excellence, and partner with academic institutions, to fund and fill data gaps and research priorities identified in the CCMP and Comprehensive Monitoring Strategy.
 - Natural Resources Damage Assessment (NRDA): Coordinate with the NRDA Trustees, specifically the Florida and Alabama trustees, to identify and fund priority actions

identified in the CCMP. Priorities will focus on water quality, restoring and conserving habitat, and replenishing and protecting living coastal and marine resources.

- National Fish and Wildlife Foundation (NFWF):
 - Gulf Environmental Benefit Fund: Foster partnerships with NFWF staff, and coordinate through FDEP, ADCNR, and the Florida Fish and Wildlife Conservation Commission, project alignment with CCMP priorities.
 - National Coastal Resilience Fund: Foster partnerships with NFWF staff to ensure funded projects align with CCMP priorities.
 - America the Beautiful Challenge: Foster partnerships with NFWF staff, the Northwest Florida Sentinel Landscape, and other partners to identify regional projects that align with CCMP priorities.
 - Infrastructure Investment and Jobs Act (IIJA): IIJA has created an unprecedented opportunity for funding watershed-scale restoration, climate resilience, infrastructure improvements, and water quality improvements. PPBEP will work with partners to specifically target EPA, NOAA, NRCS, DOI, and USDOT funding opportunities.
 - Inflation Reduction Act: Similar to IIJA, the Inflation Reduction Act provides substantial funding for watershed-scale restoration, climate resilience, infrastructure improvements, and water quality improvements. PPBEP will work with partners to specifically target EPA, NOAA, NRCS, DOI, and USDOT funding opportunities.
 - State of Florida Grant Programs: The State of Florida has invested over \$2 billion in environmental restoration over the last four years. Flagship state grant opportunities include Resilient Florida, wastewater grant program, and the water quality improvement grant program. PPBEP will work in partnership with the state and local partners to develop project proposals that align with CCMP priorities.
 - State of Alabama Grant Programs: Beyond Deepwater Horizon funds, ADCNR and ADEM administer 319, GOMESA, State Wildlife, and Land and Water Conservation Fund grants. PPBEP will work in partnership with the state and local partners to develop project proposals that align with CCMP priorities.
- Foster Partnerships: PPBEP cannot implement the CCMP alone. It will take a coordinated, distributed approach to realize implementation of the CCMP. PPBEP will continue to foster partnerships with local, state, and federal agencies, academic institutions, non-governmental organizations, and the private sector to secure funding to implement the CCMP.

Communicating Impact

Securing long-term sustainable funding requires demonstration of success, accountability, and transparency. PPBEP intends to communicate the impact of committed funds through:

- Annual Report: Develop an annual report that highlights funds secured and key metrics including number of people reached, acres restored, percent load reduction, etc.
- Return on Investment: Highlight PPBEP's ability to leverage funds
- Economic Valuation: Complete an update to the economic valuation every five years
- Story Telling: Consistently promote good news stories of improvements to the watersheds

DRAFT



Agenda Item 9.c.

Approval of the PPBEP 2023-2027 Education & Outreach Strategy

Background: As part of the EPA Cooperative Agreement to establish the Estuary Program, development of a Education and Outreach Strategy was necessary to demonstrate to EPA the education and outreach priorities of the Estuary Program. Staff has prepared a five-year strategy consistent with guidance available from the EPA National Estuary Program.

Recommendation: Recommend the Board approve the PPBEP 2023-2027 Education and Outreach Strategy.

Financial Impact: None.



**PENSACOLA & PERDIDO BAYS
ESTUARY PROGRAM**

**EDUCATION & OUTREACH
STRATEGIC PLAN
2022-2027**



INTRODUCTION

This Education and Outreach Strategy is an appendix of the Pensacola and Perdido Bays Estuary Program's (PPBEP) [Comprehensive Conservation and Management Plan](#) (CCMP) and supplements the six goal areas identified to address priority issues across the Pensacola and Perdido Bays Watersheds. Residents and visitors identified community outreach and education as a top five investment priority in a 2020-2021 Community Values Survey. Recognizing the critical role of education and outreach for achieving sustained improvements in the environment, economy, and quality of life, an Education and Outreach Strategy was developed to increase public understanding and stewardship of the natural environment through engagement and education.

