

SEFLUC Media Training Message Maps

Scenario 1 – SB 290

The new update to Florida’s biosolids legislation is circulating through industry newsletters, highlighting SB 290’s requirement that any new or renewed biosolids land-application permits use only Class AA biosolids. As utilities begin discussing what this means for daily operations, questions arise about treatment upgrades, hauling logistics, and budgeting impacts.

Several utilities request guidance to help their teams understand the regulatory shift, expected timelines, and potential operational changes. FWEAUC & SEFLUC are asked to prepare consistent messaging for members and internal teams to proactively coordinate biosolids planning across the industry.

Message Map

List your key audiences: What do people need to know? What do people want to know?		
Key Message 1 Broward County works hard to treat wastewater from homes and businesses and protect the environment.	Key Message 2 SB290 – New bill bans land application of all biosolids except AA class (which is slightly more treated than class B)	Key Message 3 Broward County has been working on going to AA biosolids since 2021, with a regional working group (all Broward County wastewater facilities) to construct a AA Biosolids facility.
Supporting Fact When a wastewater treats wastewater, there is a liquid portion and a solid portion. Broward county treats the biosolids to a level called Class B biosolids.	Supporting Fact There are over 130 utilities across the state produce biosolids other than AA.	Supporting Fact We are going to design in about 2 months of the a studies.
Supporting Fact Broward County produces 50 large trucks of class B biosolids, and mostly apply this to land.	Supporting Fact The facilities that can produce AA will be at capacity and raise price.	Supporting Fact Cost of design is \$50M and cost of construction \$500M. We expect to be done in about 5 years, but others may not be for a long
Supporting Fact	Supporting Fact If we don’t land apply, we have to place biosolids in a landfill, send out of state, or try to compost if there are facilities available.	Supporting Fact The ban which will take place on July 1, 2026 leaves us trying to comply.

Scenario 2 – Asset Management & SSOs

Over the past few months, multiple member utilities have spoken with FWEAUC & SEFLUC leaderships about receiving questions from their local media and concerned residents on best practices for preventing SSOs, especially following heavy rainfall.

These utilities express frustration that while they have strong internal maintenance programs, their teams often face questions they're not fully prepared to answer. As industry leaders, these member utilities are asking FWEAUC and SEFLUC to assist them with clear messaging for their teams.

Message Map

List your key audiences: General Public/Local Staff Group Names: Joshua (Boynton?), Siana Lakhan (LOH), Darry; (West Palm), Juan (Baynton)		
What do people need to know? What do people want to know?		
Key Message 1 Unprecedented storms. Why is it happening?	Key Message 2 System upgrades. What are we doing about it long-term?	Key Message 3 What we are doing now?
Supporting Fact More rainfall than water system can handle in design.	Supporting Fact I&I relining	Supporting Fact No local 2&D Emergency Response
Supporting Fact SSO response team regulatory agency required response time.	Supporting Fact Infrastructure enhancement	Supporting Fact Working regionally for assets & Assistance
Supporting Fact Some incidents are out of our control.	Supporting Fact Putting money in your rates back into project. Capital Improvement – Reinvesting \$\$ Finding sources & Synergy Grants	Supporting Fact Fun fact for optimism – Failure rate less than 1% across the board.

Message Map

List your key audiences: Everyone (public) What do people need to know? Proactive, asset management system, good maintenance system What do people want to know? Why is there overflows, when are they going to stop		
Key Message 1 Common Robust good management system and asset management	Key Message 2 Response time is adequate	Key Message 3 Extreme Weather Third Party Fault Understanding Cause
Supporting Fact Adequate equipment and personnel	Supporting Fact Staff training/availability	Supporting Fact Contractor Fault – Not calling Sunshine 811
Supporting Fact Infiltration and inflow program	Supporting Fact 24/7 personnel	Supporting Fact Extreme Weather
Supporting Fact Funding is adequate	Supporting Fact Equipment – strategically located	Supporting Fact Replacement & Renewal is required on a constant basis and that takes time.

List your key audiences: Public What do people need to know? Proactive Asset Management System, Good main What do people want to know? Why overflow, when stop		
Key Message 1 Robust good MGMT System and A.M. Program	Key Message 2 Response time	Key Message 3 Understand cause outside our control – 3 rd party, weather
Supporting Fact Adequate Equipment & Staff	Supporting Fact Staff Training & availability	Supporting Fact Contractor/3 rd party
Supporting Fact I&I Program	Supporting Fact 24/7 Personnel	Supporting Fact Extreme weather
Supporting Fact Adequate Funding CIP	Supporting Fact Equipment available & strategically located	Supporting Fact R&R is required on constant basis.

