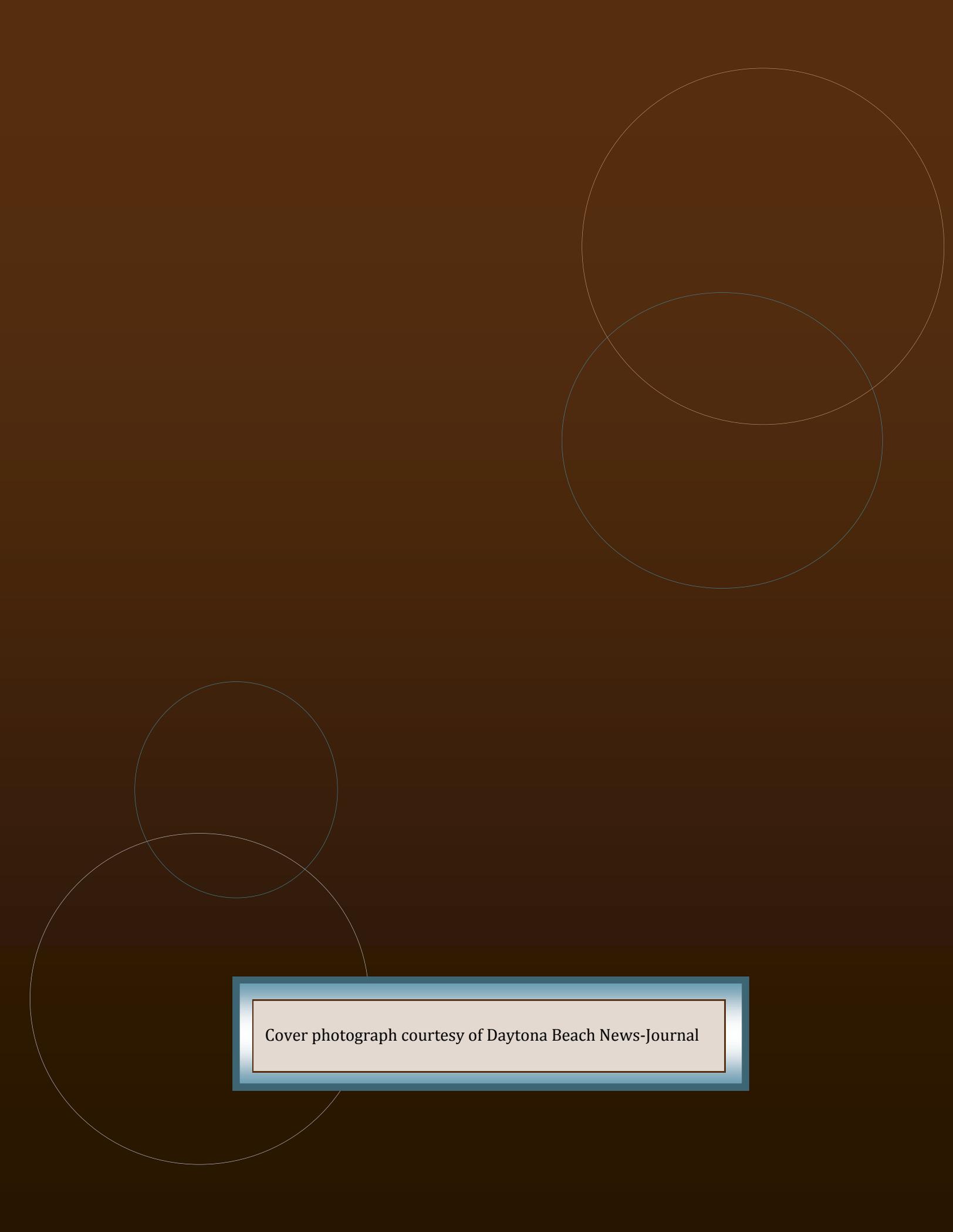


# THE CITY OF PALM COAST FLORIDA



## 2012 ANNUAL PROGRESS REPORT

*Find Your Florida*

The image features a dark brown background with several decorative elements. In the upper right, two large, overlapping, light-colored circles are positioned. In the lower left, another two overlapping circles of the same color are visible. At the bottom center, there is a rectangular text box with a light beige background and a blue border. The text inside the box is centered and reads: 

Cover photograph courtesy of Daytona Beach News-Journal



To our Residents:

The Annual Progress Report gives us the opportunity to look back at the year from start to finish – to evaluate the City’s progress on goals set by the Palm Coast City Council, to reflect on accomplishments and achievements, and to chart a course for the year ahead.

There is much to be excited about as we review 2012! The City continues to grow, consumer spending is up, unemployment is dropping and business is improving – all positive trends that show Palm Coast is headed in a good direction. At the same time, the City has been able to accomplish many big projects, earn awards for excellence and improve the quality of life for residents.

We invite you to explore this report in its entirety. A few exciting highlights from Prosperity 2021, the City’s economic development plan:

- **Employment** – Palm Coast had the largest drop in unemployment rate in Florida during the year.
- **Taxable Sales** – Taxable sales have grown 21 percent, or \$94 million, since 2007.
- **Capital Investment** – To date, \$337 million has been invested in private construction in Palm Coast since 2009.
- **Real Estate Values** – Area median sales prices for single-family homes in Palm Coast began to rise in 2012 for the first time since the economic downturn.
- **Economic Outlook** – Palm Coast was named one of the 15 best housing markets in the United States for next five years. Also, the City was named one of the five great places to retire.
- **Sports Tournaments** – The Palm Coast Sports Alliance was created to attract more sports tournaments to the City with the goal of helping local businesses and introducing new people to Palm Coast.
- **Special Events** – The new International Food & Wine Festival and completion of the first year of the Palm Coast Running Series rounded out a full array of special events geared toward residents and visitors to the City.

The City was able to complete a number of major projects benefitting the residents of Palm Coast this past year – everything from constructing new multi-use pathways and landscaping more medians along Belle Terre Parkway to building a new “Palm Coast” sign on Palm Coast Parkway at the eastern gateway to the City to designing and adding a new re-use main to the Hidden Lakes development. Drainage improvements were made, new websites were launched, water quality was improved, and the Fire Department offered a variety of community programs designed to keep residents safe.

After seeing major success in using in-house crews to construct four new fields at the Indian Trails Sports Complex in 2011, the City greatly expanded its in-house program in 2012. In-house maintenance and rehabilitation to swales and ditches were two areas that resulted in less costs to taxpayers. In 2012, Palm Coast saved more than \$2.2 million by doing work in-house.

Quality is greater than ever! The City and its departments and employees won a number of awards in 2012 – for environmental stewardship, outstanding development, water quality, safety practices, excellent financial practices and the Find Your Florida marketing video. We even made the Guinness Book of World Records – for participating in the World’s Largest Swimming Lesson.

