

CITY OF CAPE CORAL REQUEST FOR SOLE SOURCE OR SINGLE SOURCE PURCHASE

Requesting Department: Public Works

Vendor Name: Keep Lee County Beautiful

Address: 1415 Colonial Blvd #2 Fort Myers, Florida 33907

Phone: 239-334-3488 E-Mail: trish@klcb.org

Price: \$ \$73,200

Description of item to be procured: KLCB will manage our adopt programs (road, beach, etc) in order to ensure these litter prevention/removal programs work effectively and increase in size and frequency.

1.) Uniqueness of vendor's item/service. How is this vendor the only vendor uniquely qualified to provide the product or service:

They are part of Keep Florida Beautiful and have the contacts, resources, and volunteers to maintain a litter prevention program within the City of Cape Coral. They will reach out to the community to get more people to adopt roads and to ensure they have quarterly litter removal events and the needs support (gloves, volunteers, community outreach, etc.)

2.) Market Research. Describe other, similar sources or products available in the market, if any, and why they are not acceptable:

Staff hasn't been able to find another organization that will manage a litter prevention program. Most programs researched involved volunteers working the community along with local government.

3.) Proposed Actions. Describe the actions the department will take to overcome the present barriers to competition for any future acquisition of this product or service:

Department Director's Signature: Damon Grant Date: 10/26/23

Approval: Procurement Manager Wanda Reep (not to exceed \$50,000.00) Date: 11/6/23

Approval: City Manager Louie Baum (not to exceed \$100,000.00) Date: 11/7/23

Council authorization required if exceeding \$100,000.00

Revised 1/6/2020- Per Ordinance #52-19, Article VII: Purchase and Sale of Real and Personal Property. Adopted 12/02/2019

liquidated
FY22 - \$24,666
FY23 - \$74,000
\$15,750
\$49,500
Total of 11/6/23

Best value 2-144

MEMORANDUM

CITY OF CAPE CORAL
PUBLIC WORKS DEPARTMENT

TO: Mike Ilczyszyn, City Manager
Mark Mason, Financial Services Director
Wanda Roop, Procurement Manager

FROM: Persides Zambrano, Interim Public Works Director
Wendy Williams, Interim Transportation Manager

DATE: October 24, 2023

SUBJECT: Keep Lee County Beautiful Sole Source

AP for PE
WW

BACKGROUND:

In 2022 Public Works initiated a Litter Prevention Program for the city. Staff investigated several possibilities and are recommending Keep Lee County Beautiful (KLCB) continue to manage our local Adoption Programs, including Adopt-A-Roadway. KLCB will continue to manage the Cape Coral Adoption Programs by providing progress reports, monitoring/training, recruiting, litter cleanup activities, and community education. KLCB is an affiliate of Keep Florida Beautiful which is an affiliate of Keep America Beautiful, allowing them access to hundreds of litter control resources. They also offer a litter hotline option where residents can call in litter concerns. Staff has been unable to find another organization that performs these duties. Area municipalities have procured KLCB services through a sole source.

RECOMMENDATION:

Staff recommends approving KLCB as a sole source and to enter into an annual agreement to manage our local Adoption Programs for an annual cost of \$54,000 plus an additional amount of \$19,200 for the litter hotline for a total of \$73,200 per year.

FUNDING:

Funding is available through General Fund-Public Works-Maintenance, account string 001-30005-534120 (Outside Services) and Stormwater Fund-Catch Basins, account string 440-30411-534120 (Outside Services)

MI/MM/WR/PZ/WW:lt (Keep Lee County Beautiful)

C: Alicia Pearce-Smith, Business Manager *APS*



Keep Lee County Beautiful Environmental Program Proposal For the City of Cape Coral

Introduction

Keep Lee County Beautiful (KLCB) seeks to provide the City of Cape Coral with environmental service and education programs to increase the value of its existing programs; to promote a better quality of life; and to increase beautification efforts with a focus on litter prevention, waste reduction, conservation, beautification and community greening. Through our Keep America Beautiful sanctioned programs and local public-private partnerships, we will engage individuals to take greater responsibility for improving their community's environment.

