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# Research Report

September 2006



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## Legislative Action Needed to Increase Appropriate Use of Advertising to Reduce State Public Information Costs

State agencies are spending approximately \$20 million on 1,000 public information documents and other media in 2006-07.<sup>1</sup> Several agencies are offsetting a small portion of this cost by entering into agreements for private publication of selected documents. Amending current state law to improve marketing and add incentives could yield substantial additional savings.

Section 283.58, Florida Statutes, authorizes state agencies to reduce costs of reference materials, brochures, pamphlets, audio and videotapes, and related materials by partnering with vendors to produce them. Costs are borne, in whole or in part, by vendors who competitively bid for the right to include and/or sell state agency-approved advertising of products or services that are harmonious with publications' subject matter. A required statement makes clear that the state and its agencies do not endorse advertised products or services.

A report by the Legislature's Office of Program Policy Analysis and Government Accountability found that while increased electronic document production and distribution reduced statewide printing costs from \$27.9 million in 1997-98 to \$20.7 million in 2004-05, printed materials will remain an important means for government to communicate with its citizens.<sup>2</sup>

### Section 283.58, Florida Statutes

(1) An agency may enter into agreements to secure the private publication of public information brochures, pamphlets, audiotapes, videotapes, and related materials for distribution without charge to the public and, in furtherance thereof, is authorized to:

(a) Enter into agreements with private vendors for the publication or production of such public information materials, by which the costs of publication or production will be borne in whole or in part by the vendor or the vendor agrees to provide additional compensation in return for the right of the vendor to select, sell, and place advertising that publicizes products or services related to and harmonious with the subject matter of the publication.

(b) Retain the right, by agreement, to approve all elements of any advertising placed in such public information materials, including the form and content thereof.

(2) Any public information materials produced pursuant to this section and containing advertising of any kind must include a statement providing that the inclusion of advertising in such material does not constitute an endorsement by the state or the agency of the products or services so advertised.

The 2006 Legislature implemented OPPAGA recommendations by amending Section 257.05, F.S., to require each state agency to submit a complete list of its publications to the Department of State. It also amended Section 283.55 to require state agencies, as part of the biannual purging of mailing lists, to ask recipients whether they wish to continue receiving a publication, and if so, whether they want to receive it in electronic format rather than hard copy.<sup>3</sup>

### **Florida TaxWatch Support of Reduced Public Information Costs**

For more than two decades, Florida TaxWatch has advocated selected use of commercial advertising to help offset the cost of state public information costs.

A 1984 TaxWatch research report suggested that the former Florida Department of Commerce offset the cost of promotional materials by offering advertising space to randomly chosen vendors from a pool of approved ads.<sup>4</sup> A Department response described activities consistent with this recommendation.

A 1989 TaxWatch research report noted that agreements between the Department of Commerce and the private sector helped underwrite three publications, for a savings of \$416,000.<sup>5</sup>

The Davis Productivity Awards program, sponsored by Florida TaxWatch, The Florida Council of 100, and the State of Florida, has recognized individuals and teams for their efforts in using commercial advertising to reduce public information costs:

- ▶ 1991: Two staff members of the Department of Commerce's film bureau saved nearly \$36,000 by contracting with a private publishing company to develop an entertainment industry sourcebook in exchange for the company retaining advertising revenue.
- ▶ 2003: A team at the Department of Community Affairs formed a partnership with i.d.e.a.s. at Disney, Inc. to provide citizens with a single source for information covering the four phases of emergency management. The estimated \$500,000 cost of producing and distributing 100,000 copies of a DVD was borne by private sector sponsors through their purchase of product placements on the DVD.
- ▶ 2004: A team at the Department of Highway Safety and Motor Vehicles developed and implemented a plan to print driver's handbooks at no cost to the state for an estimated five-year savings of \$2.5 million.

## **State Agencies and Universities Using Statutory Authority to Reduce Public Information Costs**

An August 2006 Florida TaxWatch survey of state agencies and state universities found the following uses of Section 283.58, Florida Statutes, to save money:

### **Department of Agriculture and Consumer Services**

The Division of Marketing & Development sells an advertisement in a publication entitled *The Florida Agricultural Promotional Campaign*, which earns about \$30,000 annually.

