

Appropriations Project Request - Fiscal Year 2020-21

For projects meeting the Definition of House Rule 5.14

1. Title of Project: VolunteerCleanup.org State-wide Expansion
2. Date of Submission: 11/12/2019
3. House Member Sponsor: Nicholas Duran
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:					100,250	100,250

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? No
 - 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.

Return funds provided to date, and/or withhold any additional future funds remaining to be dispersed

6. Requester:

- a. Name: Dara Schoenwald
- b. Organization: Miami-Dade Coastal Cleanup, Inc. (DBA VolunteerCleanup.org)
- c. Email: dara@volunteercleanup.org
- d. Phone #: (786)525-6040

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

- a. Name: Dara Schoenwald
- b. Organization: Miami-Dade Coastal Cleanup, Inc. (DBA VolunteerCleanup.org)
- c. Email: dara@volunteercleanup.org
- d. Phone #: (786)525-6040

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

- a. Name: None
- b. Firm: None
- c. Email:
- d. Phone #:

9. Organization or Name of entity receiving funds:

- a. Name: Miami-Dade Coastal Cleanup, Inc. (DBA VolunteerCleanup.org)
- b. County (County where funds are to be expended): Miami-Dade
- c. Service Area (Counties being served by the service(s) provided with funding): Brevard, Broward, Duval, Escambia, Miami-Dade, Pinellas, Wakulla

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)

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

VolunteerCleanup.org is an on-line hub connecting volunteers to local shoreline cleanup opportunities. We have proven out a successful model in Miami-Dade where we have facilitated 1,400+ cleanups, engaged 15,000 distinct volunteers who put in 131,559 volunteer hours to remove an estimated 250,000 pounds of marine debris from local shorelines. Our goal is expand the platform and program to serve multiple areas statewide in Florida, engaging more volunteers in our marine debris crisis.

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 checked="" type="checkbox"/> a. Executive Director/Project Head Salary and Benefits	Day-to-day operations, project management and oversight	10,000
<input type="checkbox"/> b. Other Salary and Benefits		
<input checked="" type="checkbox"/> c. Expense/Equipment/Travel/Supplies/Other	Co-working office space at CIC Miami	9,000
<input type="checkbox"/> d. Consultants/Contracted Services/Study		
Operational Costs:		
<input checked="" type="checkbox"/> e. Salaries and Benefits	Salaries will be used to hire a Program Coordinator/Administrative Assistant to conduct outreach to cleanup organizers and volunteers in our expansion areas and handle the associated customer service tasks for these new users	31,200
<input checked="" type="checkbox"/> f. Expenses/Equipment/Travel/Supplies/Other	Computer/Work Station for Program Coordinator (\$650) -Monthly subscription fees to nationbuilder platform based on # of volunteers in	6,050

	our database. Expected increase of \$200/month -supplies to cleanup organizers (\$3,000)	
<input checked="" type="checkbox"/> g. Consultants/Contracted Services/Study	\$1,000 per month (\$12,000 annually x2) for each of a social media expert to promote our program and services to new cleanup organizers and volunteers, and a Digital Marketing expert to optimize the spend of our free \$10,000 in Google ad words grant that will drive awareness and usage in new markets -Graphic Designer and Video Production for social media content (10k) -Web Developer for enhancements to the digital platform (10k)	44,000
Fixed Capital Construction/Major Renovation:		
<input type="checkbox"/> h. Construction/Renovation/Land/Planning Engineering		
TOTAL		100,250

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:

Florida State Parks benefit from our services and acknowledge the important of our partnership. At Bill Baggs State Park, Assistant Park Manager Lu Dodson has shared a testimonial dated 11/2018 on how our program has been instrumental to grow their volunteer program to 200 volunteers monthly, strengthening their connection with the community and finding new board members. We are also the official local partner of the Ocean Conservancy in Miami-Dade for their annual International Coastal Cleanup.

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

Yes

16a. Please Describe:

Jenna Testa's 2018 "The Effects of Participatory Beach Clean-ups on Attitude and Awareness towards Marine Biodiversity and Conservation at the Destin Jetties," finds that beach cleanups in Northwest Florida help to reduce marine debris while increasing awareness about conservation. National Geographic, NOAA's Florida Marine Debris Reduction Guidance Plan and the UN Environment Programme all recommend cleanups as effective educational activities that engage volunteers to be part of the solution.

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

Yes

17a. What are the activities and services that will be provided to meet the purpose of the funds?

We will identify shoreline cleanup opportunities and engage their organizers to list them on our website where people can find these events to register as a volunteer to participate. We will conduct extensive outreach to create cleanup opportunities where none exist, training local groups and providing the supplies and resources for them to do so. We will handle all of the administrative & customer service tasks associated with running this type of website & supporting volunteers to participate.

17b. Describe the direct services to be provided to the citizens by the funding requested.

Our core service connects people to local shoreline cleanups, creating the opportunity for any one to participate, and especially for students to earn community service hours required by their schools, as well a way for those who have court-mandated community service requirements to fulfill their obligations. We also serve the cleanup organizers (typically state/county parks, non-profits, other NGs) to promote their programs and drive volunteers to participate with their organization.

17c. Describe the target population to be served (i.e., "the majority of the funds requested will serve these target populations or groups.").

Select all that apply to the target population:

- Elderly persons
- Persons with poor mental health
- Persons with poor physical health
- Jobless persons
- Economically disadvantaged persons
- At-risk youth
- Homeless
- Developmentally disabled
- Physically disabled
- Drug users (in health services)
- Preschool students
- Grade school students
- High school students
- University/college students
- Currently or formerly incarcerated persons
- Drug offenders (in criminal Justice)
- Victims of crime
- General (The majority of the funds will benefit no specific group)
- Other (Please describe): Concerned citizens want to protect FL's ecosystems; those who have court-mandated community service.

17d. How many in the target population are expected to be served?

- < 25
- 25-50
- 51-100
- 101-200
- 201-400
- 401-800
- >800

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	1.) amount of marine debris removed from shorelines 2.) Breakdown and Tally of categories of items removed (# of straws, # of bottles, # of plastic bags)	-Weight in pounds of the trash removed at cleanup events -Citizen Science Data Collection via the Clean Swell data gathering app
<input type="checkbox"/> Protect the general public from harm (environmental, criminal, etc.)		
<input type="checkbox"/> Improve transportation conditions		
<input type="checkbox"/> Increase or improve economic activity		
<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 type="checkbox"/> Improve wastewater management		
<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 checked="" type="checkbox"/> Other (Please describe): Increase marine debris awareness	% of volunteers who report cleanups to be educational and/or leading to behavior change	Survey assessment

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:	100,250	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	100,250	100%	

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

No