



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - County Manager

J.3.

2/23/2021

Subject:

Speak Up Brevard

Fiscal Impact:

To be determined as directed by the Board

Dept/Office:

County Manager's Office

Requested Action:

It is requested the Board of County Commissioners review each of the citizen recommendations submitted through Speak up Brevard and vote to accept the recommendations as submitted; accept the recommendations with modifications; or reject the recommendation; as is required under the County Charter.

Summary Explanation and Background:

Brevard County Home Rule Charter, Section 2.9.10, provides citizens a mechanism for an individual organization, or group of individuals to provide the County Commission recommendations for the enhancement of the effectiveness and efficiency of County government on an annual basis. In calendar year 2020 the County received 9 citizen recommendations.

Attached is a spreadsheet which contains each citizen recommendation, the County Department(s) that review the recommendation and a staff recommendation to either accept, accept with modifications, or reject each citizen recommendation. Also included in the attachment are the details of each citizens' recommendation for 2020, and staff input relating to each recommendation. Staff is requesting that the Board approve staff recommendations in a single motion for all the citizen recommendations, pulling those items from the staff recommendations that the Board would like to discuss and / or take alternative action than the staff recommendation for particular Speak Up Brevard recommendations.

On February 12, 2021, the County Manager provided the citizen a notice of the date, time and place of the meeting their Speak Up Brevard recommendation is scheduled to be heard by the Board of County Commissioners

According to the Brevard County Home Rule Charter and Board Policy BCC-95, the Board of County Commissioners must take a final vote either to approve, accept with modification or reject within 120 days of the submittal date of the Speak Up Brevard recommendations. All Speak Up Brevard recommendations for this cycle were received by January 1, 2021.

Clerk to the Board Instructions:

Please include recommendations in the Clerk Memo



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

Telephone: (321) 637-2001

Fax: (321) 264-6972

Kimberly.Powell@brevardclerk.us

February 24, 2021

M E M O R A N D U M

TO: Frank Abbate, County Manager

RE: Item J.3., Speak Up Brevard – Citizen Efficiency and Effectiveness Recommendation (CEER)

The Board of County Commissioners, in regular session on February 23, 2021, reviewed each citizen recommendation submitted through Speak Up Brevard – CEER; and approved to accept, to accept with modification, or to reject recommendation as required under the Brevard County Charter as follows:

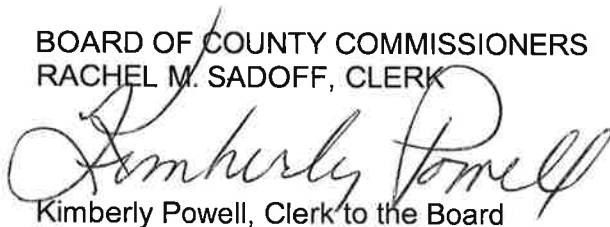
- CEER #2021001, mandatory for all public lands in Brevard County to install rain sensors on irrigation systems – accepted with modification not to include mandatory rain sensors but rather implementation of metering reclaimed water of properties on County-owned sewer systems subject to funding which is being sought, but is without a time frame for available funding at this time.
- CEER #2021002, bike lanes at Pinehurst Avenue – accepted with modification for transportation funds be allocated to investigate the feasibility and cost for improvement, as this route is heavily used by the cycling community.
- CEER #2021003, repairing Hammock Road, Mims – accepted with modification due to funding constraints, Hammock Road was placed on a seven-year rehabilitation schedule with approximately one-half mile to one mile of roadway being rehabilitated each year; the schedule started in 2020, and the completion date may vary based on available funding or unforeseen circumstances.
- CEER #2021004, Sebastian Beach Coastal Watch Station – accepted with modification to continue supporting private businesses that create great experiences for visitors, should a private business want to create a museum or something similar, it would be promoted through the website and social media platforms, include publicity efforts and possibly advertising if it made sense, be eligible for a capital facilities grant but would have to go through the application process and get the Tourism Development Council Capital Facilities Committee to vote in support before being brought to the Board of County Commissioners for its consideration, and the Tourism Development Office would only provide a percentage of the total project cost, as grants are contingent on matching funds.

