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ENVIRONMENTAL
OFFICE

APPLICATION FOR POLLUTION RECOVERY FUND ASSISTANCE

DATE OF APPLICATION: July 29, 2005

A. BASIC ASSISTANCE

1. Applicant: The legal name of the applicant/organization, the organizational unit and the complete mailing address of the applicant.

Name: Hillsborough River Greenways Task Force

Organization: _____

Address: P.O. Box 21405, Tampa, FL 33622

2. Project Manager Information: Give name and title of the representative of the applicant who will be the Environmental Protection Commission's principle contact concerning this application

Name Gina Miller

Title Director

Address P.O. Box 21405, Tampa, FL 33622

Phone Number (813) 453-4750

Project Title 2005 State of the River

Project Time Start: Underway End: Ongoing

Total Cost of Project \$ \$35,227.00

Total EPC share requested \$ \$4,727.00

3. Assistance Type: **New or Renewal** (check one)

New - Award of funds for initial request within the project period.

Renewal - Award of funds for a project beyond the current project period.

4. Project Location: The specific location(s) of the project. (Attach Site Map)

The entire Hillsborough River watershed.

5. Is the Project for:

Restoration of a polluted area

Mitigation of the effects of pollution

Pollution Control Activity to prevent or minimize pollution

Educational

6. Is the Project directed toward restoring an identified "polluted area" (a geographic area destroyed or altered by dredging or filling or contaminated by an emission or discharge), or toward terminating an identified pollution source? Identify and explain:

This project is directed toward restoring the Hillsborough River and its watershed, and toward terminating those sources that may be adversely affecting it by educating the public about the current and historical health of the river as well as how to protect and preserve it.

7. Is the harm or potential harm to health, safety or welfare of the public or wildlife actual or potential? Does the project seek to alleviate actual or potential harm and what is the severity of the harm and the causal relationship between the "pollution" and the harm?

Identify and explain:

Harm to health, safety, and welfare due to the current state of the Hillsborough River can be both actual and potential depending on the individual's perceptions and opinions. This project seeks to educate the individual so that he or she may derive an informed, independent opinion and consequently become active in protecting the health, safety, and welfare of the river and its dependents.

How long has the pollution existed or how long before any harm will be evident?

Pollution and the potential for its worsening has been apparent in the Hillsborough River watershed for many years.

8. Identify and describe how the project proposes to alleviate the pollution (addressing technical, practical, and cost effectiveness issues):

The project will assist in alleviating pollution by educating the community about the current and historical health of the Hillsborough River and its watershed. The community will be inspired to assist applicable agencies and organizations with implementing methods of ensuring the river's quality and sustainability, and it will be motivated to participate in events that focus on keeping the river clean, such as clean-ups and educational outreach. Greater community involvement will alleviate pollution and ensure the long-term health of the river.

9. Is the polluted area one which has previously been subject to commission enforcement and, if so, when and what was the result?

The EPC has many monitoring stations throughout the Hillsborough River watershed to help monitor pollution levels. Enforcement has been used whenever it is deemed necessary in order to stop the pollution or to reduce it to acceptable levels.

11. If no actual pollution exists and no prior commission enforcement action has occurred, does the project otherwise enhance pollution control activities within the County?

Yes. Pollution control begins with public education so that a sense of ownership and stewardship is proliferated throughout the community. By making the community aware of the condition of the Hillsborough River, it will be encouraged to be more proactive in its protection.

12. Can this Project be divided into separate and independent parts, and if so,

a) what are they? N/A

b) how would the costs be allocated between them? _____

c) would the applicant be willing to accept only partial funding? _____

13. Are other funding sources committed to the project? Yes.

How much and for what? \$5,000- Tampa Bay Estuary Program for the retention of a design consultant;
\$500- Friends of the River toward printing costs; \$5,000 in-kind from staff and committee participants' toward research, consulting, and creative efforts;
\$12,500 in-kind from the Southwest Florida Water Management District for the generation of maps, graphs and text, as well as other stakeholder volunteer hours.
\$2,500- TECO Energy Company toward design, layout, and printing.
\$10,000- Environmental Protection Commission of Hillsborough County toward layout, design, consulting, research, and printing needs.

