



City of Naples

City Council Chamber
735 Eighth Street South
Naples, Florida 34102

City Council Workshop Meeting - **December 12, 2011 - 8: 28 a.m.**

Mayor Barnett called the meeting to order and presided.

ROLL CALL.....ITEM 1

Present:

Bill Barnett, Mayor (arrived 9:58 a.m.)
John Sorey, III, Vice Mayor

Council Members:

Douglas Finlay
Teresa Heitmann
Gary Price, II
Samuel Saad, III (arrived 8:29 a.m.)
Margaret Sulick

Also Present:

William Moss, City Manager
Roger Reinke, Assistant City Manager
Tara Norman, City Clerk
Vicki Smith, Technical Writing Specialist
Gregg Strakaluse, Streets & Stormwater Director
Paul Bollenback, Building Services Director
Michael Bauer, Natural Resources Manager
Katie Laakkonen, Environmental Specialist
Roger Jacobsen, Code & Harbor Manager
Denise Perez, Human Resources Director
Lori Parsons, Risk Manager

Cloe Waterfield
Jim Boula
David Bishop
Lavern Norris Gaynor
Sue Smith
William Tucker
Sam Arden
David Corbin

Media:

Kristine Gill, Naples Daily News
Other interested citizens and visitors.

It is noted for the record that Council Member Saad arrived at 8:29 a.m. during Item 2 below.

SET AGENDA.....ITEM 2

MOTION by Price to SET THE AGENDA as submitted; seconded by Sulick and carried 6-0 (Finlay-yes, Heitmann-yes, Price-yes, Saad-yes, Sorey-yes, Sulick-yes, Barnett-absent).

(Consensus to proceed with zero-based budgeting presentations / 6-0 (Barnett absent).)

PUBLIC COMMENT.....ITEM 3

(8:31 a.m.) None.

ENERGY GRANT UPDATE.....ITEM 4

The City selected the firm of TwentyFifty to develop and implement a 12-month energy outreach and education program. The program is directed at providing City of Naples residents and businesses with both the knowledge and the means to reduce their energy consumption and, thereby, save money. It focuses on providing information on methodologies, techniques, and products by which significant energy conservation and energy cost reductions can be accomplished. The presentation will provide a status report for this initiative. (8:31 a.m.) Natural Resources Manager Michael Bauer provided a

brief overview of his November 23 memorandum (Attachment 1) which discusses the City's energy outreach and education program. Consultant Cloe Waterfield, with TwentyFifty, utilized an electronic presentation to update the status of the NPower program. (It is noted for the record that a printed copy of this material is contained in the file for this meeting in the City Clerk's Office / excerpted text appended hereto as Attachment 2.) Ms. Waterfield explained that the effort is designed to address energy efficiencies and cost savings throughout the City and is funded by a \$125,000 State of Florida Energy Efficiency and Conservation Block Grant. In response to Council Member Finlay, she clarified that while LED (light emitting diode) fixtures are more energy efficient, as in the recently completed Fifth Avenue South lighting project, they had not been utilized due to the fact that they are not considered as aesthetically pleasing as traditional illumination.

Consultant Waterfield then noted a downward trend in energy usage is expected due to economic conditions. She also confirmed for Council Member Heitmann that with the 50 outreach events cited (see Attachment 2), all homeowner associations throughout the City would in fact be contacted. Regional coordination involves Collier and Lee Counties, with City staff and her maintaining contact in order to ascertain energy saving efforts by the two localities. Mrs. Heitmann also questioned effectiveness of the City's vehicle idling policy, it being addressed through observation; Council Member Saad advised that GPS systems have software available to monitor such activity.

Referencing the energy usage projections, Vice Mayor Sorey suggested that FPL (Florida Power & Light) be approached to upgrade its lighting within the City to energy efficient structures as they are replaced. He also received confirmation from Dr. Bauer that the energy reduction report would be provided at the end of 2012 upon receipt of data from FPL.

Council Member Sulick questioned the level of light emitted by LED fixtures. Local architect David Corbin, who indicated his involvement with the project, assured her that LED street and pathway lighting is available that would meet the City's criteria. City Manager William Moss pointed out that the fixtures within the Fifth Avenue South lighting project are also able to accommodate LED lighting. Mr. Moss then confirmed for Council Member Saad that the change to LED lighting in the City-owned parking garages reduced electric costs by half. He further noted that when technology becomes cost effective for use in street lighting, staff would recommend such action.

In a discussion of reporting procedures for the NPower project, Dr. Bauer pointed out that because it concludes in April 2012, a sustainable program should be researched. Dr. Bauer further explained for Council Member Price that reduction of as much as 10% in energy costs may be anticipated which equates to \$3-million. Vice Mayor Sorey suggested that Dr. Bauer re-submit any reports provided since the beginning of the project.

Ms. Waterfield also confirmed for Council Member Sulick that nearly \$250,000 had been saved by the City between 2006 when its energy initiative began and 2008. Council Member Price then received consensus that the City Manager and Mayor communicate with FPL regarding provision of residential energy usage data that Ms. Waterfield said was no longer provided as a matter of course.

2011 STORMWATER QUALITY REPORT.....ITEM 5
2011 Stormwater Quality Report, Findings and Recommendations. The City's stormwater retention lakes serve many vital functions, including flood control, stormwater treatment,

aesthetic amenities and habitat for fish and wading birds. Without appropriate maintenance, however, these lakes may not provide desired improvements to the water quality of the stormwater system. A study was commissioned to evaluate water quality of lakes and the stormwater entering the lakes. Dr. William Tucker, Senior Principal Scientist with AMEC has a PhD in Ocean Science and several years experience in limnology (the study of fresh water lakes). Dr. Tucker has prepared the City's draft report and PowerPoint. Presentation titled "City of Naples Stormwater Quality Analysis, Pollutant Loading and Removal Efficiencies". (9:17 a.m.) (It is noted for the record that a copy of the draft report is contained in the file for this meeting in the City Clerk's Office.) City Manager William Moss provided a brief overview of the information contained in the November 30 memorandum by Streets & Stormwater Director Gregg Strakaluse (Attachment 3). William Tucker, PhD, Senior Principal Scientist with AMEC (*formerly MACTEC*), utilized an electronic presentation in reviewing the 2011 Stormwater Quality Report, including conclusions and recommendations. (It is noted for the record that a copy of Dr. Tucker's presentation is contained in the file for this meeting in the City Clerk's Office and excerpted text appended hereto as Attachment 4). He then explained for Mr. Moss that to compare the health of the City's lake system to another similar urban area, the age and density of the areas should also be similar due to stormwater treatment requirements imposed in the late 1980's.

It is noted for the record that Mayor Barnett arrived at 9:58 a.m.

Vice Mayor Sorey then suggested that a 10-year strategic plan be developed which would prioritize the lakes which, with proper engineering, could function as wet detention systems; this should include costs and identification of additional water quality treatment to be realized. Dr. Tucker noted that none of the City's lakes had been designed per the current South Florida Water Management District's (SFWMD's) criteria, pointing out that they had either existed prior to development or were constructed. He further cautioned that dredging and/or chemically inactivating the sediment are merely temporary solutions, although dredging may in fact be the most effective solution for Spring Lake. At Mr. Sorey's request, Dr. Tucker also opined with regard to copper levels. He indicated that because the same levels exist at both the outflows and inflows, either the copper remains in the lakes or algae treatment with copper sulfate is not the primary source; however, no information as to which lakes are chemically treated was provided, he added. In response to Council Member Sulick, Dr. Tucker confirmed that while the lakes had been tested for fecal coliform, source identification had not been undertaken. Mr. Sorey noted that the latter had nevertheless been a recommendation. Dr. Tucker also clarified for Mrs. Sulick that none of the lakes are considered state waters and therefore are not required to meet numeric nutrient criteria, although they are part of the system discharging into state waters. The latter statement, he noted, is important with regard to the recent mandate to reduce the total nitrogen of TMDL (total maximum daily load) discharge into the Gordon River by 29%; the City was named as the responsible party and the obligation only relates to stormwater structures controlled by the City, not Collier County. Mrs. Sulick agreed with the 10-year plan proposed above.

Mr. Strakaluse informed Council Member Saad that East Lake (small waterbody just southeast of Spring Lake) had been dredged in 2008 and that, to his knowledge, is the only one ever done within the City. Vice Mayor Sorey noted that current industry standards maintain that 20 years is the usual effective life of a wet detention area and some within the City have been in existence over 50 years. Mr. Saad then indicated that he also agreed with the development of a ten-year plan for renovating the City's lakes.

Mr. Strakaluse assured Council Member Price that a previously budgeted operating and maintenance plan for the lakes had in fact been submitted by the consultant (MACTEC at that time). Mr. Price took issue with a lack of action to improve the effectiveness of the lakes after having expended funds for studies. Dr. Tucker then clarified his earlier statement in that copper sulfate used to treat algae is soluble and therefore likely to move downstream.

However, the data collected does not indicate that the copper applied for algae in the lakes is the primary issue with stormwater quality, he added. Director Strakaluse reported that during the collection of data, hot spots of pollutants were found upstream so residents must be approached to ascertain the source of those pollutants, an important part of improving the effectiveness of the lakes.

