

MEMORANDUM

Agenda Item No. 11(A)(13)

TO: Honorable Chairman Jose "Pepe" Diaz
and Members, Board of County Commissioners

DATE: October 5, 2021

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the County Mayor to develop and implement an educational and public outreach campaign to promote awareness regarding the importance of the Environmentally Endangered Lands Program and the uniqueness and importance of Miami-Dade County's subtropical ecosystems and natural communities; directing the County Mayor to identify available funding sources from the FY 2020-2021 County Budget to develop and implement the educational and public outreach campaign, and if such funding cannot be identified, to include such funding in the County Mayor's proposed FY 2021-2022 County Budget; and directing the County Mayor to prepare reports

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Raquel A. Regalado and Co-Sponsor Commissioner Sally A. Heyman.



Geri Bonzon-Keenan
County Attorney

GBK/smm



MEMORANDUM
(Revised)

TO: Honorable Chairman Jose "Pepe" Diaz
and Members, Board of County Commissioners

DATE: October 5, 2021

FROM: 
Gen Bonzon-Keenan
County Attorney

SUBJECT: Agenda Item No. 11(A)(13)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Statement of social equity required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's present ____, 2/3 membership ____, 3/5's ____, unanimous ____, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) ____, CDMP 2/3 vote requirement per 2-116.1(3)(h) or (4)(c) ____, or CDMP 9 vote requirement per 2-116.1(4)(c)(2) ____) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(13)
10-5-21

RESOLUTION NO. _____

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR’S DESIGNEE TO DEVELOP AND IMPLEMENT AN EDUCATIONAL AND PUBLIC OUTREACH CAMPAIGN TO PROMOTE AWARENESS REGARDING THE IMPORTANCE OF THE ENVIRONMENTALLY ENDANGERED LANDS PROGRAM AND THE UNIQUENESS AND IMPORTANCE OF MIAMI-DADE COUNTY’S SUBTROPICAL ECOSYSTEMS AND NATURAL COMMUNITIES; DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR’S DESIGNEE TO IDENTIFY AVAILABLE FUNDING SOURCES FROM THE FY 2020-2021 COUNTY BUDGET TO DEVELOP AND IMPLEMENT THE EDUCATIONAL AND PUBLIC OUTREACH CAMPAIGN, AND IF SUCH FUNDING CANNOT BE IDENTIFIED, TO INCLUDE SUCH FUNDING IN THE COUNTY MAYOR’S PROPOSED FY 2021-2022 COUNTY BUDGET; AND DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR’S DESIGNEE TO PREPARE REPORTS

WHEREAS, the historic loss, fragmentation, and degradation of native wetland and forest communities in Miami-Dade County (the “County”) has been well recognized; and

WHEREAS, the Miami-Dade County Environmentally Endangered Lands (“EEL”) Program was created by County voters over 30 years ago, when in May 1990, the voters authorized the County to levy an ad valorem tax of three-quarters of one mill, for two years, “for acquisition, preservation, enhancement, restoration, conservation and maintenance of environmentally endangered lands for the benefit of present and future generations, and limiting all uses of, and all investment earnings on such levies for such purposes;” and

WHEREAS, the purposes of the EEL program, as provided in section 24-50.4 of the Code of Miami-Dade County (the “Code”), include, in part, the following: to identify, acquire, and protect vulnerable, environmentally-endangered lands, which contain native, rare, or endangered

flora and fauna, or that functions as part of an existing ecosystem; to implement the objectives and policies of the Miami-Dade County Comprehensive Development Master Plan (“CDMP”) which have been promulgated to preserve and protect environmental protection areas designated in the CDMP and other sensitive environmental areas; and

WHEREAS, the County, through the EEL program and in partnership with the South Florida Water Management District, the State of Florida, and other funding partners, has acquired approximately 23,000 acres of land in Miami-Dade County since inception of the EEL Program through March 31, 2021; and

WHEREAS, EEL lands enhance the quality of life for residents of Miami-Dade County by preserving tree canopy and natural areas; and

