

Appropriations Project Request - Fiscal Year 2020-21

For projects meeting the Definition of House Rule 5.14

1. Title of Project: WaterReuse Florida Recycled Water for Potable Purposes Education Campaign
2. Date of Submission: 10/30/2019
3. House Member Sponsor: Randy Maggard
Members Copied:

4. DETAILS OF AMOUNT REQUESTED:

- a. Has funding been provided in a previous state budget for this activity? No
If answer to 4a is "No" skip 4b and 4c and proceed to 4d, Col. E
- b. What is the most recent fiscal year the project was funded?
- c. Were the funds provided in the most recent fiscal year subsequently vetoed?
- d. Complete the following Project Request Worksheet to develop your request:

FY:	Input Prior Year Appropriation for this project for FY 2019-20 <i>(If appropriated in 2019-20 enter the appropriated amount, even if vetoed.)</i>			Develop New Funds Request for FY 2020-21 <i>(Requests for additional RECURRING funds are prohibited.)</i>		
Column:	A	B	C	D	E	F
Funds Description:	Prior Year Recurring Funds	Prior Year Nonrecurring Funds	Total Funds Appropriated <i>(Recurring plus Nonrecurring: column A + column B)</i>	Recurring Base Budget <i>(Will equal non-vetoed amounts provided in Column A)</i>	Additional Nonrecurring Request	TOTAL Nonrecurring plus Recurring Base Funds <i>(Will equal the amount from the Recurring base in Column D plus the Additional Nonrecurring Request in Column E.)</i>
Input Amounts:					500,000	500,000

5. Are funds for this issue requested in a state agency's Legislative Budget Request submitted for FY 2020-21? No
 - 5a. If yes, which state agency?
 - 5b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested? Department of Environmental Protection
 - 5c. Has the appropriate state agency for administering the funding, if the request were appropriated, been contacted? Yes
 - 5d. Describe penalties for failing to meet deliverables or performance measures which the agency should provide in its contract to administer the funding if appropriated.

The penalty for failing to implement an education campaign would be repayment of the funds since it would be a breach of contract.

6. Requester:

- a. Name: Lynn Spivey
- b. Organization: WateReuse Florida
- c. Email: lspivey@plantcitygov.com
- d. Phone #: (813)285-9959

7. Contact for questions about specific technical or financial details about the project:

- a. Name: Lynn Spivey
- b. Organization: WateReuse Florida
- c. Email: lspivey@plantcitygov.com
- d. Phone #: (813)285-9959

8. Is there a registered lobbyist working to secure funding for this project?

- a. Name: Laura Donaldson
- b. Firm: Manson Bolves Donaldson Varn, PA
- c. Email: ldonaldson@mansonbolves.com
- d. Phone #: (813)514-4700

9. Organization or Name of entity receiving funds:

- a. Name: WateReuse Florida
- b. County (County where funds are to be expended): Statewide
- c. Service Area (Counties being served by the service(s) provided with funding): Statewide

10. What type of organization is the entity that will receive the funds? (Select one)

- For Profit
- Non Profit 501(c) (3)
- Non Profit 501(c) (4)
- Local Government
- University or College
- Other (Please describe) The Florida chapter of the WateReuse Association, a not-for-profit trade association.

11. What is the specific purpose or goal that will be achieved by the funds being requested?

The requested funds will be used for a statewide education program to help educate the public regarding what is potable reuse and how it can help Florida meet future water demands of the public and environment as an alternative water supply.

12. Provide specific details on how funds will be spent. (Select all that apply)

Spending Category	Description	Nonrecurring (Should equal 4d, Col. E) Enter "0" if request is zero for the category
Administrative Costs:		
<input type="checkbox"/> a. Executive Director/Project Head Salary and Benefits		
<input type="checkbox"/> b. Other Salary and Benefits		
<input checked="" type="checkbox"/> c. 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
<input checked="" type="checkbox"/> d. 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
Operational Costs:		
<input type="checkbox"/> e. Salaries and Benefits		

<input type="checkbox"/> f. Expenses/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> g. Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
<input type="checkbox"/> h. Construction/Renovation/Land/Planning Engineering		
TOTAL		500,000

13. For the Fixed Capital Costs requested with this issue (In Question 12, category “h. Fixed Capital Outlay” was selected), what type of ownership will the facility be under when complete? (Select one correct option)

- For Profit
- Non Profit 501(c) (3)
- Non Profit 501(c) (4)
- Local Government (e.g., police, fire or local government buildings, local roads, etc.)
- State agency owned facility (For example: college or university facility, buildings for public schools, roads in the state transportation system, etc.)
- Other (Please describe)

14. Is the project request an information technology project?

No

15. Is there any documented show of support for the requested project in the community including public hearings, letters of support, major organizational backing, or other expressions of support?