14. What other funding sources may be available and how much? _____

Approximately \$3,000 from the SWFWMD Community Education Grant program.

15. Why do you believe that this Project is of sufficient importance to justify the expenditure of Pollution Recovery Funds? This project is worthy of Pollution Recovery Funds because it will educate and inspire the community to become actively involved in the welfare of the Hillsborough River and its watershed by assisting local and state agencies and organizations in efforts to control and/or moderate harmful substances, nutrients, and activities that affect the river.

16. Will the project enhance the value of private property, and if so, whose? No.

a. Personnel					
1					
2.					
b. Administrative	\$1,000.00		\$1,500.00		
c. Materials	\$3,577.00		\$57.00		
d. Contractual	\$150.00		\$75.00		
e. Construction					
f. Other					
g. Total Direct Charges (Sum of a. to f.)	\$4,727.00		\$1,632.00		

C. SUBMITTAL OF APPLICATION

Please submit a total of five (5) applications (one original and four (4) copies / one of which can be in electronic format as a CD) to:

Environmental Protection Commission of Hillsborough County
 Environmental Resources Management Division
 Attn: Tom Ash / Pollution Recovery Fund
 3629 Queen Palm Dr., Tampa, Florida 33619

***Completed applications must be received at the above address by
 5:00pm (EDT), August 1, 2005.***

Late applications and email applications will not be considered.

www.epchc.org

E-Mail: epcinfo@epchc.org

AN AFFIRMATIVE ACTION – EQUAL OPPORTUNITY EMPLOYER

Detailed Map of Project Site

Please see enclosed copy of “2005 State of the River” poster.

Key Personnel

Gina L. Miller is the Director of the Hillsborough River Greenways Task Force. She began her career with the HRGTF in 2001 as an intern with the University of South Florida. She continued to work with the HRGTF after her internship expired and after graduation in August 2001. She became the Project Coordinator in May 2002, promoted to Associate Director in 2003, and advanced to Director in 2005. Ms. Miller is currently the sole staff member of the HRGTF and is continuing to oversee the HRGTF goals and objectives through expansion of watershed awareness activities and addressing policy issues that may affect watershed health. Since her days as an intern, Ms. Miller has gained the respect and trust of her peers and volunteers while building numerous professional coalitions. Her general duties include overseeing all project group activities and volunteers, coordinating and facilitating all monthly HRGTF meetings, administrative and financial activities, and representing the HRGTF in the community. Ms. Miller is successful in the finesse of facilitating group discussions, the dynamics of interagency cooperation, the coordination of community events, and the elements of effective fundraising. Please see attached resume.

The “State of the River” poster was assigned to Ms. Miller as a project while she was an intern with the HRGTF. She guided the “State of the River” project group from its initial planning stages and developed collaborative support from Tampa Bay area agencies and organizations including the Southwest Florida Water Management District, PBS&J, Inc., Tampa Bay Estuary Program, Friends of the River, Tampa Bay Sierra Club, the Environmental Protection Commission of Hillsborough County, the Florida Department of Environmental Protection, and several local photographers. Ms. Miller has seen the poster through to its production and distribution and will continue to direct updating its data.

Project Plan

Objectives:

The goal of this project is to alleviate pollution and protect the long-term health of the Hillsborough River by inspiring people to assist public agencies and non-profit organizations in their conservation efforts. Printing additional copies of the “State of the River” poster will allow this message to reach more people and to encourage them to become better stewards of the Hillsborough River and its watershed.

The Hillsborough River is a tale of two rivers where part of it is urban and developed while other parts are natural, and in some cases, pristine. The poster discusses several priority contaminants- chlorophyll *a*, mercury, dissolved oxygen, fecal coliform, and Total Nitrogen. Each of these indicators threatens the long-term health and stability of the river as an ecosystem and a valuable natural system. The poster will educate residents of the Tampa Bay area on what they can do to help preserve the river, for they will be able to see the historical condition of the Hillsborough River.

