

The City Manager's Monthly Report provides an update of staff action related to projects, programs and services.



Upcoming Meetings & Events
April 2016

- 07 9am DRC Meeting
- 6pm Ordinance Review Committee
- 08 3:30pm DEDAB
- 09 7pm Music in Amp-AP60's
- 11 5:30pm Commission Workshop
- 12 6pm Parks & Rec Advisory
- 13 2pm CDBG Workshop
- 16 10:30am Volunteer Appreciation Luncheon
- 18 5:30pm Agenda Review
- 6:30pm Commission Meeting
- 19 3pm Firefighters Pension
- 6pm AHAC Meeting
- 21 9am DRC
- 5:45pm Citizen Accessibility Sub-committee Meeting
- 25 5:30pm City Commission Workshop
- 26 5:30pm Senior Advisory Sub-committee
- 27 5:30pm Special Magistrate
- 29 11am Arbor Day



City Manager's Monthly Report

City Manager's Office

- During the month of March, 43 customer service surveys were collected. Forty were marked all excellent and three were marked excellent/good. There was a recommendation to implement a customer waiting number system. (II. Priority Objective. 2. Economic Development. Promote customer service environment.)

Office of Economic Development

- As part of the Deltona GroLocal Program, staff met with several businesses in Deltona to discuss their expansion plans for another Deltona location. In March, staff met with Italino's NY Pizza, Top Shelf Car Wash, Dunkin' Donuts, J&J Security and D. White & Associates (Allstate Insurance). (II. Priority Objective. 2. Economic Development. Work with existing businesses to expand/grow.)
- Staff coordinated the ribbon cutting and grand opening celebration for Nick Pizza's Youth Performing Arts and Training Center on Deltona Boulevard. (II. Priority Objective. 2. Economic Development. Work with existing businesses to expand/grow.)



- Attached to the City Manager's Update is an Economic Development Update from October 2015-March 2016.

Office of Public Information

- Staff worked to promote and market the following in March: American Pop 60's concert, Deltona Panthers signups, Get Wet for Relay, a storm drain marking event, a SCORE class (How to start a business in Florida), Eggstravaganza, Wags & Whiskers and a FLOWMobile visit. (III. Other Priority Objectives. City engagement and two-way communication.)
- Staff shot photos and video at Wags & Whiskers and Eggstravaganza.

- Communication Office staff continues to work on elements for the solid waste education campaign. Frequent monitoring and in many cases responding to social media posts and formulating mini-videos as issues arise has been important in March. **A campaign calendar is attached to this Monthly Update.** (II. Priority Objectives. 4. Public Safety. Focus on the City's beautification program.)

Building & Enforcement Services

- Enforcement Services staff is still heavily involved in the solid waste education campaign, placing educational flyers and courtesy door hangers for solid waste and code violations. The education campaign will continue through May and then staff will move into the enforcement phase in June. (II. Priority Objective. 4. Public Safety. Focus on the City's beautification program.)
- The chicken ordinance was finalized in March. Residents are now allowed to keep up to five backyard hens with a permit.
- The Trap-Neuter-Return program for cats is going strong. We compared the first four months of this fiscal year with the same last year. We have taken in 323 fewer animals and saved almost \$23,000.
- All legal notices have been met and staff is ready to demolish three more houses, 1182 Fountainhead Drive; 847 Crawford Street and 3121 Blaine Circle. Samsula Waste has started the paperwork and surveying process. They have also submitted their ten-day letter to the Department of Environmental Protection which is required before the house can be taken down. (II. Priority Objective. 4. Public Safety. Strengthen code enforcement (abandoned properties, rental properties. Fund and implement a demolition program for homes in disrepair.

Finance Department

- In March, staff continued to work on a financial plan for the refinancing of the 2006 transportation bonds and the new Deltona Center. (II. Priority Objectives. I. Fiscal Issues. New Senior Community Center.)
- Staff continued to with the audit of Fiscal Year 2014-2015 Comprehensive Annual Financial Report (CAFR). (Other Priority Objectives Identified. Maintain a balanced budget, reserves and investments.)
- Staff is preparing for the April 11 City Commission Workshop presentation and discussion on the Fiscal Year 2016-2017 budget. (Other Priority Objectives Identified. Maintain a balanced budget, reserves and investments.)
- Staff completed bond compliance disclosure reporting.

