



CITY OF JACKSONVILLE BEACH

FLORIDA

MEMORANDUM TO:

The Honorable Mayor and
Members of the City Council
City of Jacksonville Beach, Florida

Council Members:

The following Agenda of Business has been prepared for consideration and action at the Regular Meeting of the City Council on **Tuesday, September 8, 2015, at 7:00 P.M. in the Council Chambers, 11 North Third Street, Jacksonville Beach, Florida.**

**Opening Ceremonies: Invocation
Salute to the Flag**

Roll Call

1. APPROVAL OF MINUTES:

- City Council Budget Workshop held August 10, 2015
- City Council Budget Workshop held August 11, 2015
- Regular City Council Meeting held August 17, 2015

2. ANNOUNCEMENTS:

3. COURTESY OF THE FLOOR TO VISITORS:

4. MAYOR AND CITY COUNCIL:

5. CITY CLERK:

6. CITY MANAGER:

- (a) Approve the Three Highest Rated Firms for the Design Build of a Municipal Skate Park to:
(1) Team Pain; (2) California Skate Parks; (3) Grindline Skate Parks, and Approve *Team Pain* to Continue Phase 2 of the Project
- (b) Request Permission to Erect a Ferris Wheel in the Parking Lot Adjacent to Latham Plaza, in Conjunction with the Oktoberfest

(c) Approval to Execute a Continuing Services Contract with *First Vehicle Services, Inc.*, in Response to RFP No. 07-1415 for Fleet Management and Vehicle Maintenance Services

(d) Approve Contracts, Effective January 1, 2016, with:

- Florida Blue for Medical Insurance
- MetLife for Dental Insurance
- SunLife for Life Insurance
- Advantica for Voluntary Vision Insurance
- Allstate for GAP Care, Accidental & Critical Illness and Individual Voluntary Benefits

7. **RESOLUTIONS:**

RESOLUTION NO. 1949-2015 (PUBLIC HEARING)

A RESOLUTION TO AMEND THE COMMUNITY REDEVELOPMENT PLAN FOR THE DOWNTOWN REDEVELOPMENT AREA FOR THE CITY OF JACKSONVILLE BEACH, FLORIDA, AS AMENDED, ACCORDING TO THE REQUIREMENTS OF THE COMMUNITY REDEVELOPMENT ACT OF 1969, BY ADDING NEW PROJECT ELEMENTS, AS IDENTIFIED IN EXHIBIT A. OF THE 2015 DOWNTOWN ACTION PLAN, TO THE DOWNTOWN COMMUNITY REDEVELOPMENT PLAN, TO PROVIDE FOR MAINTENANCE AND REPAIR OF TAX INCREMENT-FUNDED CAPITAL INVESTMENTS, EXTENSION OF THE TIME OF EXPIRATION OF THE TAX INCREMENT TRUST FUND, AND FOR OTHER PURPOSES.

8. **ORDINANCES:**

ADJOURNMENT

Respectfully submitted,

/s/George D. Forbes
CITY MANAGER

GDF:ls
09/03/15

If a person decides to appeal any decision made by the City Council with respect to any matter considered at any meeting, such person may need a record of the proceedings and, for such purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

The public is encouraged to speak on issues on this Agenda that concern them. Anyone who wishes to speak should submit the request to the City Clerk prior to the beginning of the meeting. These forms are available at the entrance of the City Council Chambers for your convenience.

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (904) 247-6299, ext. 10, no later than 12:00 PM, Friday, September 4, 2015.

**City of Jacksonville Beach
Minutes of City Council Workshop
FY2016 – Budget Workshop
Monday, August 10, 2015**

Mayor Latham called the Budget Workshop to order at 5:06 PM.

The following City Council Members were in attendance:

Mayor: Charlie Latham

Council Members: Lee Buck Keith Doherty Chris Hoffman
Bruce Thomason Phil Vogelsang Jeanell Wilson

Also present were City Manager George Forbes, Deputy City Manager Trish Roberts, Assistant Finance/Budget Officer Ashlie Gossett, and City Clerk Laurie Scott.

Everyone present had a copy of the Proposed Budget and Business Plan for FY2016.

Staff present from Public Works and Parks & Recreation were Public Works Director Ty Edwards, Parks & Recreation Director Gary Meadors, Distribution & Collection Superintendent Chuck Hernden, Streets Superintendent David McDonald, Pollution Control Plant Supervisor Pam Morgan, and City Engineer Marty Martirone.

Public Works

The City Manager went over the Public Works FY2016 Proposed Budget and Business Plan with a review of their mission statement and the organization of the five divisions – Distribution and Collection, Pollution Control Plant, Water Plant, Streets, and Administration. Mr. Forbes stated a City Engineer position was added to the division in 2015, and the position is filled.

Mr. Edwards reviewed the department's accomplishments as detailed in the report. Mr. Edwards highlighted the following accomplishments:

- Rebuilt 38 dune walkovers as part of the Downtown Redevelopment District and East of A1A project.
- Completed William Coastal project by Seabreeze Elementary School - Rebuilt and improved the roads and drainage around the school and added additional parking places for the school as part of the South Beach Redevelopment District project.
- Extended reuse water main system to Sunshine Park, South Beach Parkway, and Jacksonville Drive.
- Completed new Utility & Storage Building at Water Plant # 2 as part of the Waste Facility project.

- Completed asphalt rejuvenation of 25 miles of roads and resurfaced/reconstructed 1.3 miles of new roads as part of the Roadway Improvements project.

Mr. Edwards reviewed the upcoming projects and goals for FY2016 and stated they were focusing on the capital outlay projects as detailed in the report.

Mr. Forbes discussed the performance measures for the department noting that due to staffing shortages in 2014, the targets for FY2015 for the multi-year project to operate (replace) water valves was not completed.

Mr. Doherty asked if all the city's stormwater pumps were operational. Discussion ensued on the installation and operations of the pump stations and underground vaults to control flooding in areas throughout the city.

Mr. Forbes reviewed the funding sources and a financial summary as detailed in the report. As shown in the report, the funding source comes from three enterprise utilities and also from the Local Option Gas Tax and the General Fund. He stated the Public Works budget increase is less than one percent, and they are continuing to put funds away for future water and sewer capital projects. Ms. Wilson asked whether the Local Option Gas Tax funds collected from gas sold in our community, would be returned to our community. Mr. Forbes responded the funds collected was for gas sold throughout Duval County. The monies are redistributed based the population. The program extends for another 20 years.

Mr. Forbes reviewed the budget issues and the unfunded mandates by federal and state regulations. He discussed the design is currently underway on the FDOT project to improve drainage for A1A north of Beach Boulevard, with a 2017 construction start planned. He explained the infrastructure improvements program in the Downtown Redevelopment District (south of Beach Boulevard to 13th Avenue South) and extended to 16th Avenue South. He also mentioned that stormwater rates were set in 1990 (25 years ago). The garbage rates were set in 1993 (22 years ago). The water and sewer rates were set in 2012, and the Local Option Gas Tax extends through 2036. He discussed Public Work's plan for implementation of the water meter replacement program.

Distribution and Collection Division

The City Manager reviewed the operations of the Distribution and Collection Division, noting they are responsible for the water mains, the sewer mains, force mains, sewer manholes, fire hydrants, water valves, water services, and sewer services. Ms. Wilson asked why the city had more water services than sewer services. Discussion ensued about the number of homes in the city that currently have septic tanks.

Mr. Forbes discussed the replacement of water mains. Distribution & Collection Superintendant Chuck Hernden demonstrated on a map the water lines systems that were replaced through 2015. Mr. Forbes explained PVC materials will now be used for the lines.

Mr. Forbes reviewed the objectives for the Distribution & Collection division as detailed in the report, which include replacing 2,500 feet of old deteriorated water mains, clean 20,000 feet of sanitary and storm mains, inspect an average of 400 manholes per year, flush 100% of fire hydrants annually, and exercised an average of 663 valves in the water distribution system per year.

Mr. Edwards discussed the capital outlay projects as detailed in the report. He explained funding is used for the three Water Main Projects in addition to financing for the Water Meter Replacement Program (Phase 1). Also, he reported that the City will be preparing an RFP for selection of a consultant who will complete an audit and make recommendations for the Water Meter Replacement program.

Mr. Forbes discussed the operating budget funding for the Water Valve Maintenance Program and the Sanitary Sewer Maintenance Program.

Mr. Vogelsang asked what type of water meters are currently being installed in new construction. Mr. Edwards explained we are continuing to install the Impeller meters. After the consultant has made a recommendation, and with Council's approval, the older style meters will be replaced with the new meters.

Mr. Forbes reported the budget for the division was slightly down from the previous year mainly due to a lesser amount of capital outlay.

Pollution Control Plant Division

The City Manager stated the division operates and maintains the wastewater transmission system of 38 sewage pump stations and the 4.5 million gallons per day (MGD) capacity sewage treatment facility, with reuse quality effluent.

Mr. Forbes reviewed the division objectives as detailed in the report.

Mr. Forbes reported the budget increase is primarily for capital outlay as detailed in the report.

Mr. Edwards and Ms. Morgan reviewed the capital outlay projects, as described in the report.

Water Plant Division

The City Manager reviewed the Water Plant Division's mission, objectives, and organization. The water system consists of six wells, two water treatment facilities, and three ground and two elevated water storage tanks. The water system has a total production capacity of 7.0 million gallons of water daily, but currently uses an average of 2.5 million gallons per day. This division also operates and maintains the stormwater treatment facilities for the City consisting of 21 ponds, 2 stilling basins each with a weir, the downtown underground stormwater collection vault with 2 sand traps, 8 stormwater pump stations, and the water play feature at Sunshine Park. Mr. Forbes expressed his concern for saltwater intrusion into one of the wells.

Mr. Doherty asked if new construction has an effect on the water pressure in the surrounding areas. Mr. Forbes explained that with the correct size water line run, the pumps working, and water in the two elevated tanks, there would not be a problem with the water pressure in the areas of new construction.

Mr. Forbes reviewed the funding sources and budget as detailed in the report.

Streets Division

The City Manager stated the Streets Division maintains the city's roadways, traffic control signage and markings, sidewalks, and stormwater collection.

Mr. Doherty asked what the process would be to address unsightly dumpster enclosures. Mr. Forbes explained the process in place to address this particular issue. Mr. Edwards followed up by stating he would look into any concerns reported to his office about the dumpsters.

Mr. Forbes reviewed the division's budget issues as detailed in the report. Mr. Forbes expressed his concern for the need to increase the budget for roadway maintenance. He discussed the funding for new sidewalks along 15th Avenue North and design for curbing/sidewalk, drainage along Penman Road commercial area. (12th to 18th Avenue North)

Stormwater Utility Program

The City Manager discussed the budget issues as listed in the report. He noted the change in the budget was due to the reduction in capital outlay in 2016.

Sanitation Utility Program

The City Manager discussed the budget issues as detailed in the report. He stated that the current term of the city's garbage collection contract would end December 2016. He reported the budget increase is for contracted garbage pickup and additional trash collections in the Downtown area on the weekends and holidays.

Mr. Forbes reviewed the operating budget and noted anticipation of annual CPI increase and bi-annual cost adjustments.

Administration

The City Manager discussed the division organization as detailed in the report.

Recess

The Mayor called for a break at 6:15 PM.

The workshop reconvened at 6:30 PM.

Parks and Recreation

The City Manager began review of Parks and Recreation Department FY2016 Proposed Budget and Business Plan with a review of the mission statement, the organization, accomplishments and goals as detailed in the report. Mr. Forbes explained the budget increase is attributed to upgrading landscaping maintenance throughout the City.

Recreation Administration

The City Manager reported a part-time staff assistant position was added to the department, with previous Council approval. He said the special events position was filled. He further reported on the recent accomplishments and goals for FY2016 as detailed in the report.

Mr. Forbes discussed the estimated number of participants in the sports programs offered by the city.

Mr. Meadors discussed the survey responses for 2015 as described in the report. He reported he surveyed five football and five softball teams. He noted that the respondents were satisfied with the way the programs are being run. However, the respondents were less satisfied with the conditions of the playing fields.

Mr. Forbes reviewed the performance measures to include ensuring the parks and facilities were cleaned and inspected weekly and monthly playground safety inspections. Mr. Meadors further explained the state requirements for conducting monthly inspections for playground safety.