This project will not only enhance the public’s knowledge and understanding of priority pollutants and how they affect the long-term health of the Hillsborough River, but also increase their awareness of native wildlife, land use changes over time, specifics of the river and its watershed, organizations to contact for more information, and what one person can do

to protect the river. The poster is laid out in an attractive manner with beautiful pictures that catch the reader's attention. The text is written using basic terminology that the general public will understand.

The HRGTF is respectfully seeking the assistance of the Environmental Protection Commission of Hillsborough County (EPC) through the Pollution Recovery Fund to continue printing of the "State of the River" poster. The HRGTF intends to update the poster as data is made available. However, at this time, the initial stock of posters is rapidly depleting. Therefore, funds toward the printing of an additional 2,000 posters are being sought. The EPC was generous in 2004 in supporting this project and was greatly instrumental in seeing it to its inaugural printing. The HRGTF hopes to continue its relationship with the EPC as the project moves forward.

Approach:

The poster will be passed out at, but not limited to, all HRGTF events and meetings as well as at community events, school and homeowner association presentations. The poster will be sent to representatives of other environmental organizations to use toward their watershed education efforts and for display in their public education brochure stands. We will also attempt to reach as many middle and high school teachers as possible through the school systems, professional study days, and direct contact. By supplying teachers with this educational poster, we will be able to engage school children in the stewardship of the river.

Below is a timeline for the reprinting of the poster and what needs to be accomplished in order for this project to be successful.

Timeline:

- October 2005 or as soon as permissible: Obtain cost estimates of reprinting the "State of the River" poster from the original printer. Inquiries will be made for the cost of reprinting 3,000 more posters.
- November 2005- Research potential updates to the poster's data.
- December 2005- Order printing from Allegra Printing and Imaging, Inc.
- January 2006- Mail poster to academic environmental programs including interested faculty at the University of South Florida and other institutions. Officials at the Hillsborough County Public School System will be approached about distributing these posters to middle and high school children as well as to Learning Gate Academy and Nature's Classroom. It is a goal that the posters will be distributed to the children before the end of the spring 2006 semester.
- Ongoing- Send copies to environmental organizations in the Tampa Bay area (non-profit and others) including the Museum of Science and Industry, Lowry Park Zoo, Florida Aquarium, Tampa Audubon Society, Hillsborough and Pasco County Adopt-A-Pond, Crystal Spring Preserve, and others. Copies will also continue to be sent to area agencies such as, but not limited to, the Tampa Bay Regional Planning Council, Hillsborough County Planning and Growth Management, Tampa Bay Water Department, Hillsborough County Water Department, Hillsborough County Greenways and Trails, and Tampa Bay Water. All copies will be made available without limit upon request.

Expected Results and Benefits:

Since the printing of the "State of the River" poster, it has received critical acclaim from all who have seen it. Positive comments were received when the poster was distributed at a local

focus group meeting conducted by the Mayor's Beautification Program comprising of members of the Tampa Bay environmental community. Representatives from state and local agencies have also had positive reactions to the layout of the poster and information it contains including those from the EPC, the Southwest Florida Water Management District, and the Florida Department of Environmental Protection.

Many environmental organizations have enthusiastically sought to distribute the posters to their members and students. A professor with the University of South Florida Department of Geography has used the poster as an educational tool for his Wetland Environments class during a recent field trip to the upper Hillsborough River Watershed. The Director of the University of South Florida Botanical Gardens, who is also an instructor in the Department of Environmental Science and Policy, has requested the posters for use in a class she is developing on Florida ecosystems. The Tampa Bay Sierra Club has used it to launch its own grassroots Hillsborough River Committee. And the Hillsborough County Marine Patrol has distributed the poster to its officers. With increased distribution, the poster continues to be requested for active use.

This project will be beneficial to residents of the Tampa Bay area, in particular the Hillsborough River watershed. The Hillsborough River has varying levels of mercury, chlorophyll *a*, and other nutrients that affect the health of the Hillsborough River. People use the Hillsborough River for recreational purposes on a daily basis including canoeing, swimming, and hiking. Educating the community on what they can do to help keep the river healthy will inspire them to find ways to protect it.