Structure Fires	9
Vehicle Fires	4
Wild Land, Grass, Trash	30
Miscellaneous Fire Calls	32
ALS Medicals / MVA	258
BLS Medicals / MVA	422
Hazardous Conditions	19
Service Calls	41
Good Intent	105
False Calls	3

Total Calls for Service 923

Fire Department

- In March, staff conducted 11 contingency transports but collected no revenue. The amount collected since transporting began is \$19,820.61 (II. Priority Objective. 5. Public Safety. Provide medical transport.)
- Chief Bob Rogers ended his contract as Interim Fire Chief on March 31. The department anticipates a new Fire Chief will be on board by the end of April.
- New mobile data terminals (MDT) are being utilized in the field. As fast as ITSD programs them they are distributed to units. (Strategic Issues. Infrastructure: Focus on the expansion of technology.)

Human Resources

- Staff continues to conduct an employee diabetes prevention program through the YMCA. (II. Priority Objectives. 7. Internal/External Communication. Solicit partnerships with other community entities. II. Priority Objectives. 2. Customer Service, Staff Development.)
- Staff also continues to work with Halifax Health on a 10-week employee weight-loss challenge that began on Feb. 4. (II. Priority Objectives. 7. Internal/External Communication. Solicit partnerships with other community entities. II. Priority Objectives. 2. Customer Service, Staff Development.)
- Staff continues to conduct a supervisory webinar program through the International City/County Management

Association (ICMA). Thirty-one employees are participating in the program. *(II. Priority Objectives. 2. Customer Service, Staff Development.)*

- The Risk Manager conducted “Lock Out/Tag Out” training for all field employees. *(II. Priority Objectives. 2. Customer Service, Staff Development.)*
- Defensive Driving training was conducted on March 2. *(II. Priority Objectives. 2. Customer Service, Staff Development.)*
- All 1095C forms were distributed to employees.
- The City welcomed several new employees this month: Marvin Arreaga, Public Works Technician, started March 4; Patrick Ricker, GIS Coordinator, Deltona Water, started March 18, and Charles Taylor, Waste Water Operator, Deltona Water, started March 18.

Law Enforcement

- Volusia County Sheriff's Lieutenant Brian Henderson who is assigned to Deltona, was among 230 law enforcement officers who graduated from the prestigious FBI National Academy in Quantico, Va on March 18. The 263rd Session of the National Academy consisted of men and women from 47 states, the District of Columbia, 27 international countries, four military organizations and five federal civilian organizations. Himself a graduate of the FBI Academy, Sheriff Ben Johnson said he was very proud of Lieutenant Henderson. “Brian should be commended for his dedication and commitment to the highest standards of the law enforcement profession,” Sheriff Johnson said of the 33-year-old Henderson, who has been with the Sheriff's Office for 14 years. Internationally known for its academic excellence, the National Academy program offers 10 weeks of advanced communications, leadership and fitness training for selected officers having proven records as professionals within their agencies. More than 49,000 people have graduated from the FBI National Academy since it began in 1935. Academy graduates often return to their agencies to serve in executive-level positions. “This is the type of advanced training that helps position the Sheriff's Office to meet the challenges of the future,” added Sheriff Johnson. *(Public Safety)*
- On March 4, two adult females advised they were robbed at gunpoint in the parking lot of the Winn Dixie, 2880 Howland Blvd. One of the victims had her two-year-old granddaughter in the car with her at the time of the alleged robbery. After the suspect fled, the victim chased them, rammed the getaway vehicle, rendering both vehicles inoperable. There were a total of three suspects that were apprehended and charged with the alleged robbery. Further investigation revealed the victim was there to meet the suspect to conduct a drug deal. Based on the new evidence, the victim was also arrested and charged with using a two-way communication device to commit a felony as well as child abuse. The case was closed with a total of four arrests. *(Public Safety)*

Parks & Recreation

- Two-hundred and forty-nine dogs and 35 cats received vaccines at the annual Wags & Whiskers Pet Festival. This is a new record for the event. The extra volunteers provided by HELP Animals Inc. made a big difference in the time necessary for processing the paperwork. All of these vaccines took place in three and a half hours. Enforcement Services Officers issued 136 pet licenses, also a record. *(Other Priority Objectives Identified. Expand special events.)*
- It's planting time in Parks & Recreation. Staff has ordered plants for beautification projects at City Hall including the courtyard, Dwight Hawkins, Manny Rodriguez, Dewey O. Boster, the entryway signs, Fire Station 61, Fire Station 63, Fire Station 65 and for a spot at Normandy and Saxon Boulevards. *(II. Priority Objective. 7. Internal and External Communication. Beautify gateways and key locations.)*
- Staff is preparing for several upcoming events Arbor Day, the Music in the Amphitheater concert series, the volunteer appreciation luncheon and the annual health fair, Bee Healthy Deltona. *(Other Priority Objectives Identified. Expand special events.)*
- Over 3,500 people attended Eggstravaganza this year which took place March 19 at Dewey O. Boster. *(Other Priority Objectives Identified. Expand special events.)*
- Staff coordinated the Deltona Little League opening day. DLL has about 20 teams of all ages for this year's season. *(Other Priority Objectives Identified. Expand special events.)*



