

City of Port St. Lucie

121 SW Port St. Lucie Blvd.
Port St. Lucie, Florida 34984



Meeting Agenda

Tuesday, January 16, 2024

9:00 AM

Council Chambers, City Hall

City Council Workshop

Shannon M. Martin, Mayor

Jolien Caraballo, Vice Mayor, District IV
Stephanie Morgan, Councilwoman, District I
Dave Pickett, Councilman, District II
Anthony Bonna, Councilman, District III

Please visit www.cityofpsl.com/tv for new public comment options.

1. Meeting Called to Order**2. Roll Call****3. Pledge of Allegiance****4. Public to be Heard****5. Special Presentations**

5.a Update on the Status of the Housing Needs Assessment
Findings and Draft Recommendations

[2023-1074](#)

5.b Discuss the National Business Survey and Provide Input on
the Survey Questions.

[2024-077](#)

6. New Business

6.a Approve Digital Signage Project and Vote on Orientation and
Finish

[2024-055](#)

7. Adjourn

Notice: No stenographic record by a certified court reporter will be made of the foregoing meeting. Accordingly, if a person decides to appeal any decision made by the City Council, board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. (F.S. 286.0105)

Notice: Public and Press are invited to review all the backup for Council Meetings. Copies are available in the City Clerk's Office on Wednesday, Thursday, Friday, and Monday before Council Meetings. On Meeting nights, a copy of backup material is available in the reception area of City Hall for public review. Please leave the agenda and backup material in good order for others to review.

Notice: Anyone wishing to speak during Public to be Heard is asked to fill out a yellow Participation Card and submit it to the City Clerk. Anyone wishing to speak on any Agenda Item is asked to fill out a green Participation Card and submit it to the City Clerk. Participation Cards are available on the side table in Council Chambers, at the reception desk in City Hall lobby, and in the City Clerk's Office.

Notice: In accordance with the Americans with Disabilities Act of 1990, persons needing special accommodation to participate in this proceeding should contact the City Clerk's Office at 772-871-5157.

As a courtesy to the people recording the meeting, please turn all cell phones to silent or off. Thank you.



Agenda Summary

2023-1074

Agenda Date: 1/16/2024

Agenda Item No.: 5.a

Placement: Proclamations and Special presentations

Action Requested: Discussion

Update on the Status of the Housing Needs Assessment Findings and Draft Recommendations

Submitted By: Alessandra "Alex" Tasca, Neighborhood Services Deputy Director

Strategic Plan Link: The City's Mission to be responsive to our community.

Executive Summary (General Business): The City of Port St. Lucie, in partnership with St. Lucie County and the City of Fort Pierce are conducting a housing needs assessment. St. Lucie County entered into an agreement with Thomas P. Miller and Associates (TPMA) to conduct a housing needs assessment and develop a set of recommendations to incentivize the creation of affordable and workforce housing units within St. Lucie County. The project has three components. 1. Housing Needs Assessment 2. Recommendation/Implementation Plan 3. Public Education and Outreach

Presentation Information: Alex Tasca of Neighborhood Services (NSD) will present Aaron Finley, Director of Housing and Community Development and Paul Cancilla, Consultant with TPMA will provide an overview of the process that was undertaken, share key findings, and highlight focus areas and prospective draft recommendations for discussion (approximately 20-30 minutes).

Staff Recommendation: Request that the Council hear the presentation and provide direction and feedback on the draft findings and recommendations in preparation for a final draft of the Assessment Report & Implementation Plan (scheduled for the beginning of 2024).

Background: NSD was assigned the task of soliciting and drafting a comprehensive Housing Needs Assessment and Implementation Plan by the City Council as the result of the approval of the December 2021 AHAC Report. The City Council subsequently approved an agreement to work on that project as a tri-municipality effort in April 2022. In 2023, the project team completed current conditions research, market analysis, stakeholder outreach and workshops, business community outreach, and public surveys. The purpose of this presentation is to provide a project overview, summary of findings, and strategize next steps.

The plan will serve a multitude of purposes including providing the background documentation necessary to develop a plan for the use of the funds currently in the City's Affordable Housing Annexation Fee Fund #128. With the creation of the City's Special Affordable Housing Fund, funded via (Resolution 16-R24) and the adoption of affordable housing incentives in the City's Local Housing Assistance Plan (LHAP), a comprehensive Housing Needs Assessment is needed to further any future housing initiatives and affordable housing projects within the City as well as explore grant opportunities. The Assessment will also serve to provide background to update the City's Comprehensive Plan - Housing Element. Lastly, this project will work towards accomplishing

the goals set forth by the Florida State Statute Chapter 420 “Housing” and Chapter 420 Section 003 “State Housing Strategy” as well as other more recent legislation including HB 1339 and the Live Local Act.

Issues/Analysis: N/A

Financial Information: N/A

Special Consideration: The final recommendation report is scheduled to be completed and presented to City Council the beginning of 2024.

Location of Project: City of Port St. Lucie and St. Lucie County

Attachments: TPMA Presentation

NOTE: All of the listed items in the “Attachment” section above are in the custody of the City Clerk. Any item(s) not provided in City Council packets are available upon request from the City Clerk.

Internal Reference Number: N/A

Legal Sufficiency Review:

N/A

Housing Needs Assessment and Implementation Plan

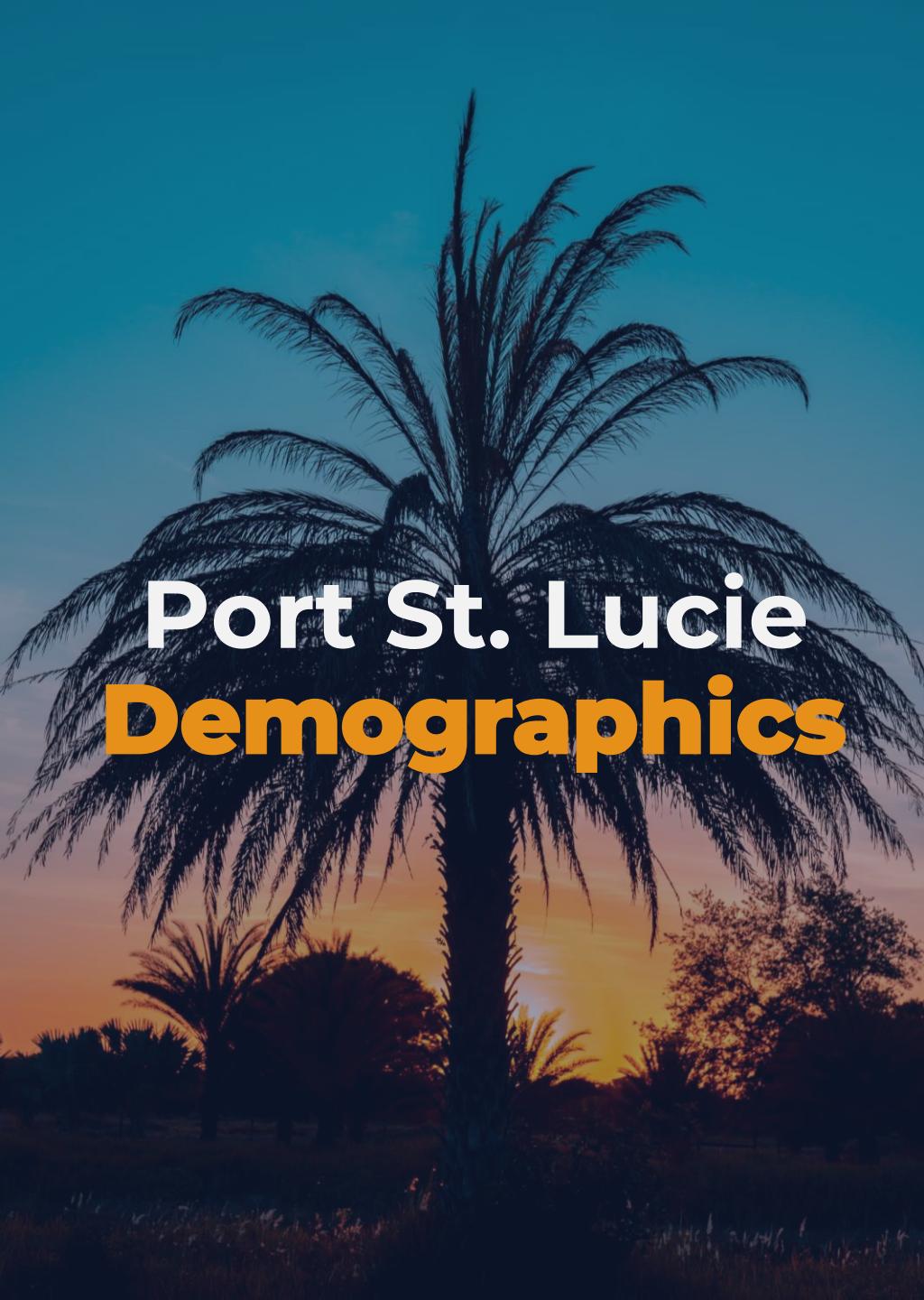
City of Port St. Lucie, Florida

Strategy Workshop | November 20, 2023

Project Overview

- Relevant Document Review
- Market & Data Analysis
- Stakeholder Engagement
 - Public Survey
 - Strategy Workshops
- Strategy Development



A photograph of several palm trees silhouetted against a vibrant sunset sky, with the horizon showing a bright yellow and orange glow.

Port St. Lucie Demographics

24.5%

Population Growth 2010-2020

1 in 5

City Residents 70+ Years by 2040

80%

Homeownership Rate

A photograph of palm trees silhouetted against a vibrant sunset or sunrise. The sky is a gradient of orange, yellow, and blue. The palm fronds are clearly visible against the bright background.

