

Pensacola and Perdido Bays Estuary Program (PPBEP)

1.0 Proposal Information Page	
Applicant Information: Escambia County On behalf of Bay Area Resource Council 221 Palafox Place, Pensacola, FL 32502 Jack Brown, County Administrator 850-595-4947/ Fax: jrbrown@myescambia.com DUNS number: 075079673	Total Project Cost: \$2,000,000 HUC Waterbodies: Pensacola Bay Watershed 03140105 Perdido Bay Watershed 03140107 Escambia Watershed 03140305 Project period: 12/6/17 – 12/31/2021

Project Description. The proposed project will develop, stand-up and build capacity for the Pensacola and Perdido Bays Estuary Program (PPBEP), encompassing three of the six bays named in the RFP: Pensacola Bay, Escambia Bay, and Perdido Bay. Key components of the project are to establish the host organization; hire a Program Director and key staff; develop the Management Conference comprised of a Policy Board and Technical, Community, Education, and Economic Advisory Committees; determine stressors; conduct initial outreach activities; and develop and adopt a Comprehensive Conservation and Management Plan.

EPA Strategic Goal: Protect and Restore Watersheds and Aquatic Ecosystems

The Pensacola Bay and Perdido Bay watersheds are some of the most economically and environmentally important areas in the state of Florida. For over 50 years, partners in these watersheds have conducted extensive monitoring and research studies documenting water quality impairments and their sources. These efforts lead to the development of a number of watershed management and restoration plans with recommendations for implementing remedial action, including those developed by the Bay Area Resource Council (BARC) in the 2005 Watershed Plan, Northwest Florida Water Management District (SWIM Plans), and the 2016 EPA comprehensive report on the environmental condition of the Pensacola Bay System.

Development of an Estuary Program for Pensacola, Perdido and Escambia Bays will greatly extend this work by leveraging and coordinating these efforts that, together, will support progress toward EPA

Goal 2 through the outcomes discussed in this proposal including water quality improvement; restoration and conservation of habitat; provide healthy ecosystems in order to support wildlife, fish and shellfish; improve surface and groundwater quality and quantity, and flood control; enhancing community resilience; and revitalizing the coastal economy.

The PPBEP would contribute the most progress towards EPA’s 2014-18 Strategic Plan goals; of all the Northwest Florida estuaries, these are the:

- Most polluted in northwest Florida
- Most impacted from the Deepwater Horizon oil spill; 97% of oil in NW FL
- Estuaries with the most at stake economically
- Only estuary (i.e., Perdido Bay) with the potential for collaboration with a neighboring NEP

(Sections 1.2 and 2.1.4 for details)

Place of Performance. The project will be performed in the Perdido Bay and Pensacola Bay estuaries, including Escambia Bay, Blackwater Bay, and East Bay, all of which comprise part of the Pensacola Bay system. These estuaries are located within Escambia County and Santa Rosa County, Florida, and Baldwin County, Alabama.

2.0 Narrative Proposal

2.1. Project Description/Approach

The PPBEP will leverage, extend and coordinate the diversity, depth, and integration of resources, knowledge, and expertise provided by the partnerships already created by BARC and its members, representing a wide variety of government, academic, business, industrial, military, environmental and socioeconomic groups. This foundation will enable the PPBEP to gain momentum and build capacity to effect measurable changes in water quality in the program area. Figure 1 Estuary Program Approach and Timeline depicts an overview of the project approach and timeline.

2.1.1 Establish Management Conference

The Management Conference for the PPBEP will be developed according to guidelines provided in Section 320 of the Clean Water Act for the National Estuary Program, and be comprised of a Policy Board, to serve as Top Level Organizational Unit (TLOU), as well as four Advisory Committees (Technical, Community, Education, and Economic). Development of Management Conference committee organization and structure will benefit from the experience of other successful Estuary Programs, such as the Mobile Bay NEP and Tampa Bay NEP, by following their functional organization, but starting with a basic structure and building out as necessary as the program progresses.

The Policy Board will be the decision-making body, including selection of Program Director and Members of the Advisory Committees. The core of the Policy Board will initially be comprised of the current BARC Board, representing elected officials and local leaders. These members will identify additional Policy Board members from local, state, federal, and business decision-making organizations within the estuary program area, (see Table 1.1).

The BARC is well-positioned to fill and establish a diverse and effective Management Conference. With a 30-year history and financial support, the BARC has well-established working relationships, institutional knowledge, and organizational commitments, all of which will enable a rapid start-up of the Management Conference development process. In fact, several potential Policy Board members have already expressed interest in serving if a PPBEP is funded, including additional officials and stakeholders from the Perdido Bay watershed.

The Pensacola and Perdido Bay Estuary Program would have the greatest potential for success and provide the greatest return on investment because it would:

- Build on the experience and success of the Bay Area Resource Council (BARC), which has operated a local intergovernmental estuary program for 30 years (see Section 2.1.1)
- Leverage EPA Gulf Breeze Laboratory's 2016 Environmental Review of the Pensacola Bay system and 50 years of environmental monitoring data (see Section 2.2, Table 2.2.1)
- Build on watershed plans previously prepared by EPA and BARC (see Section 2.2, Table 2.2.1)
- Be sustained long-term by local government funding as demonstrated by 30 years of continuous funding by BARC (see Section 2.3)
- Receive long-term funding contributions from major committed industry partners. (see Section 2.3).

