

OCT. 19, 2022

City Manager's Update



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Let's Connect!



Weekly updates via email/text



City to use kiosks in City Hall to measure customer satisfaction

Residents can easily schedule virtual meetings with key city staff

Improving customer satisfaction, accountability and transparency have been top priorities of City Manager Deric C. Feacher after “secret shoppers” shared their experiences following visits with various departments. To better gauge the quality of customer’s interactions, the city partnered with Finnish company HappyOrNot to offer a performance management program, set to debut in City Hall next week.

Mood-rating kiosks will be placed in departments where employees would most likely interact with the public – Utility Billing, Permits & Licensing and Business Tax Receipts. Kiosks invite residents to give immediate and anonymous feedback about their experience, based on a simple smiley-face and color-coded system.

Kiosks will measure customer satisfaction with a simple matrix and a few basic questions. Choices range from bright green and very happy for a very positive experience to bright red with a frown for very negative.



HappyOrNot stations are debuting next week in City Hall. Four round buttons with smiley-face graphics offer clear, non-written choices to rate a customer’s satisfaction level.

Unless a person wants to write their own comments, it will literally take seconds to provide feedback.

There is also a hands-free option featuring counter-top displays with QR codes, which customers can scan with their smartphones. HappyOrNot estimates about 20% to 25% of customers give feedback on their kiosks; whereas, traditional means of customer feedback generally sees a less than 1% response rate.

Staff more accessible to the public through virtual meetings

Another technology-based initiative underway is the ability for residents to schedule virtual meetings with specific departments. Through the city’s website, residents can reserve a date and 15-, 20- or 30-minute time slot for a one-on-one virtual meeting with staff, similar to making an online reservation at a restaurant.

Participating departments include Growth Management and Planning, Parks and Recreation, Permits and Licensing, Trespass Arrest Site and Utility Billing. Residents don’t need a specialized app or software,



and they can connect with staff using a desktop computer or a smartphone with a web browser. To book an appointment, go to the city’s website, www.CODB.us, select “How do I?” in the top navigation, then select “Book Appointment with Staff.”

Former site of Kelly Field, a baseball field in Daytona Beach where Jackie Robinson trained, to be recognized as a historical site by State of Florida

For roughly 80 years, Kelly Field, in the heart of Daytona Beach, was a popular baseball field and social gathering place for Black residents. Created in 1929 in Cypress Street Park, near the corner of George W. Engram Boulevard and Keech Street, Kelly Field was a recreational area where Blacks of all ages gathered to participate and watch baseball, softball and football games. It was also the site where Bethune-Cookman College practiced and played their home games.

After attending a baseball game and chapter meeting at Jackie Robinson Ballpark in August 2021, a few members of the Society for American Baseball Research (SABR), an organization dedicated to preserving baseball history, wanted to learn more about where Jackie Robinson trained prior playing in the first integrated professional baseball game at what was then called City Island Ballpark. SABR members Mike Kaszuba and Jim Bard sought the help of Volusia County-Daytona Beach NAACP President Cynthia Slater to locate and interview longtime residents who remember Kelly Field and Jackie Robinson. They also searched archives at Bethune-Cookman University and the Halifax Historical Museum to glean more information.



Through their hours of research, they found evidence that Jackie Robinson and Black teammate Johnny Wright trained and played games against other minor league teams at Kelly Field.

Kelly Field was razed in 2011 for the construction of the Midtown Cultural and Educational Center, but the site will be recognized with a permanent marker through the Florida Historical Marker Program, a part of the Florida Division of

Historical Resources.

SABR members, along with Slater and city officials, will unveil a marker at 2 p.m. Sunday, Oct. 23, so future generations can learn about the significant athletes who played on Kelly Field. Locals who remember Kelly Field are encouraged to attend.

Police Department moves the needle on officer recruitment

Since offering the highest starting pay in Volusia County, significant interest has been shown in joining the ranks of the Daytona Beach Police Department. Last week, six fulltime recruits were sworn in, bringing the number of vacancies to 38. Newly sworn officers have graduated from the academy, finished in-house training and now they will be assigned to three months of field training with a veteran officer.

Starting in November and through a new partnership with Daytona State College, 20 recruits are enrolled in a customized academy class. Recruits have already completed the physical abilities assessment, background, panel interview, polygraph, psychological and medical portions of the process. The partnership with DSC provides recruits with the required FDLE curriculum while tailoring the instruction to include DBPD procedures. This customized instruction streamlines the recruit's learning process allowing DBPD to move the recruits into field training directly following the academy.

Crediting increased starting pay, robust benefits and a more aggressive social media campaign to create



Six new police officers were sworn into service Friday. Pictured (left to right): Jacob Brooks, Joshua Dagley, Jazmen Harrell, Deputy Chief Jennifer Whittet, Chief Jakari Young, Dashandra Harris, Mitchell Pauna and Isabella Preiss.

awareness of the department's hiring process, DBPD has attracted dozens of new recruits wanting a sponsorship to the academy or already certified law enforcement officers looking to transfer. On select Saturday mornings, DBPD hosts a physical abilities assessment at the Valor Boulevard location for applicants currently in the process. For recruiting information, contact Officer Jason Dungan at recruiting@DBPD.us or (386)671-5407.