- Construction continues on the fields and sports lighting installation at Manny Rodriguez and Dwight Hawkins parks. *(II. Priority Objective. 8. Infrastructure. Expand existing parks facilities (including lighting at Dwight Hawkins and Manny Rodriguez parks.)*

Planning & Development Services

- The newly proposed community center has been named “The Center at Deltona.” Architects are designing the facility to serve the local population on a daily basis and to provide a dedicated space for the Council on Aging. The Center includes leasable space for revenue generation to off-set operating expenses and will be optimal to serve the region as a location for an array of events. Land is still available on the City-owned tract for future development, thus maximizing development potential. *(II. Priority Objectives. I. Fiscal Issues. New Senior Community Center.)*
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- Planning staff completed a template to be used both for the Bold Landscape Initiative Grant (FDOT) at State Road 472 and for other future landscaping projects, including future FDOT projects. *(4. Public Safety. Focus on the City's beautification program.)*
 - Staff also completed designs for landscape treatment of a City-owned lot at Normandy and Saxon Boulevards, City Hall and other City-owned lands such as fire stations and parks. *(4. Public Safety. Focus on the City's beautification program.)*
 - Staff is processing a Comprehensive Plan Amendment to include Tivoli Drive in the City's “Thoroughfare Map” via Ordinance No. 12-2016. This step would make the roadway eligible for potential River-to-Sea, Transportation Planning Organization or other agency funds. *(Strategic Issues. Infrastructure: Focus on roadways.)*
 - Planning staff processed the Land Development Code Phase III Amendment package, the culmination of a series of large-scale amendments to the LDC designed to tailor the document to Deltona, create internal consistency and be more user friendly. *(II. Priority Objective. 2. Economic Development- update the economic development plan (including the Land Development Code.)*
 - Staff processed the Welcome Center Drive RaceTrac Business Planned Unit Development amendment and final plat application. *(II. Priority Objective. 2. Economic Development.)*
 - Staff processed the Gold Choice final plat application. *(II. Priority Objective. 2. Economic Development.)*
 - Staff received the Vineland Reserve Residential Planned Unit Development amendment application. *(II. Priority Objective. 2. Economic Development. Work with existing businesses to expand/grow.)*
 - Planning staff continues to coordinate with staff from Team Volusia on a market analysis of City-owned land with a potential for development, sale or for retention. Staff provided strategic planning information for use in their summary report, such as utility location, physical characteristics, traffic information, land use compatibility and development potential. *(II. Priority Objective. 3. Economic Development. Analyze City-owned properties and determine their highest and best use, need for land acquisition/disposition, etc.)*
 - Planning staff responded to Volusia County's request for additional information with regards to the proposed Southwest Deltona Community Redevelopment Area (CRA). The response was done in coordination with County staff to ensure the document and supporting materials met their intent prior to submittal. The redevelopment plan will be reviewed by other agencies prior to County staff taking it to the County Council. *(II. Priority Objective. 2. Economic Development. Pursue the creation of CRA for Deltona Boulevard.)*
 - Planning staff assisted in the selection of a consultant to determine a sports niche and presented the proposed scope to the City Commission at a workshop. *(II. Priority Objective. 3. Economic Development. Analyze City-owned properties and determine their highest and best use, need for land acquisition/disposition, etc. Obtain master planning services, once the niche is determined.)*
 - Following the last social services summit that culminated in the expansion of the United Way 211 system, staff brought the social services concept to the Affordable Housing Advisory Committee and the City Commission for approval to continue the model. The outcome is that AHAC will work to identify social issues to address with key agencies to provide assistance in our community. They will present their findings to the City Commission on a

quarterly basis. AHAC will also host periodic community meetings. *(II. Priority Objective. 7. Internal and External Communication. Conduct a needs assessment for social services and communicate resources for public benefit.)*

- Housing & Community Development staff purchased the final home in the Neighborhood Stabilization Program (3), completed the Local Housing Assistance Plan (LHAP) to bring to the City Commission, is processing applications for the State Housing Initiatives Partnership (SHIP) program owner-occupied home repair and is reviewing applications for the Residential Construction Mitigation Program. *(II. Priority Objective. 2. Economic Development. Create more diversified and high-quality housing opportunities to provide for all market demands.)*