### **Department of Community Affairs**

Delivering the emergency management message to people living in Florida is critically important, given the fact that Florida is the most vulnerable state in the nation to hurricanes. A three-year agreement with i.d.e.a.s. at Disney, Inc. saved the Department an estimated \$500,000, while providing Florida residents and visitors with a single source of information covering the four phases of emergency management.

Material drawn from preparedness, response, recovery, and mitigation was placed in DVD format. The agreement provided for minimum reproduction and distribution of 100,000 copies, paid for by private sector “sponsors” through their purchase of product placements throughout the DVD.

### **Department of Environmental Protection**

The Florida Parks Service has three initiatives of note:

- Production of 100,000 copies of a “Tide Calendar”, in partnership with Friends of Florida State Parks, the Florida Sports Foundation, VISIT FLORIDA (a public-private partnership), and the Florida Fish and Wildlife Conservation Commission. The calendar features a day-by-day listing of tides and a conversion chart for different areas of Florida for use by fishermen, surfers, kayakers, and beachgoers to promote outdoor recreation in Florida.
- Development and production of the Florida State Parks Guide by VISIT FLORIDA. The \$300,000 to \$400,000 cost will be paid by advertisers. Savings will be leveraged by VISIT FLORIDA to fund marketing/advertising/research with the intention of increasing the current 19 million Florida citizens and tourists visiting Florida parks, thereby increasing revenue for entry and camping, which is intended to reduce the Florida Park system’s reliance on state funds.



- In exchange for Jackson County's logo appearing on the Florida Caverns State Park brochure, 50,000 copies have been printed to market the park at the county's Chamber and Convention and Visitors Bureau offices, area hotels, public events, and for distribution at the park. The Florida Park Service is working on a similar arrangement for Three Rivers State Park, which is also in Jackson County. Because Florida State Parks produces and prints individual brochures for each of its 159 parks, this cooperative program has the potential to be expanded to other parks throughout the state.



## Fish and Wildlife Commission



Florida Wildlife Commission Hunting Regulation booklet, which includes advertising

The Commission offsets the cost of printing some of its public information materials by allowing vendors to sell FWC-approved advertising. Most notably, the \$450,000 annual cost of printing nearly three million hunting and fishing regulation booklets is paid by a vendor in return for the

right to sell Commission-approved advertising, summarized as shown in the following table:

<b>Publication</b>	<b>Printing Cost</b>
Hunting Regulations	\$158,000
Saltwater Fishing Regulations	\$208,500
Freshwater Fishing Regulations	\$86,000
<b>Total Annual Value</b>	<b>\$452,500</b>

Source: Florida Fish and Wildlife Commission, August 2006

The Commission has determined that this arrangement is only viable to potential vendors when there is broad distribution of materials. For the Commission, these products include hunting and fishing regulations and the *Florida Wildlife Magazine*.

*Florida Wildlife Magazine* is printed six times a year, with a current distribution of about 20,000 copies per issue. The Commission focuses on securing full page ads to maintain the magazine's clean look.

In addition, the Commission is piloting advertising banners on its website, *www.MyFWC.com*. An area on the Web page that conforms to an Internet Advertising Bureau standard rotates banners at a set time interval. Participation is limited to 12 advertisers, with three advertisers currently participating.

In each advertising scenario (regulations, magazine, and website), the benefit is that the Commission is able to reduce costs and/or increase distribution of conservation and safety information to the public.

