



**Franklin Soil and Water
Conservation District**
Creating Conservation Solutions for Over 60 Years

City of Columbus Department of Utilities and Franklin Soil and Water Conservation District 2016 Working Agreement

This working agreement is between the City of Columbus and Franklin Soil and Water Conservation District (FSWCD). This agreement is effective upon execution of the City and terminates on December 31, 2016. The agreement is subject to the limitations of authorities, resources and policies of Franklin Soil and Water Conservation District and the City of Columbus.

Franklin SWCD will provide the following services for the City of Columbus:

The purpose of this agreement is to provide support and coordination for the following programs and projects:

- 1) MS4 Lawn Care Public Education and Outreach (Attachment A)
- 2) Monitoring of Bio-retention Basins (Attachment B)

For benefit of City of Columbus, Department of Utilities in managing stormwater and improving source water quality.

The City of Columbus will provide the following:

The City of Columbus shall compensate Franklin SWCD in the form of a working agreement in the amount of \$78,300. Franklin SWCD reserves the right to expend funds as needed to meet working agreement components and overhead costs. Franklin SWCD will not enter into any working agreement that does not meet our current mission and goals.

It is Mutually Agreed:

That Franklin SWCD is a conservation technical and education service agency and therefore is not granted regulatory authority in the Ohio Revised Code.

That the working relationship will be defined to include lines of communications with appropriate departments.

That the City and Franklin SWCD will meet when necessary to review and coordinate activities and programs with the aim of developing a multi-discipline approach to resource management.

That this working agreement may be amended or terminated at any time by mutual consent, or the agreement may be terminated by either party giving sixty (60) days' notice in writing to the other.

SIGNATURES:

The below signatures certify consent on the above agreement.



Franklin Soil and Water Conservation District

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Attachment A

2016 City of Columbus Lawn Care Practices Outreach and Involvement Program

Scope of Services:

Franklin Soil and Water Conservation District will finish development of lawn care education and outreach materials. To date we have good support from lawn care companies and the OSU Turfgrass Extension Team. In our work with Bluestem Communications, possible messages, program ideas, and deliverables were identified. For 2016 Franklin Soil and Water will commit to the following:

- 1) continue our work with City of Columbus and Murphy Epsen to finalize program title, branding, and messaging.
- 2) continue our work with the OSU Turfgrass Extension Team to develop detailed factsheets with the end goal of creating an updated OSU Extension Fact Sheet.
- 3) design a program website to provide additional material and information to existing and potential lawn care partners, City of Columbus residents and homeowners, and additional interested Franklin County residents.
- 4) develop social media and website content including videos and seasonally-appropriate messages and reminders. Keep City of Columbus updated in real-time on developments.
- 5) develop and print materials will include a program flyer and pledge forms.

- 6) continue to actively engage interested lawn care companies and program partners to ensure that their commitment continues to grow through the program rollout in the spring and throughout the remainder of the year.

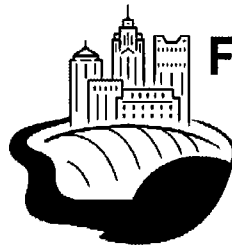
Franklin Soil and Water Conservation District will roll out the lawn care program in the spring. Staff will provide materials, advertising and support to provide for a strong program rollout.

- 1) Materials and information will be provided to lawn care companies, and partners in time for rollout in the spring. Detailed directions and guidance will be provided to help ensure consistency of messages.
- 2) Paid program advertising will be provided in the Home and Garden section of the Columbus Dispatch.
- 3) A program press release and follow-up will be used to secure articles in local newsletters.
- 4) Lawn care information will be incorporated into the GreenSpot backyards with one workshop specifically focused on lawn care.
- 5) Lawn care program will be advertised to the lawn care industry through seminars and conferences associated with the Ohio Turfgrass Foundation and Ohio Lawn care Association, as well as CENTS (Central Environmental Nursery Tradeshow).

Franklin Soil and Water will measure participation and program effectiveness through pledge forms, website counts and participant surveys.