Public Works & Utilities

- The Leland stormwater pump station project is nearing completion and should be done by the end of April 2016. *(Strategic Issues. Infrastructure.)*
- A preconstruction meeting with the contractor for Phase 4 of the water main improvement project occurred in March. Work is expected to begin in approximately two weeks. *(II. Priority Objective. 9. Infrastructure. Preserve and increase the City's water supply.)*
- Survey work has been completed and engineering design is underway for the four-laning of Tivoli Drive between Providence and Saxon Boulevards. *(II. Priority Objectives. 1. Fiscal Issues. Transportation/CIP (i.e. Tivoli Drive expansion.)*
- Bids have been opened for the next phase of the Alexander Avenue Rapid Infiltration Basin project. The low bid was within budget. Staff is currently checking and verifying the references of the contractor. *(Strategic Issues. Infrastructure.)*
- Work on the current phase of the Fort Smith Boulevard improvement project is proceeding on schedule. The project includes three-laning Fort Smith Boulevard from Howland Boulevard to State Road 415. The intersection improvements at Howland Boulevard are underway. *(Strategic Issues. Infrastructure.)*
- Much is going on at the Eastern Water Reclamation Facility including the installation of software, SCADA (Supervisory Control and Data Acquisition), staff training, control testing, etc. Raw wastewater flows are expected to be transferred to the plant in early-mid July 2016. The project has been delayed for approximately three months due to Kubota membranes not being delivered in an acceptable physical condition. All were rejected and new ones are on order. There will be no cost to the City. *(Strategic Issues. Infrastructure.)*
- Sidewalks are under construction within one mile of all elementary schools now and collector roadways will begin to get sidewalks in April. *(II. Priority Objectives. 1. Fiscal Issues. Sidewalks.)*
- Thermoplastic striping and raised pavement markings were installed on Cloverleaf and Courtland Boulevards which were both recently resurfaced. Road resurfacing projects have resumed again in April. East Normandy is already underway (Providence Boulevard to Farrington Drive). Deltona Boulevard will be next beginning on April 5-6. *(Strategic Issues. Infrastructure.)*



City of Deltona: OED Report- April, 2016

- 1. Medical Services Village:** The City and major medical developers are in discussions of a medical services village in the Deltona Activity Center. This will be based around the major medical developments in the Deltona and the jobs related to that development. With the development under way, recruitment of an medical college campus, medical research and development, high tech medical manufacturing (via clean and white room environments), and additional medical office buildings. This expansion will attract the retail, the service, and the restaurant industry.
- 2. RaceTrac/Saxon Boulevard:** Clearing for the RaceTrac at Finland Avenue and Saxon Boulevard is currently underway with formal construction soon to start.
- 3. RaceTrac/Welcome Center Drive:** RaceTrac has submitted plans to the City and been approved through the City's Development Review Committee process. The location is at Dirksen Drive, Deltona Boulevard, and Welcome Center Drive.
- 4. Halifax Health/Halifax Crossings:** The roadway improvements on the Graves Road Extension are underway. Halifax Health plans for an expanded emergency room and supporting medical office building facilities (Phase 1), to be followed by a hospital (Phase 2). This expansion into the City will mean the creation of 60 or more new, in-city medical jobs. A ground breaking ceremony is in discussion for 2016, as soon as the roadway construction allows. The access road is now under construction for access that will lead to the construction of the emergency room and primary medical office building. Note that Halifax Health had registered with the State of Florida their intentions for filing for a Certificate of Need for a 150 bed hospital.
- 5. Halifax Health/Bella Vista** The current plans are to build the primary medical office building and open in 2016, offering an urgent care center, family medical, Ob/Gyn, pediatrics, cardiology, gastroenterology, and "compatible use additional development (ALF, physical therapy, etc.).
- 6. Central Florida Regional Hospital** (part of Hospital Corporation of America) has publically announced plans for the construction of a free standing emergency room in the Deltona Activity Center. Projections are for a 2016 construction start and a possible 2016 opening. A meeting with the CEO of Central Florida Regional Hospital confirmed that HCA plans to purchase the land so that the development can move forward at a faster rate. When completed, the facility will be 40 new, in-city medical jobs.
- 7. The Golden Choice Assisted Living Facility** has made application, resubmitted their package to the City, and approved at the City Development Review Committee (DRC). Their location is on N. Normandy Boulevard, just north of Firwood Avenue. The ownership had an approval, but revised the plans and the revised plans are the plans being processed through Planning & Development Services and been reapproved through the City's Development Review Committee process.
- 8. The Saxon Commercial Sewer** study was completed for the I-4/Saxon Boulevard to N. Normandy Boulevard, connecting it to the Fisher Waste Water Treatment Facility and upgrading the sewer lines connecting those locations. It is a City of Deltona infrastructure project, with the engineering/planning done for this commercial sewer expansion. This project would be facilitating future commercial growth in that corridor. The engineering plans are complete, with plans to install the sewer infrastructure during the FDOT redevelopment of Saxon Boulevard. Completion is expected in November.
- 9. Community Redevelopment Area:** On December 18, 2015, the City submitted the Community Redevelopment Plan and CIP (City Improvement Plan) to Volusia County as a request for delegation of Authority. Initial meetings with the County have taken place and discussions are ongoing.