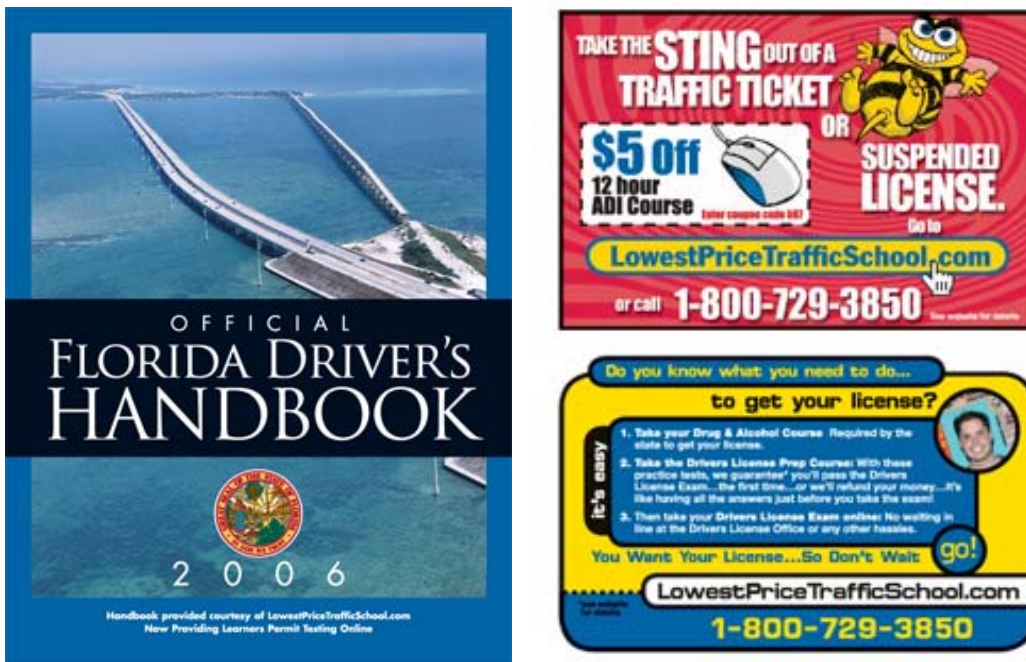
## **Department of Highway Safety and Motor Vehicles**

**Driver's Handbooks.** The Department is saving an estimated \$2.5 million over five years through vendor printing of Driver's Handbooks, which are provided free of charge upon request in all driver's license offices. The Handbook summarizes Florida's traffic laws and helps driver's license applicants prepare for written and driving examinations. It also includes information about laws governing motor vehicle operation in Florida.

Although response by the general public to advertising in the Handbook has been minimal, the Department has been criticized by certain members of the traffic school industry, who compete with the company that was awarded the printing contract.<sup>6</sup> Notwithstanding these criticisms, the Department believes that its utilization of a very public and competitive procurement process was both consistent with Florida law and in the best interest of Florida's taxpayers.

A 2006 Auditor General Report addresses the Department's contract to print and distribute Driver's Handbooks and maintain a Handbook website.<sup>7</sup> The Report recommends amending Section 283.58, F.S., to address issues that have been introduced through web-based publications and commerce. It suggests statutory clarification of agencies' authority to allow advertising externally to public information material, such as handbooks. It suggests clarification of whether vendors distributing state publications are entitled to collect shipping and handling fees. It also

suggests legislative consideration of requiring agencies to analyze the impact that proposed advertising may have on competition within an industry.



Florida Driver's Handbook, which includes advertising such as the ads shown above

**Vehicle registration renewal notices.** Since July 2004, the Department has offset the cost of mailing approximately five million license plate renewal notices annually to registered vehicle, vessel, and mobile home owners in 19 counties. Other counties can participate at their option.

The Department contracts with Imagitas Inc., which has longstanding success in mailing renewal notices for other states as well as the U.S. Post Office's new resident information packages. The company solicits advertisements for its mailers to offset costs pursuant to Section 283.58, F.S. The Department oversees the content of advertisements to insure appropriate content. No information provided to Imagitas is shared, sold, or redistributed to advertisers in the program.

Benefits achieved from this initiative include:

- Protecting the privacy of personal information by converting renewal notice postcard mailers into a one-ounce, first-class mailing that includes a remittance envelope;
- Creating an improved public communications platform through the ability to vary messages by county of residence to promote awareness of county-specific services/programs; and
- Promoting the use of mail, phone, and internet renewals, thereby reducing lines at local offices.

