



CITY OF GAINESVILLE

Public Works Department

June 21, 2024

To Whom It May Concern:

The City of Gainesville's Public Works Department first hired Uppercase, Inc. in 2014 to rebrand the City's collaboration with Alachua County and the Florida Department of Transportation; the Gainesville Clean Water Partnership (GCWP). Uppercase's team worked with the GCWP to update our look while keeping some of the traditional elements of our brand. With the rebrand, their team redesigned the GCWP website at GainesvilleCreeks.org - a website with over 100 pages, in a unique, appealing and effective way. Uppercase's team made sure that the GCWP site hit key NPDES key education points while making the site beautiful and easy for residents to use. They also made sure our technical copy was able to be easily understood and made sure to keep the big picture goals in mind. The result is a website that is appealing, fun, engaging and educational.

In addition to the website, Uppercase has also created unique audience appropriate commercials, social media and outreach materials to help the GCWP promote effective campaigns for stormwater pollution prevention in the Gainesville Urban Area. More recently, Uppercase developed a display for special events for special events combining missions and programs of the GCWP and Alachua County Household Hazardous Waste Collection Center, they have conducted several site visits to collect data and images as well as to help with placement of outreach materials. Uppercase designed an appealing "Rack Card" and display for promotion of GCWP programs and outreach, as well as a sticker for informing public of refill information for pollution preventing dog waste stations.

Uppercase continued work on the GCWP website in 2023, providing a user friendly format with updated local information. This work included migrating the site to a new platform. Additionally, after consulting with multiple departments and the City and Alachua County, they finalized a design for Gainesville's iconic downtown hub, Depot Park. The fun and interactive signage serves to explain to visitors how the park removes pollutants from downtown runoff before flowing into Sweetwater Branch Creek. They also provided and continue to provide social media content including animated videos showing how polluted runoff can infiltrate waterways, reaching new audiences using reels and grids, etc.

From 2014 to present, the City has been grateful for Uppercase's help in developing creative public outreach tools and strategies that help to inform our community of what they can do to prevent pollution of our local waterways. Uppercase has shown professionalism and exceptional problem-solving skills, have taken root in local issues and helped our programs relate to the audiences the City is trying to communicate with, and they are creatively inspired and fun to work with along the way.

Sincerely,

A handwritten signature in cursive script that reads "Sally Adkins". The ink is dark and the signature is fluid, with a long, sweeping underline.

Sally Adkins
Gainesville Clean Water Partnership Coordinator
City of Gainesville Public Works