



CLEARWATER
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GROUNDWATER REPLENISHMENT PROJECT

PUBLIC OUTREACH

2016 ANNUAL REPORT

project co-funded by:
**Southwest Florida
Water Management District**



produced by:
Alfonso Communications, Inc.
Public Relations • Government Affairs • Community Outreach



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Public Outreach Annual Report - 2016
CLEARWATER GROUNDWATER REPLENISHMENT PROJECT

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Public Outreach Annual Report - 2016

CLEARWATER GROUNDWATER REPLENISHMENT PROJECT

This report is a collective overview of public outreach activities and accomplishments for the calendar year 2016. The report summarizes what was achieved in relation to the directives outlined in the original scope of services. These are expounded upon in detail within the four attached status reports. The report summarizes how strategies and subsequent tactics were adapted as the scope evolved. Contributors who supported these public outreach initiatives included representatives from the city of Clearwater, the Southwest Florida Water Management District (SWFWMD), Tetra Tech, Leggette, Brashears, & Graham, Alfonso Communications, Image Suite PR, Katz & Associates, UPPERCASE, Inc., and other members of the project's Technical Advisory Committee (TAC).

Throughout the course of 2016, public outreach goals and objectives were continually refined and presented in various platforms; however, the core message remained the same. Below are three examples that illustrate this. The first statement was in use at the beginning of 2016, while messaging evolved to the second position midway through the year. Finally, the third statement is reflected in the current working document of the project's communications plan.

- Primarily, a successful public outreach program will help promote the benefits of groundwater replenishment, as well as dispel any misconceptions that may still be present in stakeholders.
- To provide effective community outreach to the citizens of Clearwater and surrounding municipalities. Emphasis will be on public education and awareness as it relates to benefits of the project for both consumers and the environment. Outreach will focus on educating stakeholders about how the city plans to ensure that a sustainable volume and quality of water remain available and affordable to its customers.
- Clearwater residents served by the Clearwater Public Utilities as well as surrounding communities will be informed about the Groundwater Replenishment Project and understand the function, as well as the environmental and safety benefits of the purification process.

The following is the scope of services for public outreach and education that was in effect between the city of Clearwater and Tetra Tech at the beginning of 2016. These are identical to the scope of services outlined in the sub-consultant agreement between Tetra Tech and Alfonso Communications that was executed on January 19, 2016.



CLEARWATER GROUNDWATER REPLENISHMENT - PUBLIC OUTREACH AND EDUCATION

The city will continue to perform public outreach and communications activities in accordance with the strategies identified in the “Public Outreach Summary Report (February 2014)”. Tetra Tech will assist the city with public outreach activities. Additionally, a Technical Advisory Committee (TAC) will be convened to provide oversight of the project. The scope of services associated with public outreach and the TAC during the design and permitting phases of this project are as follows:

Public Outreach

- Conduct two (2) public perception surveys of the city’s citizens to measure the effectiveness of education and outreach efforts that have occurred. The survey results will be included in the Public Outreach Summary Report.
- Measure the effectiveness of the established website, tracking the number of unique webpage views monthly to measure the number of stakeholders using the site.
- Plan a media day with local media to discuss the project.
- Prepare an annual update to the February 2014 Groundwater Replenishment Project, Public Outreach Summary Report, including results from the above listed activities to be provided each year through the first year of water treatment plant operation. For this design and permitting phase, one (1) annual report update will be produced in 2016.
- Conduct quarterly public outreach status meetings and provide quarterly reports including the minutes from the quarterly public outreach status meetings and an updated work task schedule and timeline. Six (6) quarterly status meetings (via teleconference) and six (6) quarterly reports are anticipated during design and permitting based on this schedule:

2015 – 2 meetings and reports

2016 – 4 meetings and reports

The quarterly reports will contain a written review of outreach accomplishments, number of participants reached, number of site visits and page views to the project website, survey results, material samples, photos and any other relevant information related to the project. The reports are due the last day of each quarter, December 31; March 31; June 30, and September 30, via email to the Southwest Florida Water Management District. The quarterly reports shall be included in the updated Public Outreach Summary.



Report and include a summation of all interim reports, final project overall outreach/impact numbers, program evaluation and evaluation results with recommendations for improvement.

- Attend (via teleconference) the project's monthly status meetings.
- Prepare a stakeholder database/mailing list of property/business owners, elected/appointed officials, media, and other interested parties.
- Prepare Community Awareness Plan (CAP) that outlines the outreach activities to be implemented during the project.
- Prepare for and conduct up to five (5) informational meetings with community or city representatives.
- Prepare for, conduct, and summarize three (3) public meetings with stakeholders and Council members.
- Conduct ½-day workshop with the city and the SWFWMD to discuss potential public education elements to be included in the water purification treatment facility to promote the findings of the project along with other industry best practice messaging for water resources and conservation. Estimated costs associated with potential public education elements will be developed. The workshop discussion and the follow up costing evaluation will be summarized in a technical memorandum.
- Participate in two (2) Technical Advisory Committee (TAC) meetings during the design, permitting and bidding phase of this project.

The above scope of services provided an initial guide and broad blueprint for the project team to build upon, but not all the above directives remained applicable or were implemented. Careful refinement of the public outreach Community Awareness Plan (i.e. Communications Plan) prompted a continuous re-evaluation of objectives, strategies, and tactics that influenced timelines and re-prioritized tasks. The Communications Plan guides the scope of public outreach activities. This approach has proven to be valuable. It affords the team the latitude to modify and adjust strategies incorporating new information and ideas that ultimately result in a more creative and effective product.



Strategies and tactics have been adopted that augment the original scope of services. They have enhanced the effectiveness of outreach activities and helped to maximize the visibility of the project. These include:

- Focus groups (to be conducted in Q1 2017)
- Paid social media posts
- Public service announcements
- Vehicle wraps
- Short-form videos and animations for use in social media and paid campaigns
- Quad-fold brochure
- Use of existing city communications vehicles (*Sunshine Lines, MyClearwater Magazine*, website)
- Postcard mailer

PROJECT STATUS REPORTS

Four project status reports were drafted in 2016 and are included in this report:

- The first quarter status report focused primarily on the development of the project's communications plan and other deliverables, such as updated content for the project website, key messages, frequently asked questions (FAQs), and variations of a project fact sheet and newsletter (which evolved into quad-fold brochure). Quotes for conducting surveys were solicited, and UPPERCASE, INC. was selected to administer them.
- The project survey was completed during the time period reflected in the Q2 status report. Continued development of internal documents such as the communications plan and key messages was performed. Outreach materials such as the FAQs and content for the project brochure also continued to be edited. The Technical Advisory Committee (TAC) became involved in the planning and review process as well.
- The third quarter status report detailed preparations for the project's first public meeting in November 2016. These preparations included numerous collaborative efforts to determine target audience, meeting location and reservation of facility, and methods of outreach to promote the meeting. Outreach materials such as external and internal FAQs were finalized, and a project brochure was created to be distributed at the public meeting. Survey results were evaluated, which initiated changes to the Communications Plan. Social media strategies began being implemented.



- The final status report for Q4 2016 detailed the project's first public meeting and the public response to it. The report provided an overview of more advanced outreach strategies being developed, as well as copies of outreach materials, the most recent communication plan, and statistics from the project website and Facebook page.

PROJECT DELIVERABLES - 2016

The following deliverables from the original scope and subsequent communications plan were developed during 2016:

- Communications Plan
- Stakeholder Database
- Key Messages
- Quad-Fold Fact Sheet (Brochure)
- Frequently Asked Questions (2-page and full versions)
- Press Releases
- Facebook Organic and Paid Posts
- *Sunshine Lines* articles and meeting notifications
- *MyClearwater Magazine* Article (for January 2017)
- Short Form Video Scripts

PROJECT HIGHLIGHTS AND LESSONS LEARNED

Public Perception Survey #1

In August 2016, Uppercase, Inc. provided pretest survey results conducted in June and July 2016 through a telephone survey of 384 Clearwater residents. Key findings of the survey indicated that more than half (55.7%) of respondents were unsure of the source of their tap water, and 72% had not heard of groundwater replenishment. While the majority were unfamiliar with the process, they did teeter toward acceptance/support of groundwater replenishment, providing an excellent opportunity to educate through respondents' indicated preferred communications vehicles of a mailed pamphlet, website and social media.

This information gave the public outreach team a framework as to how to best reach their audience, and a follow-up survey will be scheduled for Summer 2017 to measure outreach progress.

Public Information Open House Meeting #1 – November 15, 2016

In mid-November, the team held the first of three public information open house meetings to present the project to residents and answer questions. The kickoff meeting was held at a city library facility closest to the project location, and more than 1,600 city utility customers within a 1-mile radius of the proposed plant were mailed a letter detailing the project and inviting them to attend the public information open house meeting.

The meeting was also promoted via press release, which was published in the *Tampa Bay Times* and other smaller local publications, the city's utility bill stuffer, *Sunshine Lines*, *MyClearwater Magazine* and



through social media organic and paid posts. The paid Facebook post to promote the meeting was run during a full week prior to the event, and garnered 1.7K views with a reach of 4,969 residents within city limits.

In a 0.03375% response rate to the mailing, 54 residents attended the November 15, 2016 meeting. Of the residents attending, 20 provided comment cards after receiving project information. 50% of commenters indicated that they had confidence in the project's safety; 40% were unsure; and 10% did not have confidence in the safety of the project. These results were very similar to the information gained through the pretest surveys, and showed the necessity to turn a high percentage of those who are unsure about the process into supporters as project outreach efforts continue into 2017.

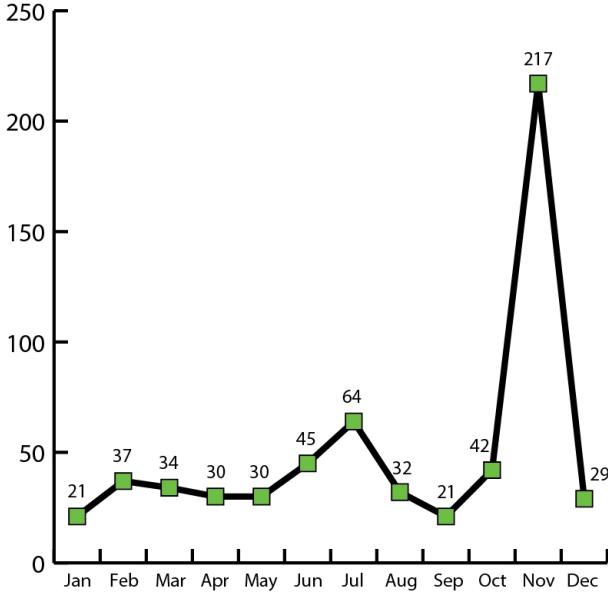
While attendance numbers were about average for a city public meeting, the small number of residents participating versus letters sent out were somewhat concerning to the team. Continued efforts would need to be made for future public information meetings to ensure that the meeting date and time were shared on a variety of platforms and media

Project Website Traffic Results

While traffic to the Groundwater Replenishment Project page remained fairly flat throughout the year, it did see two spike periods, during June/July, then a significant spike in November. In review of activity for June and July, there was an article published in the Tampa Bay Times in June related to a similar project with the city of Tampa, which could have prompted more activity in June. Additionally, June/July was the time period when the surveys were being conducted, so the site may have seen a bit more activity as a result of awareness among city residents surveyed.

For November, the increased activity was obviously a result of outreach efforts prior to the November 15, 2016 public information open house. The mailing of letters to city utility customers nearby the project location, along with a paid social media campaign linking to the website provided additional opportunities for exposure that increased web traffic to more than six times the average monthly traffic. This spike provided affirmation that even though residents did not come out in droves to the public information open house, some did have enough interest in the project to visit the website to learn more, as the pretest survey indicated was a preferred vehicle for communicating the message.

Clearwater Groundwater Replenishment 2016 Website Traffic





SUMMARY

While some delays were initially experienced early in the year with refinement of the communications plan and messaging, the latter part of 2016 saw steady progress in development of outreach materials, the kick-off public meeting, and overall outreach planning for 2017.

2017 will see continued outreach efforts, including a second and third public information open house event in different areas of the city, development of more communications tools, such as magazine articles and social media posts, and a vehicle wrap on city utilities vans driving more traffic to the website.

The project outreach team continues to meet on a monthly basis to discuss communications opportunities and challenges, and receives valuable input from Technical Advisory Committee members who have expertise in communications and the medical field.

Overall, the Clearwater Groundwater Replenishment Project is making great strides in providing information to the public about the water purification process and how the project will make a positive impact on the environment and the community. We look forward to continued outreach efforts in 2017 and beyond as the project reaches completion in 2020.



Public Outreach Report (January-May 2016) **CLEARWATER GROUNDWATER REPLENISHMENT PROJECT**

Initial Public Outreach Activities

Public outreach activities began on January 20, 2016. This report covers outreach activities through May 2016. Initial activities involved a thorough review of the project's 2014 Public Outreach Summary Report and the Public Outreach Messaging and Public Outreach Plan within that report. The project's webpage and existing collateral materials such as the Frequently Asked Questions and Talking Points were also reviewed.

Subsequent to the above initial review, the scope of services and timelines in relation to the information obtained was assessed. This evaluation led to some re-prioritizing of the assigned tasks and timelines for deliverables to most effectively and efficiently accomplish the project's outreach goals and specifications.

Challenges - Adherence to Performance Schedule

As a result of other project related design and administrative responsibilities of a project team consisting of multiple firms, the city of Clearwater, and the Southwest Florida Water Management District (District), the review process for submitted deliverables proved to be somewhat disjointed and cumbersome at times. This was anticipated and discussed internally during the initial meetings between Alfonso Communications and the project team. As such, timelines and due dates for deliverables were adjusted on several occasions.

Deliverables per Scope

Community Awareness Plan

Original due date	5/10/16	Per project implementation schedule from 1/28/16
1 st draft submitted	2/24/16	No edits; given go ahead to forward on 3/18/16
2 nd due date	3/11/16	Per project implementation schedule from 2/24/16
2 nd draft submitted	3/18/16	No edits provided; examples provided by District on 4/5/16
3 rd due date	5/30/16	Per project implementation schedule from 4/27/16
3 rd draft submitted	5/6/16	Currently under review



Stakeholder Database

Original due date	3/27/16	Per project implementation schedule from 1/28/16
1 st draft submitted	3/16/16	
2 nd due date	3/11/16	Per project implementation schedule from 2/24/16
Suggested Additions	3/23/16	Provided by Clearwater and District staff
3 rd due date	5/30/16	Per project implementation schedule from 4/27/16
Updates provided	5/2/16	Updated database to be provided at the end of each month

Frequently Asked Questions & Talking Points

Original due date	4/12/16	Per project implementation schedule from 1/28/16
1 st draft submitted	2/18/16	
2 nd due date	3/11/16	Per project implementation schedule from 2/24/16
2 nd draft submitted	3/16/16	
Edits provided	3/23/16; 4/1/16	Per District staff; per Clearwater staff
3 rd draft submitted	5/2/16	Final Version

Fact Sheet (not specified in original scope)

Date assigned	2/24/16	At monthly progress meeting
Original due date	2/26/16	
1 st draft submitted	2/26/16	Per project implementation schedule from 2/24/16
Edits provided	3/3/16	From District staff
Edits agreed upon	4/28/16	Per Clearwater staff
2 nd draft submitted	4/29/16	Final Version



Public Perception Survey

Working from only the public outreach scope, designated hours apportioned for the public perception survey, and what was understood to be a limited budget, two survey options were developed and a recommendation provided. Multiple survey options were researched and reviewed within the same field on similar projects. Initial evaluation, recommendation, and survey questions were based on aforementioned research and the allotted hours within the project scope.

On March 31st, a meeting was held to discuss and confirm the parameters and expectations for the public perception survey. Members of the project team who attended and contributed to this meeting were Robert Fahey (Clearwater), Lan-Anh Nguyen (Clearwater), Heather Parsons (Clearwater), Emilie Moore (Tetra Tech), Mary Margaret Hull (District), Robert Peterson (District), and Darren Alfonso (Alfonso Communications).

Upon learning that funding for the public perception surveys was available to support a traditional, scientifically valid research product, a Request for Quotes (RFQ) and a Response Form were customized using examples provided by the District. Included in the RFQ package was a sub-consultant agreement between Alfonso Communications and the selected firm. After the review and editing process was completed, the final version of the RFQ packet was emailed to prospective firms. The firms solicited included:

- Taproot Creative
- Kerr & Downs Research (Downs & St. Germain Research)
- HCP & Associates
- Salter Mitchell, Inc.
- Insight Cooperative
- UPPERCASE, Incorporated
- Doug MacNair
- Schwartz Research & Consulting
- Amplitude Research
- Mars Research
- 3Q Global
- Herron Associates, Inc.
- L&E Research
- Plaza Research
- Quick Test/Heakin Research
- Varga Market Research Services



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The RFQ packet was emailed on April 14th, with an original response deadline of April 18th. The target date to send out the RFQ was initially April 11th, but the review and approval process was not completed until April 14th. Consequently, the decision was made to push back the due date for the quotes to April 22nd. An amended RFQ was emailed to the solicited firms on April 15th.

Three firms submitted quotes. Those firms were UPPERCASE, INC., Kempton Research and Planning, and HCP & Associates. Members of the project team met on April 28th to review the submitted quotes. The team members that comprised the selection committee (PARTNERS) were David Porter (Clearwater), Robert Fahey (Clearwater), Lan-Anh Nguyen (Clearwater), Heather Parsons (Clearwater), Emilie Moore (Tetra Tech), Mary Margaret Hull (District), Robert Peterson (District), and Darren Alfonso (Alfonso Communications). One quote was considered unresponsive due to the fact that they had not submitted all of the documentation required in the RFQ. The review committee discussed the remaining two firms and used score sheets specific to the project that were provided by the District. UPPERCASE, INC. was selected as the firm to conduct the survey.