Mr. Meadors discussed the benefits of using artificial turf at South Beach Park, and possibly at the football fields in Wingate Park. Mr. Forbes said the South Beach project would be a pilot program with Council's approval.

Mr. Forbes discussed the Community Development Block Grant Program. He stated the grant is funded by an Inter-local Agreement with City of Jacksonville, which permits Jacksonville Beach to share a per capita portion of its entitlement funding.

Mr. Forbes discussed the budget issues for the division for FY2016 as detailed in the report. He reviewed the funding of \$100,000 for irrigation repairs, \$50,000 for tree trimming and \$20,000 for cemetery maintenance. He stated the tree trimming program will start downtown and will be done twice a year. The trees on Beach Boulevard, A1A, and South Beach Parkway will be trimmed once a year.

Ocean Rescue

The City Manager reviewed the division responsibilities, recent accomplishments, performance measures, financial summary, budget issues and goals of division as detailed in the report. Mr. Forbes said if the Red Cross cannot provide full coverage on Sundays and holidays, it will significantly increase the city's costs.

Mayor Latham asked how many defibrillators Ocean Rescue currently has and do they need additional units. Mr. Meadors responded that they have four units, one on each of the active rescue vehicles, and one located at the station.

Tennis Center

The City Manager reviewed the division responsibilities, recent accomplishments, performance measures, survey results and budget issues of the division as detailed in the report.

Discussion ensued regarding turning over the operations of the Tennis Center to club management.

Oceanfront Facilities

The City Manager discussed the goals and budget issues for FY2016 as detailed in the report. The budget increase reflects increased hours of operations of facilities at the Oceanfront Park during the year, a new contract for cleaning and staffing the facilities, and adding a shower tower at 16th Avenue South.

Carver Center

Mr. Meadors discussed the outreach projects in the Carver Center neighborhoods. Mr. Forbes discussed the program goals and performance measures as detailed in the report.

Community Center and Exhibition Hall

The City Manager discussed the various events held at the Community Center. He noted that revenues are currently estimated to cover approximately half of the facility's expenses.

Special Events

The City Manager discussed the funding sources of the special events as detailed in the report. He said the city contributed \$8,000 towards sponsorship of Springing the Blues and security for the surrounding areas of the event. Discussion ensued as to whether the City should continue its sponsorship of the of the Springing the Blues concert. Mr. Forbes stated the City would not move forward on the Jazz concerts until he received direction from Council.

Ms. Hoffman recommended the marketing for the special events focused on targeting the local Jacksonville Beaches area.

Ms. Hoffman questioned the cost increase for the additional movie (from 3 to 4). Mr. Meadors explained that due to scheduling of the extra film, the projection screen would need to be taken down, and then put up again for the 4th movie showing. Ms. Hoffman inquired as to the amount of revenue

from the weddings and other events held at the Community Center. Mr. Forbes explained the estimated revenue amount for facility rentals downtown to be \$40,000.

Mr. Doherty asked how the City markets the Jazz events. Mr. Meadors explained that PRI Productions advertises the events on local Comcast cable tv and 96.1 radio stations.

Mr. Forbes discussed upcoming budget issues for funding the Sea & Sky Spectacular held in October 2015. He explained \$60,000 was set aside in the FY2014 year-end budget adjustment. He noted the additional costs for adding a movie for the weekend of the Beaches Opening. He explained the contract with Jax Beach Festivals, Inc. ends in 2015.

Golf Course

The City Manager reviewed the division responsibilities, accomplishments, goals and performance measures and survey results as detailed in the report. Mr. Forbes stated the golf course is operated as an enterprise fund and is intended to generate sufficient revenues to cover operating costs.

Mr. Forbes discussed the funds from Green Fees and Memberships as detailed in the charts in the report. Mayor Latham asked in order to increase fees generated from Cart rentals, would it be advisable to not permit walkers on the golf course. Mr. Meadors discussed the golf course's policy on golfers walking the golf course.

Mr. Forbes discussed the budget issues and detailed the maintenance required on the golf course irrigation lines and replacing the triplex mower.

A discussion ensued on the recommendation of dedicating the groundskeeper to care and maintenance of the golf course.

Mr. Forbes explained that a mid-year budget adjustment of approximately \$200,000 would need to be done to cover the unanticipated repair and maintenance costs at the golf course.

Mr. Forbes and Mr. Meadors discussed reviewing marketing efforts for the golf course to increase attendance.

Mr. Meadors discussed a two-month pilot project of installing eight-inch hole cups on the greens to raise attendance at the golf course [by increasing the pace of play]. Attendees would be asked to take a survey to see if it would be a viable project to consider. City Council Members expressed their concerns and, the City Manager stated we would not pursue enlarging the hole cups.

Discussion ensued recommending redirecting the \$20,000 allocated for marketing the golf course to maintenance improvements of the golf course greens. The City Council did not approve adding this money to the budget.

Grounds Maintenance

The City Manager discussed the responsibilities of the division, recent accomplishments, funding sources chart, allocations and goals for FY2016 as detailed in the report. He explained the budget is up by approximately 7% due to the increased park maintenance and tree replacements [as needed].

The workshop adjourned at 7:53 P.M.

Submitted by: Laurie D. Scott
City Clerk

Approved:

William C. Latham, MAYOR

Date: September 8, 2015

DRAFT

**City of Jacksonville Beach
Minutes of City Council
FY2016 - Budget Workshop
Tuesday, August 11, 2015**

Mayor Latham called the Budget Workshop to order at 5:00 PM.

City Council members in attendance:

Christine Hoffman (absent)	Phil Vogelsang	Keith Doherty
Bruce Thomason	Jeanell Wilson	Lee Buck

Also present were City Manager George Forbes, Deputy City Manager Trish Roberts, Finance Officer Karen Nelson, Budget Officer Ashlie Gossett, Director of Beaches Energy Services (BES) Allen Putnam, and Nancy Pyatte, City Clerk's Office.

Beaches Energy Services

Mr. Forbes introduced BES staff supervisors in attendance, which included Electric Utilities Superintendent Lamar Whitaker, Relay Supervisor Matt Campbell, and Accountant/Analyst Eddie Vergara.

The City Manager stated Beaches Energy Services provides electric service from Neptune Beach to Guana State Park. Their Mission is to provide reliable energy services at a competitive price with superior customer service, "Above and Beyond the Expected." They are responsible for maintaining electric service and managing natural gas service in Jacksonville Beach, Neptune Beach, Ponte Vedra Beach, and Palm Valley. As listed in the report, there are eight divisions that comprise BES, and Mr. Forbes reviewed their responsibilities. Mr. Forbes reported that BES is rated one of the most reliable in the state, and he is very proud of that accomplishment.

Mr. Forbes continued, stating the future of Beaches Energy Services will be dramatically different in the next ten to thirty years. The proposed governmental energy regulations will have an impact on power supply options. There is a push to drive out coal, to stop construction of new natural gas plants, and to install alternative energy sources, such as wind or solar power. There are constant changes with technology in this industry that require BES to continue investigating new programs and adapting to new technology that will provide reliable energy services to our customers.

Allen Putnam, Director of Beaches Energy Services, reviewed the Accomplishments for FY2014-2015, as listed in the report. He reported they received the Diamond designation from the American Public Power Association, which is a three year process to apply and qualify for. This is the highest designation a utility can receive.

BES has replaced wood poles with concrete poles, and installed overhead to underground conversions, which is a key part of the storm-hardening program.

Mr. Forbes reviewed the System Reliability chart, noting the high performance level of BES. As reported by the Florida Municipal Power Agency (FMPA), 25 cities reported an average interruptible

duration time of approximately 86 minutes in a 12 month period. BES, in that same time period, maintained approximately 15 minute average of interruptible duration time.

Customer service surveys results were reviewed for the Utility Billing and Energy Audit employees, reflecting a high level of customer satisfaction. Mr. Forbes discussed the cost of services and said that our residential rates are very competitive and below the State average. Customer growth has increased 7% over the past 10 years, as noted on the chart in the report.

The Energy Efficiency and Conservation programs are performing very well in our community and we continue to provide conservation information and services. Mr. Forbes reviewed several of the conservation resources and initiatives offered to our customers.

The department goals for FY2016 were reviewed, as listed in the report. Mr. Forbes stated we continue to ensure the highest level of system reliability with infrastructure improvements and enhance customer convenience and service.

The City Manager discussed the Performance Measures based on cost, service, and reliability. Our residential rates are below the State average, as well as the outage times per customer. The Funding Sources for FY2016 were reviewed, the highest being from residential services as shown on the chart in the report.

The Financial Summary for electric and natural gas was reviewed. Mr. Forbes stated the budget for FY2016 reflects a minimal increase. The cost of purchased power is directly related to the cost of natural gas.

Mr. Forbes reviewed the chart showing the megawatt hours purchased from FMPA, which varies year to year based on weather conditions and the economy. Our City is one of 14 All-Requirements members in FMPA. The long-range projection studies indicate that FMPA has adequate generation resources for the next 10 years. Conservation, energy efficiency, and demand response programs have been very successful and benefit customers.

Regulatory issues continue to increase from NERC (North American Electric Reliability Corporation) and FRCC (Florida Reliability Coordinating Council), regarding compliance standards. Mr. Forbes reviewed the increased measures and standards for compliance. Mr. Forbes talked about modernizing the grid to continue strengthening the infrastructure and improve service reliability. BES rates are competitive statewide and we do not have franchise fees or charge utility taxes.

Mr. Putnam reviewed the Capital Projects for 2016 as listed in the report. Mr. Forbes stated the amount budgeted for Unplanned Projects allows BES to handle unexpected major repairs and projects that arise each year. As pictured in the report, Mr. Forbes reviewed the Solana Road Underground Feeder Phase 2, the Overhead Feeder Rebuild South 15th Street, and the Overhead Feeder Rebuild Fairway Lane Phase I.

The BES natural gas service began in June 2010. Mr. Forbes reviewed the Financial Summary, as detailed in the report. The budget increase is a result of an increased demand and use of natural gas. Mr. Forbes reviewed the Florida Public Gas Systems list from the report which shows the customer base and the map showing the BES natural gas service area.

There was a brief discussion about the process of replacing and/or repairing what we have to do before a failure occurs. These steps ensure that we always have a reliable system.

Mr. Forbes thanked the Mayor and Council for attending all the meetings. The Budget Adoption meetings are scheduled for September 3, 2015 and September 14, 2015, both at 6 PM.

The Mayor and Council thanked Mr. Forbes and all the departments for providing the necessary information to them.

The Workshop adjourned at 6:00 PM.

Submitted by: Nancy Pyatte
Assistant City Clerk

Approved:

William C. Latham, Mayor

Date: September 8, 2015

DRAFT

**Minutes of Regular City Council Meeting
held Monday, August 17, 2015, at 7:00 P.M.
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida.**



CALL TO ORDER:

Mayor Charlie Latham called the meeting to order at 7:00 P.M.

OPENING CEREMONIES:

The invocation was given by Council Member Vogelsang; followed by the Salute to the Flag.

ROLL CALL:

Mayor: William C. Latham

Council Members: Lee Buck Keith Doherty Christine Hoffman
 Bruce Thomason Phil Vogelsang Jeanell Wilson

Also present was City Manager George Forbes and City Clerk Laurie Scott.

APPROVAL OF MINUTES

It was moved by Ms. Wilson, seconded by Ms. Hoffman and passed unanimously, to approve the following minutes as presented:

- City Council Budget Tour held July 31, 2015
- City Council Budget Workshop held August 3, 2015
- Regular City Council Meeting held August 3, 2015
- City Council Budget Workshop held August 4, 2015

ANNOUNCEMENTS

Council Member Wilson

- Ms. Wilson announced the Classic Car Cruise will be held Tuesday, August 18th, 2015.

Mayor Latham

- On August 5th, 2015 he met with many travel magazine writers from all over the country to discuss Jacksonville Beach.
- On August 6th, 2015 he represented Jacksonville Beach at the 50th Anniversary of the Voter's Right Act with Jacksonville Mayor Lenny Curry. During the event, Jacksonville

Beach Council Women Margaret McQueen was recognized as the first African-American to serve on the Jacksonville Beach City Council.

- He reported he attended the Florida League of Cities and Florida League of Mayors conference held in Orlando, Florida last week.