- CEER #2021005, lack of affordable housing in Brevard County for low-income residents related to minimum wage – accepted with modification for the creation of additional affordable housing and directed Housing and Human Resources staff to work with State and Federal lobbyists to advocate for more funding; and rejected the setting of the minimum wage which is beyond the purview of the Board of County Commissioners, however, during the last election an amendment to raise Florida's minimum wage was approved by residents, and the amendment resulted in the Statewide minimum wage being raised to \$15 per hour by 2026.
- CEER #2021006, centers for programs and transportation in the area for seniors – rejected, as there is already an avenue to address the recommendation.
- CEER #2021007, social life – accepted with modification for Parks and Recreation Department to continue enhancing the quality of life by providing many types and levels of service, including recreational opportunities to the community at its parks and community, and nature and education centers.
- CEER #2021008, less trash collection – rejected.
- CEER #2021009, broker associate – accepted with modification to promote that Brevard County is "Orlando's Closest Beach", among other things, and advertising runs mostly in Orlando and Tampa, as well as other Florida markets, spending approximately \$4.5 million on advertising this Fiscal Year, and will continue to expand as additional dedicated funding becomes available.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK



Kimberly Powell, Clerk to the Board

/ds

cc: Finance
Budget



BOARD OF COUNTY COMMISSIONERS

Utility Services Department
2725 Judge Fran Jamieson Way
Building A, Room 213
Viera, Florida 32940

Inter-Office Memo

TO: Brevard County Board of County Commissioners
THRU: Frank Abbate, County Manager
THRU: John Denninghoff, Assistant County Manager
FROM: Edward Fontanin, PE, Utility Services Director *EGF*
DATE: January 21, 2021
SUBJECT: Citizen Efficiency and Effectiveness Recommendation #2021001

A Citizen Efficiency and Effectiveness Recommendation (CEER) document was submitted that identified a problem concerning *"Our water supplies are finite. The demands on our aquifer increase every year. Every effort to conserve should be promoted especially on public lands"*

CEER #2021001 goes on to recommend, as a potential solution, *"It should be mandatory all sprinkler systems on public land should have rain sensors. It is a terrible waste how much water, reclaimed or otherwise, is lost over the course of a year watering during rain storms. Also, possibly offer some incentive to residents to do the same, maybe a one time \$10 credit on their reclaimed water bill or some such thing?"*

Staff offers the following:

- It appears that this CEER is seeking an ordinance for it to be mandatory for all public lands in Brevard County to install rain sensors on their irrigation systems

The Brevard County Utility Services Department constantly reviews ways of efficiency, in particular with the environment. Rain sensors have been assessed in a manner as described in the recommendation. However, we have found that rain sensors do not have the reliability we would require. Issues such as not turning on during no rainfall events, being damaged / tampered due to the above ground exposure, and maintenance costs are some of the reasons of not utilizing this on public land. We have considered utilizing meters where reclaim water is used for irrigation on private property. This method would bill each person monthly based on their usage. This method makes each individual accountable of their usage. In order to implement such, this will require funds to purchase and install meters along with staff to download usage data. This option is being considered and based on State grants for environmental conservation, could be implemented in the future.

Staff Recommendation:

It is recommended that the Board of County Commissioners accept with modification, CEER #2021001. Modifications would not include mandatory rain sensors but rather implementation of metering reclaimed water of properties on County-Owned sewer systems subject to funding which is being sought, but is without a time frame for available funding at this time.

Phone (321) 633-2091 • Fax (321) 633-2095
Website: BrevardCounty.us/utilityservices



BOARD OF COUNTY COMMISSIONERS

Public Works Department
2725 Judge Fran Jamieson Way
Building A, Room 201
Viera, Florida 32940

Inter-Office Memo

TO: Frank Abbate, County Manager

THRU: John P. Denninghoff, Assistant County Manager

THRU: Marc Bernath, Public Works Director Bernath, Marc
On file in the Public Works Department
2725 Judge Fran Jamieson Way
Building A, Room 201
Viera, Florida 32940

FROM: ^{cg}Corrina Gumm, Traffic Operations Manager

SUBJ: Citizen Efficiency and Effectiveness Recommendation #2021002
Bike Lanes – Pinehurst Avenue

DATE: January 21, 2021

Question:

A Citizen Efficiency and Effectiveness Recommendation (CEER) was submitted to Brevard County from Ms. Erica Schwarz as follows:

"Side lanes for cyclists to ride safely are conspicuously absent from this country in general, and Suntree in particular. Even the now "finished" Viera Blvd has a bike lane on only 1 side and then even that goes away closer to Route 1. We have a huge cycling community and their safety should have been taken into account in road planning, but it wasn't and that should be remedied. Putting bike lanes (both ways) on North and South Pinehurst all the way to Rockledge Drive would be a start as this is an extremely popular route."