## **Department of Transportation**

**Maps.** Since 1998, the Department has offset the approximately \$200,000 annual cost of producing 1.2 million copies of *Florida's Official Transportation Map* through the sale of commercial advertising.

Of the dozens of vendors contacted about this opportunity, from publishers to advertising and marketing firms, tourism-related vendors and VISIT FLORIDA, only Anderson & Associates, Inc. responded favorably and has successfully achieved the goal of producing maps at no cost to taxpayers. Many potential vendors indicated that the amount of risk in undertaking this project would not be worth the benefits they might receive.

Information needed to update *Florida's Official Transportation Map* is collected and compiled by the Department. Updating the cartography in digital files, layout, design, sale of commercial advertising, and printing are handled by a vendor. The map is distributed primarily through VISIT FLORIDA at Welcome Centers.

The Department reports that the majority of public response to advertising on the map has been negative. There are no complaints about the map being inaccurate or about poor customer service by the advertisers. All complaints are about the "Official" Transportation Map having advertisements, thereby making it larger than it should be, with more folds and information that complainants don't want or need. Complainants just want the map information. The Department's response to this criticism has focused on the cost-saving benefits of advertising.

**Publications.** Several years ago, the Department's Maps and Publications Office attempted to outsource printing and distribution of manuals. However, the Office of General Counsel stated that because publications that the Department sells are copies of records, the vendor would have to meet the requirements of Chapter 119, F.S., and would not be able to make a profit from selling the publications.

## **Florida Atlantic University**

The University telephone directory is produced annually by an outside company, which fully pays for its production and distribution with advertising revenue. In addition, several athletic program books, the student handbook, and various student organization publications are fully funded by ad sales.

## **Florida A & M University**

The University's telephone directory is produced annually by an outside company, with ad revenue fully paying for its production. In addition, three university publications, *The A & M, Cluster*, and *FAMU Today*, are funded by ad sales and printed by outside vendors.

## **Florida State University**

The University utilizes the vendor-borne cost method outlined in Section 283.58, F.S., to publish the annual *Seminole Guide*, a directory of phone numbers, e-mail addresses, and other public information pertaining to students and staff.

### **University of Central Florida**

The University has a three-year agreement with a publisher to print UCF telephone books. In 2005, the University received a \$12,000 commission as a result of the publisher selling advertising space to local businesses.

### **University of South Florida**

The University's Visitor Guide and Directory are published by the Office of University Relations in conjunction with Campus Publishers, Boulder, Colorado. There is no cost to the University. The University receives \$5,500 from Campus Publishers, plus the two publications.

### **University of West Florida**

For more than 25 years, the UWF Campus Directory has been produced by outside vendors, who offset their costs by selling advertising. From time to time, the University has considered similar ventures to print the alumni magazine, student handbooks, and campus maps. However, none of these have worked out because the smaller quantities of these publications have not been seen as profitable by vendors in terms of ad revenue potential.

## What About Other States?

### California

In September 2005, Governor Arnold Schwarzenegger signed a law authorizing all state agencies to accept paid advertisement in “state publications”, which include books, reports, magazines, newsletters, brochures, maps, posters, forms, and inserts in mailings. The Governor’s action made permanent a practice begun a decade earlier by the Office of State Publishing (OSP). The program’s goal is to save money without compromising the integrity of agencies’ messages.

**State agencies** that offset printing costs through paid advertising may utilize savings to print additional materials, or redirect the money to support other core functions.

**Companies** that advertise can better target prospects and customers, because most state publications are directed to specific markets.

**Californians** benefit from advertising revenue helping to underwrite the cost of state publications and reduce the need to charge for them.

The OSP maintains a contract with a publishing representative, who solicits advertisers for designated publications that generally have high public circulation. Agencies determine the categories of ads that are consistent with their mission before advertisers are solicited, and they review all ad copy prior to printing. Ad rates are determined by circulation and research of similar publications that contain advertising. Agency savings are determined by the amount of ad space or the number of ad pages sold.