Integrating a participatory framework into an adaptive management strategy provides an opportunity for increased community engagement and support. PPBEP was built upon an existing network of local stakeholders from its predecessor, the Bay Area Resource Council (BARC), providing a strong stakeholder base at the inception of PPBEP's development. During the early stages of program establishment PPBEP was faced with challenges associated with the COVID-19 pandemic. The Program had to pivot away from more traditional in-person meetings and community engagements to solely virtual platforms. Staff turned to innovative whiteboard tools to design activities and collect stakeholder feedback from various sectors of the community (e.g. state and federal agencies, NGOs, local community organizations, academia, teachers, community members, etc.) to shape the Education and Outreach Strategy.

The virtual workshop series identified priority education and outreach priorities, existing efforts, messaging, and target audiences. Once the workshop series concluded, PPBEP staff synthesized workshop outputs into a draft Education and Outreach Action Plan, which included relevant goals, objectives, actions, implementation strategies, partners, expected deliverables, performance metrics, and locations. To ensure the Education and Outreach Strategy aligned with the needs of the stakeholders, the Education and Outreach Committee was asked to provide comments and feedback on the draft.

The completed Education and Outreach Strategy serves to guide PPBEP's Education and Outreach Committee and staff in developing targeted campaigns, curriculum, community science and volunteer opportunities, and resources to communicate pertinent watershed related information to the community. The Program and its partners have already made notable progress toward the activities outlined in the Education & Outreach Strategy while finalizing the CCMP. This work includes the development of an Estuary 101 Campaign with individualized messaging for four target audiences that addresses several of the actions outlined within this plan.



During CCMP development, PPBEP established a strong foundation with a clear mission and vision for the future. The Estuary 101 Campaign builds off that momentum to bring PPBEP's vision to even more residents and visitors. The campaign will educate and drive awareness of PPBEP's work through messaging targeting four unique audiences: residents and property owners, business owners, influencers and opinion leaders, and philanthropists. Through this campaign, several of the actions outlined within the Education and Outreach Strategy will be addressed simultaneously.

To engage new audiences, the campaign features several options for participation requiring minimal effort from participants. The participation options all serve as a foundation for the public to dive deeper with PPBEP and build long-term engagement. Estuary 101 rollout will begin in 2023.



Residents & Property Owners
Explore, advocate, educate. Estuary 101.

Through Estuary 101, residents and property owners can learn about the Estuary Program and take action to preserve our waterways. From engaging content to educate our children, to everyday tips that can protect and restore our estuaries, to supporting estuary-friendly local businesses, the Estuary Program serves as a go-to resource for all the ways to protect our waterways.

Key Messaging

Let's work today to preserve our tomorrow.

Everyday ways to protect our bays, today.

A win for our waterways. Estuary 101.

Keep our waterways clean places to play.

Be a watershed warrior. Protect the environment that provides for us all.

Small changes can make a big difference - here's how!

Social Content Strategy: To educate our audiences on the Estuary 101 Program and the PPBEP. Expand the PPBEP audience, educate the community, and engage supporters to become advocates.

Engagements: Giveaways (Estuary Explorer, Estuary Eats, Estuary Enthusiast, Florida Yards packs), educational social posts, Take the Pledge, Share and Advocate, Individual Memberships, e-mail sign-up, etc.

Business Owners | Hospitality & Tourism

Do well by doing good. Become an estuary advocate today.

To provide partnership opportunities for businesses in the hospitality and dining space to not only voice that they're active in local preservation efforts through their involvement and actions, but to use their platforms to take actionable, attainable change in our community. Through their involvement with PPBEP, they're able to shift the expectation and direction of business practices.

Key Messaging

Protect our waterways so people want to come and stay.

Small changes, big impact. Protect your business and the environment that supports it.