Estuary Program Approach and Timeline

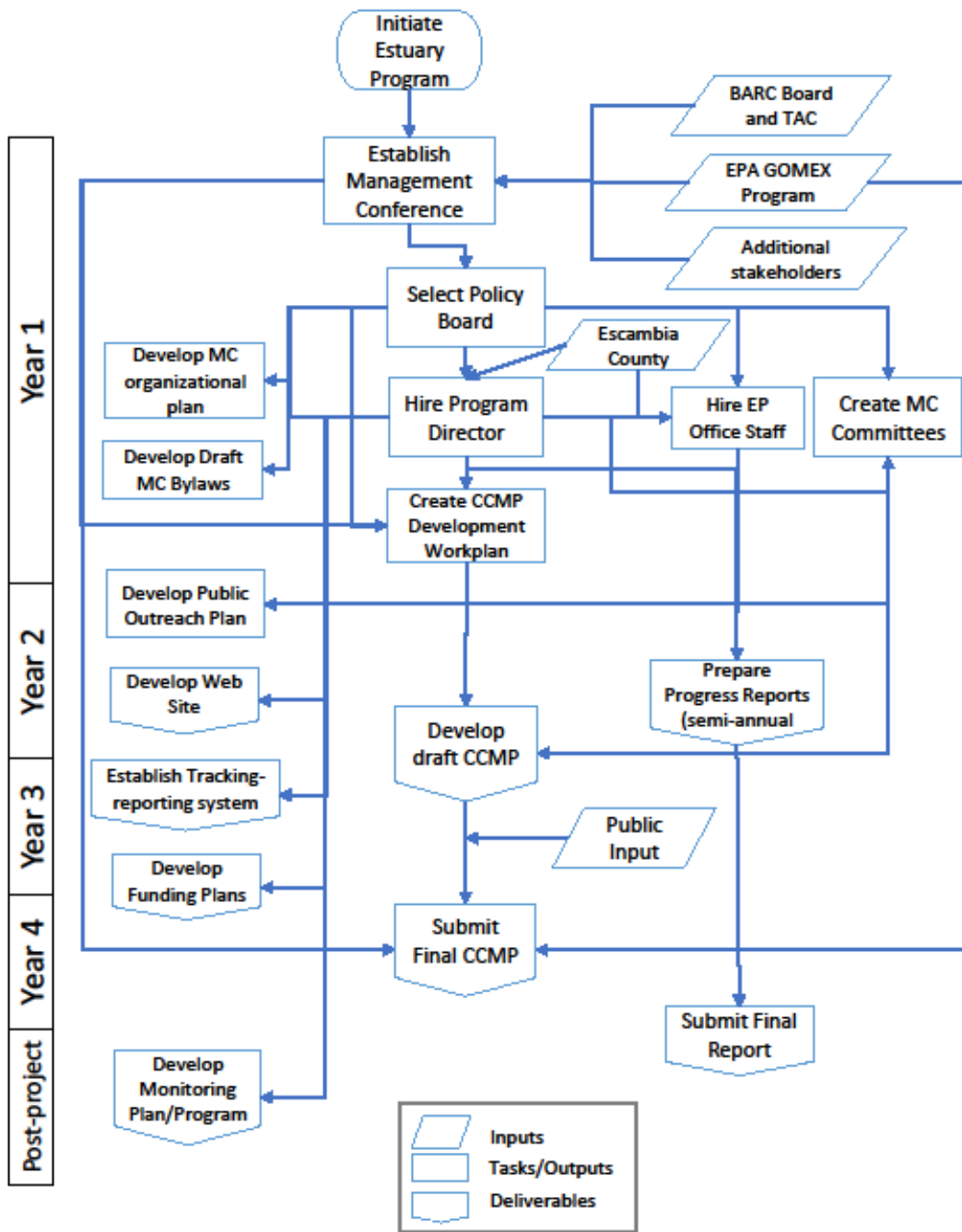


Figure 1 Estuary Program Approach & Timeline Overview (Flow Chart) – will be fit to page in pdf form once narrative text has been finalized

The current BARC Board is comprised of local elected officials representing Santa Rosa County, Escambia County, City of Gulf Breeze, City of Milton, and City of Pensacola. The BARC Technical Advisory Committee is comprised of scientists, resource managers, policy and planning specialists from local municipalities, counties, agencies (including EPA), utilities, industry, academia, NGOs, and environmental consulting firms. Examples of BARC documents (including by-laws, agendas from BARC Environmental Symposia, and Membership Lists) are available upon request. In addition to this Policy Board and Advisory Committees, we will also be partnering with other relevant entities, as described below (Section 2.1.5).

Table 1.1 Potential Candidates for Policy Board		
TYPE	ORGANIZATION	REPRESENTATIVE
Federal Govt	US Environmental Protection Agency	Gulf of Mexico Program, Designee TBD
	National Oceanic and Atmospheric Administration	Laurie Rounds (tentative)
	US Army Corps of Engineers	Designee TBD (Larry Parsons)
	US Fish and Wildlife Service	Melody Ray Culp (tentative) Chris Tirpak, Landscape Conserv. Coop (tentative)
	Gulf Islands National Seashore	Dan Brown, Superintendent
State Government	FL Dept. of Environmental Protection	Elizabeth Orr, Asst. Director NWFL DEP or designee
	FL Fish & Wildlife Conservation Commission	Steve Shea Regional Director or designee
	NW FL Water Management District	Paul Thorpe, Chief, Bureau of Environmental and Resource Planning
	Florida Department of Health	Dr. John Lanza
	Alabama Dept. of Conservation & Natural Resources	TBD (Chris Blackenship, Phillip Hinesley, Patti Powell or designee)
Region	West Florida Regional Planning Council	Austin Mount, Executive Director or designee
Military	NAS Pensacola	Mark Gibson, Environmental Program Director
	Eglin AFB	Designee TBD
County/Local	Escambia County*	Commissioner Grover Robinson Commissioner Doug Underhill
	Santa Rosa County*	Commissioner Bob Cole Commissioner Sam Parker
	Baldwin County, AL	TBD (as per Dan Deeley, Baldwin County)
	Emerald Coast Utilities Authority	Steve Sorrell, Executive Director or designee
	City of Pensacola*	Mayor Ashton Hayward Asst. City Manager, Keith Wilkins Councilmember Jewel Cannada-Wynn

	City of Gulf Breeze*	Councilmember Renee Bookout
	City of Milton*	Councilmember Alan Lowery
	City of Orange Beach, AL	Philip West
Academic Institutions	University of Florida - Milton Campus	Dr. Matt Deitch, Associate Professor
	University of West Florida	Dr. Jane Caffrey or Dr. Matthew Schwartz
*Indicates Current BARC Board Member		