### Illinois

The Department of Natural Resources achieved 30% savings between 2004 and 2006 through advertising in its *Hunting & Trapping Regulations* as well as its *Fishing Regulations*. For the past decade, *Illinois State Parks* has been published at no cost to the state.

### Minnesota

The Minnesota Department of Public Safety contracts with a firm (Imagitas Inc.) that produces its drivers’ license renewal mailings. Advertising is enclosed to offset costs of the service. The plan has been in place for five years.

### North Carolina

North Carolina does not allow any advertising except in its wildlife publication, and there are very strict guidelines associated with that publication.

## **Does Federal Initiative Have Applicability for Florida?**

The U.S. Government Printing Office's (GPO) mission is to ensure public access to government information.

In April 2005, the GPO sought private sector vendors to partner in expanding access to, and sales of, government information.<sup>8</sup> The intent of this initiative is to implement innovative ideas to increase public awareness of GPO products, enhance customer access for broader dissemination, expand distribution channels, and utilize advanced technologies for the sale, production, and distribution of print and tangible publications to the public.

A high visibility example is the GPO and 9/11 Commission partnering with W.W. Norton & Company to print and sell the Commission's report through bookstores around the world. This initiative demonstrated that a market for government information exists and that partnerships can be beneficial to all.

The Superintendent of Documents, who oversees the sales operation, points out that the GPO has many titles of broad public interest whose visibility can be increased, thereby creating opportunities for private sellers and increasing revenue to offset GPO costs.

The lack of awareness of government publications dampens sales and prevents people from learning about their government and its activities. The GPO is not in a position to actively market its products and services. The private sector can make a difference and increase awareness and learning by marketing and distributing government products and services to booksellers and others.<sup>9</sup>

Generally, private industry has not been involved in the distribution of government publications. The GPO initiative provides an opening for private business to participate in the distribution and sale of government information.

## Recommendations

1. State agencies should investigate the possible advantages of making greater use of cost savings authorized in Section 283.58, Florida Statutes, to contract for private sector payment of selected public information documents and materials costs in return for advertising rights. This investigation should include a cost-benefit analysis to determine whether additional staff would be required to manage vendor contracts.
2. The 2007 Legislature should consider the following opportunities and actual or perceived impediments regarding agencies' use of Section 283.58, F.S., to achieve cost savings:
  - a. Provide a financial incentive for agencies to actively seek savings available under Section 283.58, F.S., by allowing them to use savings to print additional materials, redirect savings to support core agency functions, or for other public benefits. Incentives are necessary, due to additional work required to identify savings opportunities for public information materials whose development, printing, and distribution are funded in the annual state budget.
  - b. Authorize the Department of Management Services to contract with a publishing representative to solicit advertisers for publications designated as appropriate by state agencies to take advantage of savings available under Section 283.58, F.S. Similar to a process used in California, agencies would determine the categories of ads that are consistent with their mission before advertisers are solicited by the publishing representative, and agencies would review all advertising copy prior to printing. Because the Department's State Purchasing staffing has been reduced by over 50% during the last few years, taking on this contracting function could necessitate a review of staffing levels.
  - c. Direct agency publications lists that will be submitted to the Department of State pursuant to Section 257.05, F.S., by December 2007 to identify documents that present possible opportunities for achieving cost savings under Section 283.58, F.S.
  - d. Direct that a comprehensive list of possible opportunities under Section 283.58, F.S., be published periodically in the *Florida Administrative Weekly* and other broad-based media.
  - e. Determine whether payments received from third parties pursuant to an agreement negotiated under Section 283.58, F.S., are subject to the competitive requirements of Section 287.057, F.S.
  - f. Determine whether cost saving agreements between state agencies and vendors to print and disseminate public information under Section 283.58, F.S., should be exempted from a provision of Chapter 119, F.S., which prohibits any profit from the sale of copies of state records.