Your impact is important. Education. Awareness. Action.

Together we can keep the bays a place where talent wants to come, work, and stay.

Do well by doing good. Become an estuary advocate today.

Attract and retain talent by supporting our most valuable asset - our environment.

Estuary Advocates

Participating businesses will be provided with social content, table tents, and window clings to share and show their support. Businesses can participate by encouraging patrons to choose litter-free options, sponsoring giveaways, participate in spreading awareness, sponsoring an explorer location, or donating money.

Influencers & Opinion Leaders

Curate your content to support a good cause.

PPBEP's mission, amplified by influencer platforms, can drive real change that impacts our local environment today and ensures healthy beaches and bays tomorrow. Through our Estuary Advocate partners, influencers can help spread the word about small changes that can easily be implemented - daily - by citizens, leaders, and businesses. Let's keep Pensacola and Perdido Bays a healthy place to live, work, and play.

Key Messaging

Curate your content to support a good cause.

Your influence can inspire change today that improves our tomorrow.

Volunteer with your voice. Be an Estuary Advocate today by driving awareness, sharing information, and taking action.

Help lead the charge. Be a waterway warrior.

Be a champion for our community. Become an Estuary Advocate today.

Estuary Advocates

Participating influencers will share original reels/social media content from the estuary. By highlighting the unique and diverse ecosystems in our estuary, these influencers can drive awareness of PPBEP across the region. These opinion leaders can also encourage awareness, engagement and advocacy.

Philanthropists

Leave a lasting, natural legacy. Help protect our estuary.

PPBEP provides donors an impactful and measurable way to protect our community's future. Their donation supports the scientific, evidence-based work that PPBEP does to preserve and enhance our quality of life on the Gulf Coast.

Key Messaging

Your opportunity to impact, invest in, and improve our waterways and way of life.

Leave a lasting, natural legacy. Help protect our estuary.

Keep our waterways a place to live, grow, and play.

Your gift can help protect and preserve our waterways today to ensure a healthy environment tomorrow.

Make a measurable difference in the quality of our waterways, and our quality of life.

Estuary Advocates

Donors can participate by sponsoring giveaways, participate in spreading awareness, sponsoring an explorer location, or donating money.



Goal 1:

Source of Watershed-Related Information

Objective 1.1 Be a trusted and reliable source for relaying pertinent watershed related environmental issues to the community		
Action	Implementation Partners	Expected Deliverables
1.1.1 Coordinate the communication of post pollution or post natural disaster event monitoring and use social media and other digital platforms to inform the public of current watershed related environmental issues	FDOH, DEP, ADPH, ADEM, Local utilities, Counties, NFWFMD, NOAA, FEMA, Community groups, EPA	Communication and Information Sharing Agreement among agencies/organizations/local governments and PPBEP
1.1.2 Strengthen media relations and feature PPBEP program activities through local and regional media outlets	All media partners (e.g., WEAR, BLAB, PNJ, Santa Rosa Gazette, WUWF, etc.)	Published social media posts, newsletters, press releases, and other media products, Estuary 101 Campaign

Implementation Strategy

PPBEP will partner with county and state representatives and subscribe to relevant list-serves to receive timely information and create visuals for sharing; integrate into counties' Emergency Management response network; work with local utility boards, FDOH, ADOH, FDEP, ADEM, and local governments to obtain pertinent information regarding events and health advisories.

The Program will partner with communication and media departments of agencies and organizations within our community and utilize local media outlets for the dissemination of information.