The Hillsborough River is not just for recreation. It is the primary source of drinking water for residents of the City of Tampa as well as to other municipalities that use the river as a source of potable water, including Temple Terrace and Plant City. The river is also a primary source of revenue for the City of Tampa, which places a tremendous economic importance on the river. Finally, the Hillsborough River has been designated as an Outstanding Florida Water by the state of Florida, which affords it special protections because of its pristine nature and recreational abilities.

In addition to being an important natural resource and a source of fun for families, the Hillsborough River is also an important ecosystem that supports the life of many species. American alligators, scrub jays, turtles and tortoises, various species of frogs, sandhill cranes, and other aquatic, wetland, and upland species depend on the Hillsborough River for survival. Several species, including the gopher tortoise, the gopher frog, and the scrub jay, have experienced lower population numbers due to loss of habitat. Therefore, preservation and health of the Hillsborough River is important for their survival.

The health of the Hillsborough River is important economically and environmentally for the residents of the Tampa Bay area. This poster will inspire people to protect this important resource so the benefits of its use, by humans and others, can be reaped for many years to come.

Evaluation:

The poster will be distributed to many people across the Tampa Bay area. Post cards will be attached to the poster so people can mail in their comments and rate the content of information contained in the poster from 1-4. These postcards will also be distributed at all HRGTF and other community events where the HRGTF has a presence. The HRGTF website will be printed on the postcards so people can opt to send their comments,

suggestions, and evaluations online. Evaluation forms with an area for comments and an area for rating the importance of the information contained will be sent to members of the environmental community who have used or distributed them. The forms will also be sent to educators who receive the poster so they can indicate how the poster has helped them in their classrooms. A final report will be generated from the information given through the postcards and evaluations as well as through verbal feedback.

Conclusion

The Hillsborough River Greenways Task Force (HRGTF) desires to print 2,000 additional copies of its “2005 State of the River” poster and provide a feedback mechanism for the community. The feedback will be sought through postcard mailings, evaluation forms, and a link on the HRGTF website. A final report will be created detailing the analysis of the feedback. The poster will be distributed at all community events, project group meetings, and public presentations where the HRGTF will be present, as well as to interested faculty members at local colleges and universities, and to state and local organizations and agencies. The HRGTF will also seek to gain permission from the Hillsborough County School Board to allow the posters to be distributed to middle and high school teachers. The poster’s data will be updated if new data is available.

Budget

	<u>EPC</u>	<u>In-Kind Total</u>	
Reprinting of 2000 “State of the River” posters @ \$1.52 each	\$3040.00		\$3,040.00
Printing of 2000 Comment Postcards- Two color, double sided	\$500.00		\$500.00
Evaluation sheets- Two color, single sided, 200 @ \$0.10		\$20.00	\$20.00
Postage: 200 @ \$0.37	\$37.00	\$37.00	\$74.00
Website page: 3 hours @ \$75/hour	\$150.00	\$75.00	\$225.00
Project Coordination and Development of Final Report	\$1,000.00	\$1,500.00	\$2,500.00
Total	\$4727.00	\$1,632.00	\$6,359.00

Total Estimated Project Cost: \$6,359.00

Total Aount Requested from the Pollution Recovery Fund: \$4,727.00

Gina L. Miller

8102 Sheldon Road, #1104, Tampa, FL 33615

(813) 810-1379

Email: gmille13@tampabay.rr.com

Summary of Qualifications: Over twenty years of experience in public relations and four years of formal working relations with the Hillsborough River Greenways Task Force, with the addition of political and non-profit volunteerism, employee supervision, personal research and enthusiasm for the environment, computer software and foreign languages. Achievement of both B.S. in Environmental Science and Policy from the University of South Florida and an A.A. in Business Management from Southern Ohio College. Numerous undergraduate studies in chemistry and biology.

Volunteer and Intern Work

- **Hillsborough River Greenways Task Force, May 2001-May 2002**

Primary duties were research and writing of grant proposals, research of relevant local environmental issues, and offering assistance to the Advisory Committee to develop consensus-based decisions among a variety of public, private, and government agencies. Other responsibilities involve direct assistance to the Executive Director including, but not limited to, the preparation, coordination, and facilitation of monthly Project Group meetings, corresponding agendas and any resulting action plans, setting of the fiscal year's Scope Of Work, the conduction of public education and outreach activities, and various administrative tasks. Lead the "State Of The River" sub-committee on behalf of the HRGTF in coordination with a variety of environmentally active governmental and non-governmental organizations.

