

City of
Jacksonville Beach
City Hall
11 North Third Street
Jacksonville Beach
FL 32250
Phone: 904.247.6268

www.jacksonvillebeach.org

Council Briefing Notice

Monday, January 11, 2021

5:30 PM

Via

Video Conference

City Manager Mike Staffopoulos will conduct a **Council Briefing** to update the City Council about ongoing items in the City. The briefing will include, but not be limited to the following topics:

1. Independent Enterprise Resource Planning (ERP) Assessment
2. Golf Course - Year Two Review
3. Paid Parking Program - Year Two Review
4. Website Design and Development RFP

Pursuant to the Governor's and the City's continued Declarations of a State of Emergency due to the COVID-19 pandemic, and current restrictions and limitations for social distancing and gatherings, the January 11, 2021, City of Jacksonville Beach, City Council Briefing will be conducted using video technology. The City is providing numerous options for public attendance at the briefing as listed on page 2 of this notice. The public is not invited to speak or present on any matter or topic at the briefing.

Council Members in attendance at the virtual briefing may include:

Mayor: Christine Hoffman

Council Members: Georgette Dumont Sandy Golding Dan Janson
Fernando Meza Cory Nichols Chet Stokes

Please note: Council members in attendance at any briefing may vary, according to their schedules.



INSTRUCTIONS FOR VIEWING

The following CMT options are available to view and listen to the January 11, 2021, City Council Briefing:

1. View the meeting using the Zoom Platform:

Use this link to view the meeting starting at 5:30 P.M. on Monday, January 11, 2021: <https://us02web.zoom.us/j/87623907151>. When you click on the link, you will be prompted to download software for whatever platform or device you are using. To download the software in advance, visit this web site: <https://zoom.us/download>.

2. Listen to the meeting via phone:

You may listen to the live meeting audio from your phone by dialing 1-301-715-8592. When the meeting ID is requested, enter 876-2390-7151 and then press the # key. There is no participant ID number. If you are asked for this, press #. When dialing in by phone, your line will be automatically muted for the duration of the meeting.

3. Hearing or speech impaired access:

Contact the agency using the Florida Relay Service, 1-800-955-8771 (TDD) or 1-800-955-8770 (Voice).

4. View and listen to a Livestream of the meeting online:

Access the meeting by visiting the City of Jacksonville Beach YouTube Channel: [YouTube Channel for the City of Jacksonville Beach](#).

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, no later than one business day before the meeting or by sending an email to CityClerk@jaxbchfl.net.



CITY COUNCIL BRIEFING ITEM	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Ashlie Gossett, Chief Financial Officer
DATE:	January 11, 2021
SUBJECT:	Independent Assessment of ERP Implementation

BACKGROUND

The City of Jacksonville Beach has used SunGard for its business processing applications since 1987. In late 2016, the City awarded an RFP for an Enterprise Resource Planning (ERP) System to Tyler Technologies, Inc. At that time, it was estimated that full implementation of the system would take at least twenty-four months and would be completed in three phases: financials, human resources/payroll, and utility billing. To date, only the financials module has been implemented and the City is operating in a hybrid environment between Munis and SunGard.

Recognizing that the City has invested considerable resources in this project thus far, City staff desires to ensure that the result will be a product, or products, which best suits our needs. In August 2020, the City engaged Gartner Inc. to provide an assessment of the Munis ERP Implementation in order to determine how the project should move forward to achieve the intended outcomes. Gartner, Inc. is a leading independent research and advisory firm in the United States and has in-depth, relevant experience working with state and local governments to evaluate their ERP implementations and develop corrective action plans.

FINANCIAL IMPACT

The financial impact will be evaluated when staff recommendations are submitted to Council at a later time.

FOR INFORMATION ONLY

ATTACHMENTS

- NONE



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CITY COUNCIL BRIEFING ITEM	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Bruce Mohler, Golf Course Facility Manager
DATE:	January 5, 2021
SUBJECT:	Golf Course
	Two-Year Review

BACKGROUND

In January 2018, the golf course was closed for renovation and re-opened on November 10, 2018. The renovation included rebuilding the greens to United States Golf Association (USGA) standards using salt tolerant Paspalum grass. Some modifications were made to improve safety and playability, while the driving range was extended to provide approximately ten (10) additional hitting stations.

Our mission is to provide a top quality golf experience through exceptional customer service and course conditions at competitive pricing to ensure a viable, sustainable enterprise.

Since reopening, results have surpassed expectations and customer feedback has been very favorable and encouraging.

