



Alachua County Environmental Protection Department

Stephen Hofstetter, Director

June 25, 2024

To Whom it May Concern,

The Alachua County Environmental Protection Department (ACEPD) is well known as a leader for our highly effective social marketing behavior change campaigns, but Uppercase Inc. is the powerhouse responsible for our success. Do not let the small size of this firm deceive you, I have directly worked with Uppercase Inc. as a project manager for the past two decades and continue to be amazed by the high quality of work, technical expertise, and the willingness to always go above and beyond to exceed our goals and expectations.

I would highly recommend this very capable firm to anyone interested in creating and documenting behavior changes, but I especially endorse their work to protect our water resources. The Uppercase, Inc. team has a sophisticated understanding of our water issues and the strategies to effectively identify and reach our target audiences. Their decades of work with Alachua County, water management districts, Volusia County, and others has made them the premier firm for creating change in the water industry.

Uppercase Inc. has worked on almost a dozen campaigns for Alachua County. Their commitment to evaluating and refining our efforts is invaluable. For example, our Fertilizer campaign has increased the number of residents who skip fertilizer use increased from 55% to 68% in a few short years. We have been contacted by numerous agencies requesting our original campaign materials for use in other jurisdictions.

Their services for us includes focus groups, data analysis, creative design, social media implementation and management, media buys, direct mailing, video production, campaign evaluation, market-testing, reporting, staff training, presentations at conference, and impact and probability analysis. They have helped us identify the target audiences and behaviors to best utilize our limited budgets and have helped us leverage grant funding. They always meet deadlines and budget constraints.

Their staff is easy to work with and vital to the success of the programs I manage. I know Alachua County would not be able to accomplish so much, without such a competent and dedicated contractor by our side every step of the way. I would be happy to answer any questions about my experiences.

Sincerely,

Stacie Greco, Water Resources Program Manager