Analysis:

In Florida the bicycle is legally defined as a vehicle and the bicyclist as a driver. As such, bicyclists have the same rights to the roadways and must obey the same traffic laws as the drivers of other vehicles, such as riding with the flow of traffic and yielding the right-of-way when entering a roadway. The dilemma faced by both the bicyclists and motorists is the disparity between their speeds. Even on a road with a 25-mph posted speed limit, the majority of the most enthusiastic cyclists are unable to safely maintain a higher speed and may be at risk for an incident with a motorist. While the cyclist can consider using alternative paths, such as an adjacent multi-use path or sidewalk, the ultimate solution is to create a wider pavement to improve safety of bicyclists using the road. Transportation funds are currently not budgeted for this purpose; however, we recognize the increased safety that bike lanes can provide for cyclists.

Phone (321) 617-7202 • Fax (321) 617-7208

Website: brevardfl.gov

At the time most of the roads in Brevard County were constructed, planning for preferential or exclusive space for bicycle travel along a street was not considered in the design process. In fact, it was not until 2009 that the Florida Department of Transportation (F.D.O.T.) developed the first engineering standards for bicycle lane markings where a designated bike lane may be desirable. Brevard County strictly adheres to the F.D.O.T. standards for engineering design and construction of roadway improvements. While dedicated bicycle lanes are not required, Brevard County has been including paved shoulders and multi-use sidewalks on all new road construction projects to allow for use by bicyclists.

In review of the suggestion to provide bike lanes on North and South Pinehurst Avenue, it was revealed that 1.1 out of the 2.9 miles of Pinehurst Avenue already has a paved shoulder that may be used by cyclists. The remaining 1.8 miles of Pinehurst Avenue does not have a paved shoulder, but is improved with a 6-foot to 8-foot wide sidewalk on one or both sides of the road. The north and south segments of Pinehurst Avenue are described in more detail below.

North Pinehurst Avenue extends north from Wickham Road to Holiday Springs Road and is approximately 1.8 miles in length. The posted speed limit is 30 mph. A third (0.6 miles) of N. Pinehurst Avenue is a divided 2-lane road with a wide (10'-12') paved shoulder on each side of the road that may be used by bicyclists. North of Spyglass Hill Road, North Pinehurst Avenue transitions to an undivided 2-lane road without a paved shoulder, but with a 6-foot wide sidewalk on one side. The road was built more than 25 years ago and the sidewalk was added several years later.

South Pinehurst Avenue extends south from Wickham Road to St. Andrews Boulevard and is approximately 1.1 miles in length. The posted speed limit is 25 mph. About half (0.5 mile) of South Pinehurst Avenue includes a paved shoulder on each side of the road, which was installed to accommodate users of the Suntree Golf Course and may be used by bicyclists as well. The remaining half (0.6 miles) of S. Pinehurst Avenue has a 6-foot or 8-foot sidewalk on one or both sides of the road.

The cost of installing a bike lane can range from approximately \$5,000 to \$50,000 per mile for a simple rural roadway cross section that does not have other roadway features in conflict. The costs can grow exponentially depending on right of way acquisition costs, the condition of the pavement, whether the pavement needs to be widened, the type of drainage system that exists, the extent of removing and repainting lane lines, and other factors.

In the case of North and South Pinehurst Avenue, it is estimated that the installation of bicycle lanes where a paved shoulder does not currently exist may cost \$250,000. An additional \$150,000 is estimated to extend these bicycle lanes from N. Pinehurst Avenue, along Holiday Springs Boulevard, and then along Viera Boulevard, to US Highway 1 where bicyclists can then travel on the existing bike lanes to get to Rockledge Drive. It is estimated that the cost to place dedicated bike lanes throughout the entire route would be around \$400,000.

Staff Recommendation:

It is recommended that the Board of County Commissioners accept with modification, CEER #2021002. It is desirable to provide a preferential lane for bicyclists to travel; however, it may or may not be feasible and we currently do not have designated funds for bikeway improvement projects. It is suggested that transportation funds be allocated to investigate the feasibility and cost for this improvement, as this route is heavily used by the cycling community.




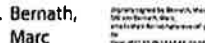
BOARD OF COUNTY COMMISSIONERS


Public Works Department
2725 Judge Fran Jamieson Way
Building A, Room 201
Viera, Florida 32940

Inter-Office Memo

TO: Frank Abbate, County Manager

THRU: John P. Denninghoff, Assistant County Manager 
John Denninghoff (www.brevardfl.com)

THRU: Marc Bernath, Public Works Director 
Bernath, Marc
Public Works Director
Brevard County
2725 Judge Fran Jamieson Way
Viera, Florida 32940

FROM: Susan Jackson, Assistant Public Works Director/Road and Bridge Program Manager 

SUBJ: Citizen Efficiency and Effectiveness Recommendation #2021003
Repairing Hammock Rd, MIMS

DATE: January 29, 2021

Question:

A Citizen Efficiency and Effectiveness Recommendation (CEER) was submitted to Brevard County from Ms. Rebecca Roberts as follows:

- a. "Brevard County does not crown the roads. They are washboard[ed] and filled with mud holes most of the time. This encourages four wheeling of ATVs and 4x4 vehicles causing property owner damage...."
- b. "...Now there are vehicles driving on grass around signs and bypassing roads. Latest solution to cut on two foot drain points from road to ditch. All are bandaids."
- c. "Consider actually repairing the road and enforcing speed and laws on Hammock to reduce further damage of road. Or pave road."