Port St. Lucie Housing

#4

Metro Area for Net Homebuyer Migration
(2020-2022)

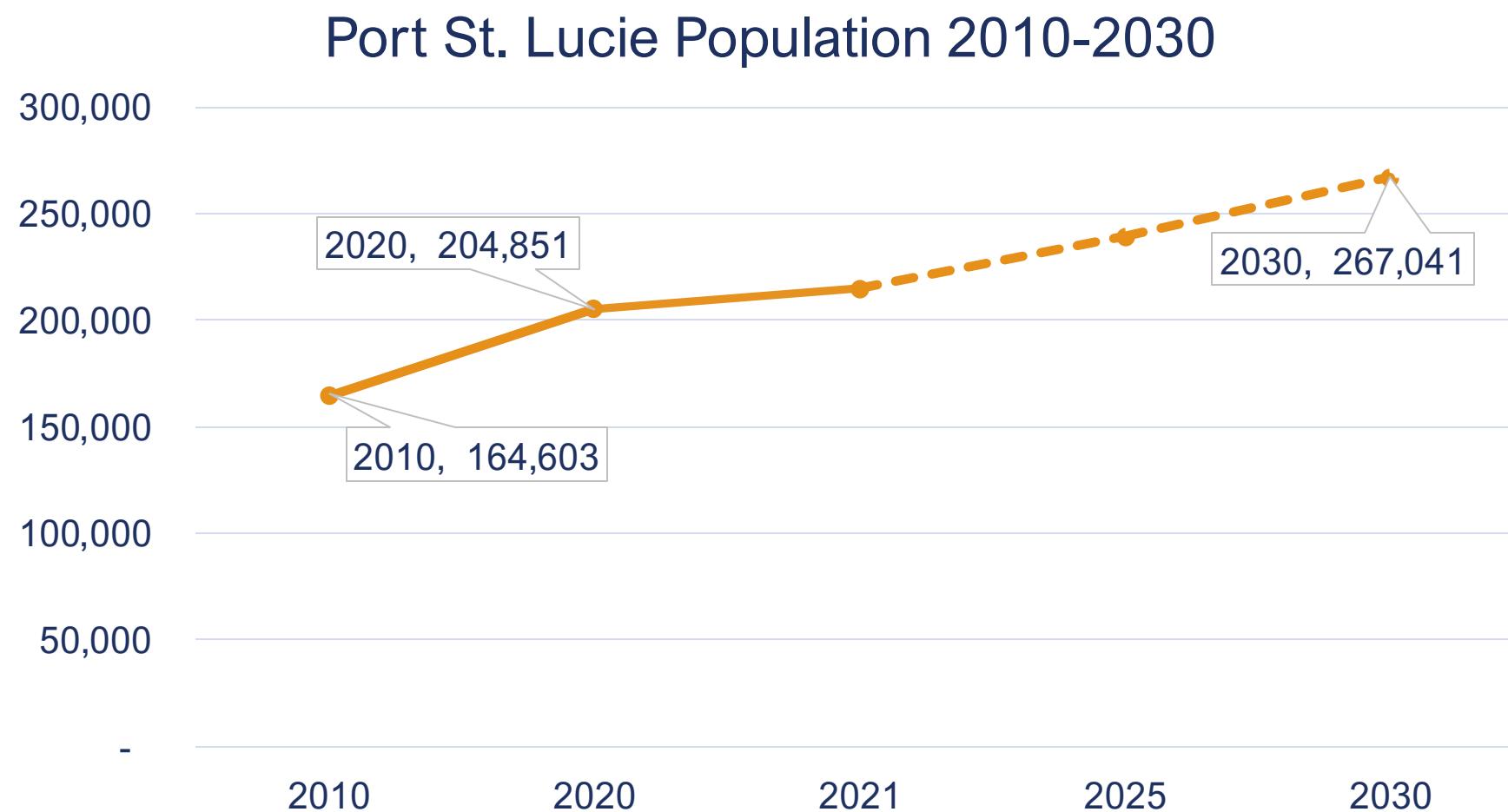
49%

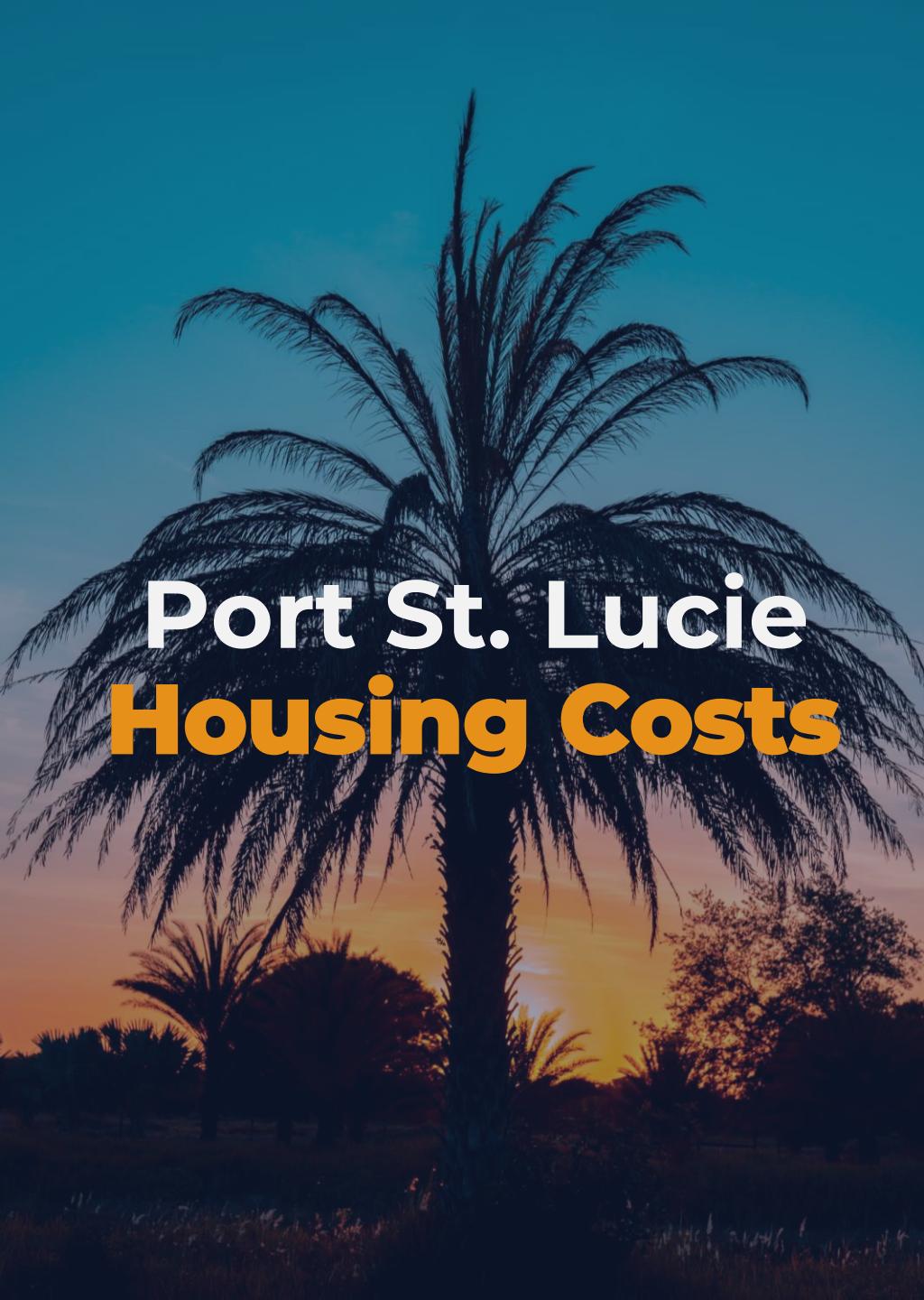
Percentage of Housing Stock
Built since 2000

92%

Total Housing Units that are Single-Family

Population Growth Projections



A photograph of palm trees silhouetted against a vibrant sunset or sunrise. The sky is a gradient of orange, yellow, and blue. The palm fronds are clearly visible against the bright background.

