



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

J.1.

8/6/2024

Subject:

Approval, Re: Contract with Keep Brevard Beautiful for SR 406 Max Brewer Causeway, SR 528 Beachline Causeway, SR518 Eau Gallie Causeway, HWY 192 Melbourne Causeway, and SR 404 Pineda Causeway Clean Up

Fiscal Impact:

Funds (\$157,064 yearly) are available and allocated for the entire term of the contract in the Beach Improvement Fund 1442-293100-5820000

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners approve and authorize the Director to sign a 3-year contract with a 2-year extension with Keep Brevard Beautiful (KBB), upon County Attorney Office, Risk Management and Purchasing Services approval, to clean SR 406 Max Brewer Causeway, SR 528 Beachline Causeway, SR518 Eau Gallie Causeway, HWY 192 Melbourne Causeway, and SR 404 Pineda Causeway from 10/1/24 to 9/30/27 with one two-year extension for \$157,064 yearly. Also, authorize the County Manager to execute necessary budget change requests,

Further, by approving this agenda item, the Board will make the following legislative findings: (1) the Indian River Lagoon is an estuary with multiple public access points for tourism purposes and a long history of use by tourists, and (2) this project specifically improves, maintains, re-nourishes, restores, protects or assists with erosion control in either the Indian River, the Banana River, or the Mosquito Lagoon (all part of the Indian River Lagoon); and (3) this project is authorized for the expenditure of Tourist Development Tax revenue under section 125.0104(5)(a)5, Florida Statutes and section 102119(4)(a) of the Brevard County Code of Ordinances.

Summary Explanation and Background:

This project is verified by the County Attorney's Office to be a viable project to receive support with Tourist Development Tax dollars per State Statute and local ordinance. Contracts are available to support projects that benefit tourism on the Space Coast and promote the health of the Indian River Lagoon.

The Beach Improvement Committee at their July 17, 2024 meeting and the Tourist Development Council at their July 25, 2024 meeting recommended unanimously that the Board approve the recommended funding for the contract.

Keep Brevard Beautiful (KBB) has existing contracts with the TDC and other government entities in Brevard County to remove litter from roadways along the Indian River Lagoon (IRL). Specifically, KBB has had a contract for five years with the Tourism Development Office that provides for litter removal along four causeways. Since

2021, there has been a significant increase in the number of visitors enjoying the IRL along the causeways, with a commensurate increase in litter left behind. This contract adds a fifth Causeway (Pineda) to the cleanup efforts, increasing the yearly cost from \$120,420 to the proposed \$157,640

This litter removal project will occur along SR 406 Max Brewer Causeway, SR 528 Beachline Causeway, SR518 Eau Gallie Causeway, HWY 192 Melbourne Causeway, and SR 404 Pineda Causeway. These causeways were chosen, because of their extremely high resident and tourist traffic. Litter along these causeways finds its way very quickly into the lagoon and harms the fragile ecosystem of the IRL. KBB has proposed a frequency and staff that will ensure consistent litter removal to the level currently needed. This contract would allow KBB to continue their efforts to impact tourism and help the IRL. Based on their years of experience managing volunteer cleanups and dedicating staff where volunteers cannot satisfy the need, the TDC believes KBB will continue to be the best value to the County and make a significant impact.

Clerk to the Board Instructions:

Please send copies to Tourism Development Office and County Attorney's Office.