With the exception of David Porter, all other PARTNERS from the selection committee participated in the collaborative work session on May 9th with Dorian Morgan of UPPERCASE, INC. Objectives, methodology, and timelines were discussed and a consensus was reached on the parameters of how the public perception survey would be conducted. On May 17th, Dorian Morgan of UPPERCASE INC., provided the PARTNERS with a formal research plan and timelines for the project's survey. The deadline for feedback from the PARTNERS is from May 23rd to June 3rd. Subsequent review timelines were also established along with a goal for conducting the survey to be between June 27th and July 22nd.

Original due date	5/10/16	Per project implementation schedule - 1/28/16 and 2/24/16
1 st draft submitted	2/15/16	Evaluation and recommendation submitted to Tetra Tech
1 st draft submitted	3/28/16	To Clearwater staff and District staff
Recommendations provided	3/30/16	RFQ examples provided by District staff
RFQ Survey Meeting	3/31/16	Fahey; Nguyen; Parsons; Moore; Hull; Peterson; Alfonso
RFQ draft submitted	4/5/16	To Tetra Tech
RFQ draft submitted	4/6/16	To Clearwater staff and District staff
Edits to RFQ received	4/6/16	Provided by Clearwater staff and District staff
RFQ solicitation packet	4/14/16	Emailed 16 firms (final staff approval received on 4/14/16)
Amended RFQ due date	4/15/16	Emailed solicited firms (due date extended to 4/22/16)
Review of submitted quotes	4/28/16	Porter; Fahey; Nguyen; Parsons; Moore; Hull; Peterson; Alfonso
Selection of survey firm made	4/28/16	UPPERCASE, INC notified of selection - Alfonso
Meeting with UPPERCASE, INC.	5/9/16	Fahey; Nguyen; Parsons; Moore; Hull; Peterson; Alfonso
Formal research plan (survey)	5/17/16	Submitted by Dorian Morgan of UPPERCASE, INC.
Review of plan by PARTNERS	5/23/16	Feedback from PARTNERS due between 5/23/16 and 6/3/16



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Technical Advisory Committee (TAC)

As part of this project's oversight, a Technical Advisory Committee (TAC) has been formed. Tetra Tech's Project Manager Emilie Moore led the organization of this effort with input solicited from all project team members. Committee members were recruited based on their field of expertise as specified in the project scope. A detailed list of responsibilities was drafted by Emilie Moore consistent with the parameters defined in said scope. The TAC will be tasked with the review and feedback of multiple design, permitting, and outreach activities at the 30% and 90% design milestones. The timeline for the TAC's 30% design review is targeted for 6/25/16 through 7/24/16.

Candidates requested	1/19/16	From Tetra Tech with due date of 1/21/16
Candidate recommendations	1/20/16	Submitted by D. Alfonso (Alfonso Communications)
Candidate recommendations	1/21/16	Submitted by R. Peterson (District)
List of potential candidates	1/26/16	Provided by E. Moore (Tetra Tech)
Concurrence with potential candidates	1/27/16	Wiley & Trommer (Leggette, Brashears & Graham)
Draft invitation for TAC submitted	2/4/16	From E. Moore (Tetra Tech) with due date of 2/9/16
Response to draft invitation provided	2/8/16	From D. Alfonso (Alfonso Communications)
Response and approval of draft	2/9/16	From R. Peterson (District)
Final draft of TAC invitation	4/27/16	Submitted by E. Moore (Tetra Tech)
Final scope for TAC submitted	5/13/16	Submitted by E. Moore (Tetra Tech)

Follow-Up Public Outreach Status Reports

The project's 30% design targeted timeframe is anticipated to be achieved by July 24, 2016. In consideration of this, as well as changing and extended timelines, follow-up status reports will be submitted to correspond with projected outreach milestones. These dates and anticipated outreach status reports are to be updated as follows:

7/31/16	CAP approved; Meetings with local elected officials completed; Public Perception Survey completed
10/31/16	Survey results evaluated and messaging for collateral materials modified accordingly; Meetings with surrounding municipalities and other key stakeholders completed; Media day completed
12/31/16	First public meeting completed; Annual report drafted to incorporate all outreach activities, deliverables, and results



Public Outreach Quarterly Report (July 2016)

CLEARWATER GROUNDWATER REPLENISHMENT PROJECT

Public Outreach Activities

This report covers outreach activities from May 22, 2016 through July 31, 2016. Public outreach activities continue to include the development of a Community Awareness Plan (CAP), updating and reformatting of stakeholder database, and coordination of City's outreach calendar with said database. Clearwater project staff have also met with local elected officials.

The review process for submitted deliverables has improved, but continues to be somewhat extended at times. As such, timelines and due dates for deliverables continue to be adjusted as needed. Paula MacDonald, APR, of Image Suite PR began working with Alfonso Communications, Inc. on June 6, 2016 to assist with the completion of the project's CAP and to provide additional support as needed.

Deliverables per Scope

Community Awareness Plan

After consulting with the Southwest Florida Water Management District (District) staff, a new draft of the CAP was prepared by Paula MacDonald, APR, of Image Suite PR. Some content from the CAP previously submitted on 5/16/16 was used in this version. It incorporated suggestions from the District and was written as an APR styled communications plan.

Original due date	5/10/16	Draft from 5/6/16 was under review when initial summary was submitted on 5/22/16
New draft submitted	6/13/16	To City and Tetra Tech staff
Edits provided	6/13/16	From Tetra Tech PM
Edits provided	6/14/16	From City' project staff
CAP discussion	6/17/16	Tetra Tech, City's project staff, Alfonso Communications / Image Suite, PR
New draft submitted	6/17/16?	To District staff
Edits provided	6/20/16	To City's project staff with District staff's edits incorporated
Clarification requested	6/21/16	From Alfonso Communications, Inc. / Image Suite PR regarding timelines and budget
Comments provided	6/22/16	From Tetra Tech and City's project staff
Updated CAP	6/23/16	Submitted to Tetra Tech and City's project staff
Updated CAP	6/27/16	Submitted to District staff



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Additional edits provided	7/1/16	From District staff
Updated CAP	7/8/16	Submitted to Tetra Tech and City's project staff
Additional edits provided	7/8/16	From City (Gardner)
Additional edits provided	7/12/16	From Tetra Tech
Updated CAP	7/13/16	Submitted to Tetra Tech and City's project staff
Updated CAP	7/13/16	Submitted by project staff as final version to District staff

Stakeholder Database

Per District's request, additional columns were added to the database that included a "Method of Outreach" and an "Action Taken" section. Based on the most logical methods outlined within the project scope and CAP, each stakeholder was assigned multiple outreach options along with the most likely project staff members to participate in those outreach activities. Original database that included aforementioned columns was rejected. The City provided an alternative layout for the columns on one tab. This layout was then added in to all tabs. In addition, stakeholders were designated by colors based on proximity and other variables.

Additional columns added per District	5/25/16	Submitted to Tetra Tech, Clearwater staff, and District staff
Updated version not accepted	5/31/16	Public outreach conference call w/Tetra Tech, Clearwater, and District staff
New layout provided	6/6/16	By H. Parsons (Clearwater)
Updated database	7/18/16	Submitted to Tetra Tech
Updated database	7/19/16	Submitted to City's project staff
Meeting with City and Tetra Tech	7/29/16	Reviewed database; discussed outreach calendar; discussed outreach summary report
Pending	7/31/16	Waiting for confirmation of dates and times that City staff met with elected officials to add to stakeholder database.

Frequently Asked Questions & Talking Points

Subsequent to the updated version submitted on 5/2/16, clarification was provided for one specific outstanding question "What other groups or cities have or are developing projects like this?" Clarification was provided and the FAQ's updated accordingly.

Updated FAQ's	5/27/16	Submitted to Tetra Tech, City's project staff, and District
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Fact Sheet (not specified in original scope)

Final version was submitted on 4/29/16 and reviewed again when FAQ's were updated. No changes were required at that time.

Final version submitted	4/29/16	To Tetra Tech, City's project staff, and District staff
Fact sheet re-reviewed	5/27/16	No changes were required.

Public Perception Survey

The project's Public Perception survey is complete. UPPERCASE, INC. obtained the 384 responses needed and are starting to analyze the data and prepare reports. UPPERCASE, Inc. expects to meet the August 22nd deadline for the draft report without a problem. Dorian Morgan requested that the PARTNERS be prepared to review the draft report between 8/22/16 and 9/2/16. Dorian also requested that all comments from the draft report be sent to them as one document rather than having each member of the committee submit theirs separately.

Draft survey guide submitted	5/27/16	By UPPERCASE, INC. to Tetra Tech, City's project staff, and District
Edits and comments provided	5/27/16	Submitted by City's project staff and District staff
Conference call with UPPERCASE	5/27/16	Discussed survey questions and alternative phrasing (project staff)
Updated survey questions for pre-testing	6/7/16	Submitted by UPPERCASE to Tetra Tech, City's project staff, and District
Feedback provided	6/9/16	By H. Parsons (Clearwater)
Feedback provided	6/13/16	By MMH (District)
Updated survey questions for pre-testing	6/14/16	Submitted by UPPERCASE to Tetra Tech, City's project staff, and District
Conference call with UPPERCASE	6/16/16	Discussed survey questions and pre-test report (project staff)
Survey Pre-test report	6/16/16	Submitted by UPPERCASE to Tetra Tech, City's project staff, and District
Feedback provided	6/17/16	By H. Parsons (Clearwater)
Feedback provided	6/20/16	By MMH and R. Peterson (District)
Status update provided by UPPERCASE, INC.	7/27/16	Presented at monthly progress meeting.



Technical Advisory Committee (TAC)

The project team held its kick-off meeting with Technical Advisory Committee (TAC) on Friday, July 15, 2016. A follow-up conference call specific to public outreach was held with TAC committee member Patricia Tennyson of Katz & Associates on July 20, 2016. Discussion focused on current collateral materials and CAP. Initial feedback referenced the length of the project fact sheet, FAQ's, and Talking Points, as well as the absence of supporting graphics in them. Numerous questions were asked about the CAP.

Technical Advisory Committee	7/15/16	Kick-Off meeting with project staff
Conference call with Patricia Tennyson	7/20/16	Discussion specific to public outreach
Written feedback from P. Tennyson	Due date? ?	Specific to public outreach collaterals and CAP

Public Outreach for August 2016 – October 2016

Public outreach activities over the next quarter are contingent on number of variables. These include reviewing the comments from Patricia Tennyson, and evaluating the survey results. Depending on the feedback and information received, the project team must determine whether changes need to be made to the project collateral materials and CAP. Another factor to consider is the outcome of the third-party review from the Governing Board in September. Timelines and action items will be more clearly defined as a result of above referenced factors.

Due date?	Comments from Patricia Tennyson due.
8/22/16	Survey results to be submitted.
9/27/16	Third-party review from Governing Board



Public Outreach Quarterly Report - 3rd Quarter

CLEARWATER GROUNDWATER REPLENISHMENT PROJECT

Public Outreach Activities

This report covers 3rd Quarter public outreach activities (7/1/16 – 9/30/16). Activities for this period included finalization of the Community Awareness Plan (CAP) and stakeholder database, and development of a revised project timeline. Development commenced on initial outreach materials, including a long-form brochure and quad-fold brochure to be utilized in public meetings. Project key messages and internal/external FAQs continued to be refined and edited during this reporting period, in preparation for a public information open house, scheduled for November 15 at the Countryside Library and targeted at residents within a 1-mile radius of the project site. City staff conducted several meetings with surrounding municipalities to raise awareness of the project.

Objectives Addressed

- By June 2017, conduct at least one of several scheduled comprehensive outreach programs targeted toward at least 80% of stakeholders residing within a 1-mile radius of the recharge wellfield
- Conduct a minimum of 20 outreach meetings with community leaders and elected officials by June 2017

Deliverables per Scope

Community Awareness Plan

The updated CAP submitted in July 2016 continued to serve as a working document for the team throughout the reporting period. After review by TAC member Patricia Tennyson in August, updates were made and the team moved forward with utilizing this document as a roadmap for the project.

Stakeholder Database

The July 2016 stakeholder database submitted by Alfonso Communications served as the working document that was built upon throughout this reporting period. Discussions surrounding the document included the need for city staff to select a key group of 5-10 individuals or group leaders who could support dissemination of information regarding the first public meeting, designed to communicate with those in closest proximity to the facility.

Outreach Materials

FAQs, talking points and fact sheets became a major focus of this period once the first public meeting date of November 15 was established. While several draft versions of FAQs, talking points and key messages were revisited and language honed, Alfonso Communications also provided an initial draft of a



tri-fold brochure for presentation at open houses that was outside of the current scope of work to generate discussion and further development of the brochure format into a quad-fold piece created by city staff. In addition, city staff designed a long-form brochure that contained more technical information than the quad-fold.

As recommended by the SWFWMD partners, the city was tasked with developing a personalized outreach letter to residents within a 1-mile radius of the facility location. Some of these residents were city utility customers, while others were not. SWFWMD identified 1,683 addresses in the 1-mile area to mail out to prior to the scheduled 11/15 public meeting. Alfonso Communications drafted an initial version of the letter, and a strategy for printing and distribution was discussed, with SWFWMD taking the lead in the printing and mailing of the letter.

Public Perception Survey

The project's Public Perception survey was completed on 8/22/16. UPPERCASE, INC. obtained the 384 responses needed and provided a pretest report on that date. Results were reviewed by team at August public outreach meeting, and Dorian Morgan of UPPERCASE, INC. presented her findings at the September meeting, with a final survey submitted on 9/23/16.

Technical Advisory Committee (TAC)

Technical Advisory Committee members Patricia Tennyson and Dr. Lara Cavanaugh provided valuable feedback at public outreach committee meetings and via emailed edits to the various materials reviews provided in the Outreach Materials section of this report.

Public Information Meeting – Countryside Library

A date was set for the city's initial public information meeting to inform residents closest to the facility. November 15 was selected for the Countryside Library, from 4-6pm. With a firm deadline to work with, movement toward finalizing printed materials and other required components for the meeting was accelerated. City staff met with Alfonso Communications representatives to discuss promoting the meeting via paid social media placements, and a blurb was created by city staff for submission in the October *Sunshine Lines* utility stuffer.

Upcoming Public Outreach Activities – 4th Quarter

Public outreach activities over the 4th quarter will be focused specifically around the first public information open house. Early November will be spent on final preparations of boards, brochures and feedback/comment cards, along with a walkthrough by the team at the library location. Following the meeting, the team will regroup to discuss successes, challenges and opportunities uncovered at the first meeting. Also up for discussion is whether or not to conduct a focus group to further refine messages for the project. Early 2017 will produce additional renderings and progression of developing key messages into targeted outreach campaigns, as the team prepares for additional public meetings in the February/March timeframe, to be determined.

Presentations

7/15/16 – Water Reuse presentation in Texas by D. MacNevin – audience of 120

8/15/16 – Meetings with Clearwater City Council members by city staff

9/11-14/16 – Presentation/Panel Discussion at Water Reuse Symposium by J. Roque

9/27/16 – Workshop with City and SWFWMD

Media

9/13/16 - *Tampa Bay Times*, Melissa Meeker letter to the editor, "Water Supply, Purifying and Recycling" - <http://www.tampabay.com/opinion/letters/tuesdays-letters-dont-blame-rain-for-sewage-discharge/2293289>

Website/Social Media Statistics

Website Hits

July - 64

August - 32

September - 21

No social media posts to report for this quarter.

Press Releases and Other Communications

Sunshine Lines – Public Information Open House announcement -

http://myclearwater.com/gov/depts/public_comm/documents/pdf/Sunshine_Lines_Oct16.pdf

CITY OF CLEARWATER GROUNDWATER REPLENISHMENT PROJECT

Communications Plan – August 2016

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PROBLEM STATEMENT

Clearwater citizens may lack a thorough understanding of where their water comes from and what the benefits of the Clearwater Groundwater Replenishment Project are, largely due to unfamiliarity with the project and a lack of knowledge about the water purification process.

SITUATION ANALYSIS

The city of Clearwater's Groundwater Replenishment Project is an indirect potable reuse project that will use highly purified reclaimed water to recharge the aquifer beneath the city. This project will allow the city to reduce surface water discharges of unused reclaimed water to Tampa Bay and thereby reduce nutrient loading to the bay, all while replenishing and improving water levels in the aquifer and helping the city to preserve its source of drinking water supply for the city's water customers.

Experience has shown that public acceptance is one of the main challenges with successful implementation of potable reuse projects. Therefore, developing and implementing a comprehensive communications plan is a critical step toward building public awareness of the needs, benefits and opportunities of purified water generated through the Clearwater Groundwater Replenishment Project.

The city of Clearwater has been sourcing drinking water from the Floridan aquifer system for almost 100 years. The first wellfields were installed in the 1920s. In the decades since that time, population and the demand for more water has increased. In response, the city has consistently adapted by using various methods and the latest available technology to meet the community's needs. Currently, the city's Public Utilities Department treats and delivers an average of 11.5 million gallons of drinking water and nearly seven million gallons of reclaimed water to its customers each day.

With funding support from the Southwest Florida Water Management District (SWFWMD), the city of Clearwater began investigating the viability of incorporating groundwater replenishment into its Integrated Water Management Strategy in 2008. In 2009, a preliminary feasibility study was conducted to determine if the groundwater could be improved with purified water to increase the availability of drinking water for its customers. A more comprehensive feasibility study was conducted in 2011.