Port St. Lucie Housing Costs

\$286

Increase in Effective Rent; 2020-2022

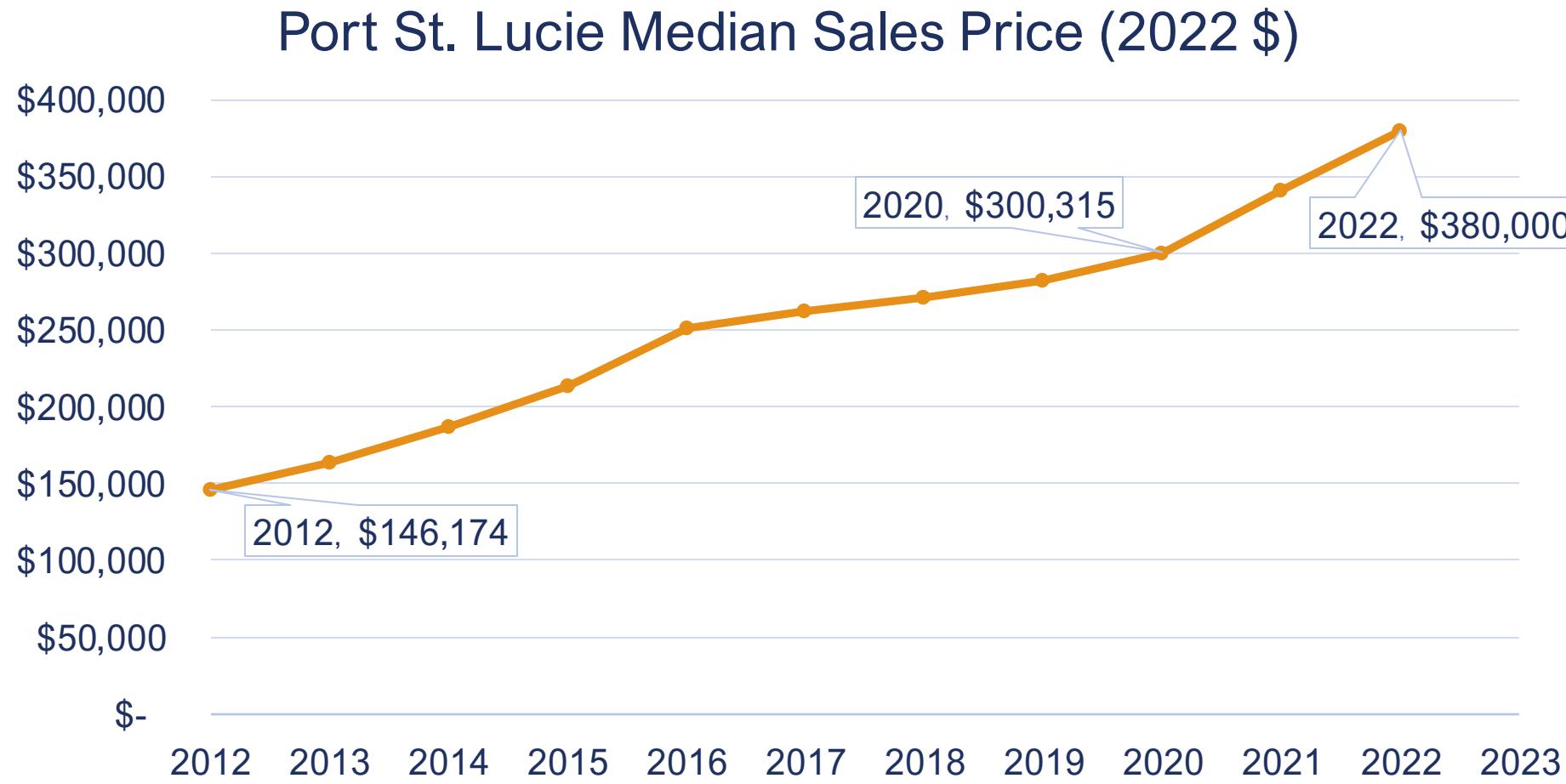
\$118,330

Increase in Median Sale Price; 2020-2022

33%

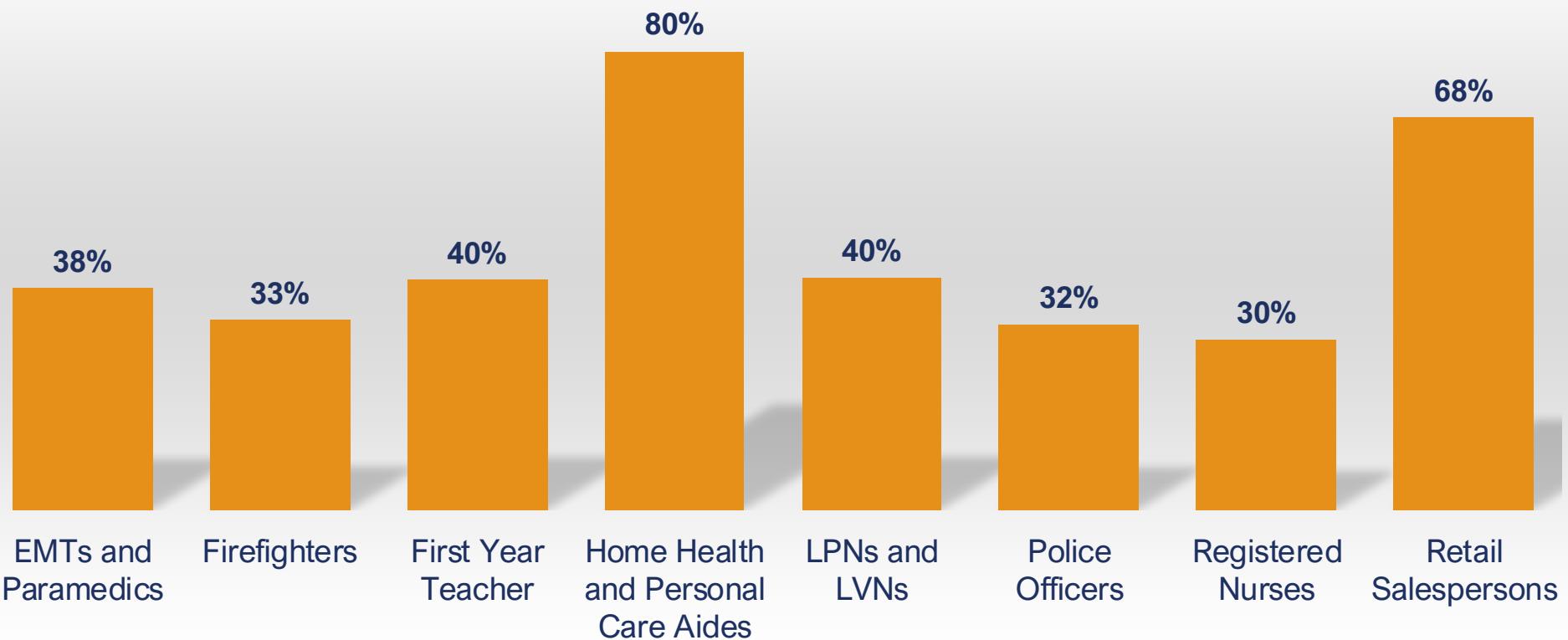
Percent of Households Cost Burdened

Sale Price



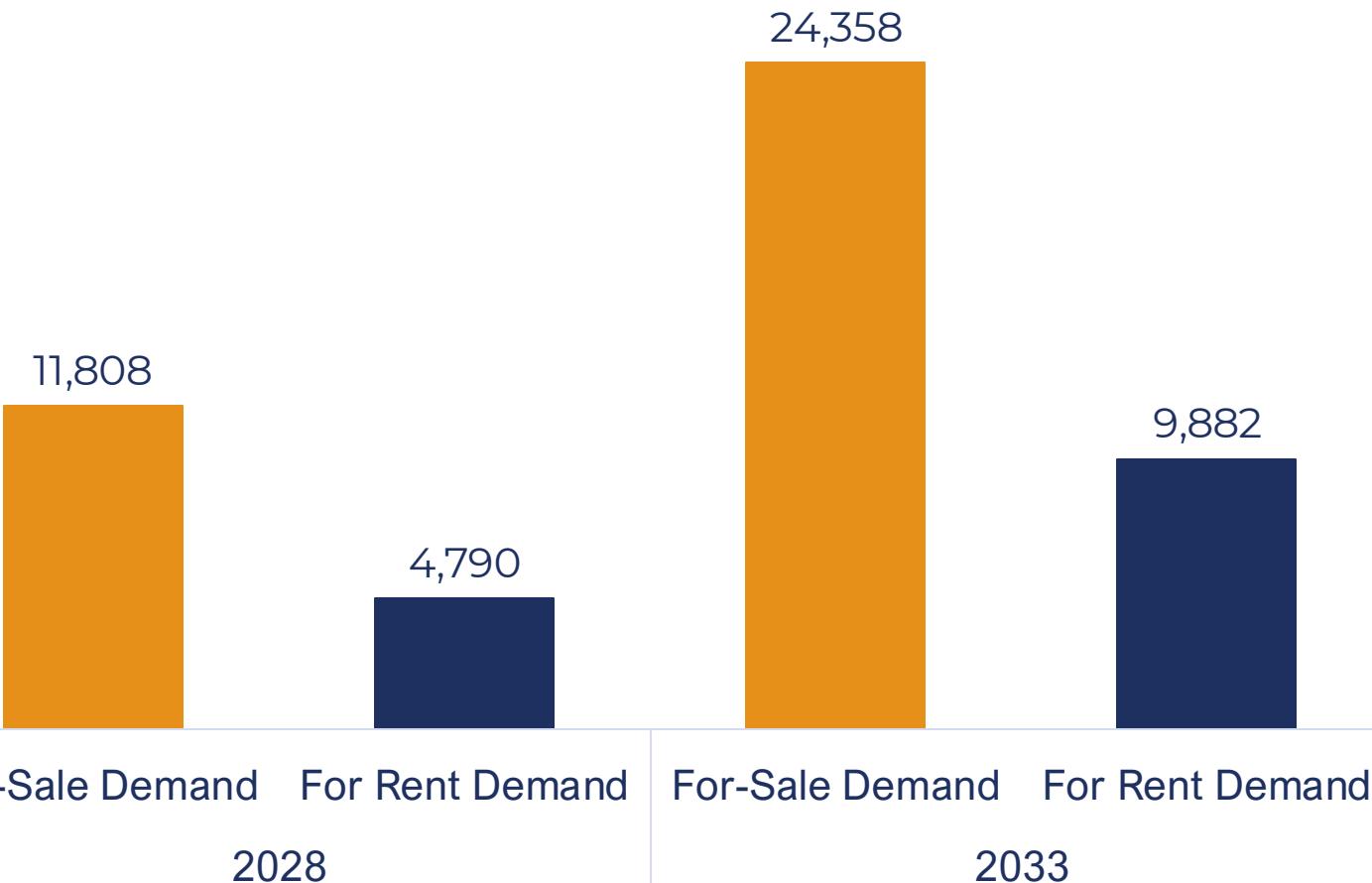
Essential Workers Affordability

Percent of Monthly Income for Median 1 Bedroom Contract Rent
in St. Lucie County



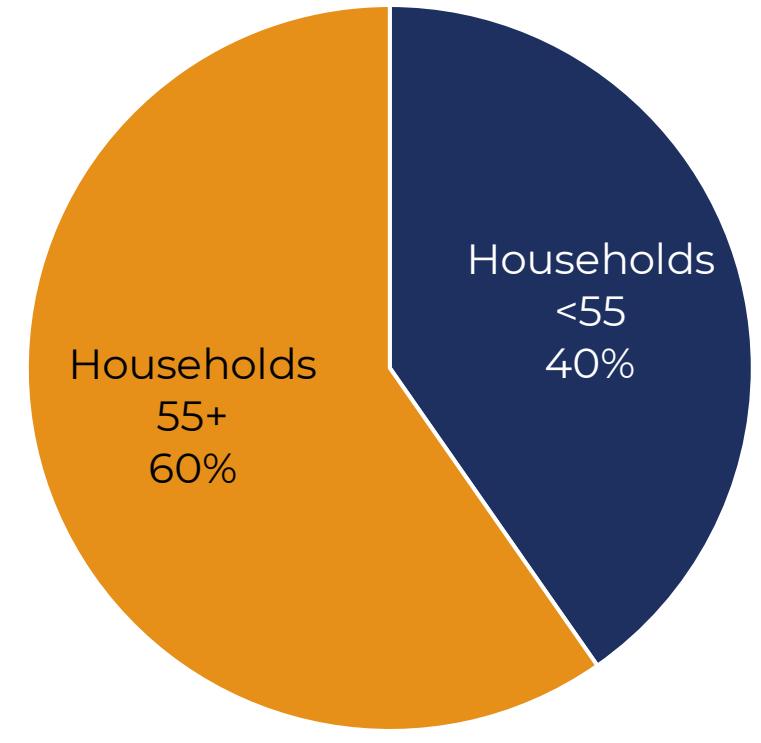
Housing Demand Model

Estimated Next 10-year Housing Demand by Tenure



Future Housing Demand by Age

■ Households <55 ■ Households 55+



Addressing the Housing Issue

What's At Stake?

- Economic Sustainability
- Locking In Benefits of Population Boom
- Impacts on Service Availability
- Impacts on Business Operations

Business Community Survey



Has the lack of affordable workforce housing impacted your business operations?

Yes: 48.75%

No: 37.50%

Don't know: 13.75%

Business Community Survey



Do you believe the availability of workforce housing will impact your business operations in the future?

	Present	Future
Yes:	48.75%	71.60%
No:	37.50%	17.28%
Don't know:	13.75%	11.11%

Key Focus Areas

- ✓ Housing Supply
- ✓ Housing Mix
- ✓ Housing Affordability



Increasing the Housing Supply

Key Recommendation:

- ✓ Establish Redevelopment Districts



Broadening the Housing Mix

Key Recommendations:

- ✓ **Cottage Communities and Smaller Homes**
- ✓ **Townhomes and Additional Rental Opportunities**



Increasing Housing Affordability

Key Recommendations:

- ✓ Inclusionary Zoning & Community Land Trust





Questions?