COURTESY OF THE FLOOR TO VISITORS:

Speaker(s):

- Jamir Schryver, 525 N. 3rd Street, Jacksonville Beach.
Ms. Schryver discussed her concerns about the vacant, unpaved lot located at 2nd Street North and 5th Avenue North.

MAYOR AND CITY COUNCIL:

CITY CLERK:

CITY MANAGER:

(a) Accept the Monthly Financial Reports for the Month of July 2015

Motion: It was moved by Ms. Wilson, seconded by Ms. Hoffman, to accept the Monthly Financial Reports for the Month of July 2015.

Roll call vote: Ayes – Buck, Doherty, Hoffman, Thomason, Vogelsang, Wilson, and Mayor Latham; Motion carried unanimously.

(b) Request by Deck the Chairs for the City to Assist in Funding a Sea Shell Slide

Motion: It was moved by Ms. Wilson, seconded by Ms. Hoffman, to review the request from Deck the Chairs and to guide the City Manager regarding a course of action.

Mr. Forbes explained that Deck the Chairs has requested \$12,000 from the City to assist in funding a Sea Shell Slide for the Deck the Chairs event. Mr. Forbes introduced Kurtis Loftus, who presented a PowerPoint Presentation on his proposal for a Sea Shell Slide for the event. [Slides on file].

A discussion ensued in which the Council Members discussed the following points:

- City funding the expansion costs of the Deck the Chairs project and the recurring costs
- Storage costs and facilities for the Sea Shell Slide

- Location of Sea Shell Slide near the Boardwalk
- Charging residents a fee to use the slide when purchased with taxpayer funds
- Amount of funds the city has contributed to Deck the Chairs to date
- Buying the Sea Shell Slide versus renting an inflatable slide
- Additional liability and insurance costs if the slide is not purchased but instead renting or leasing a slide
- Capital outlay – Vendor selection and City staff involvement in the process
- Whether the timing is right for a project of this scope
- Whether the slide would draw people downtown during the daytime, as intended

Council Members did not support the City funding the Sea Shell Slide project.

Council Members each recognized Mr. Loftus for his valuable contribution and creativity to the Deck the Chair events and improving the downtown Jacksonville Beach experience.

Mayor Latham called for a roll call vote by the City Clerk.

A brief discussion ensued whether the motion was to “approve” or “review” the request for financial assistance.

Mr. Forbes stated the motion was to review the request.

Motion: It was moved by Council Member Doherty to approve \$12,000 to assist in funding the Sea Shell Slide for Deck the Chairs.

Motion failed due lack of a second

(c) **Approve an Amendment to the Inter-local Agreement with the City of Jacksonville for Community Development Block Grant Funds**

Motion: It was moved by Council Member Wilson, and seconded by Council Member Hoffman to Authorize the Mayor and City Manager to execute an amendment to the Community Development Block Grant Inter-local Agreement that we will not trade funds for unrestricted local funds, as described in the memo by the City Manager dated August 5, 2015.

Mr. Forbes explained the City receives Community Development Block Grant funds from the City of Jacksonville. The funds are used to assist with the costs associated with the police officer in the CAPE program, and tutors and children’s programs at

the Carver Center. The City of Jacksonville has received a notice from the Federal Department of Housing and Urban Development requesting our agreement be amended. They required the new agreement incorporate language specifying a unit of general local government may not sell, trade, or otherwise transfer all or any portion of block grant funds to a metropolitan city, urban county, or unit of general local government in exchange for any other funds. The City receives approximately \$150,000 of Community Block Grant funding.

Mr. Forbes reported he made technical corrections to the agreement. He stated for the record he corrected the approval year from 1998 to 1996 in the Inter-local [second] agreement we have regarding the county Community Block Grant funds.

Roll call vote: Ayes – Doherty, Hoffman, Thomason, Vogelsang, Wilson, Buck and Mayor Latham; Motion carried unanimously

- (d) 1) **Approve a Draw from the Law Enforcement Trust Fund for Equipment and Related Expenses for Ongoing Crime Prevention and Community Relations Programs; and Continue Funding the Part-time Police Volunteer Coordinator for the Citizen Police Academy Alumni Association and Citizens on Patrol Volunteers**

Motion: It was moved by Council Member Wilson, and seconded by Council Member Hoffman to approve a draw of \$34,429 from the Law Enforcement Trust Fund to be used to purchase equipment and materials for crime prevention and community relations programs scheduled for FY15-16 and to fund a part-time police volunteer coordinator.

Mr. Forbes reported these were federal and state seizure monies. We are requesting approval to use the funds to run the following crime prevention and community relations programs:

- Citizen Police Academy, Class XXXVI and XXXVII;
- Youth Police Academy, Class XVIII;
- Citizens on Patrol Certification Class;
- Citizen Police Academy Alumni Association Banquet;
- Kids Halloween Party;
- Kids Christmas Party; and
- Kids Fishing Rodeo
- Part Time Volunteer Coordinator

Roll call vote: Ayes – Hoffman, Thomason, Vogelsang, Wilson, Buck, Doherty and Mayor Latham; Motion carried unanimously

2) Approve a Draw from the Federal Equitable Sharing Fund for Police Officer Overtime Expenses for Crime Prevention and Community Relations Programs

Motion: It was moved by Council Member Wilson, and seconded by Council Member Hoffman to approve a draw of \$17,100 from the Federal Equitable Sharing Fund to be used to pay for police officer overtime expenses associated with crime prevention and community relations programs scheduled for FY15-16.

Roll call vote: Ayes – Thomason, Vogelsang, Wilson, Buck, Doherty, Hoffman and Mayor Latham; Motion carried unanimously

(e) Approve Reconstruction of the Golf Course Green on Hole #1

Motion: It was moved by Council Member Wilson, and seconded by Council Member Hoffman to approve the reconstruction of the golf course green on Hole #1 as described in the memorandum from the Director of Parks & Recreation dated August 12, 2015.

Mr. Forbes explained the City of Jacksonville Beach operates a municipal golf course located on Penman Road South. The golf course has been in operation since 1957. Prior to that time, part of the land that the golf course occupies was used as a landfill. Contact with the landfill has damaged the green on Hole #1, resulting in severely damaged grass that will not grow.

Mr. Doherty inquired if we know the location of the landfill in relationship to the golf course and going forward will there be the potential for it affecting other areas of the golf course. Mr. Forbes responded to Council Member Doherty's question by stating we do not know precisely where the landfill is located in relation to the golf course.

Mr. Forbes explained that Hole #1's damage is believed to be related to the landfill. After discussion with the agronomist consultant with the United States Golf Association Green Section, it was recommended that a liner be installed to create a barrier between the landfill. After the liner is installed, the green can be rebuilt by installing drainage pipes, gravel, a new soil mix and sod.

Mr. Vogelsang recommended that the golf course superintendent be focused more on managing the greens on the golf course than on other projects.

Ms. Wilson stated she has a hard time expending funds for the golf course, but since we own it, we must maintain it.

Mr. Buck said if we get the greens in shape, the players will come back and frequent the golf course.

Mr. Forbes recognized Mr. Meadors for his management of the golf course. He also recognized Mr. Vogelsang's point about the golf course maintenance person spending most of her time on the maintenance of the golf course and not on other projects.

Roll call vote: Ayes – Vogelsang, Wilson, Buck, Doherty, Hoffman, Thomason and Mayor Latham; Motion carried unanimously

RESOLUTIONS:

ORDINANCES:

ORDINANCE NO. 2015-8063 (Second Reading)

Mayor Latham requested that the City Clerk read, ORDINANCE NO. 2015-8063, Second Reading, by title only; whereupon Ms. Scott read the following:

AN ORDINANCE AMENDING CHAPTER 5, "ANIMALS," OF THE CODE OF ORDINANCES OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, BY CREATING ARTICLE II, DIVISION I, "COMMERCIAL ANIMAL ESTABLISHMENTS," BY CREATING SECTION 5-35, TO BE ENTITLED "REQUIREMENTS FOR SALES OF DOGS AND CATS;" PROVIDING FOR DEFINITIONS; PROVIDING FOR PERMITTED SOURCES; PROVIDING FOR CERTIFICATE OF SOURCE; AND PROVIDING FOR PENALTIES; PROVIDING FOR SEVERABILITY; PROVIDING FOR THE REPEAL OF ALL ORDINANCES IN CONFLICT HERewith; PROVIDING FOR CODIFICATION; AND PROVIDING FOR AN EFFECTIVE DATE.

Motion: It was moved by Ms. Wilson, seconded by Ms. Hoffman to adopt Ordinance No. 2015-8063 entitled "Requirements for the Sales of Dogs and Cats."

Mayor Latham opened the floor to Speakers.

Speakers:

- Michael Kassnoff, 10400 San Jose Boulevard, Jacksonville (owner of Pet World in Jacksonville) Mr. Kassnoff spoke in opposition to the Ordinance.
- Norma Badanowski, 3201 Ocean Drive South, Jacksonville Beach
Ms. Badanowski spoke in support of the adoption to the Ordinance.
- Mark Stillman, 1928 Tanglewood Road, Jacksonville Beach
Mr. Stillman spoke in support of the adoption of the Ordinance.

Mr. Forbes explained this ordinance (Section 5-35) regulates the retail sale of puppies and kittens in the City and requires proper documentation from retailers ensuring the origin of puppies and kittens for sale. The documentation requires that the puppies or kittens for sale be from either an animal rescue organization or a public animal shelter. He further explained the Ordinance did not prohibit Jacksonville Beach dog owners from selling their dogs [puppies] from their homes. Mr. Vogelsang's proposed amendments to the Ordinance from the August 3, 2015, City Council Meeting were included in the Ordinance.

Ms. Wilson spoke in opposition to adopting the Ordinance. She stated she agreed with the concept of protection from puppy and kitty mill operations; however she believes that the Ordinance is too restrictive on our citizens and the business owners.

Mr. Vogelsang spoke in support of the Ordinance. He recognized Mr. Kassnoff's [speaker] concerns about infringing on pet store rights but stated the Ordinance would not directly affect any of the stores in the City of Jacksonville Beach.

Ms. Hoffman spoke in support of the Ordinance. She stated if citizens are looking for the opportunity to bring an animal, of any age, into their homes, they can get them from the city's local pet stores. Moreover, they will not run the risk of those animals coming from a puppy mill.

Mr. Doherty also spoke in support of the Ordinance.

Mayor Latham spoke in support of the Ordinance. We are not doing anything from prohibiting anyone from getting a dog, and we are not preventing anyone from going to a breeder here in our city.

Roll call vote: Ayes – Buck, Doherty, Hoffman, Thomason, Vogelsang and Mayor Latham;
Nays - Wilson
Motion carried unanimously

ADJOURNMENT:

There being no further business, the meeting adjourned at 8:25 P.M.

Submitted by: Laurie Scott
City Clerk

Approval:

William C. Latham, MAYOR

September 8, 2015

Date

DRAFT

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TO: George Forbes, City Manager

FROM: Jason Phitides, Property and Procurement Officer

DATE: August 21, 2015

RE: RFP 03-1415, Professional Services for Design Build of Municipal Skate Park

ACTION REQUESTED:

Approve the three highest rated firms for the Design Build of a Municipal Skate Park to: (1) *Team Pain*; (2) *California Skate Parks*; (3) *Grindline Skate Parks*, and approve *Team Pain* to continue Phase 2 of the project.

BACKGROUND:

Skateboarding is one of the fastest growing activities in the United States, with more than 14 million participants. In recent years, hundreds of municipalities have come to embrace the social and recreational benefits of skate parks. Three new skate parks are built in the U.S. every week.

The Parks and Recreation Department has identified a skate park site at South Beach Park (See attached map). The skate facility will have two sections. The main section would be approximately 19,000 square feet and would replace the current pond. The second section would be located adjacent to the basketball court, bordered by the Parks & Recreation building on the west, and South Beach Parkway on the east. The surface area would be approximately 4,000 square feet.

The intent of this RFP is to select a qualified firm to design and construct a skate park facility in Jacksonville Beach. The overall objective is to provide skate facilities for the beginner to intermediate skater in a family friendly environment. The facility would contain seating and shade structures available to all park visitors, and include unique features reflective of our community.

Phase 1 of the RFP includes the evaluation of each response, concluding with the ranking of the three highest rated firms. In Phase 2, the City will provide the highest rated firm a comprehensive scope of services. In response, the selected firm will offer a final design proposal, and, if approved by the City Council, will



proceed with final design and construction documents, including negotiations for a binding estimate of cost. If a suitable agreement cannot be reached during this phase, the next ranked firm will be afforded the opportunity to complete Phase 2 and complete construction of the project.