Objective 1.2 Provide regular reports of ongoing monitoring and restoration efforts and results to the public		
Action	Implementation Partners	Expected Deliverables
1.2.1 Develop State of the Bays Report	UF/UWF (FLRACEP), EPA	Published final State of the Bay report (interactive web-based platform)
1.2.2 Provide Community Grant Program updates via social media platforms and annual symposium	Funding agencies; States; Sponsors	Published social media posts; Community Grant symposium event; Articles posted on PPBEP website
1.2.3 Host biennial watershed science and outreach symposium	All Partners	Biennial symposium
1.2.4 Participate in events and support collaborative partner efforts	All Partners	Published social media posts, presentations, and other outreach products
1.2.5 Use social media and other digital platforms to update the public on current watershed information	All Partners	Published social media posts, presentations, and other outreach products; Monthly newsletter, Estuary 101 Campaign

Implementation Strategy

PPBEP staff and partners will assess watershed data, literature, and status and trends of selected indicators to develop the State of the Bays Report. Staff will work with Community Grant Program recipients to curate content highlighting grantee work. An annual Community Grant Symposium will provide an avenue for the public to engage with grant recipients and learn about funded projects and their findings. The Program will host a biennial watershed science and outreach symposium that will provide a venue for stakeholders and students to share information on their ongoing programs and projects within our watersheds. PPBEP will communicate Program and partner efforts and accomplishments to the public through social media posts, press releases, website features, community presentations, and PPBEP's monthly newsletter, the Pelican Post.

Objective 1.3 Become the central repository for watershed education resources, data, and visualization		
Action	Implementation Partners	Expected Deliverables
1.3.1 Compile environmental and watershed-related educational resources (e.g. curriculum guides, activities, resources for teachers)	PPBEP EOC, All Partners	Educational resources hosted on PPBEP website
1.3.2 Develop a publicly accessible bibliography of existing gray and peer-reviewed literature, reports, and oral histories of the Pensacola and Perdido Bay Watersheds	UF/UWF (FLRACEP)	Published annotated bibliography on website or alternate platform
1.3.3 Create an open science digital dashboard for tools, data, and status and trend reporting that is transparent and accessible	TBEP, FWC, Counties, Community of Practice (CoP) groups, NFWFMD	Completed open science dashboard that provides status and trend information on priority watershed health indices
1.3.4 Create an accessible list of current and relevant programs, projects, and grant opportunities within the watersheds	All Partners	Protocol for inclusion and maintenance of dashboard; Interactive map with project descriptions and locations hosted on PPBEP website; Inventory of grant opportunities (living document)

Implementation Strategy

Staff and partners will research existing educational resources and compile them on the “For Educators” page of PPBEP’s website. The Program will work with partners to ensure future educational resources are added with the best available watershed and locally relevant curriculum and educator resources. The Program will partner with UF/UWF (FLRACEP), GOMA, NOAA, EPA, and other partners to contribute to existing data platforms and develop and manage an opensource database of current and relevant literature for the watersheds. Staff will work with partners to digitize pertinent historical records. A protocol will be developed for design, inclusion, and maintenance of an open-source digital dashboard. PPBEP will partner with TBEP and other supporting programs and organizations to assist in building an effective dashboard and relevant tools for data analysis and visualization. A list of current projects within our watersheds will be created and maintained in collaboration with partners, using ArcMap or other open-source platform, to host on PPBEP website or stand-alone website. A protocol will be developed for project incorporation and maintenance.



Goal 2: Increase Public Understanding and Stewardship

Objective 2.1 Develop new community science programs and support existing programs for priority program topic areas (e.g., oysters, seagrass, water quality, manatees)				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.1.1 Develop oyster-centric monitoring programs (spat monitoring, oyster gardening, reef monitoring, etc.)	High School Students, College and University Students, Adults	PPBEP Oyster Sub-committee, TNC, UWF, BFA, college and university students, FWC, volunteers	Volunteer Monitoring Protocol; Volunteer Training; Spat Monitoring Report, Findings presented to volunteers and partners	Pensacola & Perdido Bay Watersheds
2.1.2 Expand existing seagrass monitoring efforts	College and University Students, Retirees, High School Students	Sea Grant, UWF, UF-IFAS, DISL, Volunteers	Volunteer Training; Seagrass Monitoring Report; Findings presented to volunteers and partners	Lower Perdido, Big Lagoon, Santa Rosa Sound
2.1.3 Increase long-term monitoring of manatee sighting coverage in Pensacola and Perdido Bays utilizing PanhandleManatee.org	Waterway Users (boaters, fishers, beachgoers, waterfront homeowners, etc.), Local Media	DISL, NWF, Sea Grant Extension, Community Science Groups and Volunteers	Annual maps of sighting locations hosted on panhandlemanatee.org	Coastal areas throughout watersheds, Areas with seagrass/SAV