Council Member Finlay questioned whether the municipal airport property had been tested, observing that along with its own runoff, 450 acres of additional runoff area (east of Airport-Pulling Road and within Collier County jurisdiction) are directed to that City-owned parcel containing wet detention areas. Mr. Strakaluse explained that while some testing would be warranted, that area should be included in the BMAP (Basin Management Action Plans) process for the Gordon River TMDL's; it should be determined who would fund the cost of the testing, the City or the airport, he added. Dr. Tucker then confirmed for Mr. Finlay that with the increased use of irrigation (reclaimed, reuse or alternative) water, it should be kept in mind that it does contain nutrients, and fertilization application must be adjusted accordingly. City Manager Moss added that the City's levels are extremely low due to the type of wastewater treatment employed by the City. Vice Mayor Sorey also explained that sediment testing must be done to determine the cost of dredging; the quality of the dredged material will determine how it must be disposed of, he said. Mr. Strakaluse indicated that some results of testing in Forest Lake and Lake Manor had been received and in response to Mr. Finlay's reference to the above noted dredging of East Lake, Mr. Strakaluse said that the cost had been approximately \$60,000. It had been added as a change order to the stormwater improvement project for the lake which in fact is the smallest in the City; a previous estimate to dredge Spring Lake had been over \$1-million, Mr. Moss advised. Mr. Finlay concluded by agreeing with Council Member Price that at some point, testing must stop and a plan of action followed.

Public Comment: (10:35 a.m.) **Jim Boula, 702 Broad Avenue South**, said that as a long-time diver of Naples Bay, he had anticipated the study to identify the source of copper entering the Cove Pump Station, which then empties into the estuary. He said he had been unable to identify this in the draft report, but Dr. Tucker stated that the stormwater entering that pump station does contain copper and the parking lots in that basin appear to be a significant, localized source, he added. When factored into the entire area that is a watershed into Naples Bay, Dr. Tucker cautioned that the Cove Pump Station might not prove to be an important contributor; this is unknown as yet. Council Member Finlay added that varying opinions exist as to the source of copper in the Bay, noting that some believe boats may in fact be one of the factors.

Council Member Price stated that even though the presentation notes a potential 14% reduction in pollutants by reducing total surface runoff and other solutions, the state is mandating a 29% reduction of pollutants into the Gordon River. Vice Mayor Sorey suggested that a cost/benefit analysis would demonstrate a per-dollar reduction in pollutants to allow the City to meet the goal set by the state, and Mr. Price recommended that a cost be determined for the 29% reduction.

In response to Council Member Heitmann, Director Strakaluse confirmed that staff had indeed been implementing recommendations contained in the May 2011 report. These actions included inspection and maintenance programs as well as projects to remove more of the pollutants; other measures include floating island, aerator and fountain installations. He also explained that staff had coordinated with the Big Cypress Basin and Collier County in developing a public education brochure on stormwater management, and increased public outreach in addressing pollutant sources must be included within any long-range plan, he said. Dr. Tucker then clarified for Mrs. Heitmann that his report, while based upon limited testing due to budgetary constraints, had identified priority lakes needing attention. Dr. Tucker noted the

advisability that the initial 10-year plan be developed to meet the goal of the 29% reduction of total nitrogen flowing into the Gordon River as it is yet unknown what is to be required for Naples Bay. Further data should be collected, following which recommendations for specific projects could be offered and the proposed 10-year plan developed. Should Council approve funding for additional sampling, the data would not be available prior to the next budgetary cycle and planning of capital projects, City Manager Moss added.

Dr. Tucker stated that he agreed with Council Member Sulick's concern that the City is being held responsible for the cleanup of the Gordon River when much of the stormwater runoff is generated from Collier County lands and therefore outside the City's control.

Recess: 11:01 a.m. to 11:13 a.m. It is noted for the record that the same Council Members were present when the meeting reconvened.

INSTALLATION OF A STREAMING VIDEO WEBCAM ON THE NAPLES PIER.....ITEM 6

Citizens representing a not-for-profit corporation seek to install a video-streaming webcam on the Fishing Pier at no cost to the City. The webcam will be funded by commercial advertising that will be viewable through the web. The discussion will consider whether this proposal is acceptable, followed by the development of an appropriate agreement. (11:13 a.m.) Mayor Barnett introduced the item by explaining that he had been approached by a group of citizens with the idea of installing a webcam on the Fishing Pier and that he had referred them to the City Manager. Assistant City Manager Roger Reinke provided a brief overview of the proposal by Lavern Norris Gaynor and David Bishop as contained in his December 2 memorandum (Attachment 5). The project would be at no cost to the City, he said, as funding would be derived from advertizing; staff requested direction, he added.

Mr. Bishop explained that the intent is to provide viewing of the Naples sunset via the internet, reviewing an electronically generated presentation containing details of the proposal. (It is noted for the record that a printed copy of Mr. Bishop's presentation is contained in the file for this meeting in the City Clerk's Office and excerpted text appended hereto as Attachment 6.) He likened the structure of the system to that of the Public Broadcasting Service (PBS), which is funded by sponsors and underwriters, with the carrier to be EarthCam, Inc.

In response to Council Member Saad, Mr. Bishop submitted a cost analysis and conceptual design, which are appended hereto as Attachments 7 and 8, respectively. (It is noted for the record that he additionally submitted several sample depictions of webcam sites, which are contained in the file for this meeting in the City Clerk's Office.) Mr. Reinke clarified for Mr. Saad that staff recommended a contract which would regulate the operation of the website, including its appearance. He also noted that the exact location for the camera had not as yet been chosen and that a preliminary contact with the state had not revealed any prohibitions relative to such matters as the City's submerged land lease. If directed to proceed, staff would obtain a formal legal opinion, Mr. Reinke advised. Mr. Saad also suggested that the City consider sponsoring the project, which would then allow additional control of the final product.

Mr. Bishop confirmed for Council Member Finlay that the group was in fact requesting exclusivity with regard to its webcam on the pier, and Mr. Finlay stated that while he supported the project, an operational model of the proposal should be provided. The model should include a webcam operated by a not-for-profit organization that had entered into an agreement with the jurisdiction in which it is located. Mr. Bishop indicated that such an agreement does exist and would be provided to Council. He continued by acknowledging that the group had not applied for its 501(c)3 designation nor had contact been made with the Tourist Development Council (TDC), the latter which Vice Mayor Sorey recommended. Mr. Bishop also confirmed for Mr. Sorey that the intent is fundraising beyond the annual maintenance costs of the webcam with

excess funding donated to other qualifying not-for-profit organizations. Mr. Sorey then observed that while the proposed webcam operation and funding is largely transparent, he characterized as troubling the involvement of the City with a not-for-profit that would eventually disburse monies to other not-for-profits. Mr. Bishop pointed out that his group will be establishing a fund with the Community Foundation of Collier County, which will provide oversight. Mr. Sorey then indicated that he could support the project although additional details are needed.

Council Member Sulick said that as a 501(c)3 organization is required to donate only 10% of its revenues to charitable causes, she requested that details of the proposed disbursement of the remaining monies be provided. Mr. Bishop indicated that it would be via the Norris Gaynor Fund for Naples or processed by the Community Foundation of Collier County as above noted. Mrs. Sulick then expressed additional concern with vandalism of the camera and City liability with regard to content of the streaming video.

Expressing his personal support of the project, Council Member Price nevertheless cautioned that the issue would be maintaining the spirit of the group's effort of benefitting numerous charitable organizations when the initial appearance will be the brand of the City of Naples used for the benefit of one group. He also commended the ongoing work of the Community Foundation of Collier County.

Council Member Heitmann also acknowledged her support although agreeing with the concerns noted above as well as saying that she believed the proposed timeline not feasible. In response, Mr. Reinke indicated that no legal review of the proposal had as yet been undertaken as staff wished to obtain direction of Council. Mr. Bishop then explained that the Norris Gaynor Fund for Naples had been established to oversee the funding and maintenance of the webcam; it is as yet undetermined how, and by whom, the excess funds will be distributed. Such policies and procedures, as well as a draft contract, is needed before a decision can be made, Mrs. Heitmann concluded.

In response to Council Member Saad, Mr. Bishop stated that the amount of potential revenue is unknown until additional research is conducted.

Public Comment: (12:05 p.m.) **Sue Smith, 11th Avenue South**, said that while she respects the Norris family, she was opposed to the webcam as she viewed it as an invasion of privacy of persons visiting the pier and could in fact generate security issues.

Council Member Heitmann then expressed concern that this proposal may set a precedent for using other public facilities as venues for privately owned and operated organizations to generate revenue. Assistant City Manager Reinke stated that it would be a determination of Council as to whether other similar installations would be allowed.

Vice Mayor Sorey then recommended the following: staff and City Attorney review the proposal further; provide clarification of establishment of the 501(c)3 and the disbursement of funds by those proposing the project; terms of an agreement between the City and the group; and clarification as to exactly what areas are to be captured by the webcam. Mayor Barnett agreed with Mr. Sorey's synopsis, thanking Mrs. Gaynor and Mr. Bishop for their efforts, noting that Council needed the additional information prior to further consideration. Council Member Price pointed out that the agreement referenced by Mr. Bishop involving another municipality's partnership in such a project should also be provided.

Consensus that staff further review proposal; David Bishop to provide agreement of another municipality noted during presentation regarding similar private / public webcam.