Requests for proposals were mailed to twenty three (23) firms and we received five (5) responses. City staff evaluated responses based on qualifications, experience, references and design concept. The following four (4) firms were invited to make further presentation to the committee:

- California Skate Parks, Upland, California.
- Evergreen Skate Parks, Portland, Oregon.
- Grindline Skate Parks, Seattle, Washington.
- Team Pain, Orlando, Florida.

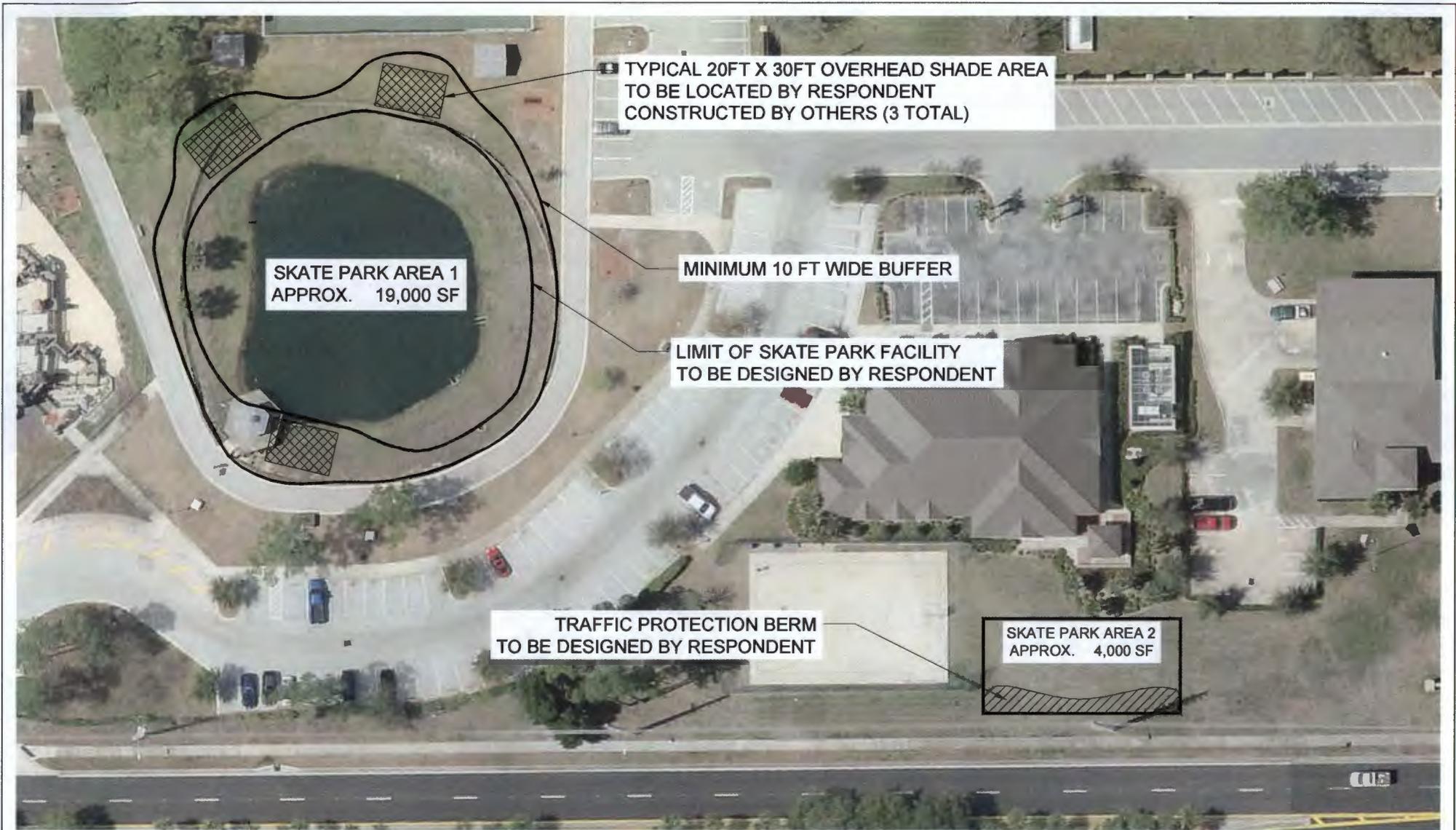
All four firms provided outstanding qualifications, experience and references. California Skate Parks and Team Pain were particularly impressive and further elevated their rankings due to innovative and unique design concepts.

Either firm would provide exceptional skate park facilities. The committee ranked Team Pain slightly ahead of California Skate Parks mainly due to their incorporation of signature art features that capture the culture and heritage of our beach community. Their experience with Florida's seasonal high water table and flood plain elevations was another separating factor. Tim Payne, a world renowned skateboarder and one of the early pioneers in building skate parks, is the owner of Team Pain. He will oversee the design and construction in order to provide his signature guarantee on the completed project.

For these reasons, the committee ranked the firms as follows: (1) Team Pain (2) California Skate Parks (3) Grindline Skate Parks (4) Evergreen Skate Parks. The highest rated firm will continue in Phase 2.

RECOMMENDATION:

Approve the three highest rated firms in response to Phase 1 of RFP 03-1415 Professional Services for Design Build of a Municipal Skate Park in descending order to: (1) *Team Pain* (2) *California Skate Parks* (3) *Grindline Skate Parks*, and approve *Team Pain* to continue Phase 2 of the project, as explained in the memorandum from the Property and Procurement Officer, dated August 21, 2015.



**CITY OF JACKSONVILLE BEACH, FLORIDA
DEPARTMENT OF PUBLIC WORKS**

SITE PLAN
SOUTH BEACH PARK
SKATEBOARD FACILITIES

SCALE: 1" = 40'
DATE: 2015.05.14

DATE	REVISIONS	BY

**EXHIBIT
B**

City of Jacksonville Beach

RFP #: 03-1415 - Professional Services for Design Build of Municipal Skate Park

Evaluation Committee – Collective Score Sheet and Summary Notes

Collective Score Summary:

	Qualifications	References	Concept	Total	Rank
Team Pain	3	3	4	10	1
California	3	3	3	9	2
Grindline	3	3	2	8	3
Evergreen	2	3	2	7	4

Evaluation Criteria 1: Design and Construction Team Qualifications:

Credentials of the project team, suggest how best to maintain public involvement, interest, and approval during the design process, provide a brief statement of key issues and challenges in designing skate park facilities, provide outline work plan and tentative schedule.

Firm	Comments	Score
California	Full service with in-house engineering staff. Has a community interactive website for public involvement (specific to this project). No limit to community meetings. Addressed storm water drainage into design flow. Detailed project timeline through de-mobilization. 3 months for complete construction. Design and drawings 8 weeks.	3
Evergreen	Owner is the Lead Designer and Project Manager. No licensed engineer on team. Project construction team all experienced skaters. Hold two public meetings for design input. Facebook interaction, suggested City advertise public meeting. Provided comprehensive work plan. 10 – 14 weeks for design drawings and plan. 17 weeks construction.	2
Grindline	Skater owned & operated. Sub-consultant Riverstone Engineering. Two public meetings for design input. Will provide comprehensive operations manual and preventative maintenance schedule. Tailored to end user blended with existing facilities. Detailed sequential work plan. After plan completion 4 months construction. No engineering issues raised.	3
Team Pain	Owner is Tim Payne, pioneer in skate park design and build, also lead designer. Florres Construction, Littlejohn Engineering, Vickstrom Engineering and Tim Payne. Addressed seasonal high water table in Florida and flood plain elevation. Every team member over 10 years skating experience.	3

Evaluation Criteria 2: Experience and References:

Provide projects similar in size and scope. (Include scope of project, contact information, status of project, original cost versus final contract cost, reasons for cost variances, and narrative of each project discussing salient features and how economic and operational objectives were satisfied by the design).

Firm	Comments	Score
California	25 years experience. Vans (42,500 SF); Huntington Beach (42,500 SF); Lake Havasu (46,000 SF); Kennesaw, GA (40,000 SF); East Northport (17,000 SF); Los Angeles (25,000 SF).	3
Evergreen	11 years experience. Over 150 parks completed, some international, Israel, Europe. Parks listed: Thunderpark (12,500 SF); Milliken CO (13,400 SF); Fredericksburg (13,500 SF); Windells (40,000).	3
Grindline	Over 200 skate park projects. Listed three different projects for each project team member.	3
Team Pain	30+ years experience. Over 200 skateparks worldwide. Ocala (20,000 SF); Lakeland (24,000 SF); Zephyrhills (8,000 SF); Brandon (14,500 SF); New Tampa (15,000 SF).	3

Evaluation Criteria 3: Conceptual Design:

Demonstrate innovative and unique design solutions.

Firm	Comments	Score
California	Detail oriented process driven by community input. Functional and aesthetically pleasing. Excellent color rendering, strong on shade structures and fencing features. Roots of design are landscape integration. Detailed safety controls. Colorful & vibrant concepts.	3
Evergreen	Goal is high quality user friendly park that looks like it belongs. Highlighted the park flow and aesthetics. Did not include shade structures and would bid to contractor.	2
Grindline	Included shade structures. Good aesthetic design flow. Designed Atlantic Beach park (for more advanced skaters).	2
Team Pain	Provided signature beach type features in landscape design to incorporate in the park. Emphasized creating an environment for all park visitors. Reinforce the brand of the City through art features. Searching for stories to tell in the design. Goal is a unique park experience for family.	4

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TO: Mayor Latham and City Council

FROM: George D. Forbes
City Manager

DATE: August 22, 2015

SUBJECT: Request to erect a Ferris wheel in the parking lot adjacent to Latham Plaza in conjunction with the Oktoberfest

ACTION REQUESTED:

Permission to erect a Ferris wheel in the parking lot adjacent to Latham Plaza, in conjunction with the Oktoberfest.

BACKGROUND:

The City of Jacksonville Beach's Special Events Policies state that:

“Mechanical or carnival type rides for children are permitted at the Sea Walk Pavilion and Latham Plaza. No mechanical or carnival type rides may be erected in City parking lots, or on roads or sidewalks without the approval of the City Manager. A list of proposed children's rides, along with anchoring methods, must be presented and approved by the Special Events Committee. A copy of the State inspection certificate must be provided to the City before rides can be operated. The rides are only allowed in Latham Plaza and Seawalk.”

The Parks and Recreation Department has received a request to place a Ferris wheel in the parking lot adjacent to Latham Plaza for the Oktoberfest event, scheduled for October 16-18.

The Ferris wheel has a base of 26' x 65' and is 100 feet high. It is to be placed on the First Street side of the Latham Plaza parking lot. By comparison, the bottom of the roof line at the Four Points by Sheraton is 65' (located across the street from the parking lot). Due to the size of the ride, setup will take an extra day (Thursday, October 15).



Concerns that need to be addressed are:

1. Is a ride of this type and size appropriate for children?
2. Is a ride of this size appropriate for a special event in downtown Jacksonville Beach? Does it help project the image the City wants to convey?
3. Will the ride be properly sited and anchored to be safe and to not damage the parking lot?

This is a large attraction that I am reluctant to approve without the City Council's direction. I would have no objection to approving this Ferris wheel as a one-time pilot project to determine if the above concerns can be met and there are no negative unanticipated consequences. I am also going to charge the Oktoberfest an extra day's rental for Thursday's use of the parking lot.