- g. Determine whether a state agency's solicitation and/or receipt of assistance in underwriting its expenses pursuant to Section 283.58, F.S., is a prohibited solicitation and/or receipt of a gift pursuant to Section 112.3148, F.S.
  - h. Pursuant to a concern expressed in Auditor General Report No. 2006-196, amend Section 283.58, F.S., to clarify that the term "public information" should be construed liberally. Florida TaxWatch suggests that in addition to brochures, pamphlets, audio and video tapes currently listed in the statute, "public information" should encompass, but not be limited to, handbooks, books, reports, newsletters, maps, posters, forms, applications, registrations, inserts in mailings, and materials on websites.
  - i. As recommended in Auditor General Report No. 2006-196, clarify whether vendors distributing state publications are entitled to collect shipping and handling fees.
3. Examine, for potential applicability to Florida, a federal initiative (summarized on page 10 of this report) under which the U.S. Government Printing Office partners with private sector vendors to increase public awareness, access, and sales of government information.

## Endnotes

1. The \$20 million is for internal and external printing expenditures, which the state's FLAIR accounting system does not separate. A more accurate number of publications should become available when agencies submit their lists of publications to the Department of State, pursuant to Section 257.05, F.S.

2. *State Printing Expenditures Have Decreased, But Additional Steps Could Produce More Savings,*” Office of Program Policy Analysis and Government Accountability, Report No. 05-53, November 2005.

3. Section 257.05, F.S. (Ch. 2006-111), Excerpts

(1) The term "public document" means any document, report, directory, bibliography, rule, newsletter, pamphlet, brochure, periodical, or other publication, whether in print or non-print format, that is paid for in whole or in part by funds appropriated by the Legislature and may be subject to distribution to the public; however, the term excludes publications for internal use by an executive agency as defined in Section 283.30, F.S.

(2)(c) By December 31 of each year, any state official, state department, state board, state court, or state agency issuing public documents shall furnish to the Division of Library and Information Services of the Department of State a list of all public documents, including each publication that is on the agency's website, issued during that calendar year.

(3) It is the duty of the division to:

(c) Publish a periodic bibliography of the publications of the state.

4. *Save \$ Florida: 222 Ways to Save Taxpayers Over \$1/2 Billion*, Florida TaxWatch, December 1984.

5. *Cost Savings In Florida Government, 1980-89: TaxWatchers Make The Billion Dollar Difference*, Florida TaxWatch, October 1989.

6. *Drivers' Book Deal Flunks Audit*, St. Petersburg Times, July 14, 2006.

7. *Department of Highway Safety and Motor Vehicles Printing And Distribution Of The Florida Driver's Handbooks*, Operational Audit, Auditor General Report No. 2006-96, June 2006.

8. *GPO Looks At Public-Private Partnership To Expand Access To Government Information*, News Release, U.S. Government Printing Office, April 4, 2005.

9. *GPO Seeks Public-Private Partnership*, Information Today, article by Miriam A. Drake, Professor Emerita, Georgia Institute of Technology Library, April 11, 2005.

## **APPENDIX A**

### **RESPONSES TO FLORIDA TAXWATCH SURVEY BY AGENCIES NOT CURRENTLY USING SECTION 283.58, F.S.**

#### **Agency for Health Care Administration**

In developing three websites relating to implementation of a 2004 legislative mandate on public reporting of health care information, the Agency took into consideration the provisions of Chapter 283 and 408, F.S. During the Agency's formal RFP process, they did not receive any responses from vendors offering the services outlined in the provisions of Section 283.58, which only speaks to "public information brochures, pamphlets, audiotapes, videotapes, and related material." However, they are always open to the opportunities that Section 258.58 presents.

#### **Agency for Workforce Innovation**

The Office of Unemployment Compensation Services (UC) responded that using the approach in Section 283.58, F.S., concerning advertising to reduce the cost of publishing and distributing public information materials, would place the UC program in a potential conflict situation. This is because vendors who would advertise are also employers subject to an unemployment tax liability determination or potential dispute. The UC program does not believe it is appropriate to create such a situation and, while not completely discounting the application of the statute in the future, it does not anticipate using this statutory approach in the federally funded UC program.