Implementation Strategy

PPBEP will build on FL-TIG funded FWC oyster spat monitoring efforts to identify additional locations for spat collection and establish spat monitoring protocols. Staff will develop a training and protocols in coordination with FCW FWRI to be utilized by high school teachers and students studying watershed issues through the lens of Pensacola Bay oysters. Oyster spat monitoring efforts will be supported by a secured NOAA B-WET grant. Staff will work to recruit community scientists, develop protocols for other monitoring efforts, analyze data, and report findings back to the community. Existing seagrass monitoring efforts led by Sea Grant and UWF will be expanded to include Alabama, facilitate additional trainings, expand volunteer recruitment, analyze data and report findings back to the community scientists. The Program will continue to partner with DISL, NWF, and Sea Grant Extension to update and maintain Manatee Sighting Network database (DISL), maintain and update the Panhandle Manatee website with current data and reporting resources, and promote the sighting network to the public and share annual findings.

Objective 2.2 Engage the public in restoration and volunteer efforts				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.2.1 Host oyster-centric volunteer events (e.g., shell bagging, constructing oyster spat monitoring devices)	Adults, College and University Students, High School Students, Corporate Volunteers, Volunteer and Community Groups, Families	FDEP, OysterCorps, Escambia County and Santa Rosa County Oyster Shell Recycling Programs, Sea Grant, ACF, local restaurants	Annual volunteer events	Watershed-Wide
2.2.2 Offer opportunities for volunteers to help construct and install oyster reefs utilizing emerging methods (e.g., oyster prisms)	Adults, College and University Students, High School Students, Corporate Volunteers, Volunteer and Community Groups	OysterCorps, FDEP, PROS Team, UF-IFAS, Sea Grant, TNC, UWF, ACF	Volunteer training and event; 30 oyster reef prisms constructed; Oyster reefs installed	Watershed-Wide
2.2.3 Engage the community in trash removal and prevention to reduce waterborne trash and improve the safety, health, and beauty of local creeks	Middle and High School Students; College and University Students, Corporate Volunteers; Volunteer and Community Groups	Escambia County, Santa Rosa County, City of Pensacola, Ocean Hour, KPB, Emerald Coastkeeper, Clean Horizons, Bagdad Waterfront Partnerships, Sea Grant, Blackwater Pyrates, Osprey Initiative, WRC	Litter booms installed; Volunteer Events; Report on litter monitoring data; Findings presented to volunteers and partners	Carpenter, Jones, and Pond Creeks
2.2.4 Support and promote native vegetation restoration and invasive species removal on public lands	High School Students, College and University Students, Corporate Volunteer, Volunteer and Community Groups, Families	National Park Service, Forest Service, Alabama State Parks, Florida State Parks, Florida Forest Service, NFWFMD, FWC, ADCNR, Sea Grant, UF-IFAS, Six Rivers Cisma, Florida Native Plant Society	Volunteer Workday Events	Watershed-Wide
2.2.5 Establish a paid internship program with two focus areas: Research and Outreach	College and University Students, Recent Graduates	UWF, University of South Alabama, PSC, College and Universities	Internship Program; Two interns hired annually	N/A

Implementation Strategy

Volunteers will be engaged through oyster-related volunteer events coordinated by staff and partners, including constructing oyster spat monitoring arrays. Staff organize and host volunteer events and promote partner events. PPBEP will continue to participate in the PROS team and monitor success of oyster reef prisms, coordinate with FDEP to determine their materials of choice for restoration projects, and remain engaged with network of researchers exploring methods of oyster reef construction. PPBEP will recruit volunteer groups and host construction and installation events, directly or through partner organizations (e.g. OysterCorps). Through the EPA funded Trash Free Waters project, PPBEP will

purchase and install litter booms, develop volunteer monitoring protocols, host large volunteer workdays, recruit, and train volunteers for regular boom monitoring, analyze data and report findings to volunteers. Data will inform preventive measures and practices to reduce litter loading in Carpenter, Jones, and Pond Creek. Staff will work with public lands partners to identify native planting or invasive species removal opportunities, promote events, and provide financial support for supplies when possible. The program will develop internship workplans and applications, advertise to local colleges and universities and job boards, and hire and train paid interns.