This office has been tasked with providing input as to the comments and recommendations received regarding the condition of Hammock Rd as identified by items a, b and c above.

Analysis:**Item a. Crowning of Roads**

Proper dirt road maintenance consists of three elements: a crowned or elevated driving surface, a shoulder area that slopes directly away from the edge of the driving surface, and a ditch. The primary goal is to keep the water drained away from the roadway. Standing water on the roadway is one of the major reasons for distress and failure of the road.

Washboarding and potholes are problematic characteristics of a dirt road, and are common complaints. There are four primary causes of washboarding: driving habits of people (speeding and aggressive braking), lack of moisture, poor quality of road material, and lack of crown or elevated road surface. The first cause is the major reason for the washboard conditions. Driving a dirt road at high speeds (above 20mph) can destroy a smooth road surface and turn it into a washboard mess, sometimes in a very short amount of time. The cause of washboard comes down to basic physics and natural movement of materials. Wheels rolling over the dirt/shell road surface shifts the aggregate and it begins to settle in a pattern of ripples; the faster the vehicle speeds, the more movement occurs.

Brevard County Public Works (Road & Bridge) maintains approximately 85 miles of dirt roads; 80% are located in District 1. County dirt roads are typically crowned in the centerline or elevated with a 2% slope that allows water to run off the road and into a roadside drainage system, generally a swale or ditch. The motor grader operators must constantly focus on maintaining the proper crown or elevated surface of the roadway, not allowing the shoulders to build up and prevent the flow of road runoff. The Road & Bridge maintenance team completes a grading cycle about every 4-6 weeks depending on weather conditions, road conditions, staffing, and equipment failures.

Hammock Road is approximately 5.5 miles long, located in District 1 (Mims), and constructed with a crown or elevated side along different sections of the roadway. Based on a 2019 evaluation, most of this dirt road needs rehabilitation. The road base needs to be remixed with the proper ratio of materials, the crown restored and the high shoulders regraded to allow proper drainage. The cost to rehabilitate the entire road is estimated at \$1.1 Million and the cost to pave is \$4.4 Million. Due to funding constraints, Hammock Road was placed on a 7-year rehabilitation schedule; approximately 1/2 mile to 1 mile of roadway will be rehabilitated each year. This schedule started in 2020. The completion date may vary based on available funding or unforeseen circumstances.

Item b. Two-foot Drains Cut into Side of Road

These two-foot drains were selectively cut into the shoulder of Hammock Rd in low areas as a temporary solution. As noted by the citizen, this is to drain water off the road as the shoulders are indeed too high. The shoulders need to be cut and regraded to allow road runoff to flow into the drainage ditches. This will be addressed during the road rehabilitation process.

Item c. Consider Repairing Road, Enforcing Speed or Pave Road

While there is not a recurring funding source to pave dirt roads, Public Works continues to look for viable solutions to improve dirt road conditions through maintenance activities. Case in point, the section of Hammock Road from Lionel Road to Irwin Avenue (0.5 miles) was recently rehabilitated by Road & Bridge Construction. As previously stated, paving all of Hammock Road is estimated to cost \$4.4 Million. The planned cost includes surveying, engineering, permitting, acquisition of drainage easements and rights of ways, utility relocation, and construction.

Staff Recommendation:

It is recommended that the Board of County Commissioners accept with modification CEER #2021003.



To: Frank Abbate, County Manager

Through: Jim Liesenfelt

From: Peter Cranis, Tourism Director *PC*

Date: January 27, 2021

Subject: CEER Recommendation #2021004 Sebastian Beach Coastal Watch Station

Problem Description:

The Sebastian Beach Inn shut down several years ago. The inn has some interesting history as it is housed in Brevard County's last remaining coastal watch station that served dating back to World War II. The watchtower itself blew down in a hurricane in 2004. A movie producer named Bert Green took over the site in the 1950's and invited many of his Hollywood friends to come and party overlooking the turquoise ocean.

I think the county should purchase the property and rebuild the tower. They could keep the existing restaurant and add a museum celebrating the history.

