



City Manager's Update

City kicks off Census 2020 awareness campaign

While the 2020 Census Day is April 1, the City of Daytona Beach isn't wasting any time in engaging the community to ensure all residents are counted. Conducted every 10 years, census data is used to determine how more than \$675 billion in federal funds for health care, housing, infrastructure and other programs are distributed throughout the country. The census also determines how congressional seats are allotted to states across the U.S. By April 1, 2020 every home will receive an invitation to participate in the 2020 Census. Once the invitation arrives, residents should respond in one of three ways: online, by phone, or by mail.

Ways of responding added in 2020

In previous censuses, the primary method of responding to the census was to receive a questionnaire in the mail... complete it and mail it back. **HOWEVER, for the 2020 Census, the INTERNET will be the primary method for households to self-respond.** The secondary method of responding to the 2020 Census is via a toll-free number. A traditional questionnaire will be automatically sent to households that have not responded by April 8.

In 2010, Daytona Beach's response was 66% —which was among the lowest response rates in Volusia County. Our goal for 2020 is to reach at least a **75% response rate.**



**DAYTONA BEACH COUNTS.
EVERYBODY COUNTS.**

Complete Count Committee

The city is recruiting volunteers to serve on our Complete Count Committee. The committee and its subcommittees (businesses, colleges & universities, community/social organization, education, faith-based organizations, housing and millennial outreach) are responsible for analyzing previous census data, mobilizing resources and recommending outreach strategies for residents living in hard-to-count communities.

There will be a kick-off meeting for people interested in serving on the Complete Count Committee on Thursday, October 10 at 5:30 p.m. at Police Headquarters, 129 Valor Blvd.

For more information on how to participate, please contact Assistant City Manager Betty Goodman at GoodmanBetty@codb.us or (386) 671-8203.

National Night Out offers family fun Oct. 1

Being part of our community is a mission Daytona Beach's police and fire departments take seriously. One way our public safety personnel introduce themselves to citizens is through an annual event known as National Night Out (NNO). It's where residents and families can meet, greet and interact with Daytona's finest.



**Tuesday, October 1, from 5 to 8 p.m.
Midtown Cultural and Educational Center
925 George W. Engram Blvd.**

There will be plenty of family-friendly activities including food, music, games and information about our city's crime prevention resources, as well as fingerprints for child identification.



Save the Date!

**Daytona Beach
Holiday Night Parade
Saturday, Dec. 14
6 p.m.
Beach Street**

**Bringing the tradition
back to our community**

**For more information,
please call Charles Bryant
at (386) 671-8185
or Vincent Terry at (386) 671-5830**

Improving public safety one recruit at a time

Our fire and police departments continue to recruit personnel to their respective departments. Recruitment is a year-round process to ensure the city hires only the very best to protect and respond to our community's needs.

This month the fire department welcomed four new firefighters and the police department welcomed 11 new recruits to their teams. The police department has recruited 140 new officers since 2017. They currently have a 78% retention rate, up from 48% in 2017.

Currently the police department has 244 sworn officers budgeted with three vacancies, and the fire department has 102 firefighters with two vacancies.



Manatees trapped after Hurricane Dorian freed from Halifax Harbor Marina

The city was in the national spotlight following Hurricane Dorian after a manatee and her calf became trapped for about a week in an in-river catch basin at the Halifax Harbor Marina. City staff consulted with Dredging and Marine Consultants and John Toft Construction, the original designer and contractor for the retention area, who devised a strategy to free the manatees in coordination with the Florida Fish and Wildlife Conservation Commission. A barge and crane were used to raise two of the wall's panels high enough to allow the manatees to swim free. The next day the construction team re-installed the panels.

Local, regional and national media, including the Associated Press, Washington Post, New York Times and the Weather Channel, covered the city's efforts; congratulating all involved on a job well done.



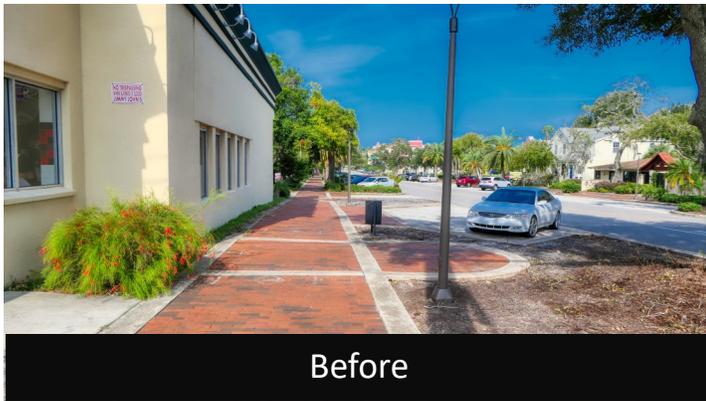
Magnolia Avenue's Landscape Improvement Project

Landscaping beds on the north and south sides of Magnolia Avenue – from Ridgewood Avenue to Beach Street – are getting refreshed.

The understory plant material is being removed and replaced with nandina, mondo grass and Asiatic jasmine. Once new plants are installed, the beds are getting re-mulched and irrigation is being adjusted.

The \$40,000 project began last week. The west end of Magnolia Avenue will be completed by the end of September.

Work on the east end of the Magnolia Ave. is being done in conjunction with necessary electrical work to facilitate the relocation of Farmers Market and other special events.



Before



After

Two large commercial projects nearing completion

This week the city's Permits & Licensing department issued Temporary Certificates of Occupancy (TCO) to two large commercial projects on the city's west side — Publix at Latitude Landings retail center, a 48,000 square-foot-anchor store on LPGA Blvd., and Amazon's Delivery Center, a 68,000-square-foot facility on Mason Avenue.

A TCO is issued before the final completion to provide time for company personnel to train staff, stock merchandise and furnish the interior areas.

Between the two large projects, city staff conducted more than 220 inspections during construction. Final Certificates of Occupancy will be issued in the upcoming weeks.

The First Baptist Church, located at 10 First Baptist Parkway, is another large project nearing completion. There are two buildings—the church and an activities building—and they are expected to host their first church service at the beginning of October.



Publix at Latitude Landings



Amazon Delivery Center

City weathers Hurricane Dorian

Communicating vital storm-related information



112 Storm-related Posts | 30K Fans
15K Engagements | 712K Page Impressions
475K Post Reach | 3.4K Post Shares*



89 Storm-related Tweets | 6.9K Followers
737 Engagements*



50 Storm-related Posts | 3.3K Followers
1.3K Engagements | 1.9K Video Views*



22 Storm-related Posts | 23K Impressions
6,786 Members | 85 Neighborhoods

**8/28/19 - 9/5/19 compared to 10 days prior*



City crews removed debris from storm drains and lowered water levels in retention ponds prior to the storm.



Police officers went into low-lying areas to encourage residents to evacuate prior to the storm.



City provided almost 50,000 sandbags and 770 cubic yards of sand to residents and business owners.



Police officers James Bissa and Russell Gibbins rescued two kittens caught between two fences, earning recognition from PETA.



Heavy surf damaged the pier's cross bracing and decking on the east end—the fishing section, which is closed pending repairs.