OED Report

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10. **Honest-1 Auto Repair** has approved the location is on Howland Boulevard, adjacent to the Top Shelf Car Wash for an Honest-1 franchisee. This business will be a new construction and the City's first franchise automotive repair shop. Honest-1 is working to supply a franchisee. There have been several communications with Mr. D. Morris, an Honest-1 franchisee. Also, Chip Burton, the property owner, has been introduced to Pep Boys and Boulevard Tire.

11. **TRAIL PROJECTS:** (I) **Lakeshore Trail Loop:** This trail is approved and is currently working toward design. Funding through the TPO has been made available and it is the intent to take advantage of this opportunity to advance the project timetable toward a 2016 construction start. This is a 1.4 mile loop trail that connects to the River-2-Sea pedestrian/bicycle trail ('*Rails to Trails*') at Thornby Park and Green Springs Park via the Lakeshore Drive corridor. Regarding the larger trail network within Volusia County, the 'Trail Bridge' over SE 415 is currently under construction. This project will be instrumental in the City's EcoTourism Project and is expected to be completed in the upcoming fiscal year.

(II) **Providence Boulevard Trail:** A feasibility study is being reviewed by the River-to-Sea Transportation Planning Organization for a shared use path along Providence Boulevard. The path would consist of a 5 foot concrete sidewalk on the east side of the street and an 8-10 foot paved trail on the west side of the street. This quality of life project is reset for potential consideration in 2016.

12. **Residential Development:** In discussions with the City's Planning & Development Services Staff, there are five (5) residential sub-divisions in either processing or discussion, as follows:

a. Lake Baton Estates (Phase II)	138	lots-approved, in construction
b. Arbor Ridge, Phase 5	77	lots-approved
c. Fernanda Place	284	lots-in review
d. Lake Gleason Reserve	53	lots-approved
e. Lake Sydney	77	lots-in review, dormant
	<u>629</u>	<u>lots total</u>

13. **Expansion & Retention Project:** The City's OED has undertaken an "Expansion & Retention Project". Businesses will be called, appointments made, and physical interviews held with the idea of developing a criteria of assisting existing business to become more efficient and profitable, to expand, and to remain in the City of Deltona. The calls began the first week of February.

- Top Shelf Car Wash-
- Dunkin' Donuts-
- Italino's NY Pizza-
- Cocky Rooster-
- J&J Security-
- D. White & Associates-

Do you know a business that plans to expand?

OED Report

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There are several other potential new business construction projects working that are either not approved via Planning & Development Services or are under the protection of a Confidentiality Statement.

INFILL OF RETAIL SPACES
AND EXPANSIONS:

1. Dental Care of Deltona at Shops of Saxon and Sterling Silver (Ed)
2. Nick Pizza's *Youth Performing Arts Training Center* (Ed)
3. Catapult Academy opened at 1200 Deltona Boulevard (Ed)
4. Family Music Depot opened on Deltona Boulevard (retail and Ed)

WORKFORCE DEVELOPMENT

Ed = EcD [education = economic development]

Rx = EcD [medical = economic development]

Ed x Rx = EcD² (education X medical = economic development squared)



February 2016

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
PSA on Waste Pro's automated trucks shared to YouTube, Jan. 10. 	1 Continued with entryway sign messages.	2	3	4	5	6
7	8	9	10	11	12	13
14	15 Ordinances approved at City Commission Mtg.	16 Additional messages added to entryway signs.	17	18	19 Completed educational campaign packets for City Manager.	20
21	22 Official Commission Approval.	23 Flyers distributed to City facilities and ESOs.	24	25 Solid Waste page on City website updated. FAQ's added. Message boards rolled out.	26 Information posted to home page of City Web site.	27
28	29 Social media post: "Beg. June 1, new rules for residential garbage collection are in effect. The new rules require all garbage at the curb...be IN A BIN!"					