The Agency's other business lines (Workforce Services and Early Learning), will explore opportunities to take advantage of 283.58, F.S., to achieve cost savings in future publication and distribution of public information materials.

#### **Department of Business and Professional Regulation**

The Department is not currently using vendor publication and distribution of public information materials. To the extent possible, the Department prints public information materials in-house. There is currently no plan to use an outside vendor for publication and distribution of printed materials in accordance with Section 283.58, Florida Statutes.

#### **Department of Children and Families**

After much research, the Department has determined that the provisions of Section 283.58 are not a feasible opportunity.

The Department uses Chapter 287 to competitively procure public service broadcasting, where appropriate, and PRIDE, as stipulated by Statute 946, to do most printing. Publications are available electronically, or provided and distributed by vendors in accordance with their contracts to involve the public in the activities of this agency.

A major portion of services historically provided by this agency have, in recent years, been privatized. Outreach activities appropriate to those services are accomplished by contractor providers. Since such activities are not identified as separate responsibilities, they are not budgeted for, or itemized on, vendor invoices.

## **Department of Citrus**

The Department's messages are exclusively marketing related to generic Florida citrus products. The Department works through advertising and public relations firms worldwide to spread a health and wellness message to generate consumer demand for Florida citrus. While the Department partners with retailers and brand processors on specific programs and promotions, each partner pays its share of program expenses.

## **Department of Corrections**

The Department does not currently have any contracts or purchase orders with vendors for printing and publication of public information materials.

## **Department of Education**

The Department is not currently using vendor publication and distribution of public information materials. While it continues to review its materials for opportunities to use this flexibility, it has not yet identified any situations in which this arrangement is feasible or beneficial.

## **Department of Elder Affairs**

The Department has not engaged in public/private partnerships to fund the production of its materials in exchange for free advertising for the sponsor.

The Department Communications Office feels that to commercially promote a specific company, product, or service to its audiences may not be a responsible action, particularly since the Department serves a population that is comprised partially of frail and vulnerable citizens.

Florida TaxWatch pointed out that the Department's 360-page *Consumer Resource Guide* includes a statement that addresses any potential perception among readers that the Department endorses products or services provided by those listed in the directory. TaxWatch asked the Department if such a statement would be sufficient if a private sector company helped offset the cost of producing/distributing the *Consumer Resource Guide* through advertisement in the *Guide*. The Department responded that a listing of a specific service organization's information in a directory of services, and a free advertisement for a company in exchange for covering the cost of printing the publication, are two separate matters, and that the latter would be inappropriate for the Department.

Another Department concern is that solicitation and/or receipt of assistance in underwriting any of its expenses could easily constitute a prohibited solicitation and/or receipt of a gift, per Section 112.3148, F.S.

The Department notes that if funding or donations become available from a source that would not compromise the Department's relationships with its clients and would not violate any statute or rule, the Department would certainly be open to considering it.

## **Department of Financial Services**

The Department's Division of Workers' Compensation does not produce a significant amount of publications via outside printers. It provides access to 13 different reimbursement manuals electronically, free of charge. Division records show that in 2005-06, interested parties purchased a total of 18 hard copies of these manuals.

In collaboration with the U.S. Department of Labor, Bureau of Labor Statistics, the Division produces an annual publication of the Florida Census of Fatal Occupational Injuries. Other brochures produced to educate employees and employers regarding the Florida workers' compensation law are produced by the Department's internal print shop. All of the Division's publications are made available electronically.

## **Department of Health**

The Department does not have public information materials that are distributed in large quantities throughout the state. However, it will monitor special printing publications to determine the potential for taking advantage of potential cost savings available under Section 283.58, F.S.

## **Department of Juvenile Justice**

The Department does not produce any public information materials or publications, send any mass mailings, or use outside help for its website. Therefore, it does not take advantage of vendor publication and distribution of public information materials.

## **Department of Law Enforcement**

A review of handbooks/publications did not identify any high volume publications that would warrant consideration of using the opportunity provided in Section 283.58, F.S., at this time. The Department will continue to look for suitable and feasible opportunities in the future.