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001
Fax: (321) 264-6972
Kimberly.Powell@brevardclerk.us

August 7, 2024

M E M O R A N D U M

TO: Peter Cranis, Tourism Development Office Director

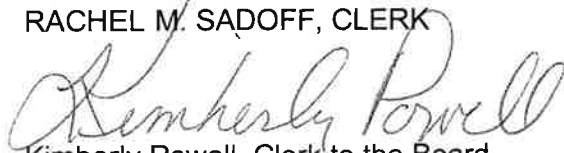
RE: Items J.1. and J.2., Approval of Contract with Keep Brevard Beautiful (KBB) for State Road (SR) 406 Max Brewer Causeway, SR 528 Beachline Causeway, SR 518 Eau Gallie Causeway, Highway 192 Melbourne Causeway, SR 404 Pineda Causeway, SR 520 Causeway, and Beach Clean-Up

The Board of County Commissioners, in regular session on August 6, 2024, approved and authorized you to sign a three-year Contract with a two-year extension with KBB beginning October 1, 2024, for clean-up on SR 406 Max Brewer Causeway, SR 528 Beachline Causeway, SR 518 Eau Gallie Causeway, Highway 192 Melbourne Causeway, SR 404 Pineda Causeway, SR 520 Causeway, and beach clean-up for a total of \$417,184 per year, subject to County Attorney, Risk Management, and Purchasing Services approval; authorized the funds for SR 520 Causeway and beach clean-up to come from the Tourism Beach Fund under Sections 102-119(3)b. and (4)a. of the Code; authorized the funds for the other five (5) causeway projects to come from the Lagoon portion of the Beach Fund under Section 102-119(4)a. of the Code; adopted the legislative findings as set forth in the Requested Action listed on the Agenda Reports for Items J.1. and J.2.; and authorized the County Manager to execute any necessary Budget Change Requests. Enclosed are the Agenda Reports

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

Encls. (2)

cc: County Attorney

Causeway Contract Proposal

Keeping Brevard's
Causeways and the Indian
River Lagoon Clean







KB

keep**brevard**beautiful

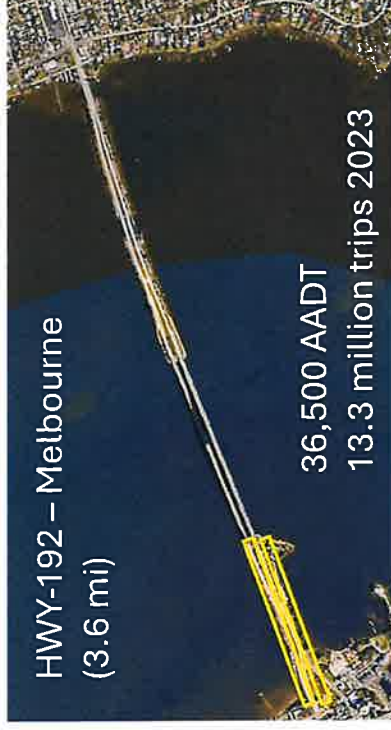
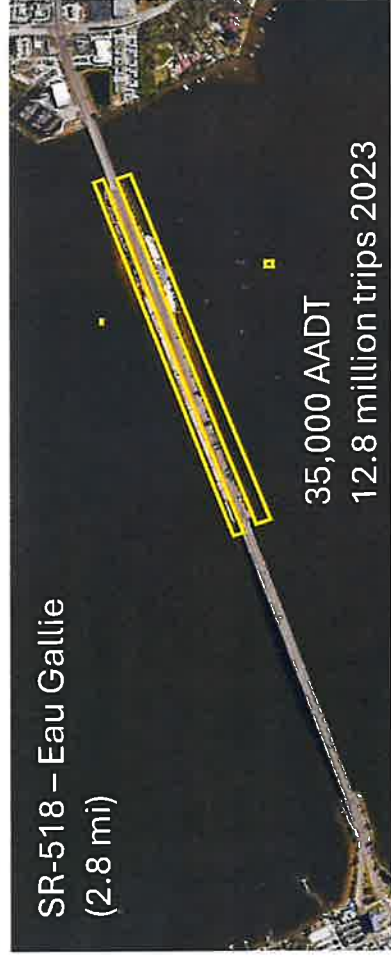
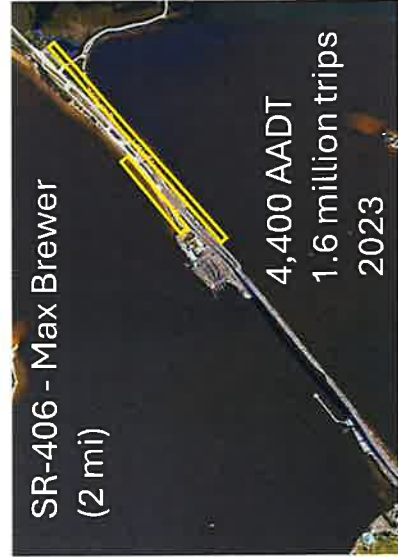