Fiscal highlights since reopening include:

- Operating income of \$135,301 after renovations to the clubhouse (\$39K) and promotions for the reopening (\$35K). Also, the course was closed for the first 41 days in FY 2019.
- In FY 2020 record number of rounds played: 66,648 versus 50,000 budgeted.
- Operating income of \$345,104 in FY 2020
- Made capital improvements of \$182,263 for driving range shade shelters, bridge repairs, driving range ball machine, and greens mower upgrades.
- Favorable first quarter comparison between FY 2020 and FY 2021. Revenues up by \$148,879 mostly due to a 17% increase in rounds played.

Our Vision includes the following:

- To be recognized by area golfers as the premier municipal golf operation in the State.
- Deliver exceptional customer service by meeting and exceeding expectations at all levels.
- Provide competitively priced golf to residents and visitors while remaining financially sustainable.
- Maintain and operate the course with excellent conditions and playability.



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- Use best practices and current technology to provide the best possible golf experience for all customers.

FOR INFORMATION ONLY

ATTACHMENTS

- Jax Beach Golf Course Income and Expense Summary.

Jax Beach Golf Club - Income and Expense Summary

	FY 2017	FY 2019	FY 2020	FY 2020 Revised Budget	Variance	First Quarter Comparison		
	Actual	Actual	Actual			FY 2020	FY 2021	Variance
Rounds	38,161	52,636	66,648	50,000	16,648	13,668	15,935	2,267
Driving Range Baskets	21,748	35,024	55,239	43,684	11,555	8,808	12,765	3,957
Rate per Round	\$ 16.86	\$ 29.46	\$ 29.45	\$ 30.48	\$ (1.03)	\$ 30.80	\$ 32.76	\$ 1.96
Operating Revenue								
Daily Green Fees	643,289	1,550,477	1,962,608	1,524,000	438,608	420,953	522,053	101,100
Driving Range	122,004	191,798	266,604	262,548	4,056	41,430	83,621	42,191
Memberships	16,341	36,223	42,607	45,000	(2,393)	17,747	22,222	4,475
Concession Rental	23,405	32,128	33,635	33,360	275	5,500	9,192	3,692
Merchandise Sales	41,540	119,359	133,878	125,000	8,878	34,274	37,379	3,105
Pro Lessons	28,447	35,199	57,685	42,353	15,332	17,878	13,762	(4,117)
Other	79,136	47,920	19,503	22,000	(2,497)	4,237	2,669	(1,568)
Total Operating Revenue	954,162	2,013,104	2,516,520	2,054,261	462,259	542,019	690,897	148,879
Operating Expenses								
Personal Services	605,518	877,697	1,025,399	935,095	(90,304)			
Pro Lessons	25,101	29,733	46,329	34,130	(12,199)			
Contract Services	37,855	28,033	26,005	32,061	6,056			
Bank Processing Charges	15,636	31,730	46,795	21,250	(25,545)			
Electric, Water & Sewer	29,604	30,314	35,921	38,000	2,079			
Rentals & Leases	86,608	103,923	131,991	131,647	(344)			
General Insurance	18,942	14,664	13,660	13,658	(2)			
Repair & Maintenance	68,173	78,585	47,788	49,351	1,563			
Cost of Goods Sold	27,230	106,495	95,475	81,250	(14,225)			
Operating Supplies	169,047	301,713	305,743	324,196	18,453			
Internal Service	113,156	131,135	133,477	133,477	-			
Other (Telephone, Training etc)	16,574	61,727	38,351	131,682	93,331			
Depreciation	95,580	82,054	224,481					
Total Operating Expenses	1,309,024	1,877,803	2,171,415	1,925,797	(21,137)			
Operating Income/(Loss)	(354,862)	135,301	345,104	128,464	441,121			
Non-Operating Revenues (Expenses)								
Investment Earnings	1,858	15,565	26,943	3,000				
Capital Contributions		2,191,765						
Transfers In (Out)	309,583	150,000						
Grand Total Income/(Loss)	(43,421)	2,492,631	372,047	131,464	441,121			