March

2016

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
		1 Flyers delivered to VC Schools. Social media post: "Beginning June 1, Waste Pro will pickup two garbage bins each collection day and unlimited recycling but it must be in a WP style bin."	2 Vendor posters distributed. Beautify text sent to Spanish transl. Social media post: "To comply with new trash rules residents may need to add a 2 nd bin. Available from #WastePro (\$75) or stores. Must be compatible w/trucks." Updates made to Solid Waste page on website.	3 Utility customers start to receive April-June City newsletter. Social media post: "To your part! Bagging trash BEFORE it goes #INtheBIN helps reduce litter and keeps neighborhoods beautiful!" http://ow.ly/YWVhs (link to SW home page) for more"	4 Social media post: "Resident-purchased trash bins must be square, compatible with Waste Pro's automated trucks. All garbage must be bagged and #INtheBIN" Changes made to home page of City website.	5 Social media post: "Door tagged by an Enforcement Services Officer?...don't panic! Just a courtesy in prep for new trash rules #INtheBIN" w/photos of door hangers
6	7 Banners delivered to Fire Stations. PSA's air online, DeltonaTV. Planned social media post about County Amnesty Day. Door hangers available for ESOs. Posters on display at City facilities.	8 Planned social media post w/ YouTube link to PSAs.	9 Social media post: "Is your garbage bin lid closed? Reduces chances of pests getting into your bin and makes it easier for the automated trucks. #INtheBIN"	10 Social media post: "We need your help! to beautify and transform our City! June 1 trash rules means working together & everyone doing their part. #INtheBIN" Three PSA published on YouTube, etc.	11 Social media post: "Trash...it goes #INtheBIN. New trash rules June 1. Please help #CityofDeltona spread the word by sharing our flyer." w/ flyer attached. Selected and contacted Yard contest winners	12 Social media post: "Garbage bins must be placed at the curb correctly: wheels towards the house, lid opening facing the street #INtheBIN." w/ photo
13	14 Social media post: "Item won't fit #INtheBIN? schedule pickup w/ Waste Pro (386) 574-0723. WP will send a different non-automated truck." Magnets available for distribution. Sp vers "Beautify" Sp churches	15 Social media post: "The BINS should not be @thecurb earlier than 6 pm the day before collection day & should be put away no later than 9 pm on collection day." Labels printed for Del North customer mailout	16 Social media post: "Residents are allowed 16 bags/piles/bundles of yard waste on collection day. Nothin' longer than 4ft in length, or weighing more than 60 lbs" Envelopes stuffed for Del North mailout	17 Social media post: "Excessive amounts of bulk trash or yard waste that's more than the collection lmt may require fees & lead to citation/fines. Must go #INtheBIN".	18 Social media post: "Garbage bins must be placed at the curb correctly: wheels towards the house, lid opening facing the street #INtheBIN." w/ photo. Yard contest winners confirmed	19 Social media post: "#CityofDeltona residents may buy 2nd BIN @ stores. Specs: square, hinged lid, lift bar on the front, compatible w/ auto truck. #INtheBIN"
20 Social media post: "Recycle more! Waste less! You might not need a 2nd BIN #CityofDeltona. Waste Pro will pickup unlimited recycling. #INtheBIN"	21 Social media post: "#CityofDeltona consider what you put #INtheBIN. Are there items that could be donating to a charitable org?#WorkingTogether #DoYourPart" Deltona Water affixes postage for Del North mailout	22 Social media post: "#CityofDeltona yard waste doesn't have to be #INtheBIN. Residents are allowed 16 bags, piles or bundles to curb on yard waste collection day". Sent out PR about Yard contest winners	23 Social media post: "Your #CityofDeltona family can have less #INtheBIN if you only recycle!" http://ow.ly/Zs2ya w/photo of family recycling. Contacted contest partners re: Yard schedule/winners	24 Social media post: "#INtheBin and then the BIN goes to the curb, wheels facing the house, lid opening towards the street #CityofDeltona. #DoYourPart #Beautify"	25 Social media post: "As of June 1, Waste Pro will pickup two garbage bins each collection day and unlimited recycling but it must be in a WP style bin #INtheBIN"	26 Social media post: "To comply with new trash rules residents may need to add a 2nd bin. Available from #WastePro (\$75) or stores. Must be compatible w/trucks."