Making Experiences More Beautiful for Residents and Visitors Alike Since 1982

Original Cleanup Contract Scope and Coverage

Causeways North to South Brevard County	Frequency
 <p>SR-406 - Max Brewer</p>	<p>1 staff x 1 day p/wk 52 weeks 3 annual volunteer cleanups</p>
 <p>SR-528 - Beachline</p>	<p>2 staff x 3 days p/wk 52 weeks 3 annual volunteer cleanups</p>
 <p>SR-518 -- Eau Gallie</p>	<p>1 staff x 1 day p/wk 52 weeks 3 annual volunteer cleanups</p>
 <p>HWY-192 - Melbourne</p>	<p>1 staff x 1 day p/wk 52 weeks 3 annual volunteer cleanups</p>

Targeted Cleanup Areas are Heavily Used, Highly Visible and Adjacent to the IRL



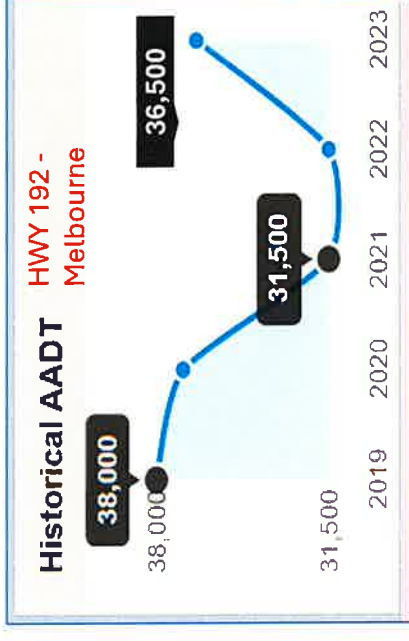
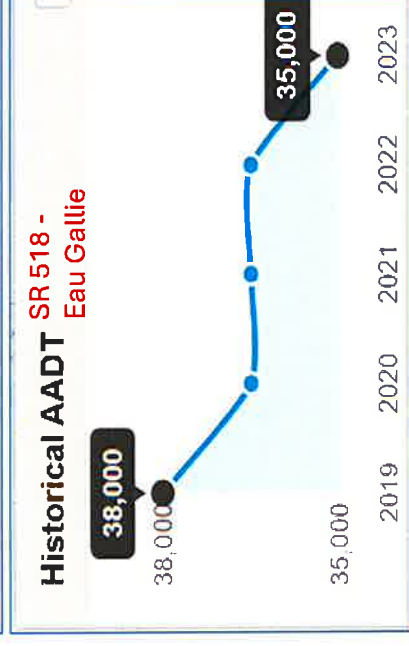
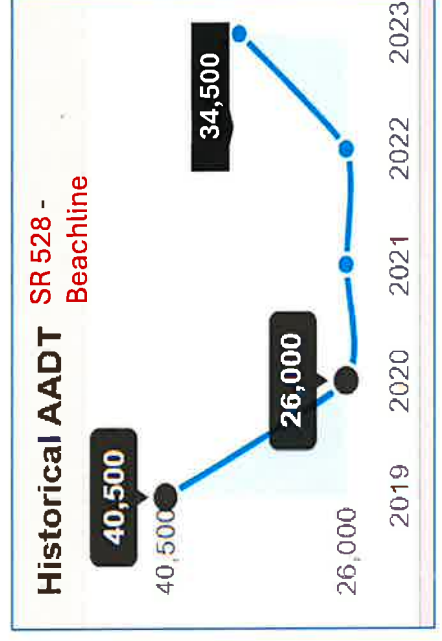
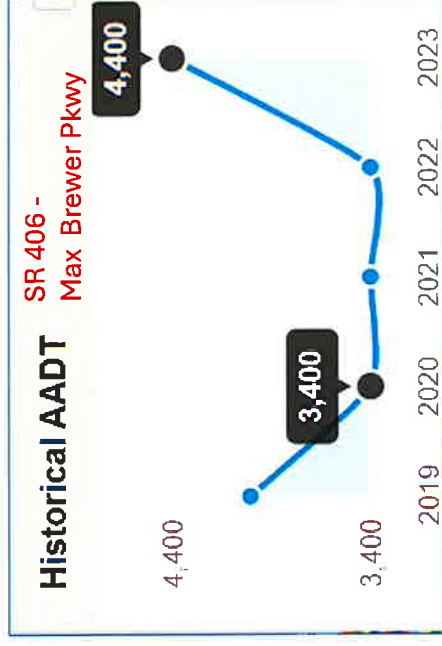
AADT: Annual Average Daily Traffic