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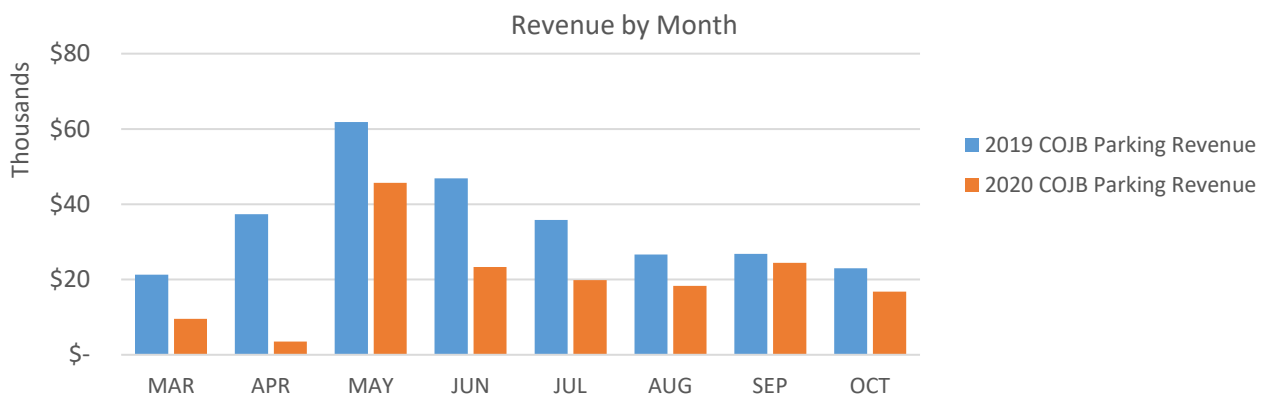
CITY COUNCIL BRIEFING ITEM	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Gene Paul Smith, Police Chief
DATE:	January 11, 2021
SUBJECT:	Paid Parking Year Two Review

BACKGROUND

The second year of parking management services utilizing SP Plus has ended. The Police Department was responsible for the day-to-day operations, and the Finance Department was responsible for all other aspects of the program, to include the contract, accounting, and rates. Paid parking was in effect from March 13, 2020, to November 1, 2020.

FINANCIAL IMPACT

From March to November 2020, the City received \$161,426 in paid parking revenues from SP Plus. The 42% decline from the prior year can be attributed to the impact of COVID-19 and “Safer at Home” orders. When the paid parking program was initially established, the City’s intent was to use the proceeds to offset the divisional costs of the Police Paid Parking/Security Unit. Any net proceeds in the year are returned to the General Fund. Although revenues were down this year, the program was still able to cover the costs of the division.



Net Proceeds from Paid Parking	2019	2020
Parking Revenues	\$ 279,656	\$ 161,426
Police Paid Parking Divisional Expenses	(\$ 125,912)	(\$ 95,615)
Net Proceeds	\$ 153,744	\$ 65,811

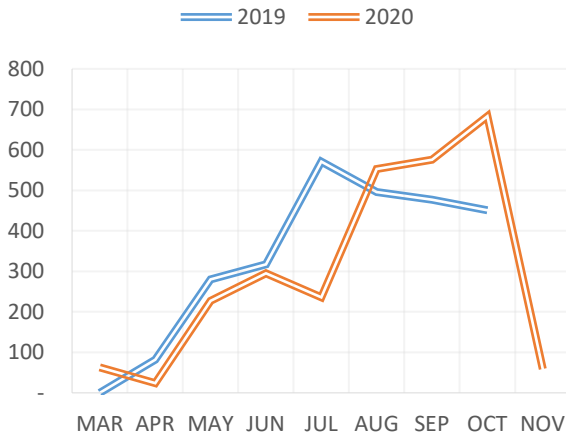


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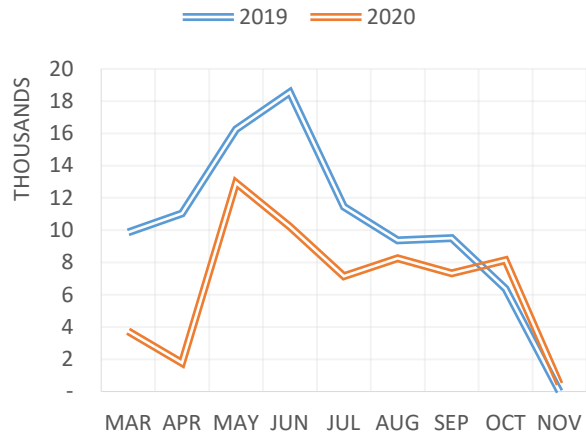
A total of 60,027 vehicles paid to park in 2020 versus 92,414 in 2019. While paid vehicle transactions decreased from the prior year, there was little change in the resident parking program. Residential usage increased by 1.6% from the prior year to 2,716.

