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# Southwest Florida Water Management District

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WaterMatters.org

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Executive Director

April 13, 2018

To Whom It May Concern:

Uppercase, Inc. has provided high-quality social marketing, research and graphic design work for the Southwest Florida Water Management District (District) since 2010.

Uppercase has completed four projects for the District. Uppercase developed the "Every Drop Counts" College Conservation Program, which was a pilot water conservation program based on research results. The program included forming partnerships with on-campus sustainability groups; creating and implementing a water conservation video competition; creating event materials; conducting a Greek water conservation competition; implementing water conservation activities in dorms; developing a water conservation pledge; creating and maintaining a Facebook page; campus guerilla marketing; and news releases and media reports.

Uppercase developed a community-based social marketing program for the District to actively engage homeowners, property associations and landscape professionals in the Green Industries Best Management Practices Program through pre-testing key concepts and developing branded materials based on research results. Several local governments have recently contacted the District requesting to use these materials.

Uppercase was selected to review and synthesize nearly a decade of District social marketing research results. Uppercase collected, analyzed and synthesized more than 28 social research reports into one document that was organized by audience behaviors, knowledge and attitudes. Uppercase also included recommendations for how the District can best use these research results for future educational efforts, identify gaps in previous research, determine priorities based on likelihood of behavior change, and improve the District's social research website.

Most recently, Uppercase conducted a pre- and post-test survey as well as three focus groups for the City of Clearwater's Groundwater Replenishment Project, which is being cooperatively funded by the District. Uppercase effectively designed easy-to-understand survey instruments to gauge public opinions on a highly scientific topic. The project also was completed on time and under budget.

The staff at Uppercase has displayed teamwork, diligence and professional integrity during the last eight years and I would highly recommend Uppercase to other organizations.

Sincerely,

Robyn Felix  
Bureau Chief  
Communications & Board Services