Source: Space Coast TPO

Brevard is Growing, Along with the Volume of People Using These Roadways (Annual Average Daily Counts 2019-2023)

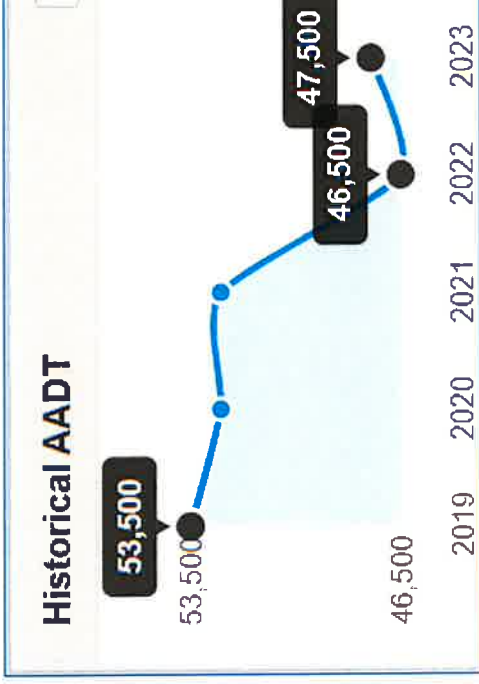
Growth Drivers:

- Space industry expansion including over 120 launches planned for 2025 from **Kennedy Space Center** – and growing!
- Projected 8 million cruise passengers at **Port Canaveral** in 2025, up from 7.5 million
- 1,500 additional **hotel rooms** over the next two years, about a 14% increase
- Continued **economic growth across multiple sectors** predicted by UCF Institute for Economic Forecasting



Amended Contract Proposal to Include Pineda

Request Per TDC Beach Committee	Frequency
 <p>SR-404 – Pineda Causeway</p>	<p>2 staff x 1 day p/wk 52 weeks 3 annual volunteer cleanups</p>