All of this adds up to a promising future and even greater quality of life for residents. As you read the 2012 Annual Progress Report, we think you’ll agree Palm Coast is a great place to live, work and play!



# MEET YOUR PALM COAST CITY COUNCIL

At incorporation on December 31, 1999, the City of Palm Coast established a Council-Manager form of government, consisting of a Mayor and four Council Members who each represent one District in the City. Palm Coast's Council-Manager form of government is the predominant form of government in Florida; approximately two-thirds of all City and County governments in the state are governed in this manner. The Council is elected in non-partisan elections, generally serving staggered four-year terms. Their primary duties include setting policies, taking legislative action and passing a City budget. A City Manager is hired by Council to carry out its policies and overseeing the day-to-day operation of the City.

## **Palm Coast's Governing Body**

**Mayor Jon Netts (center)**

**Vice Mayor Bill McGuire (far right): Representing District 1**

**David Ferguson (far left): Representing District 2**

**Jason DeLorenzo (center left): Representing District 3**

**William A. Lewis (center right): Representing District 4**



# CITY OF PALM COAST STRATEGIC ACTION PLAN

A Strategic Action Plan (SAP) is intended to provide guidance while reflecting on an organization's core values without ever truly knowing the realities of where it will take you. At the center of the plan is the City's Vision; it defines the future of our City and implemented through associated Goals developed through the SAP process completed in July 2012.

City leaders and employees continue to pride themselves with upholding the highest standards of excellence in quality living, environmental stewardship, and thoughtful economic development strategies as exemplified in Prosperity 2021. Along with an enhanced Vision, the City has further defined the Mission and Values for the organization to reflect the standard of service to the Citizens of Palm Coast.

## Mission Statement

To provide our residents, visitors, and business community with exceptional government services in order to improve the quality of life, grow the local economy, and protect the natural environment through a planned, integrative approach using available technology.

## Operating Values

**P**ride—passion in working together for a better tomorrow

**A**ccountability—accept responsibility for our actions and decisions

**L**eadership—courage to shape our City today and into the future in a transparent manner

**M**otivated—seek continuous improvement in all services

**C**ollaborative—dedicated to building partnerships that address community concerns and needs

**O**wnership—responsible for our actions and inactions

**A**chievement—seek excellence in all that we do

**S**tewardship—protectors of our natural environment

**T**rust—mindful of our responsibility, we pledge to use taxpayer resources (time, talent, money) efficiently

# Palm Coast City Council Goals 2012-2013



## Goal 1 Expansion

To anticipate the need for additional services and infrastructure to provide opportunities for mixed use development with goods, services, and employment

## Goal 2 Economic

To develop and maintain a strong economy by supporting the growth and development of new and existing businesses while creating an environment to attract new companies that align with our values

## Goal 3 Finance

To leverage our financial strengths while ensuring the City remains committed to fiscal responsibility in delivering value-added services to residents and businesses

## Goal 4 Environmental

To blend our residential and commercial properties with our "City of Parks and Trails" image to create a sustainable framework of visual appeal while caring for our land, water, air, and wildlife

## Goal 5 Quality of Life

To enhance the quality of life for our citizens by providing safe, affordable, and enjoyable options for cultural, educational, recreational, and leisure-time events

## Goal 6 Workforce Talent

To develop and implement a comprehensive plan to improve City employee skills and performance through education and training; performance management; and personal development opportunities

## Vision Statement

To be recognized as one of Florida's premier cities in which to live, work and play

# REFLECTING ON 2012

## Trending Forward

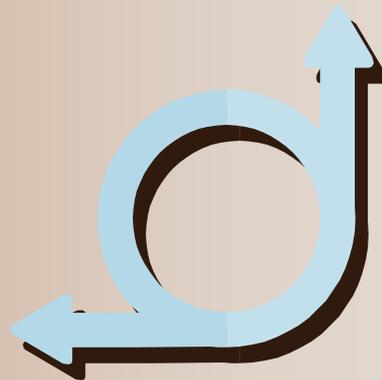
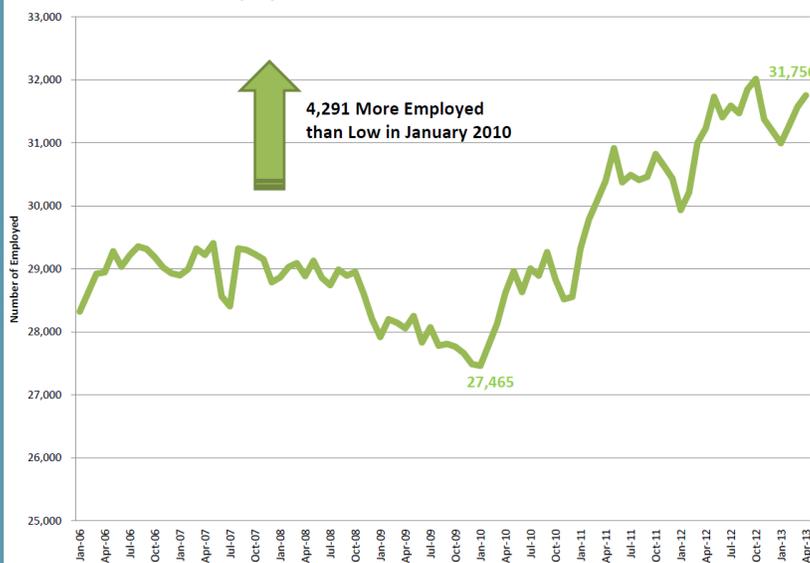
In 2012, Palm Coast started to see positive economic trends for the first time following one of the nation's worst economic downturns. Rising employment, taxable sales, median home values, capital investment, visitor spending and positive national stories about Palm Coast all point to a brighter future. While property values tend to lag real estate market conditions, these positive economic trends will allow the City in the future to invest in projects and programs to further City Council Goals.

### GROWTH

*Palm Coast is projected to be the second-fastest growing area in the United States.*

	2015	2020	2025	2030	2035
County Population Projection	115,600	137,500	158,700	178,900	198,000
City Population Projection	92,822	112,831	132,201	150,657	168,112
City Growth Rate	4.4%	4.0%	3.2%	2.6%	2.3%

Employment in Palm Coast MSA Since 2006



### EMPLOYMENT

*Palm Coast had the largest drop in unemployment rate in Florida over the course of the year. The number of people employed in Palm Coast is now higher than before the recession.*

## PROSPERITY 2021

### Investment with Dividends

Prosperity 2021 serves as the City's strategic economic development plan and outlines how the City can contribute to the growth of our local economy. The improving economic conditions support the City's efforts outlined in Prosperity 2021 to maintain our neighborhoods, support existing businesses, and encourage investment by attracting residents, visitors, and businesses.

