

Continued funding by the County will enable the Conservation District to provide services to Hillsborough County's agricultural landowners and the major institutional partners in the local agricultural and green infrastructure workspace.

We are proposing Performance Standards and Measures under three categories, as follows.

Category A. Performance Standards for Customer Service

Performance Standard 1 – Customer Service Response within 2 Business Days. The Conservation District will publish customer service hours, will maintain a physical presence in the office facilities provided to it by the County for the purpose of walk-in customer service and will respond to all customer service inquiries received via phone, walk-in, and its website within 2 business days.

Customers will be notified whether the Conservation District is resolving their inquiry immediately, keeping it in-house for technical assistance, or referring their request to another institution for service and work proactively on the customer's behalf to establish the referral connection.

Performance Standard 2 – Within 3 business days, technical staff will establish communications with technical service customers, to consult, arrange activities and/or to connect customer with another institution for service.

Metrics The Conservation District will track, and report outcomes related to customer service requests

- # of customer service inquiries received
- # of customer service inquiries resolved by phone, email, website content only
- # and types of customer service inquiries referred to partner agencies
- # of site visits conducted including reporting of outcomes
- # of Customer Service inquiries escalated for in-house technical services

Category B. Technical Assistance Standards and Outputs

Performance Standard 3 - Conduct on-farm visits, identify resource management concerns and opportunities, recommend courses of action, prepare conservation plans and facilitate cost-share applications with landowners and land managers

METRICS: Outputs from site visits will be recorded and delivered to customers and on their agreement forwarded onward to partner agencies for further actions, such as

- METRIC - Number of referrals to representatives at the appropriate partner agencies (HC-EPC, HCSO, HC-PAO, SWFWMD, FDACS), where immediate escalation for service is advisable.

- METRIC - Number of written reports generated from onsite visits and consultations; reports will include site conditions, land uses/covers and acreages, strengths, weaknesses, opportunities and threats to short and long-term goals of land use and natural resources management.
- METRIC Number of outputs will be tracked and reported by BMAP area, agricultural land use type and acreage.
- METRIC Recommend through implementation of site modification and applicable AG-BMPs, produce conservation plans and apply for cost-share programs.
- METRIC - conservation plans produced – conservation plans will consist of a site plan map, identify natural resource management issues and opportunities, and recommend practicable management actions. Conservation Plans will be of the quality required to accompany applications for financial assistance to USDA/NRCS, FDACS and SWFWMD.
- METRIC – (Enrollment Assistance) Number of applications for cost-share agreements and number contracts that District staff directly assist in delivering, managing or monitoring.
- METRIC - Report number of outreach events promoting knowledge of BMAP areas, Agricultural BMPs, and associated cost-share programs
- METRIC - Report number of agricultural technology demonstrations associated with soil and water conservation and Agricultural BMPs
- METRIC - Report number of customers and estimated number of outreach engagements based on event attendance and social media counts

Performance Standard 4 – acquire, demonstrate proper use/care of and make available, specialized/under-utilized land management equipment to agricultural and greenspace operators, pursuant to promoting Best Management Practices and Section 582.20 (5) F.S.

The Conservation District will report all efforts (grant applications, donation campaigns and/or loan options) to acquire specialized farm equipment, training and demonstrate the proper use and care of this equipment under this standard.

Conservation District technical staff will be trained in the proper use and care of this equipment and will provide education and demonstration of proper use and care of this equipment to customers of this technical service.

Conservation District will promote the use of this specialized land management equipment, through consultations, trade shows, on-farm demonstrations and social media.

As acquired, such equipment will be made available to landowners and land operators, within the shared watersheds of Hillsborough- and adjoining counties, and where conditions allow for the safe and proper use of this equipment.

Performance Metrics:

- METRIC – Report numbers of grant applications and funding amounts requested toward acquiring specialized/under-utilized farm/land management equipment
- METRIC – Report receipt of donations and grant awards supporting the District's acquisition of land management equipment
- METRIC – Report on fees collected for use of farm/land management equipment
- METRIC – Report number of acres [by land use/cover category] served by Conservation District equipment

Category D: Inter-Agency Cooperation Performance Standard pursuant to Sections 582.02 and 582.20, F.S.

Establish/Reestablish/Formalize working relationships with other natural resource management institutions that give value to the County's contribution to the District's Conservation program.

The Conservation District will pursue cooperative agreements with the following agencies to deliver marketing, technical service delivery, and performance monitoring activities related to rural working lands and non-governmental green infrastructure in Hillsborough County and the Tampa Bay watershed.

- USDA/NRCS
- FDACS/Office of Agricultural Water Policy
- SWFWMD
- HC CELM – Assist CELM in marketing the County's Conservations Easements program, assist with performance/compliance monitoring of agricultural operations under easement and support CELM operations with qualified staff on as needed basis.
- HC Property Appraiser's Office – provide documentation of agricultural activity engaged by Conservation District with customers to Property Appraiser Office's Greenbelt Division
- HC Environmental Services Division and Public Utilities Administration – Support ESD with outreach activities related to land and water management of commercially or privately owned green infrastructure, such as with HOAs, CDDs and business property management entities.
- Tampa Bay Estuary Program Nutrient Management Consortium

- Manatee River Soil and Water Conservation District (“MRSWCD” shares responsibility with HSWCD for promoting and delivering conservation-related technical services in the Little Manatee River watershed)

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