IN THE WORKS



Responsible for maintaining city facilities, transportation infrastructure and keeping Daytona Beach beautiful, the Public Infrastructure and Capital Projects department keeps busy with a variety of projects.

Beville Road Sidewalk *(Under Construction)*

Construction was paused due to Hurricane Ian. Crews are now assessing damage caused by the storm to the nearly 2.1-mile sidewalk.



Campbell Aquatic Center *(Under Construction)*:

Improvements to both pools at the Campbell Aquatic Center are scheduled to be finished by mid-November. Residents can enjoy the Cypress Aquatic Center, which is open from 10 a.m. to 8 p.m. Monday through Saturday.

Colins Park *(Project Complete)*:

With the addition of a new swing set, renovations to Colins Park are complete. Upgrades to this family-friendly park include new playground equipment for youth ages 2 to 12. Improvements were funded in part by a \$53,125 grant from the Daytona Beach Racing and Recreational Facilities District.



Derbyshire Sidewalks

Phase 2 *(Scheduled to begin soon)*:

Florida Department of Transportation is reviewing the scope of work for the project. Once documents are finalized, the project will go out to bid and a contractor selected to construct the additional sidewalks, pictured in red. The first phase of the Derbyshire Sidewalks project of installing sidewalks, pictured in green, has been completed.



Fremont Avenue *(Under Construction)*:

Construction of a new sidewalk from Ridgewood Avenue to Niles Street is underway. The half-mile sidewalk will be on the north side of Fremont Avenue and is scheduled to be finished in January.



Peninsula Club *(Nearly Complete)*:

Electrical work to the 13,500-square-foot building is completed. City maintenance workers will put finishing touches on the interior of the Peninsula Club in the upcoming weeks.

Schnebly Recreation Center *(Scheduled to begin soon)*:

Resurfacing of the basketball court and new fencing are set to begin in January.

Registration open for Midtown Historic 5K Run/Walk

Registration is open for the Midtown Historic 5K Run/Walk, which is at 8 a.m. Saturday, Oct. 22, and presented by Mt. Carmel Missionary Baptist Church. While journeying the 5K route, participants will enjoy a tour of Midtown, where markers will highlight the area's present and past businesses and historical sites.

Vendors will line the path and support the cause in partnership with race sponsors including the City of Daytona Beach, the Hunt House, National Pan-Hellenic Council – Daytona Beach and Midtown Community Development Corporation. A portion of the proceeds will be donated to Making Strides of Volusia- Flagler, the Beacon Center (a domestic violence center for survivors) and fund student scholarships.

Participants can register at www.runsignup.com/Midtown5K.



SATURDAY OCTOBER 22 3-10 PM

Oktoberfest
Beach Street - Daytona Beach
GERMAN MUSIC, BEER & FOOD

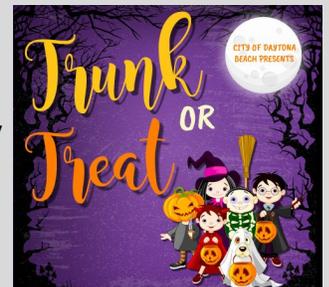
Schedule of Events

- 3:30 - 5:00 pm
Dachshund & Small Breed Races
Costume Contest
Benefits Sophie's Circle
Dog Friendly Event
Registration & Info at www.DowntownDaytonaBeachEvents.com
- 5:00 - 6:30 pm
Alpenrose
Area's Best German Band
- 7:00 - 9:30 pm
THE LOVE BAND
A crowd-pleasing high energy band playing Rock, Pop and R&B

Featuring
WARSTEINER
IB

City hosts Trunk of Treat Oct. 31

The City of Daytona Beach is hosting its second annual Halloween Trunk or Treat event Monday, Oct. 31, at City Hall. From 6 to 8 p.m. kids can safely trick or treat around decorated vehicles and enjoy free games, a pumpkin patch, face painting and more. There will be a costume contest at 7 p.m.



Free parking is available on Orange Avenue and Palmetto Avenue and behind the shops on Beach Street. Hot dogs, snacks and drinks will be available for purchase and each item is priced at \$1. For more information, contact Katie Prestwood, the city's event specialist, at (386) 671-8268.

Household Hazardous Waste Collection Day

Saturday, Nov. 5 | 9 a.m. to 2 p.m.
Public Works, 950 Bellevue Ave., Daytona Beach

Safely dispose of common, yet potentially hazardous, household items for free.

Proof of Daytona Beach residency required



Toys for Tots

The Police Department is accepting applications for its Toys for Tots program through Nov. 14. To register, visit www.DBPD.us or submit an application at the Police Department's headquarters at 129 Valor Blvd. For more information, email Toys4Tots@dbpd.us.