EXECUTIVE SESSION.....ITEM 8

(12:13 p.m.) Executive Session to discuss labor relations pursuant to Chapter 447.605, Florida Statutes relative to Professional Firefighters of Naples, International Association of Firefighters, IAFF, Local 2174.

Executive Session: 12:13 p.m. to 1:51 a.m. It is noted for the record that the same Council Members were present when the meeting reconvened.

(1:15 p.m.) No action announced.

REVIEW OF ITEMS ON THE 12/14/2011 REGULAR MEETING AGENDA.....ITEM 9

(1:52 p.m.) Vice Mayor Sorey requested that staff provide the prior approved outdoor seating arrangement relative Item 8 (Alberto's on Fifth / 11-ODPB3), any outdoor dining along the curb without a landscaping buffer with regard to Item 9 (Rossopomodoro Naples / 11-ODPB4), and clarification of Item 10 (Aqua Restaurant / 11-LE2) as to requested hours.

CORRESPONDENCE / COMMUNICATIONS.....

(1:55 p.m.) Council Member Finlay received consensus that staff provide a resolution at the December 14 regular meeting amending the Sam Noe Award candidate qualifications to include past and present members of all City appointed boards and committees. Mr. Finlay also received clarification from Vice Mayor Sorey regarding the specifics of the Florida Department of Environmental Protection (FDEP) mandate to the City of a 29% pollutant reduction in the Gordon River. Mr. Sorey noted that he believed that the reduction should be a joint effort of the Big Cypress Basin, Collier County and the City; best management practices (BMP's) should also be a consideration, Council Member Heitmann added.

Referencing the stormwater quality report discussed in Item 5 above, Council Member Price disclosed that he would not support additional funding being spent towards that consultant gathering more data prior to a plan being developed; Council Member Heitmann agreed. Vice Mayor Sorey stated that his intent would be to have viable wet detention areas in the City and as the current lakes do not meet the criteria, a workshop should be scheduled for discussion of the details. Council must determine its goal prior to giving staff any direction, Mr. Price maintained, and Mr. Sorey suggested that an update of the ongoing numeric nutrient criteria issue be sought, including an explanation as to how the County was exempted from a mandate similar to that above referenced for the City. City Manager William Moss recommended that the lakes, and the Gordon River and Naples Bay be considered separately.

Council Member Sulick commended the stormwater quality report, explaining that she believed data must be obtained prior to being able to develop a plan of action. The lakes are not only important from a water quality standpoint, but when maintaining aesthetics and property values within the City, she said.

Vice Mayor Sorey recommended that the cost of caffeine testing in the stormwater system be ascertained.

A brief discussion followed reiterating direction to staff as discussed above regarding Item 6, a webcam on the Fishing Pier.

ZERO-BASED BUDGETING.....ITEM 7

This is an approach to planning and decision-making which reverses the working process of traditional budgeting. The approach allows thorough evaluation of functions, activities, and services to determine appropriate levels of services and efficient allocation of resources. The concept was modified to allow evaluation of services and the associated cost before preparation of the Fiscal Year 2012-13 budget next year. Presentations will summarize current and past budgeted expenditures, changes in personnel, the estimated cost of functions, activities, and services, how budgets may be reduced by 10%, what services would be offered if 10% additional funding were available,

and what are the future requirements for new facilities. (2:41 p.m.) Streets & Stormwater Director Gregg Strakaluse utilized an electronic presentation containing an overview of zero-based budgeting for his department which includes the Streets & Traffic, and Stormwater Divisions (a printed copy of which is contained in the file for this meeting in the City Clerk's Office and excepted text is appended hereto as Attachment 9). City Manager William Moss then confirmed for Council Member Heitmann that he believed it appropriate to transfer the Natural Resources Division (currently under the City Manager's Office) to Streets & Stormwater due to the similarity in goals and objectives regarding water quality.

A brief discussion regarding resurfacing of roadways ensued during which Mr. Strakaluse explained that while the \$1-million allocation in 2007 did address much of the necessary maintenance, the current level of funding does not, and the City is falling behind its schedule. Neighborhood needs are taken into account when scheduling the repairs/resurfacing, along with roadways with high traffic volume; staff then provides objective input as to prioritizing these projects. Council Member Finlay indicated that by his calculations, at least \$1-million per year is needed for roadway maintenance throughout the City; Mr. Strakaluse agreed. Director Strakaluse also provided a brief review of resurfacing techniques and materials, noting that utilizing shell in alleyways is less expensive than resurfacing; resurfacing of the alleyways can only be done following a petition by affected property owners, he added. The cost of that resurfacing is met by the City, not the property owners, and the resurfacing does, in fact, affect the handling of stormwater runoff. Mr. Strakaluse then assured Mr. Saad that during planning of a project, coordination with the Utilities Department, as well as private utility providers, is an important factor.

With regard to traffic operations, Mr. Strakaluse explained for Council Member Finlay that the \$150,000 annual allocation from the Florida Department of Transportation (FDOT) is to reimburse the City for the maintenance and electricity for the signal system and streetlights involving US 41; however, this revenue does not meet the cost of the electricity for the street lighting, he added. Mr. Finlay then observed that restoring the Streets Fund to an adequate reserve will, in his opinion, be a major challenge. Council Member Price agreed, pointing out that the gasoline tax and state-shared tax revenues will continue to decline and there will be projects that the City will therefore be unable to fund.

Council Member Sulick noted that 36% of the Streets & Traffic Division's staff allocations is to obligations (see Attachment 9, Page 2). Mr. Moss explained that permitting has become more costly as the level of expertise necessary to fulfill this function requires highly trained employees.

Vice Mayor Sorey received confirmation that should the City decide not to continue maintenance of the US 41 signal system and street lighting, Collier County would receive the FDOT revenue and assume the responsibility. Mr. Sorey then recommended that centralizing the video inspection function be considered as well as moving ahead with the transfer of Natural Resources as above referenced. Mr. Strakaluse also reported that bidding for a new lift truck for the department had been higher than the allocation in the budget and, due to the gas tax issue, he indicated that he would not proceed with a new bid process at that time.

City Manager Moss then assured Council Member Heitmann that this department operates under a good model with very little staffing. When options to outsource that make fiscal sense are found, they are brought to Council by staff, he concluded.

ADJOURN.....
3:58 p.m.

Bill Barnett, Mayor

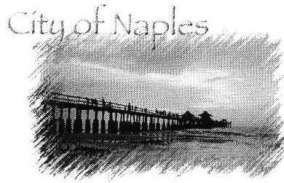
Tara A. Norman, City Clerk

Minutes prepared by:

Vicki L. Smith, Technical Writing Specialist

Minutes Approved: 02/15/12

Attachment 1 / Page 1 of 1



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: December 12, 2011

Agenda Item: 4	Prepared By: Michael R. Bauer, Natural Resources Manager Date: November 23, 2011	Department: City Manager
SUBJECT: Update on the status of the City of Naples Npower energy education program funded by a State of Florida Energy Efficiency and Conservation Block Grant.		
BACKGROUND: The City of Naples selected the firm of TwentyFifty to develop and implement a 12 month energy outreach and education program. The program is directed at providing City of Naples residents and businesses with both the knowledge and the means to reduce their energy consumption and, thereby, save money. It focuses on providing information on methodologies, techniques, and products by which significant energy conservation and energy cost reductions can be accomplished. The work involves: <ul style="list-style-type: none">• Designing a series of presentations on the knowledge and means necessary to reduce energy consumption that is specific to the City and its demographic groups• Contracting an outreach coordinator/education consultant to deliver the presentations• Developing a marketing campaign for the program• Implementing a green business program• Measuring success through quantification of reduced energy consumption by residents and businesses, and• Reporting on, and publicizing, successes The program is designed to reach at least 5,500 permanent residents with specific information on how to reduce energy consumption through a minimum of 50 presentations, distribution of 11,000 educational brochures, development of the Npower website, and certification of at least 25 businesses as "green businesses" through a City of Naples voluntary certification program. A quantitative, measureable assessment will be accomplished through an analysis of Florida Power and Light records of energy consumption. The vendor administering this grant for the City, Cloe Waterfield of TwentyFifty, will inform City Council of the status and progress on the grant.		
Reviewed by Department Director Roger Reinke, Assistant City Manager	Reviewed by Finance N/A	Reviewed by City Manager A. William Moss
City Council Action:		

Excerpted text 121211w / Item 4 / NPower program:

Background

- June 2008: Energy Audit
- May 2009: Energy Savings Action Plan
- November 2009: EECBG \$3.2 billion
- February 2010: The City Applied for Competitive Funds
- August 2010: Energy Savings Status Report
- February 2011: RFP Released
- May 2011: Notice to Proceed
- April 2012: Grant Period Ends

Goals and Objectives

- Reach 5,500 residents
- Distribute 11,000 brochures
- 50 outreach events
- Certify 25 Green Businesses
- Regional Coordination
- 1.3 FTEs
- Reduce energy use 1% from 2006 levels

Outreach Elements

- Presentation
- Website
- Brochure
- Social Media
- Email Newsletter
- Green Business materials

Presentation

How to save over \$700 a year; with no investment other than a commitment

ENERGY - \$440/year through eliminating wasted power, modifying cooling, laundry and water heating habits

WATER - \$90/year through increased water conservation habits and vigilant leak detection and avoidance

FUEL - \$200/year through incorporating safe driving habits, vehicle maintenance and eliminating idling

(It is noted for the record that the following were reviewed, details of which are contained in the file for this meeting in the City Clerk's Office.)