Paid Parking Program Usage			
Year	Paid Vehicles	Residents	% Change
2019	92,414	2,674	-35%
2020	60,027	2,716	1.6%

RESIDENTS BY MONTH



PAID VEHICLES BY MONTH



The agreement with SP Plus was amended at the start of the 2020 season to better define the cost share agreement for parking violations issued while the paid parking program was in operation. As a result, the City’s portion of parking violation revenues increased by 24% from the prior year.

COUNCIL DIRECTION REQUESTED

Does City Council wish to continue its agreement with SP Plus for the third service period in 2021?
 Does City Council wish to consider amending either the days and/or hours of operation?

ATTACHMENTS

- Paid Parking Year Two Review – 2020
- Paid Parking Revenue Analysis 2019 vs. 2020

Paid Parking Year Two Review - 2020

This year was the second year the City of Jacksonville Beach utilized SP Plus for parking management services. Paid parking was in effect from March 13, 2020, to November 1, 2020. The Police Department was responsible for the day-to-day operations, and the Finance Department was responsible for all other aspects of the program, to include contracts, accounting, and rates.

The Police Department's main task was to provide safety and security to customers using the paid lots. We chose not to staff the lots with police officers; instead, we relied solely upon uniformed CSO II staff. This allowed us to further reduce mandatory overtime for sworn personnel. Criminal activity remained at a low level which was similar to previous years.

During the COVID-19 quarantine period, we did not utilize CSO IIs for security, and SP Plus did not have representatives on-site. This did not stop people from going to the beach, and revenues did not appear to be significantly impacted.

Of special interest for City Council, last season was the addition of four, 15-minute parking spaces located close to the paid lots. City Council was concerned customers wishing to patronize downtown businesses (for reasons such as picking up to-go orders) would be forced to use the paid parking lot and receive a citation, or park illegally in front of those businesses. Four spaces were designated, and signs were installed before this season's paid parking initiative began.

Other areas of concern from last year (2019) are listed below.

Signage – SP Plus installed permanent signs to replace the A-frame wooden signs which blended into the background and were not visible to customers. SP Plus submitted several samples for the City's approval; a new color scheme was chosen, and the signs were installed immediately.

Phone application – The SP Plus phone application (to alleviate customer congestion at kiosks) was not operational at the start of the 2019 season; however, this season, the phone application was operational and well received by a majority of customers.

Citations sent to collections – During the first year of paid parking with SP Plus, they utilized a collections company to obtain delinquent unpaid parking payments after 45-days. To many customers, this was a shock, because there was no forewarning except an unexpected collections letter. This year, we asked for and received procedures to ensure customers would get a warning letter for unpaid parking citations before the 45-day limit. This seemed to work well this year.

Resident parking concerns – As in years past, this was the most labor-intensive portion of the program. In 2020, we placed several searchable areas (reference resident paid parking) on the City's website, and we announced it on Facebook. Residents could then email or drop off their resident registration information directly to the parking enforcement office for entry into the resident parking database. I recommend we do this again in 2021 while evaluating the need to start the process all over again for 2022 to purge old records.

There were no issues of concern from the Police Department reference the performance of SP Plus in 2020.