While the improving economic conditions indicate that the City's efforts are paying dividends, there is still more work to do. Below are a few highlights of significant Prosperity 2021 projects or programs in 2012.



### FOSTERING BUSINESS

- ◆ Installed Sewer Force Main along Roberts Road to encourage the expansion of Contemporary Machine per incentive agreement
- ◆ Bounty for Business program launched
- ◆ Discover Palm Coast and Prosperity at Work websites launched
- ◆ 15 new customers added to Fibernet
- ◆ Formed Palm Coast Sports Alliance

### SPORTS TOURNAMENTS: \$3.5 MILLION

*The City in partnership with local sports clubs and the Flagler County Tourist Development Council continues to attract sports tournaments and the associated visitor spending to our local economy. These tournaments help fill vacant hotel rooms during slower seasons and also drive business to our local restaurants and retailers.*



### Florida's Premiere Fall Lacrosse Tournament



# GROWING OPPORTUNITY

New in 2012



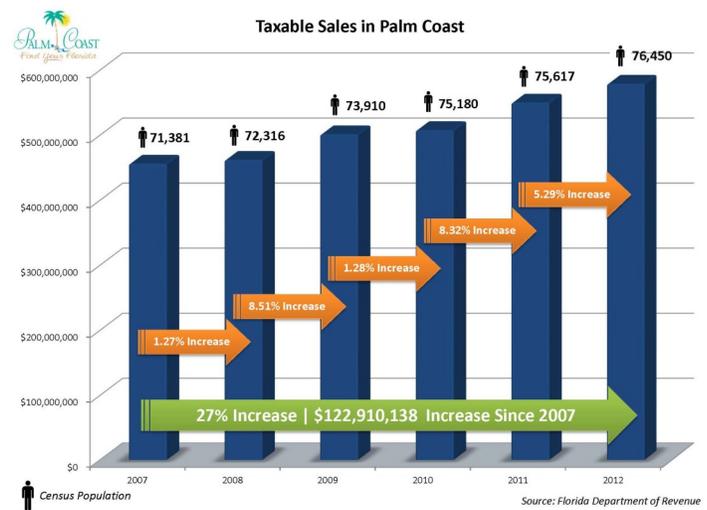
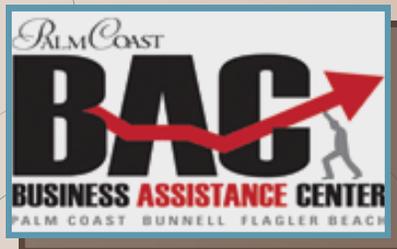
## YOUR BUSINESS PARTNER

### Business Assistance Center (BAC)

The City of Palm Coast has taken significant strides to expand business opportunities that foster a strong local economy. By supporting major employers and fostering an entrepreneurial spirit, City leaders have focused on the existing and future needs of the local economy and future growth. Accomplishments and future actions are housed within Prosperity 2021—Plan for Growing our Local Economy. This section focuses on the City Council's vision and the mission of Prosperity 2021.

### FOSTERING BUSINESS

- ◆ Hosted BAC 2012 Business Expo
- ◆ BAC Small Business Saturday program conducted
- ◆ Renewed BAC/University of Central Florida Service Agreement Renewal



**BAC: 89 JOBS ~ \$4.5 MILLION**

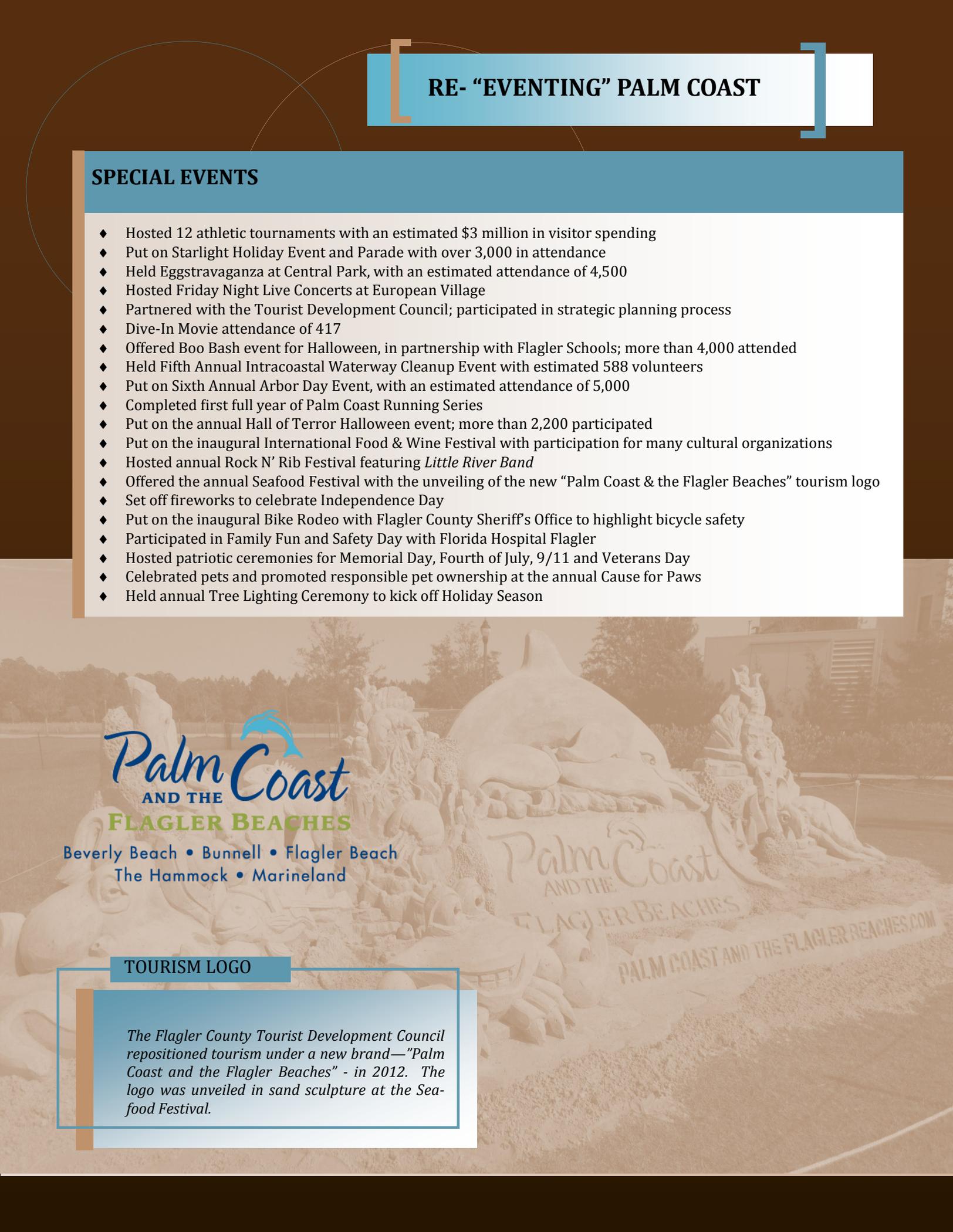
*The Palm Coast Business Assistance Center, or BAC, was established in May 2011 to help existing business grow through a unique partnership with the Small Business Development Center at the University of Central Florida (SBDC at UCF). Since its inception, the BAC has helped businesses maintain or create **89 jobs** and invest approximately **\$4.5 million** in our local economy through capital investment, increased sales, and salaries. In addition, the BAC with City Council's support has established numerous programs, including the Annual Business Expo and Loan Guarantee Program.*