Brochure

Website/Blog

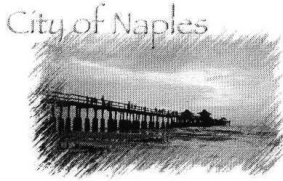
Social Media

Email Newsletters

Green Business Certification Program

Status

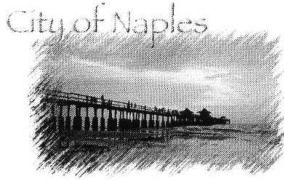
- Project materials complete
- Timeframes and FTE requirements are being met; presentations and certifications underway
- NPower staff are Participating in Naples Community Hospital's 'Green Team'
- Coordinating with the Greater Naples Chamber of Commerce
- Following efforts at the County level
- *"As the nation seeks greater energy independence and energy security, mayors are certain that strong local action—from deploying new clean energy technologies and efficiency measures to raising public awareness about the benefits of these investments—is needed to confront these challenges successfully."* U.S. Conference of Mayors



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: December 12, 2011

Agenda Item: 5	Prepared By: Gregg Strakaluse, Director Date: November 30, 2011 Department: Streets and Stormwater
SUBJECT: 2011 Stormwater Quality Report, Findings and Recommendations	
BACKGROUND: The City's natural and manmade lakes serve many vital functions, including flood control, stormwater treatment, aesthetic amenities and habitat for fish and wading birds. Without appropriate maintenance however, their ability to provide these services can deteriorate. If sediment accumulates their flood control and treatment capacities can be reduced. If overloaded with nutrients (from fertilizers, or human or animal waste) they may experience algal blooms, overgrowth of invasive aquatic plants, fish kills, or reduced water clarity. Human or animal waste could lead to public health concerns. Such water quality impairments detract from the lakes' value as amenities, and can also lead to state regulatory action adversely affecting the City. The City has collected water quality data from stormwater lakes and the conveyance system since 2008. In 2009 the City contracted with MACTEC Engineering and Consulting, Inc. MACTEC, now AMEC Environment & Infrastructure, Inc. (AMEC) to conduct baseline inspection and monitoring of 28 stormwater lakes within the City and develop an operations and maintenance (O&M) plan. The report and O&M Plan were presented to the City in March 2010. The Streets & Stormwater Department has implemented an O&M Plan, resulting in a cost-effective routine inspection and maintenance that mitigates water quality impairment and postpones or avoids much more costly corrective actions. During 2010 AMEC was contracted by the City to collect stormwater samples from select conveyances (pipes, inlets and pump stations) and lakes on a quarterly basis. The City also requested AMEC to consolidate all of these data gathering efforts since 2008 to prepare a loading model that provides an initial identification of the sources of critical water pollutants observed in the lakes and receiving waters including the Gulf of Mexico, Gordon River and Naples Bay. Dr. William Tucker, Senior Principal Scientist with AMEC has a PhD in Ocean Science and several years experience in limnology (the study of fresh water lakes). Dr. Tucker has prepared the City's draft report and PowerPoint Presentation titled "City of Naples Stormwater Quality Analysis, Pollutant Loading and Removal Efficiencies". The report is attached to this memorandum as Exhibit A and presents the results of stormwater monitoring conducted by AMEC from November 2010 through October 2011. Additionally, it consolidates available data from 2008 through 2011 and uses related data developed by the City or other sources to develop a model that provides a condition assessment and initial identification of the source of critical water pollutants. The data is interpreted to identify water bodies or drainage basins that represent priority concerns for the City, primarily focusing on water quality issues that could lead to existing or proposed state regulatory action adversely affecting City interests.	



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: December 12, 2011

Page Two

Agenda Item: 5		
<p>CONCLUSIONS & RECOMMENDATIONS</p> <p>While the conclusions outlined in AMEC's report and presentation focus on additional data collection and remedial strategies specifically at lakes, staff has drawn additional conclusions that suggest a supplemental strategy that we recommend be prioritize first. The stormwater quality data collected this past year has enabled staff to narrow pollutant sources to specific areas, and in some cases specific properties. While the cause for pollution is not known, staff believes that we must reach out to inform specific property owners and businesses of water quality issues. By developing partnerships with property owners in affected areas, the City has a greater ability to understand specific causes of pollution, create a positive change, and respond by managing stormwater flows through detention swales, lakes, pump stations and filter marshes.</p> <p>To accomplish this effort, staff recommends continued stormwater quality sampling within the City's lakes and conveyance system at the same quantity and frequency as 2011. This effort is expected to further isolate pollutant sources and quantify pollutant levels. Furthermore, staff recommends the development of a formal Public Outreach Team charged with informing residents in problematic areas of stormwater quality data, coordinate with residents to identify causes of pollution, and work with residents on specific implementation strategies to eliminate or minimize pollution. In addition, the City is able to better design and implement localized stormwater treatment programs that are focused on removing pollutants prior to reaching Naples Bay or the Gulf of Mexico. The Public Outreach Team would include staff from Natural Resources and Streets & Stormwater, with some technical support from AMEC.</p> <p>If staff's recommendations are supported by City Council, staff and AMEC would work to develop a specific scope of services, fee schedule and timeline, present the item to Council in January 2012 and then proceed as outlined in this memorandum. The Stormwater Enterprise Fund has \$60,000 allocated in FY 11-12 for professional services.</p>		
Reviewed by Department Director Gregg Strakaluse	Reviewed by Finance N/A	Reviewed by City Manager A. William Moss
City Council Action:		

Excerpted text 121211w / Item 5:

City of Naples Stormwater Quality Analysis, Pollutant Loading and Removal Efficiencies

Some History

- Naples Lakes Assessment since 2008
 - 2008 – City staff performed limited assessment
 - Sampled 5 lakes 3 times
 - 2009-10 – City contracted with AMEC (formerly MACTEC) to expand assessment activities
 - Sampled 28 lakes
 - Developed recommendations for Inspection and Maintenance Plan
 - City improved its I&M Program

Recent History (Concluding) Project 2010 – 2011

- More intensive assessment of select lakes and stormwater conveyance systems
 - Quarterly sampling of lakes and contributing storm sewers
 - Going “upstream” to identify and characterize sources
 - Roaming samples based on past results
 - Storm event sampling better characterize stormwater quality
 - Developed model to determine pollutant loading to lakes and waters of the State
 - Incorporated historical data
 - Developed indices to prioritize lakes and lake basins for additional assessment and potential remedial actions

Naples Stormwater Lakes Serve Vital Community Functions

- Water Quantity
 - Flood control
 - Storage
 - Possible future Non-potable reuse
 - Irrigation
 - Aquifer recharge
- Water Quality – capturing and retaining nutrients and pollutants
- Aesthetic amenities
- Ecological Habitat (fish, wading birds, etc.)

The City’s Lakes are an Integral Part of Our Stormwater Management System

- They are not waters of the State
- They are not required to meet ambient water quality standards
- It is appropriate to evaluate their role as components of our stormwater management facilities

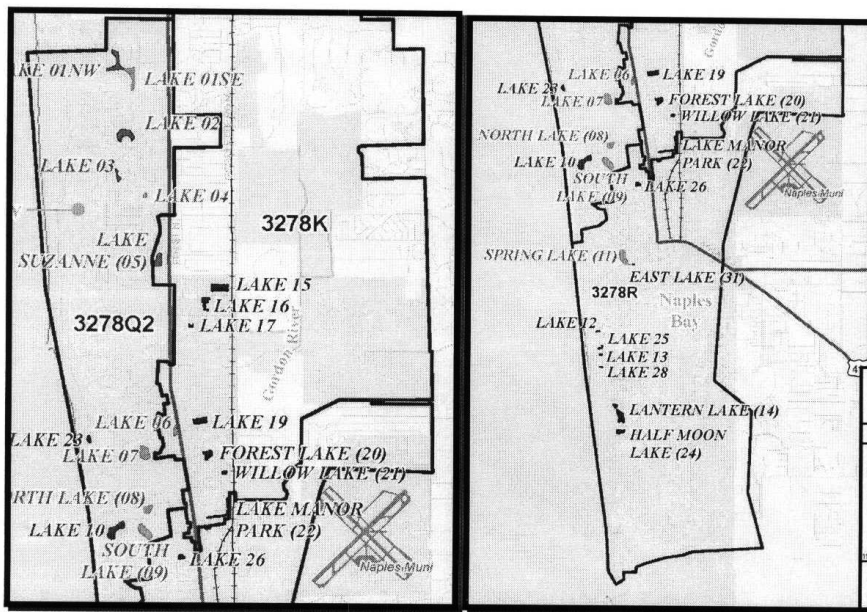
Problems Can Arise, As The Lakes “Do Their Jobs”

- Sediments accumulate
 - Reduces storage capacity
 - Reduces treatment effectiveness
 - Can release pollutants back to the water column
- Infrastructure failures
 - Pumps fail
 - Culverts become clogged
- Water quality declines
 - Algal blooms and bacterial contaminants
 - Low oxygen and fish kills
 - Low water clarity
- Invasive, exotic species

