



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2020-2021

LFIR # 2522

1. **Project Title** Recycled Water for Potable Purposes Education Campaign2. **Senate Sponsor** Wilton Simpson3. **Date of Request** 01/21/20204. **Project/Program Description**

The requested funds will be used for a statewide campaign to educate the public regarding what is potable reuse and how it can help Florida meet future public water demands as an alternative water supply and help the environment by potentially reducing demand on traditional water supplies.

5. **State Agency to receive requested funds** Department of Environmental ProtectionState Agency contacted? ☒ Yes ☐ No6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	500,000
Fixed Capital Outlay	000
<b>Total State Funds Requested</b>	<b>500,000</b>

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	500000	100.0 %
<b>Matching Funds</b>		
Federal	00	0 %
State (excluding the amount of this request)	00	0 %
Local	00	0 %
Other	00	0 %
<b>Total Project Costs for Fiscal Year 2020-2021</b>	<b>500,000</b>	<b>100 %</b>

8. **Has this project previously received state funding?** ☐ Yes ☒ No

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. **Is future-year funding likely to be requested?** ☒ Yes ☐ No

If yes, indicate nonrecurring amount per year. 250,000



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**10. Details on how the requested state funds will be expended**

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits		<input style="width: 90%;" type="text"/>
Other Salary and Benefits		<input style="width: 90%;" type="text"/>
Expense/Equipment/Travel/Supplies/Other	Funds will be used to purchase media, whether it be television, print, or Internet (social media, etc.) and printed materials.	<input style="width: 90%;" type="text" value="350,000"/>
Consultants/Contracted Services/Study	Public relations consultant will be hired to assist with conducting a baseline study of the current view of potable reuse; the development of a fact sheet on potable reuse; media op-eds; speaking points to share with the public and elected officials; graphical messages for use in print and public media; two information videos on potable reuse; and three infographics.	<input style="width: 90%;" type="text" value="150,000"/>
<b>Operational Costs: Other</b>		
Salary and Benefits		<input style="width: 90%;" type="text"/>
Expense/Equipment/Travel/Supplies/Other		<input style="width: 90%;" type="text"/>
Consultants/Contracted Services/Study		<input style="width: 90%;" type="text"/>
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		<input style="width: 90%;" type="text"/>
<b>Total State Funds Requested (must equal total from question #6)</b>		<input style="width: 90%;" type="text" value="500,000"/>



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#### 11. Program Performance

##### a. What specific purpose or goal will be achieved by the funds requested?

Only half of the available reclaimed water in Florida is being beneficially reused by utilities. By educating the public that potable reuse is safe and protective of the environment, utilities may be able to implement potable reuse and avoid wasteful discharge of reclaimed water as it will become a source for potable water supply. Also, by creating new supply, there may be less reliance on traditional groundwater and surface water supplies, which provides benefits to the environment. The beneficial reuse of water is key to Florida's future and sufficient water supplies are necessary to continue to meet Florida's growing economy and to support the creation of new jobs. Without sufficient water supplies, economic activity will be stalled.

##### b. What activities and services will be provided to meet the intended purpose of these funds?

Upon completion of a statewide baseline study of the current view of potable reuse in Florida, the money will be used to develop and implement an education campaign associated with potable reuse. This will include the development of a fact sheet; media op-eds; speaking points to share with the public and elected officials; graphical messages for use in print and public media; two information videos on potable reuse; and three infographics. The funds will also be used to purchase media, whether it be television, print, internet, for the graphical messages, information videos, and infographics.

##### c. What direct services will be provided to citizens by the appropriation project?

As this request is for the implementation of a statewide education campaign, there are no direct services being provided to citizens by the appropriation project.

##### d. Who is the target population served by this project? How many individuals are expected to be served?

The target population is the citizens of the State of Florida with the message being developed based on the results of the baseline study. As this is an education campaign, there are no individuals that are expected to be served.

##### e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

By educating the public that potable reuse is safe and protective of the environment, utilities can develop projects that better utilize their wastewater and expand the water pie, thus potentially decreasing future water wars between utilities, as well as utilities and other water users, due to a deficit of traditional groundwater and surface water supplies. Besides ensuring that the activities are completed (survey completed, fact sheet and messaging developed, purchase of media, etc.), a method to determine the success of the education campaign may be the increase in beneficial use of their reclaimed water by utilities. The success of the education program may also be measured by the number of potable reuse projects implemented in Florida and by the increase of available water supplies. Finally, an additional survey could be completed after the education campaign is completed (potentially 3 year campaign) to determine if the public's view on potable reuse has changed.

##### f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

The penalty for failing to implement an education campaign would be repayment of the funds since it would be a breach of contract or specific performance and requiring that the survey be completed, fact sheet and messaging developed, media purchased, etc.



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12. **The owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.**

The requested appropriation would not be used for any fixed capital outlay project.

13. **Requestor Contact Information**

- a. First Name  Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number  Ext.

14. **Recipient Contact Information**

- a. Organization
- b. Municipality and County
- c. Organization Type
- ☐ For-profit Entity
  - ☐ Non-Profit 501(c) (3)
  - ☐ Non-Profit 501(c) (4)
  - ☐ Local Entity
  - ☐ University or College
  - ☒ Other (please specify)
- d. First Name  Last Name
- e. E-mail Address
- f. Phone Number

15. **Lobbyist Contact Information**

- a. Name
- b. Firm Name
- c. E-mail Address
- d. Phone Number  Ext.