Our service projects are based on the knowledge and needs of the communities where we operate. By continually improving public spaces, while caring for neglected ones, positive social and economic change occurs in communities.

Through our actions and impact, we will help create communities that are socially connected, environmentally healthy and economically sound.

Keep Lee County Beautiful is guided by the following principles of our national organization, Keep America Beautiful:



- **Individual Responsibility:** Improving the environment and quality of life of communities begins with personal responsibility and behavior change – individuals becoming engaged as citizens and stewards of the environment.
- **Education:** Education and awareness are first steps to encouraging positive behaviors toward community improvement.
- **Public-Private Partnerships:** Broad-based community alliances are essential to achieve sustainable community improvement.
- **Volunteer Action:** Engaging volunteers to extend the reach and multiply the impact of local initiatives that change individual behavior and improve the community.

Since 1989, Keep Lee County Beautiful has been on the forefront of litter reduction and prevention education as well as promotion of recycling and community beautification.

With annual countywide urban litter and marine debris cleanups, such as the Great American Cleanup and the International Coastal Cleanup, Keep Lee County Beautiful has helped to engage the community in cleanup and beautification activities that have helped to develop individual responsibility for the environmental health of our communities.

Local groups and individuals are the core to some of our most successful programs, including the adoption programs. With the support of the community, Keep Lee County Beautiful has been able to, according to the state's statute, manage and direct the State's Adoption programs, which is specifically designed to "inspire community action and to promote the protection and effective management of Florida's coastal resources". Involving volunteers in the solution through cleanup and beautification activities inspires a conscious effort for continued maintenance of a healthy environment.

Keep Lee County Beautiful will bring its national and local stature, its litter reduction expertise and its organizational success to encourage community engagement and beautification of the City of Cape Coral.



Proposal

Keep Lee County Beautiful will assist the City of Cape Coral's; Parks and Recreation, Transportation, Sanitation, Stormwater and Community Service Departments, with litter prevention and abatement, environmental education presentations/outreach and beautification initiatives. Our programs will assist the City's Municipal Stormwater Program compliance by helping fulfill the NPDES MS4 Phase II permitting requirements through our education and service programs. These initiatives will be structured to aid in the reduction of litter and debris from stormwater discharges, illegal dumping and other sources.

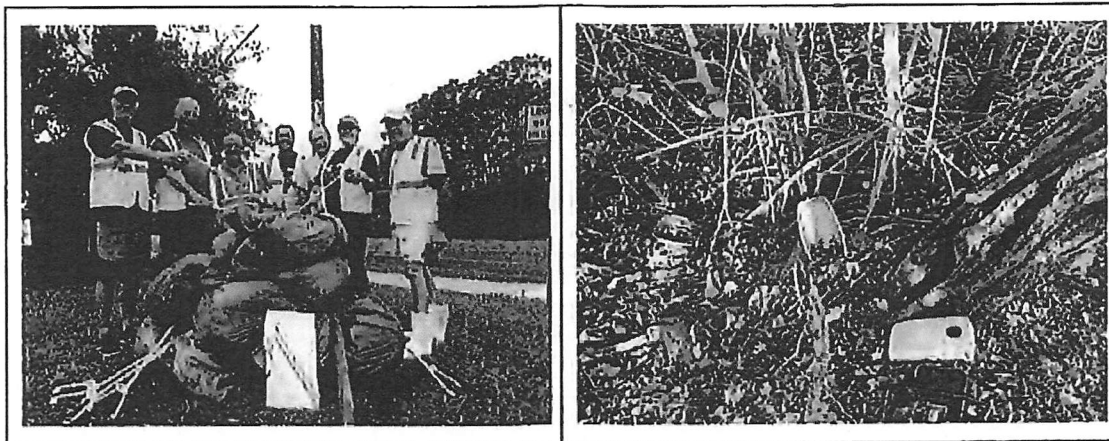
With financial support from various departments within the City of Cape Coral, Keep Lee County Beautiful will be responsible for the following deliverables:

Adoption Programs

Our current adoption Programs; Adopt-A-Spot and Adopt-A-Shore are an environmental partnership between concerned citizens and Keep Lee County Beautiful. Individuals and/or groups give back to their communities in a highly visible way as they provide an environmental workforce of volunteers who are informed and ready to serve. They allow for participation in

community improvement activities by cleaning up and beautifying approximately one-mile sections of Lee County roadways/trails/shorelines a minimum of four to six times per year. Adoptees commit to their adopted site for a two (2) year period. Over time, our habitats and acreage are being restored through these community improvement efforts. Adoptions greatly enhance the appearance of our roadways, trails and shorelines and significantly reduce litter and debris from entering our waterways and polluting the natural habitats of our native wildlife.

