

AGENDA ITEM REPORT

DATE: June 6, 2023
DEPARTMENT: Solid Waste
REQUESTER: Douglass Whitehead
TITLE: Approve 2nd Contract Amendment for Advertising and Marketing Services

I. MOTION REQUESTED

A) Approve Amendment No. 2, to the contract with Z Axis Solutions LLC, under Solicitation No. RFP220204DWJ, Recycling & Solid Waste Advertising & Marketing Services to provide an annual spend limit increase for the first year of the contract, from \$125,000.00 to \$200,000.00 and increase the budget for each of the tasks' projected fees in Exhibit B, Fee Schedule of the contract. The amendment will increase the contract amount by \$75,000.00 for the first contract year, with total anticipated expenditures in the amount of \$450,000.00 over the three-year contract term.

B) Authorize the Chair to execute the contract amendment documents on behalf of the Board of County Commissioners.

II. ITEM SUMMARY

Approves a contract amendment with Z Axis Solutions LLC. for Recycling & Solid Waste Advertising & Marketing Services, to increase the FY23 spend, from \$125,000 to \$200,000. Following years will not be increased. The requested increase is due to Hurricane Ian, which required additional communications, marketing, and advertising for disaster debris to the community. Total anticipated expenditures are \$450,000 over the three-year contract term. Year-to-date expenditures for FY23 are \$124,071.32. The Director will approve individual expenditures. This contract is not an addition as it replaced several older marketing and advertising contracts.

III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History

On September 20, 2022, the Board approved proposal No. RFP220204DWJ, Recycling & Solid Waste Advertising & Marketing Services. Contract was awarded to Z Axis Solutions LLC for an initial term of three (3) years with an option to renew in whole or in part for up to three (3) additional years.

On December 5, 2022, Amendment No. 1 was administratively approved to add provisions related to the Federal Emergency Management Agency (FEMA) from C.F.R. 200 Part II as Exhibit E of the Agreement.

As a result of Hurricane Ian, the annual contract term spending limit was reached for crisis communications.

B) Policy Issues

C) BoCC Goals

Approves the engagement of an experienced firm to provide a strategic advertising plan that supports department campaigns to educate, engage, and move residents of Lee County to action resulting in the enhancement of department programs focused on reduced waste generation, improved recycling, and proper disposal of waste.

D) Analysis

Approves a contract amendment with Z Axis Solutions LLC, under the solicitation for Recycling & Solid Waste Advertising & Marketing Services, to provide an annual spend limit increase for the first year of the contract, from \$125,000.00 to \$200,000.00 and increase the budget for each of the tasks' projected fees in Exhibit B, Fee Schedule of the contract. The impact from Hurricane Ian resulted in a diversion of recycling and solid waste advertising and marketing funds to instead be used for disaster debris communications, and it was determined that additional funds were now needed, for the first year of the Agreement only, to offset the spend on the disaster debris communications. The amendment will increase the contract amount by \$75,000.00 for the first contract year, with total anticipated expenditures in the amount of \$450,000.00 over the three year contract term. Total expenditures for Fiscal Year 2022-2023, year-to-date are (\$124,071.32).

E) Options

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$75,000
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: 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
Vendor Executed Agreement	5/25/2023	Agreement

REVIEWERS:

Department	Reviewer	Action	Date
Solid Waste	Tucker, Mary	Approved	5/26/2023 - 9:31 AM
Solid Waste	Whitehead, Douglass	Approved	5/26/2023 - 9:56 AM
Budget Services	Guttery, Angela	Approved	5/26/2023 - 10:34 AM
Budget Services	Winton, Peter	Approved	5/26/2023 - 10:55 AM
County Attorney	Swindle, Amanda	Approved	5/26/2023 - 11:19 AM
County Manager	Brady, Christine	Approved	5/30/2023 - 10:19 AM