RECOMMENDATION:

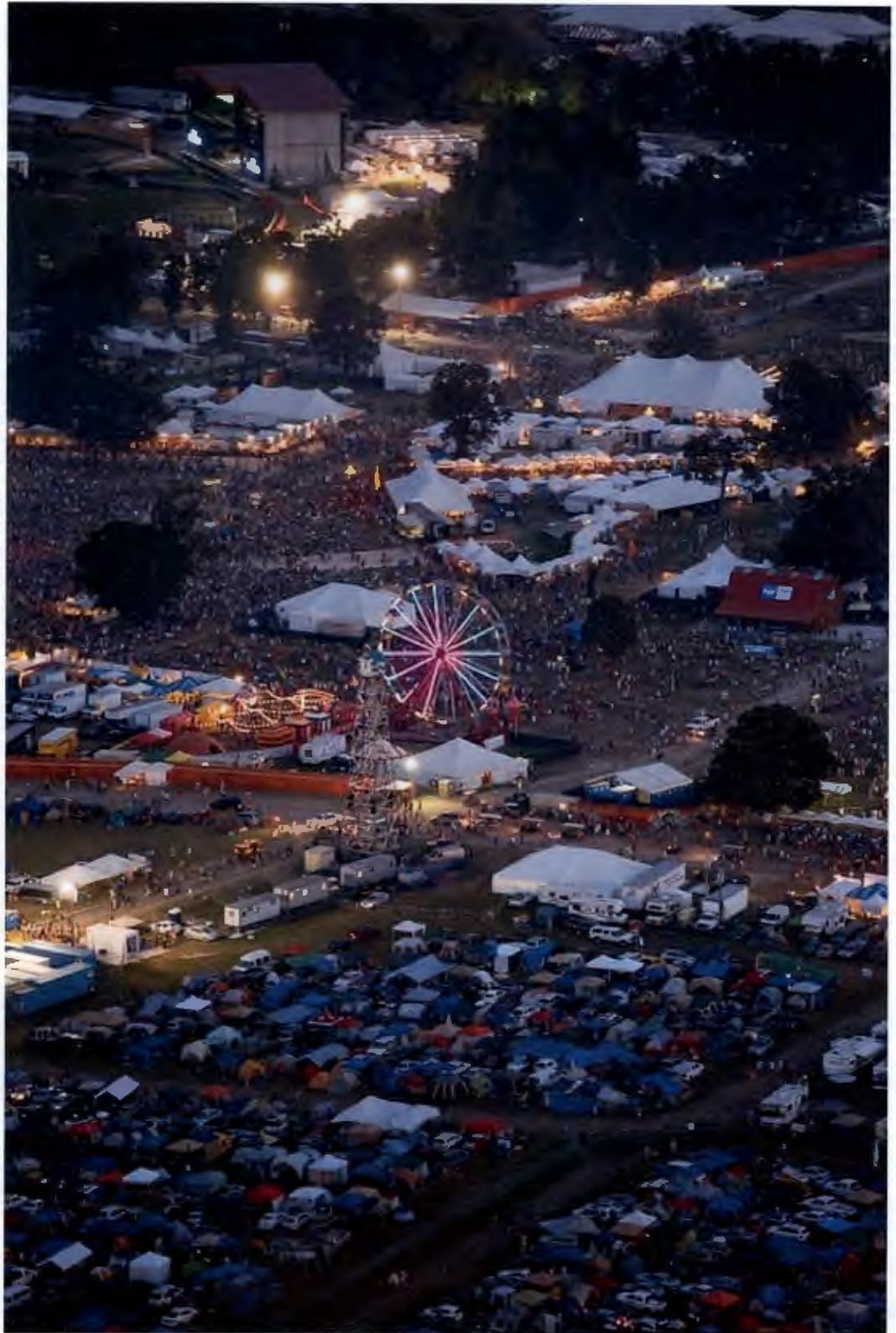
Approve the use of a 100' tall Ferris wheel for the Oktoberfest as a pilot project as detailed in a memo from the City Manager dated August 22, 2015.



2015 BEACHES OKTOBERFEST

VENDOR LIST VERSION 2







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TO: George Forbes, City Manager

FROM: Jason Phitides, Property and Procurement Officer

DATE: August 18, 2015

RE: Award RFP 07-1415, Fleet Management and Vehicle Maintenance Services

ACTION REQUESTED:

Approval to execute a continuing services contract with *First Vehicle Services, Inc.*, in response to RFP No. 07-1415 for Fleet Management and Vehicle Maintenance Services.

BACKGROUND:

This contract covers the repair and maintenance for the City's vehicle and equipment fleet. There are 265 units in the entire fleet. The Contractor operates from the City's vehicle maintenance garage at the Operations & Maintenance Facility. The contract term is five (5) years with the City Manager having the authority to renew the contract for one (1) additional year. The current contract expires in October 2015.

Requests for proposals were mailed to seven (7) prospective vendors and we received responses from two (2) of the industry's leading service providers, Vector Fleet Management and First Vehicle Services.

An evaluation committee representing the Police Department, Beaches Energy Services and Public Works, evaluated the proposals based on project approach and staffing (20%); qualifications and experience (30%); references (30%) and pricing (20%).

The contract is currently performed by First Vehicle Services, Inc. Contractor performance is measured periodically by customer surveys, which evaluate factors such as: service quality, efficiency and staff competence. First Vehicle Services has consistently maintained high ratings throughout the contract term.

First Vehicle also proposed a significantly lower contract cost. The annual contract cost proposed by Vector Fleet was \$482,496.00 versus \$441,872.37 from First Vehicle, a difference of \$40,623.63 annually or \$243,741.78 over the



contract term. The contract allows an annual adjustment based on the Consumer Price Index (published by the Bureau of Labor Statistics).

Due to past performance, lower contract costs and no transition costs or disruption to service, staff recommends the contract be awarded to First Vehicle Services.

Funding for this contract is budgeted in each department's repair and maintenance account for vehicles and equipment.

RECOMMENDATION:

Award RFP Number 07-1415, entitled Fleet Management and Vehicle Maintenance Services contract, to *First Vehicle Services, Inc.*, for a period of 5 years with the City Manager having authority to renew the contract for one (1) additional year, as explained in the memorandum from the Property and Procurement Officer, dated August 18, 2015.

City of Jacksonville Beach
 Evaluation Ranking - Assessment Summary
 RFP No. #07-1415
 Fleet Management & Vehicle Maintenance Services

Scoring Scale
 4 = excellent
 3 = above average
 2 = average
 1 = below average

Beaches Energy	Police	Public Works	Subtotal	Weight	Total	RANK
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1. Project Approach & Staffing

First Vehicle Services	2	3	3	8	20	160	1
Vector Fleet Management	3	2	2	7	20	140	2

2. Qualifications & Experience

First Vehicle Services	2	3	3	8	30	240	1
Vector Fleet Management	2	2	2	6	30	180	2

3. References

First Vehicle Services	3	3	3	9	30	270	1
Vector Fleet Management	2	2	2	6	30	180	2

4. Pricing

First Vehicle Services	3	3	3	9	20	180	1
Vector Fleet Management	2	2	2	6	20	120	2

Grand Totals

First Vehicle Services	10	12	12	34	100	850	1
Vector Fleet Management	9	8	8	25	100	620	2

**City of Jacksonville Beach
 Evaluation Criteria Notes
 For RFP #: 07-1415 Fleet Management & Vehicle Maintenance Services**

Evaluation Criteria 1: Project Approach and Staffing

	Beaches Energy	Police	Public Works	Subtotal	Weight	Total
First Vehicle	2	3	3	8	20	160
Vector Fleet	3	2	2	7	20	140

Both companies provided similar approaches with goals to: reduce overall fleet maintenance costs; improve equipment availability and increase efficiencies. Vector offered 5 full time employees while First Vehicle provided 4 full time employees.

First Vehicle scored higher because there would be no disruption to service and no transition costs. General Manager Mike Doyle has received outstanding reviews from each of the City departments for his operational and organizational skills and the efficiency of his operation. Current vehicle downtime is at a minimum and all Preventative Maintenance schedules have been accomplished on time.

Concerns expressed: Vector Fleet's increase in employee count may contribute to increased labor costs. Vector Fleet may hire staff unfamiliar with the project.

Evaluation Criteria 2: Qualifications and Experience

	Beaches Energy	Police	Public Works	Subtotal	Weight	Total
First Vehicle	2	3	3	8	30	240
Vector Fleet	2	2	2	6	30	180

Both companies have equally impressive qualifications and experience. First Vehicle was established in 1981; Vector Fleet in 1988.

City of Jacksonville Beach
Evaluation Criteria Notes
For RFP #: 07-1415 Fleet Management & Vehicle Maintenance Services

Evaluation Criteria 3: References

	Beaches Energy	Police	Public Works	Subtotal	Weight	Total
First Vehicle	3	3	3	9	30	270
Vector Fleet	2	2	2	6	30	180

RFP required a minimum of 3 references of similar size.

Vector provided 5 references with only one similar in size. All others were larger contracts. (Newberry County 300 units; Ector County \$900K; Midland Texas \$570K; City of Big Spring Texas \$800K; Mosaic Mines, FL \$7M 1,700 units; Plant City FL \$1.3 million 850 units)

First Vehicle provided 3 similar sized references. (Atlantic Beach 225 units \$250K; Georgetown County 400 units \$750K; Darlington, SC 225 units \$800K)

Evaluation Criteria 4: Pricing

	Beaches Energy	Police	Public Works	Subtotal	Weight	Total
First Vehicle	3	3	3	9	20	180
Vector Fleet	2	2	2	6	20	120

First Vehicle Services: \$ 441,872.37 provided a non-contract rate of \$25.00 per hour
 Vector Fleet \$ 482,496.00 provided a non-contract rate of \$25.70 per hour

Grand Total Scoring:

	Beaches Energy	Police	Public Works	Subtotal	Weight	Total	RANK
First Vehicle	10	12	12	34	100	850	1
Vector Fleet	9	8	8	25	100	620	2

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MEMORANDUM

TO: George D. Forbes, City Manager
FROM: Ann Meuse, Human Resources Director 
SUBJECT: Employee Benefit Renewals for Calendar Year 2016
DATE: August 31, 2015

ACTION REQUESTED

Approve contracts, effective January 1, 2016 with:

- Florida Blue for medical insurance
- MetLife for dental insurance
- SunLife for life insurance
- Advantica for voluntary vision insurance
- Allstate for GAP Care, accidental & critical illness and individual voluntary benefits

BACKGROUND

Currently, City employees and retirees are covered by multiple carriers for medical, dental, vision, life, and voluntary benefits. All of these benefits will renew on January 1, 2016. Initially the City's health insurer, Florida Blue, quoted a 10.7% annual increase to the City's health insurance premium. As a result of negotiations with Florida Blue, the City was able to secure a 5.57% increase for the 2016 plan year by making a change in the City's prescription drug program and utilizing a \$40,000 wellness reimbursement from Florida Blue and a \$17,730 Affordable Care Act rebate to reduce premium costs.

Medical

The 2016 renewal increase from Florida Blue is 5.57%, for a projected annual cost to the City of \$2,331,918 an increase of \$122,945. See *Attachment A* for current and proposed rates.



Memorandum to George D. Forbes

August 31, 2015

Page 2 of 3

Florida Blue will continue to offer the same HMO and PPO medical plan options for employees, retirees and their dependents with a change to the prescription drug program. Currently employees pay \$10 for generic drugs, \$30 for non-generic and \$50 for non-formulary drugs (generally drugs that are new to the market place and often advertised on TV). The prescription drug costs will remain the same for generic drugs, \$10, however; non-generic drugs will increase to \$50 and non-formulary drugs will increase to \$80. Currently approximately 84% of all prescription drugs purchased by the City's employees and retirees are generic drugs.

Dental

MetLife will continue to offer three dental plan options: DHMO, a low PPO option and a high PPO option. The City had a 2 year rate guarantee with MetLife for 2014 and 2015, which resulted in no increase in dental premiums in 2015. However, MetLife is requesting a 6% increase in the DHMO plan and a 12% increase in the PPO low option and PPO high option plans for 2016. Abentras, the City's insurance broker, has indicated that these fee increases reflect a combined annual increase over a two year period of 3% for the DHMO and 6% for the PPO plans for each year, which is consistent with the market place and the City's dental experience. Projected annual cost to the City is \$57,433.

Life and Disability

SunLife life and disability benefits will remain flat. The projected cost to the City for the Basic Life and AD&D is \$17,766.00. All other benefits are offered on a voluntary basis to employees.

Memorandum to George D. Forbes

August 31, 2015

Page 3 of 3

Voluntary

Advantica will continue to offer vision benefits on a voluntary basis to employees with no increase. Allstate will continue to offer a GAP plan, group accident, group critical illness and cancer coverage with no change to the current rates. There is no cost to the City for any voluntary benefits.

RECOMMENDATION

Approve contracts with Florida Blue, MetLife, SunLife, Advantica and Allstate for employee health, dental, life, vision and supplemental insurance.