Aaron Finley
*Director, Housing and
Community Development*

afinley@tpma-inc.com

Housing Needs Assessment and Implementation Plan

City of Port St. Lucie, Florida

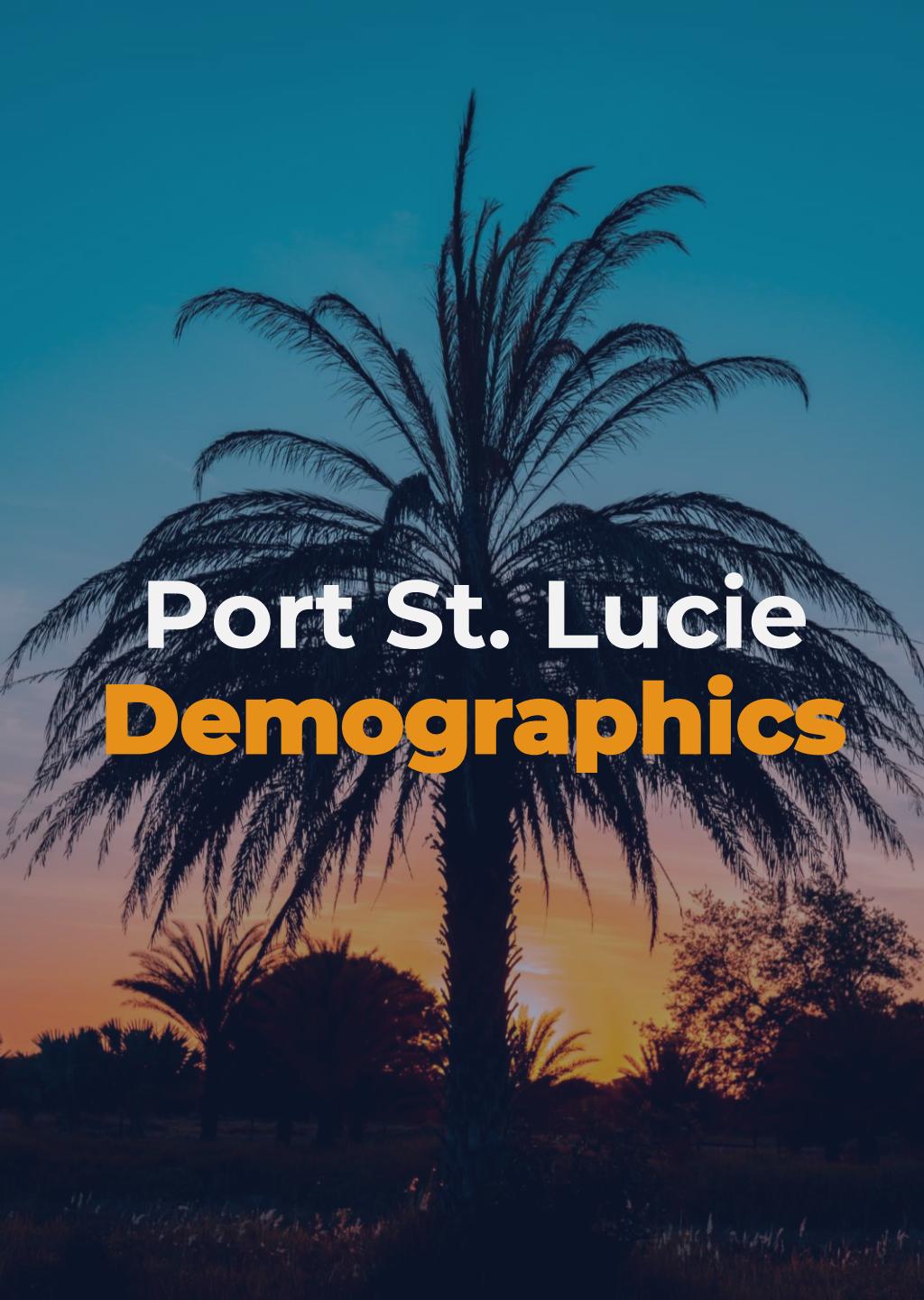
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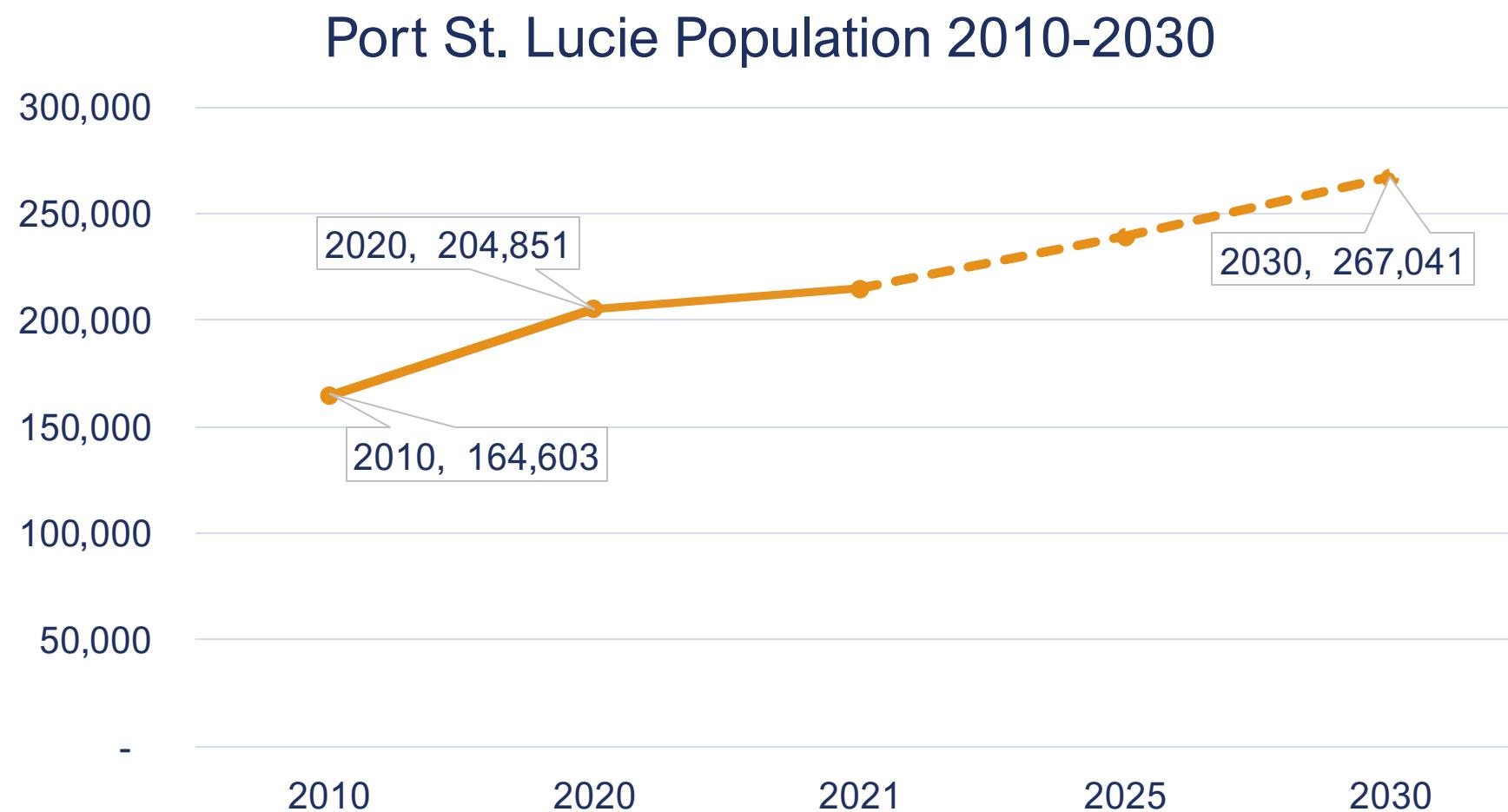
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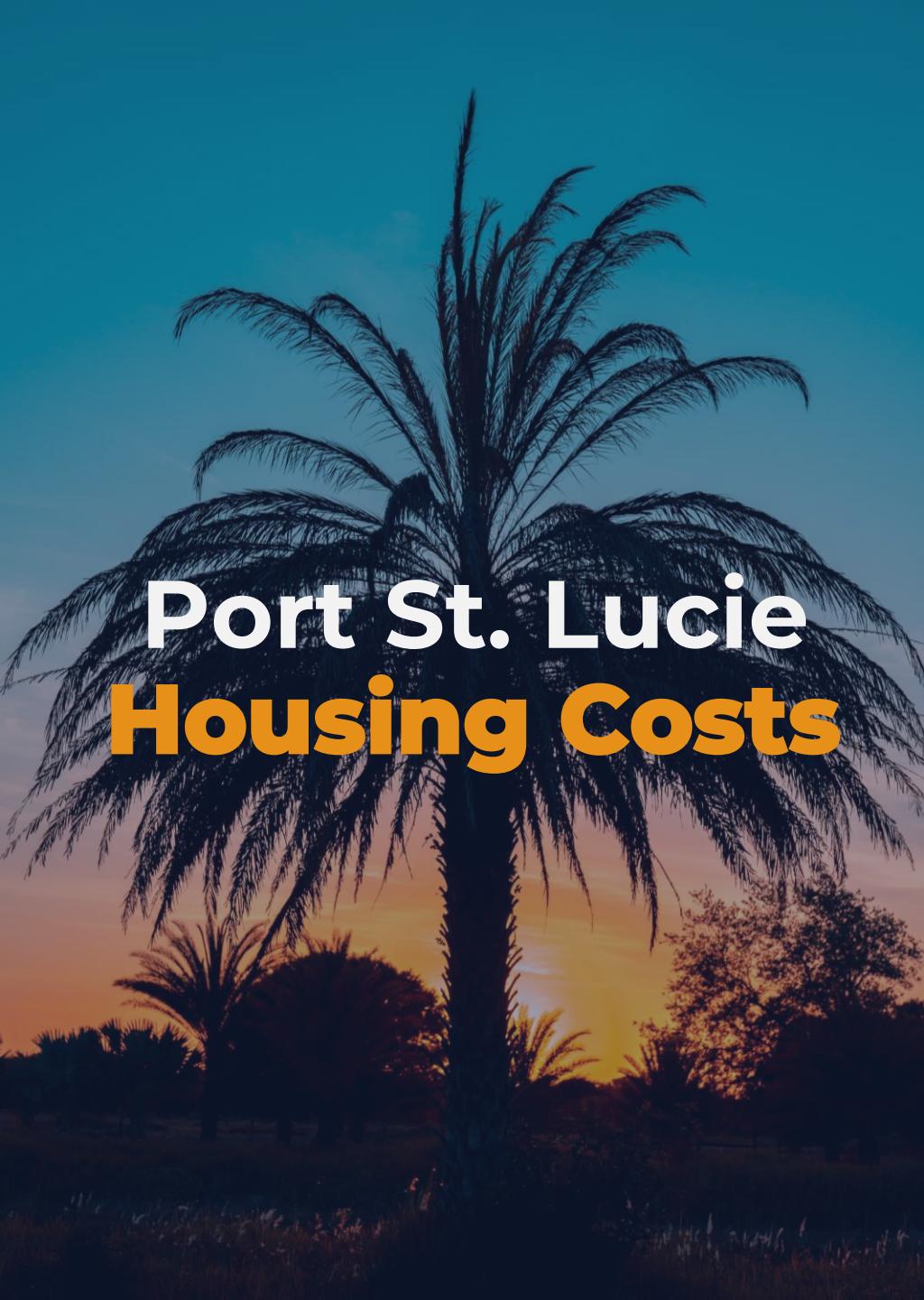