Objective 2.3 Create strong partnerships with educators and educational institutions				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.3.1. Develop and support watershed educational programs and provide related teacher development opportunities	K-12 Teachers and Students	PPBEP Oyster Sub-committee and EOC, Scientists in Every Florida Classroom, Baldwin County Master Naturalist Program, TNC, UWF, BFA, College and University Students, FWC, FDEP, Sea Grant, UF-IFAS, Volunteers	Teacher Workshop; Curriculum developed; Lessons Taught	Watershed-wide
2.3.2. Engage area schools with watershed curriculum to reduce waterborne trash	K-12 Teachers and Students, School Districts	PPBEP EOC	Curriculum developed; Lessons taught	Watershed-wide
2.3.3. Partner with local schools to complete storm drain marking	Middle and High School Students, College and Universities, Volunteers	UWF CEES	Storm drain medallions installed; Storm drains marked with painted stencils	Watershed-wide
2.3.4. Distribute Community Grant funded videos and oyster documentary to educators	K-12 Teachers and Students, Parents, College and Universities	350 Pensacola, Blackwater SWCD, PSC WSRE, MSSTV	Videos publicly available	Watershed-wide

Implementation Strategy

Staff and partners will support opportunities for teacher professional development and co-developed curriculum. Teachers will be offered a paid week-long professional development workshop during the summer of 2023 focused on Pensacola Bay oysters through funding secured from NOAA B-WET. Outreach staff and partners will develop and implement watershed curriculum to reduce waterborne trash for elementary, middle and high schools that meet state standards. Staff began lessons in 2022 and will continue to implement and expand field trips and lessons. PPBEP has partnered with several local school to utilize a storm drain marking tool-kit developed by UWF CEES students. Staff will continue to work with volunteers and schools to expand storm drain marking efforts. PPBEP funded several

educational videos through the Community Grant Program. Staff will make these resources publicly available and notify teachers of these available resources.

Objective 2.4 Implement and support watershed related educational events				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.4.1 Promote National Estuaries Week through week-long programming (e.g., volunteer opportunities, immersive field experiences, Community Grant Symposium, etc.)	General Public	PPBEP EOC , City of Pensacola, UWF, City of Orange Beach, UF-IFAS, Sea Grant, Emerald Coast Oyster Company, Business Partners	Daily events held weeklong, Estuary 101 Campaign, Sponsorships	Watershed-wide
2.4.2 Develop an Oyster Awareness Event that celebrates oysters as an important feature of the area's cultural heritage and highlights the benefits of oyster restoration	Restaurant Industry, Seafood Consumers, Residents and Visitors	PPBEP Business Partnership Committee, Visit Pensacola, Local Businesses and Restaurant's, PPBEP Oyster Sub-committee, Sea Grant, UF IFAS, UWF	Oyster Trail App; Oyster Fundraising Event; Oyster Kid's Menus	Watershed-wide
2.4.3 Create an oyster documentary about the past, present, and future conditions of Pensacola Bay oyster fishery	K-12 Teachers and Students, Parents, College and Universities, Visitors, Relocators, Military	Mississippi State University Television Center, WSRE, PPBEP Oyster Sub-committee	Oyster Documentary; Documentary Premiere Event	Pensacola Bay Watershed
2.4.4 Lead watershed tours that highlight demonstration projects, climate adaptation and resilience planning, hazard mitigation, green infrastructure design and planning, and other related efforts	Florida and Alabama Decision Makers, Municipality and County Staff, Realtors, Developers	Sea Grant, UF-IFAS, Counties and Cities, Healthy Gulf, PLACE:SLR	Host Watershed Tours	Watershed-wide