EXHIBIT A
HEALTH INSURANCE RENEWAL RATES WITH COMMISSIONS
CALENDAR YEAR 2016

CITY MONTHLY RATES				
COVERAGE TIER	CURRENT		RENEWAL	
	HMO	PPO	HMO	PPO
Employee	\$501.76	\$501.76	\$529.69	\$529.69
Employee + Spouse	\$727.57	\$727.57	\$768.06	\$768.06
Employee + Child(ren)	\$727.57	\$727.57	\$768.06	\$768.06
Employee and Family	\$988.43	\$988.43	\$1,043.44	\$1,043.44
Annual City Cost*	\$2,208,973.32		\$2,331,917.83	
Annual Increase			\$122,944.51	5.57%

*Based on current enrollment

EMPLOYEE MONTHLY RATES				
COVERAGE TIER	CURRENT		RENEWAL	
	HMO	PPO	HMO	PPO
Employee	\$0.00	\$129.29	\$0.00	\$136.46
Employee + Spouse	\$277.57	\$528.19	\$293.02	\$557.52
Employee + Child(ren)	\$227.24	\$465.71	\$239.88	\$491.56
Employee and Family	\$621.16	\$1,017.46	\$655.73	\$1,073.95
Annual Employee Cost*	\$474,693.82		\$501,105.33	
Annual Increase			\$26,411.51	5.56%

*Based on current enrollment

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www.jacksonvillebeach.org

MEMORANDUM

TO: Mayor Latham
City Council Members

FROM: George D. Forbes
City Manager

DATE: August 20, 2015

SUBJECT: Resolution No. 1949-2015 to Amend the 1987 Downtown Community Redevelopment Plan, as Amended, by Incorporating the 2015 Downtown Action Plan Described in Exhibit A of the Resolution, Providing for the Use of Tax Increment Trust Funds for the Maintenance and Repair of Existing and Proposed Capital Investments Made in Accordance with the Plan, and Extending the Expiration Date for Thirty Years from the Date of Approval of the Resolution

ACTION REQUESTED

Approval of Resolution No. 1949-2015 amending the 1987 Downtown Community Redevelopment Plan to add the 2015 Downtown Action Plan, authorize the use of Tax Increment Trust Funds for the maintenance and repair of various capital investments in the Downtown District, and extend the expiration date for the Downtown Tax Increment Trust Fund.

BACKGROUND

In January 1987, the City Council adopted the current Downtown Community Redevelopment Plan. The 1987 Plan has been amended a number of times over the ensuing years. For example, the Plan was amended in 1996 to authorize the redevelopment of the city-owned land (formerly the site of the old city hall, community center, Flag Pavilion, and Crab Pot Restaurant buildings) for its current public and private uses. In November 2007, the plan was amended to incorporate the Vision Plan for Downtown and a new, comprehensive capital improvement plan.

Following the original plan and subsequent amendments, the City has invested heavily in making infrastructure improvements in Downtown. In the past two



years, it has also increased police presence through the Downtown CAPE initiative, worked to establish a practical paid parking program, and to identify and attract new businesses to the area.

Last spring, the City hosted a public workshop to introduce a new initiative in Downtown Redevelopment District called an “Action Plan for Downtown Jacksonville Beach”, which is intended to build on the work accomplished since 1987. Following the kick-off meeting, the Police Department led a number of Downtown tours. At the conclusion of the tours, we invited the community to take a survey that was intended to help identify further improvements that could be made to improve the attractiveness, appeal and perception of safety in our Downtown. At the same time, we asked many members of our business community to make suggestions about what would improve their business environment.

Generally, survey respondents liked the downtown infrastructure improvements, but felt that more attention should now be directed toward:

- Making Downtown attractive to a variety of residents and visitors of all ages,
- Increasing transportation and parking options, making it easier to get Downtown,
- Making visitors feel safer, and
- Creating a sense of place by adding design features that make Downtown a unique and memorable destination.

The resulting “Jacksonville Beach Downtown Action Plan” identifying a number of potential action items was discussed in Council Workshops on November 17, 2014, April 13, 2015, and May 4, 2015.

As required by State law, the plan has been reviewed and recommended for approval by the Community Redevelopment Agency. It was submitted to the Jacksonville Beach Planning Commission where it was found not to be in conflict with any provisions of the City’s 2030 Comprehensive Plan Elements. The Downtown Action Plan amendment is now ready to be considered for final approval by the City Council.

In the course of developing the Action Plan, the planning team was cognizant of the potential for increased maintenance and repair costs resulting from the enhanced levels of capital investments, both in the past and proposed in this

Action Plan. As a result, the redevelopment plan was amended to include maintenance as an eligible cost.

RECOMMENDATION:

Adopt Resolution No. 1949-2015 to Amend the Community Redevelopment Plan for the Downtown Redevelopment Area to include the 2015 Downtown Action Plan.

Introduced by _____
Adopted _____

RESOLUTION 1949-2015

A RESOLUTION TO AMEND THE COMMUNITY REDEVELOPMENT PLAN FOR THE DOWNTOWN REDEVELOPMENT AREA FOR THE CITY OF JACKSONVILLE BEACH, FLORIDA, AS AMENDED, ACCORDING TO THE REQUIREMENTS OF THE COMMUNITY REDEVELOPMENT ACT OF 1969, BY ADDING NEW PROJECT ELEMENTS, AS IDENTIFIED IN EXHIBIT A. OF THE 2015 DOWNTOWN ACTION PLAN, TO THE DOWNTOWN COMMUNITY REDEVELOPMENT PLAN, TO PROVIDE FOR MAINTENANCE AND REPAIR OF TAX INCREMENT-FUNDED CAPITAL INVESTMENTS, EXTENSION OF THE TIME OF EXPIRATION OF THE TAX INCREMENT TRUST FUND, AND FOR OTHER PURPOSES.

WHEREAS, on January 19, 1987, the City Council of the City of Jacksonville Beach, Florida adopted a plan for the redevelopment of certain lands within the city limits of the City of Jacksonville Beach pursuant to an Act of the Legislature of the State of Florida duly enacted as the Community Redevelopment Act of 1969, as amended; and

WHEREAS, the redevelopment of said lands was found to be necessary in the interest of public health, safety, and welfare of the residents of Jacksonville Beach, and in the interest of carrying out the intent of the Florida Legislature, as expressed in the Community Redevelopment of 1969, as amended, by revitalizing the area economically and socially, improving the tax base, promoting sound growth, and providing improved quality of life; and

WHEREAS, it is deemed desirable to include additional elements to the approved plan to add new projects and programs that address community redevelopment concerns in the areas of public spaces, transportation, public safety, commercial spaces, entertainment and events, and quality of life; and

WHEREAS, said new projects and programs are enumerated in the attached Exhibit A that includes elements designed to collectively improve the overall quality of life of both the Downtown District and the City as a whole, some of which are the shared responsibility of the City Council and its Community Redevelopment Agency and others that are the sole responsibility of the City Council, and

WHEREAS, said new projects and programs included in Exhibit A feature capital investments such as landscape and streetscape improvements, custom-made, site specific public

art, playgrounds, restrooms, off-street parking facilities, and wayfinding signage that exceed the normal level of service provided by the City ; and

WHEREAS, it is deemed desirable to protect and preserve both existing and proposed capital investments made in the course of implementing the Downtown Community Redevelopment Plan, which include but are not necessarily limited to landscape and streetscape improvements, custom-made, site specific public art, playgrounds, restrooms, off-street parking facilities, and wayfinding signage by providing for their adequate repair; and

WHEREAS, Chapter 163.370(2)(d), Florida Statutes grants to community redevelopment agencies the authority to provide for the furnishing or repair of services, privileges, works, streets, roads, public utilities, or other facilities for or in connection with a community redevelopment; and

WHEREAS, Chapter 163.361, Florida Statutes provides that if any time after the approval of a community redevelopment plan by the governing body, it becomes necessary or desirable to amend or modify such plan, the governing body may amend or modify such plan upon recommendation by the Community Redevelopment Agency, the publishing of a notice, and the holding of a public hearing, and

WHEREAS, the Jacksonville Beach Community Redevelopment Agency voted to recommend approval of this amendment on July 20, 2015.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF JACKSONVILLE BEACH, FLORIDA:

SECTION 1. That the Jacksonville Beach Downtown Community Redevelopment Plan dated January 1987, as previously amended (the “Plan”), and subsequently amended to incorporate the *Vision Plan for Downtown Jacksonville Beach* (Glatting, Jackson, Kercher, and Anglin, 2007) and the *Downtown Redevelopment Area Infrastructure Improvements Program* (GAI Consultants, Inc., 2007), be further amended as shown in Exhibit A. *Amendment to the Jacksonville Beach Downtown Community Redevelopment Plan to Add Additional Program Elements and Extend the Time for Completion to the Year 2045* attached hereto and made a part of this Resolution. Copies of this Resolution are on file and available for public inspection at the offices of the Jacksonville Beach Department of Planning and Development, Jacksonville Beach City Hall, 11 North 3rd Street, Jacksonville Beach, Florida.

SECTION 2. That, pursuant to the provisions of Chapter 163.370(2)(d), Florida Statutes, it is the intent of the City Council of the City of Jacksonville Beach and its Community Redevelopment Agency to annually allocate the necessary funds from its Downtown Tax Increment Trust Fund to adequately provide for the protection and preservation of existing and proposed tax increment-funded capital improvements constructed, installed, or otherwise placed within the boundaries of the Downtown Community Redevelopment District.

SECTION 3. All provisions of the January 19, 1987 Jacksonville Beach Downtown Community Redevelopment Plan, as previously amended, and further amended by the Vision

Plan for Downtown Jacksonville Beach, as amended, shall remain in effect to the extent that such provisions do not conflict with this amendment. All other provisions of the January 19, 1987 Jacksonville Beach Downtown Community Redevelopment Plan, as amended that are applicable to other areas of the Downtown Community Redevelopment Area shall remain in effect.

SECTION 4. Pursuant to the provisions of Chapter 163.387(2)(a), Florida Statutes, this amendment shall extend the expiration date of the Jacksonville Beach Downtown Tax Increment Trust Fund for thirty (30) years (but not later than January 18, 2047) from the date of its adoption by the City Council of the City of Jacksonville Beach, Florida.

SECTION 5. This Resolution shall take effect upon its passage.

AUTHENTICATED THIS ____ DAY OF _____, 2015.

William C. Latham, MAYOR

Laurie Scott, CITY CLERK

EXHIBIT A.

CITY COUNCIL RESOLUTION NO. 1949-2015 AMENDING THE JACKSONVILLE BEACH DOWNTOWN COMMUNITY REDEVELOPMENT PLAN BY ADDING ADDITIONAL PROGRAM ELEMENTS, PROVIDING FOR THE MAINTENANCE AND REPAIR OF TAX INCREMENT-FUNDED CAPITAL INVESTMENTS, AND EXTENDING THE TIME FOR COMPLETION TO THE YEAR 2045

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS

COMPLEMENTARY CITY ACTION ITEMS

A.1 PUBLIC SPACES: Restrooms

a. Add restroom at Oceanfront Park.

Description: Construct a four-stall, unisex restroom and outdoor shower station. This project also includes remodeling of the SeaWalk Pavilion to provide secure storage for material and equipment, two-stall, unisex restroom, and performer's lounge.

Estimated Cost¹: Oceanfront Park - \$250,000 / SeaWalk Renovations - \$250,000

b. Extend the hours that they are open

Description: Evaluate the cost and effectiveness of increasing the amount of time that public restrooms are available to be used.

Estimated Cost¹: \$45,000 preliminary estimate for increase in annual operating cost only.

c. Develop an ongoing system to check the cleanliness of restrooms

- i. Work program for maintenance contractor
- ii. Establish regular cleaning program – Level of Service = every 90 minutes while restrooms are open
- iii. Attendants wear uniforms

Description: Bid documents will be prepared and sent out for pricing. A new contractor will be retained to implement the enhanced maintenance program.

Estimated Cost¹: Included in annual operating cost estimate for A.1.a, above.

¹ Planning level capital costs, where shown, are for illustrative purposes only. Actual costs will be based on the best fee proposal or bid price for each element of the Action Plan at the time the project is implemented.

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS

COMPLEMENTARY CITY ACTION ITEMS

A.2 PUBLIC SPACES: Lighting

a. Enhanced lighting at various locations where needed throughout the Downtown District

Description: Continuously monitor existing lighting conditions and maintenance issues throughout the Downtown District and implement improvements or repairs on an as-needed basis.