Table 1.2 Potential Candidates/Organizations for Advisory Committee			
Economic	Technical	Community	Education
<ul style="list-style-type: none"> FloridaWest Chambers of Commerce Tourism Development Realtors Local Businesses Gulf Coast Marine Fisheries Hatchery and Enhancement Center 	<ul style="list-style-type: none"> Univ. of West Florida Univ. of Florida, Milton City, County, State Depts EPA Research & Develop Environ. Consultants Citizen Science Groups 	<ul style="list-style-type: none"> Friends Groups Sportsmen Groups Local NGO Groups Instit. for Human & Machine Cognition Tribes Interested Citizens 	<ul style="list-style-type: none"> Sea Grant Agents Washington HS K-12 Teachers Pensacola State College Interested Citizens

2.1.2 Hire Program Director. The initial task of the Policy Board will be hiring the PPBEP Program Director. The Policy Board will aim to hire an exceptionally talented individual who is results-driven, personable, articulate, passionate, has proven team building skills, excels at fundraising, possesses exceptional written and oral communication skills, and is focused on science-based ecological restoration with economic benefits. With this combination of skills, the Program Director will enable the estuary program to quickly build coalitions, attract talented individuals to volunteer their skills and collaborate as teams, to develop a vision, goals, action plans, and lead the development of an effective CCMP. The Program Director will be the primary author and architect of the CCMP and also devote significant effort to coalition-building and fundraising. A job description for the Program Director is attached, defining detailed duties and qualifications. Several strong candidates from northwest Florida as well as established NEPs have expressed interest in the Program Director position.

2.1.3 Timeline

Figure 2, below, provides an overview of the project timeline. Section ## and is discussed in more detail in Section 2.2.1.b. “Management Conference Organizational Plan and membership

of the Management Conference committee structure” for additional tasks and associated timelines.

Project Tasks	Year 1				Year 2				Year 3				Year 4			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Establish Management Conference	█															
Create Policy Board	█															
Hire Program Director	█															
EP Office Staffing Plan	█	█														
Create MC Committees	█	█														
Develop MC Organizational Plan	█	█	█													
Develop Draft MC Bylaws		█	█													
CCMP Development Workplan			█	█												
CCMP Development					█	█	█	█	█	█	█	█	█	█	█	█
- First draft CCMP					█	█	█	█								
- Public comments first draft									█							
- Second draft CCMP										█	█					
- Public comments second draft											█					
- Final CCMP												█	█			
CCMP Approval															█	█
Final Report																█

Figure 2: Timeline Overview

2.1.4 Benefits to the public and audiences served. Perdido and Pensacola Bays and associated estuaries experienced the greatest harm of all Florida coastal areas as a result of the Deepwater Horizon oil spill. Combined with a 70+ year history of anthropogenic pollution and more intensive urbanization than in neighboring Florida estuaries, these Bays have the greatest potential to benefit from the creation of an Estuary Program. For example, it has been estimated that the value of the ecological services provided by seagrass meadows, tidal wetlands and oyster reefs decreased from \$443 million per year in 1960 to its current value of \$226 million per year, representing a 50% loss of economic value provided by these habitats.¹ The magnitude of this historical economic and ecological devaluation, while catastrophic, is a good indicator of the enormous potential value to be gained by future restoration efforts. Establishment of the PPBEP and development and implementation of the CCMP will facilitate and guide restoration of the ecosystem.

Coordination by PPBEP of restoration efforts across oil-spill related and other funding sources, such as RESTORE, NRDA, NFWF and FDEP, will help to avoid duplication of efforts and ensure greater success for water quality, habitat restoration and fisheries enhancement restoration programs. Recovery of the Perdido and Pensacola Bay estuaries will provide significant benefits to a wide range of stakeholders, including commercial and recreational seafood harvesters (fish, shrimp, scallops, oysters), tourism (including ecotourism) and real estate industries, and many other sectors of the public.

In addition to restoration activities, the PPBEP will provide public benefits such as: developing

¹ Mike Lewis, 2016

coastal management priorities and regulatory improvements; ensuring that rivers, streams and bays are fishable and swimmable; providing tools and training necessary to improve resource management, so restoration and conservation activities have the best possible chance of long-term success; and cultivating stewardship by connecting people to coastal habitats and waterways and the issues impacting them. In a broader sense, the PPBEP will play a major role in enhancing the level of community resiliency and well-being within these coastal watersheds.

2.1.5 Roles of the applicant and partners. Escambia County is serving as the applicant and financial agent for this grant, on behalf of BARC. Escambia County has been a dedicated BARC member for 28 years and has the necessary administrative structures and financial accountability measures in place. As such, Escambia County will be the financial agent and provide administrative services, such as human resources. The Policy Board, initially comprised of the BARC and candidate members described in Section 2.1.1 and Table 1.2, will be the decision-making body for the PPBEP. The BARC, as described under Section 1.1 Management Conference Development Process, has a 30-year history of interrelationships and partnerships. Numerous existing partners have been identified to serve on the newly formed PPBEP Management Conference, either on the Policy Board or the Advisory Committees. Many of these existing partners have submitted letters, resolutions, or other expressions of support, as have anticipated future partners:

- Mobile Bay National Estuary Program
- UWF Economic Development
- Chambers of Commerce
- Local Environmental Organizations
- City and County Department Staff
- Other State Agencies including Forest, FDACS, NFWFMD, Dept of Health
- Institute for Human and Machine Cognition (IMHC)
- Citizen Science Groups/Bream Fishermen Association
- UWF Economic Development
- EPA Office and Research and Development
- Tourist Development
- FloridaWest
- Sportsmen
- Realtors
- Local Businesses
- Sea Grant agents
- Local Utilities
- Consulting Firms
- NAS Pensacola

2.1.6 Applicant's organization and experience. Unlike other Northwest Florida local governments, Escambia County has had environmental department for twenty years. During that time, Escambia County has grown their staff from one scientist to a Natural Resources Management (NRM) Department of approximately 15 scientists, environmental project managers, and environmental technicians. The NRM Department includes three divisions. A Water Quality and Land Management Division houses a NELAP certified water quality laboratory, which monitors all air, sediment and water quality compliance needs, such as the National Pollution Discharge Elimination System (NPDES) and the Bayou Chico Basin Management Action Plan (BMAP). A Marine Resources Division oversees waterway management, development of artificial reefs, and local fishery information. A Natural Resources Conservation Division provides citizens with technical assistance to address land care concerns and implementation of the federal funding benefits in the Farm Bill. Escambia County NRM has overseen the implementation of number of projects worth dollars in grant funding. Escambia County, in partnership with FDEP and the City of Pensacola, built the very successful Project Greenshores in Pensacola Bay, the first large-scale living shoreline project in Florida in 2001. Escambia County also have experience managing EPA Grants and is currently working on a Jackson Lakes project funded by the EPA Gulf of Mexico Program. Escambia County is also a

sub recipient of three RESTORE Council grants, and has developed Observational Data Plans and Data Management Plans, as required by RESTORE Council projects.

