



Budget Breakdown – August 19, 2021

City of Margate

Overview

- Margate's Rebate/Incentives budget was set in 2012 at \$14,976.00 and has not increased. Partners are invoiced on the basis of rebates distributed to residents within the utility area.
- Breakdown of Marketing/Administration portion of the payment is roughly 72% goes towards marketing and media and 28% goes towards administration. Consultant vs. Media Buys was a 1.3 : 1 ratio these past 5 years.
- The Marketing and Administration (M&A) portion covers:
 - Marketing
 - Consultant (see 2022 – 2026 scope of work, below)
 - Media Buys (have increase over time)
 - Travel (as needed)
 - Development of new incentive programs (if funding is available)
 - Administration
 - Provides for 1 + ½ FT positions
 - Promotional items
 - Overhead
- Increases in this 5-year renewal:
 - Broward County contribution increased from \$100K to \$125K (Broward Water & Wastewater Services pays separately as a participant in the program).
 - Partners were asked to participate in a \$25K increase to help cover anticipated increases in marketing/outreach costs. This amount has been distributed to the Partners based on population size. A base amount was established in 2012 and has increased by 3% each year. Each Partner pays an additional amount based on population share. Margate's share is approximately 4% of the population based on 2010 Census.
 - Margate M&A annual contribution to the partnership increased from \$14,591 in 2021 to \$ \$16,028.83 in 2022 (a difference of \$1,437.83).

Rebates distributed to participating City of Margate residents (FY 2012 – FY 2021)

Partner	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY 19	FY20	FY21	Total
MAR	148	128	120	126	141	145	157	86	96	42	1189

Most partners saw a reduction in the number of rebates distributed since the pandemic began. One of the causes may be due to the fact that people did not want someone coming into their home for the

installation. Another may be the economic impact of the pandemic causing people to postpone purchases. As mentioned previously, the City is only invoiced for the rebates distributed.

Eleven toilet rebates were issued between May and Aug. 2021. Total water savings 2021- 660,650 GPY. Total cumulative since 2012 – 273,105,130 total gallons saved. (Includes aerators and showerheads).

Marketing/Outreach Consultant Scope*

TASK	FY	DESCRIPTION
Task 1 – Develop a Communications Strategy	Mostly year 1; updated each year	Take the lead in coordinating program enhancements and the communications strategy for the outreach campaign with the County and Program Partners. The strategy shall include at minimum, program branding, messaging, promotion, coordination, implementation, and measurement of the impact of the communications strategy. coordinate and participate in planning meetings with Program Partners. Support shall include development of a consensus-based outreach strategy, program enhancements, and implementation as part of a 5-year program targeting a multi-cultural audience.
Task 2 – Reinforce Program Branding	Year 1	Build upon the unique program branding that identifies and draws attention to the county-wide water conservation program, including the incentives provided through the program.
Task 3 – Develop Communication Tools	Years 1-5	Develop tools for, and support Project Manager in, the promotion and community engagement in water conservation incentives and rebates. These tools shall include, but are not limited to, digital and print content such as website content and design, graphics, flyers, advertisements, and event displays.
Task 4 – Rebates and Incentives Program	Years 1-5	Maintain a database of available incentives by Program Partner, develop targeted communications; develop and secure commercial, non-profit, and community partners, and provide support and assistance to Project Manager and Program Partners. Maintain website portal for applications. Track participation and impact.
Task 5 – Annual Program Campaigns	Years 1-5	Coordinate the implementation of annual conservation campaigns in coordination with Project Manager and Program Partners.
Task 6 – Recognition Program	Years 1-5	Develop and promote a recognition/awards program for Program Partners, residents, and businesses that demonstrate exceptional water conservation savings.
Task 7 – Additional Funding	Years 1-5	Research and identify sources to leverage program funds and resources such as pursuing additional funds and support from local, state, and national sources, including Cooperative Funding Program South Florida Water Management District, WaterSense® Partnership (Environmental Protection Agency), and local groups, non-profits, and others.
Task 8 - Translations	Years 1-5	Translate program materials into Creole and Spanish, in consultation with Project Manager.

Task 9 – Program Accomplishments	Years 1-5	Support staff in the preparation and submittal of award applications celebrating community partnerships, program communications, participation, and accomplishments.
Task 10 - Reporting	Years 1-5	Prepare annual and final reports detailing communication and outreach activities conducted under this agreement. The report must include specific details regarding the media buys to include message run times, frequencies, and targeted audiences.
Media Buys	Years 1-5	Media Buys represent a significant percentage of the Marketing Budget and are paid on an as-you-go basis.

*NOTE: All portions of the scope need to be negotiated with the new consultant.