Recommendation Description:

The museum and restaurant would make a great tourist attraction - particular with the expected large influx of UK tourists coming in 2022 (thanks to the deal with TUI Group). This is expected to add an additional 126,000 beach tourists each year. The county would own the property but could lease out the restaurant. This would likely cover operating expenses. So the county would get a great tourist attraction and preserve a historic landmark. Otherwise the FLU is single family. If it is sold it will likely be leveled.

Staff Analysis:

Unfortunately, the County, nor the Tourism Office, have the funds to purchase a property like this. Further, the Tourism Office does not create attractions, museums, etc. Its role is to market the destination and provide information about activities to do and places that people can go. The Space Coast Office of Tourism will continue to support private businesses that create great experiences for visitors. Should a private business want to create a museum or something similar to the one described, we would promote that through our website and on our social media platforms. It is possible we would include them in our publicity efforts and possibly our advertising if it made sense. It is also possible that a venue like this would be eligible for a capital facilities grant, but they would have to go through the application process and get the Tourism Development Council Capital Facilities Committee to vote to support it before it would be brought to the Brevard County Board of County Commissioners for their consideration. Also, the Tourism Office would only provide a percentage of the total project cost, as grants are contingent on matching funds.

SPACE COAST OFFICE OF TOURISM

430 Brevard Avenue • Suite #150 • Cocoa Village, Florida 32922
(321) 433,4470 ext. #52981 • Fax: (321) 433,4476

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Staff Recommendation:

The Space Coast Office of Tourism recommends that the Board of County Commissioners accept this recommendation with noted modifications.

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Inter-Office Memo

BOARD OF COUNTY COMMISSIONERS

TO: Brevard County Board of County Commissioners

THRU: Frank Abbate, County Manager
Board of County Commissioners

THRU: Jim Liesenfelt, Assistant County Manager
Community Services Group

FROM: Ian Golden, Director
Housing and Human Services Department

DATE: January 22, 2021

SUBJECT: Citizen Efficiency and Effectiveness Recommendation #2021005

A Citizen Efficiency and Effectiveness Recommendation (CEER) document was submitted that identified a problem regarding:

"Affordable housing for low-income citizen who are trying to live into places they can not afford and having to work 2-3 jobs to make it (minimum wages). Citizen need to be able to work one job like middle class citizen so they can be home with family and less stress. Low-income house for senior so family members will not have to give them money to live monthly due they are taking most of their benefits to live. Thank you"

CEER #2021005 does not contain any recommendations as a potential solution.

Staff offers the following:

- It appears that this CEER is seeking to address a lack of affordable housing for low-income residents of Brevard County.

The Florida Legislature, per Florida Statute 420.6015, determined that "decent, safe, and sanitary housing for persons of very low income, low income, and moderate income are a critical need in the state" and "new and rehabilitated housing must be provided at a cost affordable to such persons in order to alleviate this critical need". In order to facilitate this legislative finding, the State Housing Initiatives Partnership Program (SHIP) was created (Florida Statute 420.9072). SHIP provides sustainable homeownership and rental housing for Florida's workforce, helps prevent homelessness, and provides emergency repairs and disaster recovery for Florida's most vulnerable residents, including the frail elderly, persons with disabilities, and veterans.

SHIP distributes trust funds to counties and eligible municipalities. In Brevard the five recipients of that funding are Brevard County Government (administered through the Housing and Human Services Department) and the municipalities of Palm Bay,

Page 1

Melbourne, Cocoa, and Titusville. This funding has been significantly reduced by the state over the last several years and was eliminated entirely for State Fiscal Year 2020-21.

The County and these municipalities also receive allocations through the United States Department of Housing and Urban Development's (HUD) HOME Investment Partnership Program. These funds also are limited and while more reliable than SHIP, are still subject to Congressional and Presidential approval.

The lack of affordable housing is a substantial issue across the Country, not just in Brevard County. Compounding it is the rebounding housing market and increasing cost of labor and materials, which restrict the purchasing power of the limited funds that are received.

- It appears that this CEER also seeks to address affordable housing as it relates to income, specifically the minimum wage.

The setting of the minimum wage is beyond the purview of the Brevard County Board of County Commissioners. However, during the last election an Amendment to raise Florida's minimum wage was approved by residents. This amendment will result in the statewide minimum wage being raised to \$15 per hour by 2026.

Staff recommendation:

It is recommended that the Board of County Commissioners accept the portion of the Citizen Efficiency and Effectiveness Recommendation (CEER) 2021005 regarding the creation of additional affordable housing and direct Department staff to work with our State and Federal lobbyists to advocate for more funding.