## RE- “EVENTING” PALM COAST

### SPECIAL EVENTS

- ◆ Hosted 12 athletic tournaments with an estimated \$3 million in visitor spending
- ◆ Put on Starlight Holiday Event and Parade with over 3,000 in attendance
- ◆ Held Eggstravaganza at Central Park, with an estimated attendance of 4,500
- ◆ Hosted Friday Night Live Concerts at European Village
- ◆ Partnered with the Tourist Development Council; participated in strategic planning process
- ◆ Dive-In Movie attendance of 417
- ◆ Offered Boo Bash event for Halloween, in partnership with Flagler Schools; more than 4,000 attended
- ◆ Held Fifth Annual Intracoastal Waterway Cleanup Event with estimated 588 volunteers
- ◆ Put on Sixth Annual Arbor Day Event, with an estimated attendance of 5,000
- ◆ Completed first full year of Palm Coast Running Series
- ◆ Put on the annual Hall of Terror Halloween event; more than 2,200 participated
- ◆ Put on the inaugural International Food & Wine Festival with participation for many cultural organizations
- ◆ Hosted annual Rock N’ Rib Festival featuring *Little River Band*
- ◆ Offered the annual Seafood Festival with the unveiling of the new “Palm Coast & the Flagler Beaches” tourism logo
- ◆ Set off fireworks to celebrate Independence Day
- ◆ Put on the inaugural Bike Rodeo with Flagler County Sheriff’s Office to highlight bicycle safety
- ◆ Participated in Family Fun and Safety Day with Florida Hospital Flagler
- ◆ Hosted patriotic ceremonies for Memorial Day, Fourth of July, 9/11 and Veterans Day
- ◆ Celebrated pets and promoted responsible pet ownership at the annual Cause for Paws
- ◆ Held annual Tree Lighting Ceremony to kick off Holiday Season



**Palm Coast**  
AND THE  
**FLAGLER BEACHES**

Beverly Beach • Bunnell • Flagler Beach  
The Hammock • Marineland

#### TOURISM LOGO

*The Flagler County Tourist Development Council repositioned tourism under a new brand—“Palm Coast and the Flagler Beaches” - in 2012. The logo was unveiled in sand sculpture at the Seafood Festival.*



### AN 'EVENT-FUL' LIFE

*The City of Palm Coast offers an array of events and programs to support the community's vibrant lifestyle – including patriotic ceremonies, holiday get-togethers, and festivals celebrating our diversity and beautiful environment. The year 2012 brought the first International Food & Wine Festival and completion of the first year of the Palm Coast Running Series.*



## RECREATION AND PARKS

The Palm Coast Parks and Recreation Department's mission is to provide comprehensive, quality and safe parks and recreation programs, facilities and services to enrich the quality of life for all of the residents and visitors to Palm Coast.

### COMMUNITY CENTER PLAYGROUND RENOVATIONS

*City crews completed an in-house project that included grading and excavating the playground and creating a walking path with recycled asphalt. The playground was upgraded to meet ADA requirements, and the City installed specialized playground surfacing, landscape and irrigation. Also, a new sidewalk connecting the playground to the Community Center was installed.*



### COMMUNITY CENTER

*In 2012, 34,975 people visited the Palm Coast Community Center—a 5% increase over the year before.*

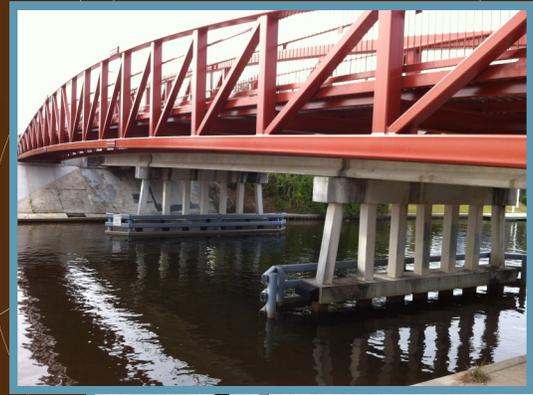
### Citizens Survey Ratings—Recreation and Parks



The 2012 Citizens Survey showed half of Palm Coast's residents participated in a City-sponsored recreational program or activity in the year before – and that percentage has grown over time. Of those surveyed, 84 percent had visited a neighborhood or City park that year.

## BY FOOT AND BIKE

- ◆ Provided presentation and tour of Graham Swamp to Audubon members
- ◆ Completed Graham Swamp Trail QR Code Pilot
- ◆ Installed Palm Harbor Multi-Use Path
- ◆ Finished Whiteview Multi-Use Path: Phase II
- ◆ Completed Belle Terre Multi-Use Path: Phase III
- ◆ Finished Rymfire Drive Multi-Use Path (Ralph Carter Park to Lehigh Trail)



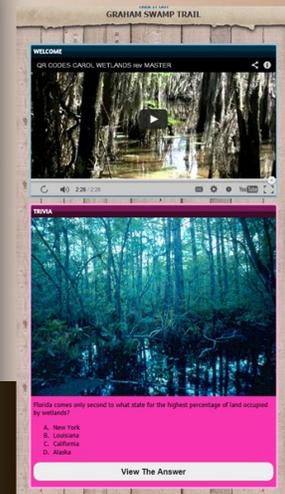
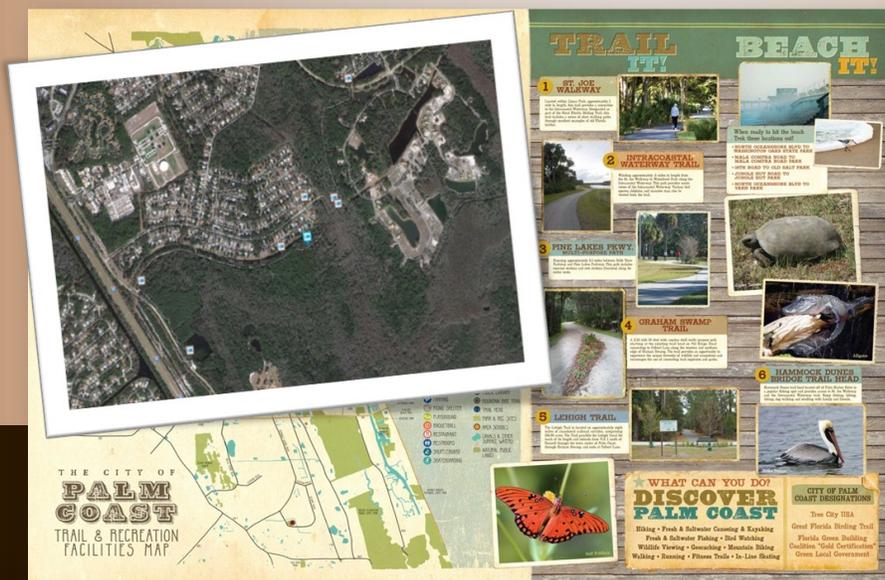
Palm Harbor Parkway  
Multi-Use Path