The BARC board is comprised of representatives from Escambia County, Santa Rosa County, the City of Gulf Breeze, the City of Milton, and the City of Pensacola. The board is supported by a Technical Advisory Committee (TAC) and Environmental Education Coordinating Team (EECT), and has provisions for a Citizens Advisory Council (CAC). The West Florida Regional Planning Council serves as staff to the BARC in the role of treasurer and secretary. BARC staff and EECT have conducted numerous outreach and educational activities including but not limited to hosting Environmental Symposia; implementing US Fish and Wildlife Service's Grasses in Classes program; orchestrating Bay Day, an annual interactive learning event geared towards elementary school students; and providing accessible, educational videos through Resource Rangers. BARC staff and TAC members have vast experience leveraging funding and a 30-year history of coordinating resources to maximize benefit to the Pensacola, Perdido, and Escambia Bays and their connected watersheds.

2.1.7 Staff expertise/qualifications. Members of the BARC, BARC TAC, and Escambia County possess all of the knowledge and resources necessary to successfully achieve the goals of the PPBEP. Escambia County's Natural Resources Management Department (NRM) is comprised of 15 scientists, project managers, and technicians. The Department Director and Senior Scientist has over 25 years of public and private experience in water quality, permit compliance, restoration, federal grants management, and environmental law. The Director holds a MS in Coastal Zone Biology from the University of West Florida. The Senior Natural Resources Manager has over 20 years of experience in development review and habitat management, including compliance with the Endangered Species Act (ESA) and development of the Perdido Key Habitat Conservation Plan. The Water Quality and Land Management Division Manager has over 15 years of development review, water quality, and environmental restoration experience. The Marine Resources Division Manager has over 25 years of experience in marine biology, fisheries, waterway management, and restoration projects. As noted under section 2.1.6, NRM has a NELAP certified water quality laboratory. Likewise, BARC TAC members bring a wealth of experience, expertise, and resources including a brief list of highlights:

- Authored and Co-Authored report: Environmental Quality of the Pensacola Bay System: Retrospective Review for Future Resource Management and Rehabilitation
- 40-year history of Citizen Science Water Quality Monitoring
- Pioneered High School Water Quality Monitoring Program
- Currently serving on TAC on Tampa Bay Estuary Program
- Active participation in development of Pensacola Bay and Perdido Bays Community-Based Watershed Plans
- Active participation in development of Pensacola Bay and Perdido Bays Surface Water Improvement and Management (SWIM) Plans
- BARC Annual Environmental Symposium, **description**
- **2-3 other bullets**

Not only do these activities speak to the skills and qualifications of Escambia County and the BARC, but they also underscore the strong baseline information available in the development of the CCMP.

The BARC has already approved Job Descriptions for key PPBEP positions (attached). The PPBEP Program Director must hold an advanced degree in environmental science, business administration, or a closely related degree. Applicants will be solicited through an extensive search and shortlisted by a selection committee with three to five applicants chosen to be interviewed by the selection committee. The selection committee will provide their recommendation to the Policy Board who will approve the hiring of the Program Director. The Senior Scientist and Education and Outreach Coordinator will likewise be solicited by an extensive search and also be shortlisted and interviewed by a selection committee with the final selection of an applicant chosen by the Program Director. All applicants must pass a background check and drug test in order to be extended a job offer. The Program Director must also undergo a financial background check.

2.1.8 Statement of Competency and Understanding. Per the Forum on Environmental Measurements (FEM), we acknowledge 1) the need to demonstrate competency prior to beginning work and 2) understand that a Quality Management Plan (QMP) and/or a Quality Assurance Project Plan (QAPP) may be required.

2.2 Environmental Results—Outcomes, Outputs and Project Performance

The activities of the PPBEP will be oriented around the goal of achieving measurable, sustainable improvements to water quality in the program watersheds. This improvement will in turn facilitate habitat recovery and preservation, support healthy populations of ecologically and economically important species, and enhance community resilience and well-being in these watersheds. Specific outputs, outcomes and performance measures for this project are discussed below, and contained in Table 2.2.1 PPBEP Goals, Outputs, Timeline, and Progress Measures.

2.2.1 Project Outputs. Project outputs and target goals for each output are listed in Table 2.2.1 as well as descriptions explaining how these outputs will be achieved and the estimated times of completion (also see Figure 2 Timeline Overview). Information addressing measurement of progress and quality of each output is also provided in the table. Key points addressed in Table 2.2.1 are as follows:

Development of Draft Management Conference Bylaws will draw upon existing bylaws of BARC and relevant NEPs. Draft CCMP development will benefit from existing watershed management and restoration plans with recommendations for implementing remedial action, including those developed by BARC (Watershed Plan) and Northwest Florida Water Management District (SWIM Plans), and the 2016 EPA comprehensive report on the condition of the Pensacola Bay System.

