

**AGENDA ITEM REPORT**

**DATE:** September 20, 2022  
**DEPARTMENT:** Solid Waste  
**REQUESTER:** Douglass Whitehead  
**TITLE:** Award Contract for Recycling & Solid Waste Advertising & Marketing Services

**I. MOTION REQUESTED**

- A) Award Request for Proposal No. RFP220204DWJ, Recycling & Solid Waste Advertising & Marketing Services, to Z Axis Solutions LLC for advertising and marketing services, on an as needed basis for an initial term of three years, as approved in the department’s annual adopted budget.
- 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 years, and to execute all associated documents, as approved in the department’s annual adopted budget, if doing so is in the best interest of Lee County, and there are no cost increases associated with the renewal.

**II. ITEM SUMMARY**

Engages Z Axis Solutions LLC under a three-year contract for the development, coordination and placement of a strategic advertising plan in the total amount of \$375,000 (annual spend not-to-exceed \$125,000). The advertising plan will complement and enhance the department’s educational programs focused on reduced waste generation, improved recycling, and increased participation in community donation and reuse options. The prior full year’s expenditure for these services was \$138,391.

**III. BACKGROUND AND IMPLICATIONS OF ACTION**

- A) Board Action and Other History  
 Lee County Solid Waste submitted a request to Procurement Management to obtain proposals on behalf of the Board of County Commissioners for the project known as RFP220204DWJ, Recycling & Solid Waste Advertising & Marketing Services. On the established proposal deadline of April 7, 2022, Procurement received three proposals. A first evaluation meeting was held on April 25, 2022, during which the Evaluation Committee considered criteria as listed in the solicitation request, including such items as Qualifications, Relevant Experience and Reference, Plan of Approach for Media Buying, and Personnel/Resources. A second evaluation meeting was held on June 7, 2022, and on the basis of the information submitted by the firms in their proposals, it was the consensus of the Committee to recommend to the Board the ranking as follows: 1) Z Axis Solutions, LLC 2) Pushing the Envelope, Inc. 3) Strategic Marketing, LLC.
- B) Policy Issues
- C) BoCC Goals
- D) Analysis  
 Provides for a three-year contract for the development, coordination and placement of a strategic advertising plan that supports department campaigns. The work will include developing and implementing an effective advertising program to supplement and further promote the education and outreach programs established by Solid Waste. The advertising plan will complement and enhance the department’s educational programs focused on reduced waste generation, improved recycling, and increased participation in community donation and reuse options.

The annual spend for this contract is not-to-exceed \$125,000.

- E) Options

**IV. FINANCIAL INFORMATION**

A)	Current year dollar amount of item:	\$125,000
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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.	Yes
F)	Fund: 40100 Program: Solid Waste Project: N/A Account Strings: OB5340640100.504810	
G)	Fund Type?	Enterprise
H)	Comments:	

**V. RECOMMENDATION**

Approve

**VI. TIMING/IMPLEMENTATION**

**VII. FOLLOW UP**

**ATTACHMENTS:**

Description	Upload Date	Type
<a href="#">Ad Spend History</a>	9/9/2022	Backup Material
<a href="#">Vendor Executed Agreement - RFP220204DWJ - Z Axis Solutions</a>	9/9/2022	Agreement

**REVIEWERS:**

Department	Reviewer	Action	Date
Solid Waste	Turner, Nicole	Approved	9/9/2022 - 9:26 AM
Solid Waste	Ditch, Mary Kay	Approved	9/9/2022 - 11:00 AM
Budget Services	Guttery, Angela	Approved	9/12/2022 - 9:11 AM
Budget Services	Winton, Peter	Approved	9/12/2022 - 10:07 AM
County Attorney	Swindle, Amanda	Approved	9/12/2022 - 10:24 AM
County Manager	Salyer, Glen	Approved	9/13/2022 - 9:07 AM