## EXPANDING THE TRAIL NETWORK

*Palm Coast has over 125 miles of trails and paths throughout the City, of which, approximately 13 miles were added to the system in 2012.*

## GRAHAM SWAMP QUICK RESPONSE (QR) CODE PILOT

*To further enhance a trail-user's experience, eight QR Code stations were added to Graham Swamp Trail between Old Kings Road and Colbert Lane trail connections. With the use of a mobile smart phone or other mobile smart device, users scan bar codes at strategic locations along the trail. The scan links to a website which prompts video experiences and fun trivia about various topics. Users learn about the history, natural resources, and overall function and importance of Graham Swamp.*



## PUBLIC WORKS



## PROVIDING A GREAT QUALITY OF LIFE

*The Public Works Department oversees the City's infrastructure – roads, bridges, sidewalks, pipes, drains and swales. The Department is responsible for construction and ongoing maintenance of all City-owned facilities from parks and trails to sewer and water systems. It handles maintenance on the rights-of-way, including striping, signals, signage, litter collection and mowing. The Department is divided into a number of divisions including Streets, Parks, Drainage, Facilities, Fleet and Utility. Each month, the Customer Service division processes more than 2,700 requests for water line repairs and other issues being experienced by Utility customers.*

## CITY PERSONNEL

*The number of City personnel has decreased about 12 percent since 2008, with the current number of employees being: 355 full-time; 10 part-time and 12 seasonal.*



### In-house Holland Park Playground Renovation



*Beginning*



*Completed in two weeks*

## BRINGING IT IN-HOUSE

*Palm Coast is moving more and more to a philosophy of having City employees – rather than contractors – complete construction, survey and design, maintenance, renovations, repairs and technical work. The payoff in 2012 was greater than ever! The City was able to save money, do additional improvements that otherwise would have had to wait, and keep property taxes down. By bringing work in-house, the City saved an estimated \$2.27 million last year. Learn more at [palmcoastgov.com/inhouseprojects](http://palmcoastgov.com/inhouseprojects).*

## BUILDING AND MAINTAINING

- ◆ Maintained and rehabilitated swales (45 miles in the 2011-12 fiscal year)
- ◆ Resurfaced and maintained streets (8 miles per year)
- ◆ Removed and replaced valley gutters (12 completed in 2012)
- ◆ Replaced culvert pipes, scheduled and non-scheduled (30 locations)
- ◆ Installed 999 Meter Transmitters to convert Touch Reading to Radio Reading, which reduces staff time for meter-reading



## BEAUTIFICATION AWARDS

*Through the Beautification Environmental Advisory Committee, the City administers a Beautification Award Program that recognizes residential and commercial properties for above-and-beyond achievements. In 2012, seven (7) award winners were recognized for their efforts in "Beautification," "Go Green," "Structural Beautification" and "We Noticed Your Efforts" categories.*

## BEAUTIFICATION

- ◆ Completed construction of the Belle Terre Median landscape improvements from Whiteview Parkway to Ponce DeLeon Drive
- ◆ Built a Gateway Sign and landscape improvements at Palm Harbor Drive and Palm Coast Parkway
- ◆ Seven Beautification program awards distributed



*2 Watermill Place:  
Structural Beautification Award winners*

## UTILITY DIVISION

The Utility Division works around the clock, 365 days a year, to deliver great-tasting, safe drinking water and to operate a top-notch wastewater system. The City regularly wins awards for its excellent water treatment and wastewater operations.



## 2012 AWARDS OF EXCELLENCE

- ◆ Florida Water & Pollution Control Operators Association Safety Award for Class B Wastewater Treatment Plant
- ◆ Florida Section American Water Works Association Conservation Award for implementing a new cutting-edge process that saves water and reduces discharge
- ◆ Florida Department of Environmental Protection Plant Excellence Award for outstanding treatment plant operation, maintenance and compliance at the City's three water treatment plants
- ◆ Fred Greiner, chief operator at Water Treatment Plant 2, was named 2012 Operator of the Year by the Southeast Desalting Association
- ◆ State Top-Ops title (seven years since 2005)
- ◆ Florida Planning & Zoning Association Outstanding Development Award for the Florida Water Star Demonstration Exhibit

## WASTEWATER SERVICES

- ◆ Designed and constructed a reclaimed water main extension from Town Center to Hidden Lakes
- ◆ Completed various wastewater collection system upgrades
- ◆ Evaluated alternative odor-control methods through pilot project for wastewater pumping stations



## MAINTAINING QUALITY WATER

*During 2012, the Utility Division installed 321 residential backflow prevention devices and completed a number of upgrades and maintenance projects at the City's three Water Treatment Plants.*



### WATER TREATMENT PLANT 1

- ◆ Replaced variety of equipment, as needed, including Merick Lime Slaker, diesel fuel tank on auxiliary powered high-service pump, double-walled disinfectant feed lines, 60 PVC recirculating lines on Softener Basins 3, 4, 5 and 6
- ◆ Rebuilt rake/turbine drive on Softener Basins 1 and 2
- ◆ Replaced diesel fuel day tank and transfer switch on emergency power generator
- ◆ Security camera installed and exterior rehabbed at I-95 Elevated Tank



### WATER TREATMENT PLANT 2

- ◆ Completed Wellfield Flow Switch Project, restored High Service Pump Piping and upgraded Diesel Fuel Day Tank
- ◆ Rebuilt Wellfield Control Valve, including replacement of pool assembly in both LW-21 and 31 control valves, and also rebuilt the pilot valve
- ◆ Replaced membranes with energy-conserving Hydranautics ESPA4-LD high-performance membranes with low colloidal and biofouling technology
- ◆ Completed Zero Liquid Discharge design and permitting

### WATER TREATMENT PLANT 3

- ◆ Cleaned Concentrate Degasser Media (291 cubic feet of tri-pack media removed from the degasser tower and chemically cleaned)
- ◆ Phase 2 Wellfield Project: 12 new wells developed and activated, completed design and bid construction of electrical transmission system to supply power to these and future wells

## INFORMATION TECHNOLOGY & FINANCE

The Information Technology & Communications Department provides systems support, network operations, application development, media services and geographical information systems (GIS). IT&C provides customer service and support for all City departments and the applications that serve Palm Coast citizens.