The table below will be fit to page for final version PDF

Table 2.2.1 Pensacola Bay and Perdido Bay Estuary Program Goals, Outputs, Timeline, and Progress Measures

Goals	Outputs <i>Activities, efforts, work products</i>	Description <i>How will outputs be completed</i>	Timeline and Progress <i>When will the outputs be completed and progress/quality measured?</i>
Establish organization	Confirm Policy Board members, hire Program Director, prepare Estuary Program Office Staffing Plan, secure office space	Policy Board members from organizations identified in this proposal will be solicited and confirmed. The Estuary Program Director will be sought through a nationwide search and interviewed by the Policy Board based on the job description and duties identified in this proposal (see Attachment X). The Program Director, in collaboration with the Policy Board, will submit final job descriptions for program office staff to be hired, along with an office organizational chart. Appropriate office space will be secured.	Complete by Month 3 Progress will be measured by completion of the 4 identified outputs within 3 months of project award. Quality will be measured by the performance of the Program Director.
Create organization structure and functions to enable effective communication, decision-making, and actions	Establish Management Conference, Develop Management Conference Organizational Plan	The Management Conference will be developed according to guidelines provided in Section 320 of the Clean Water Act for the National Estuary Program, and be comprised of a Policy Board, to serve as the Top Level Organizational Unit, as well as four Advisory Committees (Technical, Community, Education, Economic). The Program Director, in collaboration with the Policy Board, will submit an organizational plan for the Management Conference, including the name and function of each component committee and recommended committee members and leaders.	Complete by Month 6 Progress will be measured by completion of 3 milestones: (1) development of an organizational plan with defined committees, functions, and recommended membership of each committee by Month 4; (2) acceptance of all committee members and scheduling of first meeting by Month 5, (3) first meeting of each committee held by end of Month 6. Quality will be measured by a review and approval of the MC organizational plan by EPA [or directors of three existing NEPs].
Develop policies and processes for effective administration of the Estuary Program	Draft Management Conference Bylaws	Draft Management Conference bylaws will be developed by the Program Director, drawing upon existing bylaws of BARC and relevant NEPs, and submitted to the Policy Board for review. The revised bylaws will be submitted to EPA for approval. The final bylaws will be incorporated into the Estuary Program.	Complete by Month 8 Progress will be measured by completion of draft by-laws by Month 6 and approval of final bylaws by the Policy Board by Month 8, which will then be submitted to EPA. Quality will be measured by an independent review by legal review conducted by Escambia County or another BARC member.
Clearly identify the process, responsibilities, and timeline for developing the	Develop CCMP Workplan	An estuary program workplan, defining the process to complete the development of a draft and final CCMP and any initial restoration actions, will be drafted by the Program Director with assistance by staff. The Management Conference committees will review and edit the draft, and	Complete Draft Workplan by Month 10 and Final Workplan by Month 12 Progress will be measured based on percent completion toward the following milestones:

**Pensacola Bay and Perdido Bay Estuary Program
Goals, Outputs, Timeline, and Progress Measures (Continued)**

<p>CCMP</p>		<p>submit the workplan to the Policy Board for approval. The workplan will clearly identify objectives, tasks, responsible committees/parties, key milestones, and detailed schedule, which can be used to measure project progress and quality. The CCMP workplan will address related component plans, specifically the Strategic Outreach and Education Plan, the Long-Term Funding Strategy and Plan, and the Estuary Program Website (see below). The final workplan will then be submitted to EPA for approval.</p>	<p>identification of CCMP components, description of tasks, identification of responsible committees/parties, detailed Gant Chart.</p>
<p>Create a fully vetted roadmap for achieving the expected outputs and outcomes of the Estuary Program</p>	<p>Develop <u>Draft CCMP</u> and <u>Final CCMP</u></p>	<p>A draft CCMP will be developed by the Program Director, in collaboration with the Management Conference scientific and outreach committees and Policy Board. The completed Draft CCMP will be provided to stakeholders for review, and made available for public comment. The resulting Final Draft CCMP will be presented to the Management Conference and EPA for final approval.</p>	<p>Complete Draft CCMP by Month 24 And Final Draft CCMP by Month 42</p> <p>Progress will be measured quarterly as percent of work completed toward achieving key milestones identified in the CCMP Work Plan approved by EPA.</p> <p>Quality will be measured by the quality objectives contained in the CCMP Workplan and contribution toward achieving EPA's Strategic Plan, Objective 2.2: Protect and Restore Watersheds and Aquatic Ecosystems</p> <p>Complete by Month 12</p> <p>Progress and quality will be measured by the timeline and quality objectives contained in the CCMP Workplan.</p>
<p>Educate and involve the public and stakeholders in all aspects of CCMP development and Estuary Program implementation.</p>	<p>Develop <u>Strategic Outreach and Education Plan</u></p>	<p>In concert with development of the CCMP Workplan, develop branding campaign and strategic outreach plan. Develop general education campaign, including social media, for business/industry leaders, governmental, schools, community groups, and other stakeholders. Solicit public input and participation in CCMP development. Initial outreach programming will be closely linked with resources and including the county extension offices which administer state and federal outreach programs (Sea Grant, Florida Yards and Neighborhoods, as well as local programs), and the University of Florida's IFAS research center in Milton.</p>	
<p>Diversify and maximize funding to support long-term operation of the Estuary Program</p> <p>Facilitate public</p>	<p>Develop <u>Long-Term Funding Strategy and Plan</u></p> <p>Develop <u>Estuary Program</u></p>	<p>Develop funding strategy and plan; secure continuing financial commitments from EP partners, external grant sources and private investments.</p> <p>Initial website content will include program information,</p>	<p>Complete by Month 30</p> <p>Progress and quality will be measured by the timeline and quality objectives contained in the CCMP Workplan.</p> <p>First pages - Month 6, followed by continual</p>