Comprised within this study was the preliminary design of a pilot purification treatment system. Operation of this small-scale constructed pilot plant went online in June 2013 and was tested through June 2014. The test results from the one-year operation of a small-scale pilot purification plant reflected that the process successfully and consistently purified source reclaimed water, and the purified water reliably met or was better than regulatory standards for drinking water.

The city of Clearwater is moving forward with the design and permitting phase of this indirect potable reuse initiative, which recharges the conditioned, purified water into the aquifer. Design of an Advanced Water Purification Plant (AWPP) began in January 2016.

The next step is to construct a full-scale AWPP with the capacity of processing flows of up to 3 million gallons per day (MGD). The project costs will be paid by the city of Clearwater and is being co-funded by SWFWMD. The anticipated construction start date for the full-scale AWPP is fall 2017. It will be located at the city's Northeast Water Reclamation Facility. The injection of conditioned, purified water into the aquifer is expected to begin in 2019.

The project's goal is to replenish the aquifer for future safe yields of groundwater for drinking water supply and to ensure the availability of more drinking water in the future. That includes purifying reclaimed water to better-than-drinking-water standards and recharging the Floridan aquifer using that purified water. The purpose of this project is to produce high-quality drinking water that ensures sustainability and meets the current and future needs of the community at an affordable price.

In a comprehensive quantitative study conducted by SWFWMD in 2012, research revealed that 41% of Pinellas County residents did not know where their water came from, and approximately 70% of residents either disagreed, strongly disagreed or were not sure that reclaimed water that had been highly treated was as pure as water from the aquifer.

While public support and media coverage of the Clearwater Groundwater Replenishment Project has been generally favorable, these statistics indicate that there may exist a lack of understanding, particularly by the general public, of the resulting quality of purified water and the importance of aquifer replenishment for the future of the community. For this reason, it is important that the city of Clearwater develop a comprehensive public outreach program to keep citizens informed of the status of this trailblazing project and provide insight on the source and quality of the water that fills their glass.

COMMUNICATION CHALLENGES

Development of an easy-to-understand overview of indirect potable reuse and the methods and safety measures being implemented to replenish and recharge the aquifer will be essential to ensuring the success of this project. Establishing a transparent and regular pattern of communication will have a positive influence upon the relationship between the city of Clearwater and its customers. Potential barriers to effective communication include:

- Lack of understanding of indirect potable water reuse processes
- Perception that indirect potable reuse is not safe
- Concerns about the project's affect upon water utility costs
- Confusion over the difference between aquifer storage and recovery and an indirect potable reuse aquifer recharge project using purified reclaimed water

- Clearwater residents may be concerned about how the project will impact the Florida aquifer

RESEARCH

Research for the Clearwater Groundwater Replenishment Project itself has been comprehensive and exhaustive. A 2011 feasibility study concluded this groundwater replenishment project to be safe and economical. Results from the one-year pilot and demonstration phase (June 2013 to June 2014) further concluded that the process was both safe and cost effective. After verifying safety for people and the environment, the city of Clearwater and SWFWMD have recommended implementation of this project.

From a communications standpoint, initial analysis of the project's 2014 Public Outreach Summary Report and the Public Outreach Messaging and Public Outreach Plan within that report provided an initial framework of a communications plan for the project that had been developed by the City and SWFWMD. The project's website and existing collateral materials, such as FAQs and talking points, were also reviewed.

While the 2012 SWFWMD survey provided many interesting statistics in terms of residents' perspectives regarding the source where their water was derived from and the most appealing terminology and trusted sources, the data was developed from a sample of participants across Pinellas County and not specifically targeted toward Clearwater residents. Additionally, it is now approaching four years since this data was collected, so development of an updated survey is both timely and relevant.

In June 2016, a formal primary research project has been launched to gain insight into public opinion about water resources in Clearwater. The approximate 25-question telephone survey will provide quantitative information regarding Clearwater residents' knowledge about purified reclaimed water and their attitudes about the Groundwater Replenishment Project. Based on survey results, the project communications team will be able to better understand citizens' perspectives and will continue to develop the appropriate tools to best communicate this project.

GOAL

Clearwater residents served by the Clearwater Public Utilities as well as surrounding communities will be informed about the Groundwater Replenishment Project and understand the function and benefits of the purification process.

AUDIENCES

Internal Stakeholders

- Clearwater Mayor and City Council
- City Management team
- Project team
- Consultant team
- SWFWMD Governing Board
- SWFWMD team
- City employees

External Stakeholders

- Residents of Clearwater (homeowners and renters) and utility customers in Pinellas County served by Clearwater Public Utilities
- Business owners in Clearwater and Pinellas County served by Clearwater Public Utilities
- Civic, neighborhood, cultural and community associations in Clearwater
- Government and organizational representatives of neighboring communities and outlying areas (specifically, Pinellas County Board of County Commissioners and elected officials from the cities of Dunedin, Largo, Safety Harbor, Oldsmar and the town of Belleair)
- Students and Educators of Pinellas County Schools in Clearwater city limits
- Industry representatives and educators
- Special interest groups (health, environmental, science experts)
- DEP (regulatory interests)
- Local legislative delegation and state elected officials

Note: A comprehensive stakeholder database specifically identifies target audiences with contact information, and is included as Appendix A. This database is a working document and will be updated on a monthly basis. Stakeholders residing within closest proximity to the project are identified on the document in red.

OBJECTIVES

SHORT TERM (BY DECEMBER 2016)

- By December 2016, conduct at least one of several scheduled comprehensive outreach programs targeted toward at least 80% of stakeholders residing within a 1-mile radius of the recharge wellfield
- Engage with community and multi-cultural leaders through a series of touch points from July 2016 through December 2016, achieving an exit survey satisfaction rating of at least 80% at community outreach meetings
- Conduct a minimum of 20 outreach meetings with community leaders and elected officials by December 2016

LONGER TERM (BY DECEMBER 2018)

- By August 2017, increase the number of Clearwater utility customers in support of the Groundwater Replenishment Project by at least 15%. [Baseline: 2016 public perception pre-survey results]
- Within 24 months, increase citizen awareness of the source of their tap water by 20%. [Baseline: 2016 public perception pre-survey results]
- Increase by at least 20% the perception that purified reclaimed water is safe for aquifer recharge by August 2018. [Baseline: 2016 public perception pre-survey results]

Note: These objectives may be modified once the 2016 survey results are received to reflect changes in public perception that have occurred from 2012 to date. It is recommended that a longitudinal survey approach be adopted for this project, with a third survey budgeted and taking place in June/July 2018 to assess final outcomes of outreach efforts.

IMPLEMENTATION

Phase 1 – July 2016 – Project Completion

Strategy Engage with stakeholders residing within 1-mile radius of project to increase awareness and allay fears or concerns
Tactics Develop outreach materials and talking points for those within a 1-mile radius of the project's recharge wellfield <ul style="list-style-type: none">• Letter• Frequently asked questions• Brochure/fact sheet• Email updates• Annual update• Website landing page providing access to all collateral and educational materials, Speaker's Bureau requests• Powerpoint presentations• Scale models or other hands-on presentations for use at libraries and community meetings• Prepare crisis communication plan and messaging in the event that a dissenting group builds momentum• Facebook ads targeted to residents within a 1-mile radius
Conduct meetings to keep nearby stakeholders advised on project progress <ul style="list-style-type: none">• One-on-one meetings with community and cultural leaders and decision-makers

- Small group/roundtable discussions
- Public meetings
- Community events
- Neighborhoods' Day (annually held in April)

Strategy
Provide a variety of communications tools and resources for city, community and cultural leaders to encourage sharing and distribution of information about the project.
Tactics
<p>Develop a toolkit for leader outreach</p> <ul style="list-style-type: none"> • Frequently asked questions • Brochure/fact sheet • Letters • Email updates • Annual update • Website landing page providing access to all collateral and educational materials, Speaker's Bureau requests • Powerpoint presentations • Scale models or other hands-on presentations for use at libraries and community meetings
<p>Conduct meetings to keep leaders advised on project progress</p> <ul style="list-style-type: none"> • Workshop w/ City and SWFWMD • Informational presentations to Clearwater City Council • Individual meetings with elected officials • One-on-one meetings with community and cultural influencers and decision-makers • Small group/roundtable discussions • Public meetings • Community events • Neighborhoods' Day (annually held in April) • Technical Advisory Committee meetings • Quarterly public outreach meetings
<p>Engage key media outlets to help disseminate message to the public</p> <ul style="list-style-type: none"> • Develop pitch calendar that identifies key milestones that are newsworthy • Create messaging and identify spokespersons • Provide media training for city leaders and staff • Develop media contact list of local, regional and statewide outlets • Engage with Tampa Bay Times editorial board and provide resources as needed • Maintain awareness of similar projects in the community receiving press and ensure

- that reporters have appropriate key contacts and subject matter experts for quotes and interviews
- Maintain clip list of media coverage and stories and analyze sentiment of each

Strategy
Position the city of Clearwater as a leader in the state and the nation in the area of groundwater replenishment and water conservation.
Tactics
Continue to draft scholarly and expert level documents related to groundwater replenishment and water conservation <ul style="list-style-type: none"> White papers Water quality and safety Addressing pharmaceuticals Description of advanced treatment facility and process Newsletter/journal articles
Obtain third party endorsements and testimonials and maintain a notebook with hard copies <ul style="list-style-type: none"> Government officials Technical Advisory Committee members Medical and dental Scientists Environmentalists Community and cultural leaders
Outreach to local and national media <ul style="list-style-type: none"> Project updates at specific milestones Subject matter expert contacts reinforced regularly Editorial opportunities as discussions of the project and similar projects statewide are timely
Create speakers bureau with a variety of subject matter experts who will be available to provide quotes for media interviews or appear at community meetings to address citizens' specific questions or concerns <ul style="list-style-type: none"> Technical (project team members) Utility company University scientists (USF and/or UF) Water quality experts Conservationists Doctors Dentists Department of Health

- Department of Environmental Protection
- Environmental Protection Agency
- Technical Advisory Committee members

Note: Phase 1 strategies and tactics are most immediate to the success of the project, and should occur in the timeframe from July 2016-August 2017. Many activities will bridge into Phase 2 and continue until completion in 2018.

Phase 2 – December 2016 – Project Completion

Strategy
Educate the public about the importance of the groundwater replenishment project, where their water comes from, and the journey water takes through the purification process.
Tactics
<p>Use City communication channels to serve message to citizens</p> <ul style="list-style-type: none"> • Educational videos and PSAs on government channel <ul style="list-style-type: none"> ◦ Videos may require production support of contracted vendor • Social media platforms, including Facebook, Twitter, YouTube • <i>Sunshine Lines</i> utility bill stuffer directing customer to simple URL for more information • <i>My Clearwater</i> magazine
<p>Develop and communicate various community outreach tools to educate residents about the status of the project</p> <ul style="list-style-type: none"> • Fact sheets • Brochures • Powerpoint presentation • Organic Facebook posts • Quarterly email update • Annual project update
<p>Launch paid digital/print media outreach with consistent messaging</p> <ul style="list-style-type: none"> • Newspaper (both community papers and Tampa Bay Times) • Billboards within city limits • Public Service Announcements on broadcast channels and cable • YouTube and pay per click ads geotargeted to Clearwater area when people search water and environmental keywords • Movie theatre pre-show display ads
<p>Design social media influencer outreach to help spread the word about the program</p> <ul style="list-style-type: none"> • Partner with Winter the Dolphin and Clearwater Marine Aquarium • Partner with Threshers Baseball Mascot and Bright House Field • Partner with Tampa Bay Watch • Facebook Live promotion of groundbreaking event in real-time • Development of recommended hashtags and post language to provide to social media influencers

Host a groundbreaking/media day event, inviting city, county and regional leaders to participate, along with local and regional environmental reporters

- Press releases
- Fact sheets
- Articles in city publications (*Sunshine Lines, My Clearwater* magazine, etc.)
- Website posts

Create contests/challenges to generate enthusiasm and awareness of the project

- Drinking water challenges at community centers/parks to demonstrate water quality
- Cooking contest requiring a certain amount of water to be used in recipe
- Home-brewed craft beer contest using city water

Launch center with kick-off celebration event, open to city leaders and the public

- Ribbon cutting/photo opportunity
- Hand out reusable/environmentally-friendly water bottles with city logo
- Splash Day event for families at the facility with water-oriented activities to introduce concept and generate pride in the project. Develop talking points and/or signage to depict how the runoff from the water features is being introduced into the groundwater replenishment cycle

Establishment of an Outreach Center at the water facility to serve as an information hub for a variety of audiences, including:

- Elementary/Middle/High School students
- Homeschoolers/moms groups
- Church groups
- Scouts
- Senior groups
- Homeowners and civic associations
- Nature/Environmental clubs
- Clearwater Citizen Academy

Conduct tours of the facility and provide age-appropriate public outreach materials (i.e. handouts, booklets, printed materials, or giveaways) for all visitors

- Brochures/fact sheets
- Coloring sheets for children to educate on aquifer and water journey (note: materials may already exist in SWFWMD library)
- Teacher guides/lesson plans for elementary, middle and high school level (note: may require consultant certified to develop lesson plans by the school district)

Create an open-space environment where frequent visits are encouraged

- Meeting room space made available for scheduled citizen use
- Construct water exhibit that incorporates water conservation strategies

MESSAGES

- Groundwater replenishment, also known as aquifer recharge, is used to improve water levels within the aquifer, reduce saltwater intrusion and provide additional water supplies.
- Groundwater replenishment is safely used throughout the country and the world. Studies have concluded that the Clearwater Groundwater Replenishment Project is safe and economical, and will help provide a sustainable supply of water.
- Using advanced purified water is good for the environment and provides a locally controlled, drought-proof water supply. Purified water is tested, in real-time, with online sensors and will be strictly monitored by the city and reported to the Florida Department of Environmental Protection.
- The amount of water on the planet does not change. Throughout nature, all water has been used and reused since the beginning of time. Using advanced technology to purify reclaimed water merely speeds up a natural process. In fact, potable reuse provides a needed water supply that is of higher quality than what occurs naturally.

EVALUATION

The objectives of this communication plan will be evaluated by analyzing data from a number of sources, including:

- Comparison of quantitative data acquired from pre- and post-surveys (Uppercase, Inc.)
- Attendance at public meetings
- Attendance at civic and community organization meetings
- Feedback cards/surveys from meetings (distributed at conclusion of meetings)
- Analysis of analytical data from the city of Clearwater's project website (Clearwater Communications Department)
- Social media engagement insights on city of Clearwater's Facebook page (Clearwater Communications Department)
- Number of letters of support from academic/education leaders
- Sentiment analysis of published media articles
- Expressed support or opposition from local elected officials
- Expressed support or opposition from local government officials
- Comment/survey cards collected following speaker's bureau presentations, public outreach meetings, and community events showing strong support (at least 75%) for the project
- Entrance and exit public perception surveys conducted at Outreach Center

TIMELINE

See separate timeline document for full timeline of the project.

BUDGET

The costs for this project are being funded through the city of Clearwater and the Southwest Florida Water Management District Project #N665.

Clearwater Groundwater Replenishment Project — Key Messages

- After years of research and testing, the city of Clearwater is moving forward with the design of an Advanced Water Purification Plant that will be constructed at its Northeast Water Reclamation Facility. Construction will begin in 2017.
- The city's Groundwater Replenishment Project is a two-step process that includes purifying reclaimed water to better-than-drinking water standards and recharging the aquifer using that purified water. Aquifer recharge is safely used throughout the country and the world.
- The project's goal is to replenish the aquifer and provide a new local water supply that protects the ecosystem and environment, and ensures the sustainability of high quality drinking water to meet the current and future needs of the community.
- A 2011 feasibility study concluded this groundwater replenishment project to be safe and economical. The results from the one-year pilot and demonstration phase (June 2013 to June 2014) proved that the process consistently purified source reclaimed water that exceeded regulatory standards for drinking water.

Clearwater Groundwater Replenishment Project — Talking Points

Clearwater Groundwater Replenishment Project:

- The city of Clearwater strives to conserve limited water supplies and preserve drinking water sources. The goal of this project is to produce high quality drinking water and to ensure that a sustainable volume of water remains available and affordable to its customers now and in the future.
- The Southwest Florida Water Management District's Environmental Advisory Committee unanimously endorsed the Clearwater Groundwater Replenishment Project.
- As another layer of independent scrutiny of the project, the District requires a third-party review of the project design and costs prior to moving forward with final design, permitting and construction.
- The city's Groundwater Replenishment Project is a two-step process that includes purifying reclaimed water to better-than-drinking-water standards and recharging the Upper Floridan aquifer using purified water.
- The purified water is made by passing reclaimed water through four water treatment processes, including ultrafiltration (UF), reverse osmosis (RO), an advanced oxidation process (AOP) of hydrogen peroxide addition upstream of ultraviolet (UV) treatment, and membrane contactors. These combined processes provide a multiple barrier treatment approach.
- By directly recharging the brackish water zone of the Upper Floridan aquifer with purified reclaimed water, water levels in the aquifer are expected to improve.
- At least four recharge wells will be used to introduce the purified water into the aquifer. A pipeline from the water purification plant will deliver the purified water to these wells.
- Design of the Advanced Water Purification Plant (AWPP) and groundwater recharge wells began in January 2016.
- The anticipated construction start date for the full-scale AWPP is Fall 2017. It will be located at the city's Northeast Water Reclamation Facility.
- The purified water is expected to be injected into the aquifer beginning in 2019.