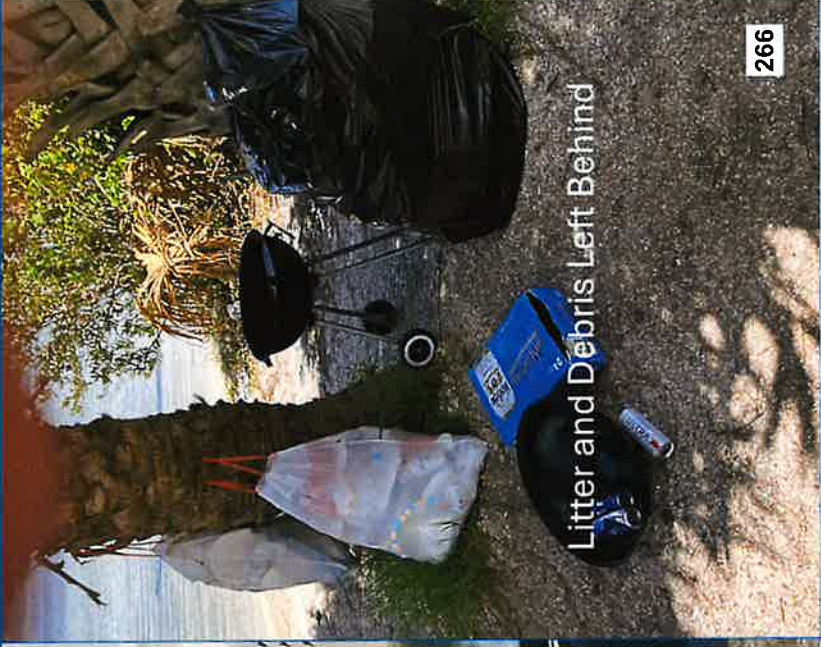
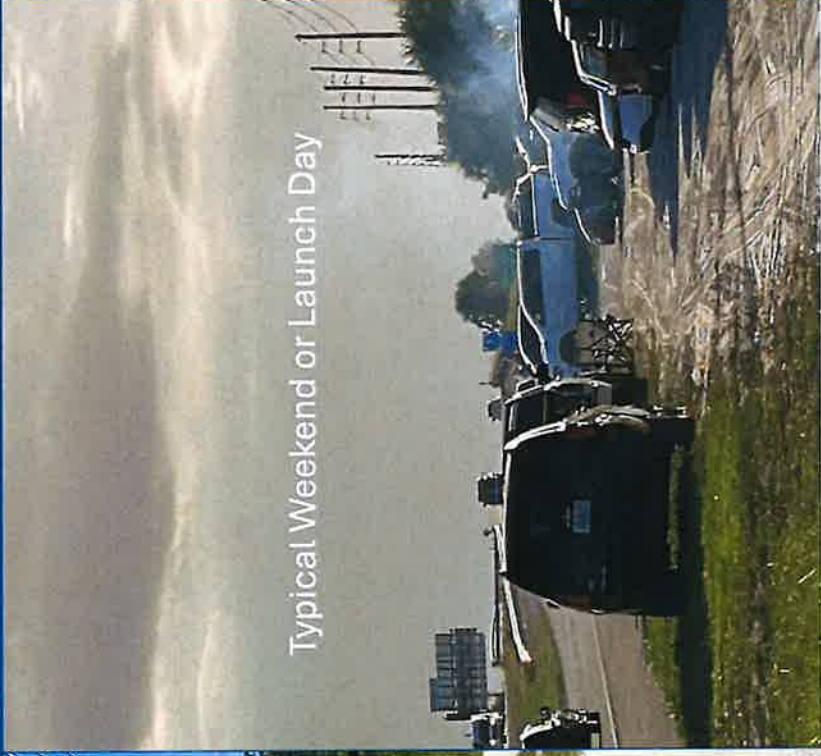
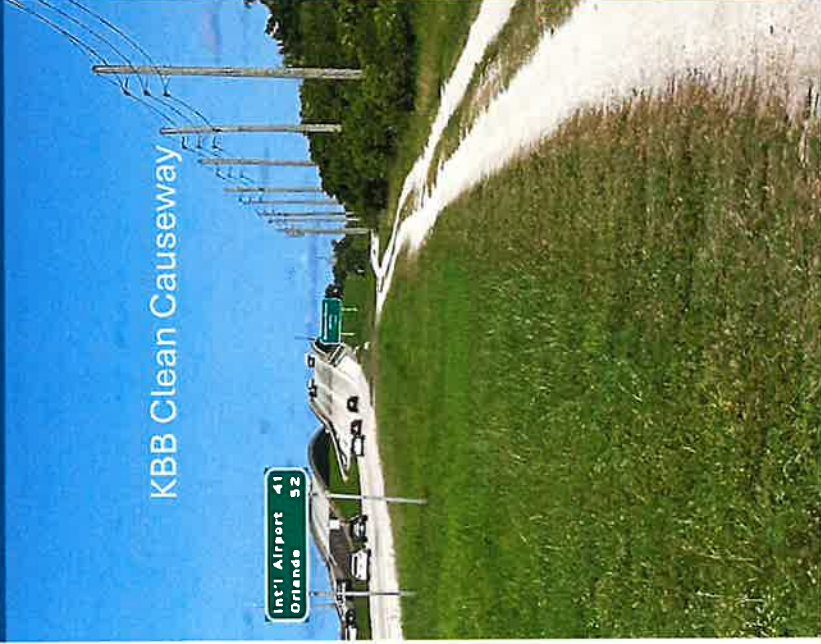
TOTAL ANNUAL FUNDING REQUEST