Keep Lee County Beautiful will create an adoption program to specifically suit the environmental needs of the City of Cape Coral. We can introduce Adopt-A-Road, Adopt-A-Spot and Adopt-A-Park into the City of Cape Coral. Keep Lee County Beautiful will provide the resources and supplies to adoptees and volunteers. We will offer leadership training to the adoptees for additional assistance on litter assessment and removal. Keep Lee County Beautiful will establish litter adoption programs with local businesses, civic organizations, schools and community members. Adoptees will be responsible for overseeing their adoption sites, reporting any public dumping and conducting quarterly clean ups along their segmented site.



Public and Private School Programs

Keep Lee County Beautiful believes that education is the catalyst for change and the answer for sustainability. All of our environmental programs contain an environmental message informing our volunteers of the impact they make before, during and after their project/program engagement occurs, in order to provide a deeper understanding of the direct influence we have on our local environment.

1. Public Education and Outreach

Keep Lee County Beautiful will implement an Experiential Education/Stormwater Education Program in specifically identified schools within the City of Cape Coral that are located in the areas with the highest amount of urban litter. The in-school program will engage students in identifying the environmental issues, specifically pertaining to urban run-off and the behaviors associated with litter. Keep Lee County Beautiful will assist in the development of projects that the students can understand and support that will help to address the litter problems in their own communities. Our Experiential Education Program will develop an understanding of local water quality issues; identify the effects of marine debris and evoke an increased interest in

environmental conservation and preservation. Keep Lee County Beautiful will engage three schools/grades per school term. We will also participate in community school-wide events as public speakers and experts.

2. Community Presentations

Keep Lee County Beautiful will meet with community groups, neighborhood associations, youth programs, civic clubs, chambers of commerce and businesses to discuss ways that they can contribute to maintaining a healthy watershed. The presentations will encourage the groups to participate in Keep Lee County Beautiful Community Improvement Projects and Adoption Programs.

As part of our outreach efforts, Keep Lee County Beautiful will provide educational materials concerning healthy stormwater practices. We will provide handouts/publications pertaining to litter prevention and recycling, healthy watersheds and monthly educational newsletters. Outreach within the targeted areas is an integral part of this program and will result in a greater community awareness of the dangers of marine debris, as well as tangible practices to minimize the negative human contributions to our watersheds and will ultimately result in changed behaviors.

3. City of Cape Coral Outreach Opportunities

Keep Lee County Beautiful participates in community outreach opportunities to educate and inspire our citizens to take greater responsibility for the environmental health of our communities. We strive to develop environmental awareness, encourage environmental stewardship and foster behaviors that will help conserve resources and preserve our natural environment.

At a minimum, Keep Lee County Beautiful will participate in one outreach event quarterly and will provide educational materials and interactive stormwater model education.

Community Improvement

Through recommendations from the City of Cape Coral, Keep Lee County Beautiful will provide the coordination of Community Improvement Projects. These projects will offer opportunities for individuals to make a personal commitment to choices and actions that preserve natural beauty, protect the environment, prevent blight, improve public lands, and make Cape Coral a better, safer, place to live. Our initiatives supply communities with structured service projects, experiential environmental education, organized volunteer events and employee engagement opportunities that encourage volunteers to take greater responsibility for their community's environment.

Our affiliate will provide the City of Cape Coral with volunteers to assist with stormwater litter abatement and prevention projects such as assistance with litter retrieval.