- Current project capital costs are about \$29 million for the water purification plant and the groundwater recharge wells. The project costs will be paid by the city of Clearwater and is being co-funded by the District.
- The city of Clearwater is the first municipality in Florida to demonstrate post-treatment stabilization for potable reuse.
- The city is committed to protecting water resources by using purified water to replenish the groundwater levels and extending the life of its existing wellfields.

Project Benefits:

- As Florida's first indirect potable reuse initiative, Clearwater's project will serve as a model to facilitate the development of other similar reuse projects within the state and around the country.
- In addition to reusing all water resources for their highest and best purpose, this project will benefit the water resources of the area by:
 - Extending the life of the existing nearby wellfield, which will reduce the need to expand the well field or build additional treatment to meet water quality goals for the city's freshwater demands.
 - Reducing saltwater intrusion in the coastal aquifer system.
 - Improving water levels and benefits to other permitted water users, public and private, within the recharge project's area of influence.
 - Reducing the surface water discharge of treated effluent from the city of Clearwater Water Reclamation Facility to Tampa Bay and Stevenson Creek/Clearwater Harbor.
 - Providing the ability to potentially withdraw additional amounts of groundwater from the city's nearby wellfield to meet future water demands.

Chronology and Overview:

- The Clearwater Groundwater Replenishment Project is cooperatively funded by the city and the Southwest Florida Water Management District. The District provides support and funding for local government projects to beneficially use reclaimed water to help meet the region's water supply needs.
- The Clearwater Groundwater Replenishment Project is just one of several planned projects within the city's overall Integrated Water Management Strategy Program.
- In 2008, the city of Clearwater began investigating the viability of using groundwater technologies to ensure the future of its water supply.
- In 2009 and in 2011, feasibility studies were conducted to determine if the groundwater could be improved with purified water to increase the availability of drinking water for its customers.
- A component of the 2011 feasibility study was the preliminary design of a pilot purification treatment system. Operation of a small-scale pilot plant went online June 2013 and was tested through June 2014.
- The pilot and demonstration phase of the study included underground hydrologic testing and analysis, as well as the one-year operation of a small-scale purification plant to evaluate the process and water treatment options.
- After one year of testing, results reflected that the pilot plant successfully and consistently purified source reclaimed water that surpassed regulatory standards for drinking water.
- As a result of these studies, the city of Clearwater is moving forward with the design and permitting phase of the indirect potable reuse initiative, the Clearwater Groundwater Replenishment Project.

General Talking Points:

- The project will be implemented only after it receives final approval from the Florida Department of Environmental Protection.
- Groundwater replenishment is used to improve water levels within the aquifer and provide additional water supplies.
- Today's technologies have the capability to purify reclaimed water to safely replenish the aquifer.
- Aquifer recharge using reclaimed water is being safely used throughout the country and the world.
- Only three percent of the world's water is drinkable, and that water has been reused over and over again for millions of years. Water is used by people and animals, and then it returns to our rivers, lakes and aquifers, where it is withdrawn, treated and used again.

Draft Letter: Residents in close proximity to the Northeast Water Reclamation Facility

September ___, 2016

In Re: Public Meeting - Clearwater Groundwater Replenishment Project

Date: Tuesday - November 15, 2016

Location:

CountrySide Library
2642 Sabal Springs Drive
Clearwater, Florida 33761

Time: 4 p.m. - 6 p.m.

Dear Valued Customer,
Dear Amber Glades Resident,
Dear County Villas Resident,

Please plan to attend the public meeting for the city of Clearwater's Groundwater Replenishment Project. After years of research and testing, the city of Clearwater is moving forward with the design of an Advanced Water Purification Plant that will be constructed at its Northeast Water Reclamation Facility located near you. The design and permitting phase of this important project began in January 2016. Construction for this new plant is expected to begin in 2017.

The Groundwater Replenishment Project is a two-step process that includes purifying reclaimed water to better-than-drinking water standards and recharging the aquifer using that purified water. Aquifer recharge is safely used throughout the country and the world. The project's goal is to replenish the aquifer and provide a new local water supply, that protects the ecosystem and environment and ensures the sustainability of high quality drinking water to meet the current and future needs of our community.

For more detailed information regarding the Clearwater Groundwater Replenishment Project, please visit MyClearwater.com/groundwater, or call (727) 562-4960.

Sincerely,

Designated City Staff Member



The city of Clearwater is working to ensure the future of our water and is moving forward with the design and permitting phase of their Groundwater Replenishment Project. The project's purpose is to replenish the aquifer and provide a new local water supply that protects the ecosystem and environment, and ensures the sustainability of high quality drinking water to meet the current and future needs of the community.



Southwest Florida Water Management District

LBG
LOGO



Learn more about the Groundwater Replenishment Pilot Project success and watch our 3-minute informational video at

MyClearwater.com/groundwater



For all inquiries, please contact:

Lan-Anh Nguyen, P.E.

Project Manager
City of Clearwater

Lan-Anh.Nguyen@MyClearwater.com
(727) 562-4581

David Porter, P.E.

Director of Public Utilities
City of Clearwater

David.Porter@MyClearwater.com
(727) 562-4960

Clearwater utility professionals treat and deliver an average of 11.5 million gallons of drinking water and nearly seven million gallons of reclaimed water to customers each day. The source of drinking water comes from the upper zone of the Florida Aquifer, which has a limited local recharge capacity and relies on summer rains to replenish groundwater levels. If the area experiences a drought, water shortages occur. This project is just one of several initiatives in the city's Integrated Water Management Strategy Program which is designed to manage the rising cost of water, conserve our valuable water supplies, protect the coastal environment, and produce more water locally.

Perfectly Pure

Safe Drinking Water For Years to Come

CLEARWATER'S Groundwater Replenishment PROJECT



Southwest Florida Water Management District

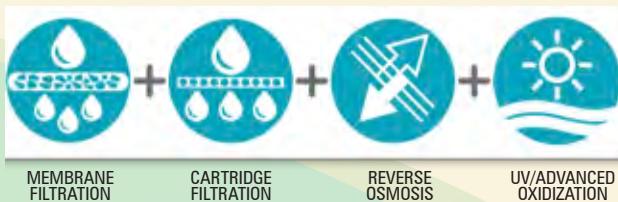


WHAT IS THE GROUNDWATER REPLENISHMENT PROJECT?

The city's Groundwater Replenishment Project is a two-step program that includes purifying reclaimed water to better-than-drinking-water standards and recharging the aquifer using the purified water. Clearwater is the first municipality in Florida to demonstrate post-treatment stabilization for potable reuse. An Advanced Water Purification Plant (AWPP) will be constructed at the City's existing Northeast Water Reclamation Facility (NEWRF). The plant will have the capacity to produce 3 million gallons of purified water every day.

HOW PURE IS THE WATER AND HOW IS IT MADE?

Today's advanced technologies have the capability to purify reclaimed water to safely replenish the aquifer by passing it through multiple treatment processes. These combined processes purify the water through a barrier treatment approach that removes impurities and kills germs and viruses.



WILL THIS WATER BE SAFE TO DRINK?

Yes. The test results from the one-year operation of a small scale pilot purification plant proved that the process worked. The results showed that the pilot plant successfully and consistently purified source reclaimed water that exceeded regulatory standards for drinking water. The city of Clearwater and the Southwest Florida Water Management District would only have recommended implementation of this project after verifying that it was safe for people and the environment.

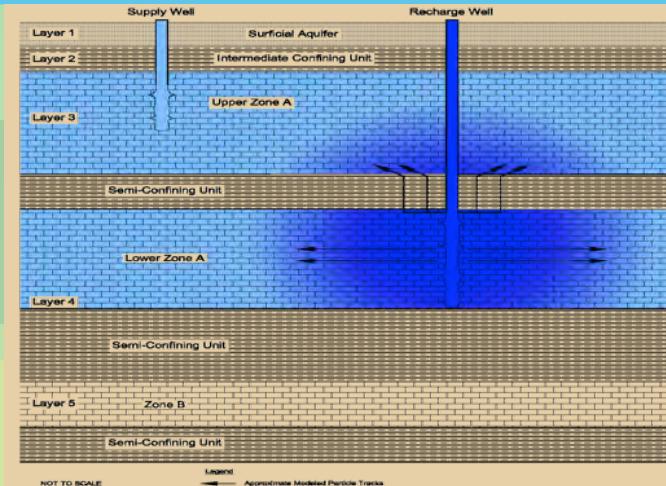
WHAT IS GROUNDWATER REPLENISHMENT?

Groundwater replenishment, also known as aquifer recharge, is used to improve water levels within the aquifer and provide additional drinking water supplies. Aquifer recharge is safely used throughout the country and the world.



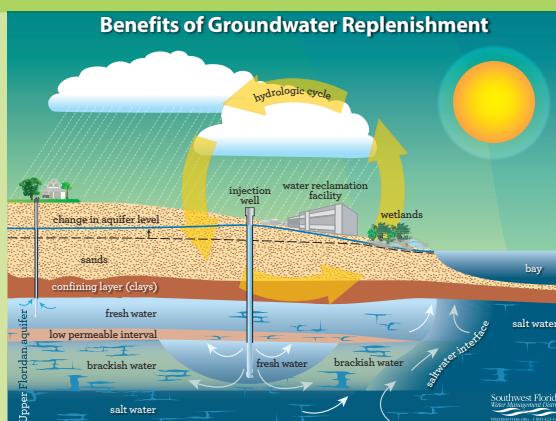
HOW WILL WATER BE INJECTED INTO THE AQUIFER?

At least five recharge wells will be utilized to introduce the purified water into the aquifer. A pipeline from the water purification plant will deliver the purified water to these wells.



PROJECT BENEFITS

- Reduce the discharge of reclaimed water to surface waters
- More fully utilize reclaimed water
- Provide recharge of the City's aquifer with advanced purified treated water
- Supply 3 million gallons per day of highly treated water to recharge lower Zone A of the Floridian Aquifer beneath the city
- Produce high quality drinking water that meets the current and future needs of the community



PROJECT TIMELINE

2009	Preliminary Feasibility Evaluation
2011	Feasibility Study
2014	12-Month Advanced Water Purification Treatment Pilot operation
Jan 2016	Design of Advanced Water Purification Plant (AWPP) and Recharge Wells began
2017	Advanced Water Purification Plant and recharge well construction to begin



WHAT ARE THE COSTS AND WHO IS FUNDING THE PROJECT?

Current preliminary project capital costs are about \$29 million for the water purification plant and the groundwater recharge well system. The project costs will be paid by the city of Clearwater. This project is being co-funded by the Southwest Florida Management District, who have responded favorably and continued to provide grant funding support of this project.



Public Outreach Quarterly Report – 4th Quarter

CLEARWATER GROUNDWATER REPLENISHMENT PROJECT

Public Outreach Activities

This report covers 4th Quarter public outreach activities from (10/1/16 – 12/31/16). Activities for this reporting period included continued updates to the Community Awareness Plan (CAP), finalization and printing of all outreach materials for the November 15 public meeting, along with a guidebook and presentation boards to display at the meeting. In support of the public meeting, the team also developed a letter mailer for Clearwater residents within a 1-mile radius of the project, and a targeted Facebook ad campaign to advise residents within city limits of the upcoming meeting. Clearwater project staff also conducted several meetings prior to the public meeting with various leaders of surrounding municipalities, sharing information about the project through discussion and distribution of the quad-fold brochure.

Objectives Addressed

- By June 2017, conduct at least one of several scheduled comprehensive outreach programs targeted toward at least 80% of stakeholders residing within a 1-mile radius of the recharge wellfield
- Engage with community and multi-cultural leaders through a series of touch points from November 2016 through June 2017, achieving a comment card satisfaction rating of at least 75% at community outreach meetings
- By August 2018, increase the number of Clearwater utility customers in support of the Groundwater Replenishment Project by at least 15%.

Deliverables per Scope

Community Awareness Plan

The CAP received feedback from SWFWMD and was updated in October 2016 to include stats and findings from the public perception survey conducted for the project. The accompanying project tactical roadmap and budget documents were also updated to reflect changes during this reporting period, and to address a more detailed budget line item layout, as requested by SWFWMD. These documents will continue to be updated and serve as a roadmap throughout the project.

Stakeholder Database

For this reporting period, the stakeholder database was utilized to identify individuals within a 1-mile radius of the project within the city of Clearwater who were to receive an invitation letter to the first public information meeting scheduled for November 15 at Countryside Library. The team again discussed the necessity for city staff to identify a key group of approximately 10 individuals or group



leaders that would be appropriate for personal outreach to help amplify the message of the project. At the December outreach meeting, Alfonso Communications and TetraTech were tasked with getting a schedule together for the meetings, which city staff would divide up responsibility for presenting.

The stakeholder database was updated on December 31 to also include television and radio outlets not previously listed.

Outreach Materials

With the impending meeting date in mid-November, finalization and production of outreach materials for the meeting became critical during the first part of October. It was determined to table continued design of the long-form brochure that city staff had put together, in lieu of the legal-size, quad-fold brochure that covered all pertinent information to be conveyed. This decision allowed materials to move forward with a single voice and focus in a condensed document.

The quad-fold brochure was printed in a small batch for presentation at the Managers' Consortium Meeting on October 7 and the North County Mayors and Managers Breakfast on October 20. Following a few edits submitted by SWFWMD, a larger batch of brochures was run for the November 15 public meeting.

Following several additional reviews, edits and revisions by the team, the full list and handout FAQs and key messages documents were finalized and printed in time for the November 15 public meeting.

The city also produced an evite and printed flyer for posting at city facilities, which was produced and distributed on November 7 at city libraries and recreation centers.

Outreach Letter – Residents in Close Proximity to Project

During the previous quarter, SWFWMD identified over 1,600 city utility customers within a 1-mile radius of the project that were recommended to receive a letter notifying of the November public information open house. The team worked through early November to edit and finalize the letter, which was mailed on November 3 by SWFWMD to targeted residents. It was decided by the outreach team to mail only the letter and not a brochure, to encourage residents to come to the meeting for more information.

Social Media

Due to security restrictions on city social media accounts, Alfonso Communications supported social media advertising efforts by working through the city's communication team to provide suggested content and targeting for paid Facebook advertisements to inform area residents about the upcoming meeting. A short video montage was produced and run in a campaign from November 7-14, reaching 4,969 people and providing 1,700 video views.



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Website

An audit of the city's website content in late October revealed that several pieces of information were out-of-date or required simple updates. Alfonso Communications provided the city with guidelines for updating the website on October 31, which included adding the quad-fold brochure as a link, revising FAQs to latest version and replacing the PowerPoint presentation. The updates were made to the site and published by November 4.

Technical Advisory Committee (TAC)

Technical Advisory Committee members Patricia Tennyson and Dr. Lara Cavanaugh continued to support the project through this reporting period by attending outreach committee meetings, either in-person or via telephone, providing input in their areas of expertise. Dr. Cavanaugh attended the November 15 public information meeting to review the flow of the meeting, as well, and provided feedback on her experience at the December outreach meeting.

Public Information Meeting – Countryside Library

The first public information meeting related to the project was held from 4-6 p.m. on Tuesday, November 15, and met with above average attendance for a typical city public meeting event. 54 residents participated in the meeting, with 20 completing comment cards. Of responses, 50% shared that they did have confidence in the project's safety, while 40% classified as "unsure" and 10% relayed that they did not have confidence in the project's safety.

To assist with layout and traffic flow for the November 15 meeting, the Alfonso Communications team assembled a floorplan and guidebook, defining various discussion stations and which team members and presentation boards would be required at each location. This document guided site visits and rehearsals at the Countryside Library location prior to the meeting.

Notice of the meeting was provided to media partners through a press release that was issued on November 7. Interest was expressed by a producer with Bay News 9, but with the holiday following issuance of the release, there was a delay in returning her inquiry for an interview. The flow of communication was addressed by SWFWMD through a draft Media Process Guide, sent to the team on November 8. This process will need to be discussed and roles agreed upon prior to outreach for subsequent meetings.

Moving forward, the 40% unsure will be the critical audience to reach and communicate with to build confidence in the project.

Looking Ahead – Public Outreach for January 1 – March 31, 2017

Public outreach activities over the next quarter will be concentrated on one-on-one meetings with community groups and leaders, preparation for the second public information meeting in February, and launch of the overall awareness campaign using varied media platforms. Continued discussion will center around the decision on conducting focus groups to refine project messaging, which will have a strong bearing on the direction that the overall campaign takes in 2017 outreach.



Alfonso Communications, Inc.

Public Relations • Government Affairs • Community Outreach

Presentations

- 10/7/16 – Managers' Consortium Meeting – City manager and mayor, utilized quad-fold brochure
- 10/14/16 – Meeting of the Minds North Pinellas group – David Porter and staff, utilized quad-fold brochure
- 10/20/16 – North County Mayors and Managers Breakfast – City Manager and Mayor, presented quad-fold to attendees
- 11/1/16 – Clearwater Citizens Academy – Presented program to 17 academy attendees

Media

- 10/6/16 – *Tampa Bay Times*, Tracey McManus, "[Clearwater's first of its kind project in Florida gets \\$1 million public relations effort](#)"
- 11/10/16 – *Tampa Bay Times*, Tracey McManus, "[Clearwater offers open houses on groundbreaking water program](#)"
- 11/10/16 – *Clearly Connected*, Clearwater Chamber electronic newsletter
- 11/13/16 – *Tampa Bay Reporter*, "[Clearwater projected designed to replenish groundwater](#)"
- 11/16/16 – Florida League of Cities e-Newsletter, "C-Ms: News of City and County Managers"

Website/Social Media Statistics

Website Hits

- October - 42
- November- 217
- December - 29

Paid Facebook post to promote November 15 meeting – 11/7-14
4,969 reach with 1.7K video views

Press Releases and Other Communications

- 11/7/16 - Clearwater to Host Public Information Open House on Groundwater Replenishment

Clearwater's Groundwater Replenishment Project
Frequently Asked Questions (Full List)

The city of Clearwater is working to ensure the future of our water. Clearwater utility professionals treat and deliver an average of 11.5 million gallons of drinking water and nearly seven million gallons of reclaimed water to customers each day. Preserving our valuable water resources is important part for our community's future sustainability and resiliency. After thorough analysis and testing, the city of Clearwater is moving forward with the design and permitting phase of the indirect potable reuse initiative, the Clearwater Groundwater Replenishment Project. This project is being co-funded by the Southwest Florida Water Management District (District). It is one of several projects in the city's Integrated Water Management Strategy Program designed to manage the rising cost of water, conserve limited water resources, protect the environment, and ensure that residents have the water they need today and in the future. This strategy calls for becoming less reliant on external water supplies coming from others.

