



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2022-2023

LFIR # 2477

1. **Project Title**

2. **Senate Sponsor**

3. **Date of Request**

4. **Project/Program Description**

The requested funds will be used to expand the successful One Water Florida campaign, which is a statewide education program to help educate the public regarding potable reuse and how it can help Florida meet future water demands as an alternative water supply. The One Water Florida campaign is being followed by many Florida Utilities, and additional education will help Florida Citizens understand the importance of recycled water and integrated water management in this One Water movement. The sum of \$500,000 shall be appropriated for the fiscal year 2022-2023, to the Southwest Florida Water Management District through the Department of Environmental Protection for projects dedicated to the implementation of and the public education regarding direct and indirect potable reuse ("recycled water") throughout the State of Florida, which shall be developed cooperatively with WateReuse Florida.

5. **State Agency to receive requested funds**

**State Agency contacted?**  Yes

6. **Amount of the Nonrecurring Request for Fiscal Year 2022-2023**

Type of Funding	Amount
Operations	500,000
Fixed Capital Outlay	0
<b>Total State Funds Requested</b>	<b>500,000</b>

7. **Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	500,000	100%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
<b>Total Project Costs for Fiscal Year 2022-2023</b>	<b>500,000</b>	<b>100%</b>

8. **Has this project previously received state funding?**  Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2020-21	0	250,000		No

9. **Is future funding likely to be requested?**  No

a. **If yes, indicate nonrecurring amount per year.**

b. **Describe the source of funding that can be used in lieu of state funding.**



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10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

If yes, indicate the amount of funds received and what the funds were used for.

11. 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		0
Other Salary and Benefits		0
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.	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.	150,000
<b>Operational Costs: Other</b>		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		0
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>500,000</b>

12. 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. Expanding on the success of the first phase of this campaign will help Floridians better comprehend the importance of recycled water and how the One Water Florida campaign is helping to manage our water resources holistically.

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

The first phase of this campaign included a successful statewide survey to understand the current view of potable reuse in Florida. From the baseline survey, an education campaign associated with potable reuse was developed and implemented via social media platforms, a State website, and video clips. Information developed included 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. This was an amazing start to this important campaign, and this next phase will build on that success, targeting the 29% of Floridians who still have concerns about potable reuse.

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



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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 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.

**13. 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.



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#### 14. Requestor Contact Information

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

#### 15. 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

#### 16. Lobbyist Contact Information

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