**Pensacola Bay and Perdido Bay Estuary Program
Goals, Outputs, Timeline, and Progress Measures (Continued)**

<p>education and involvement, coordination of efforts and activities among partners, and consolidation of data, workplans, and monitoring efforts</p>	<p><u>Website</u></p>	<p>partners, background information on the watersheds and estuary condition, program goals, work plans, accomplishments, events, etc. Following the initial project periods, the approved CCMP and other project outputs will be provided on the website. An interactive map will allow users to view project locations, read summary information on each project, and drill down for additional information, summary results and data.</p>	<p>expansion in pages, links, and document library over the project duration.</p> <p>Progress and quality will be measured by the timeline and quality objectives contained in the CCMP Workplan.</p>
<p>Assess existing scientific understanding and establish means for tracking and reporting long-term progress in meeting the goals of the Estuary Program</p>	<p>Develop a <u>Comprehensive Database and Quality Management Plan</u></p> <p>Develop a <u>Progress Tracking and Reporting System</u></p>	<p>A centralized, project database will be created to house environmental data generated by estuary program monitoring, restoration and research projects. Relevant data from previously-conducted projects may also be stored in the database. Maintaining a centralized database will greatly facilitate statistical analysis (including temporal and spatial trends to track project/program progress) and data summary for technical reports and outreach materials. In conjunction with developing a comprehensive database, a progress tracking and reporting system will be created. The system will identify easily measured parameters that serve as indicators of environmental health. It will also provide estimates of the annual value of ecological goods and services provided by key estuarine resources. The project database and tracking system will also provide input into developing a comprehensive estuary-wide monitoring program (see below).</p>	<p>Month 24</p> <p>Progress will be measured semi-annually on a percent of work completed toward achieving key milestones, which will be identified in the CCMP Work Plan approved by EPA.</p> <p>The quality of the centralized database will be attained by adhering to a Quality Management Plan (or Quality Assurance Project Plan, as determined as appropriate by EPA).</p>
<p>Ensure project success in accordance with project schedule, budget, and quality standards</p>	<p>Prepare <u>Semi-Annual Progress Reports</u> and <u>Final Technical Report</u></p>	<p>Track and report actual progress toward expected outputs and outcomes. Develop summaries of technical progress, problems encountered, corrective actions taken, planned activities for next half year, and expenditures. Final Technical Report will summarize activities, progress achieved, and costs; discuss problems, successes, and lessons learned.</p>	<p>Submission schedule for semi-annual reports will be established by EPA after project award. Final Technical Report will be completed within 90 calendar days of the completion of the period of performance. (Based on RFP text)</p>
<p>Post-Grant</p>	<p>Develop <u>Comprehensive Ecosystem Monitoring Program</u></p>	<p>Based on available funding, an integrated monitoring program will be developed and implemented, encompassing and building on existing monitoring programs.</p>	<p>Month 48</p>

Strategic Outreach and Education Plan development will benefit from the wide-ranging resources and programming currently in place within the three watersheds, including the county extension offices which administer state and federal outreach programs (Sea Grant, Florida Yards and Neighborhoods, as well as local programs), and the University of Florida's, Institute of Food and Agricultural Sciences (IFAS) research and education center in Milton, FL.

The CCMP will provide goals and objectives as well as specific actions to restore and protect the estuary based on a stakeholder-driven process rooted in science. The goals, objectives, and actions comprising the CCMP will primarily focus on restoring water quality, while also addressing restoration and conservation of habitat, replenishing and protecting living coastal and marine resources, enhancing community resilience, and revitalizing the coastal economy. In addition to providing the goals and objectives, the CCMP will summarize the characterization of the estuary's current state and its stressors, while also recommending priority actions and schedules addressing point and nonpoint sources of pollution to restore and maintain the chemical, physical, and biological integrity of the estuary, including restoration and maintenance of water quality, a balanced indigenous population of shellfish, fish, and wildlife, and recreational activities in the estuary, and assure that the designated uses of the estuary are protected.

2.2.1.a. Estuary Program office staffing plans. The Program Director, working with the Management Conference, will develop a program staffing plan to hire core staff within Year 1. We (BARC) have developed our approach and budget based on the following positions and hiring timeline. A Senior Scientist will be hired within six months of program establishment to implement and lead technical components of PPBEP and serve as staff to the Technical Committee. An Education and Outreach Coordinator will be hired within six months of program establishment to implement and lead education and outreach components of PPBEP and serve as staff to the Education Committee. A Technical Program Assistant will be hired in Year 3 to assist the Program Director, Senior Scientist, and Outreach Coordinator with administrative support and programmatic support of PPBEP initiatives, including citizen science programs. A Grant Writer will also be hired in Year 3 to secure funding for restoration, adaptation, conservation, monitoring, and educational activities of PPBEP. The Program Director and other anticipated positions will be bolstered by support from the committees of the Management Conference.

2.2.1.b. Management Conference Organizational Plan and membership of the Management Conference committee structure. Please see the description of the management conference structure and membership in Section 2.1.1 Establish Management Conference. The Management Conference will be established by 03/03/2018 and is made up of the Policy Board and four committees: Technical, Community, Education, and Economic Committees. The Policy Board will be established by 04/01/2018 and will be comprised of local, state, and federal leaders (Section 2.1.1) comprised of funding and non-funding agencies. The Policy Board will provide general oversight, direction, policy, and finance for PPBEP. The Technical, Economic, and Education committees will be formed by 07/15/2018 as the supporting staff (Senior Scientist and Outreach Coordinator) are brought onboard. The Technical Committee will be comprised of technical experts from various scientific backgrounds from across the PPBEP area. The Education Committee is comprised of citizen science groups, educators, and

interested citizens to provide insight and direction to PPBEP's education program. The Economic Committee will be comprised of agricultural, commercial, business and industry leaders.

2.2.1.c. Draft bylaws for the Management Conference. Draft bylaws will be approved by 08/01/2018 by the Management Conference under the direction of the Program Director and General Counsel.

2.2.1.d. Comprehensive Conservation Management Plan Development Workplan. By 10/01/2018, the Program Director will draft an estuary program workplan, and will utilize the Management Conference to develop consensus, draft and submit the workplan to the Policy Board for approval. This workplan will define the process to complete the development of a draft and final CCMP and any initial restoration actions. A 'Framework for Action' will be developed in a 2-day workshop with broad-thinking, outside experts in watershed management, regional scientists and managers to identify key resources, current information about the status and trends of those resources, gaps in our information about both the resources and potential management actions.