What is groundwater replenishment?

Groundwater replenishment is a two-step process that includes purifying reclaimed water to better than drinking water standards and recharging the aquifer using that purified water. Also known as aquifer recharge, it is used to improve water levels within the aquifer and provide additional water supplies.

What is this project all about?

The city's Groundwater Replenishment Project is a two-step process that includes purifying reclaimed water to better than drinking water standards and recharging an aquifer using the purified water. The test results from the one-year operation of a pilot scale purification plant proved that the process is safe. The city is designing and building a full scale Advanced Water Purification Plant with the capacity to produce 3 million gallons of purified water daily.

What is the project's goal?

The project's goal is to replenish the aquifer and provide a new local water supply that protects the ecosystem and environment and ensures the sustainability of high quality drinking water to meet the current and future needs of our community.

Is it safe?

Yes. Groundwater replenishment is safely used throughout the country and the world. A 2011 feasibility study concluded this groundwater replenishment project to be safe and economical. The results from the one-year pilot and demonstration phase (June 2013 to June 2014) proved that the process consistently purified reclaimed water so that its quality was better than drinking water standards and bottled water standards. Detailed reports are available on the project webpage at MyClearwater.com/groundwater. The city of Clearwater and the Southwest Florida Water Management District are recommending implementation of this project after verifying that it is safe for people and the environment.

Who will be drinking this water?

This project will potentially affect groundwater well users within the northeastern portion of the city of Clearwater, in the northern part of Pinellas County.

Is this a toilet-to-tap project?

November 2016

No. The source of water supply for the water purification plant is reclaimed water, which will be treated by the water purification plant to better-than-drinking-water standards.

What regulations are in place to ensure this project is safe?

State rules regulating potable reuse include Florida Administrative Code (F.A.C.) 62-600. Additionally, utilities in California have operated groundwater replenishment projects for many years and their health guidelines are being used to ensure this project is safe. The project will be implemented only after it receives final approval from the Florida Department of Environmental Protection.

What other groups or cities have or are developing projects like this?

Orange County, California has an existing groundwater replenishment project as do Scottsdale, Arizona and El Paso, Texas among other locations. In Florida, some other municipalities have piloted potable reuse projects and are investigating next steps.

When will the water purification plant be built, where will it be located, and when will purified water be replenishing the aquifer?

Design of the Advanced Water Purification Plant began in January 2016. The plant will be located at the city's Northeast Water Reclamation Facility. Construction of the four recharge wells is anticipated to begin in 2017. Construction of the Advanced Water Purification Plant is expected to begin in 2018. Replenishing of the aquifer with purified water is expected to begin in 2020.

What are the costs, and who is paying?

Current project capital costs are about \$33 million for the Advanced Water Purification Plant and the groundwater recharge well-system. The project costs will be paid by the city of Clearwater, with the District funding 50 percent of the project costs.

How much will this new process affect my water bill?

This project will not directly affect Clearwater customers' water bills as it is already included in the City's budget. City customers' water bills will still reflect existing water rates.

What does indirect potable reuse mean?

Indirect potable reuse is the blending of advanced treated, recycled or reclaimed water into a natural water source such as a groundwater basin with the intent of augmenting water supplies that can be used for drinking (potable) water.

What kind of water quality testing will be used?

Clearwater routinely collects and tests water samples long before it reaches your water tap, and it will be no different with this project. Monitoring and testing was a large part of the pilot and demonstration phase and over 25,000 tests were performed. Rigorous, ongoing water monitoring and testing of the recharge wells will be conducted. The purified water from the plant will be tested on an hourly, daily, weekly, monthly and quarterly basis and results will be compiled and analyzed on a consistent basis.

Where does my water come from, and where is it going in regard to this project?

Clearwater's drinking water comes from a groundwater source called the Floridian Aquifer, which sits on top of a layer of brackish, or somewhat salty, water. This aquifer is one of the major sources of groundwater in the United States and underlies all of Florida, southern Georgia, and small parts of adjacent Alabama and South Carolina. Clearwater customers use about 11.5 million gallons of potable water daily. Approximately 60 percent is pumped from 31 city-owned and operated groundwater wells;

the remaining daily demand is supplied by water purchased from Pinellas County Utilities. The freshwater resource can be protected by balancing the recharge of the aquifer level and water withdrawals, protecting the fresh water from becoming salty. Only three percent of the world's water is accessible fresh water that can be used for drinking water, and that water has been reused over and over again for millions of years. Water is used by people and animals and then it returns to our rivers, lakes and aquifers, where it is withdrawn, treated, and used again.

Where does the currently unused reclaimed water go?

Unused reclaimed water is stored in reservoirs or storage tanks located in reclamation facilities and reuse sites. Transmission lines are used when water must be transported between sites that are not located near one another. Unused reclaimed water is a valuable resource that can be used to establish additional renewable water supplies that will supplement existing supplies to meet future water demands.

How pure is purified water and how is it made?

The purified water is better-than-drinking water standards and is purified by passing the reclaimed water through four water treatment processes, including ultrafiltration (UF), reverse osmosis (RO), an advanced oxidation process (AOP) of hydrogen peroxide addition upstream of ultraviolet (UV) treatment, and membrane contactors. These combined processes provide a multiple barrier treatment approach and remove pathogens, inorganic and organic compounds, and very small molecular weight compounds called micro constituents (e.g., sucralose, caffeine), creating a purified water.

How will the water be injected into the aquifer?

At least four recharge wells will be used to introduce the purified water into the aquifer. A pipeline from the water purification plant will deliver the purified water to these wells.

How will the purified water recharging the aquifer be tracked?

Monitoring wells will be constructed in the recharge zone (lower Zone A) and the overlying freshwater zone (upper Zone A) at the boundaries of the NEWRF property. These wells will be monitored to assess water quality as the water leaves the NEWRF property.

How will the recharge water help the water level/potentiometric surface of the aquifer?

The groundwater replenishment project will provide nearly one billion gallons of additional recharge to the Upper Floridan aquifer each year, which is the equivalent of 1.4 inches of recharge over the entire city each year. By comparison, rainfall accounts for 0 to 10 inches per year of recharge across the city. This additional recharge will result in greater than one foot of water level rise in the aquifer to a radial distance of almost two miles from the NEWRF and 0.5 feet to a radial distance of nearly five miles.

Signs are posted around the city not to drink reclaimed water. So why is it safe to inject treated water into the aquifer and later to drink?

The water that will be injected into the ground is purified water, which is reclaimed water that has been treated to better-than-drinking-water standards using advanced treatment technologies. This is a safe and proven process that meets federal and state regulations, and it has been used around the world. It is proven safe and effective.

What are the water flows at the Advanced Water Purification Plant?

November 2016

Approximately 3.8 million gallons per day (MGD) of reclaimed water will enter the Advanced Water Purification Plant for treatment, producing about 3 MGD of purified water that will be treated and then utilized to recharge the aquifer.

Who, monitors and approves this project? Who makes up the project team?

This project is cooperatively funded by the District, which provides support and funding for local government projects to beneficially use reclaimed water to help meet the region's water supply needs. The project has been reviewed by the Florida Department of Environmental Protection. The project team includes the city of Clearwater, the Southwest Florida Water Management District, Tetra Tech (Engineering Consultant), Leggette, Brashears & Graham Inc. (Hydrogeology Consultant), and Alfonso Communications, Inc. (Public Outreach). The project team has been actively involved in public outreach with residents in and around the city and also with municipalities within the northern Pinellas County area.

How can one learn more about Clearwater's Groundwater Replenishment Project?

Today's treatment technologies are highly advanced and can purify reclaimed water to better-than-drinking water standards. To learn more, visit MyClearwater.com/groundwater. Informational presentations are available for neighborhood and civic associations by calling (727) 562-4960.



CLEARWATER
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Southwest Florida
Water Management District

Clearwater's Groundwater Replenishment Project ***Frequently Asked Questions***

November 2016

What is groundwater replenishment?

Groundwater replenishment is a two-step process that includes purifying reclaimed water to better than drinking water standards and recharging the aquifer using that purified water. Also known as aquifer recharge, it is used to improve water levels within the aquifer and provide additional water supplies.

What is the project's goal?

The project's goal is to replenish the aquifer and provide a new local water supply that protects the ecosystem and environment and ensures the sustainability of high quality drinking water to meet the current and future needs of our community.

Is it safe?

Yes. Groundwater replenishment is safely used throughout the country and the world. A 2011 feasibility study concluded this specific groundwater replenishment project to be safe and economical.

The results from the one-year pilot and demonstration phase (June 2013 to June 2014) proved that the process consistently purified reclaimed water so that its quality was better-than-drinking-water standards and bottled water standards. Detailed reports are available on the project webpage at myclearwater.com/groundwater. The city of Clearwater and the Southwest Florida Water Management District are recommending implementation of this project after verifying that it is safe for people and the environment.

Who will be drinking this water?

This project will potentially affect groundwater well users within the northeastern portion of the city of Clearwater, in the northern part of Pinellas County.

Is this a toilet-to-tap project?

No. The source of water supply for the water purification plant is reclaimed water, which will be treated by the water purification plant to better-than-drinking-water standards. Reclaimed water is wastewater that has been cleaned three times so that it is safe to use for irrigating landscape, parks, golf courses and more, as well as for industrial purposes.

What regulations are in place to ensure this project is safe?

State rules regulating potable reuse include Florida Administrative Code (F.A.C.) 62-600. Additionally, utilities in California have operated groundwater replenishment projects for many years and their health guidelines are being used to ensure this project is safe. The project will be implemented only after it receives final approval from the Florida Department of Environmental Protection.

What other groups or cities have or are developing projects like this?

Orange County, California has an existing groundwater replenishment project, as do the cities of Scottsdale, Arizona and El Paso, Texas, among other locations. In Florida, some other municipalities have piloted potable reuse projects and are investigating their next steps.

When will the water purification plant be built, where will it be located, and when will purified water be replenishing the aquifer?

Design of the Advanced Water Purification Plant began in January 2016. The plant will be located at the city's Northeast Water Reclamation Facility. Construction of the four recharge wells is anticipated to begin in 2017. Construction of the Advanced Water Purification Plant is expected to begin in 2018. Replenishing of the aquifer with purified water is expected to begin in 2020.

What are the costs, and who is paying?

Current project capital costs are about \$33 million for the Advanced Water Purification Plant and the groundwater recharge well-system. The project costs will be paid by the city of Clearwater and the Southwest Florida Water Management District.

How much will this new process affect my water bill?

This project will not directly affect Clearwater customers' water bills, as it is already included in the city's budget. City customers' water bills will still reflect existing water rates.

How can one learn more about Clearwater's Groundwater Replenishment Project?

Today's treatment technologies are highly advanced and can purify reclaimed water to better-than-drinking water standards. To learn more, visit myclearwater.com/groundwater.

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Clearwater Groundwater Replenishment Project — Key Messages

Goal

The project's goal is to replenish the aquifer and provide a new local water supply that ensures the sustainability of high quality drinking water even during extended periods of drought

- It will help protect the ecosystem and the environment
- It will help the city meet current and future water supply needs of the community
- It will enhance water supply reliability and reduce reliance on other resources

Safety

The city's Groundwater Replenishment Project is located at the city's Northeast Water Reclamation Facility and is a safe two-step process that includes purifying reclaimed water to better-than-drinking water standards and recharging the aquifer using the purified water

- Groundwater replenishment is safely used throughout the country and the world
- A 2011 feasibility study concluded this groundwater replenishment project to be safe and economical
- The results from the one-year advanced water purification pilot demonstration phase, from June 2013 to June 2014, proved that the process consistently purified reclaimed water to water that is better-than-drinking-water standards and bottled water standards
- The advanced water purification process consists of treatment with ultrafiltration (UF), reverse osmosis (RO), and an advanced oxidation process (AOP) using hydrogen peroxide and ultraviolet light (UV)

Schedule

The city is currently in the design and permitting phase of the \$33 million Groundwater Replenishment Project

- Construction of the four (4) recharge wells is scheduled to begin in 2017
- Construction of the Advanced Water Purification Plant is scheduled to begin in 2018
- Recharge of the aquifer with purified water is scheduled to begin in 2020

GROUNDWATER

REPLENISHMENT PROJECT PUBLIC MEETING



Clearwater is working to ensure the future of our water and is moving forward with the design and permitting phase of the Groundwater Replenishment Project.

Join us to learn more:

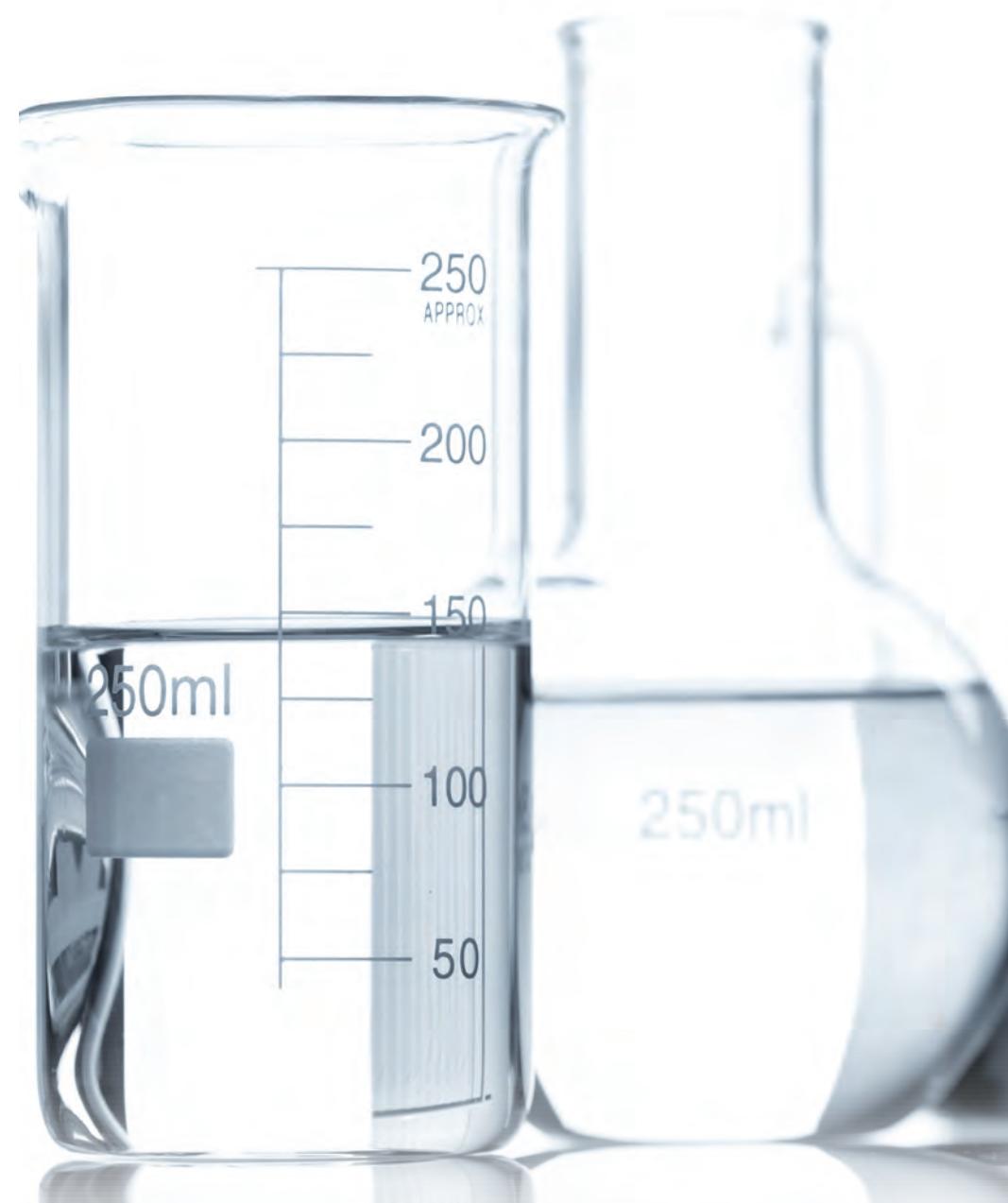
Tuesday, Nov. 15

4 to 6 p.m.