Estimated Cost¹: \$10,000-\$25,000 annually

A.3 PUBLIC SPACES: Public Art

a. Create and install additional public art features with beach/ocean life/surfer themes, such as lifeguards, fishing, ocean life, and surfing

Description: Prepare a request for proposals, request for qualifications or competition for artists to design and create public art that has a beach/ocean life theme. Projects selected through this process will be installed at selected locations in the redevelopment district.

Estimated Cost¹: \$20,000-\$100,000

b. Murals on future parking structures and other blank walls, subject to review for sign code conformity, and consistency with beach/ocean life/surfer themes

Description: Prepare a request for qualifications or competition for artists to design and create public art in the form of murals with a beach/ocean life theme. Projects selected through this process will be installed at selected locations in the redevelopment district.

Estimated Cost¹: \$20,000-\$50,000

¹ Planning level capital costs, where shown, are for illustrative purposes only. Actual costs will be based on the best fee proposal or bid price for each element of the Action Plan at the time the project is implemented.

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS

COMPLEMENTARY CITY ACTION ITEMS

A.4 PUBLIC SPACES: Pod-Type Seating

- a. Develop pilot program to provide pod type and/or shaded seating where appropriate in the Downtown area

Description: Round concrete pods will be purchased and placed near the Jacksonville Beach Fishing Pier. Additional shapes and sizes are being evaluated and priced. Pod-type seating will be added as needed and where needed at various locations within the Downtown District.

Estimated Cost¹: \$8,000

A.5 PUBLIC SPACES: Fishing Pier

- a. Improve pier entry identification signage (possible archway over access ramp from the SeaWalk) and provide new, more attractive security fencing

Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.

Estimated Cost¹: \$100,000-\$150,000

- b. Consider increasing the functionality of the Pier by allowing special events to attract people of all ages, such as fishing tournaments, surf contests, food festivals, etc.

Description: A pilot test of an event at pier with "Red Bull" Surf Expo was conducted. At this time no promoters have proposed other events.

Estimated Cost¹: No increase

A.6 PUBLIC SPACES: Signage

- a. Install additional wayfinding signs using the surf-board theme

Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program and implementation program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.

Estimated Cost¹: Included in the cost estimate for A.5.a above

- b. Provide some type of temporary signage as needed to remind motorists to stop for pedestrians in crosswalks

Description: The folding type signs are portable and can be placed in high volume pedestrian areas when officers are present to provide added safety for both pedestrians and motorists. The signs can be carried in the trunk of the officers' cars and used during special events, holidays, and bar closing. The proposal is to purchase six of the signs at a cost of approximately \$100.00 each.

Estimated Cost¹: ±\$600

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2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>c. <u>Consider use of social media techniques to link public to information available on the City website, e.g., location of lifeguard station, restrooms, handi-capped beach accesses, bike racks, etc.</u></p> <p>Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.</p> <p>Estimated Cost¹: Included in the cost estimate for A.5.a above</p>	
<h2>A.7 PUBLIC SPACES: Latham Plaza</h2>	
<p>a. <u>Develop a master plan to improve the use of public space at Latham Plaza</u></p> <p>Description: A preliminary design and proposed location will be developed utilizing shade sails with playground equipment placed on an artificial turf and poured in place mulch surface. Upon approval of the preliminary design and location, the final design will be prepared and the project will be constructed.</p> <p>Estimated Cost¹: \$240,000</p>	
<h2>A.8 PUBLIC SPACES: Streets</h2>	
<p>a. <u>Remove concrete barriers on 3rd Avenue North and North 1st Street</u></p> <p>Description: It will be determined if the removal of the concrete barriers is reasonably feasible. Once confirmed, the barriers will be removed and the barrier material disposed of. The barriers will be replaced by blending with materials in adjacent areas. Work to be done by contractor.</p> <p>Estimated Cost¹: \$30,000</p>	<p>c. <u>Enhance landscape maintenance on North 1st Street and avenues between Beach Boulevard and 6th Avenue North</u></p> <p>Description: New bid will be sent out in the Fall to obtain a separate price for work in the downtown area that will increase service for items that include palm trimming, fertilizer, and maintenance.</p> <p>Estimated Cost¹: \$35,000 per year</p>

¹ Planning level capital costs, where shown, are for illustrative purposes only. Actual costs will be based on the best fee proposal or bid price for each element of the Action Plan at the time the project is implemented.

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS

COMPLEMENTARY CITY ACTION ITEMS

- b. Improve the delineation between the roadway and pedestrian space on North 1st Street (bollards similar to type at the 1st Avenue North walkway)**

Description: In areas of 1st street where there is no clear delineation between the roadway and the public walkway, decorative bollards could be installed to provide a barrier between pedestrians and moving traffic. Where there is sufficient space, decorative bike racks could be used as an additional option. These would serve as barriers as well as provide additional bicycle parking. The Police and Public Works Department will map out proposed bollard and/or bike rack locations and secure approval of the proposed plan. The type of bollards will be selected and purchased with installation to be carried out by a contractor.

Estimated Cost¹: \$30,000

- d. Identify a suitable location or locations for dedicated taxi stands in the Downtown District**

Description: During peak hours, the parking spaces on the east side of 1st Street can be designated as "Taxi Only" parking. This provides a safe location for taxis and other livery vehicles to safely load and unload passengers. It will also provide livery vehicles a location to wait for fares at closing time for the establishments in the downtown area. This will be more convenient and safer for those looking for a taxi or other livery vehicle.

Estimated Cost¹: Minor cost for signage and pavement markings

B.1 TRANSPORTATION: Bicycling

- a. Prepare and implement a master plan for additional, decorative bicycle racks at selected locations in Downtown; and enhance bicycle and vehicular safety**

Description: The Police Department has prepared an inventory of locations in the core area where new or additional bike racks are needed. In addition, the City will be evaluating installing decorative bike racks at some of the more visible locations as a part of a public art program. Prepare a RFP, RFQ competition for a program to purchase and install both standard and custom bike racks in locations identified in the Police Department plan. Custom racks would be thematically tied to the beach/ocean life themes identified in the Public Art component of this plan and installed in a few highly visible locations in the Downtown core.

Estimated Cost¹: \$150,000

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2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS

COMPLEMENTARY CITY ACTION ITEMS

B.2 TRANSPORTATION: Roundabouts

- a. Conduct a traffic engineering analysis of the roundabouts on Beach Boulevard at 1st and 2nd Streets, and design and construct modifications as needed to improve traffic operations in the corridor

Description: Prepare a scope of services for an in-depth analysis of traffic operations on Beach Boulevard between 1st Street and 3rd Street to determine if any modifications to the existing roundabouts or moving lanes are justified. Obtain a fee proposal for traffic analysis and engineering design services through a continuing services firm or subcontractor. Design and construct modifications to the road segment if warranted.

Estimated Cost¹: Traffic Study-\$35,000 / Engineering Design-\$25,000 / Construction-\$250,000

B.3 TRANSPORTATION: Pedestrian Safety

- b. Design and construct a well-marked pedestrian crossing with flashing signal and pavement lighting at 2nd Avenue North and 3rd Street

Description: The FDOT has compiled relevant traffic incident data for the area around 2nd Avenue North at S.R. A-1-A for a proposed pedestrian/bike crossing and has scheduled the collection of pedestrian counts for the 1st and 2nd Avenue North intersections. With that data, FDOT staff is hopeful that the project can be implemented utilizing Safety funding, which could get the project implemented sooner than if it has to be programmed and compete for funding as a standard Work Program project.

Estimated Cost¹: \$300,000

- a. Monitor on-going FDOT pedestrian safety study being conducted for A1A in Jacksonville Beach

Description: In October, 2014 the FDOT completed "Pedestrian Roadway Safety Audits" on State Road A-1-A from (1) the St. Johns County Line north to Beach Boulevard, and (2) from Beach Boulevard north to Atlantic Boulevard. Both studies culminated in a series of recommendations for short-, mid-, and long-term site specific safety related improvements. Some of the recommended improvements, such as a new pedestrian crossing at A-1-A and 2nd Avenue North, constitute stand-alone safety improvement projects, while others are identified for consideration during design of other work projects planned for these portions of A-1-A.

Estimated Cost¹: To be determined upon definition of project scope

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2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS

COMPLEMENTARY CITY ACTION ITEMS

B.4 TRANSPORTATION: Beaches Trolley

- a. Support the Jacksonville Transportation Authority in managing the efficient and effective operation of the Beaches Trolley to include:
- i. Expanded hours of operation
 - ii. Improved public information on trolley routes and schedules, including the use of social media to obtain route and schedule information
 - iii. Improved trolley route and provide stops at optimum locations
 - iv. Fifteen-minute headways during peak months
 - v. Consider expanding trolley service during major special events, such as the bi-annual air-show

Description: Continue to use JTA-prepared and other promotional materials to promote ridership on the Beaches Trolley through social media, the City's website and other publicity.

Estimated Cost¹: Minimal city costs if using JTA materials

B.5 TRANSPORTATION: Parking

- a. Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North, including facilities to store police equipment

Description: **Surface Parking Lot:** Complete the engineering design for a ±90-space surface parking lot with an approximately 2,500 sf. Downtown CAPE equipment storage building.

Parking Structure: Prepare a RFP/RFQ for consultant services to undertake a financial feasibility for a ±280-space parking garage with up to 11,500 sf. of leasable commercial space on the 4th Avenue North frontage. The parking garage project may include partnering with the Jacksonville Transportation Authority to provide a park and ride facility for a future Bus Rapid Transit system. If demonstrated to be financially feasible, prepare a RFP for design build construction team to design and con-

- b. Explore feasibility of private funding with a provider such as "Beach Buggies" to offer a shuttle program for Downtown workers on weekends utilizing parking spaces at the O&M Building on Shetter Avenue

Description: The city will attempt to facilitate private partnerships that would provide parking at no cost to businesses at the O&M building on Shetter Avenue on weekends for their employees. With the assistance of a private livery service such as beach buggies, employees could be shuttled to the downtown area. This would free some of the limited parking in the downtown area, while saving employees money for parking if they coordinate times with other employees.

Estimated Cost¹: No cost to the City

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2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>struct the facility.</p> <p>Estimated Cost¹: Surface Parking Lot-\$400,000 to \$450,000 / Parking Structure-\$6.05M to \$7.85M</p>	<p>c. <u>Prepare a pilot program seeking to reduce non-resident parking in residential areas where there is no off-street parking available adjacent to Downtown</u></p> <p>Description: In a limited area of the CBD, (1st Avenue South east of A1A to 4th Avenue South, excluding the unit blocks) provide resident-only, on-street parking to residents where no private parking available. Complete a block by block analysis of the available private parking to locate residents with no private parking available. Develop a sticker system to permit them to park on the street in restricted areas. In some area where businesses are located, two hour parking could be put in place to create turnover of those spaces. In areas where no residential parking is required, open parking will not change.</p> <p>Estimated Cost¹: Signage and other operating costs to be determined</p>