Keep Lee County Beautiful has three community improvement focus areas:

- **Litter Prevention:** defining litter, identifying the sources of litter, understanding why people litter, reducing litter by changing littering behavior, organizing clean ups and educating communities on proper waste handling.
- **Beautification:** improving the visual aspects of our communities through programs that beautify and clean our environment, including community gardens, highway and shoreline beautification, promoting urban forests, native and wildflower plantings, and graffiti prevention and abatement.
- **Waste Reduction/Recycling:** reducing the impact of solid waste in our communities through integrated programs including source reduction and reuse, recycling, composting, and education about landfills and waste-to-energy.



Annual Events

1. The Great American Cleanup

Keep Lee County Beautiful has coordinated the Great American Cleanup in Lee County since 1989. The Great American Cleanup is the signature event for Keep America Beautiful and is the country's largest community improvement program. This event kicks off in more than 20,000 communities across the United States each spring. This national program annually engages two million volunteers who take action in their communities to create positive change and lasting impact.

All Great American Cleanup service projects create opportunities for environmental education and positive behavior change to build and sustain more beautiful communities. During this annual event, Keep Lee County Beautiful launches the following service projects based on the knowledge and needs of local communities:

- Removing litter and debris from roadsides, highways, shorelines, and waterways for safer, cleaner communities.
- Planting trees, flowers and gardens to strengthen our community's green infrastructure.

- Cleaning and restoring nature trails, recreation areas and playgrounds to encourage play and physical activity.
- Recycle cans, plastic bottles, electronics, paper products, tires and clothing to give garbage another life.
- Rebuilding/restoring public spaces into beautiful places.
- Helping to revitalize community curb appeal and beautify gateways to spur economic impact.

Keep Lee County Beautiful will work with the City of Cape Coral representatives to identify the priority needs to coordinate one or more of the above listed services, for the City of Cape Coral during our annual Great American Cleanup campaign.

2. International Coastal Cleanup

In partnership with the Ocean Conservancy, Keep Lee County Beautiful coordinates the Annual International Coastal Cleanup to take action towards "Trash Free Seas" by recording and removing trash from Lee County's roadways, shorelines and waterways and public lands.

According to the Ocean Conservancy's 2019 International Coastal Cleanup report (pre COVID-19), more than 1 million volunteers from 122 countries picked up more than 23 million pounds of trash during the International Coastal Cleanup event. Keep Lee County Beautiful contributed to those astonishing numbers by engaging over 2,150 volunteers who removed 4,061 pounds of trash from our county.

Keep Lee County Beautiful will work with the City of Cape Coral's officials to identify local areas that are inundated with marine debris and then we will organize and facilitate a cleanup. To assist the Trash Free Seas Initiative, our dedicated staff, site captains, volunteers and team members will remove large amounts of potentially hazardous materials from the city's rivers, creeks, watersheds, and canal shorelines during the annual International Cleanup.



Annual Awards Luncheon

Keep Lee County Beautiful applauds our citizen's accomplishments in making Lee County a beautiful and litter-free community at our Annual Award Luncheon.

We recognize businesses, governmental agencies, schools, organizations and individuals for demonstrating leadership by surpassing the norm in litter cleanup and prevention, community beautification, and minimizing the impacts of waste in Lee County. The City of Cape Coral program and volunteers accomplishments will be made an integral part of this annual event.

Community Appearance Index

Keep America Beautiful provides metrics to determine the impact of community appearance on quality of life. These metrics may be used to establish plans, focus efforts and quantify the impact of the programs and projects of Keep Lee County Beautiful. Visually assessing the community is an essential part of the process.

Keep Lee County Beautiful involves community representatives from neighborhoods, businesses and government in the process to achieve partnership solutions and to promote individual responsibility, ownership and pride in the results.

The Community Appearance Index is designed to help visually assess and determine the state of the community regarding litter and other indicators. This survey provides a baseline when first conducted to monitor educational efforts and determine if littering behaviors are changing. Keep Lee County Beautiful uses the results to set goals and to develop effective community improvement education programs and projects. Indicators may include litter, illegal signs, graffiti, abandoned vehicles, abandoned houses, code enforcement issues, illegal dumping and overgrown right of ways.

Benefits of Keep Lee County Beautiful Programs

Through our programs and public-private partnerships, we engage individuals to take greater responsibility for improving their community's environment. Our service projects are based on the knowledge and needs of the communities where we operate.