**Countryside Library
2642 Sabal Springs Drive**

Hosted by:

Clearwater Public Utilities, Southwest Florida Water Management District, and Project Consultants



**Southwest Florida
Water Management District**

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TETRA TECH

myclearwater.com/groundwater | 727.562.4750



City of Clearwater

Public Utilities Department, Post Office Box 4748, Clearwater, Florida 33758-4748
1650 North Arcturas Avenue, Building C, Clearwater, Florida 33765-1945
Telephone (727) 562-4960, Fax (727) 562-4961

FOR IMMEDIATE RELEASE

Nov. 7, 2016

Contact:

Heather Parsons
Public Information Coordinator
(727) 562-4708

Clearwater to Host Public Information Open House on Groundwater Replenishment

Clearwater, Fla. — The city of Clearwater along with the Southwest Florida Management District and partners will host a public information open house about the Clearwater Groundwater Replenishment Project on Tuesday, Nov. 15, 2016. Groundwater replenishment is a two-step process that includes purifying reclaimed water to better-than-drinking water standards and recharging the aquifer using that purified water.

After years of research and testing, the city is moving forward with the design of an Advanced Water Purification Plant with plans for it to be constructed at the Northeast Water Reclamation Facility. The plant will have the capacity to produce up to 3 million gallons of purified water every day.

The public is invited to learn more about this innovative project by attending an informational open house. There will be educational stations and staff available to explain the project and answer questions.

Date: **Nov. 15, 2016**
Time: **4-6 p.m.**
Location: **Countryside Library – 2642 Sabal Springs Drive, Clearwater, FL 33761**

Two additional public meetings are being planned for March 2017. For more detailed information about the project, visit www.myclearwater.com/groundwater.

The Clearwater Groundwater Replenishment Project is cooperatively funded by the city and the Southwest Florida Water Management District. The District provides support and funding for local government projects to beneficially use reclaimed water to help meet the region's water supply needs.

George N. Cretekos, Mayor

Doreen Caudell, Councilmember
Dr. Bob Cundiff, Councilmember

Bill Jonson, Councilmember
Hoyt Hamilton, Councilmember



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SUNSHINE LINES

Beautiful News From Bay to Beach



Get Involved: Apply for Citizens Academy

If you'd like to learn more about how your city government works, apply for Clearwater's Citizens Academy. This 10-week program begins in September. Classes are held once per week, on Tuesday evenings, 6 to 8:30 p.m.

Clearwater residents who are selected for this free program meet at different locations each week to learn how different city departments function. Participants interact with city councilmembers and staff. Previous graduates now serve on city boards and volunteer at events. Applications for the program will be available beginning Friday, July 1 on the city's website, myclearwater.com, or call (727) 562-4708 to receive an application by mail.



Groundwater Replenishment Survey

Clearwater Public Utilities and its partners, including the Southwest Florida Water Management District and the project engineers, are in the design phase of building a full-scale groundwater replenishment water treatment plant. The city would add up to 3 million gallons a day of purified water into the Upper Floridan aquifer. A 2011 feasibility study concluded this groundwater replenishment project to be safe and economical.

The city and its consultants are conducting a public perception telephone survey this month about Clearwater's water and the groundwater replenishment concept. If you receive a call from the University of Florida regarding groundwater replenishment, please take a few minutes to complete the survey. Your participation will help the city and its partners better understand the views of all residents. To learn more about the groundwater replenishment project, visit myclearwater.com/groundwater.



Fire Department Provides Free CPR Classes to City Residents

Clearwater Fire & Rescue offers free CPR classes to city residents. Early intervention by someone who knows CPR before rescue crews arrive is integral to a patient's survival. Fire department officials are hoping to train more Clearwater residents to learn this life-saving procedure.

Classes are held from 9 a.m. to 1 p.m. on the third Saturday of each month through November at Station 45, 1140 Court St. Dates include June 18, July 16, Aug. 20, Sept. 17, Oct. 15 and Nov. 19. Those who successfully complete the class are issued an American Heart Association provider card and a certificate from Clearwater Fire & Rescue. To register, call Deborah Humes at (727) 562-4334, ext. 3048, or email deborah.humes@myclearwater.com.



Experience Wildlife Wednesdays at the Countryside Library

The Clearwater Public Library System will host the Wildlife Wednesday Webinar Series, in partnership with University of Florida/Institute of Food and Agricultural Services Extension. The program will be held on the third Wednesday of each month through November from 12:15 to 1 p.m. in the Countryside Library's studio room at 2642 Sabal Springs Drive.

Wildlife Wednesdays webinars provide tips and tools on how to improve home yards and better support local wildlife with an emphasis on habitat needs. Learn how we can coexist with wildlife. For more information, call (727) 562-4970 or visit myclearwater.com/cpl.

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UNIVERSITY of FLORIDA

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GARDENER**

SUNSHINE LINES

Beautiful News From Bay to Beach



News You Can Use

Change Your Clocks, Change Your Batteries

When you set your clocks back on Nov. 6 at the end of daylight saving time, don't forget to change your smoke-alarm batteries at the same time. The same holds true for any carbon monoxide detectors you might have. Smoke detectors and carbon monoxide detectors save lives, but they don't work very well if they have dead batteries. So remember, when you fall back, take the time to swap out your batteries. It's a simple way to keep you and your family safe.



Election Day

People from all over the country will head to the polls to vote Tuesday, Nov. 8. For information on Clearwater precincts, poll information and ballot questions, visit votepinellas.com or call (727) 464-VOTE.

Annual Report

On Sept. 1, the City Manager presented the city's successes in the Fiscal Year 2016/17 annual report. Find it online at myclearwater.com/annualreport2016.

Thanksgiving Solid Waste Trash Collection Dates

The Solid Waste Department will close on Thanksgiving Day, Thursday, Nov. 24. There will be no residential or commercial black barrel, bulk trash and recycling collections on that day. Thursday collections will be made on Wednesday, Nov. 23 instead. Regarding commercial dumpsters, no collections will take place Nov. 24; Wednesday and Thursday collections will be made on Nov. 23 as well. The schedule for all other residential and commercial collection days (including Veterans Day on Nov. 11, Christmas Day on Dec. 25 and New Year's Day of Jan. 1, 2017) will remain the same, and business will be as usual. Residents with questions can call (727) 562-4920.

Save Money While Away From Home

Going away for two or more months this holiday season? You can place your residential water account on vacation status. Save money and protect your home from water leaks while you're away. The water meter will be turned off, and you will be charged only for wastewater/sewer, solid waste and stormwater at the dormant rates. For additional information, call Utility Customer Service at (727) 562-4600.

Groundwater Replenishment Public Meeting

Tuesday, Nov. 15

4-6 p.m.

Countryside Library

2642 Sabal Springs Drive

The city of Clearwater is working to ensure the future of our water and is moving forward with the design and permitting phase of its groundwater replenishment project. Learn more at myclearwater.com/groundwater.

Code Sweep: Lake Bellevue Neighborhood

The city's Code Compliance staff will carry out a neighborhood sweep Oct. 28 in the Lake Bellevue neighborhood. The sweep will focus on areas bordered by Woodlawn Street, Fort Harrison Avenue, Martin Luther King, Jr. Avenue and Belleair Road. The team will inspect overall maintenance of the properties to bring them into compliance.

Code Compliance officers will inspect properties for violations that include: yard overgrowth, poorly maintained fences, trash and debris on the property, damaged driveways, inoperable vehicles, etc. Staff will contact and work with the property owners to bring their properties into compliance voluntarily. Any non-compliant property owner who fails to respond to the city may be subject to enforcement actions.

On Oct. 26, the city's Solid Waste Department will carry out a bulk collection targeted to the sweep zone. The Solid Waste Department cannot collect tires, propane tanks, paints or chemicals during the bulk collection. For more information on the neighborhood sweep, contact the city's Code Compliance Department at (727) 562-4720.

Clearwater Supports Its Veterans

Veterans Day is a time for all of us to honor and thank military veterans. The city of Clearwater will do just that by hosting a few events during Veterans Day weekend on Saturday, Nov. 12. For more information on the Clearwater For Youth Sports Fan 5K race, see the back page of this issue of Sunshine Lines.

The first Veterans Day ceremony at the newly dedicated Florida Veterans Memorial Plaza at Crest Lake Park will take place Saturday, Nov. 12 beginning at 10 a.m. Congressman Gus Bilirakis, Mayor George Cretakos and other dignitaries will speak at the ceremony. Afterward, there will be entertainment, food and displays for visitors to enjoy.



Clearwater Beach will play host to the 11th Warrior charity event. Wounded veterans, professional athletes, and fitness enthusiasts will work out together and compete while raising money for Companions for Heroes, a non-profit organization that works to save shelter dogs and cats by pairing them with American heroes who are dealing with the stresses of their jobs. This will be Clearwater Beach's first CrossFit-style event. Events will kick-off at 7:30 a.m. Saturday, Nov. 12. For more information, visit 11thwarrior.com.

Clearwater Groundwater Replenishment

Public Meeting #1 - November 15, 2016

Facebook Ad Campaign

Run Dates: 11/7/16 - 11/15/16

25 likes

2 comments

0 shares

4,969 people reached

1.7K video views

47 link clicks (www.myclearwater.com/groundwater) (45 mobile/2 desktop)

\$1.55 cost per link click

\$72.92 total spent

What is Groundwater Replenishment?
Find out at a public information open house on Nov. 15 at Countryside Library, 4-6 p.m.
MYCLEARWATER.COM/GROUNDWATER

4,969 people reached

1.7K Views

Like Comment Share

Mike Mackey, Julia Colon Padilla and 23 others Top Comments

Write a comment...

Donna Curtis I am going to be there
Unlike · Reply · Message · 1 · November 11 at 6:32am

City of Clearwater Government Great! We look forward to answering your questions. HSP
Like · Reply · Commented on by Joelle Castelli (?) · November 13 at 12:05pm

Demographic	Value
All Women	20% (1.3K)
All Men	40% (2,890)
Cost per Result	\$1.55

Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
GWR Msp. 33761-10+ (Groundwater Replenishment)	Active	47	4,878	\$1.55	\$10.00 Daily	\$72.92 Total spent	Nov 0, 2016 - Nov 15, 2016 8 days

Device Type	Value
Mobile and Desktop	100%

Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount spent	Schedule
GWR Msp. 33761-10+ (Groundwater Replenishment)	Active	47	4,878	\$1.55	\$10.00 Daily	\$72.92 Total spent	Nov 0, 2016 - Nov 15, 2016 8 days

Performance	Value	
47 Results: Link Clicks	\$1.55 Cost per Result	0.57% Result Rate
4,878 Reach	\$72.92 Amount Spent	
47 Results: Link Clicks	\$1.55 Cost per Result	0.57% Result Rate

Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
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GROUNDWATER

REPLENISHMENT PROJECT PUBLIC MEETING

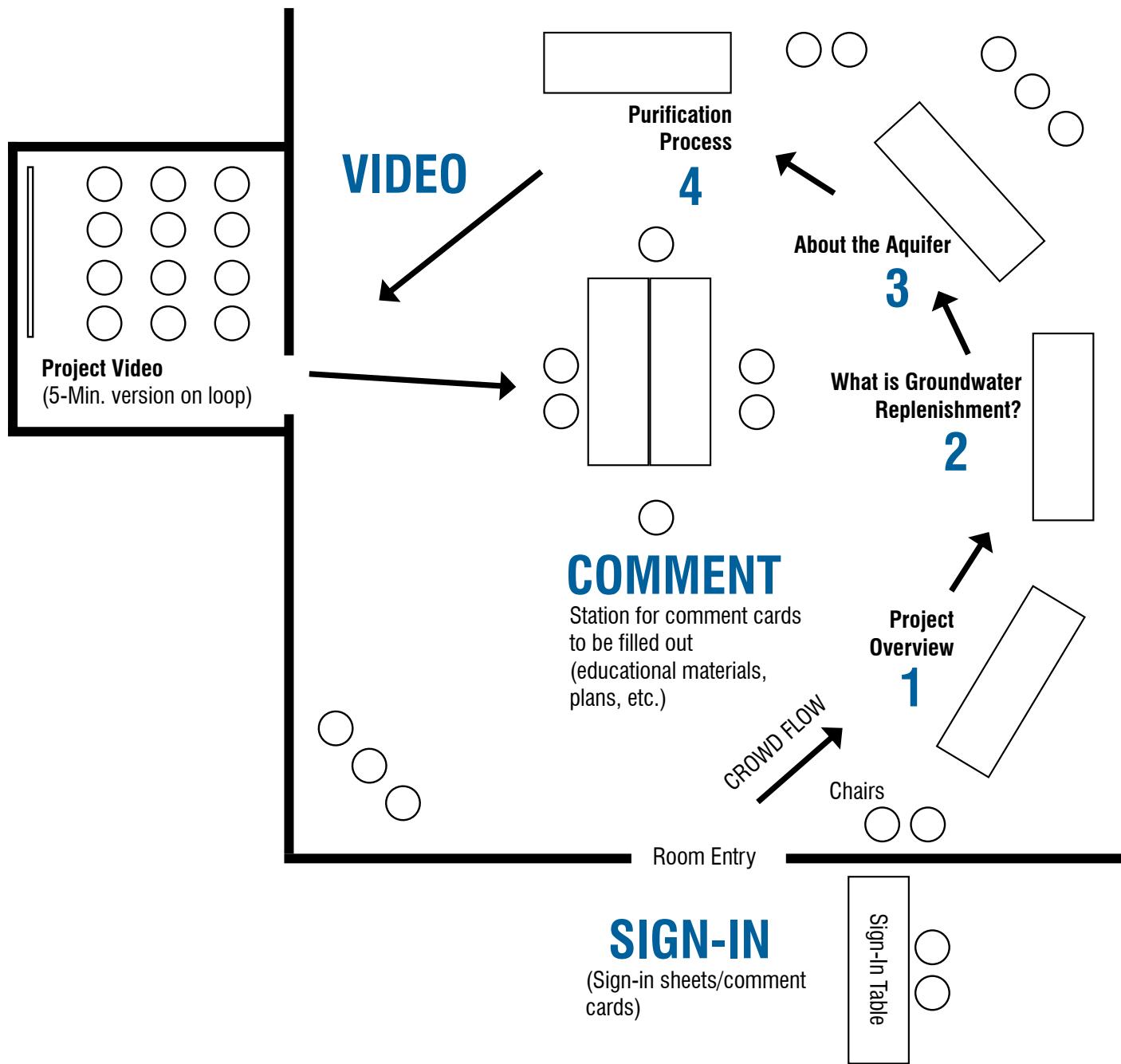


Southwest Florida
Water Management District

GUIDEBOOK

**Public Meeting 1 - Countryside Library
November 15, 2016**

FLOORPLAN



SIGN-IN TABLE



STAFF

CITY STAFF 1 or Alfonso Communications Intern
CITY STAFF 2

MATERIALS

- Sign-in sheets
- Pens
- Quad-fold brochures
- FAQS

PROCEDURE

Sign in team will welcome citizens and get them checked in with names and email addresses. A copy of the quad fold brochure will be offered. Citizens will be informed that the stations will walk them through the groundwater reclamation project and process, and that both sides are identical and end with the 5-minute video and comment card station. From there, a member of the communications team will greet the citizen and guide him/her to the overview station to meet team members and learn about the project.

1

PROJECT OVERVIEW



STAFF

CITY STAFF 1 (ENGINEERING TEAM)

CITY STAFF 2 (UTILITIES TEAM)

SWFWMD STAFF

MATERIALS

- Water Reuse Projects Nationwide Map
- The Hydrologic Cycle
- Project Benefits (PAULA AND MMH WORKING ON)

POTENTIAL QUESTIONS COVERED

- What is this project and what are its benefits? (promotes future water supply and helps environment)
- Is it safe? (safe, tested, healthy and tastes good)
- Who will be drinking this water?
- When will the plant be built?
- Where will it be located? (mention educational component)
- When will purified water be replenishing the aquifer?
- How much will it cost and who is paying for it?
- How will this project affect my water bill?
- Where can I be kept in the loop about this project?
- Who monitors and approves this project? Who makes up the project team?

