

MEMORANDUM

Amended
Agenda Item No. 11(A)(29)

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

DATE: May 4, 2021

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the County Mayor to develop and implement a multilingual, multimedia public awareness campaign and educational outreach program to promote and improve awareness regarding Biscayne Bay; and to prepare a report in response to this directive and certain prior Board directives relating to grass clippings, yard trash, and litter

Resolution No. R-474-21

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Rebeca Sosa, and Co-Sponsors Commissioner Sally A. Heyman and Commissioner Danielle Cohen Higgins.



Gerí Bonzon-Keenan
County Attorney

GBK/jp



MEMORANDUM

(Revised)

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

DATE: May 4, 2021

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Gen Bonzon-Keenan
County Attorney

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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 _____

Amended
Agenda Item No. 11(A)(29)
5-4-21

RESOLUTION NO. R-474-21

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO DEVELOP AND IMPLEMENT A MULTILINGUAL, MULTIMEDIA PUBLIC AWARENESS CAMPAIGN AND EDUCATIONAL OUTREACH PROGRAM TO PROMOTE AND IMPROVE AWARENESS REGARDING BISCAYNE BAY; AND TO PREPARE A REPORT IN RESPONSE TO THIS DIRECTIVE AND CERTAIN PRIOR BOARD DIRECTIVES RELATING TO GRASS CLIPPINGS, YARD TRASH, AND LITTER

WHEREAS, the health and well-being of Biscayne Bay as a whole are linked to the economic well-being of Miami-Dade County through industries such as tourism, commercial and recreational fishing, and other water-based recreational activities; and

WHEREAS, Biscayne Bay also provides Miami-Dade County residents and visitors with ecological and environmental benefits, beauty, and serenity; and

WHEREAS, issues that may affect the health and well-being of Biscayne Bay are of the utmost importance to Miami-Dade County; and

WHEREAS, in 2019, through Resolution No. R-165-19, this Board created the Biscayne Bay Task Force; and

WHEREAS, the Biscayne Bay Task Force's purpose was to prepare a report with recommendations for this Board, and this report needed to include, for example, recommendations and an action plan identifying problem areas and prioritizing projects for Biscayne Bay; and

WHEREAS, the Biscayne Bay Task Force has now produced its report, which contains numerous recommendations for this Board; and

WHEREAS, the Biscayne Bay Task Force has recommended that the County create a multilingual, multimedia campaign and educational outreach program to promote and improve awareness of the economic, commercial, and recreational opportunities of Biscayne Bay; and

WHEREAS, the Biscayne Bay Task Force has further recommended that the County conduct an educational campaign to inform the public of proper and improper ways to dispose of trash and the impacts of littering and marine debris to the health and management of Biscayne Bay; and

WHEREAS, as part of this public awareness campaign, the Biscayne Bay Task Force recommends that the County promote native landscapes and xeriscapes and provide education on the vulnerability of the Biscayne Aquifer and watershed to pollutants, among other key topics; and

WHEREAS, to ensure that the educational campaign is effective, the County should increase signage in public areas and include storm drain signage where appropriate; and

WHEREAS, in Resolution No. R-814-12, this Board directed the administration to conduct an educational campaign to inform the public of Miami-Dade County's current regulations against the dumping or blowing of grass clippings and other yard trash onto roads, drains, gutters, and sidewalks; to specifically target landscaping, gardening, and lawn care companies; and to send a written reminder of the above-mentioned regulations to the landscaping, gardening, and lawn care companies at the addresses maintained by the County's Finance Department; and

WHEREAS, in Resolution No. R-1260-19, this Board previously directed the administration to create and conduct an educational campaign to remind the public about proper and improper ways to dispose of trash in and around Biscayne Bay, and the report on that directive is still pending; and

WHEREAS, additionally, in Resolution No. R-1335-19, this Board previously directed the administration to design and place additional signage to educate the public about proper disposal of trash and the impact of littering on Biscayne Bay, and the report on that directive is also still pending; and

WHEREAS, every resident and visitor of Miami-Dade County must be informed and educated about water quality impacts related to littering, pollution, and fertilizer, and be given ample opportunities to create a personal connection to, and responsibility for, the health of Biscayne Bay; and

WHEREAS, accordingly, this Board directs the administration to develop and implement a public awareness campaign and educational outreach program relating to Biscayne Bay as outlined herein,

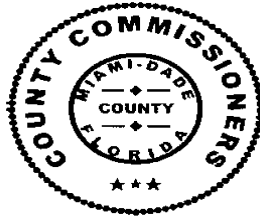
NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board directs the County Mayor or County Mayor's designee to develop and implement a multilingual, multimedia public awareness campaign and educational outreach program to promote and improve awareness regarding Biscayne Bay. The public awareness campaign and educational outreach program shall, at a minimum: (a) promote and improve awareness of the economic, commercial, and recreational opportunities of Biscayne Bay; and (b) inform the public of proper and improper ways to dispose of trash and the impacts of littering, marine debris, and fertilizers to the health and management of Biscayne Bay. A report regarding the planned public awareness campaign and educational outreach program shall be provided to this Board within 120 days of the effective date of this resolution, and shall be placed on an agenda of the Board pursuant to Ordinance No. 14-65. In

implementing this directive and preparing the required report, the County Mayor or County Mayor's designee shall also include the information required pursuant to this Board's prior, related directives in Resolution Nos. R-1260-19 and R-1335-19. In addition to this information, the County Mayor or County Mayor's designee shall include in the report an update as to the efforts previously undertaken, and the efforts that continue to be undertaken, to address the directives in Resolution No. R-814-12.

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

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

The Chairperson thereupon declared this resolution duly passed and adopted this 4th day of May, 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: **Melissa Adames**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

A handwritten signature in black ink, appearing to read "CJW", is written over a horizontal line.

Christopher J. Wahl