April 2016

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
<p>27 Social media post: "Resident-purchased trash bins must be square, compatible with Waste Pro's automated trucks. All garbage must be bagged and #INtheBIN"</p>	<p>28 Social media post: "Door tagged by a #CityofDeltone Enforcement Services Officer?...don't panic! Just a courtesy in prep for June 1 trash rules #INtheBIN"</p>	<p>29 Social media post about County Amnesty Day.</p>	<p>30 Social media post: "Is your garbage bin lid is closed? Reduces chances of pests getting into your bin and makes it easier for the automated trucks. #INtheBIN". Preliminary shoot schedule/Yard contest</p>	<p>31 Social media post: "We need your help! To beautify and transform our City! June 1 trash rules means working together & everyone doing their part. #INtheBIN" Last utility customers receive April-June newsletter.</p>	<p>1 Utility customers begin to receive informational card. Social media post: "Trash...it goes #INtheBIN. New trash rules June 1. Please help #CityofDeltone spread the word by sharing our flyer." w/ flyer attached.</p>	<p>2 Social media post: "#VolusiaCounty's household hazardous waste collection event is 9-3, today at DeBary City Hall, 16 Colomba Rd." w/flyer attached.</p>
<p>3 Social media post: "Have items that will not fit #INtheBIN? call Waste Pro to schedule a pickup, 386-574-0723. 2 items are free but pickup must be scheduled."</p>	<p>4 Social media post: Stop by City Hall for a "schedule a pickup" magnet w/WastePro # (386) 574-0723" Spruce Up flyer ready for distribution</p>	<p>5 Social media post: "To comply with new trash rules residents may need to add a 2nd bin. Available from #WastePro (\$75) or stores. Must be compatible w/trucks." Shoot "Trash: Recycle" PSA</p>	<p>6 Social media post: "You can still use old bins on yard waste day so fill 'em up with leaves, weeds and limbs. Bags are ok too. #BeautifyDeltone"</p>	<p>7 Social media post: "Please remember to break down or cut cardboard to fit into recycling bins before taking them to the curb #INtheBIN #BeautifyDeltone"</p>	<p>8 Social media post: "If you have items that won't fit #INtheBIN, a pickup must be scheduled w/ WastePro for those items (386) 574-0723 #BeautifyDeltone"</p>	<p>9 Social Media Post: "What's a WastePro compatible container? Square-like, hinged lid, lift bar, sturdy enough for the automated trucks. To be sure, 386-878-8723"</p>
<p>10 Social media post about Annual Lake Cleanup.</p>	<p>11 Social media post: "Can your garbage bin lid close? Reduces chances of pests getting into your bin and makes it easier for the automated trucks. #INtheBIN"</p>	<p>12 Social media post: "We need your help! to beautify and transform our City! June 1 trash rules means working together & everyone doing their part. #INtheBIN". Shoot "Trash:Yrd Wste" PSA</p>	<p>13 Social media post: "Trash...it goes #INtheBIN. New trash rules June 1. Please help #CityofDeltone spread the word by sharing our flyer." w/ flyer attached. Edit new Trash PSAs</p>	<p>14 Social media post: "Garbage bins must be placed at the curb correctly: wheels towards the house, lid opening facing the street #INtheBIN." w/ photo</p>	<p>15 Social media post: "Have items that will not fit #INtheBIN? call Waste Pro to schedule a pickup, 386-574-0723. 2 items are free but pickup must be scheduled."</p>	<p>16 Social media post: Does your family enjoy the beach? Watch this together and talk about importance of trash, recycling going #INtheBIN http://ow.ly/ZC7dO</p>
<p>17 Social media post: "The BINS should not be @thecurb earlier than 6 pm the day before collection day & should be put away no later than 9 pm on collection day."</p>	<p>18 Social media post: "Residents are allowed 16 bags/piles/bundles of yard waste on collection day. Nothin' longer than 4ft in length, or weighing more than 60 lbs"</p>	<p>19 Social media post: "Excessive amounts of bulk trash or yard waste that's more than the collection lmt may require fees & lead to citation/fines. Must go #INtheBIN"</p>	<p>20 Social media post: "Garbage bins must be placed at the curb correctly: wheels towards the house, lid opening facing the street #INtheBIN." w/photo</p>	<p>21 Social media post: #CityofDeltone What to do w/ non-compatible garbage cans? Put yard waste in it. As long as it weighs less that 60 Lbs. WP will take it."</p>	<p>22 Social media post about Annual Lake Cleanup.</p>	<p>23 Social media post: Spruce Up Deltone!</p>
<p>24 "#CityofDeltone residents may buy 2nd BIN @ stores. Specs: square, hinged lid, lift bar on the front, compatible w/ auto truck. #INtheBIN" w/photo</p>	<p>25 Social media post: "Recycle more! Waste less! You might not need a 2nd BIN #CityofDeltone. Waste Pro will pick up unlimited recycling. #INtheBIN"</p>	<p>26 Social media post: "#CityofDeltone consider what you put #INtheBIN. Are there items that could be donating to a charitable org?#WorkingTogether #DoYourPart"</p>	<p>27 Social media post: "Have items that will not fit #INtheBIN? call Waste Pro to schedule a pickup, 386-574-0723. 2 items are free but pickup must be scheduled."</p>	<p>28 Social media post: "#CityofDeltone yard waste doesn't have to be #INtheBIN. Residents are allowed 16 bags or bundles to curb on yard waste collection day. You can use the old can"</p>	<p>29 Social media post: "Your #CityofDeltone family can have less #INtheBIN if you only recycle! http://ow.ly/Zs2ya" w/photo of family recycling. Last utility customers receive</p>	<p>30 Social media post: "#INtheBin and then the BIN goes to the curb, wheels facing the house, lid opening towards the street #CityofDeltone. #DoYourPart #Beautify"</p>



May

2016

Sun

1 Social media post: "As of June 1, Waste Pro will pick up two garbage bins each collection day and unlimited recycling but it must be in a WP style bin #INtheBIN" Eblast went out on new rules.