Inter-Office Memo

BOARD OF COUNTY COMMISSIONERS

TO: Brevard County Board of County Commissioners

THRU: Frank Abbate, County Manager
Board of County Commissioners

THRU: Jim Liesenfelt, Assistant County Manager
Community Services Group

FROM: Ian Golden, Director
Housing and Human Services Department

DATE: January 22, 2021

SUBJECT: Citizen Efficiency and Effectiveness Recommendation #2021006

A Citizen Efficiency and Effectiveness Recommendation (CEER) document was submitted that identified a problem regarding:

"Centers for programs and transportation in the area for seniors"

CEER #2021006 does not contain any recommendations as a potential solution.

Staff offers the following:

- Since the recommended title (from the citizen) for this CEER is "Affordable Housing for Seniors (HUD)" it appears that this CEER is seeking to address a lack of congregate living with amenities for seniors in Brevard County.

Brevard County and the four main municipalities (Titusville, Cocoa, Melbourne, and Palm Bay) receive both State and Federal funds to support the creation and maintenance of affordable housing. However, the State funding has been significantly reduced over the last several years and was eliminated entirely for State Fiscal Year 2020-21 and while the Federal funds are more reliable than State Housing Initiatives Partnership (SHIP), they are still subject to Congressional and Presidential approval.

The lack of affordable housing is a substantial issue across the Country, not just in Brevard County. Compounding it is the rebounding housing market and increasing cost of labor and materials, which restrict the purchasing power of the limited funds that are received. Additionally, even pooled together, all the funds received in Brevard County (including the municipalities) would not be sufficient to acquire or create the type of congregate housing referred to in this CEER.

However, the Florida Housing Finance Corporation offers a Low Income Housing Tax Credit Program, which can be used for these types of facilities. It utilizes funds from the

Federal level which are generated through a dollar-for-dollar reduction in federal tax liability that for-profit and nonprofit organizations can utilize to provide equity financing for the rehabilitation (with or without acquisition), or new construction of low and very low-income rental housing units. Qualifying buildings include garden, high-rise, townhouses, duplexes/quads, or mid-rise with an elevator. Ineligible development types include hospitals, sanitariums, nursing homes, retirement homes, trailer parks, and life care facilities. These funds require an investment from local government for a developer's application to be accepted. Brevard County and the municipalities have supported this program and local development for many years. All five local governments have processes in place to review, vet, and approve the expenditure of our limited affordable housing funds for the large-scale creation of housing through this Tax Credit Program.

Staff recommendation:

It is recommended that the Board of County Commissioners reject the Citizen Efficiency and Effectiveness Recommendation (CEER) 2021006, as there is already an avenue to address this suggestion.



To: Frank Abbate, County Manager

Through: Jim Liesenfelt

From: Peter Cranis, Tourism Director *PC*

Date: January 22, 2021

Subject: CEER Recommendation #2021007 Social Life

Problem Description:

More entertainment for middle age to seniors to enjoy for all cultures. Jazz/ R&B places/clubs/outdoors or open concretes, culture events, somewhere to go enjoy music and entertainment. Life group for age group 40 - 60 is boring in Cocoa.

Recommendation Description:

Better entertainment, culture event will bring the economy up for local area, business especially (small business) and interest in Brevard area.

Staff Analysis:

The Tourism Office is not a creator of venues or activities. This would fall more to the private sector and the County's Parks and Recreation Department. The Tourism Office's role is to market the destination and provide information about activities to do and places that people can go. The Space Coast Office of Tourism will continue to support private businesses that create great experiences for visitors. Should a private business want to create a venue or something similar to the one described, we would promote that through our website and on our social media platforms. It is possible we would include them in our publicity efforts and possibly our advertising if it made sense. It is also possible that a venue like this would be eligible for a capital facilities grant, but they would have to go through the application process and get the Tourism Development Council Capital Facilities Committee to vote to support it before it would be brought to the Brevard County Board of County Commissioners for their consideration. Also, the Tourism Office would only provide a percentage of the total project cost, as grants are contingent on matching funds.

Brevard County Parks and Recreation Department will continue to enhance the quality of life by providing many types and levels of service, including recreational opportunities to the community at its parks and community, nature and education centers. Programs offered are both active and passive in nature. Examples of programs in the Cocoa/Rockledge area targeting the 40- to 60-year-old age group include Over 50 softball, Big Kid Adventures and Pickleball.

SPACE COAST OFFICE OF TOURISM

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Other activities include volleyball, birding tours and Movies in the Park that cater to all age groups.

The Martin Andersen Senior Center, located in Rockledge, offers a wide range of activities geared for seniors ages 50 and older. Programs include dance lessons, art classes, quilting group, aerobics/exercise, various card groups and bingo. The center is operated on behalf of Brevard County by Martin Andersen Senior Center, Inc.