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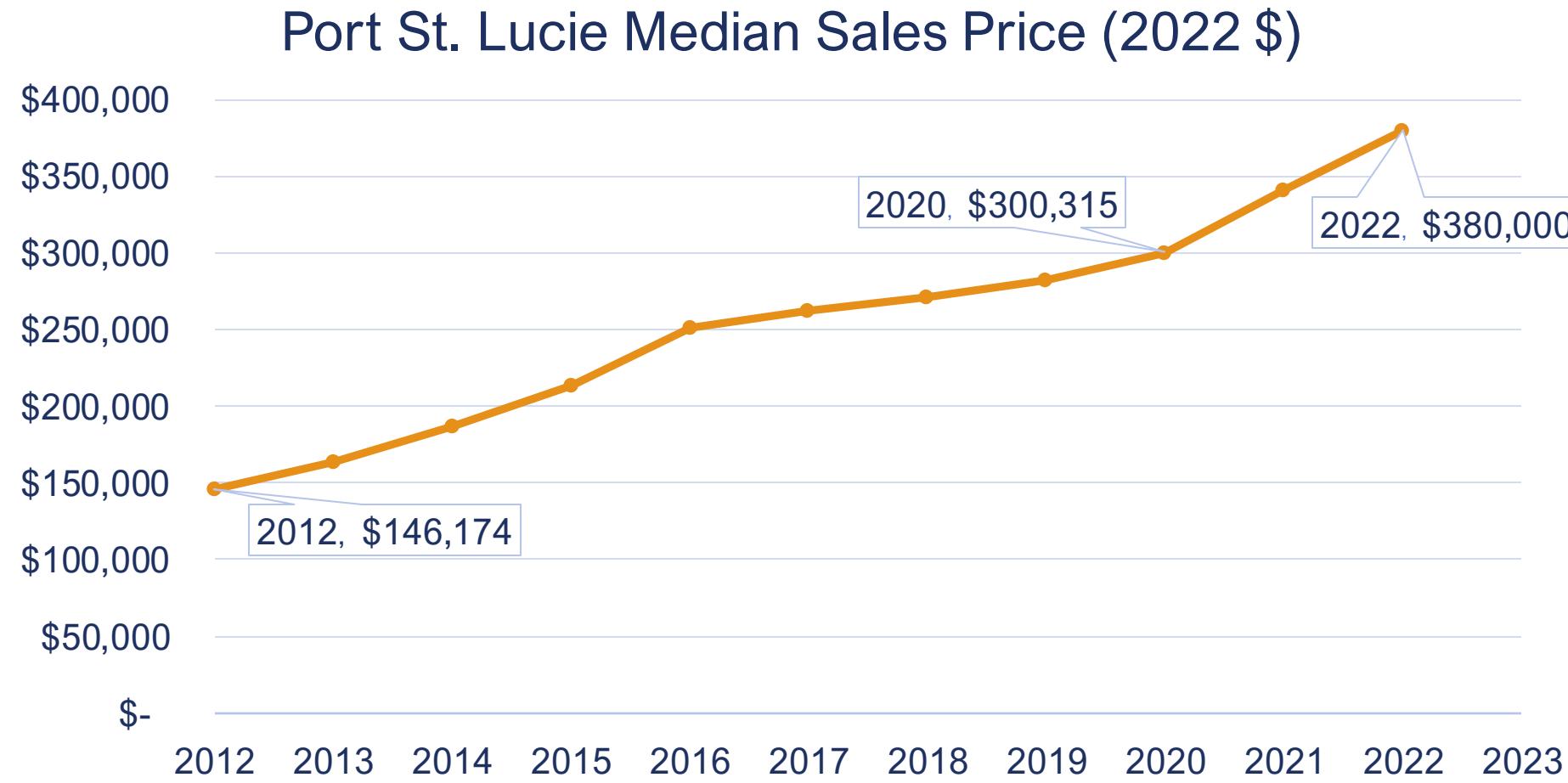
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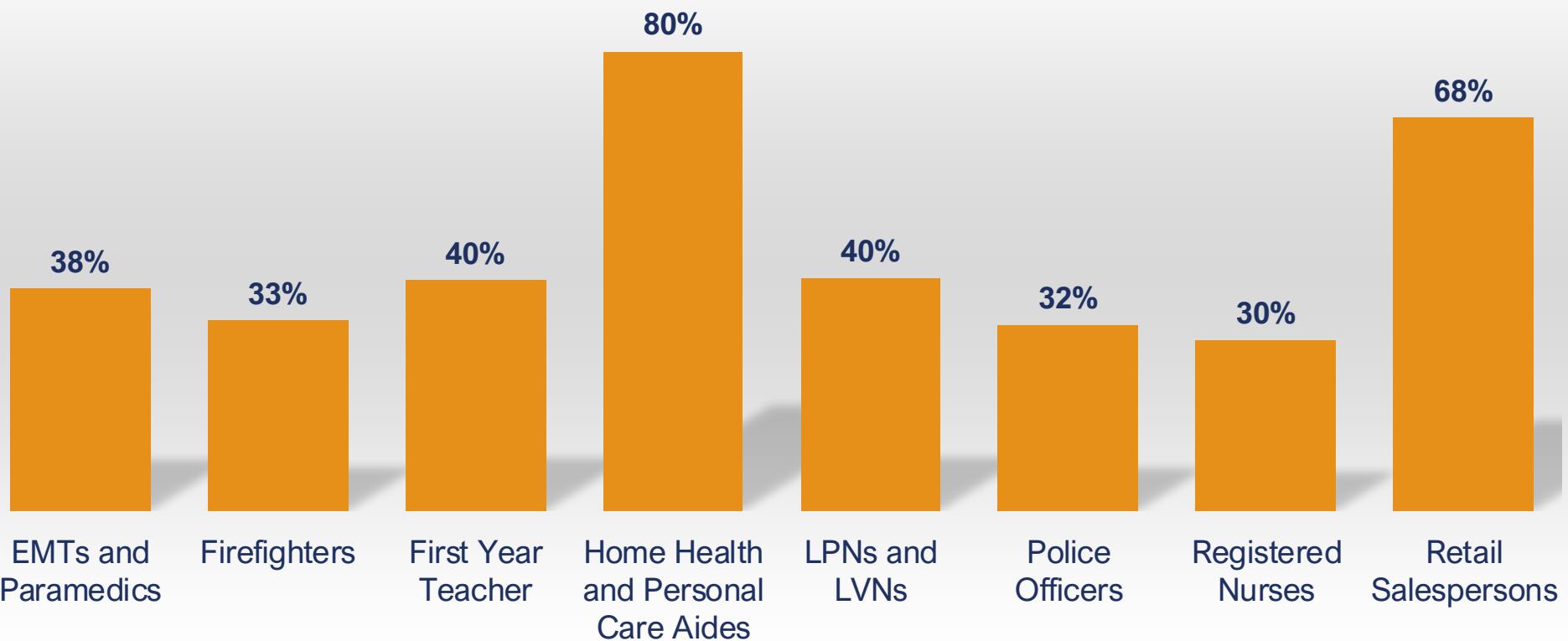
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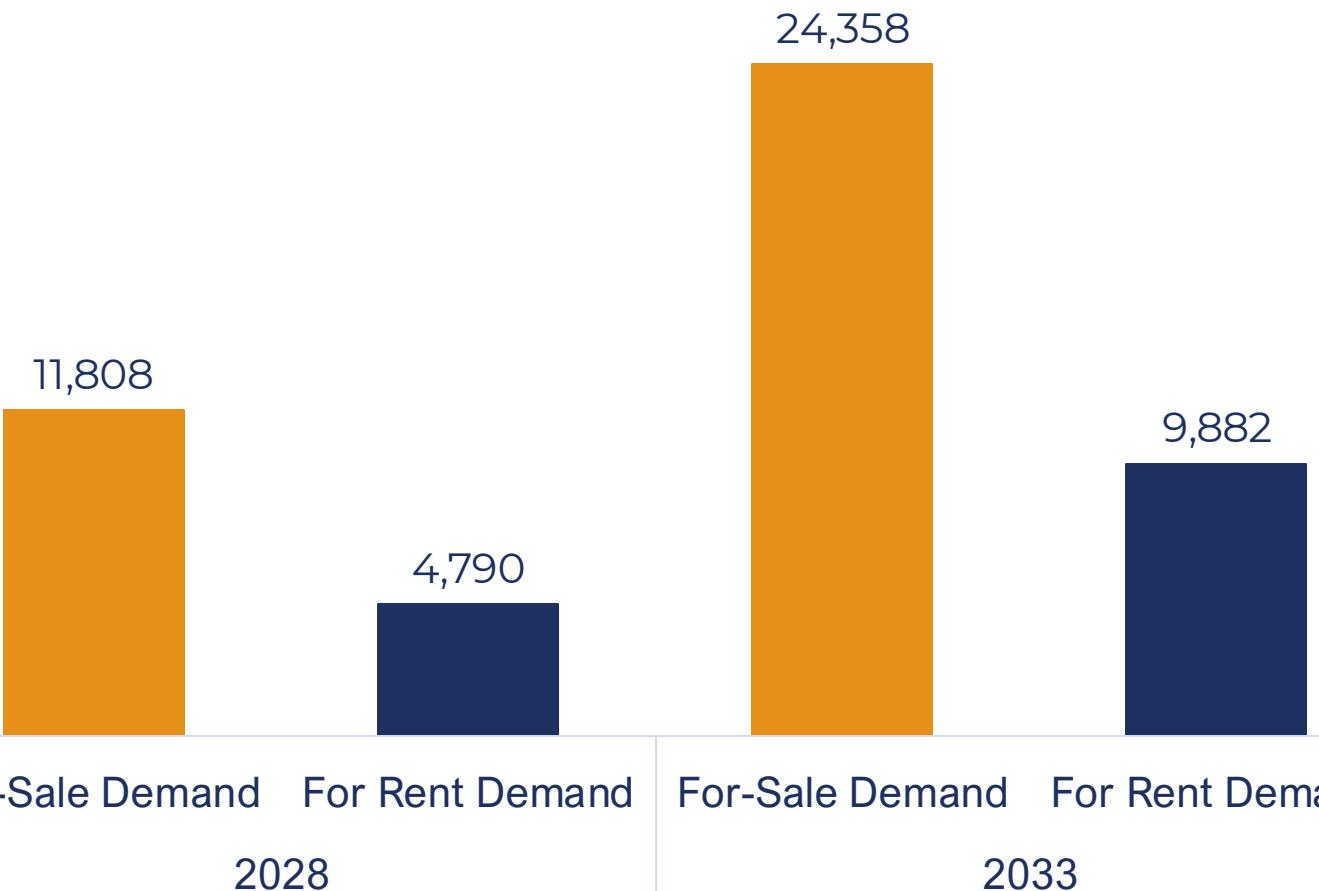
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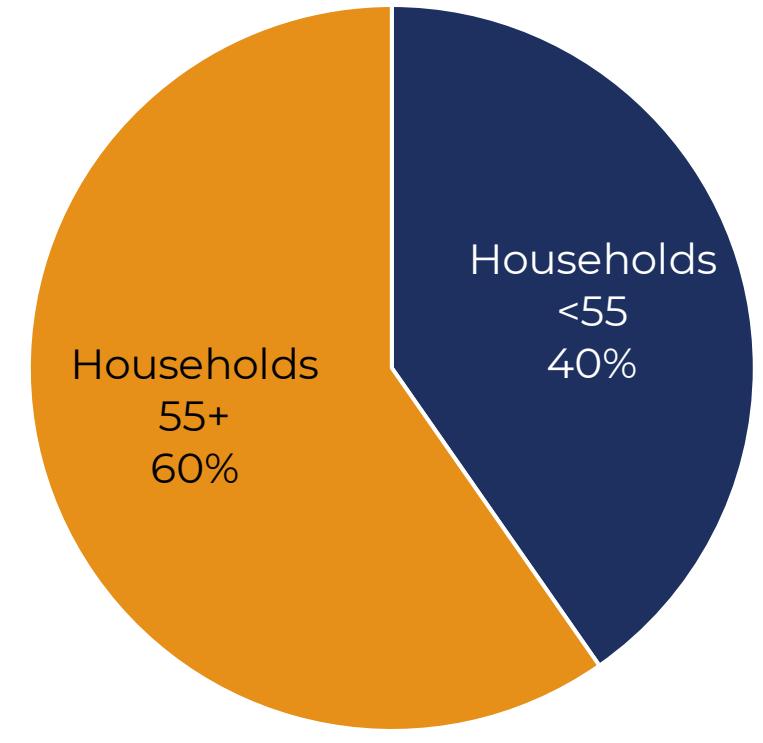
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Increasing Housing Affordability