2.2.1.e. Comprehensive Conservation Management Plan. The Program Director in conjunction with the Management Conference and program staff will develop plans for the coordinated implementation of the plan with the State of Florida as well as federal and local agencies participating in the conference; monitor the effectiveness of actions taken pursuant to the plan. The draft CCMP is planned to be complete by 06/01/2019 with public comments occurring through 08/01/2019. The second draft CCMP will be released 01/2020 with public comment through 03/2020 and final approval and adoption of the CCMP in 10/2020. Please see Table 2.2.1 in Section 2.2.2 for a detailed schedule and measures for completion.

2.2.2 Project Outcomes

The following are expected outcomes of this project, as defined in the RFP (Section I.3.C): water quality improvement, restoration and conservation of habitat, provide healthy ecosystems, improve surface and groundwater quality and quantity, and flood control, enhancing community resilience, and revitalizing the coastal economy. The specific goals that we have defined for the PPBEP meet these broad-based outcomes, as shown in Table 2.2.1. Included in the description of project-specific goals are the proposed measures to be used to track and quantify performance and progress toward achieving the respective outcomes. **Figure #**, below, depicts the relationship between expected project outcomes and PPBEP goals.

2.2.3 Project Performance. As described in **Figure #**, the measurable short-term results are **list**. The long-term measurable results are **list**. The establishment of the PPBEP is expected to support the achievement of the outputs and outcomes by providing **what an estuary program does**. Also described in **Figure # (outputs)** and **Figure ## (outcomes)**, timely progress will be measured **how**. and the quality will be measured **how**.

Escambia County (cite existing protocols) (I don't have the information I need in front of me to complete this section. Please hold for completion next week. -Matt P.)

- oversight of project partners, subgrantees, and/or contractors and vendors;
- tracking and reporting project progress on expenditures, purchases, and other fiscal activities;
- tracking and reporting actual accomplishments/timeline versus proposed outputs/outcomes and proposed timelines/milestones;”

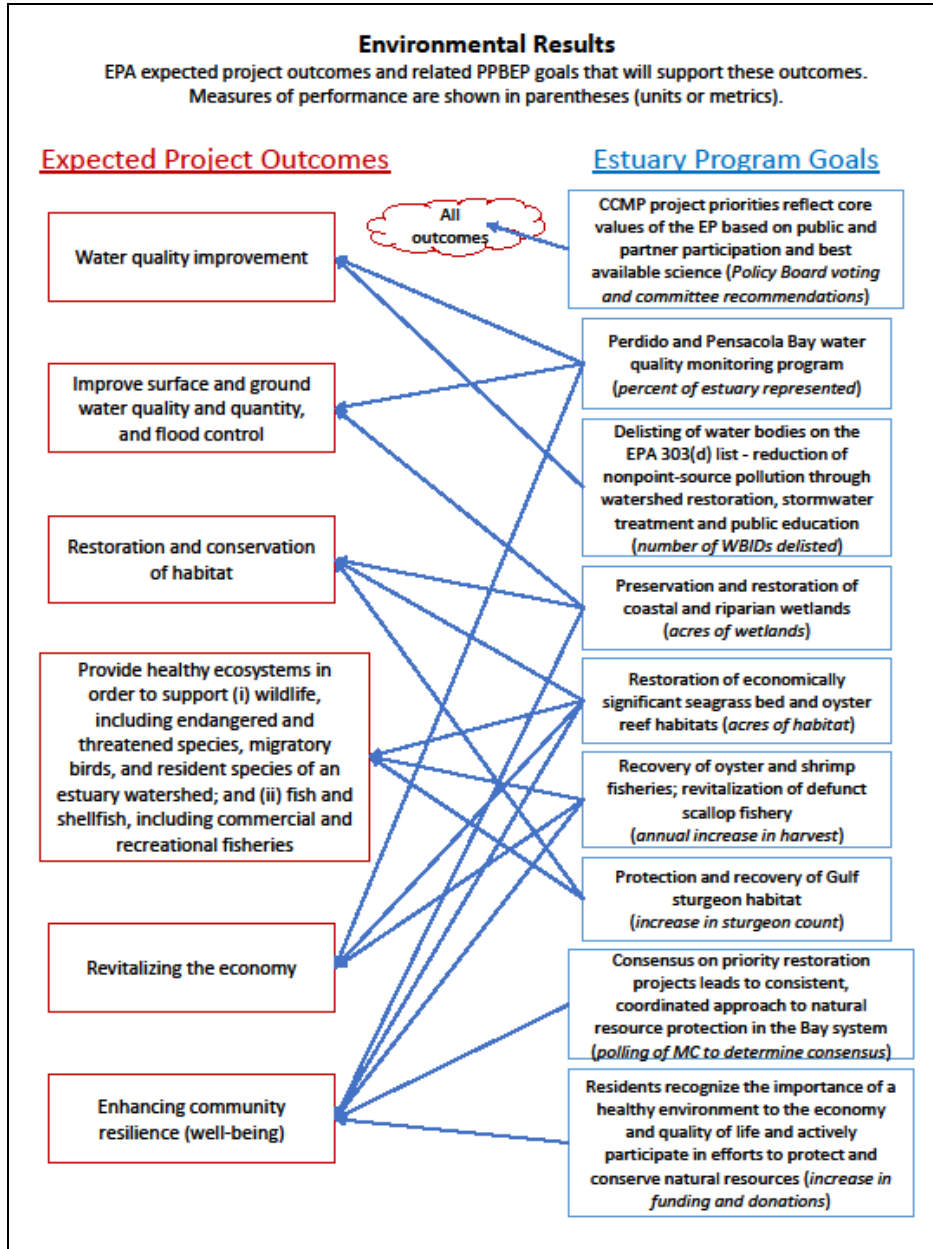


Figure # (referred to in 2.2.2 Project Outcomes) – will fit to full size page if appropriate once narrative text is finalized.