1

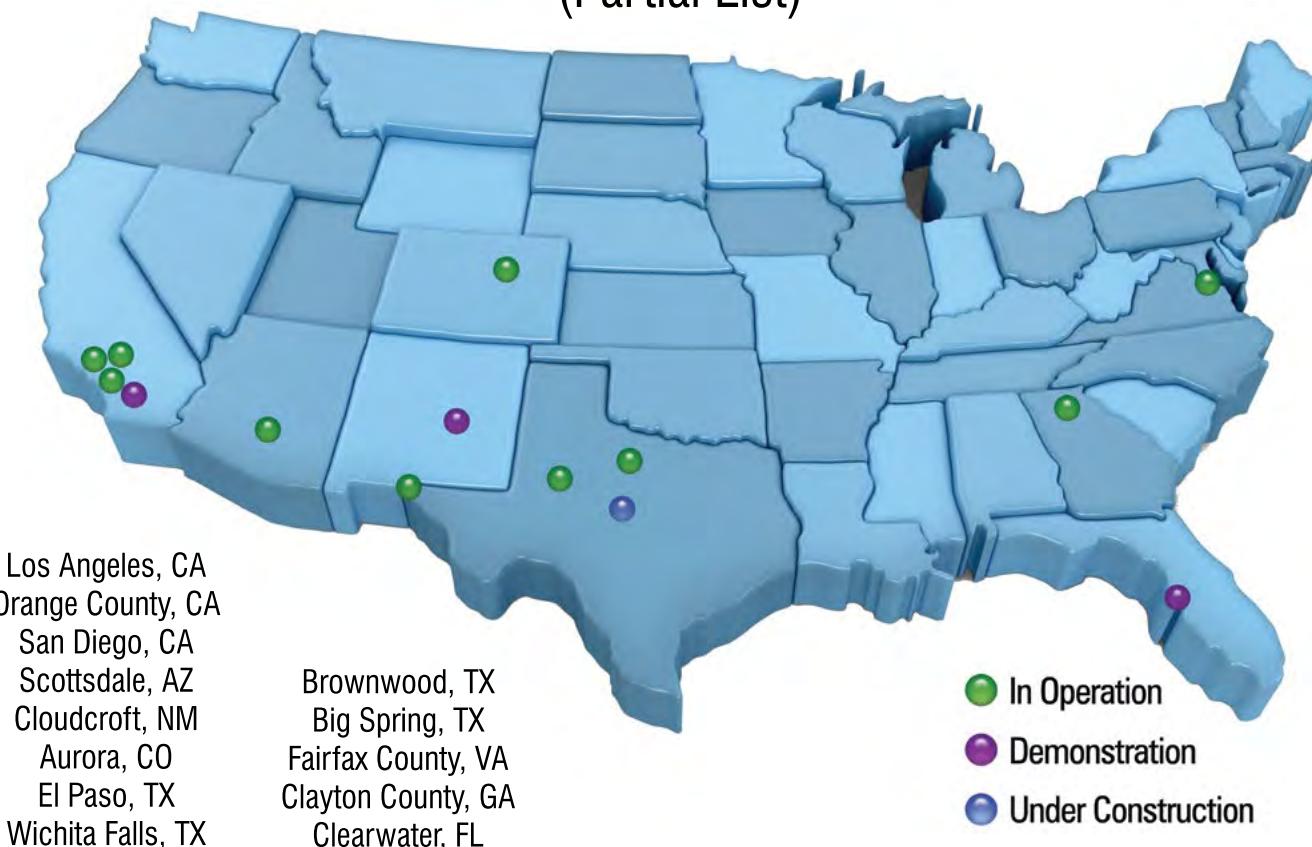
PROJECT OVERVIEW

Map of U.S. Implementations



WHERE GROUNDWATER REPLENISHMENT IS OCCURRING

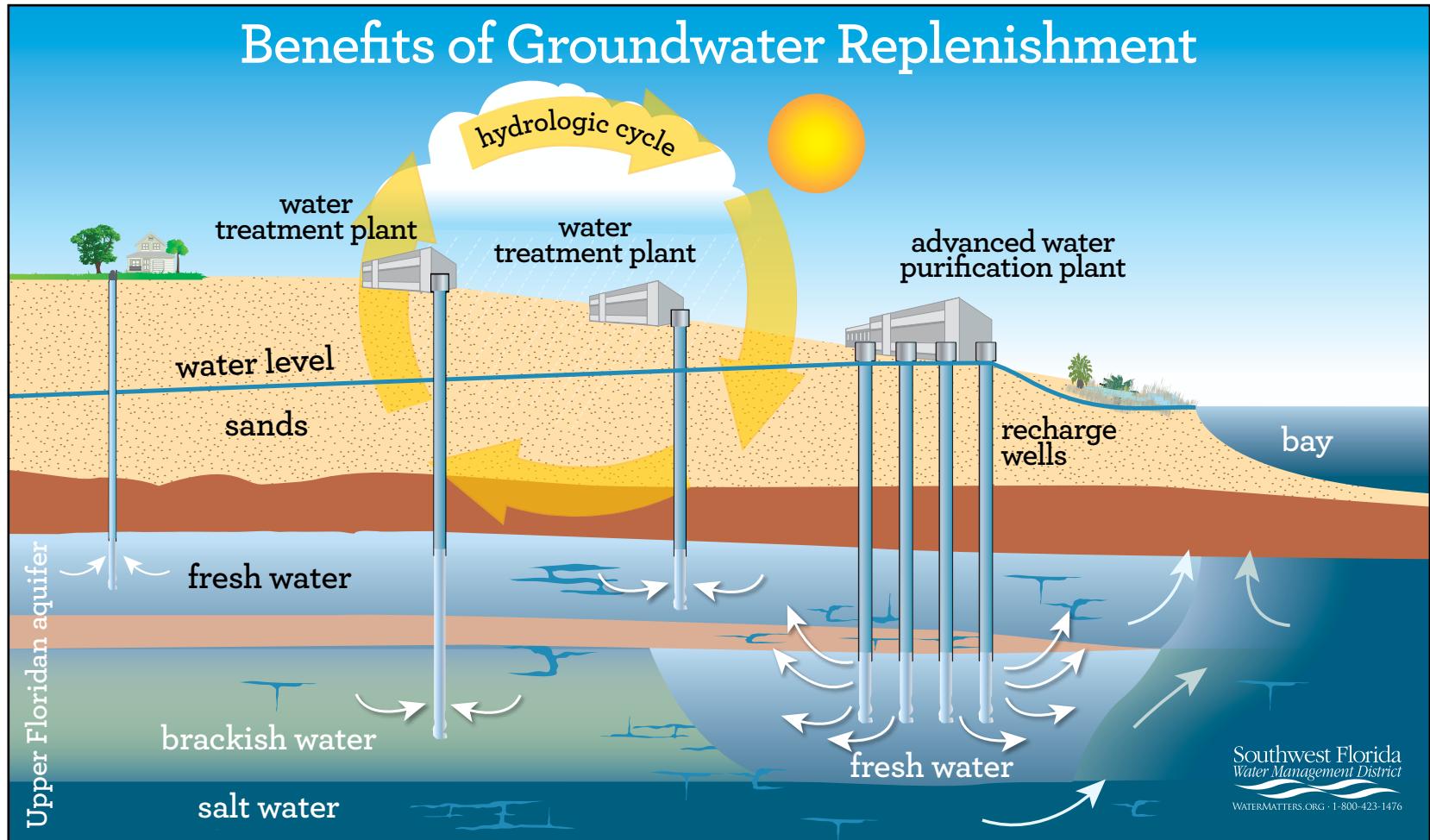
(Partial List)



1

PROJECT OVERVIEW

The Hydrologic Cycle



1

PROJECT OVERVIEW

Project Benefits



Groundwater Replenishment PROJECT BENEFITS

Full utilization of reclaimed water

No surface discharges into Tampa Bay

Improved groundwater levels

Increased potential for future water supply

Safe, high-quality drinking water



(Perfectly Pure.

2 WHAT IS GROUNDWATER REPLENISHMENT?



Southwest Florida
Water Management District

STAFF

CITY STAFF 1

CITY STAFF 2

SWFWMD 1

MATERIALS

- Advanced Treatment Process
- Site Map Aerial Showing Well Locations

POTENTIAL QUESTIONS COVERED

- What is groundwater replenishment and how does it work?
- What's the difference between reclaimed water and purified reclaimed water?
- Who else is doing it?
- Is it safe?
- Signs are posted around the city not to drink reclaimed water. How is this water different?
- Why is it safe to inject treated water into the aquifer that is used as our source of water supply?
- How will it preserve the environment? (3 million gallons a day kept from discharge in the bay)

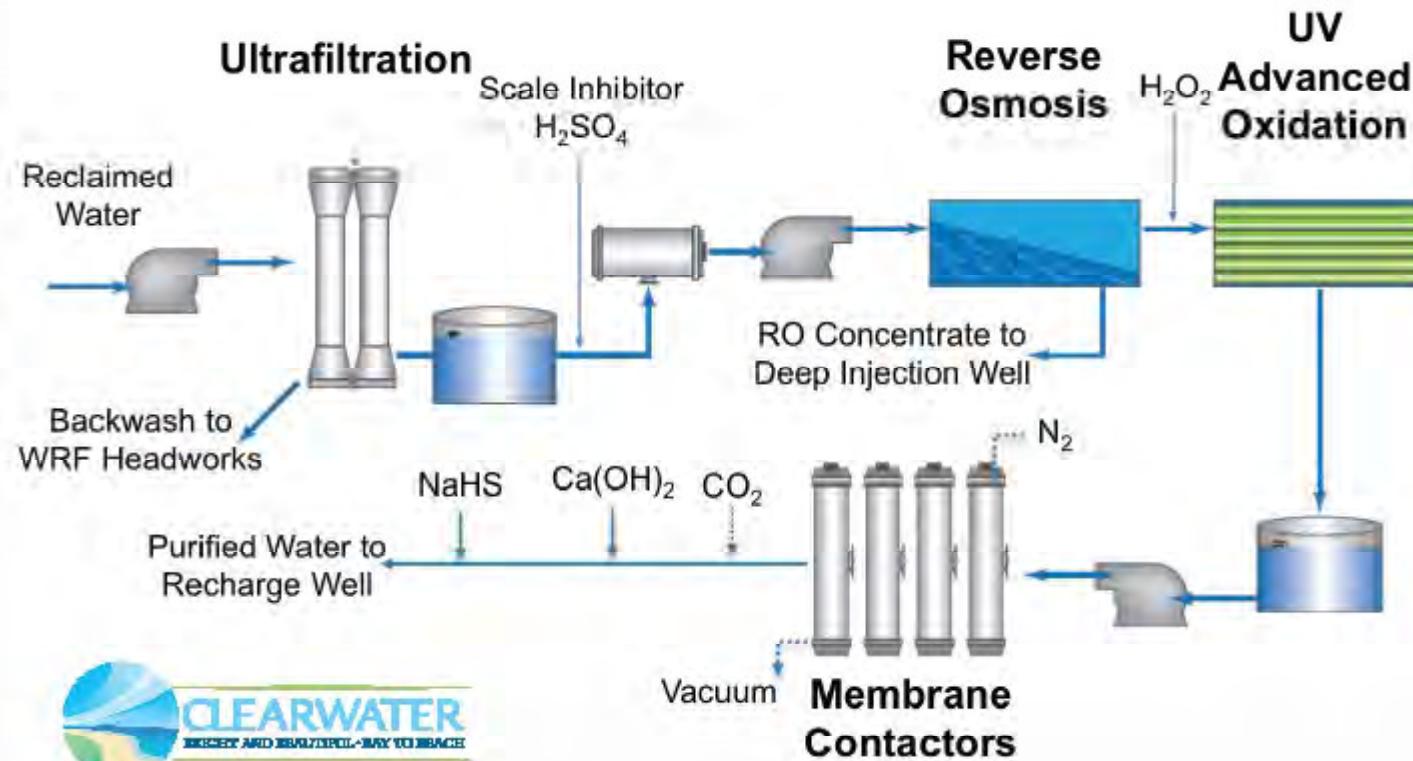
2

WHAT IS GROUNDWATER REPLENISHMENT?

Advanced Treatment Process



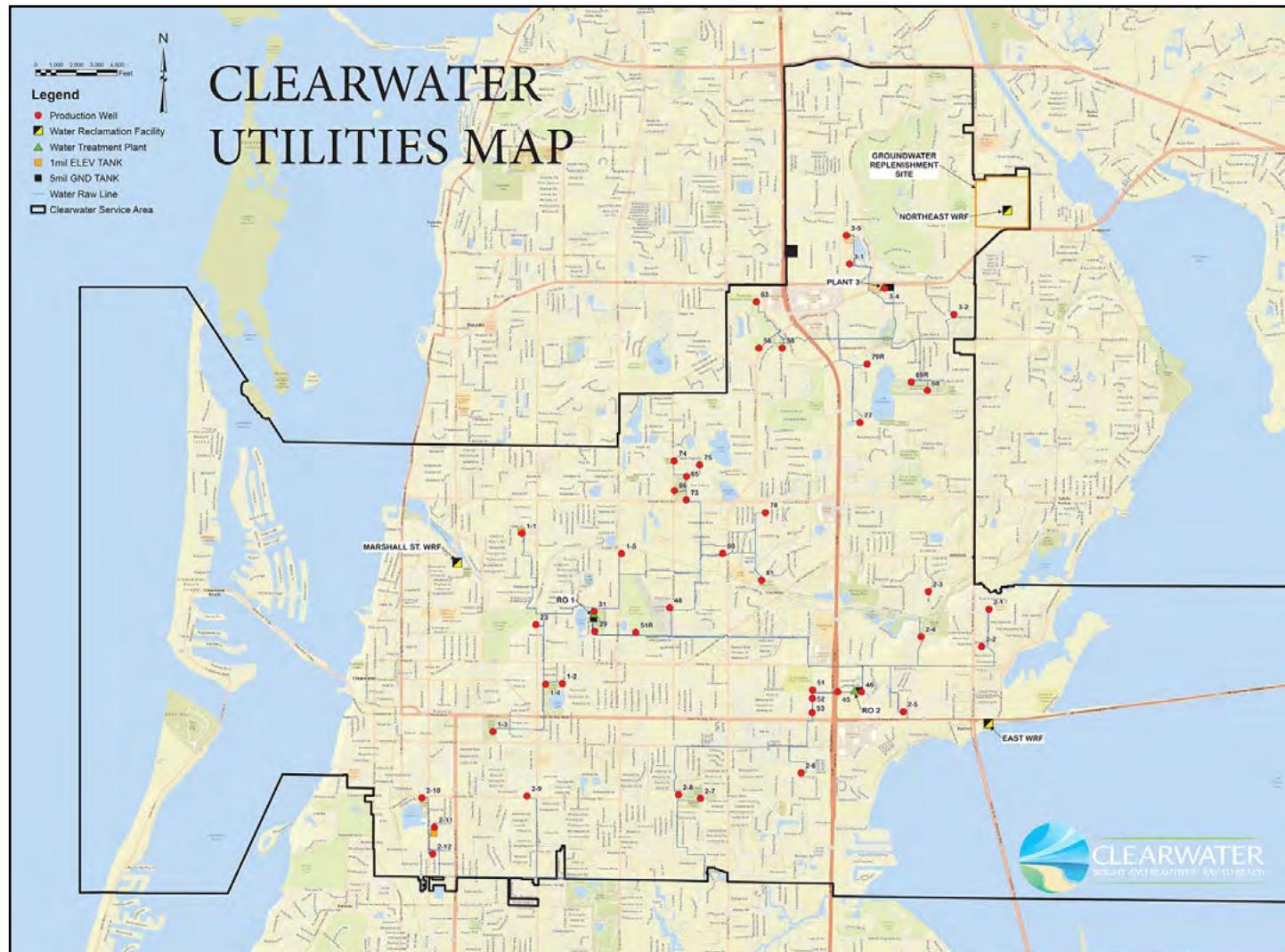
Full Advanced Treatment with Post-Treatment for Groundwater Recharge



2

WHAT IS GROUNDWATER REPLENISHMENT?

City Service Area and Locations



3 ABOUT THE AQUIFER

STAFF

David Wiley, LBG

Jeff Trommer, LBG

SWFWMD STAFF

MATERIALS

- Site map aerial showing well locations
- Cross section of the aquifer (NEED)
- Zoom in of aquifer cross section to show recharge and monitor wells (NEED)



POTENTIAL QUESTIONS COVERED

- Where does my drinking water come from?
- What changes with this project?
- Where does unused reclaimed water currently go?
- What is saltwater intrusion?
- How will water be injected into the aquifer?