The City’s Stormwater Discharges to Impaired Waters of the State

- Gordon River and Naples Bay are impaired
- By state and federal law, pollutant loads must be reduced to restore impaired water bodies to meet water quality standards and achieve their designated use
- FDEP administers these laws
 - And can compel responsible parties to reduce pollutant discharges (loads) as follows:
 - Designates water bodies as impaired

- Determines the Total Maximum Daily Load (TMDL)
- Develops Basin Management Action Plan to achieve the TMDL's
- Naples Bay – completed Step 1
- Gordon River – completed Step 2
- FDEP - Gordon River is impaired because of low dissolved oxygen (DO)
- Low DO is caused by excess nutrients (TN and TP) and BOD
- A TMDLoad was established for TN
 - Discharges of TN from City stormwater structures are to be reduced by 29%
- Lakes 6, 15, 16, 17, 19, Forest (20), Willow (21), and Manor Park (22) discharge to Gordon River
 - Significant portions of the City discharge to Gordon River, without significant stormwater treatment
- FDEP – Naples Bay is impaired for copper, fecal coliforms, DO, and iron
- TMDL's have not yet been established for Naples Bay
- Numeric nutrient criteria are in development
- Spring (11), 12, 13, Lantern (14), Half Moon (24), 25, 26, 28, and East (31) discharge to Naples Bay



2010-2011 Monitoring

- With a 2010 "snapshot" of 28 lakes, this year's program went into more depth on stormwater affected by US41, the Public Works Pump Station, and 8 priority lake basins
 - 2, Suzanne (5), 8/10, Spring (11), Lantern (14), 15, Manor Park (22), and 26
- 24 samples were taken and analyzed quarterly for
 - Total Suspended Solids (TSS),
 - Nutrients - Total Phosphorus (TP) and Total Nitrogen (TN)
 - Copper (Cu)
 - Bacteria - Fecal coliform, *Enterococcus*
- Inflow and Outflow for lakes 2, Suzanne (5), 8/10, 15, 20, and Manor Park (22)
- 10 locations represent final outfall to waters of the State
 - To Gordon River – 3 locations
 - To Naples Bay – 2
 - To Gulf of Mexico – 2
 - To Doctors Bay – 2
- Pump Stations
 - Capture large contributing areas

- Storm sewers / roaming locations
 - Intended for source tracking

2010-2011 Roaming Samples Source Tracking in Spring Lake Basin 11*

2010-2011 Roaming Samples Source Tracking in Lantern Lake Basin 14*

2010-2011 Roaming Samples Source Tracking to Public Works Pump Station*

*(It is noted for the record that the above referenced diagrams are contained in the packet for this meeting in the City Clerk's Office.)

Storm Event Samples

- Quarterly samples are taken at a set schedule regardless of storm events, however:
 - Most pollutant loading occurs during and after storms
 - Pollutant loading models need storm event water quality data
- Storm event samples taken at 3 high flow, representative locations
 - Public Works Pump Station
 - Lantern Lane Pump Station
 - Conveyance to Spring Lake (11)

Monitoring Results / Quarterly Samples

- Complete results in Annual Report – Takeaways include:
- Based on testing of 6 lakes, our stormwater lakes remove key pollutants
 - About 25% of TN
 - About 45% of TP
 - About 25% of Copper
 - About 66% of fecal coliform
 - Less effective on TSS and *Enterococcus*
- Final outfalls to Naples Bay:
 - exceeds the DEP criterion for copper (on average),
 - Substantially exceeds criterion for fecal coliforms

Monitoring Results / Storm Event Samples

- Complete results in Annual Report – Takeaways include:
- Concentrations in stormwater DURING storms are higher than observed in the quarterly samples
- The pollutant loading model (NEXT SECTION) was used to determine the EXPECTED concentrations in the storm event samples
- The three stormwater samples match the EXPECTED concentrations
 - Comparisons available only for TSS, TN, and TP
- Since the three stormwater samples match the EXPECTED concentrations for TSS, TN, and TP:
 - storm event sampling results for other pollutants such as copper and fecal coliform are reliable
 - The loading model is fairly accurate
 - Stormwater quality in the City of Naples is typical of most urban areas in Florida

Loading Model

- Hydrologic Loading Model
 - Determines total annual surface runoff based on daily rainfall, soil types and land use
 - Addresses direct rainfall and surface runoff
- Pollutant Loading Model
 - Based on Hydrologic Loading Model
 - TSS, TN and TP Modeled
 - Pollutant inputs include contribution from direct rainfall, surface runoff and upstream waterbodies
 - Predicts pollutant concentrations and mass loading
 - To and from lakes
 - To waters of the state
- **Nutrient Reduction Component**
 - Based on commonly observed trends in wet detention systems
 - Nutrient reductions (TN and TP) well correlated with residence time
 - Using bathymetric data gathered in 2009, generated predicted removal efficiencies for lakes
 - Allowed for observed/ predicted comparison

Condition Assessment

Goal: Develop a comprehensive system to evaluate stormwater lake condition and performance based on all available data

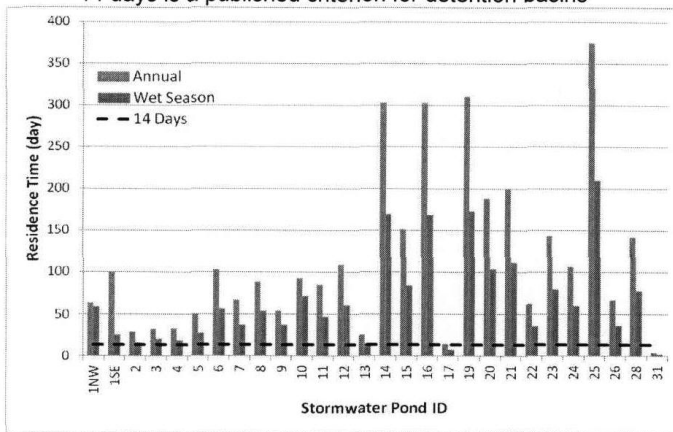
- Used historic data, current data and modeling results
- Developed various indices based on hydrologic, pollutant, and morphometric characteristics
- Resulted in a comprehensive, Naples-specific condition assessment for efficient allocation of future resources

Condition Assessment Indices

1. Residence Time
2. Predicted/Observed Removal Rates
3. Potential for Anoxic Conditions
4. Sediment Thickness
5. Total Mass Loading vs. Lake Size
6. Predicted/Observed Effluent Concentrations
7. Total Pollutant Mass Discharged

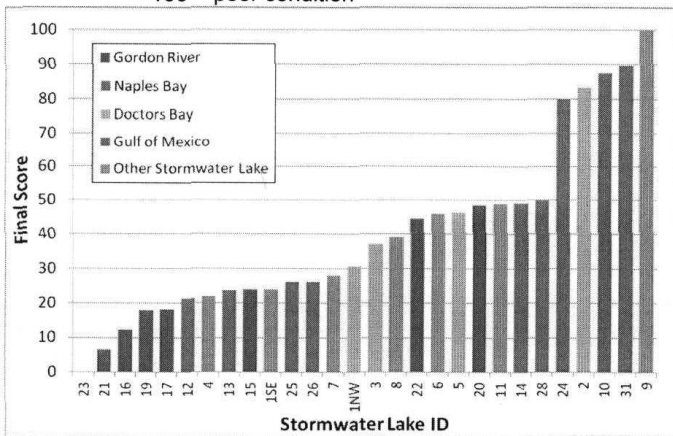
Condition Assessment Example / Residence Time

- Each Index weighted equally
- Longer residence time allows suspended sediments to settle
- 14 days is a published criterion for detention basins



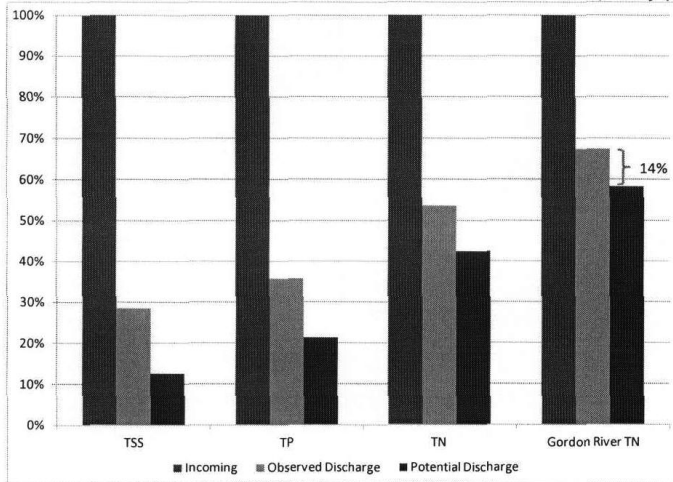
Condition Assessment Results

- Final scores determined as sum of each index, normalized to a scale of 1 to 100:
 - 1 = good condition
 - 100 = poor condition



Impacts to Downstream Waterbodies

- Results of Loading Model used to quantify annual pollutant mass discharges to downstream waterbodies
- Observed and predicted loads calculated
- Results allow for identification of elevated loads and poorly performing basins



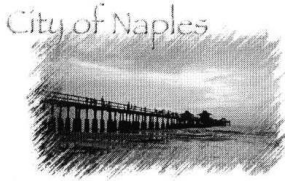
Conclusions and Recommendations

- Address priority lake basins not monitored in 2010-2011
- Determine if human sanitary waste is entering storm sewers
 - Analyze for caffeine in selected (hot) samples
 - IF WARRANTED, video investigation to find leaks or improper connections
- Revise prioritization analysis if necessary
- Develop remediation alternatives
 - Transition from survey to solutions
- Allocate resources efficiently – target poorly performing lakes for more “bang for your buck”

Upstream of Spring Lake*

Upstream of Lantern Lake*

*(It is noted for the record that the above referenced diagrams are contained in the packet for this meeting in the City Clerk’s Office.)