Key Recommendations:

- ✓ Inclusionary Zoning & Community Land Trust





Questions?



Aaron Finley
*Director, Housing and
Community Development*

afinley@tpma-inc.com



Agenda Summary

2024-077

Agenda Date: 1/16/2024

Agenda Item No.: 5.b

Placement: Proclamations and Special presentations

Action Requested: Discussion

Discuss the National Business Survey and Provide Input on the Survey Questions.

Submitted By: Elijah Wooten, Economic Development Administrator

Strategic Plan Link: The City's Goal of a diverse local economy and employment opportunities.

Executive Summary (General Business): The National Business Survey is conducted by Polco to assess the perspective of local business owners on the economic health of the City of Port St. Lucie.

Presentation Information: A brief ten minute presentation will be conducted to gather input from the City Council on the survey questions for the National Business Survey.

Staff Recommendation: Request that the Council provide input on the questions that should be included and removed from the National Business Survey.

Background: Polco conducts the National Community Survey and the City's employee survey. The company also conducts the National Business Survey. The results of the National Business Survey can be used to identify new programs, initiatives and policies that support the growth of our small business community. The City will also understand how we compare to peer cities based on the survey results.

Issues/Analysis: N/A

Financial Information: The cost for the National Business Survey is \$15,000, which was approved in this year's fiscal budget for the Office of Economic Development. The cost is a one-time expense and the staff will evaluate if the National Business Survey will be included in next year's operational budget request.

Special Consideration: N/A

Location of Project: N/A

Attachments: National Business Survey Brochure

National Business Survey Sample

Polco Change Order Addendum

NOTE: All of the listed items in the "Attachment" section above are in the custody of the City Clerk. Any item(s) not provided in City Council packets are available upon request from the City Clerk.

Internal Reference Number: 10113

Legal Sufficiency Review:

Reviewed by Alyssa Lunin, Deputy City Attorney. Approved as to Legal form and sufficiency by Richard Berrios, Interim City Attorney.

The National Business Survey (The NBS)

Understand the local business climate for more effective budgeting, policy-making, and future planning.



Tried and Trusted

The National Business Survey® (The NBS®) assesses the perspectives of local business owners and managers to reveal the economic health of a community. The NBS was developed by National Research Center (NRC) at Polco. The survey reveals business owners' perceptions of the economy and identifies areas to help local industry succeed.



Also on Polco:

- Build a panel following to get more respondents with every survey
- Get expert-designed survey templates in the Polco Library
- Respect privacy while using resident verification
- See real-time reporting dashboards of results
- Monitor changes over time
- Unlock unlimited use for your entire subscription year

Managers and Economic Development Directors Use The NBS to:

- ✓ Improve government and business relations
- ✓ Develop programs for the labor market
- ✓ Create strategic economic development plans
- ✓ Enact business-friendly policies
- ✓ Attract new businesses
- ✓ Retain existing businesses

The NBS Services



Best of Both Worlds

Reach more residents with an online open participation survey in addition to your representative sample.



Ongoing Engagement

Continue to engage with business and residents with online surveys and other engagement tools.



Advanced Reporting

View your detailed report and dashboard of results on Polco.



Benchmark Comparisons

Compare with other communities across the country.



The NBS is the fastest and easiest way for you to stay on top of local business owners' demands. The NBS provides the data local governments need to make informed choices and strengthen business development, retention, and the economy. National Research Center (NRC) is the proprietary in-house data science laboratory at Polco.

Learn more at polco.us/products-services

The XYZ of ABC 2023 Business Survey

Please complete this questionnaire if you are the person most knowledgeable about this business, typically the owner or manager. Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in ABC.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
ABC as a place to work.....	1	2	3	4	5
ABC as a place to visit.....	1	2	3	4	5
ABC as a place to do business	1	2	3	4	5
The overall quality of life in ABC	1	2	3	4	5
ABC as a place for children and families	1	2	3	4	5
ABC as a place for older adults.....	1	2	3	4	5
ABC as a place for young adults.....	1	2	3	4	5
Overall image or reputation of ABC	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to ABC as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of ABC	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in ABC	1	2	3	4	5
Overall design or layout of ABC's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in ABC (water, sewer, storm water, electric/gas, broadband)	1	2	3	4	5
Overall feeling of safety in ABC.....	1	2	3	4	5
Overall quality of natural environment in ABC.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in ABC.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in ABC to someone who asks.....	1	2	3	4	5
Recommend working in ABC to someone who asks.....	1	2	3	4	5
Recommend operating a business in ABC to someone who asks	1	2	3	4	5
Keep your business in ABC for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In ABC's commercial areas during the day	1	2	3	4	5	6
In ABC's commercial areas after dark.....	1	2	3	4	5	6

5. Please rate each of the following in the ABC community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Cleanliness of ABC	1	2	3	4	5
Overall appearance of ABC	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Overall quality of commercial development in ABC	1	2	3	4	5
Overall opportunity for business growth and expansion.....	1	2	3	4	5
Opportunities for tourism.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Historical preservation in ABC.....	1	2	3	4	5
Hotel and lodging options	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Quality of internet connection.....	1	2	3	4	5
Coverage of internet connection	1	2	3	4	5
Quality of shopping opportunities.....	1	2	3	4	5
Variety of shopping opportunities	1	2	3	4	5
Quality of restaurants and places to eat.....	1	2	3	4	5
Variety of restaurants and places to eat	1	2	3	4	5

5. (continued) Please rate each of the following in the ABC community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Quality of service establishments (e.g., salons, dry cleaners, etc.)	1	2	3	4	5
Variety of service establishments (e.g., salons, dry cleaners, etc.)	1	2	3	4	5
Quality of employment opportunities.....	1	2	3	4	5
Variety of employment opportunities	1	2	3	4	5
Availability of jobs that pay a livable wage.....	1	2	3	4	5

6. How much of a problem, if at all, are disruptive, nuisance, or illegal behaviors (e.g., loitering, vulgar language, panhandling, etc.) for your business?

Major problem Moderate problem Minor problem Not at all a problem

7. Thinking about ABC's workforce, please rate each of the following characteristics as they relate to ABC.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Variety of housing options for people who work in ABC.....	1	2	3	4	5
Affordability of housing for people who work in ABC	1	2	3	4	5
Cost of living in ABC.....	1	2	3	4	5
Quality of childcare	1	2	3	4	5
Affordability of childcare.....	1	2	3	4	5
Variety of transportation options for people who work in ABC.....	1	2	3	4	5
Ease of parking at workplaces.....	1	2	3	4	5

8. Please rate each of the following characteristics as they relate to ABC as a place to develop job and workforce skills.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The quality of the public school system at producing graduates who are career-ready.....	1	2	3	4	5
The quality of the public school system at producing graduates who are college-ready	1	2	3	4	5
Access to institutions of higher education (colleges, universities)	1	2	3	4	5
Access to trade schools.....	1	2	3	4	5
Variety of education/training opportunities to build work skills	1	2	3	4	5
Affordability of education/training opportunities to build work skills	1	2	3	4	5
Overall quality of education/training opportunities in your community	1	2	3	4	5

9. Please rate the quality of each of the following services in ABC.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking in commercial areas.....	1	2	3	4	5
Ease of travel by car in ABC.....	1	2	3	4	5
Ease of travel by bicycle in ABC.....	1	2	3	4	5
Ease of walking in ABC (path/sidewalk connectivity, etc.)	1	2	3	4	5
Traffic management during construction	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5

The XYZ of ABC 2023 Business Survey

9. (continued) Please rate the quality of each of the following services in ABC.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Land use, planning, and zoning.....	1	2	3	4	5
Building permits and inspections	1	2	3	4	5
Code enforcement (weeds, signs, etc.).....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
XYZ-sponsored special events.....	1	2	3	4	5
Overall customer service by ABC employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The XYZ of ABC	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

11. Please rate the following categories of ABC government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to ABC.....	1	2	3	4	5
The overall direction that ABC is taking	1	2	3	4	5
Overall confidence in ABC government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5

12. Please rate the job the ABC government does:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Informing businesses of community issues and values	1	2	3	4	5
Communicating during XYZ construction (e.g., streets, utilities, etc.)	1	2	3	4	5
Welcoming business involvement.....	1	2	3	4	5
Retaining existing businesses.....	1	2	3	4	5
Attracting new businesses	1	2	3	4	5
Supporting or creating new jobs.....	1	2	3	4	5

13. Please rate the amount of growth in your company:

	<u>Large increase</u>	<u>Small increase</u>	<u>No change</u>	<u>Small decrease</u>	<u>Large decrease</u>	<u>Don't know</u>
Over the PAST five years.....	1	2	3	4	5	6
Expected in the NEXT five years.....	1	2	3	4	5	6

14. What impact, if any, do you think the economy will have on your business revenues in the next 6 months?

Do you think the impact will be:

Very positive Somewhat positive Neutral Somewhat negative Very negative

15. Is your business planning to hire in the next 6 to 12 months?

No [skip to question 17] Yes Not sure

16. If you said "yes" or "not sure" to question 15 above, what types of jobs might you be adding? (Please check 'yes' for all that apply.)

Unskilled jobs: these jobs do not require workers to have special training or skills (e.g., cashiers, farm laborers, grocery clerks, hotel workers)

Yes No

1 2

Semi-skilled jobs: these jobs require some skill but do not require highly specialized skills (e.g., truck, drivers, typists)

1 2

Skilled jobs: these jobs require a comprehensive knowledge of the trade, craft, or industry (e.g., electricians, plumbers, law enforcement officers, administrative assistants).....

1 2

Highly skilled jobs: these jobs require an advanced education or training (e.g., doctors, lawyers, architects, financial consultants).....

1 2

17. Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following.

	<u>Fully</u>	<u>Mostly</u>	<u>Somewhat</u>	<u>Slightly</u>	<u>Not at all</u>	<u>Don't know</u>
The educational qualifications	1	2	3	4	5	6
The skills needed.....	1	2	3	4	5	6

18. How much of a challenge, if at all, are the following to finding good employees in your community today?

	<u>Major challenge</u>	<u>Moderate challenge</u>	<u>Minor challenge</u>	<u>Not a challenge</u>	<u>Don't know</u>
Too many under-qualified employees/applicants.....	1	2	3	4	5
Too many overqualified employees/applicants.....	1	2	3	4	5
Lack of higher education opportunities (e.g., universities, colleges).....	1	2	3	4	5
Lack of trade schools and other adult training programs.....	1	2	3	4	5
Lack of quality public schools.....	1	2	3	4	5
Too many workers without a high school degree or equivalent	1	2	3	4	5
Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spanish)	1	2	3	4	5
Too few applicants/employees who speak a language other than English (e.g., cannot speak English).....	1	2	3	4	5
Lack of childcare opportunities	1	2	3	4	5
Lack of affordable, reliable public transportation.....	1	2	3	4	5
Lack of affordable, quality housing	1	2	3	4	5
Cost of living	1	2	3	4	5
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	1	2	3	4	5
Failed drug tests	1	2	3	4	5

Our last questions are about you and your business.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. Which one of the following industries best describes the nature of your business? (Please check the one that comes closest.)