## **Department of Legal Affairs**

The Department's only large quantity printing is a booklet on Florida's Lemon Law, which is required to be placed in every new vehicle. This booklet is paid for by automobile manufacturers.

## **Department of Lottery**

The Florida Lottery does not currently procure any publications distributed to the public that take advantage of the intent of Section 283.58, F.S. It does not envision that such an arrangement would be feasible and/or attractive to potential vendors.

## **Department of Revenue**

The Department has given serious consideration to the potential for cost savings by contracting with vendors for publication and distribution of public information materials, pursuant to the authority of Section 283.58, F.S. It has concluded, however, that the Department's unique

regulatory relationship with vendors and its overriding responsibility to the public prevents it from entering into any agreement, which could be perceived as a conflict of interest, or as favoring or endorsing one vendor over another.

### **Department of State**

None of the Department's Divisions have used the provisions in Section 283.58, F.S., for their printing. The Division of Corporations considered using the approach to help defray costs of items, such as the corporate database, non-profit database, fictitious name database, and trademark data, but such action was deemed to be inappropriate.

### **Department of Veterans Affairs**

The Department has not used the provisions of Section 283.58, F.S., and does not foresee a need for it in the future.

### **Division of Administrative Hearings**

The Division does not publish public information materials.

### **Justice Administrative Commission**

The Commission does not produce or distribute public information materials, other than reports to the Legislature required by statute, which are provided to interested parties upon request.

*For a copy of this report, please call:  
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*OR*

*Write to Florida TaxWatch at: P.O. Box 10209  
Tallahassee, FL 32302*

*OR*

Access and download the report at:  
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**This Florida TaxWatch *Research Report* was written by  
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## *About Florida TaxWatch*

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Florida TaxWatch is a private, non-profit, non-partisan research institute that over its 27 year history has become widely recognized as the watchdog of citizens' hard-earned tax dollars. Its mission is to provide the citizens of Florida and public officials with high quality, independent research and education on government revenues, expenditures, taxation, public policies, and programs, and to increase the productivity and accountability of Florida Government.

Florida TaxWatch's research recommends productivity enhancements and explains the statewide impact of economic and tax and spend policies and practices on citizens and businesses. Florida TaxWatch has worked diligently and effectively to help state government shape responsible fiscal and public policy that adds value and benefit to taxpayers.

This diligence has yielded impressive results: since 1979, policymakers and government employees have implemented three-fourths of Florida TaxWatch's cost-saving recommendations, saving the taxpayers of Florida more than \$6.2 billion--approximately \$1,067 in added value for every Florida family.

Florida TaxWatch has a historical understanding of state government, public policy issues, and the battles fought in the past necessary to structure effective solutions for today and the future. It is the only statewide organization devoted entirely to Florida taxing and spending issues. Its research and recommendations are reported on regularly by the statewide news media.

Supported by voluntary, tax-deductible memberships and grants, Florida TaxWatch is open to any organization or individual interested in helping to make Florida competitive, healthy and economically prosperous by supporting a credible research effort that promotes constructive taxpayer improvements. Members, through their loyal support, help Florida TaxWatch bring about a more effective, responsive government that is accountable to the citizens it serves.

Florida TaxWatch is supported by all types of taxpayers -- homeowners, small businesses, large corporations, philanthropic foundations, professionals, associations, labor organizations, retirees -- simply stated, the taxpayers of Florida. The officers, Board of Trustees and members of Florida TaxWatch are respected leaders and citizens from across Florida, committed to improving the health and prosperity of Florida.

With your help, Florida TaxWatch will continue its diligence to make certain your tax investments are fair and beneficial to you, the taxpaying customer, who supports Florida's government. Florida TaxWatch is ever present to ensure that taxes are equitable, not excessive, that their public benefits and costs are weighed, and government agencies are more responsive and productive in the use of your hard-earned tax dollars.

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*Florida TaxWatch Values:*

◆ *Integrity* ◆ *Productivity* ◆ *Accountability* ◆ *Independence* ◆ *Quality Research*



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