

**DESCRIPTION OF INTENDED
SINGLE SOURCE PURCHASE
(PUR 7776)**

AGENCY: FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

TITLE: ARBOR DAY FOUNDATION

Short description of the commodity or service desired:

CONTACT

Name: MICHELLE FAIRCLOTH, PURCHASING DIRECTOR

Address: 407 S. Calhoun Street, SB-8 Mayo Building, Tallahassee, FL 32399

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Internal tracking number, if any: SS 20 21 49

Date posted: 06/04/2020 Last day for receipt of information: 06/15/2020

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes, and will remain posted for a period of at least 7 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):
70151500

Quantity or Term (as appropriate):

Date of Execution thru June 30, 2021

Requestor (division, bureau, office, individual, as appropriate):

William Liner, Florida Forest Service

Performance and/or Design Requirements (e.g. intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

Facilitate the outreach to Florida utilities and municipalities to publicize the Energy Saving Trees program, creation of a unique web page for Florida participants, including the existing interactive mapping tool; direct delivery of trees to individual participants; order confirmation and customer support and final project summary report of accomplishments.

- Initiate outreach and enter into agreements with Florida utilities, municipalities and cooperatives to publicize the ESTP with the intent to gain sponsorship support.
- Collaborate and assist in the promotion of ESTP through multiple marketing channels that may include utility bill inserts, direct mail campaigns, email campaigns, search engine marketing, traditional media, website promotions, press releases, social media and other channels.

- ADF is to enter into separate and distinct agreements between ADF and each sponsoring "Cooperator" organization e.g. utility. These agreements shall reflect that subject to funds availability, the FFS will contribute a portion match for the purpose of tree purchases to ADF. Thus, allowing ADF to be reimbursed for a portion of tree purchases going to the sponsoring Cooperators participants .

- Share all electric service provider contact information with FFS.

- Implement a delivery mechanism whereby ADF and sponsoring cooperator(s) will provide one or two trees at no cost to each eligible Florida recipient for planting in pre-approved, strategic planting zones to reduce energy usage.

- Provide the logos of ESTP and ADF to be used in joint advertising and marketing materials regarding this SOW upon prior written approval by ADF.

- Create joint press releases for ADF and FFS regarding the ESTP.

- Provide a specific toll-free customer service line to answer participant questions regarding the ESTP.

- Provide trees to be distributed to sponsored Cooperators participant residents of Florida.

Tree sizes are subject to third party sponsor requirements , subject to FFS approval.

To the extent that trees of such grade # I or better species identified above are reasonably available, trees are to be purchased from Florida growers.

FFS or its assigns may conduct tree quality sampling prior to shipment to participants and reject sub-standard quality trees.

If trees are rejected due to sub-standard quality rating, ADF will work to find appropriate replacements. If the costs of replacement trees exceed the current contracted amounts of this agreement, ADF will reduce our tree counts to stay within our budget.

- Trees may be directly shipped to the participants' residences. Or sponsor cooperators have the option be fully responsible for associated cost of tree pick-up events at a location and date(s) of their choosing as well as the care of all tree inventories.

- Trees are guaranteed to arrive in a good, healthy condition or will be replaced at no charge if written notice is provided to ADF within thirty (30) days after delivery.

- Create and maintain an ESTP website specific to FFS and sponsoring cooperators. Website have following functionality:

ADF's proprietary interactive mapping tool;

ADF's proprietary i-Tree Tools program summarizing the long-term benefits of specific trees planted around a participant's house (including energy savings, air quality and carbon emissions);

Data input for participants to identify tree delivery location; and

Order confirmation e-mail to participant.

- Provide each participant a map on agreed upon energy saving planting location, tree care information and a "Right Tree" placement guide.

- In the case that all FFS sponsored tree funds are not depleted, the ADF shall assume the sole responsibility and determine where to utilize remaining trees funds for future use prior to the close-out date of this agreement.

- In the case that all FFS sponsored trees allocated to any specific cooperator are not depleted, the sponsoring Cooperator shall assume the sole responsibility and cost of the remaining inventory of trees and determine where to utilize remaining trees for future use.

- In the case that trees are depleted (demand exceeds supply), ADF will provide FFS and the Florida Urban Forestry Council with participant waitlist information (including name, zip code and e-mail) and ADF will have no further obligations hereunder.
- Insert documents provided by FFS with tree shipments to residents.
- Allow FFS reasonable access to ADF's participant reservation lists for two years beyond the termination date of the Agreement.
- Provide summary report to Florida Forest Service to include statistics about program energy benefits (kWh and therms conserved) and community benefits (lbs of CO2 sequestered and avoided, gallons storm water conserved, lbs of air filtered) and other key performance indicators.

Intended Single Source:
ARBOR DAY FOUNDATION

Estimated Dollar Amount:
Approximate Contract Amount: \$40,000

Approximate Amount: \$194,000

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):
The Arbor Day Foundation is a not-for-profit company specifically named as the project partner and service provider for doing this work.

The Arbor Day Foundation offers a powerful and proven effective on-line tool assisting homeowners with tree reservations through a website that allows them to visually map their home, determine the most effective planting location for energy efficiency, calculate the tree benefits and for the direct ordering and delivery of trees. This program was developed using i-Tree technology and is currently the only known product of its kind in existence.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Erin Albury, Director, Florida Forest Service

William Liner, Florida Forest Service

Michelle Faircloth, Purchasing Director 

Joey B. Hicks, Director, Division of Administration 

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall: provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Section 120.57(3), F.S.