PAID PARKING REVENUE ANALYSIS 2019 vs. 2020

YEAR 1 SP Plus (3/15/2019 to 10/20/2019)											
YEAR 1	Resident Count	Paid Vehicle Count	Total Revenues (Excluding Violations)	Credit card fees + chargeback	Sales Taxes	Net Revenues after taxes & fees	Resident fee to SP Plus	Total SP Plus Revenue	2019 COJB Parking Revenue	2019 COJB Violation Revenue	ACH deposit from SP Plus
MAR	-	9,864	\$ 40,102	\$ (2,021)	\$ (2,623)	\$ 35,458	\$ -	\$ 14,183	\$ 21,275	\$ -	\$ 21,275
APR	82	11,038	\$ 73,084	\$ (5,406)	\$ (4,791)	\$ 62,886	\$ 215	\$ 25,752	\$ 37,379	\$ 575	\$ 37,954
MAY	280	16,246	\$ 122,365	\$ (6,446)	\$ (8,148)	\$ 107,771	\$ 923	\$ 49,215	\$ 61,868	\$ 7,775	\$ 69,643
JUN	317	18,549	\$ 88,273	\$ (6,114)	\$ (5,949)	\$ 76,210	\$ 830	\$ 39,371	\$ 46,909	\$ 12,087	\$ 58,996
JUL	571	11,456	\$ 74,130	\$ (6,818)	\$ (5,089)	\$ 62,223	\$ 1,496	\$ 34,930	\$ 35,837	\$ 12,817	\$ 48,654
AUG	496	9,364	\$ 55,183	\$ (4,598)	\$ (3,955)	\$ 46,629	\$ 1,352	\$ 29,989	\$ 26,626	\$ 14,978	\$ 41,604
SEP	477	9,518	\$ 55,677	\$ (4,812)	\$ (4,023)	\$ 46,842	\$ 1,279	\$ 29,317	\$ 26,811	\$ 13,952	\$ 40,763
OCT	451	6,379	\$46,798	\$ (3,793)	\$ (3,330)	\$ 39,675	\$ 1,416	\$ 36,665	\$ 22,952	\$ 13,128	\$ 36,080
NOV	-	-	\$ -	\$ (963)	\$ (176)	\$ (1,139)	\$ -	\$ 12,365	\$ -	\$ 8,420	\$ 8,420
DEC	-	-	\$ -	\$ (340)	\$ (106)	\$ (446)	\$ -	\$ 7,412	\$ -	\$ 5,224	\$ 5,224
JAN	-	-	\$ -	\$ (192)	\$ (62)	\$ (254)	\$ -	\$ 4,376	\$ -	\$ 3,091	\$ 3,091
FEB	-	-	\$ -	\$ (77)	\$ (28)	\$ (105)	\$ -	\$ 1,871	\$ -	\$ 1,325	\$ 1,325
TOTAL	2,674	92,414	\$555,612	\$ (41,580)	\$ (38,282)	\$ 475,750	\$ 7,511	\$ 285,448	\$ 279,656	\$ 93,372	\$ 373,028

YEAR 2 SP Plus (3/13/2020 TO 11/1/2020)											
YEAR 2	Resident Count	Paid Vehicle Count	Total Revenues (Excluding Violations)	Credit card fees + chargeback	Sales Taxes	Net Revenues after taxes & fees	Resident fee to SP Plus	Total SP Plus Revenue	2020 COJB Parking Revenue	2020 COJB Violation Revenue	ACH deposit from SP Plus
MAR	63	3,747	\$ 18,751	\$ (2,078)	\$ (1,237)	\$ 15,436	\$ 118	\$ 6,897	\$ 9,583	\$ 561	\$ 10,144
APR	24	1,771	\$ 7,198	\$ (1,548)	\$ (476)	\$ 5,174	\$ 45	\$ 2,475	\$ 3,535	\$ 350	\$ 3,885
MAY	227	12,938	\$ 88,126	\$ (5,150)	\$ (5,768)	\$ 77,208	\$ 626	\$ 37,478	\$ 45,692	\$ 8,230	\$ 53,922
JUN	295	10,221	\$ 50,371	\$ (7,430)	\$ (3,303)	\$ 39,638	\$ 551	\$ 25,416	\$ 23,350	\$ 12,583	\$ 35,933
JUL	236	7,151	\$ 41,674	\$ (7,123)	\$ (2,773)	\$ 31,778	\$ 541	\$ 25,138	\$ 19,836	\$ 15,736	\$ 35,572
AUG	553	8,258	\$ 39,464	\$ (7,893)	\$ (2,650)	\$ 28,921	\$ 1,034	\$ 28,221	\$ 18,269	\$ 20,988	\$ 39,257
SEP	576	7,333	\$ 52,266	\$ (9,083)	\$ (3,493)	\$ 39,690	\$ 1,461	\$ 33,124	\$ 24,388	\$ 20,537	\$ 44,925
OCT	683	8,137	\$ 37,198	\$ (4,681)	\$ (2,433)	\$ 30,083	\$ 1,277	\$ 28,774	\$ 16,773	\$ 22,561	\$ 39,335
NOV	59	471	\$ 1,991	\$ (2,451)	\$ (130)	\$ (591)	\$ 110	\$ 9,743	\$ -	\$ 14,128	\$ 14,128
DEC											
TOTAL	2,716	60,027	\$ 337,039	\$ (47,437)	\$ (22,264)	\$ 267,338	\$ 5,762	\$ 197,265	\$ 161,426	\$ 115,675	\$ 277,101



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CITY COUNCIL BRIEFING ITEM	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Jacob Board, Communications Manager
DATE:	January 4, 2021
SUBJECT:	RFP No. 11-1920 to CivicPlus, LLC
	Website Design and Development

BACKGROUND

The City of Jacksonville Beach is seeking a complete redesign of its website to enhance the user experience, simplify content management, and provide improved citizen-centric information and customer service to the community while meeting high standards for design quality and visual appeal. The City would like to decentralize content management by empowering staff to easily create and manage website content in each department under the oversight of a central administrator. The new website must be ADA compliant.