The City of Cape Coral will derive many benefits from Keep Lee County Beautiful programs:

- Keep Lee County Beautiful holds the volunteer liability insurance for the entire county. A copy of the policy available upon request.
- Our efforts will assist with fulfillment of the NPDES MS4 Phase II permitting requirements.
- Our programs allow volunteers to make a direct impact on the quality of life in their own community.
- The volunteers develop environmental awareness and stewardship.
- These programs provide community service hours and opportunities.
- They broaden the understanding of the negative effects litter has on our environment.

- Our adoption programs empower individuals to take a proactive approach to environmental concerns.
- We offer leadership opportunities to citizens of all ages.
- Investing in our organization brings significant returns and benefits to our community. According to Keep America Beautiful's cost benefit analyses, for every \$1.00 of governmental support, Keep Lee County Beautiful gives back over \$20.00 in community improvement services.

Responsibilities for Keep Lee County Beautiful

1. Program Management

- Manage the programs by establishing a schedule of work and tasks to ensure that established standard operating procedures are met. This will include maintenance of all program records.
- Advertise and promote programs to the public through various media sources, flyers, brochures or other methods.
- Develop educational programs promoting litter prevention and control.
- Make recommendations concerning the city's litter abatement projects.
- Guarantee training/safety requirements are met by each adopting party prior to commencing cleanup activities.
- Coordinate cleanup events and litter collection staging with the adopting groups. Provide litter bags, safety vests, gloves and any other safety materials and training to achieve cleanup.
- Coordinate post litter collection, transport, and disposal/recycle as needed within seventy-two (72) hours after cleanup.
- Maintain all program records and cleanup activities complete with litter type with approximate weights collected and/or recycled.
- Create and/or maintain an electronic database of program information including sponsors, volunteers and adopting groups, complete with agreement expirations and cleanup activities, etc.
- Provide other 'special' cleanup activities as needed for 'high litter' sites that are not adopted, which may be identified by the city departments. This could include shorelines.
- Deliver safety training for cleanup along roadways and related activities and follow-up training at a minimum of once annually in accordance with the standard operating procedures. Training shall be in the form of a Florida Department of Transportation (FDOT) approved program or other similar program that is acceptable by the city. At

Keep Lee County Beautiful's discretion, the method of delivery may be in person, through written media or via internet presentation.

- Retain/record the quantity of miles, ponds, trail or shores adopted throughout the term of this contract.
- Provide access to secured sites by coordinating with the city representative as needed.

2. Reporting

- Provide monthly reports to the City of Cape Coral's designated departments. Reporting shall be continuous over the duration of this contract. Reports shall be provided to the city representatives within thirty (30) calendar days of the close of the reporting period.
- Monthly Progress Report: Provide an electronic monthly report with the monthly invoice summarizing the activities conducted including quantities of waste collected, quantities of waste recycled, and quantities of waste disposed.
- Annual: Provide electronic annual reports via email detailing the progress of the programs to the departments' city representatives.

3. Signs

- Coordinate all program signage with the city representatives. Signage will be provided and installed by the City of Cape Coral.

4. Monitoring/Training

- Monitor adopting group's events to ensure compliance with the agreement through observation of results, attendance during events, or by conducting periodic site visits.
- Send two-year renewal agreements to adopting groups sixty (60) calendar days prior to expiration.
- Monitor and coordinate with the city any sign removal needs for non-renewing volunteer groups.

5. Recruiting

- Recruit and obtain one or more adoptees (maximum of three) to adopt a segment. This will stagger the sponsors to allow for monthly cleanups.
- Encourage adoptions in such a manner that promotes an even distribution of adoptions throughout the city.

6. Adoption Process

- Ensure that the required adoption group representatives attend the safety presentation, and that they receive a signed copy of the Adopt-A-Program Agreement.
- Conduct the adoption process in accordance with the standard operating procedures and record data using the adoption record from point of inquiry throughout the term of adoption agreement.