C.1 PUBLIC SAFETY: Managing the Nighttime Economy

<p>a. <u>Train the downtown community policing team on code enforcement and ensure there is a positive police presence</u></p> <p>Description: The Downtown CAPE officers interact daily with businesses in the downtown area. They often have opportunities to observe code enforcement issues before they reach the level of issuing a notice of violation. The officers have the ability to see violations such as leaky dumpsters, smelly grease traps, and other such violations. They can promptly communicate the issue to the business before it reaches the level of enforcement action. The officers will also meet monthly with the codes enforcement officer for the city to discuss actions and exchange information.</p> <p>Estimated Cost¹: Minimal travel and training cost to secure State of Florida Code Enforcement Certification</p>	<p>c. <u>Continue police patrols in areas where illegal activities, such as drug or marijuana use, are occurring</u></p> <p>Description: The process of directed patrol to areas of concerns is done continuously on a daily basis and is completed by DT CAPE officers as well as Patrol and Citizens On Patrol (COPs).</p> <p>Estimated Cost¹: Currently funded</p>
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2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>b. <u>Assist businesses with crime prevention, to include better environmental design</u></p> <p>Description: There are many aspects of crime prevention. The DT CAPE officers will work with the businesses to assist them with establishment lay out, lighting, how to better form lines, video placement, and many other things that can be done to provide a safer environment for customers.</p> <p>Estimated Cost¹: Minimal travel and training cost</p>	<p>e. <u>Change the alcohol ordinance to prohibit restaurants from removing tables and chairs to become night-clubs</u></p> <p>Description: Restaurants are required to follow many guidelines that bars are not required to follow. For instance, restaurants are required to derive 51% of all gross revenue from food. They are also required to serve full course meals and have seating for no less than 150 people to be served full course meals at all hours of operation. In some cases, the restaurants are not providing food to patrons at all hours of operation; in fact, they close kitchens completely. They have also broken down seating and moved it to the side to accommodate additional patrons for alcohol service. In many cases, the Florida Alcohol Beverage Department does not have the resources to enforce many of these violations. Jacksonville Beach could improve the language in the current alcohol ordinance to prevent establishments licensed as restaurants from becoming nightclubs.</p> <p>Estimated Cost¹: Cost to enforce may be absorbed in current operating budget</p>
<p>d. <u>Develop programs for alcohol employees and partner with businesses to provide consistent training and procedures, including uniforms, not over serving patrons, etc.</u></p> <p>Description: Officers will also suggest a common type of clothing for door staff and management. This provides customers with an immediately recognizable figure to ask for assistance when needed. It also provides law enforcement the same ability to recognize staff in an emergency situation. Making this uniform from one establishment to the next has proven to assist customers in other areas with strong nighttime activity.</p> <p>Estimated Cost¹: No cost to the City</p>	<p>f. <u>Consider modifications to the regulations governing the hours of operation for restaurants with 4-COP-SRX beverage licenses</u></p> <p>Description: The city can modify the required closing time for restaurants serving alcohol, from 2:00am to any time after midnight by state law. If the city were to consider an earlier closing time, it would assist in public safety by having staggered closing times. It could also assist with transportation issues by not having so many people in the downtown area looking for a cab at the same time. On busy nights, many of the bars are at capacity for some time before closing. This would prevent people from moving from a restaurant to a bar when many bars are already at capacity.</p> <p>Estimated Cost¹: Cost to enforce may be absorbed in current operating budget</p>

¹ Planning level capital costs, where shown, are for illustrative purposes only. Actual costs will be based on the best fee proposal or bid price for each element of the Action Plan at the time the project is implemented.

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS

COMPLEMENTARY CITY ACTION ITEMS

D.1 COMMERCIAL SPACES: Incentives for Non-Alcohol Businesses

- a. Develop and implement a program of economic development Incentives such as construction and remodeling/tenant/facade improvement loans or grants, short-term rental assistance, grease trap rebates, etc. for retail, food service or office-based businesses

Description: Research incentive programs offered by other communities through their CRA using tax increment trust fund monies. Prepare an incentive program with appropriate components suited to the Downtown Jacksonville Beach retail, restaurant, and office market.

Estimated Cost¹: \$250,000 for program start-up

- b. Implement a grease interceptor rebate program available for all food service establishments in Downtown

Description: Implemented via Resolution 1938-2014. A qualifying grease interceptor installation is eligible for reimbursement of 50% of total qualifying costs, not to exceed \$5,000.

Estimated Cost¹: Not to exceed \$5,000 per approved qualified grease interceptor rebate application.

D.2 COMMERCIAL SPACES: Business Development

- a. Continue working with the Retail Strategies consultants, the business community, and property owners to identify and recruit a mix of restaurants and retail establishments that provide service for a variety of age groups

Description:

Retail Strategies: Continuously monitor and evaluate consultant activity for the purpose of determining if their work is producing positive results and consider extensions to the agreement if warranted.

Incentives Program: Research incentive programs offered by other communities through their CRA using tax

- b. Work on ways to attract visitors during the off-peak seasons

Description: Working with Visit Jacksonville, use Convention Development funds to pay for advertising and similar publicity to promote tourism in Jacksonville Beach in the off-peak season.

Estimated Cost¹: Preliminary budget for FY2016: \$23,000

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2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>increment trust fund monies. Prepare an incentive program with appropriate components suited to the Downtown Jacksonville Beach retail, restaurant, and office market.</p> <p>Estimated Cost¹: \$250,000 for incentives program start-up / Retail Strategies additional cost to be determined</p>	

D.3 COMMERCIAL SPACES: Downtown Branding and Marketing

<p>a. <u>Implement a new wayfinding sign program using the surfboard theme to rebrand and market downtown</u></p> <p>Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program and implementation program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.</p> <p>Estimated Cost¹: Included in the cost estimate for A.6.a above</p>	<p>b. <u>Explore visitor center concept possibly to be located at the Beaches Historical Park</u></p> <p>Description: Develop and produce promotional materials to market places to stay, places to eat, places to visit in Jacksonville Beach. Work with existing businesses including the Beaches Historical Park to identify locations where these materials could be distributed to visitors.</p> <p>Estimated Cost¹: \$5,000-\$20,000 for development; plus annual costs to update and print materials.</p>
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D.4 COMMERCIAL SPACES: Public Welfare and Safety

	<p>a. <u>Assist the homeless population by working with the HOPE team, Mission House, etc.</u></p> <p>Description: Through ongoing partnerships with many organizations such as Mission House, Sulzbacher Center, and the HOPE team, police will continue to work on reducing the homeless population in the city of Jacksonville Beach.</p> <p>Estimated Cost¹: No additional cost to the City</p>
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2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS

COMPLEMENTARY CITY ACTION ITEMS

D.5 COMMERCIAL SPACES: Zoning Regulations

- a. Review outdoor bar and restaurant space and parking requirements, and consider allowing outdoor entertainment in the Jacksonville Beach Land Development Code

Description: Revise the Land Development Code (LDC) to allow "outdoor restaurant and bar" areas under 200 s.f. as permitted uses in commercial zoning districts, with no additional parking requirement. The Police and Planning and Development Departments are also working together to develop a reasonable and enforceable set of policies for consideration related to outdoor entertainment/music within outdoor restaurant and bar areas.

Estimated Cost¹: \$7,500

- b. Review the off-street parking requirement for restaurants and consider a 50% reduction to encourage restaurant (as opposed to bar) development

Description: In addition to the relief proposed in Item a. above, revise the LDC to reduce the parking requirements for outdoor restaurant areas exceeding 200 s.f. by fifty percent (50%). Outdoor bar areas exceeding 200 s.f. would still be required to provide parking in the same ratio as for indoor bars.

Estimated Cost¹: \$2,500

E.1 ENTERTAINMENT AND EVENTS:

- a. Schedule more city events in non-peak season rather than in the summer months

Description: Special events policy has been changed to allow multiple day events during fall and winter months.

Estimated Cost¹: No additional cost

¹ Planning level capital costs, where shown, are for illustrative purposes only. Actual costs will be based on the best fee proposal or bid price for each element of the Action Plan at the time the project is implemented.

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	<p>b. <u>Encourage more alcohol-free events that attract persons of all ages, such as farmer’s market, car shows, art walks, Deck the Chairs, food truck rallies, etc.</u></p> <p>Description: Art walk and car shows are being permitted with the downtown business groups.</p> <p>Estimated Cost¹: No additional cost</p>
	<p>c. <u>Add more outdoor movies</u></p> <p>Description: An additional moonlight movie has been scheduled for “Opening of the Beach Weekend”</p> <p>Estimated Cost¹: \$6,000</p>

F.1 QUALITY OF LIFE: Cleanliness

<p>a. <u>Pressure wash pavers in the Downtown streets, the SeaWalk, and dumpster areas to remove gum, oil stains, etc.</u></p> <p>Description: Researching product(s) / equipment for optimal removal of and enhance protection from gum, oil stains, .etc. Then, implement via pilot project with contractor.</p> <p>Estimated Cost¹: \$50,000-\$75,000</p>	<p>c. <u>Cleanliness Campaign – “Leave Only Your Footprints Behind!”</u></p> <p>Description: Discussion of including an advertising agency to develop a campaign is being considered.</p> <p>Estimated Cost¹: To be determined</p>
<p>b. <u>Develop program for property and business owners to assist in keeping Downtown clean by picking up trash, cigarette butts, etc. on a daily basis</u></p> <p>Description: Work closely with all of the businesses in the downtown area to educate businesses and to begin a voluntary program to take pride in ownership by regularly picking up trash in and around their property. Stressing the importance of keeping all trash picked up in the downtown area will assist the city greatly in their daily efforts as well to keep the downtown pristine.</p> <p>Estimated Cost¹: No additional cost to the City</p>	<p>d. <u>Review and modify the beach clean-up contract, as needed, to improve its effectiveness; provide enhanced service between Beach Blvd and 6th Ave North on weekends and holidays</u></p> <p>Description: Developing scope with contractor on additional pickup in the afternoon during busy season (when school out) and during mild weather holiday weekends.</p> <p>Estimated Cost¹: Annually ±\$30,000</p>

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2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS

COMPLEMENTARY CITY ACTION ITEMS

F.2 QUALITY OF LIFE: Implementation of the Action Plan

Begin working to implement the action steps outlined above, which, as a whole, will have a dramatic impact on improving the quality of life in Jacksonville Beach

PROJECTS CARRIED OVER FROM 2007 VISION PLAN FOR DOWNTOWN JACKSONVILLE BEACH

a. Continue implementation of Phase III of the Downtown Vision Plan Infrastructure Improvement Program east of South 3rd Street from Beach Boulevard to 13th Avenue South

Description: Complete the design and begin construction of the roadway and utility improvements in the Phase III-C project area ("Project 1") between Beach Boulevard and 4th Avenue South. Complete the engineering design and permitting for the construction of the remainder of the Phase III area from 4th Avenue South to 13th Avenue South and develop a phasing plan based on the annual availability of tax increment trust funds to complete the work. This work will include reconstruction of the utility systems and all of the streets, alleys and street ends in the described area of the District.

Estimated Cost¹: Project 1-\$5.0M / Balance of Phase III-C-\$10.0M-\$12.5M

b. Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North

Description: **Surface Parking Lot:** Complete the engineering design for a ±90-space surface parking lot with an approximately 2,500 sf. Downtown CAPE equipment storage building.

Parking Structure: Prepare a RFP/RFQ for consultant services to undertake a financial feasibility analysis for a ±280-space parking garage with up to 11,500 sf. of leasable commercial space on the 4th Avenue North frontage. The parking garage project may include partnering with the Jacksonville Transportation Authority to pro-

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2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>vide a park and ride facility for a future Bus Rapid Transit system. If demonstrated to be financially feasible, prepare a RFP for design build construction team to design and construct the facility.</p> <p>Estimated Cost¹: Surface Parking Lot-\$400,000 to \$450,000 / Parking Structure-\$6.05M to \$7.85M</p>	
<p>c. <u>North 2nd Street reconstruction per the Downtown Vision Streetscape Master Plan</u></p> <p>Description: Prepare engineering plans for the reconstruction of North 2nd Street from Beach Boulevard to 6th Avenue North generally following the layout and cross-section proposed in the adopted Downtown Vision Streetscape Master Plan and construct the project.</p> <p>Estimated Cost¹: \$750,000 to \$1.25M</p>	
<p>d. <u>Continue monitoring and evaluating existing regulatory measures; propose revisions as needed to promote business retention and development; and the preservation of residential areas</u></p> <p>Description: On-going Planning and Development Department and Community Redevelopment Agency activity.</p> <p>Estimated Cost¹: No additional costs</p>	
LONG-TERM POTENTIAL FOR PUBLIC-PRIVATE PARTNERSHIPS	
<p>a. <u>New Pablo Avenue Mixed Use Commercial Development: Consider constructing a new roadway on the south side of Latham Plaza and, in cooperation with a private developer, build a mixed use project including a boutique hotel, retail commercial space, and parking structure on the Latham Plaza parking lot site</u></p> <p>Description: Prepare a “notice of intent to negotiate” and select a developer for a public-private partnership for a redevelopment project as described above.</p> <p>Estimated Cost¹: To be determined through the negotiation process.</p>	

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2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>b. <u>Pier Parking Lot Restaurant and Retail Development: In conjunction with or following the construction of a new public off-street parking facility, consider developing a restaurant and/or retail project on a portion of the Fishing Pier parking lot</u></p> <p>Description: Prepare a “notice of intent to negotiate” and select a developer for a public-private partnership for a redevelopment project as described above.</p> <p>Estimated Cost¹: To be determined through the negotiation process.</p>	

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