<input type="radio"/> Agriculture or farming	<input type="radio"/> Manufacturing
<input type="radio"/> Arts, audio, video technology, and communications	<input type="radio"/> Marketing, sales, and services
<input type="radio"/> Banking/financial services/credit unions	<input type="radio"/> Non-profit charitable organization
<input type="radio"/> Business, industry, and trade associations	<input type="radio"/> Other services (cleaning, dog walking, beauty, etc.)
<input type="radio"/> Construction	<input type="radio"/> Professional and business services/consulting
<input type="radio"/> Education and training	<input type="radio"/> Public service and government
<input type="radio"/> Financial activities	<input type="radio"/> Shopping and retail
<input type="radio"/> Health care and health services	<input type="radio"/> Technology and computers
<input type="radio"/> Information/media	<input type="radio"/> Transportation and automotive services
<input type="radio"/> Legal	<input type="radio"/> Utilities (gas, electric, water, internet, cable)
<input type="radio"/> Leisure and hospitality (travel, lodging, restaurants, bars, entertainment)	<input type="radio"/> Wholesale trade/sales
	<input type="radio"/> Other _____

D2. What is your position in this organization?

Owner Administrative Assistant Manager or Administrator Other

D3. How many years has your business been located in ABC?

Less than 1 year 1-5 years 6-10 years More than 10 years

D4. What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your ABC sites?

<input type="radio"/> Pre-revenue	<input type="radio"/> \$100,000 to \$499,999	<input type="radio"/> \$1,000,000 to \$4,999,999
<input type="radio"/> Less than \$100,000	<input type="radio"/> \$500,000 to \$999,999	<input type="radio"/> \$5,000,000 or more

D5. Which, if any, of the following most closely reflect your business? Select "Yes" or "No" for each item.

	<u>Yes</u>	<u>No</u>
Home-based.....	.1	2
A small business (1-49 employees)1	2
Mid-sized business (50-499 employees).....	.1	2
Large business (500+ employees)1	2
Minority-owned business enterprise (MBE, 51% owned, operated, and controlled by a US citizen(s) who is a racial or ethnic minority)1	2
Woman-owned business enterprise (WBE)1	2

D6. Approximately what percent of your workforce at this location do you think lives in ABC?

Less than 10% 10 - 24% 25 - 49% 50 - 74% 75% or more Don't know

Thank you for completing this survey.

Policy Confluence, Inc.
Change Order - Addendum Agreement

THIS POLCO SERVICES Agreement (the “**Order Form**”) is entered into and made effective as of _____, 2023 (“**Effective Date**”) by and between Policy Confluence, Inc., a Delaware corporation (“**Polco**” or “**Company**”), and the City of Port St. Lucie, Florida (“**Customer**” “**you**” or “**your**”). Polco and Customer may be referred to in this Agreement individually as a “**Party**” or collectively as the “**Parties**.”

Agreement - This is a binding agreement by Customer to purchase Polco’s Services as set forth in the table below and further defined in this agreement.. Each of the Services are governed by and incorporates the general terms and conditions set forth in this Order Form, the Enterprise Terms and Conditions (the “**Enterprise Terms**” found at [<https://info.polco.us/enterprise-terms>]) and the Website Terms of Use (the “**Website Terms**” found at <https://info.polco.us/eula>) (each a “**Supplement**,” and collectively with this Order Form, the “**Agreement**”).

Unless otherwise expressly defined herein, all defined terms in any Supplement, respectively, used in this Order Form have the meaning stated in the applicable Supplement. In the event of any conflict or inconsistency between the provisions of (a) this Order Form, (b) a Supplement (as applicable), and (c) any other documents or policies referenced in this Order Form or the Supplements, the governing order of precedence shall be: (i) this Order Form (ii) the Enterprise Terms; (iii) the Website Terms; and (iv) any other document incorporated herein by reference.

Customer Information:	
Customer Name:	City of Port St. Lucie, Florida
Address:	121 S.W. Port St. Lucie Blvd, Port St. Lucie, FL 34984
Contact:	Elijah Wooten, Economic Development Administrator
Phone:	772-873-6374
E-mail:	ewooten@cityofpsl.com

Training and Support - Your subscription includes access to the Services and Polco Materials as described below, which includes training materials, as well as access to technical support services for your Authorized Users. You understand that technical support services are for technical product support, and such services are not to be used as a substitute for proper training and education.

Privacy Policy - You acknowledge that you have read and understand Polco’s Privacy Policy (the “**Privacy Policy**” found at <https://info.polco.us/privacy>).

Initial Term Starting: August 11, 2023 **Initial Term Ending:** August 10, 2024

The Initial Term of this Agreement shall be for a period of twenty-four (12) months from the Effective Date, unless earlier terminated pursuant to this Agreement or either party gives the other party written notice of non-renewal at least thirty (30) days prior to the expiration of the then-current Term. The term of this Agreement will renew automatically at the end of the Initial Term for a duration of 12 months and shall continue to do so unless or until you provide a Termination Notice to Polco for such applicable Renewal Term.

Fees - The Fees for your Initial Term are outlined below.

Name	Total Cost*
Domain Assessment with The National Business Survey (includes mailing invitations to complete the survey online to up to 4,000 businesses, Polco will manage data collection, analyze the data, and provide detailed reporting with national benchmarks, crosstabs as applicable, and key findings)	\$15,000

*The 2023 rate for a Domain Assessment with The National Business Survey is \$25,000, Polco approved a significant discount for Port St. Lucie for the 2023 survey. Future rates will be negotiated upon renewal.

Polco reserves the right to modify and increase Fees upon providing written notice to Customer at least sixty (60) calendar days prior to the commencement of any Renewal Term, and the applicable Fees in this Order Form will be deemed amended accordingly. You will receive standard updates to the Services that are made generally available by Polco during the Term. However, Polco reserves the right to offer additional functionality or premium feature improvements for an additional cost.

Billing - You will be invoiced upon execution of this Agreement and all Fees for your Initial Term are due within 30 days following the Invoice Date. Your Implementation shall be suspended if Fees for your Initial Term are not received in a timely fashion, and your Account shall be suspended and inaccessible if such Fees are not received within 30 days of the invoice due date.

Fees for Renewal Terms shall be invoiced 60 days in advance of the start date of the Renewal Term, and shall be due by the start date of the Renewal Term. Your Account shall be automatically suspended and inaccessible as of the start date of the Renewal Term if Fees have not been received by such date, and your subscription shall be deemed terminated if Fees for a Renewal Term are not received within thirty (30) days following the start date of the Renewal Term. There shall be a \$500 (USD) reactivation fee if your account is suspended for late payment.

Except to the extent otherwise expressly stated in this Agreement all obligations to pay subscription Fees are non-cancelable and all payments are non-refundable. You agree that your purchases are not contingent on the delivery of any future functionality or features, or dependent on any oral or written public comments made by Polco regarding future functionality or features.

Compliance with data protection laws - Each Party will comply with any applicable data protection and privacy laws and applicable to such Party's performance of its obligations under or in connection with this Agreement ("Data Protection Laws"). Where applicable Data Protection Laws, whether in effect at the start of the Term or as become applicable or effective during the Term, require the processing of Personal Data to be subject to specific terms between the Parties, the Parties shall enter into any necessary amendments to this Agreement and/or separate agreements to the extent necessary to comply with such applicable Data Protection Laws, including without limitation a Data Sharing Agreement.

Miscellaneous.

Notices. All notices shall be in writing and shall be deemed to have been given upon: (i) personal delivery; (ii) the second business day after mailing; or (iii) the second business day after sending by email (provided that such email has not been returned as undelivered, or that sender does not receive an automatic response or other indication that the email account is not being monitored).

<p>To Polco: 8001 Terrace Avenue, #201 Middleton, WI 53562 alex@polco.us Alex Pedersen, Chief Financial Officer</p>	<p>To Customer: City of Port St. Lucie, FL C/O: Elijah Wooten Address: 121 S.W. Port St. Lucie Blvd, Port St. Lucie, FL 34984 Email: ewooten@cityofpsl.com</p>
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Entire Agreement. This Agreement, together with any other documents incorporated herein by reference, constitutes the sole and entire agreement of the Parties with respect to the subject matter of this Agreement and supersedes all prior and contemporaneous understandings, agreements, and representations and warranties, both written and oral, with respect to such subject matter.

Counterparts. This Agreement and any amendments hereto may be executed simultaneously in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same agreement. The Parties may execute this Agreement and any amendment hereto in the form of an electronic record utilizing electronic signatures, as such terms are defined in the Electronic Signatures in Global and National Commerce Act (15 U.S.C. § 7001, et. seq.). Electronic signatures, or signatures transmitted electronically via PDF or similar file delivery method is legal, valid, and binding upon execution and delivery for all purposes and each shall have the same effect as an original signature.

Severability. If any provision of this Agreement is invalid, illegal, or unenforceable in any jurisdiction, such invalidity, illegality, or unenforceability will not affect any other term or provision of this Agreement or invalidate or render unenforceable such term or provision in any other jurisdiction. Upon such determination that any term or other provision is invalid, illegal, or unenforceable, the Parties shall negotiate in good faith to modify this Agreement so as to affect their original intent as closely as possible in a mutually acceptable manner in order that the transactions contemplated hereby be consummated as originally contemplated to the greatest extent possible.

	POLICY CONFLUENCE, INC.
	By: _____ Name: _____ Title: _____

	CUSTOMER: _____
	By: _____ Name: _____ Title: _____



**Policy Confluence, Inc.
Services Agreement**

THIS POLCO SERVICES Agreement (the “**Order Form**”) is entered into and made effective as of _____, 2023 (“**Effective Date**”) by and between Policy Confluence, Inc., a Delaware corporation (“**Polco**” or “**Company**”), and the City of Port St. Lucie, Florida (“**Customer**” “**you**” or “**your**”). Polco and Customer may be referred to in this Agreement individually as a “**Party**” or collectively as the “**Parties**.”

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Training and Support - Your subscription includes access to the Services and Polco Materials as described below, which includes training materials, as well as access to technical support services for your Authorized Users. You understand that technical support services are for technical product support, and such services are not to be used as a substitute for proper training and education.

Privacy Policy - You acknowledge that you have read and understand Polco’s Privacy Policy (the “**Privacy Policy**” found at <https://info.polco.us/privacy>).

Term Starting: June 15, 2023 **Term Ending:** June 14, 2026 The Term of this Agreement shall be for a period of thirty-six (36) months from the Effective Date, unless earlier terminated pursuant to this Agreement or either party gives the other party written notice of non-renewal at least thirty (30) days prior to the expiration of the then-current Term. The term of this Agreement will renew automatically at the end of the Initial Term for a duration of 36 months and shall continue to do so unless or until you provide a Termination Notice to Polco for such applicable Renewal Term.

Fees - The Fees for your Term are outlined below.

Term	Name	Total Cost*
Survey 1: 2023 survey administration	Domain Assessment with The National Business Survey (includes mailing invitations to complete the survey online to up to 4,000 businesses, Polco will manage data collection, analyze the data, and provide detailed reporting with national benchmarks, crosstabs as applicable, and key findings)	\$20,000
Survey 2: 2024 survey administration	Assumes same scope as business survey from 2023 (also including trends to 2023 data)	\$25,000
Survey 3: 2025 survey administration	Assumes same scope as business survey from 2023 and 2024 (also including trends to 2023 and 2024 data)	\$26,250
	Total for initial 24-month term	Total: \$71,250

*The 2023 rate for a Domain Assessment with The National Business Survey is \$25,000, Polco approved a significant discount for Port St. Lucie for the 2023 survey to reduce the 2023 cost to \$20,000. Polco can lock in the 2023 rates for the 2024 survey, as well as a 5% increase for the 2025 survey (based on 2023 rates) if Port St. Lucie can enter into a 36-month agreement. This represents a significant cost savings to Port St. Lucie.