Implementation Strategy

PPBEP will build upon the success of National Estuaries Week events held in 2021 and 2022. Staff will work with partners to coordinate a week long schedule of opportunities for the public to learn, explore, and experience the local estuary. The Estuary 101 Campaign will spread awareness, educate, and grow National Estuaries Week celebrations with the support of sponsorships and promotions by local influencers. National Estuaries Week will be advertised through press releases, the website, newsletters, regional event calendars, and at in person events and festivals. An Oyster Awareness Event will raise awareness of the status of Pensacola Bay oysters and support oyster restoration efforts. The Business Partnership Committee and Education & Outreach Committee will plan and host oyster fundraising event in coordination with staff. Oyster-centric kid's menus will be designed and distributed to local restaurants to educate visitors and residents. Production is underway for an oyster documentary

highlighting the past, present, and future conditions of Pensacola Bay oyster fishery. Staff will work with local PBS station, WSRE, and partners to host a premiere and air the documentary in 2023. PPBEP will identify demonstration projects and coordinate with relevant partners to develop watershed tours that highlight climate adaptation and resilience planning, hazard mitigation, low impact development, and green infrastructure design.

Objective 2.5 Implement and support watershed related programs and campaigns				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.5.1 Initiate a bay friendly yard campaign that emphasizes smart fertilizer use and living shorelines	Coastal and Waterfront Homeowners, Military Relocators	UF-IFAS Florida Friendly Landscaping Program, Sea Grant, PERT, NWF, Realtors, NAS Pensacola, Eglin Air Force Base, Hurlburt Field, Chambers of Commerce	Bay Friendly Landscaping Campaign; New Homeowner Packets, Estuary 101 Campaign	Watershed-wide
2.5.2 Promote stormwater campaigns related to Fats, Oils, and Grease (FOG), lateral line connection and maintenance, and environmental benefits of septic to sewer conversion	Homeowners, New Residents and Military Relocators, Realtors	ECUA, City of Pensacola, Sea Grant, Utilities, All Counties	Stormwater Campaign, Estuary 101 Campaign	Watershed-wide
2.5.3 Continue and expand the Community Grant Program	Non-Profits, Local Government, Educational Institutions, Media, Business Partners	PPBEP, Businesses, Donors	Community Grant Projects funded annually; Symposium, Estuary 101 Campaign	Watershed-wide
2.5.4 Support campaigns related to marine mammal and seagrass awareness and protection	Waterway Users (boaters, fishers, beachgoers, waterfront homeowners, etc.), Local media	NWF, Panhandle Manatee Volunteers, DISL Manatee Sighting Network, Sea Grant, UF-IFAS	Reporting website hosted, Outreach Events, Press Releases Issued, Estuary 101 Campaign	Watershed-wide

Implementation Strategy

The Estuary 101 Campaign will educate homeowners and new residents about Florida friendly landscaping practices, living shorelines, FOG, and other important sewer related messaging. Staff will work with local realtors, visitors' centers, and military bases to disseminate information to new residents and visitors. The Program funded the Perdido Key Coastal Demonstration Garden in 2021 and will support a Plant Giveaway and Landscaping Workshops in 2022 through the Community Grant Program. Funding will be secured to continue and grow the Community Grant Program. Staff will source private and public funding opportunities to support Alabama projects, continue grant administration and oversight, align the Community Grant Program with CCMP priorities, and promote the Community Grant Program and accomplishments through media, newsletters, social media, etc.

PPBEP will continue to partner with DISI, NWF, and Sea Grant Extension to support Panhandle Manatee outreach efforts and host panhandlemanatee.org. In 2021, PPBEP funded a Manatee Outreach Internship and developed manatee outreach materials. PPBEP awarded NWF a Community Grant for 2022-2023 to expand and continue outreach efforts.