- 1) Pledge forms will be developed for online use and through mail directly within literature distributed to lawn care customers and City of Columbus residents. An incentive will be provided with the return of pledge forms.
- 2) Website visits, materials distributed, and requests for additional information will be tracked to gauge level of participation in the program.
- 3) Provide outreach and education at three targeted community events where we believe homeowners concerned about lawn care will be present.

Program Implementation Budget
Funding Request = \$53,800
FSWCD Contribution = \$21,500 Total Project Cost = \$75,300
Development of lawn care materials = \$42,000
1. Assistance from Marketing Professionals = \$8,000
2. Graphic design of materials and one pull up display= \$10,000
3. Development of website page = \$6,000
4. Printing and development of promotional materials and one pull up display = \$10,000
5. FSWCD staff time developing timeline and messages, promotional materials, and videos for social media = \$8,000
Lawn care program rollout = \$30,300
1. Paid Advertising – Columbus Dispatch = \$4,000
2. FSWCD develop and plan and promote program at three community events = \$3,000
3. Provide Soil Test Kits or rain gauges for returned pledges. 7,000 150 soil test kits at \$11.00 a piece, 1,000 rain gauges at \$4.00 a-piece and postage for 1000 mailings.
4. Develop action plan and provide oversight to action plan in targeted community =\$5,000
5. Outreach and follow-up to participating lawn care companies = \$8,000
6. FSWCD staff time for press release and advertising = \$2,500
7. Exhibitor and registrations for lawn care industry events = \$800
Lawn care program measurement of participation and effectiveness = \$3,000
1. Staff time to manage pledge forms and surveys, and tabulate results. = \$3,000



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Attachment B

Bio-retention Monitoring Services 2016

Scope of Services:

Additional funding is being requested to continue the Griggs Raingarden monitoring program established in the fall of 2012. The City of Columbus provided initial funding in partnership with FSWCD and USGS for an initial 3 year program. Technical support, including equipment and website maintenance, is provided by the USGS which is contracted with FSWCD through the 2016 sampling season to complete a 5 year data collection and report on the findings. The city provided funding on yearly requests after the initial startup. This funding request would complete the 5 year data program requests.

The project scope increased in 2015 to include water quality sampling at the request of the city. The minimum number of sampling events that will be collected is 5 and the maximum will be 8 sampling events given lab and USGS availability. There are three flow points to draw a minimum three samples from for each event to calculate the flow weighted sampling so the total of samples analyses. The minimum total of samples would be 45 samples (5 events, 9 flow sites, 3 samples per site). This number is conservative to account for the unpredictability of weather. Samples will likely exceed this minimum.

The City is providing the laboratory analysis and the USGS is providing the data analysis and QA/QC on lab analytics. USGS quality assurance is needed to allow usage of the data in USGS peer reviewed reports and will certify the city's laboratory as a data provider. FSWCD maintains and deploys (3) auto-samplers on loan from the City, delivers samples to the lab, maintains and monitors crest stage gages as well as turbidity data and qualitative site data. The sampling effort has resulted in a limited data set to this point not sufficient for a statistically valid analysis. It is planned to continue this effort through the 2016 sampling season to gain additional data points.

Data analysis is being completed by USGS. The original scope was for a data report at the end of year three and is being completed as scheduled. The incorporation of any additional data will not be included in the peer reviewed published data report currently being completed however an addendum will be provided.

Scope of Services included:

- Continued USGS maintained site equipment, real time data website through 2016, data analysis of USGS water quantity and water quality that meets USGS QA/QC, peer reviewed data (3 year data set) report inclusive of addendum
- Continued FSWCD data/sample collection through 2016 sample season

BUDGET:

A. Total Project Cost:

USGS and Franklin Soil and Water Conservation District total costs: \$50,000

B. Revenues:

City of Columbus Funding Request = \$24,500

Franklin Soil and Water Funding = \$16,900

USGS Funding = \$8,600

C: Costs:

USGS Payments: \$42,800

FSWCD Personnel Costs: \$7,200