2.3. Project Sustainability Approach. As noted above, the local governments have supported the BARC over a 30-year history, and they are fully anticipated to continue to support the PPBEP in the future. The budget (Section 3.0) reflects continued contributions by the BARC Board at current levels. Escambia County has also demonstrated its commitment to the PPBEP by serving as the applicant and financial agent, and offering a 10% Indirect Rate. In addition to this financial commitment, local governments and partner organizations have historically and currently committed staff time and expertise to advance the goals of the BARC. Even this proposal was prepared using primarily in-kind support for the BARC TAC (less than \$3,000 of direct funds provided by Escambia County and City of Pensacola were used to prepare this proposal), underscoring the incredible commitment and in-kind services provided by the BARC. Other examples of significant historic and recent investment by the BARC and BARC TAC include community outreach, hosting environmental symposia, and **list other events/publications/studies (reference bylaws/interlocal for purpose of BARC)**. In addition to the long-term history of support, the Board of County Commissions for both Escambia and Santa Rosa Counties have committed to providing additional, long-term financial support to sustain a PPBEP, should EPA establish the NWFL EP here (see attached Resolutions/Letters). Escambia County has indicated this support could come from RESTORE Act Direct Component Funds. This significantly increased level of financial support would begin in Year 4 **or 5** of the PPBEP, after the EPA Grant funds have been exhausted. In addition to operational costs to be provided by Escambia and Santa Rosa Counties, the BARC anticipates the PPBEP will receive additional financial support from other members of the Policy Board and Management Conference including member cities, **NWFWMD**, utilities, and the business community. A major responsibility of the Program Director will be securing funding from private sources, other grants, and other public funds. Furthermore, the Policy Board and other members of the Management Conference will be providing considerable in-kind support from their staff and volunteers, as they have for three decades.

Two of the lead members of the BARC Board and future PPBEP Policy Board, Escambia and Santa Rosa Counties, have already demonstrated their commitment to restoration of the Pensacola and Perdido Bay watersheds, as evidenced by the projects they selected with their County-Selected RESTORE Act projects. Both Counties elected to invest over half of their initial RESTORE Act Direct Component Funds on ecological restoration projects in Pensacola and Perdido Watersheds, and both counties are electing to invest 100% of their RESTORE Act Oil Spill Impact Funds to improve water and sediment quality in the Pensacola Bay watershed.

Beyond operational expenses, funding will be needed to implement projects identified in the CCMP. Although the 2010 Deepwater Horizon Oil Spill was a terrible disaster, funds resulting from fines and penalties associated with the spill will be available for restoration projects and activities for the next 15 years. Because the PPBEP area received a more direct impact from the spill than other Florida counties, these watersheds have thus far received the most oil-spill related funding, and is expected to continue to receive the significantly more funding than other NWFL watersheds. Exclusively considering Florida's RESTORE Act Direct Component Funds, the PPBEP will be receiving 20-40% more than neighboring NWFL watersheds. The PPBEP is **most strategically positioned to most efficiently coordinate oil spill restoration funds. Include amount of funds that have been committed thus far in the three watersheds?**

2.4 Applicant Past Performance.

List federally funded assistance agreements w/in last 3 years (Escambia Co); whether, and how, you were able to successfully complete and manage those agreements/history of meeting the reporting requirements

Escambia County has received a federally funded assistance grant in the amount of approximately \$300,000 (check this?) from the EPA Gulf of Mexico Program for the purposes of installing floating vegetated mats for nutrient uptake in Jackson Lakes in Jackson Creek, a tributary to 303(d) listed Bayou Chico. This grant is ongoing with installation of mats and plants expected later this summer (2017). All reporting requirements have been met. Escambia County is also the subrecipient of three grants from the Gulf Coast Ecosystem Restoration Council. Two subrecipient agreements have been received and executed in the last two months for the planning and design component of the Pensacola Bay Living Shoreline Project and planning and design of the Bayou Chico Contaminated Sediment Removal project. The third agreement for construction of a septic to sewer and stormwater improvement project in the Beach Haven neighborhood surrounding Jones Creek, a tributary to Bayou Chico, is expected to be awarded later this summer (2017). All reporting requirements have been met.

EPA Grants? Co-Authoor on Mike Lewis's report?

2.5 Expenditure of Awarded Grant Funds.

Approach, procedures and controls for ensuring funds will be expended in a timely and efficient manner. See goals/outcomes/timeline/measures table?

3.0 Detailed Budget Narrative. A detailed budget with year-by-year expenses is attached. Salary for key personnel (as described in Sections 2.1.7 and 2.2.1.a) were based on analysis of current salaries for similar positions and intended to be competitive in order to attract the most qualified candidates. Salaries include a 3% annual increase. Fringe benefits (including health care, annual leave, etc) will be provided by Escambia County and reflect Escambia County's fixed rate (35% of salary and wages).

Because of the staggered hiring schedule (adding more in Year 3), other expenses (travel, equipment, supplies) are likewise staggered to increase as the PPBEP grows and program activities expand.

Funds were included for anticipated services including providing supplies and data analysis for the citizen-based water quality monitoring, as well as sediment monitoring; web-site design; financial audit (anticipated to be a requirement of the RESTORE Council); and other studies or services as needed.

The PPBEP anticipated producing the final CCMP through a dynamic, interactive, sophisticated, web-based portal (such as <http://gulfirestoration.nwf.org/>). As such, the Year 4 budget includes CCMP Production/Graphic Design. Please note: a downloadable PDF version and limited number of hard copies will also be part of the Final CCMP Distribution plan.

Funds were included for Facility Rental/Office Space + Utilities in the budget. However, the BARC has been negotiating with the City of Pensacola for a partnership that would allow the PPBEP to be housed at the Port of Pensacola in a redeveloped facility. Because this arrangement

has not been finalized, estimated facility rental is included in the budget. The PPBEP will be physically located in a separate, stand-alone office until the Fish Hatchery or the Marine Research Center at the Port of Pensacola is built (anticipated date?).

One of the most compelling features of the PPBEP Budget is the Indirect Rate. In using Escambia County as the applicant and fiscal agent, the PPBEP will incur only a 10% Indirect Rate, providing an exceptional return on investment. While other partners were pursued to submit the application on behalf of the BARC, Escambia County offered the lowest indirect cost allowing significantly more funds to be available for programmatic work.

Also of note, although Escambia County is the applicant, the intention of the BARC is to transition towards establishing the PPBEP as a “Stand Alone” entity within the first 2-3 years of the grant, provided that activity does not detract from the primary goal of developing that CCMP.

DRAFT