Objective 2.6 Reach new audiences and underserved communities				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.5.1 Develop an Environmental Justice Working Group to help determine the needs of underserved communities	Communities with a history of environmental justice, Underserved Communities, Urban Communities, Agricultural Communities, Rural Communities	PPBEP, Unity in the Family Ministry, Gulf Coast Minority Chamber, Pensacola CRA, HOAs and Neighborhood Groups, Churches, Youth Organizations	Established partnerships with community groups and leaders, Environmental Justice Strategy, Potential projects identified for funding	Watershed-wide
2.5.2 Reduce barriers to participation by providing free hands-on watershed experiences such as guided kayak trips and seining explorations	Underserved communities, Urban and rural families, Recreation centers and after school programs, Summer Camps (Escambia County Learn Play Grow Program)	PPBEP, City of Pensacola, City of Orange Beach Coastal Resources, Paddle the Gulf, Florida Paddling Trails Association, Sea Grant, UF-IFAS Extension, Visit Pensacola, Chambers of Commerce, 4-H, FFA, churches and community groups	Pensacola OAR Fest, Free excursions/events held quarterly, Protocol for demographic data	Watershed-wide

Implementation Strategy

The Program convened an Environmental Justice Working Group in 2022 that will transition into a formal Committee in 2023. The EJ Committee will develop a strategy for identifying community needs, identifying EJ barriers in the community, and incorporating EJ principles into PPBEP operations. Free educational opportunities will be hosted or supported by PPBEP to reduce financial barriers to estuary exploration. PPBEP has partnered with the City of Pensacola and City of Orange Beach to offer free paddling trips. Staff will acquire a fleet of kayaks to continue to provide free recreational opportunities. Staff will participate in Pensacola OAR Fest Planning Committee to support free paddle craft demonstrations. The Program will provide other free opportunities, such as free seining events and public parks and access points.



Agenda Item 9.d.

Approval of 2023 Travel Schedule for PPBEP Staff

Background: The 2023 tentative travel schedule for PPBEP is included below for Board review and approval. Note, additional travel may be required from time to time not included on this preliminary list. Staff will make every effort to seek Board approval ahead of time, but in the event seeking Board approval is not possible ahead of time, the Executive Director will notify the Board Chairman as soon as possible.

Purpose	Dates (if known)
Natural Resource Leadership Institute (Everglades; Titusville; Live Oak; Gainesville)	January 18 th – 20 th ; February 15 th – 17 th ; March 22 nd – 24 th ; April 20 th -22 nd
Bays and Bayous Symposium (Mobile, AL)	January 24 th – 25 th
GOMA Education & Engagement/SAME Meeting (Mandeville, LA)	January 20 th -21 st
Gulf of Mexico Alliance (Austin, TX)	June 26 th – 29 th
Alabama Water Resources Conference (Orange Beach)	September 6 th – 8 th
Restore America’s Estuaries Living Shoreline Tech Transfer (Galveston, TX)	October 2023
Coastal Estuarine Research Federation	November 12 th – 16 th
Legislative/Agency Meetings (Tallahassee; Montgomery; D.C.)	Various, TBD

Recommendation: Recommend the Board approve the tentative PPBEP staff travel for 2023.

Financial Impact: None.



Agenda Item 9.e.

Approval of the 2023 PPBEP Policy Board Meeting Schedule

Background: The 2023 tentative travel schedule for PPBEP is included below for Board review and approval. Note, additional travel may be required from time to time not included on this preliminary list. Staff will make every effort to seek Board approval ahead of time, but in the event seeking Board approval is not possible ahead of time, the Executive Director will notify the Board Chairman as soon as possible.

Dates	Locations (Tentative)
Wednesday, January 25 th at 1:30	Escambia County BOCC
Wednesday, March 15 th at 1:30	Orange Beach City Hall
Wednesday, May 17 th at 1:30	Santa Rosa County BOCC
Wednesday, July 19 th at 1:30	Pensacola City Hall
Wednesday, September 13 th at 1:30	Milton City Hall
Wednesday, November 15 th at 1:30	Gulf Breeze City Hall

Recommendation: Recommend the Board approve the 2023 PPBEP Policy Board meeting schedule.

Financial Impact: None.