Polco reserves the right to modify and increase Fees upon providing written notice to Customer at least sixty (60) calendar days prior to the commencement of any Renewal Term, and the applicable Fees in this Order Form will be deemed amended accordingly. Any such increases shall not exceed 7% per Renewal Term. You will receive standard updates to the Services that are made generally available by Polco during the Term. However, Polco reserves the right to offer additional functionality or premium feature improvements for an additional cost.

Billing - You will be invoiced upon execution of this Agreement and all Fees for your Initial Term are due within 30 days following the Invoice Date. If applicable, sales tax shall be assessed on your invoice to comply with the sales tax laws and regulations in your state. Your Implementation shall be suspended if Fees for your Initial Term are not received in a timely

fashion, and your Account shall be suspended and inaccessible if such Fees are not received within 30 days of the invoice due date.

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<p><u>To Polco:</u> 8001 Terrace Avenue, #201 Middleton, WI 53562 alex@polco.us Alex Pedersen, Chief Financial Officer</p>	<p>To Customer: City of Port St. Lucie, FL <u>C/O:</u> Elijah Wooten Address: 121 S.W. Port St. Lucie Blvd, Port St. Lucie, FL 34984 Email: ewooten@cityofpsl.com</p>
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	POLICY CONFLUENCE, INC.
	By: _____ Name: _____ Title: _____
	CUSTOMER: _____
	By: _____ Name: _____ Title: _____



Agenda Summary

2024-055

Agenda Date: 1/16/2024

Agenda Item No.: 6.a

Placement: New Business

Action Requested: Motion / Vote

Approve Digital Signage Project and Vote on Orientation and Finish

Submitted By: Avi Monina, Communications Department through Sarah Prohaska

Strategic Plan Link: The City's Goal of a Smart & Connected City.

Executive Summary (General Business): Digital Signage proposed locations, orientation and finish

Presentation Information: A 15-minute presentation to provide an update on the requested design of the Digital Signs and receive direction from the City Council on finish and orientation.

Staff Recommendation: Motion to approve the project, vertical orientation, and dark brick stone finish with new logo inserted (design concept - Brick).

Alternate Recommendations:

1. Move that the Council amend the recommendation and Motion to approve the project, horizontal orientation, and dark brick stone finish with logo inserted.
2. Move that the Council Not approve, provide staff direction.

Background: Replacing vinal banners with digital signage throughout the City was a Council directed initiative. Staff researched vendors and Daktronics to be vendor of choice based on prior work within the state and meeting security requirements. Based on previous directions from the City Council, a master map of proposed locations for digital signs throughout the City has been provided in the presentation. A new option for a metal sign with a wrap incorporating the City's new brand also is being presented.

Issues/Analysis: The Communications Department will replace one to two vinal banners with digital signs annually until all the vinal banner locations are taken down. The proposed locations are based on an analysis of high traffic volume intersections and other considerations, including electricity availability. The new digital signs will not necessarily be placed exactly where the current banners are located. In conjunction with the Communications Department, Parks & Recreation also will incrementally install digital signs at parks. This item is seeking approval for the signs to be placed in front of City Hall near Airoso and PSL Blvd., along with at Sportsman's Park. The current vinyl banner holder at nearby Floresta and PSL Blvd. will be taken down.

Financial Information: City has been printing physical vinyl banners since 2017 costing an approx. \$60,000 a year to create and over \$30,000 for a vendor to hang and the removal of old banners. In addition to the above, the City discards banners that are outdated which in 2022 the total cost of banners discarded was just over \$12,000. The new Digital Signage total cost is approximately \$135,000 for City Hall.

Special Consideration: N/A

Location of Project: City Hall and Sportsman Park

Attachments: PowerPoint presentation with proposed map of digital sign locations.

NOTE: All of the listed items in the "Attachment" section above are in the custody of the City Clerk. Any item(s) not provided in City Council packets are available upon request from the City Clerk.

Internal Reference Number: 10163

Legal Sufficiency Review:

Reviewed by Margaret Carland, Senior Deputy City Attorney. Approved as to Legal form and sufficiency by Richard Berrios, Interim City Attorney.



DIGITAL SIGNAGE

Communications | Parks and Recreation
City Council Workshop – 1/16/24



VERTICAL /

HORIZONTAL

SPEED
LIMIT
45

#IampsL
CITIZEN SUMMIT

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**SATURDAY, FEB. 3
9 A.M.-12 P.M.**

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EST. 2018



WOODLAND TRAILS PARK

A PORT ST. LUCIE NEIGHBORHOOD PARK

1485 SW CALMAR AVE.



Port St. Lucie
PARKS & RECREATION

CITIZEN SUMMIT

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DAKTRONICS



PORT ST. LUCIE

CITIZEN SUMMIT

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SATURDAY, FEB. 3

9 A.M.-12 P.M.

www.DraftMyCity.com DRAFT MY CITY

COMMUNITY CENTER

 **PORT ST. LUCIE**

PHASE 1 - PROPOSED DIGITAL SIGN LOCATIONS

- Crosstown and Cameo
- St. Lucie West and Cashmere
- Becker / 95 (median)
- Gatlin and Brescia (Park and Ride)
- Peacock and Cashmere
- Walton and Village Green Drive
- Crosstown and US1

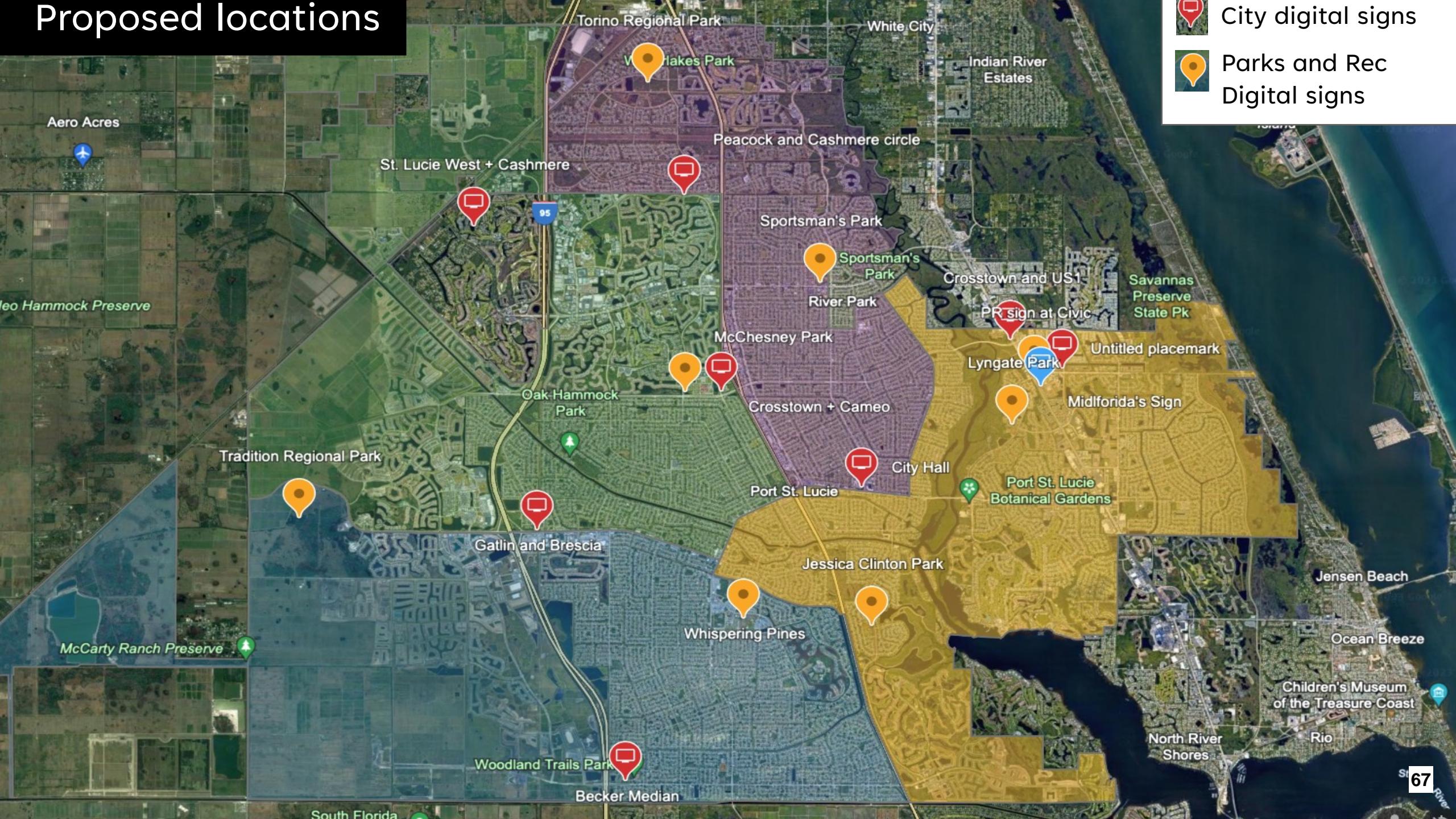
Parks and Recreation

- Torino Regional Park
- Tradition Regional Park
- Jessica Clinton Park
- McChesney Park
- Lyngate Park
- Walton and US1 (Old digital sign at Midflorida)

STAFF RECOMMENDATION FOR NEXT 3 DIGITAL CITY SIGN LOCATIONS

- Crosstown and Cameo
- Crosstown and US1
- Becker / 95 (median)

Proposed locations



City digital signs



Parks and Rec
Digital signs

#IamPSL CITIZEN SUMMIT

HELP SHAPE THE FUTURE OF YOUR CITY.

SATURDAY, FEB. 3
9 A.M.-12 P.M.

DROP IN ANYTIME

COMMUNITY CENTER

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DAKTRONICS

PORT ST. LUCIE

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DROP IN
ANYTIME

www.CityofPSL.com/CitizenSummit

COMMUNITY CENTER

DAKTRONICS

PORT ST. LUCIE

\$130,000*

\$102,000*

#IamPSL CITIZEN SUMMIT

HELP SHAPE THE FUTURE OF YOUR CITY.

SATURDAY, FEB. 3
9 A.M.-12 P.M.

DROP IN ANYTIME

COMMUNITY CENTER

www.CityofPSL.com/CitizenSummit

DAKTRONICS

PORT ST. LUCIE

CITIZEN SUMMIT

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SATURDAY, FEB. 3
9 A.M.-12 P.M.

DROP IN
ANYTIME

www.CityofPSL.com/CitizenSummit

COMMUNITY CENTER

DAKTRONICS

PORT ST. LUCIE

\$157,000*

\$117,000*

* Prices are approximate, will have up-to-date prices by the meeting

Staff Recommendation

- Brick Digital sign finish
- Vertical Orientation for City Hall
- Crosstown and US1 for the next location for a digital sign
- 2 signs per year due to rapid growth

Direction from City Council:

- Digital sign finish
- Orientation for City Hall
- Next location for a digital sign
- Next location for a park digital sign
- Quantity of signs per year

DIGITAL SIGNAGE

Communications | Parks and Recreation