Further information on senior-oriented programs can be found at www.brevardfl.gov

Staff Recommendations:

The Space Coast Office of Tourism recommends that the Board of County Commissioners accept this recommendation with noted modifications

SPACE COAST OFFICE OF TOURISM

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Solid Waste Management Department
2725 Judge Fran Jamieson Way
Building A, Room 118
Viera, Florida 32940

BOARD OF COUNTY COMMISSIONERS

Inter-Office Memo

December 21, 2020

TO: Board of County Commissioners

THROUGH: Frank Abbate, County Manager
Board of County Commissioners

THROUGH: John Denninghoff, Assistant County Manager
Development & Environmental Service Group

FROM: Euripides Rodriguez, CIA, Director
Solid Waste Management Department

SUBJECT: Citizen Efficiency and Effectiveness Recommendation #2021008

In the CEER #2021008 Less Trash Collection, the citizen states the following:

Current Problem

Having trash collection twice a week means higher cost to consumers.

Recommendation

Reduce trash collection to once a week. Reduce the amount of money charged for trash collection.

Staff offers the following:

The Board recently solicited a Request for Proposals in which the option of once a week garbage pickup was included. These options with the associated cost were presented to the Board on November 12, 2019. Based on these results the Board directed staff to negotiate with Waste Management on the twice a week pickup.

Staff Recommendation:

It is recommended that the Board of County Commissioners reject Citizen Efficiency and Effectiveness Recommendation #2021008.



To: Frank Abbate, County Manager

Through: Jim Liesenfelt

From: Peter Cranis, Tourism Director *PC*

Date: January 27, 2021

Subject: CEER Recommendation #2021009 Broker Associate

Problem Description:

Why are we allowing the TV to out-advertise St. Petersburg as the closest beach...only 90 minutes away! Are we not spending money on advertising?? We have so much more to offer! Beaches, Space Coast launched, laid back small town atmospheres....come on, guys, you don't need me to write for you! Thank you, at least, for listening.

Recommendation Description:

Promote tourism and help us sell the county to northerners.

Staff Analysis:

The Tourism Office targets drive markets within the state of Florida such as Orlando, Tampa, Miami, Palm Beach, Jacksonville, as well as the Southeastern United States including markets like Atlanta and Charlotte. The majority of visitation to the Space Coast comes from 300 miles away and less. Other markets outside of 300 miles that our origin markets for visitors are New York, Chicago, Philadelphia, Washington, DC, and Detroit.

The Space Coast Office of Tourism is responsible for marketing the destination and does promote that we are "Orlando's Closest Beach", among other things. Advertising runs mostly in Orlando and Tampa, as well as other Florida markets so residents would not always see them. We are spending approximately \$4.5 million on advertising this fiscal year. We will continue and expand this initiative as additional dedicated funding becomes available.

Staff Recommendations:

The Space Coast Office of Tourism recommends that the Board of County Commissioners accept this recommendation with the noted modifications.

SPACE COAST OFFICE OF TOURISM

430 Brevard Avenue • Suite #150 • Cocoa Village, Florida 32922
(321) 433.4470 ext. #52981 • Fax: (321) 433.4476

COCOA BEACH • MELBOURNE BEACHES • PALM BAY • TITUSVILLE

Speak Up Brevard Number	Citizen Recommendation	Staff Recommendation
2021001	Irrigation systems	Accept with modification
2021002	Bike lanes	Accept with modification
2021003	Hammock Road repairs Mims	Accept with modification
2021004	Sebastian Beach Coastal Watch Station	Accept with modification
2021005	Low-income housing	Accept with modification
2021006	Senior centers and transportation	Reject
2021007	Culture and entertainment for seniors	Accept with modification
2021008	Reduce trash collection to once a week	Reject
2021009	Broker Associate for tourism advertising	Accept



May 25, 2011

MEMORANDUM

TO: Stockton Whitten, Assistant County Manager

RE: Item VII.D.1., Approval of Board Policy for Citizens Process for Advising the County Commission

The Board of County Commissioners, in regular session on May 24, 2011, approved the proposed Board Policy that outlines the process for receiving and reviewing citizens recommendations for effectiveness and efficiency improvements in Brevard County Government. Enclosed is the original Policy for your action.

Your continued cooperation is always appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS
MITCH NEEDELMAN, CLERK

Tammy Etheridge, Deputy Clerk

/ds

Encls. (1)

cc: Budget
Finance

TITLE:	Citizens Process For Advising The County Commission	NUMBER:	BCC-95
		APPROVED:	May 24, 2011
		ORIGINATOR:	County Manager's Office
		REVIEW:	May 24, 2014

I. OBJECTIVE:

To provide a process for Citizens as individuals or as an organized group of individuals to submit formal written recommendations for the enhancement of the effectiveness and efficiency of Brevard County Government.