- **Congressman Jim Davis' District Office, October 2000-May 2001**

Responsibilities included assistance to the District Manager and the Congressional Assistant, constituent assistance involving federal case work and research, as well as providing a forum for the expression of public opinion, daily research of local and federal issues that were of concern to the Congressman, and general clerical duties.

- **National Democratic Committee Headquarters, September -November 2000**

Assisted in public campaigning for the Al Gore-Joseph Lieberman Presidential race.

- **Clearwater Marine Aquarium, 1994-1995**

Began with public education and docent work. Advanced to the Animal Care unit with the primary responsibilities of proper feeding of all the Aquarium's animals, keeping the habitat tanks clean and antiseptic, and water quality testing. Also assisted with some aspects of resident dolphin training.

Education

University of South Florida, Tampa, Florida
B.S. in Environmental Science and Policy
Achieved Dean's List twice. Graduated in August 2001.

- Southern Ohio College, Cincinnati, Ohio
A.A. in Business Management
Attained the Dean's List five consecutive quarters. Graduated in 1991.
- Undergraduate Work at St. Petersburg Junior College and Hillsborough Community College.

Skills

Excel, Word 2000, Word Perfect, Power Point, Quicken, Internet browsers, and E-mail programs. Excellent communication and organizational skills. Speak fluent French and currently learning Spanish.

Employment

- **Hillsborough River Greenways Task Force, Tampa, FL, 2002-present**
Director 2005- present
Associate Director 2003-2004
Project Coordinator from 2002-2003
Researching of applicable topics of interest to the HRGTF and Hillsborough River stakeholders. Directing comments and recommendations to appropriate entities if necessary.
Fundraising research and proposal writing as well as the fulfilling of contract requirements.
Preparation, coordination, and facilitation of monthly Project Group meetings, corresponding agendas and any resulting action plans, setting of the fiscal year's Scope Of Work and budget in cooperation with the HRGTF Advisory Committee.
Participating in Tampa Bay community events as a representative of HRGTF.
Representing the HRGTF at various governmental and organizational meetings, and making presentations as needed.
Developing and marketing of education and outreach materials.
Establishing professional relationships with other organizations, agencies, media outlets, and the community through direct correspondence and outreach activities.
Administrative duties, website management, and balancing and maintaining the annual budget.
Organizing and coordinating volunteers for specific projects and outdoor activities.
Organization and implementation of both the annual "A River Runs Through It" environmental awareness event and a Hillsborough River cleanup.

Presentation of the Frog Listening Network to the community through schools, homeowner associations, community events, and public workshops.

- **Oystercatchers, Hyatt Regency Westshore, Tampa, FL, 1994-present**
Server, Dining Room Trainer, and Floor Supervisor
Training of new employees for dining room service and for Micros computer systems.
Won several competitions for highest monthly sales. Recognized as an outstanding employee on several occasions.
Other responsibilities include cash reconciliation, extensive and thorough product knowledge, menu writing assistance, supply tracking and ordering, dining room orientation, and new employee recruitment.

•**Big Red Balloon, Tampa, FL, 2003-present**
Ground Crew Chief
Responsibilities include assisting the pilot with assembling and disassembling the company's hot air balloons, ensuring and instructing passenger and ground crew safety, driving of chase vehicles, radio transmissions, training of new ground crew members, marketing assistance, assisting with passenger relations, assisting with retail sales.
- **Mise En Place, Tampa, FL, 1993-1994**
Dining Room Server, Cocktail Server, Deli Assistant
- **Grand Finale Restaurant, Springdale, OH, 1991-1993**
Dining Room Trainer and Bartender

Personal Interests

Road cycling and general fitness, reading, acquiring cooking and wine knowledge, sailing, American animation, history, presidential politics, and watching old movies.

References

Gladly available upon request.