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: December 12, 2011

Agenda Item: 6	Prepared By: Roger Reinke, Assistant City Manager Date: December 2, 2011	Department: City Manager
SUBJECT: Installation of a streaming video "web cam" on the Naples Pier.		
BACKGROUND: City Staff has been approached by City residents Lavern Norris Gaynor and David Bishop with a proposal to install a streaming video "web cam" on the Naples Pier. A summary of the proposal is provided:		
<ul style="list-style-type: none"> • Installation of "web cam" on the Naples Pier to provide streaming video over the world wide web • The installation, operation and maintenance of the "web cam" would be funded by a not for profit corporation and subject to the terms and conditions of an agreement with the City of Naples • It is anticipated that there would be no cost to the City and a link to the "web cam" may be provided on the City of Naples website for no charge • The not for profit corporation will fund the project by the sale of advertising visible to viewers of the "web cam" • Revenue exceeding the cost of operation may be dispersed by the not for profit corporation to other organizations consistent with IRS rules. 		
<p>The "web cam" would require proper installation at an appropriate location on the Pier, electrical power, and an internet connection (probably cable or DSL). A cursory investigation does not reveal any major impediments to the project at this time.</p> <p>Mr. Bishop has provided additional information that is included with this memo in "PDF" format. Mr. Bishop and Ms. Gaynor have been invited to the Workshop to provide additional information and to answer questions from City Council Members.</p> <p>City Council may also consider additional options in the event a "web cam" on the Pier is desired. Alternatives include circulating a request for competitive proposals and City operation of this service.</p> <p>Staff requests City Council provide direction in response to this request.</p>		
Reviewed by Department Director Roger Reinke, Assistant City Manager	Reviewed by Finance N/A	Reviewed by City Manager A. William Moss
City Council Action:		

www.naplespiersunsets.com

David Bishop, Project Manager
 131 Broad Avenue South, Naples, Florida 34102
 1.800.729.7259 239.682.6800 Fax: 239.643.0881
 dcbishopdesign@gmail.com

Naples Pier Webcam

Concept Summary October 12, 2011

Update December 9, 2011

Costs

Year 1:

Camera installation and services

Earthcam .com .net	StreamCam HD camera, robotic	\$3,294.95		
	Pole Mount Adapter	66.50		
	Hosting and management	3,000.00		
	Software support	<u>2,996.25</u>		
(Quote includes nonprofit discount of \$6,643.70)		\$ 9,357.70	\$9,357.70	

Telephone, DSL connection

Century Link	Estimated monthly \$85.00	1,020.00	1,020.00	
--------------	---------------------------	----------	----------	--

Website hosting

GoDaddy or similar service	Est. monthly \$85.00	1,020.00	1,020.00	
----------------------------	----------------------	----------	----------	--

Website design

naplespiersunsets with link to NBYH committed contribution

Website registrations, all linked to primary website, no additional design required

naplespiersunsets.com.net.org.us
 naplesbeachsunset.com.net.org.us
 naplespier.net.org.us (naplespier.com taken) committed contribution
 naplessunsets.net.org.us (naplessunsets.com taken)

Other contingency

	<u>3602.30</u>
1st year budget 2011-12	<u>\$15,000.00</u>

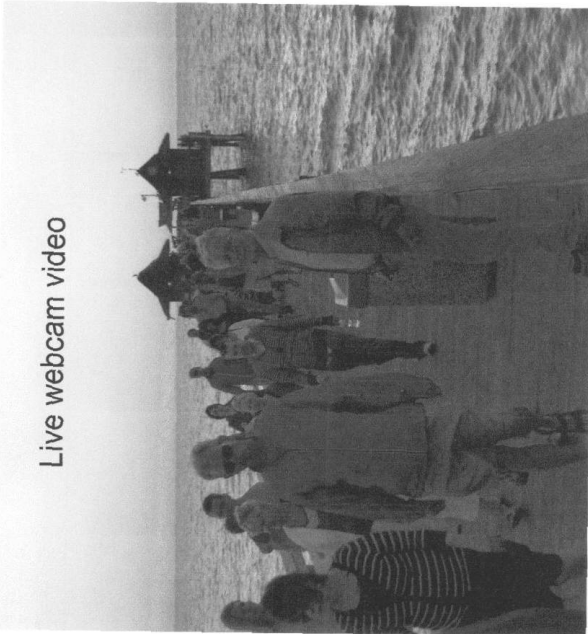
Annual expenses

Earthcam .com.net	Hosting, management, software support	
	Estimated monthly \$ 500.00	\$ 6,000.00
Telephone DSL connection	85.00	1,020.00
Website hosting	85.00	1,020.00
Maintenance & miscellaneous expenses with volunteer support		<u>1,960.00</u>
	Annual expense estimate @\$830.00/month	<u>\$10,000.00</u>

SUPPLEMENT
 #6 Bishop

CONCEPTUAL
DESIGN
FOR
WEBSITE
12/12/11

Panoramic Pier Photo Similar to City of Naples Website



Live webcam video

DONATE

HOME

CITY SERVICES

COMMUNITY ASSISTANCE

VOLUNTEER

Sponsor Spot—Link
Supported
Nonprofit—Link

Sponsor Spot—Link
Supported
Nonprofit—Link

Sponsor Spot—Link
Supported
Nonprofit—Link

Sponsor Spot—Link
Supported
Nonprofit—Link

Sponsor Spot—Link
Supported
Nonprofit—Link

PROMOTIONAL LINKS
Tourist associations and services
Weather, tides, boating conditions

David Bishop
Volunteer
Project Manager
239-682-6800

MULTIPLE SPOTS ROTATED TO ACCOMMODATE MANY SPONSORS & UNDERWRITERS
Options:

- Company Logos
- Nonprofit services and event links such as fundraising events

SUPPLEMENT #6-BISBP

Excerpted text 121211w / Item 6 / Presentation by David Bishop re: webcam on Fishing Pier:

The Norris Gaynor Fund for Naples, Lavern N. Gaynor, Founder, in partnership with the City of Naples present Live streaming video from The City of Naples Pier

www.naplespiersunsets.com

High definition video, live, 24 hours per day from the City of Naples Pier

The Norris Gaynor Fund for Naples Benefiting:

The City of Naples

- Tourism,
- Resident Communication, and
- Pier Security;

Local Businesses and Sponsors:

- Business Promotion and Advertising Exposure, and
- Community Service and Support of Local Organizations

Nonprofit Charities and Community Organizations

- Fundraising;
- Community Recognition; and
- Community Support.

EARTHCAM—Top 1% of all websites

- The leading international webcam service provider
- Tourism Promotion Experts
- 14 years of webcam experience
- Over 84% of travelers use a webcam as a trip completion tool
- Average visitor stays 30+ minutes/visit
- Earthcam's top beach webcams average 100,000 visitors per month
- Defining a new generation of travelers
- 250,000 unique site visits per day
- 5 webcams featuring the Statue of Liberty supplied to the National Park Service
- New Year's 2011 webcast from Times Square = 120 million page views and 3 million unique visitors

EarthCam Inc.

Hackensack, NJ

The Reach

Webcams in Florida:

- 94,000 internet viewers, December 2010
- *Jupiter Inlet webcam a worldwide hit*, Palm Beach Post News, January 6, 2011
- 2,000,000 annual site visits logged by St. George Island, Florida webcam
- Beachview.com report on traffic monitoring & reporting, October 20, 2011

Astounding worldwide interest

- 1,200,000 Google searches for "Naples, Florida" per month
- 368,000 Google searches for "beach webcam" per month
- 6,120,000 Google searches for "sunset" per month
- 7,480,000 Google searches for "pier" per month

Source: <https://adwords.google.com> October 2011

The Site visits

Our neighbors and visitors ...

- Enjoying a relaxing view of another spectacular Naples sunset
- Seeking a live view of current conditions for Fishing - Boating - Surfing - Sunbathing - Swimming
- Enjoying the parade of life and activity on the City of Naples pier

Capturing viewers

We can expect significant press coverage because there will only be 1 Naples Pier Sunset Webcam

Sponsors & Underwriters

Types

- Guarantor - One or more organizations guaranteeing start up funding
- Underwriters - Companies providing funds for on-going, multi-year operations following the guidelines of Public Broadcasting
- Sponsors - Companies providing short term or one time support advertisers or companies providing public service announcements
- Contributors - Individuals assisting in the funding of the webcam project and supporting the goals and community activities of nonprofits
- Service Providers - Companies supporting the webcam project through donated or reduced cost services

EarthCam Network is viewed by 192 countries.

Promote you property

- On EarthCam Network;
- On you website

EarthCam receives:

- 250,000+ unique visitors daily
- Avg. visitor stay 30+ minutes
- World's favorite webcam network - #1 on Yahoo!, Google, AOL, and MSN
- Top 1% of all websites.