### ON THE CITY'S WEBSITES

- ◆ Launched DiscoverPalmCoast.com website to highlight community events, parks and trails
- ◆ Created "Find Your Prosperity" webpage on DiscoverPalmCoast.com to highlight new businesses and other successes of the City's Prosperity 2021 initiative
- ◆ Created new webpage on PalmCoastGov.com website to track and manage garage sales



*The City's TV199 team won six national awards for 2012's "Find Your Florida" branding/marketing video. The awards received were two NATOA first-place and one NATOA second-place awards, two Bronze Telly awards and one Silver Communicator award.*

The Finance Department ensures that the City is in good financial condition and that City policies are followed.

### SUPPORT & SHINE

- ◆ Received Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting
- ◆ Awarded GFOA Distinguished Budget Presentation Award

### FISCAL RESPONSIBILITY & EXCELLENCE

- ◆ Created bond post-issuance compliance policy
- ◆ Converted stormwater line of credit to fixed low-interest loan
- ◆ Updated City's Investment Policy
- ◆ Creation of Retirement Plan Fiduciary Committee



# COMMUNITY DEVELOPMENT

Community Development maintains the City's aesthetics, health, safety and welfare, and protects Palm Coast's natural resources through five main divisions: Planning, Building Permitting, Code Enforcement, Capital Projects, and Economic Development.

## MASTER PLAN DEVELOPMENT

### ICI

*The completion of a Settlement Agreement and Master Plan Development Agreement (MPD) between the City and ICI settled an ongoing challenge to the City's Comprehensive Plan by ICI. The Settlement Agreement includes an exchange of parcels between the parties, contributions from ICI for public improvements, and a limit of 58 single-family lots on the subject parcels.*

### Palm Coast Park DRI

*To create a unified and consistent zoning for the Palm Coast Park Development of Regional Impact (DRI), City staff worked with the owners to create an MPD Agreement for all lands within the DRI. The MPD Agreement will provide better definition for the type of uses that are to be permitted within the different tracts in the DRI.*

### Neoga Lakes DRI

*The MPD Agreement and Rezoning are part of the ongoing process in preparing the eventual development of the Neoga Lakes DRI. Having the appropriate zoning for the lands will allow the owners to move to the next step of required development approvals such as platting, site specific master planned development, or other regulatory permits.*

## SMART PLANNING

- ◆ Updated Comprehensive Plan Capital Improvements Plan (CIP) Schedule
- ◆ Amended Palm Coast Park Master Plan Development and Development of Regional Impact (DRI) Development Order.
- ◆ Completed Master Plan Development Agreement & Rezoning for Neoga Lakes DRI
- ◆ Completed Master Plan Development Agreement, Rezoning, and Comprehensive Plan Amendment for Grand Livings.
- ◆ Adopted Parkway East Master Plan
- ◆ Completed Comprehensive Plan Evaluation and Appraisal Report
- ◆ Conducted three major Comprehensive Plan Amendments for two developments of Regional Impact (DRIs)
- ◆ Adopted Impact Fee methodology

## GRAND LIVINGS



## COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)

### CONSOLIDATION ACTION PLAN

*This five-year planning document is a requirement for participation in the CDBG Entitlement Program. Under this federal block grant program, the City will receive funds for activities that benefit low- to moderate-income people. If funding levels remain constant, the City may be allocated up to \$1.6 million dollars over the next five years.*

### ANNUAL ACTION PLAN

*As a requirement of the CDBG program, the City is required to complete the Annual Action Plan to identify activities and programs that will be funded with CDBG funds in the upcoming fiscal year. Projects for FY 2012/13 include: a segment of the Seminole Woods Parkway Multi-Use Path, technical assistance to small businesses, and housing rehabilitation activities.*

## SUPPORT AND COLLABORATION

- ◆ Awarded Cultural Arts Grants
- ◆ Completed Community Development Block Grant (CDBG) - Consolidated Action Plan and Annual Action Plan
- ◆ Updated the Affordable Housing Incentives Report for inclusion into the Local Housing Assistance Plan for the State Housing Initiatives Partnership (SHIP) Program
- ◆ State of Florida CDBG Housing Rehabilitation Grant
- ◆ Neighborhood Stabilization Programs 1 and 3
- ◆ Completed Ordinances regulating Internet Cafes and Pain Management Clinics within City
- ◆ Reached Construction Agreement with Cobblestone LLC to complete the expansion of Cypress Edge Drive
- ◆ Provided cost-saving landscape architectural services to Flagler County for landscape design of medians from Belle Terre Parkway to Bunnell
- ◆ Participated in sea level rise study conducted by University of Florida and Guana Tolomato Matanzas National Estuarine Research Reserve
- ◆ Received Certified Floodplain Managers training on new flood provisions of the 2010 Florida Building Code

The benefits of bicycling and walking are readily known (healthy lifestyle, reduction in fuel consumption and cost, recreational experiences, etc.); however, the dependency on a motorized vehicle remains. Moving people and traffic through the City is only one aspect of the priorities of roadways and a supporting network of multi-purpose pathways. A sense of community pride is also achieved through this infrastructure with the beautification and thoughtful planning of alignments and connections.

## BY CAR

- ◆ Coordinated with Flagler County and the Volusia Transportation Planning Organization on an updated Planning Area map
- ◆ Made safety improvements to Cypress Point Parkway, including modifying entry/exit into Wal-Mart, creating turn lane and adding through-lane
- ◆ Two roadway sections were adopted in the Adopt-A-Road Program (Mount Calvary Baptist Church on Pine Lakes Parkway from Wynnfield Drive to Westhampton; and Flagler Palm Coast High School Air Force Junior ROTC on Cypress Point Parkway from Palm Coast Parkway to Belle Terre Parkway)

### Citizens Survey Ratings—Ease of Car Travel



Residents responding to the survey were given a list of five aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." In the 2012 survey results, there was a staggering increase of residents rating ease of travel by car as "excellent" or "good."

# Environmental Stewardship

## City of Parks and Trails

It is the Mayor and City Council's Vision to build Palm Coast as a leadership city with a quality of life, access to nature, and professional services unsurpassed in Northeast Florida. We ensure our mission to protect the health, safety and welfare of the citizens of Palm Coast through a full range of efficient and effective municipal services.

