

MEMORANDUM

Agenda Item No. 11(A)(16)

TO: Honorable Chairman Oliver G. Gilbert, III
and Members, Board of County Commissioners

DATE: July 6, 2023

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the County Mayor to conduct outreach and marketing efforts to promote and increase sponsorship of County traffic circles; to modify the sponsorship program to provide sponsors the option to perform landscaping of traffic circles; and to provide report

Resolution No. R-664-23

A substitute was presented and forwarded to the BCC with a favorable recommendation at the 6-14-23 Transportation, Mobility and Planning Committee.

This substitute differs from the original version in that the resolution has been revised to provide that the County will modify the Sponsor a Road Program to provide sponsors the opportunity to perform landscaping work and enter into a Traffic Circle Landscaping Sponsorship Agreement with the County, in addition to engaging in increased outreach and marketing efforts to promote the Sponsor a Road Program, and makes conforming changes to the title.

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Vice Chairman Anthony Rodríguez.


Geri Bonzon-Keenan
County Attorney

GBK/ks



MEMORANDUM

(Revised)

TO: Honorable Chairman Oliver G. Gilbert, III
and Members, Board of County Commissioners

DATE: July 6, 2023

FROM: 
Gen Bonzon-Keenan
County Attorney

SUBJECT: Agenda Item No. 11(A)(16)

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)(16)
7-6-23

RESOLUTION NO. _____ R-664-23

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO CONDUCT OUTREACH AND MARKETING EFFORTS TO PROMOTE AND INCREASE SPONSORSHIP OF COUNTY TRAFFIC CIRCLES; TO MODIFY THE SPONSORSHIP PROGRAM TO PROVIDE SPONSORS THE OPTION TO PERFORM LANDSCAPING OF TRAFFIC CIRCLES; AND TO PROVIDE REPORT

WHEREAS, the County's Sponsor-a-Road Program (the "Program") provides businesses and organizations the opportunity to sponsor roadside maintenance, landscaping and beautification of County roads; and

WHEREAS, the Program aims to promote community pride by providing an avenue for local businesses and organizations to invest in cleaner and more welcoming roadways throughout Miami-Dade County; and

WHEREAS, Resolution R-413-19 modified the Program to provide a mechanism for the sponsorship of traffic circles within the Program, in addition to linear roadways; and

WHEREAS, County traffic circles and the general public would greatly benefit from maintenance, landscaping and beautification provided by Program sponsors, such as local nursery and landscaping businesses and organizations, whose sponsorship could significantly improve the aesthetic quality of County roadways; and

WHEREAS, the sponsorship of County traffic circles also provides a meaningful and attractive opportunity for local businesses and organizations to serve the community and also receive recognition by way of signage located within the traffic circles, County press releases and social media promotions of Program sponsors; and

WHEREAS, the Program would benefit from significant marketing and outreach efforts by the County to spread knowledge, awareness of the benefits of the Program and inspire increased participation and new sponsorships; and

>>**WHEREAS**, the Program would also benefit from providing sponsors with the opportunity to install and maintain landscaping within the traffic circles, as an alternative or as a supplement to providing sponsorship funding, whereby sponsors could enter into a Traffic Circle Landscaping Sponsorship Agreement with the County providing for the sponsor's installation and maintenance of landscaping within one or more traffic circles with terms consistent with Program objectives and County needs, and providing for signage recognizing the sponsor located within the traffic circles as long as such signage complies with all applicable law; and<<¹

WHEREAS, increased sponsorships would greatly improve the maintenance, landscaping and aesthetic qualities of County traffic circles and roadways and provide additional sources of revenue to support the County's roadway maintenance work; and

WHEREAS, the Board desires the County to engage in significant outreach and marketing efforts, especially to local nursery and landscaping businesses and organizations, to raise awareness and increase participation in the Program for the sponsorship of traffic circles, >>; and

¹ The differences between the substitute and the original item are indicated as follows: Words stricken through and/or [[double bracketed]] shall be deleted, words underscored and/or >>double arrowed<< are added.

WHEREAS, the Board desires the County to expand the Program to provide sponsors with the option of installing and maintaining landscaping within County traffic circles by entering into a Traffic Circle Landscaping Sponsorship Agreement with the County, and desires the County to include information about this additional sponsorship option with its outreach and marketing efforts.<<

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

Section 1. This Board incorporates and approves the foregoing recitals as if fully set forth herein.

Section 2. This Board directs the County Mayor or County Mayor's designee, within 30 days of the effective date of this resolution, to >>(1)<< identify outreach and marketing efforts that the County can engage to raise awareness and increase participation in the Program for sponsorship of traffic circles, especially aimed at reaching local landscaping and nursery businesses and organizations >>, (2) expand the Program to include the option of having a sponsor, either as an alternative or supplement to providing sponsorship funding, be responsible for the installation and regular maintenance of landscaping within one or more County-owned traffic circles, and prepare a Traffic Circle Landscaping Sponsorship Agreement (subject to the County Attorney's Office review and approval) governing such sponsorship with terms consistent with Program objectives and County needs (including but not limited to terms governing review, submission and approval of landscaping plans, scheduling, coordination, maintenance,

documentation, risk and liability) and providing for the County's installation of signage recognizing the sponsor to be located within the sponsored traffic circles as long as such signage complies with applicable law, and (3) to include information about this additional sponsorship option in all outreach and marketing efforts<<.

Section 3. The County Mayor or County Mayor's designee is further directed to engage, within 60 days of the effective date of this resolution, in marketing and outreaching efforts that will (1) raise awareness and increase participation in the Program for sponsorship of traffic circles, >>either solely by providing funding or by entering into a Traffic Circle Landscaping Sponsorship Agreement,<<especially among local landscaping and nursery businesses and organizations and (2) have no negative fiscal impact on the existing County budget, and to provide a report to this Board within 90 days of all such efforts and the outcome achieved. Pursuant to rule 5.06(j) of the Board's Rules of Procedure, the completed report shall be placed on the first available agenda of the full Board without committee review.

The Prime Sponsor of the foregoing resolution is Vice Chairman Anthony Rodríguez. It was offered by Commissioner **Danielle Cohen Higgins**, who moved its adoption. The motion was seconded by Commissioner **Juan Carlos Bermudez** and upon being put to a vote, the vote was as follows:

Oliver G. Gilbert, III, Chairman	aye		
Anthony Rodríguez, Vice Chairman	aye		
Marleine Bastien	aye	Juan Carlos Bermudez	aye
Kevin Marino Cabrera	aye	Sen. René García	absent
Roberto J. Gonzalez	aye	Keon Hardemon	absent
Danielle Cohen Higgins	aye	Eileen Higgins	aye
Kionne L. McGhee	aye	Raquel A. Regalado	absent
Micky Steinberg	aye		

The Chairperson thereupon declared this resolution duly passed and adopted this 6th day of July, 2023. 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

JUAN FERNANDEZ-BARQUIN, CLERK

Basia Pruna

By: _____
Deputy Clerk

Approved by County Attorney
to form and legal sufficiency.

Andrea Gonzalez Mateo