WHEREAS, the County currently organizes various events throughout the year which educate the public about the benefits that a thriving environment provides to Miami-Dade County residents, and such events include the volunteer workday programs on EEL lands, the Adopt-a-Tree program which complements the goals of the EEL program, and Baynanza, for which certain clean-ups take place on EEL preserves; and

WHEREAS, in addition, EEL lands may provide other environmental benefits in Miami-Dade County related, for example, to buffering saltwater intrusion, aquifer recharge and wellfield protection, ecosystem conservation, and restoration of habitat for numerous species; and

WHEREAS, pursuant to section 24-50.4, an additional purpose of the EEL Program is, “to educate Miami-Dade County’s school-age population and the general public about the uniqueness and importance of Miami-Dade County’s subtropical ecosystems and natural communities,” provided it is done with minimal risk to the environmental integrity of the EEL lands; and

WHEREAS, as such and to further this stated purpose of the EEL Program, this Board wishes to direct the County Mayor or County Mayor’s designee to develop and implement an educational and public outreach campaign to promote awareness regarding Miami-Dade County’s subtropical ecosystems and natural communities and the EEL Program,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. This Board directs the County Mayor or County Mayor’s designee to develop and implement an educational and public outreach campaign to promote awareness about the importance of the Environmentally Endangered Lands (“EEL”) Program and the uniqueness and importance of Miami-Dade County’s subtropical ecosystems and natural communities. This campaign shall be conducted, at a minimum, through the County Communications Department, County social media platforms, County newsletters, and videos. In addition, the educational campaign shall be incorporated into the volunteer workday program on EEL lands, the Adopt-a-Tree program, and Baynanza.

Section 2. As part of this educational and public outreach campaign, this Board further directs the County Mayor or County Mayor’s designee to create an EEL Program story map, which is a GIS web-based application that can include maps, narrative text, images, videos, and other media, or a similar program or platform; to incorporate the story map, or similar program or application, into the County’s website; and to promote this story map, or similar program or application, through County social media platforms.

Section 3. This Board directs the County Mayor or County Mayor’s designee to identify a legally available funding source from the Fiscal Year 2020-2021 County Budget to develop and implement the educational and public outreach campaign, as detailed in sections 1

and 2 above, that does not impact current DERM or EEL funding. If no legally available funding source can be identified from the Fiscal Year 2020-2021 County Budget, the County Mayor or County Mayor's designee is directed to include funding for the development and implementation of the educational and public outreach campaign, as detailed in sections 1 and 2, as part of the County Mayor's proposed Fiscal Year 2021-2022 County Budget. Notwithstanding anything stated to the contrary herein, this Board hereby directs that EEL Trust Fund monies shall not be used to fund the development or implementation of the educational and public outreach campaign required pursuant to this resolution since such funds are desperately needed for maintenance of current properties.

Section 4. This Board directs the County Mayor or County Mayor's designee to prepare two written reports as to the educational and public outreach campaign identified in sections 1 and 2 above. The first completed report shall set forth the plan for the campaign, together with the amount of funds necessary and proposed funding source, and shall be placed on an agenda of this Board pursuant to Ordinance No. 14-65 within 180 days of the effective date of this resolution. The second completed report shall describe the campaign that was implemented and shall be placed on an agenda of this Board pursuant to Ordinance No. 14-65 within 365 days of the effective date of this resolution.

The Prime Sponsor of the foregoing resolution is Commissioner Raquel A. Regalado and the Co-Sponsor is Commissioner Sally A. Heyman. It was offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

Jose "Pepe" Diaz, Chairman
Oliver G. Gilbert, III, Vice-Chairman
Sen. René García
Sally A. Heyman
Eileen Higgins
Kionne L. McGhee
Raquel A. Regalado
Sen. Javier D. Souto
Keon Hardemon
Danielle Cohen Higgins
Joe A. Martinez
Jean Monestime
Rebeca Sosa

The Chairperson thereupon declared this resolution duly passed and adopted this 5th day of October, 2021. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Abbie Schwaderer-Raurell