There is a strong relationship between the natural environment and the services rendered to our Citizens. From protection to minimizing waste of natural resources, the City is a prominent leader in Environmental Stewardship.

Goal 4 of the Strategic Action Plan states the following:

*To blend our residential and commercial properties with our "City of Parks and Trails" image to create a sustainable framework of visual appeal while caring for our land, water, air, and wildlife.*



### CHILDREN HELPING IN RESOURCE PROTECTION (CHIRP)

Since 2009, the City of Palm has offered a free educational program to Flagler Schools. The CHIRP program supports a diverse curriculum for all ages and engages students in many different experiences. In 2012, 380 students participated in the program; a total of 2,271 students have benefited from the program overall.

### Citizens Survey Ratings—Community's Natural Environment



Residents were asked to evaluate their local government environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 81% of survey respondents. The cleanliness of Palm Coast received the highest rating of 87% compared to 83% in 2010 and 2011. Ratings for the preservation of natural areas increased compared to the previous survey year, 75% compared to 66%.

## LEAD BY EXAMPLE — “GO GREEN”

### ASSESS AND REDUCE

- ◆ Green Development Incentive Ordinance adopted
- ◆ Surpassed 2 tons of batteries with Battery Recycling Program
- ◆ Sludge Management/Alternative Bio-Solids Treatment Study
- ◆ Microbe Test Pilot for Freshwater Canal Maintenance
- ◆ Alternative Fertilizer Test Plot Project
- ◆ Light Emitting Diode (LED) Streetlight Pilot Project
- ◆ Received Northeast Florida Regional Council Regional Award for Excellence (NEFRC) in Environmental Stewardship—City of Palm Coast Solid Waste and Recycling Program

### LED STREETLIGHT PILOT

Through a partnership with Florida Power & Light, 26 High Pressure Sodium Vapor light heads were converted to LED technology on Palm Coast Parkway. The City of Palm Coast is the first Florida location to test LED streetlights.

There is no cost to the City, and the LED lights have been removed from the City bill during the 1 –2 year study. Over 3,000 lights are located in the City with energy and maintenance charges applied monthly.



NEFRC Award  
for Environmental Stewardship

### 2012 WASTE CONTRACT ENHANCEMENTS

#### SINGLE-STREAM RECYCLING

All households may now take advantage of single-stream recycling instead of the traditional sorting paper from all other recyclables, which was the previous practice. It is the City's belief that providing more convenience to residents is essential to increasing recycling. For those who do not recycle, the City launched an aggressive incentive program to stimulate additional interest.

#### RECYCLE REWARDS

All residents are eligible to participate in the WastePro Recycle Rewards Program. Each household received a curb-side recycle bin in which a Radio Frequency Identification (RFID) chip was attached. The chip is encoded with household information and measures the frequency in which the household recycles which is recorded through a scanner device. Each resident then registers with the Waste Pro Recycle Rewards Program and is rewarded with national, regional and local discounts and coupons for retail and commercial establishments.

#### DOORSTEP HOUSEHOLD HAZARDOUS WASTE (HHW) REMOVAL

The City of Palm Coast is the **FIRST CITY** in the State of Florida to offer all serviced households a doorstep disposal option for HHW. Pick-up is by reservation only and includes, but is not limited to, the following list of eligible materials:

- \*Fluorescent light bulbs
- \*Used motor oil
- \*Batteries of all types
- \*Household paints and supplies
- \*Pool chemicals
- \*Pesticides and fertilizers

### Citizens Survey Ratings—Recycling



Recycling is more popular than ever in Palm Coast, with 90% of residents saying recycling opportunities are “excellent” or “good.”

## ENGINEERING & STORMWATER

The Engineering & Stormwater Department is responsible for assisting with the design, construction and maintenance of the City's infrastructure, including the entire drainage system. The department provides engineering support, including survey and design, to all City departments, and also maintains the freshwater canals and reviews non-residential construction plans for adherence to technical standards and the Land Development Code.

### KEEPING OUR STORMWATER SYSTEM STRONG

- ◆ Replaced pipes at two major crossings: London Drive and Sesame Boulevard
- ◆ Rehabilitated BT-2 Water Control Structure and R-1 Water Control Structure
- ◆ Repaired L-4 Water Control Structure
- ◆ Replaced Fern Court saltwater pipes
- ◆ Replaced seawall at Flag Court Canal End
- ◆ Completed Stormwater Model for Sections 31 & 37
- ◆ Made Stormwater Model drainage improvements in Section 31



### AQUATIC WEED CONTROL IN FRESHWATER CANALS

*The City continues its ongoing program of aquatic weed control on the 54-mile network of freshwater canals. Weed control is primarily accomplished with use of selective applications of herbicides. The freshwater canals are maintained to provide 60% to 80% of the center of the waterway clear of vegetation. The remaining shorelines are left in a natural state to provide for a healthy ecosystem.*



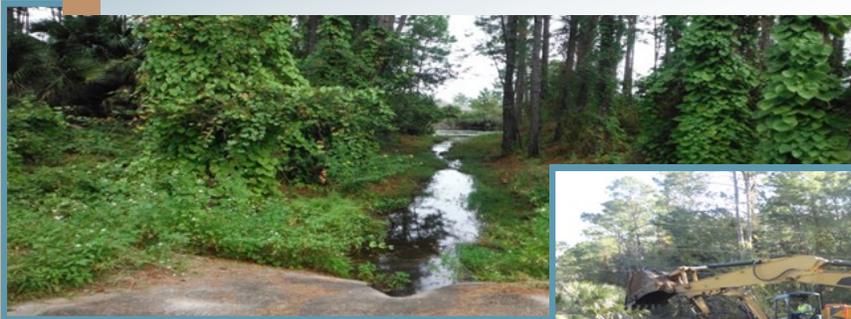
## WATER CONTROL STRUCTURES

*The BT-2 water control structure on Bird of Paradise and the R-1 water control structure at the intersection of Royal Palms and Belle Terre parkways were replaced in 2012. The BT-2 rehab allows high water from Bird of Paradise Lake to overflow under Bird of Paradise Drive at a much more continuous and controlled rate. The R-1 rehab, constructed with a grant from the Federal Emergency Management Agency, allows the canal to overflow under Belle Terre Parkway. Both have control gates that staff can use to adjust and maintain the water levels. In addition, portions of the L-4 water control structure on the east end of Royal Palms Waterway were repaired, as needed.*



## STORMWATER MODEL—SECTIONS 31 & 37

*Two platted sections of the City are modeled annually with the goal of improving drainage. The models are used to set priorities and plan capital improvements. Section 31 drainage improvements completed in 2012 involved rehab and expansion of the ditch line. Section 37 drainage improvements are planned in the coming year.*



