



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2024-2025

LFIR # 1952

1. **Project Title**
2. **Senate Sponsor**
3. **Date of Request**

4. Project/Program Description

The State of Florida continues to invest in efforts to increase water reuse under legislative and regulatory guidance. With the pending Senate Bill 64 requirements related to the prohibition of non-beneficial discharge of reclaimed water, potable reuse will be an integral part of utilities meeting this 2032 requirement. It is vitally important the public understands what reuse is and the value of reclaimed water.

The award winning One Water education campaign, a campaign that was developed and implemented by the Southwest Florida Water Management District with oversight by FDEP and in collaboration with WaterReuse Florida, collected survey data to understand the public's knowledge and opinion of reuse water. It then created graphics and communication materials to convey the importance of using reclaimed and recycled water. This funding request will build on the work completed to create more videos, educational materials, and advertise the value of One Water to Florida.

5. **State Agency to receive requested funds**
- State Agency contacted?** Yes

6. Amount of the Nonrecurring Request for Fiscal Year 2024-2025

Type of Funding	Amount
Operations	1,000,000
Fixed Capital Outlay	0
Total State Funds Requested	1,000,000

7. Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	1,000,000	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2024-2025	1,000,000	100%

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

Fiscal Year (YYYY-YY)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

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.

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction
 N/A

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List 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.

13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study	Update survey results from FDEP/WMD One Water Campaign for recycling water in Florida, create informational materials to convey the value to the State's natural resources, and then advertise those benefits to Floridians.	1,000,000
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		1,000,000

14. Program Performance

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



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Only half of the available reclaimed water in Florida is being beneficially reused by utilities. The State of Florida, water management districts and utilities continue to invest in efforts to increase water reuse under legislative and regulatory guidance, and it is vitally important the public understands what reuse is and the value of reclaimed water. This funding request will further convey the importance to Florida's natural resources of beneficially reusing reclaimed and recycled water.

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.

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

Although not funding as a separate appropriation, FDEP previously provided funding to SWFWMD to develop and implement the One Water Florida campaign. This funding request will build on the work completed to create more videos, educational materials, and advertise the value of One Water to Florida.

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. However, there should be increased awareness of the benefits to Florida's communities in water infrastructure investments.

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

Florida's citizens, industries, and tourists. Millions 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, 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?

Increased reporting.

15. Requester Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

16. Recipient Contact Information

a. Organization

b. Municipality and County

c. Organization Type



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- 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

17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number