



AGENDA ITEM REPORT

DATE: April 21, 2020
DEPARTMENT: Natural Resources
REQUESTER: Roland Ottolini
TITLE: Award Contract for Fertilizer Education and Outreach Program

I. MOTION REQUESTED

- A. Award Request for Proposal No. RFP190546AEJ, Fertilizer Education and Outreach Program - Annual to Dickinson & Associates, Inc. for the development of a public education campaign to continue to engage and educate the citizens on the responsible use of fertilizer, on an as needed basis, for an initial term of one year, in the amount of \$270,000.00.
- B. Authorize the Chair to execute the contract documents on behalf of the Board of County Commissioners.
- C. Grant the County Manager or designee the authority to renew the contract, for up to three additional one year periods, and to execute all associated documents, as approved in the department's annual adopted budgets, if doing so is in the best interest of Lee County, and there are no cost increases associated with the renewal.

II. ITEM SUMMARY

Awards a contract to Dickinson & Associates, Inc. to develop a fertilizer outreach program. The program will consist of educating the public in the proper application of fertilizers through a mass media and education campaign. Changes to fertilizer use habits can reduce the amount of nutrients in our waterways. The new campaign includes media/TV advertisement, youth outreach, direct marketing and other outreach programs for a total contract amount of \$270,000.00 for a one-year period. Total expenditures for these services for the past year were \$223,096. The program receives Total Maximum Daily Load (TMDL) credit from the State and funding for this is included in the current fiscal year budget.

III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History

On May 13, 2008, the Board adopted Lee County Ordinance #08-08 which regulates landscape management practices including the application and use of fertilizers.

On May 7, 2019 the Board approved the current contract with Dickinson & Associates which expanded the program greatly in order to provide more opportunity for reaching/educating the public on the proper use and application of fertilizers. The current contract expires 12/2/20.

Procurement Management obtained proposals for the project known as Request for Proposal No.RFP190546AEJ, Fertilizer Education and Outreach Program. On the solicitation deadline of December 17, 2019, Procurement Management received one (1) submittal.

An evaluation meeting was held on January 17, 2020, during which the Evaluation Committee considered criterion as listed in the solicitation request including such items as: qualifications of the company, company relevant experience and reference, plan of approach, personnel and pricing. Based on the information submitted by the proposer, the Committee reached a consensus to negotiate with and recommend the award of a contract to Dickinson & Associates, Inc. for use on an as-needed basis for an initial one (1) year period in the amount of \$270,000.00 The contract can be renewed up to three (3) additional one (1) year periods, upon the agreement of both parties. Total expenditures for these services for the past year were \$223,096.

B) Policy Issues

C) BoCC Goals

Water Quality

D) Analysis

Excessive nutrients (nitrogen and phosphorus) from fertilizer used on urban lawns and landscapes can have a detrimental effect on water quality in Southwest Florida. This is particularly true during Florida's rainy season (June – October). Excess nutrients in stormwater runoff can stimulate algae blooms, including drift algae, blue-green algae, and has been implicated in red tide blooms. These blooms can result in harmful impacts to our beaches, wildlife, and the local economy.

Responsible use of fertilizer, including rainy season blackout periods imposed by local ordinances, is a cost effective way of controlling nutrient pollution entering our waterways and estuaries. Equally effective, possibly more so, would be to increase awareness among urban fertilizer users of the risk to our local waters from fertilizer runoff. Among these users are the many citizens who regularly apply fertilizer to promote the health and growth of their lawns and landscapes.

The purpose of this program is to develop a public education campaign to engage and educate the citizens of Southwest Florida on the responsible use of fertilizers. This educational campaign will include several different educational and outreach components utilizing print, radio, TV, web, and social media to deliver the message. The primary goal of this campaign is to educate citizens on the connection between excessive fertilizer use in commercial and urban landscapes and its resulting impact on our coastal water quality and economy. The broad-based outreach effort will seek to inform and educate the public about the effects of nutrient loading on our waters and the link between improved water quality and the implementation of proper fertilizer use and associated best management practices.

Funding for the program is dependent on the approval of the necessary budget in future fiscal years.

E) Options

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$270,000.00
B)	Is this item approved in the current budget?	Yes
C)	Is this a revenue or expense item?	Expense
D)	Is this Discretionary or Mandatory?	Discretionary
E)	Will this item impact future budgets? If yes, please include reasons in III(D) above.	No
F)	Fund: CIP - General Fund Program: Capital Improvement Project Project: Caloosahatchee TMDL Account Strings: 20858830100	
G)	Fund Type?	Other: CIP - General Fund
H)	Comments:	

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION

The outreach campaign will be developed in the spring and rolled out in early June throughout the summer.

VII. FOLLOW UP

ATTACHMENTS:

Description	Upload Date	Type
Dickinson Agreement	3/11/2020	Agreement
Talking Points	3/11/2020	Backup Material

REVIEWERS:

Department	Reviewer	Action	Date
Natural Resources	Turner, Nicole	Approved	4/10/2020 - 10:43 AM
Natural Resources	Ottolini, Roland	Approved	4/13/2020 - 3:41 PM
Budget Services	Guttery, Angela	Approved	4/14/2020 - 9:39 AM
Budget Services	Winton, Peter	Approved	4/14/2020 - 9:56 AM
County Attorney	Swindle, Amanda	Approved	4/14/2020 - 10:20 AM
County Manager	Harner, David	Approved	4/14/2020 - 11:02 AM