

**Lee County Board Of County Commissioners  
Agenda Item Summary**

**Blue Sheet No. 20131038**

**ACTION REQUESTED/PURPOSE:**

- A) Concur with the selection and ranking by the Proposal Evaluation Committee under project RFP140017 Fertilizer Education/Outreach Program Developer for Natural Resources as follows: (1) Dickinson & Associates, Inc. (the only firm responding to this solicitation).
- B) Authorize contract negotiations to commence with the number one ranked firm for an initial period of one year with the option to re-negotiate and renew for up to four additional one year periods, upon mutual agreement of both parties.
- C) Approve a total not-to-exceed expenditure for this project of \$75,000 of County funds as a match to \$75,000 in funds contributed by the City of Sanibel (\$37,000) and the City of Bonita Springs, City of Fort Myers, Town of Fort Myers Beach, City of Cape Coral, Charlotte County, South Florida Water Management District, Sanibel-Captiva Islands Chamber of Commerce, Inc., and Sanibel-Captiva Conservation Foundation, Inc. (combined total of \$38,000). Total contract price: \$150,000. (Lee County will be in sole control of the expenditure of these funds.)
- D) Authorize Chair on behalf of the Board to execute the Service Provider Agreement upon receipt upon completion of the final negotiations.

**FUNDING SOURCE:**

Fund – Unincorporated Area MSTU; Program – Water Resources Projects; Project – Surface Water Management Plan

**WHAT ACTION ACCOMPLISHES:**

Approves the engagement of an experienced firm to develop a public education campaign to engage and educate the citizens of Southwest Florida on the responsible use of fertilizer.

**MANAGEMENT RECOMMENDATION:** Approve.

**Departmental Category:** C8B

**Meeting Date:** 1/7/2014

**Agenda:**

**Requirement/Purpose:** *(specify)*

Consent

- Statute  
 Ordinance  
 Admin Code AC-4-4  
 Other

**Request Initiated**

**Commissioner:**

**Department:** NATURAL RESOURCES

**Division:** No Divisions

**By:** Roland Ottolini

**Background:**

Proposals were solicited on behalf of the Board of County Commissioners for the project known as Fertilizer Education/Outreach Program Developer.

On the established deadline of November 26, 2013, Procurement received one Proposal. The Proposal was considered at the Proposal Evaluation Committee meeting on December 6, 2013. The Committee consisted of the following staff members: Doug Meurer, County Administration; Chair, Kurt Harclerode, Natural Resources; Betsy Clayton, County Administration; as well as David Liccardi of the City of Bonita Springs; James T. Evans III of the City of Sanibel; and Keith L. Williams II of the City of Sanibel. The firm was evaluated on points-based criteria with a maximum score of 100 points achievable. Once Dickinson & Associates, Inc. was found to be qualified based on these criteria, a presentation by the firm immediately followed. Based on the evaluation criteria and the presentation, Dickinson & Associates is recommended for approval.

**11. Required Review:**

<i>Roland Ottolini</i>	<i>Robert Franceschini</i>	<i>Emma Wolf</i>	<i>Mike Figueroa</i>	<i>Peter Winton</i>	<i>Doug Meurer</i>
NATURAL RESOURCES	Purchasing	Budget Analyst	Risk	Budget Services	Public Works Director

**12. Commission Action:**

Approval of this project enables the County to fulfill its obligations under an Inter-local Agreement with the City of Sanibel, which was adopted by the Board on July 30, 2013.

Funds are available: 40098315500

Attachment: 1) Vendor's Proposal  
2) Meeting Minutes  
3) Sample Service Provider Agreement