List your key audiences: What do people need to know?	Poonam Kalkat
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What do people want to know?		
Key Message 1 Utility industry is heavily regulated and has experienced and knowledgeable staff	Key Message 2 Utility industry is required to have maintenance plans and operating procedures	Key Message 3 Utility industry proactively invest in infrastructure
Supporting Fact Required and standardized training with certifications, licenses and continued education credits	Supporting Fact Asset management system and plan in place	Supporting Fact Multiple years of Capital improvement plans approved in annual budgets and shared with the community
Supporting Fact Emergency response plans including scenarios response to potential SSO incidents	Supporting Fact Capacity, management, operations and Maintenance Plans in place	Supporting Fact Open and transparency in capital improvement projects
Supporting Fact GIS up to date information on as built plans for quick reference	Supporting Fact Standard operating procedures with best management practices to keep our residents safe	Supporting Fact Condition Assessment and Risk Assessment of infrastructure to make decisions based on the condition of the system and structure

List your key audiences:		Drew Boylson	
What do people need to know?			
What do people want to know?			
Key Message 1 In communication with FDEP to continue holding ourselves accountable.	Key Message 2	Key Message 3	
Supporting Fact Communication with the department ensures we are following the regulations given	Supporting Fact	Supporting Fact	
Supporting Fact Keeps our organizations transparent so our citizens are fully aware of the hurdles we deal with.	Supporting Fact	Supporting Fact	
Supporting Fact	Supporting Fact	Supporting Fact	

Scenario 3 – Who We Are & What We Do

FWEAUC and SEFLUC are hosting a luncheon with students from several Florida colleges to engage the next generation of water professionals. The goal is to introduce the organizations, explain what they do, and show the value of membership for young professionals starting their careers.

To make a strong, unified impression, leadership from both FWEAUC and SEFLUC are collaborating ahead of the event to craft consistent messaging and key talking points. This ensures every speaker clearly communicates the mission, opportunities, and benefits, leaving students inspired and informed about how they can get involved.

List your key audiences: Students, prospective workers What do people need to know? Opportunities, purpose What do people want to know? Career, growth		
Key Message 1 We provide safe, reliable drinking water	Key Message 2 Provides recession proof jobs	Key Message 3 Protect the public and environment by managing waste.
Supporting Fact Meet standards and government regulations	Supporting Fact People always need water	Supporting Fact
Supporting Fact Licensed operators	Supporting Fact Requires a diverse set of skills.	Supporting Fact

List your key audiences: Students & young professionals What do people need to know? Who we are, what we do, value of membership What do people want to know?		
Key Message 1 Who we are Thirty years of collaboration for advocating effective regulation & legislation with utilities that provide water & wastewater services.	Key Message 2 What we do Annual attendees to workshops, conferences, & meetings w/ federal, state, & local legislation & public to ensure we provide the highest level of service.	Key Message 3 Value of membership Career building through networking & sense of fulfillment to providing essential service.
Supporting Fact Both organizations have been around for 30 years.	Supporting Fact Both organizations attend annual conferences & workshops.	Supporting Fact Enhance opportunities for career building through networking w/ utility members & other professionals
Supporting Fact	Supporting Fact	Supporting Fact

SEFLUC provides services to 6 million people & have membership of 30+ utilities. FWEAUC has 75 utilities throughout the state that are members.	Attend rulemaking sessions & meet with Federal & State legislation annually.	Sense of fulfillment by being a part of community that provides essential services.
Supporting Fact Advocates for effective regulation & legislation.	Supporting Fact Public engagement to get feedback on how we can improve our service.	Supporting Fact Dedicated to protecting health & shaping the direction of the industry.

List your key audiences: Students		
What do people need to know? What the organizations do		
What do people want to know? Benefits of organization		
Key Message 1 Continue to enhance your education through the organizations	Key Message 2 Protection of environment	Key Message 3 Job security – in a career in utilities - offers unmatched
Supporting Fact Following regulations & policies	Supporting Fact Cost effective wastewater management	Supporting Fact Water is a basic human need
Supporting Fact Trained professionals – classes, presentations, papers	Supporting Fact Promote public understanding	Supporting Fact Environmental protection is required to ensure we have a world to live – treatment of wastewater.
Supporting Fact Engagement working groups	Supporting Fact Remove water pollution	Supporting Fact Reuse → Protect our resources & need to be more efficient → Maximize water use