Excerpted text of 121211w / Item 7 / Streets & Stormwater:

- #1 Provide a safe, clean and well maintained transportation system of streets, sidewalks, bridges and pathways and to monitor and control the efficient operation of signalized intersections by way of the City's transportation operations center.
- #2 Improve flood protection and water quality through the construction, maintenance and operation of the public stormwater system and the preservation and restoration of area waterways.
- #3 To provide engineering and project management services for Citywide projects and programs, as needed.

COST OF ASSETS / GASB Reporting

- Roads, Sidewalks, Bridges, Alleys, Traffic Signals, Traffic Ops Center : \$26,324,681
 - Storm Sewer Pipe, Inlets, Manholes, Outfalls, Detention Areas Filter Marshes, Etc.: \$16,838,226
 - Pump Stations: \$ 3,383,898
- *Replacement cost would be significantly higher in 2011 dollars. \$46,546,805

Operating & Personnel Expenses / Five Year History

REORGANIZATION

	07-08	08-09	09-10	10-11	11-12
STREETS & TRAFFIC FUND					
Operating Expenses	1,840,002	1,837,462	1,803,720	1,721,218	1,697,712
Personnel Expenses	459,341	695,023	704,360	697,896	703,656
TOTAL EXPENSES	2,299,343	2,532,485	2,508,080	2,419,114	2,401,368
STORMWATER ENTERPRISE FUND					
Operating Expenses	571,708	722,303	566,233	521,965	574,578
Personnel Expenses	400,016	436,038	514,288	523,919	520,388
TOTAL EXPENSES	971,724	1,158,341	1,080,521	1,045,884	1,094,966

***Construction Mgt. Dept:**

Operating Expenses	\$191,478	\$107,616 To Utilities Dept (1-position) Eliminated Const. Mgt. Cost: +/- \$400,000
Personnel Expenses	<u>\$786,119</u>	
TOTAL EXPENSES	\$977,597	

	5-Year Change	4-Year Trend
Streets & Traffic:	4.4% (+\$102,025)	-5.2% (-\$131,117)
Stormwater:	12.7% (+\$123,242)	-5.5% (-\$63,375)

Five Year Staffing Comparison

REORGANIZATION

	07-08	08-09	09-10	10-11	11-12
Streets & Traffic	5.5	7.5	7.5	7.5	7.5
Stormwater	6	5.5	6	6	6

Construction Mgt. Dept:	8	0	0	0	0
TOTAL:	19.5	13	13.5	13.5	13.5

Current Staffing Levels

Streets & Traffic

½ Director
 ½ Engineering Mgr
 ½ Traffic Engineer
 1 Supervisor
 1 Signal Tech
 2 Traffic Control Techs
 1 Sr. Eng. Tech
 ½ Construction Proj. Coord.
 ½ Admin Specialist
 7.5 TOTAL

Stormwater

½ Director
 ½ Engineering Mgr
 1 Supervisor
 1 Equip. Operator
 1 Utility Coord.
 1 Utility Tech
 ½ Construction Proj. Coord.
 ½ Admin Specialist
 6 TOTAL

Primary Function Areas

- 1. Maintain and Operate Infrastructure**
 - a) Protection of Public Safety
 - b) Protection of Private Property
 - c) Maintain Quality of Life
- 2. Improve Infrastructure**
 - a) Planning, Engineering, Design, Studies, Permitting, Inspecting
 - b) Safety and the flow of traffic and stormwater
 - c) Facilities, water quality and protect water resources
 - d) Quality of Life, Efficiency, Technology
- 3. Obligations To Law, Policy, Permits, Contracts & Customer Service**
 - a) Budgets, Work Orders, Requisitions, Quotes, RFP's, Bids, Etc.
 - b) Contract Management – CIP Implementation
 - c) Customer Service, Utility Fee Review for Stormwater
 - d) Permitting, ROW, Site Development
 - e) Traffic Counts, Utility Locates, Inventory, NPDES, Regulations, etc.
- 4. Special Projects: Management, Engineering, Inspection**

STREETS & TRAFFIC DIVISION

Streets & Traffic Staff Cost Allocation To Primary Function Areas

FY 11-12 Total Personnel Expenses:

# of Positions	Staff Resources	PRIMARY FUNCTION AREAS				TOTAL
		#1	#2	#3	#4	
0.5	Department Director	\$ 9,733	\$ 6,952	\$ 48,666	\$ 4,171	\$ 69,523
0.5	Administrative Specialist	\$ -	\$ -	\$ 29,152	\$ 595	\$ 29,747
0.5	Engineering Manager	\$ 13,078	\$ 9,154	\$ 36,617	\$ 6,539	\$ 65,388
0.5	Traffic Engineer	\$ 15,689	\$ 7,844	\$ 51,772	\$ 3,138	\$ 78,443
1	Streets & Traffic Supervisor	\$ 52,865	\$ 4,987	\$ 39,898	\$ 1,995	\$ 99,745
2	Traffic Technicians	\$ 124,924	\$ 6,940	\$ 6,940	\$ -	\$ 138,804
1	Signal Technician	\$ 71,965	\$ 4,233	\$ 8,467	\$ -	\$ 84,665
0.5	Construction Project Coordinator	\$ 46,474	\$ 2,446	\$ 12,230	\$ -	\$ 61,150
1	Sr. Engineering Technician	\$ 20,572	\$ 30,476	\$ 22,857	\$ 2,286	\$ 76,191
7.5	TOTALS	\$ 355,299	\$ 73,034	\$ 256,599	\$ 18,723	\$ 703,656

Primary Function Areas:

FY 11-12 Personnel Expenses: \$703,656

- Maintain & Operate Infrastructure – 50%
- Improve Infrastructure – 10%
- Obligations – 36%; and
- Special Projects – 3%

Streets & Traffic **Operational Costs** Allocated To Primary Function Areas:

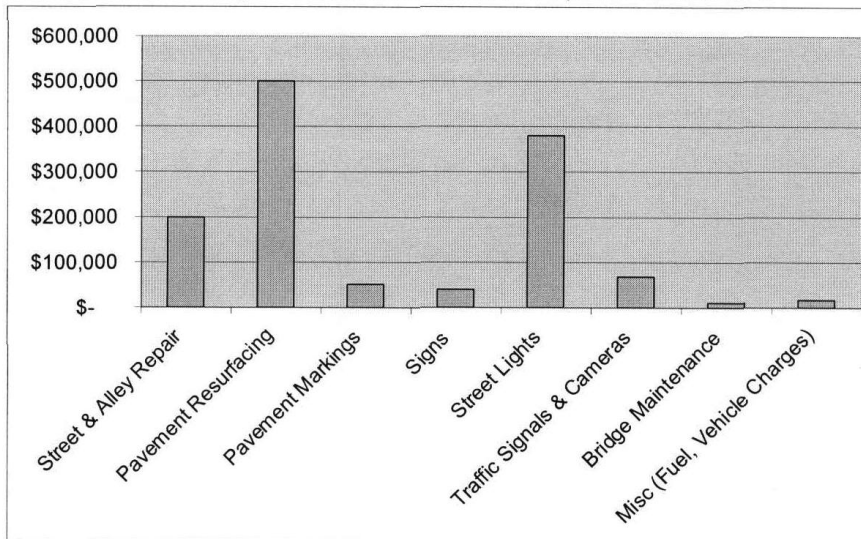
PRIMARY FUNCTION AREA

Maintenance & Operations	\$1,261,551 or 75%
Improving Infrastructure	\$ 42,250 or 2%
Obligations	\$ 393,911 or 23%
Special Projects: Mgt. & Engineering Support	\$ 0
TOTAL OPERATIONAL BUDGET (11-12)	\$1,697,712

Streets & Traffic Expenses by PFA Personnel + Operations

- Maintenance & Operations - \$1,616,850 or 67%
- Improving Infrastructure - \$115,284 or 5%
- Obligations \$650,510 or 27%; and
- Special Projects \$18,723 or 1%
- TOTAL - @2,400,811

Streets & Traffic: Primary Function Area #1 Maintain & Operate Infrastructure



Streets & Traffic Outsourcing Vs. In-House **Operating Costs**

Operating Cost Allocation - **Unadjusted** - \$1,270,655

Operating Cost Allocation **Adjusted** for In-house Labor Cost +\$270,326

- Outsource - \$854,326 or 55%
- In-house - \$323,826 or 21%; and
- Operating - \$362,556 or 24%

Outsourcing Vs. In-House Considerations

OUTSOURCING

- 12% - 20% Mark Ups on Materials
- Pay 6% Sales Tax
- For Profit Companies
- Requires Contract Management (staff time)
- Limited 1-Year Warranty
- Delayed Response Time

IN-HOUSE

- Tax Free Purchase of Materials

- Non Profit
- Requires more employees & supervision
- Requires expensive heavy equipment
- Increased insurance and liability costs
- Increased response time with unlimited warranty

Streets & Traffic Outsourcing Options...