Yes

15a. Please Describe:

The Potable Reuse Commission (PRC) is a diverse water-related stakeholder group comprised of water, environmental, and industry professionals. The PRC’s mission was to develop a framework for potable reuse implementation in Florida to augment future water supply. As part of its final recommendations, the PRC approved a communications plan as an important and integral component of implementing potable reuse in Florida is educating the public that its safe and the environment will be protected.

16. Has the need for the funds been documented by a study, completed by an independent 3rd party, for the area to be served?

No

17. Will the requested funds be used directly for services to citizens?

No

18. What benefits or outcomes will be realized by the expenditure of funds requested? (Select each Benefit/Outcome that applies)

Benefit or Outcome	Provide a specific measure of the benefit or outcome	Describe the method for measuring level of benefit
<input type="checkbox"/> Improve physical health		
<input type="checkbox"/> Improve mental health		
<input type="checkbox"/> Enrich cultural experience		
<input type="checkbox"/> Improve agricultural production/promotion/education		
<input type="checkbox"/> Improve quality of education		
<input checked="" type="checkbox"/> Enhance/preserve/improve environmental or fish and wildlife quality	By educating the public, 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.	The success of the education program may be measured by the number of potable reuse projects implemented in Florida or by survey regarding the public's view on potable reuse.
<input checked="" type="checkbox"/> Protect the general public from harm (environmental, criminal, etc.)	By educating the public, 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.	The success of the education program may be measured by the number of potable reuse projects implemented in Florida or by survey regarding the public's view on potable reuse.

<input type="checkbox"/> Improve transportation conditions		
<input checked="" type="checkbox"/> Increase or improve economic activity	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.	The success of the education program may be measured by the number of potable reuse projects implemented in Florida and by the increase of available water supplies in the State.
<input type="checkbox"/> Increase tourism		
<input type="checkbox"/> Create specific immediate job opportunities		
<input type="checkbox"/> Enhance specific individual's economic self sufficiency		
<input type="checkbox"/> Reduce recidivism		
<input type="checkbox"/> Reduce substance abuse		
<input type="checkbox"/> Divert from Criminal/Juvenile justice system		
<input checked="" type="checkbox"/> Improve wastewater management	Only half of the available reclaimed water is being beneficially reused. 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.	A method to determine the success of the education campaign is if there is more beneficial use of their reclaimed water by utilities.
<input type="checkbox"/> Improve stormwater management		
<input type="checkbox"/> Improve groundwater quality		
<input type="checkbox"/> Improve drinking water quality		
<input type="checkbox"/> Improve surface water quality		

<input type="checkbox"/> Other (Please describe):		
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19. Provide the total cost of the project for FY 2020-21 from all sources of funding (Enter "0" if amount is zero):

Type of Funding	Amount	Percent of Total	Are the other sources of funds guaranteed in writing?
1. Amount Requested from the State in this Appropriations Project Request:	500,000	100.0%	N/A
2. Federal:	0	0.0%	No
3. State: (Excluding the requested Total Amount in #4d, Column F)	0	0.0%	No
4. Local:	0	0.0%	No
5. Other:	0	0.0%	No
TOTAL	500,000	100%	

20. Is this a multi-year project requiring funding from the state for more than one year?

Yes

20a. How much state funding would be requested after 2020-21 over the next 5 years?

- <1M
- 1-3M
- >3-10M
- >10M

20b. How many additional years of state support do you expect to need for this project?

- 1 year
- 2 years
- 3 years
- 4 years
- >= 5 years

20c. What is the total project cost for all years including all federal, local, state, and any other funds? Select the single answer which best describes the total project cost. If funds requested are for ongoing services or for recurring activities, select “ongoing activity”.

ongoing activity – no total cost

<1M

1-3M

>3-10M

>10M