II. REFERENCE:

A. Brevard County Home Rule Charter Section 2.9.10.


III. DIRECTIVES

- A. The County Manager, within this policy document, shall establish and recommend to the Board of County Commissioners a process and procedures whereby the Board can review and formally vote to accept, accept with revisions, or reject recommendations on the enhancement of the effectiveness and efficiency of County Government.
- B. An annual filing date with a review period shall be established for receipt of submission and final vote of the Board of County Commissioners.
- C. The County Manager will solicit, under this policy and process, recommendations that promote the efficiency and effectiveness of County government as the intent of the Charter amendment was not to address citizen grievances or specific citizen service requests.
- D. Any individual or organized group may submit recommendations intended to enhance the efficiency and effectiveness of County Government by submitting to the County Manager an electronic or hardcopy of the "Citizen Efficiency and Effectiveness" form attached to this policy. Upon submittal, the form will be reviewed and acted upon according to the following procedure.
 - 1. The annual filing date for submission shall be July 15, 2011 for the initial year and January 1 of each year thereafter.

2. The form will be available for download and submission on the County Internet Homepage. Hardcopies of the form will be available by request from the County Manager's Office.
3. Within forty five (45) days of receipt of the recommendation the County Manager's Office shall evaluate and comment upon the recommendation with a recommendation for the consideration of the Board of County Commissioners. If necessary the County Manager's Office will also forward the recommendation to the County Attorney for a review of the legality of the recommendation.
4. The County Manager after completion of the above referenced reviews will forward the recommendation and review package to the Board of County Commissioners for their review.
5. After forwarding the County Manager report to the Commission, the County Manager shall schedule an agenda item for the Board of County Commissioners to consider the citizen recommendation as is practical within the 120 day final vote requirement.
6. The County Manager will give the sponsor of the recommendation at least seven (7) days notice of the date, time and place of the meeting the recommendation is scheduled to be heard by the Board of County Commissioners.
7. The Board of County Commissioners must take a final vote to either approve, reject or revise and accept the recommendation within 120 days of the recommendation submittal date.
8. Under unusual or unforeseen circumstances, the Board of County Commissioners may waive any of the timing provisions relating to submittal, reporting or notice, as set forth in this policy with the exception of the 120 day final vote requirement specified in the Brevard County Home Rule Charter Section 2.9.10.
9. The County Manager will provide a electronic listing with disposition, via the County's webpage, of all recommendations.

IV. RESERVATION OF AUTHORITY

The authority to issue and/or revise this policy is reserved for the Board of County Commissioners.



Robin L. Fisher, Chair
BOARD OF COUNTY COMMISSIONERS
BREVARD COUNTY, FLORIDA
As approved by the Board on May 24, 2011



Board Policy and Procedure

Mission: Contribute to enhancing and ensuring Brevard's quality of life ... Today and always!

Citizen Efficiency & Effectiveness Recommendations

[BCC Home](#) > Citizen Efficiency & Effectiveness Recommendations

Contact Information

First Name: Last Name: Middle Initial:

Street Number: Street Name: Select

Zip Code: (5 digits) City & State: Enter Zip Code

Phone Number: Email Address:

Group/Organization Name:

[Click to Add Additional Contacts](#)

Recommendation Information

Recommendation Title:

Areas Affected: (If Known)

Program or service

Or Select Department

Describe the current problem, issue, or concern that is addressed by the recommendation:

Describe your recommendation, how it would make an improvement, and how it could be adopted:

Upload any optional applicable attachments for your recommendation: [?](#)

[Browse...](#)

[+ Add More](#)

Benefits from Recommendation

What type(s) of benefit(s) will your recommendation provide? (Check all you think apply)

Tangible Benefits:

- | | |
|--|---|
| <input type="checkbox"/> Conserve Energy | <input type="checkbox"/> Cost Savings |
| <input type="checkbox"/> Eliminate Duplication | <input type="checkbox"/> Generate Revenue |

☐ Increase Productivity ☐ Prevent Waste

Estimated Cost to Implement: (If Known) \$

Estimated Return on Investment: \$

Intangible Benefits:

☐ Improve Quality ☐ Improve Safety
☐ Improve Service ☐ Improve Workplace

Complete Security Code



Enter the code shown:

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Under Florida law, email addresses are public records. If you do not want your email address released in response to a public-records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing.



The Official Site of Brevard County, Florida

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 Viera, FL 32940
 Tel:(321) 633-2010 / Fax:(321) 633-2115