## SURVEY AND DESIGN

- ◆ Surveyed and designed 11.6 miles for the swale rehab project, 33 Street Valley Gutter installations and 78 drainage pipes for replacement
- ◆ Provided Survey and Design services for the Indian Trails Sports Complex Road Extension

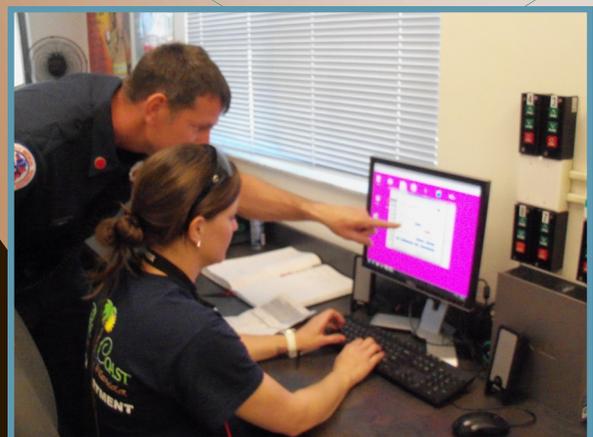
## PUBLIC SAFETY

The City prides itself in being a safe community that works diligently to have a strong fire safety and law enforcement presence to ensure a quick response for any type of emergency. The Palm Coast Fire Department protects the lives, property and environment of the citizens and visitors of Palm Coast by providing the highest levels of service through fire prevention, public education, fire suppression, emergency medical services, and the mitigation of the effects of natural and man-made disasters. The department has 59 full-time employees and 27 volunteer members who operate out of five fire stations. The City contracts with the Flagler County Sheriff's Office for law enforcement.



## PREPARED

- ◆ In 2012, the Fire Department responded to 7,587 calls for service
- ◆ The Fire Department provided Comprehensive Emergency Management Plan (CEMP) training to supervisory staff, covering a new emergency management plan and positions within the Emergency Operations Center (EOC). The purpose of CEMP is to provide uniform policies and procedures for effective coordination of actions necessary to prepare for, respond to, recover from, and mitigate natural or manmade disasters.
- ◆ Fire Engine Companies provided pre-fire planning review for all commercial businesses within the City
- ◆ The Fire Department utilized a Career Mentoring Program to foster innovative and creative approaches within the department



## PUBLIC SAFETY COMMUNITY OUTREACH

- ◆ Held Pool Safety Day at Frieda Zamba Swimming Pool; increased swim-lesson participation by 30% (180 total); and participated in World's Largest Swimming Lesson (Guinness Book of World Records)
- ◆ Firefighters visited all elementary schools in Palm Coast to do fire-safety education for students as part of National Fire Safety Week
- ◆ Held Bike Rodeo and provided Women's Self Defense Classes in partnership with the Flagler County Sheriff's Office (FCSO)
- ◆ Participated in Family Fun and Safety Day with Florida Hospital Flagler
- ◆ Offered Wildfire Mitigation Program, three commercial property owners participated
- ◆ Provided CPR training to citizens and health care professionals (547 people trained)
- ◆ Conducted flu shot clinics, car seat clinics and provided daily blood pressure checks to citizens at fire stations
- ◆ Replaced smoke detector batteries, when requested
- ◆ Participated in Read Across America event



## READ ACROSS AMERICA

*National "Read Across America" Day promotes reading, particularly for children and young adults. Many schools, libraries, and community centers across the United States participate in the day by bringing people together to take part in reading books. To assist Belle Terre Elementary, Palm Coast Fire Department sends firefighters to the schools to read to the children to show them how important it is to read.*



## Citizens Survey Ratings—Public Safety Services



In the latest survey, 96% of residents rated Fire Services "excellent" or "good" and 73% felt positive regarding emergency preparedness. Over the last six years, these two criteria have remained at top rankings in the annual survey.

# IX. City of Palm Coast Contact Information

## Mayor, City Council and Administration

Mayor – Jon Netts

[jnetts@palmcoastgov.com](mailto:jnetts@palmcoastgov.com)

Council Member, District 1 – Bill McGuire

[bmcguire@palmcoastgov.com](mailto:bmcguire@palmcoastgov.com)

Council Member, District 2 – David Ferguson

[dferguson@palmcoastgov.com](mailto:dferguson@palmcoastgov.com)

Council Member, District 3 – Jason DeLorenzo

[jdelorenzo@palmcoastgov.com](mailto:jdelorenzo@palmcoastgov.com)

Council Member, District 4 – William A. Lewis

[blewis@palmcoastgov.com](mailto:blewis@palmcoastgov.com)

City Manager – Jim Landon

[jlandon@palmcoastgov.com](mailto:jlandon@palmcoastgov.com)

City Manager's Office

Phone: 386-986-3702; Fax: 386-986-3703



## Customer Service

### 386-986-2360

Utility billing, garbage pick-up, streets, maintenance for City signs, street lights, sidewalks, potholes, swales and drainage, driveways/culverts, resurfacing, Code Enforcement, mowing, tree/fire mitigation, property maintenance, vehicle parking, trash on private property, irrigation ordinance, noise/pet issues.

## City Public Services and Departments

### Community Development \*

~Planning/Zoning Division

Phone: 386-986-3736; Fax: 386-986-3737

~Building Division

Phone: 386-986-3780; Fax: 386-986-3781

~Code Enforcement Division

Phone: 386-986-3764; Fax: 386-986-3781

~Animal Control

Phone: 386-986-2520

### City Clerk\*

Phone: 386-986-3713; Fax: 386-986-3714

### Communications & Marketing\*

Phone: 386-986-3708; Fax: 386-986-3703

### Finance \*

Phone: 386-986-3723; Fax: 386-986-3724

### Information & Technology\*

Phone: 386-986-4732; Fax: 386-986-4775

### Engineering & Stormwater\*

Phone: 386-986-4760

### Purchasing/Contract Management\*

Phone: 386-986-3730

### Business Tax Receipts\*

Phone: 386-986-3766

### Fire

1250 Belle Terre Pkwy., Palm Coast, FL 32164

Phone: 386-986-2300; Fax: 386-446-6752

### Parks & Recreation

305 Palm Coast Pkwy. NE, Palm Coast, FL 32137

Phone: 386-986-2323; Fax: 386-986-2470

### Public Works

~Utility Division

2 Utility Drive, Palm Coast, FL 32137

Phone: 386-986-2360; Fax: 386-986-2391

~Streets & Drainage Division

1 Wellfield Grade, Palm Coast, FL 32137

Phone: 386-986-2360

\* Department office is located at City Offices at City Marketplace, 160 Cypress Point Pkwy., Suite B-106, Palm Coast, FL 32164  
Main Phone: 386-986-3700