3

ABOUT THE AQUIFER

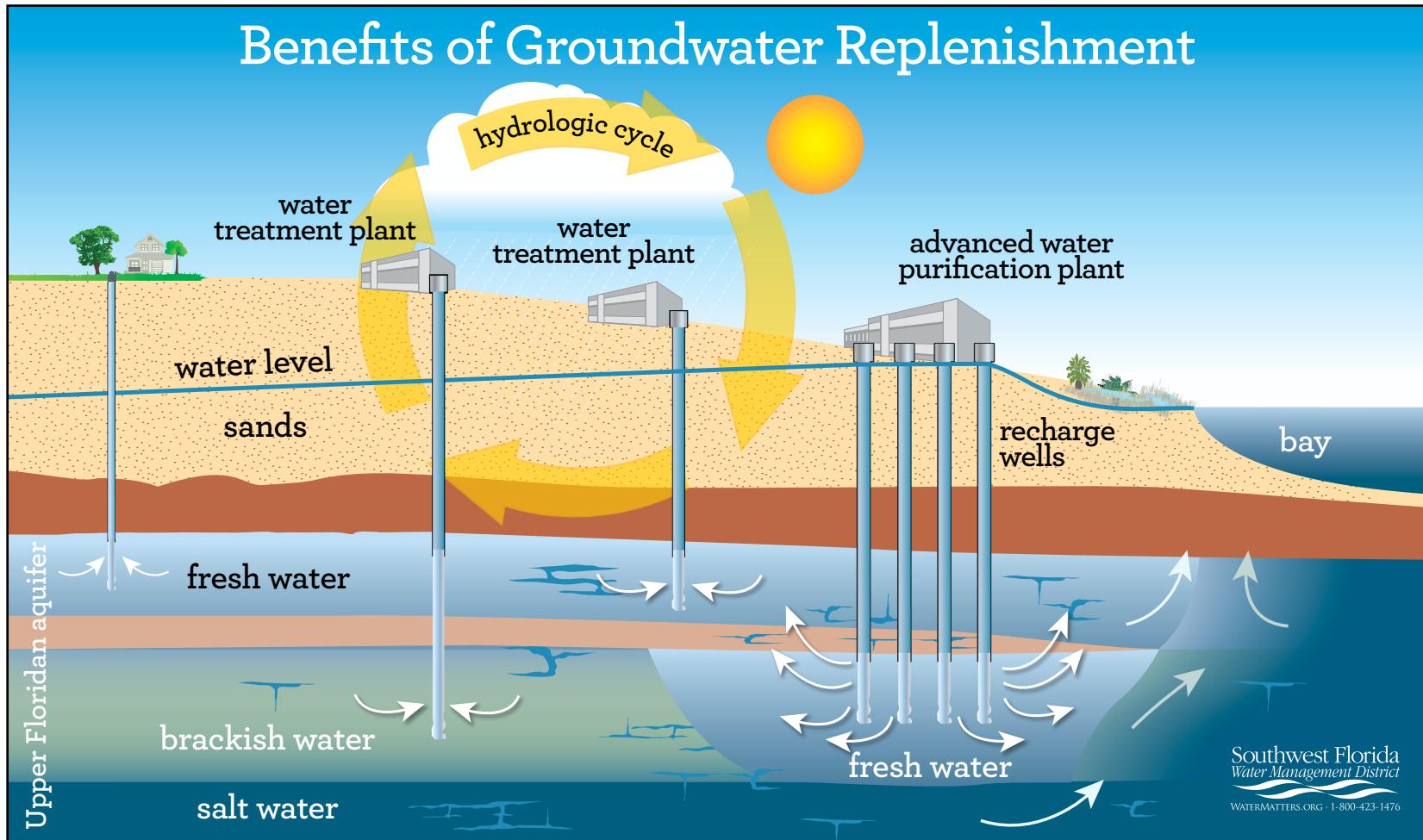
Site Map Aerial Showing Well Locations



3

ABOUT THE AQUIFER

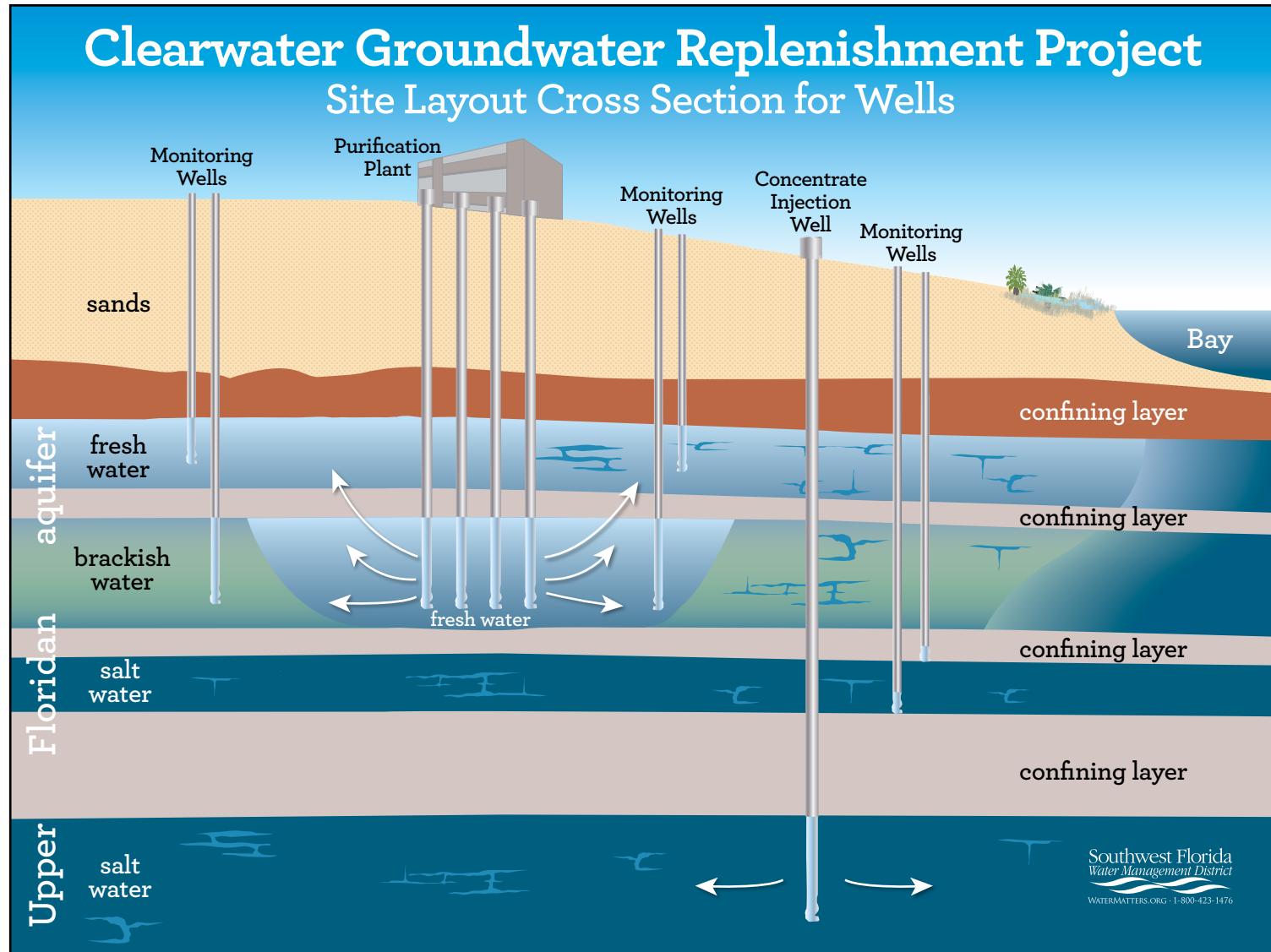
Cross Section of Aquifer



3

ABOUT THE AQUIFER

Zoom In of Aquifer Cross Section



4

PURIFICATION PROCESS

STAFF

Emilie Moore, Tetra Tech
Jarrett Kinslow, Tetra Tech
Jon Fox, Tetra Tech
Jennifer Roque, Tetra Tech
Dave MacNevin, Tetra Tech

MATERIALS

- Process Overview
- Ultrafiltration
- Reverse Osmosis
- Advanced Oxidation Process
- Membrane Contactors

POTENTIAL QUESTIONS COVERED

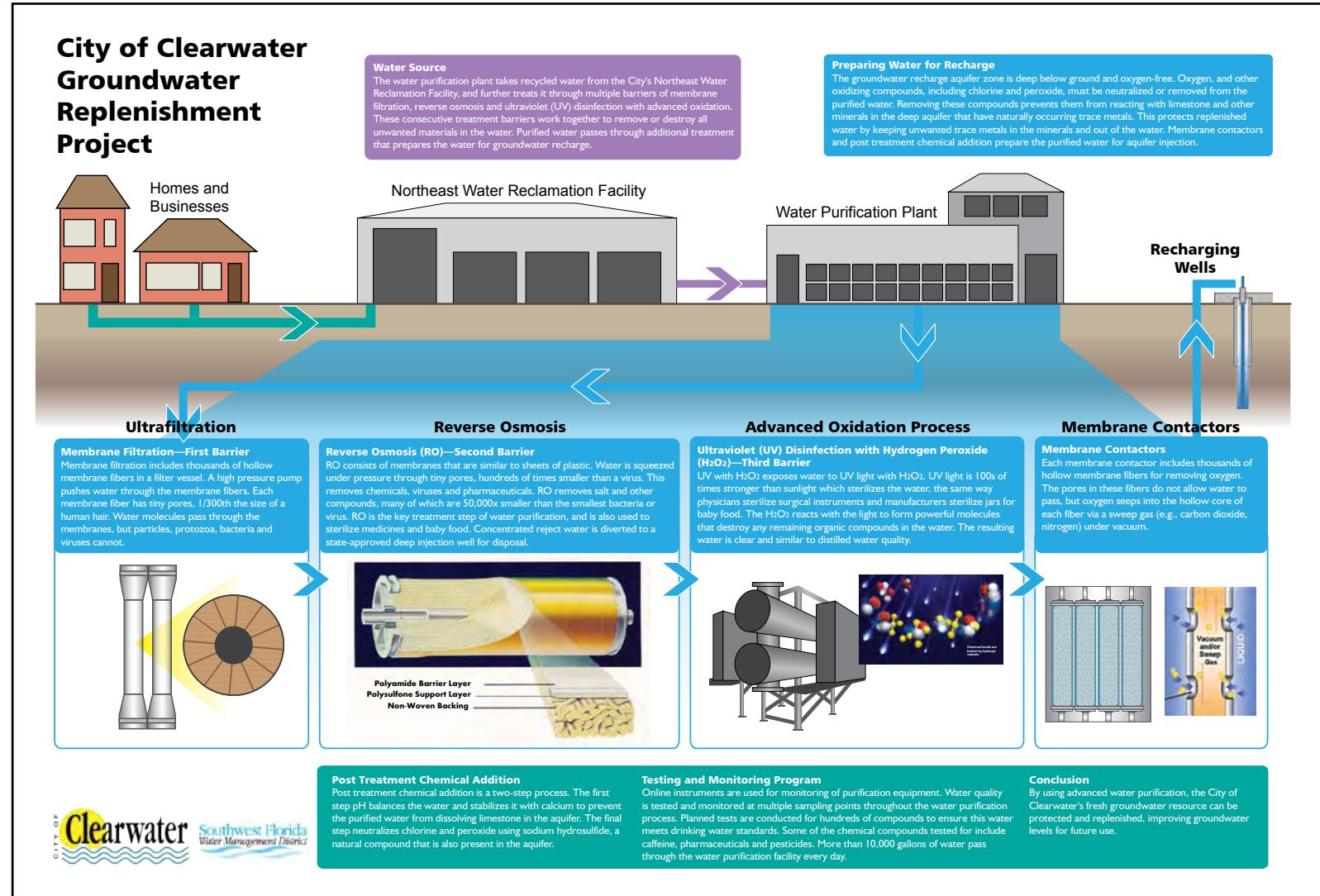
- How is the water made?
- How pure is the water?
- Is it safe to drink?
- What kind of water quality testing will be used?
- What regulations are in place to ensure this is safe?
- How does it compare to the bottled water process?



4

PURIFICATION PROCESS

Overview



4

PURIFICATION PROCESS

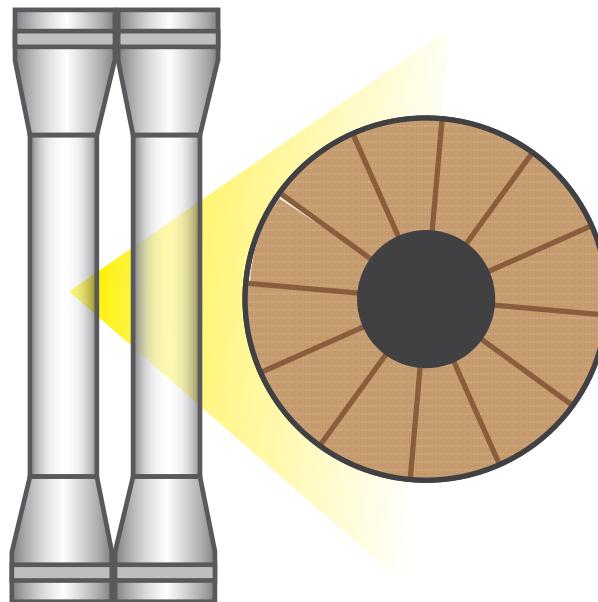
Ultrafiltration



Ultrafiltration

Membrane Filtration—First Barrier

Membrane filtration includes thousands of hollow membrane fibers in a filter vessel. A high pressure pump pushes water through the membrane fibers. Each membrane fiber has tiny pores, 1/300th the size of a human hair. Water molecules pass through the membranes, but particles, protozoa, bacteria and viruses cannot.



5

PURIFICATION PROCESS

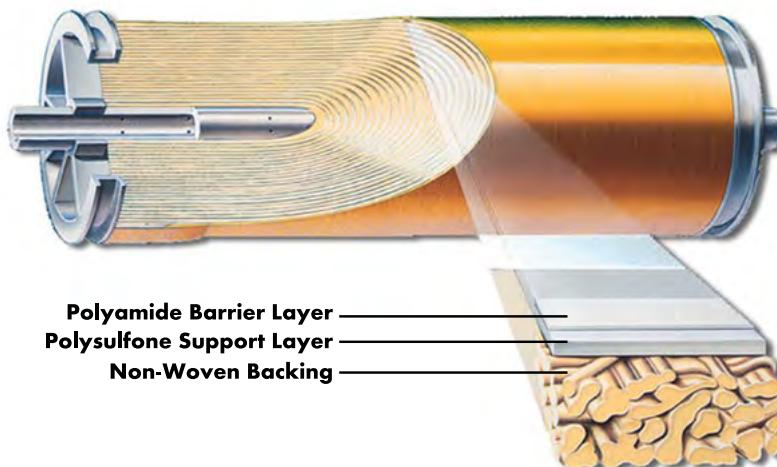
Reverse Osmosis



Reverse Osmosis

Reverse Osmosis (RO)—Second Barrier

RO consists of membranes that are similar to sheets of plastic. Water is squeezed under pressure through tiny pores, hundreds of times smaller than a virus. This removes chemicals, viruses and pharmaceuticals. RO removes salt and other compounds, many of which are 50,000x smaller than the smallest bacteria or virus. RO is the key treatment step of water purification, and is also used to sterilize medicines and baby food. Concentrated reject water is diverted to a state-approved deep injection well for disposal.



4

PURIFICATION PROCESS

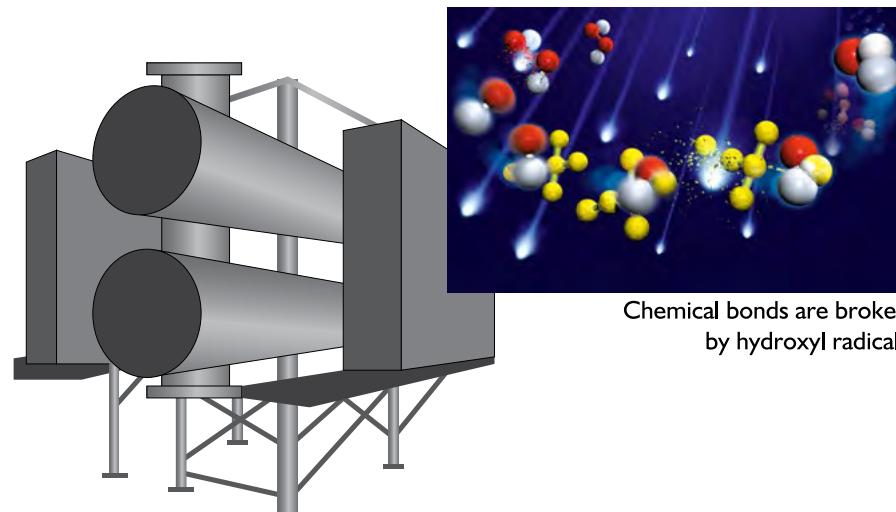
Advanced Oxidation Process



Advanced Oxidation Process

Ultraviolet (UV) Disinfection with Hydrogen Peroxide (H₂O₂)—Third Barrier

UV with H₂O₂ exposes water to UV light with H₂O₂. UV light is 100s of times stronger than sunlight which sterilizes the water, the same way physicians sterilize surgical instruments and manufacturers sterilize jars for baby food. The H₂O₂ reacts with the light to form powerful molecules that destroy any remaining organic compounds in the water. The resulting water is clear and similar to distilled water quality.



Chemical bonds are broken by hydroxyl radicals

4

PURIFICATION PROCESS

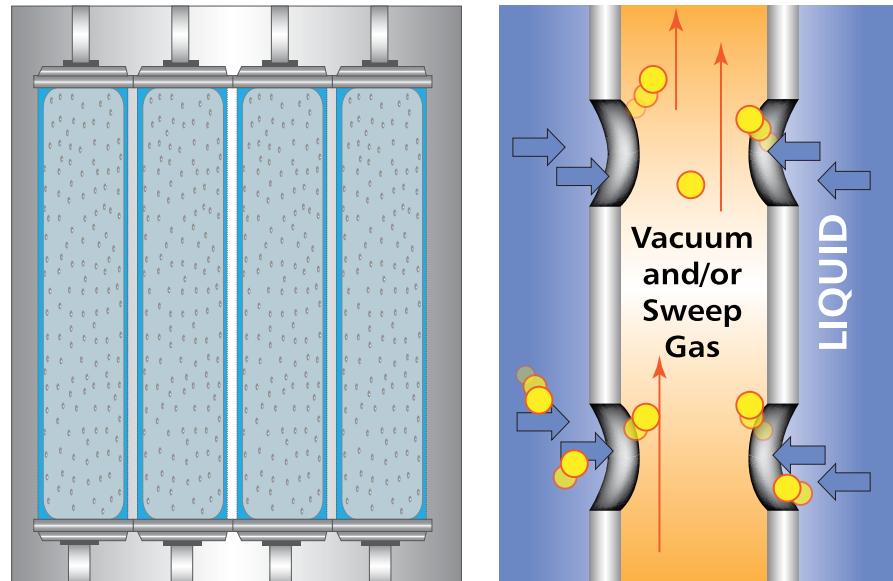
Membrane Contactors



Membrane Contactors

Membrane Contactors

Each membrane contactor includes thousands of hollow membrane fibers for removing oxygen. The pores in these fibers do not allow water to pass, but oxygen seeps into the hollow core of each fiber via a sweep gas (e.g., carbon dioxide, nitrogen) under vacuum.



PROJECT VIDEO



STAFF

FLOATER

MATERIALS

- 5-minute video on a loop w/ open caption for readability

PROCEDURE

Citizens will be encouraged to watch or read along with the 5-minute version of the video, on a loop. Limited seating will be available. City communications staff is looking into additional capabilities to ensure audio is at a proper level and can be heard. Video will replay throughout the meeting.

WRAP-UP/COMMENT CARDS



STAFF

FLOATER (someone adept at answering final questions about quality and safety)

MATERIALS

- Comment cards (City to provide)
- Pens (City, SWFWMD to provide?)
- Public FAQ sheet

PROCEDURE

Team member will encourage citizens who have completed viewing the video and are preparing to leave to fill out a comment card and will ask if there are any additional questions. Public FAQ one-sheet will be handed out as visitors complete the video.