A Request for Proposals was sent to 28 website design and development companies and 20 responses were received. An evaluation committee consisting of staff from Communications, IT, City Clerk, City Attorney, and the City Manager’s Office appraised each response based on the following criteria:

CRITERIA	POINTS
1. Experience	20
2. Features, Functionality and Design	20
3. Implementation Plan	20
4. Ongoing Services	20
5. Investment Proposal/Fees	20

The committee met on November 24, 2020, to evaluate the proposals and score each vendor according to the established criteria. The top three firms were invited to make a presentation to the committee and engage in an informal interview on December 7, 2020. The committee met again on December 15, 2020, to re-evaluate the finalists based on information obtained in the presentations and interviews. Below is the combined scoring tabulation for the November 24, 2020 and the December 15, 2020, evaluation committee meetings.

BRIEFING DATE: January 11, 2021



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MEETING 1 – NOVEMBER 24, 2020	C1	C2	C3	C4	C5	SCORE	RANK
CivicPlus, LLC	20.0	20.0	19.7	20.0	18.7	98.3	1
Municipal Code Corporation dba Municode	20.0	18.7	19.7	19.3	19.7	97.3	2
Granicus, LLC dba Granicus	19.0	19.5	19.7	19.7	18.3	96.2	3
OpenCities, Inc.	18.8	18.0	19.0	18.2	16.0	90.0	4
Planeteria Media	16.7	15.3	17.2	16.3	17.7	83.2	5
Kerigan Marketing Associates, Inc.	17.5	15.8	17.0	18.2	13.8	82.3	6
Creative Marketing Alliance dba CMA	14.8	14.3	15.0	10.8	17.5	72.5	7
Levi, Ray & Shoup, Inc.	16.7	12.7	13.5	14.5	13.3	70.6	8
SGS Technologie	17.0	16.7	16.8	14.0	5.0	69.5	9
Site Hub, LLC	8.5	16.2	14.8	12.7	16.5	68.7	10
Ameex Technologies Corporation	15.3	12.3	14.5	13.0	13.3	68.5	11
Navisite, LLC	15.0	15.5	16.3	16.7	4.8	68.3	12
CNC Consulting, Inc.	13.0	11.7	15.3	7.7	17.3	65.0	13
OrgCentral Labs dba JesseJames Creative	14.5	11.3	13.3	7.2	15.3	61.7	14
Shepherd	12.0	11.8	14.8	12.8	7.3	58.8	15
Above Bits	6.5	11.3	12.5	8.8	12.5	51.7	16
DBISP, LLC	7.8	6.3	11.0	12.2	9.3	46.7	17
To The New, Inc.	6.7	13.7	13.7	9.7	3.0	46.7	18
LANEXUS	8.3	10.3	14.3	8.5	2.8	44.3	19
Camber Creative	5.8	7.2	12.0	4.2	0.0	29.2	20

MEETING 2 – DECEMBER 15, 2020	C1	C2	C3	C4	C5	SCORE	RANK
CivicPlus, LLC	20.0	20.0	19.8	19.7	19.5	99.0	1
Granicus, LLC dba Granicus	19.5	17.2	19.2	16.2	16.8	88.8	2
Municipal Code Corporation dba Municode	19.5	14.5	18.3	16.7	15.7	84.7	3

The committee recommends CivicPlus, LLC for many reasons, including:

- Experience with municipal government websites including Neptune Beach, Atlantic Beach, and St. Augustine;



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- Feature rich, modern, well-designed website creation;
- Commitment to delivering reliable ongoing services including ADA compliance, proper security protocols, and detailed customer service expectations.

If/when the award of the RFP is brought to Council for formal approval, the memorandum will also seek authorization for staff to negotiate a contract for services, to include a final scope of work and associated fee.

FINANCIAL IMPACT

The proposed price for the first year, combining one-time fees and first year annual fees, is \$49,544 with annual fees of \$12,680 beginning in year two. These fees are pre-contract and may change depending on additional features and options.

COUNCIL DIRECTION REQUESTED

Does City Council support staff bringing award of RFP Number 11-1920 to a regular Council Meeting for formal consideration?

ATTACHMENTS

The RFP 11-1920 Website Design and Development and the CivicPlus, LLC response to RFP 11-1920 are available for viewing at <http://www.jacksonvillebeach.org/ccagendasupplements>.