Original Contract (4 Causeways) \$120,420
 Addition of Pineda Causeway \$ 36,644

Total Proposed Annual Cost: \$157,064 (All 5 Causeways)
Term: 3-Year Contract with 2 1-Year Extensions (5 Years Total)

Visitor Economic Impact: \$2.34 Billion* Reasons to Make a Good First Impression

*Source: Visit Florida/Space Coast Office of Tourism, 2022 Visitor Spending Data



Growth Brings Increased Volume of Trash Near Roads and Waterways



KBB's Typical Annual Impact and Value to Brevard County Taxpayers and Visitors

900

41

TONS

TONS

TONS

TOTAL TRASH

TDC-FUNDED

VOLUNTEER

COLLECTED ANNUALLY

CAUSEWAY CONTRACT TRASH

TRASH CLEANUP

306

Cleanup Events Countywide

2,279

Volunteers

5,334

Community Service Hours

\$176,000

Savings to Taxpayers
through KBB Volunteer & In-Kind
Contributions

Vote Yes to Continue KBB's Partnership with Brevard County/TDC

- Award 3-Year contract to KBB at an annual cost of \$157,064 for cleanup of 5 Causeways
- Include the option for a two-year extension, for a total contract length of 5 years
- Continue to make a good first impression and positive experience for residents and visitors alike
- Protect the Indian River Lagoon from litter and pollution
- Derive extra benefit to taxpayers from KBB's volunteer activities



When Item J.1. is called:

Mr. Chair, Items J.1. and J.2. are very closely related, so I am going to ask that we discuss them together. Both items involve contracts working in collaboration with Keep Brevard Beautiful. I think we should have one contract with KBB for all these projects, rather than having Cocoa Beach as the middleman for the SR520 Causeway and beach cleanup project. Item J.1. has the Max Brewer Causeway in Titusville area, the 192 Causeway in Melbourne, the Beachline – it just makes sense to keep them all together instead of separating 520 out.

Motion:

I move that the Board:

1. Approve and authorize the Tourism Director to sign a 3-year contract with a 2-year extension with KBB beginning October 1, 2024 for the six causeway projects plus beach cleanup for a total annual amount of \$417,184 per year, subject to County Attorney, Risk Management, and Purchasing Services approval;
2. The funds for the SR520 Causeway and beach cleanup will come from the Tourism Beach Fund under Sections 102-119(3)b. and (4)a. of the County Code;
3. The funds for the other five causeway projects will come from the Lagoon portion of the Beach Fund under Section 102-119(4)a. of the Code;
4. Adopt the legislative findings as set forth in the Requested Action for Agenda Items J.1. and J.2.; and
5. Authorize the County Manager to execute any necessary budget change requests.