7. Litter Cleanup Activities

Coordinate litter cleanup activities as follows:

- Conduct at least two (2) annual city cleanup events.
 - Great American Cleanup in coordination with Keep America Beautiful (spring)
 - International Coastal Cleanup in coordination with the Ocean Conservancy (fall)
- Provide promotional and material support for other “special” and local litter cleanup related events requested by neighborhoods, schools, businesses, organizations, and community groups, etc. Local cleanup may include shorelines.
- Ensure proper training and safety for staff and/or volunteers.
- Coordinate all cleanups with appropriate city departments and obtain any necessary permits prior to cleanup.

8. Litter Awareness & Prevention Programs

Coordinate litter awareness and prevention programs as follows:

- Promote litter awareness throughout the City of Cape Coral.
- Provide litter awareness and prevention education programs for K-12.
- Give presentations as requested by schools and other groups.
- Promote waste reduction, reuse, and recycling.

9. Community Appearance Index

Perform a minimum of one Community Improvement Index survey annually, using Keep America Beautiful methodology. Report results to the City of Cape Coral representative.

Deliverables

| Program | Description | KLCB Requirements | Occurrence |
|---|--|--|--|
| Adoption Programs: Adopt-A-Mile, road, street, shore, spot, park, trail | KLCB and the City of Cape Coral will establish city specific adoption programs. KLCB will provide the resources, training and supplies to adoptees and volunteers. | Volunteers are required to complete quarterly cleanups. KLCB will provide monthly reporting. | Each adoption = four (4) cleanups per year with a goal of 10 adoption groups being established the first year. |

| | | | |
|-----------------------------------|--|---|--|
| Public Education and Outreach | Public and private school presentations, community presentations, outreach events. | KLCB will engage a minimum of 3 school/grades per school term; participate in 4 community events as public speakers and experts per year. | KLCB will staff: Host four (4) community presentations as speakers or experts Participate in one (1) outreach event per quarter. |
| Community Improvement Initiatives | Litter prevention & abatement Beautification & community greening programs Waste reduction | Individual projects will be coordinated within the city limits. | Minimum of one (1) per quarter. |
| Annual Events | Great American Cleanup (GAC) and International Coastal Cleanup (ICC). KLCB will coordinate community improvement activities within the city limits of Cape Coral. | GAC - Spring annual event - minimum of four (4) sites ICC - Fall annual event - minimum of four (4) sites. | Minimum of four (4) sites per each annual event. |
| Annual Award Luncheon | KLCB will recognize volunteers', partners', and sponsors' outstanding commitment during this annual event. | The City of Cape Coral will be recognized as one of the sponsors of the event. | One (1) awards luncheon per year. |
| Community Appearance Index | KLCB will administer the Keep America Beautiful Community Appearance Index annually to identify areas of improvement and areas in need of improvements for the following year. | Perform a minimum of one Community Improvement Index survey annually, using Keep America Beautiful methodology. Report results to the City of Cape Coral. | One (1) Community Appearance Index Final report submitted to the City of Cape Coral annually. |

Keep Lee County Beautiful will provide these services for a fee of \$54,000.00 per year, payable in twelve (12) monthly installments of \$4,500.00 per month.

Additional Option - Litter Hotline

Keep Lee County Beautiful would provide the opportunity for residents to report illegal dumping on public lands and public rights-of-way. The Litter Hotline would be a direct reporting phone connection for citizens to report litter problems or concerns.

The intent of the Litter Hotline is to efficiently and effectively remove litter throughout Cape Coral before it becomes a hazard or nuisance to the public and to promote litter awareness throughout Cape Coral.

Keep Lee County Beautiful will maintain, answer, and promote a local Litter Hotline for the City of Cape Coral and coordinate litter removal in response to calls. We will:

- Remove and properly dispose/recycle litter within three (3) days, as a quarterly average.
- Report road safety hazards or questions concerning roadway conditions to the City's Transportation Department.
- Report private property litter related calls to the appropriate Code-Enforcement Agency.

Keep Lee County Beautiful will provide this dedicated Litter Hotline for a fee of \$80 per call/per month (to be charged per actual call). Local Keep America Beautiful affiliates with similar programs average twenty (20) calls per month. $\$80/\text{call}/\text{month} \times \$20/\text{call} = \$19,200$ annually at a maximum. This would be invoiced monthly based on actual calls.