- Contract with Collier County for Pavement, Signal and Sign Maintenance
- Relinquish US 41 Street Lighting & Traffic Signal Operations to FDOT or Collier County
 - 1-Staff Position
 - \$150,000 in FDOT Revenue
- Outsource All Street Light Maintenance
 - Equipment, Fuel & Supplies
 - Reduce Staff Hours Allocated
- Traffic Counting, Speed & Volume Studies
 - Equipment & Fuel
 - Reduce Staff Hours Allocated
- Permitting: ROW and/or Site Development Review
 - Staff & Overhead
- Utility Locates
 - Supplies & Fuel
 - Reduce Staff Hours Allocated

Streets & Traffic More In-House Options...

- Decorative Sign Mfg & Painting
 - + Staff
 - + Supplies
- All Street Light Maintenance
 - + Lift Truck
- Street & Alley Patching
 - + Staff
 - + Equipment & Supplies
- Sidewalk Repairs
 - + Staff
 - + Equipment & Supplies
- Thermoplastic Pavement Striping
 - + Equipment & Supplies

Streets & Traffic 10% Reduction = \$200,745

- \$76,191: Sr. Eng. Tech (Includes Overhead)

Significant Impact to Primary Function Areas:

#2 Improve Infrastructure: Drafting, Estimates, Pathway Identification

#3 Administrative Responsibilities: Customer Service, Public Information, Etc

- \$50,000: Reduce (14%) Power Consumption: Lights Off Early Morning (1:00 a.m. to dawn)
- \$50,000: Reduce (10%) Pavement Resurfacing
- \$25,000: Reduce (13%) Road/Alley Patching & Pavement Markings
- Misc. reductions in building rental cost and some admin charges.

Streets & Traffic 10% Increase = \$200,745

- + \$50,000: Alley Repairs
- + \$100,000: Road Resurfacing
- + \$5,000: Personnel Training
- + \$50,000: Sidewalk Repairs
- + \$12,000: Replace Outdated Traffic Counters
- + \$110,000: Replace Traffic Signal Span Wire with New Mast Arms

STORMWATER DIVISION

Operating & Personnel Expenses Five Year History

	REORGANIZATION				
	07-08	08-09	09-10	10-11	11-12
STREETS & TRAFFIC FUND					
Operating Expenses	1,840,002	1,837,462	1,803,720	1,721,218	1,697,712
Personnel Expenses	459,341	695,023	704,360	697,896	703,656
TOTAL EXPENSES	2,299,343	2,532,485	2,508,080	2,419,114	2,401,368
STORMWATER ENTERPRISE FUND					
Operating Expenses	571,708	722,303	566,233	521,965	574,578
Personnel Expenses	400,016	436,038	514,288	523,919	520,388
TOTAL EXPENSES	971,724	1,158,341	1,080,521	1,045,884	1,094,966

*Construction Mgt. Dept:

Operating Expenses	\$191,478
Personnel Expenses	\$786,119
TOTAL EXPENSES	\$977,597

Stormwater **Staff Cost** Allocation To Primary Function Areas

FY 11-12 Total Personnel Expenses \$520,388

# of Positions	Staff Resources	PRIMARY FUNCTION AREAS				TOTAL
		#1	#2	#3	#4	
0.5	Department Director	\$ 16,244	\$ 11,371	\$ 48,733	\$ 4,873	\$ 81,222
0.5	Administrative Specialist	\$ -	\$ -	\$ 30,195	\$ 616	\$ 30,811
0.5	Engineering Manager	\$ 20,319	\$ 13,546	\$ 27,092	\$ 6,773	\$ 67,730
1	Stormwater Supervisor	\$ 37,191	\$ 10,626	\$ 58,443	\$ -	\$ 106,261
1	Utility Coordinator	\$ 55,962	\$ 1,203	\$ 3,009	\$ -	\$ 60,174
1	Utility Technician	\$ 46,039	\$ 990	\$ 2,475	\$ -	\$ 49,505
0.5	Construction Project Coordinator	\$ 2,534	\$ 48,140	\$ 12,668	\$ -	\$ 63,342
1	Equipment Operator	\$ 58,277	\$ -	\$ 3,067	\$ -	\$ 61,344
6	TOTALS	\$ 236,566	\$ 85,877	\$ 185,683	\$ 12,263	\$ 520,388

Primary Function Areas:

FY 11-12 Total Personnel Expenses \$520,388

- Maintain & Operate Infrastructure – 45%
- Improve Infrastructure – 17%
- Administrative Responsibilities – 36%; and
- Management & Engineering Support to Other Departments – 2%

Stormwater **Operational Costs** Allocated To Primary Function Areas

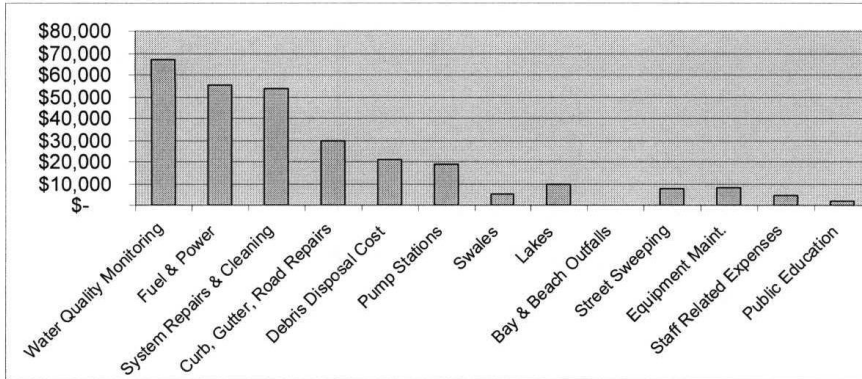
PRIMARY FUNCTION AREA

Maintenance & Operations	\$283,410 or 49%
Improving Infrastructure	\$ 5,328 or 1%
Obligations	\$285,840 or 50%
Special Projects	\$ 0
TOTAL OPERATING BUDGET (11-12)	\$574,578

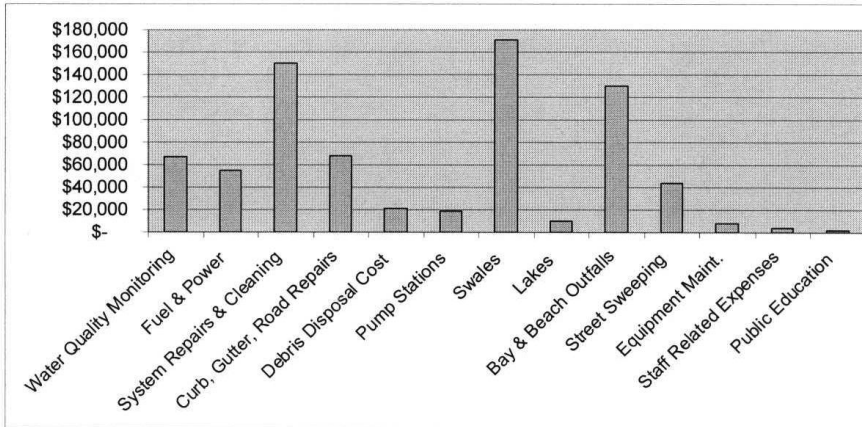
Stormwater Expenses by PFA Personnel + Operations

- Maintenance & Operations - \$519,976 or 47%;
- Improving Infrastructure - \$91,205 or 8%;
- Obligations - \$471,423 – 43%; and
- Special Projects - \$12,263 or 1%
- **TOTAL - \$1,094,967**

Stormwater: Primary Function Area #1 Maintain & Operate Infrastructure



Stormwater: Primary Function Area #1 Maintain & Operate Infrastructure + CIP



Stormwater Outsourcing Vs. In-House Operating Costs

Operating cost Allocation 0 Unadjusted - \$974,578

- Outsource
- In-house
- Operating

Operating Cost Allocation Adjusted for In-house Labor Cost +\$217,788

- Outsource - \$574,100 or 59%
- In-house - \$334,088 or 35%
- Operating - 60,210 or 6%
- TOTAL - \$968,398

Stormwater Outsourcing Options...

- Entire Stormwater Utility to Collier County or Privatize
- NPDES Permitting & Inspection
- Utility Fee Credit & Multifamily Impervious Option
- Street Sweeping
- Vac-Truck Functions (Pipe Cleaning)

Stormwater More In-House Options...

- Increase Focus on Improvements and Water Quality (Design & Public Education)
 - + Staff
- Increase Response Time and Extent of Citywide Repairs
 - + Staff, Equipment, Tools, Supplies
- Increase Illicit Discharge Inspections (NPDES)
 - + Staff
- Add Position To Provide Utility Fee Review, Drafting, Surveying, GIS Capabilities with Improved Customer Service
 - + Staff

Stormwater 10% Reduction = \$109,496

- \$60,000: Eliminate Stormwater Quality Monitoring
- \$5,000: Reduce (50%) Lake Maintenance
- \$10,000: Reduce (50%) Surveying & Other Minor Repairs to the Stormwater System
- \$20,000: Reduce (66%) Road, Curb & Gutter Repairs
- \$18,000: Eliminate Staff Overtime and On-Call Service

Stormwater 10% Increase = \$109,496

- + \$76,191 (Includes Overhead): Add Sr. Engineering Tech for Utility Fee Reviews, Construction Inspection, Illicit Discharge Inspections, Surveying, Drafting, Customer Service, GIS Capabilities
- + \$35,000: Purchase Video Equipment to Inspect Storm Sewer System
- + \$3,000: Increase Staff Training