8 Social media post: "Door tagged by an Enforcement Services Officer?...don't panic! Just a courtesy in prep for new trash rules #INtheBIN" w/photos of door hangers

15 Social media post: #CityofDeltona What to do w/ non-compatible garbage cans? Put yard waste in it. As long as it weighs less than 60 Lbs. WP will take it."

22 Social media post: "Have items that will not fit #INtheBIN? call Waste Pro to schedule a pickup, 386-574-0723. 2 items are free but pickup must be scheduled."

29

Mon

2 Social media post: "Have items that will not fit #INtheBIN? call Waste Pro to schedule a pickup, 386-574-0723. 2 items are free but pickup must be scheduled."

9 Social media post: "Can your garbage bin lid close? Reduces chances of pests getting into your bin and makes it easier for the automated trucks. #INtheBIN"

16 Social media post: Stop by City Hall for a "schedule a pickup" magnet w/WastePro # (386) 574-0723" w/photo

23 Social media post: "#CityofDeltona yard waste doesn't have to be #INtheBIN. Residents are allowed 16 bags or bundles to curb on yard waste collection day. You can use the old can"

30 Social media post: "Have items that will not fit #INtheBIN? call Waste Pro to schedule a pickup, 386-574-0723. 2 items are free but pickup MUST be scheduled."

Tue

3 Utility customers begin to receive informational card. Social media post: "Trash...it goes #INtheBIN. New trash rules June 1. Please help #CityofDeltona spread the word by sharing our flyer." w/ flyer attached.

10 Social media post: "Have items that will not fit #INtheBIN? Call WP to schedule a pickup, 386-574-0723. 2 items are free but pickup MUST be scheduled."

17 Social media post: "Have items that will not fit #INtheBIN? call Waste Pro to schedule a pickup, 386-574-0723. 2 items are free but pickup must be scheduled."

24 Social media post: "Your #CityofDeltona family can have less #INtheBIN if you only recycle! <http://ow.ly/Zs2ya>" w/photo of family recycling.

31 Social media post: "New trash rules start tomorrow! We got this Deltona! #INtheBIN"

Wed

4 Social media post: #CityofDeltona What to do w/ non-compatible garbage cans? Put yard waste in it. As long as it weighs less than 60 Lbs. WP will take it."

11 Social media post: "We need your help! to beautify and transform our City! June 1 trash rules means working together & everyone doing their part. #INtheBIN"

18 "#CityofDeltona residents may buy 2nd BIN @ stores. Specs: square, hinged lid, lift bar on the front, compatible w/ auto truck. #INtheBIN" w/photo

25 Social media post: "#INtheBin and then the BIN goes to the curb, wheels facing the house, lid opening towards the street #CityofDeltona. #DoYourPart #Beautify"

Thu

5 Social media post: "To comply with new trash rules residents may need to add a 2nd bin. Available from #WastePro (\$75) or stores. Must be compatible w/trucks."

12 Social media post: "Trash...it goes #INtheBIN. New trash rules June 1. Please help #CityofDeltona spread the word by sharing our flyer." w/ flyer attached.

19 Social media post: "Recycle more! Waste less! You might not need a 2nd BIN #CityofDeltona. Waste Pro will pick up unlimited recycling. #INtheBIN"

26 Social media post: "As of June 1, Waste Pro will pick up two garbage bins each collection day and unlimited recycling but it must be in a WP style bin #INtheBIN"

Fri

6 Social media post: "Do your part! Bagging trash BEFORE it goes #INtheBIN helps reduce litter and keeps neighborhoods beautiful! <http://ow.ly/YWVhs> (link to SW home page) for more"

13 Social media post: "Garbage bins must be placed at the curb correctly: wheels towards the house, lid opening facing the street #INtheBIN." w/ photo

20 Social media post: "#CityofDeltona consider what you put #INtheBIN. Are there items that could be donating to a charitable org?#WorkingTogether #DoYourPart"

27 Social media post: Stop by City Hall for a "schedule a pickup" magnet w/WastePro # (386) 574-0723" w/photo

Sat

7 Social media post: "Resident-purchased trash bins must be square, compatible with Waste Pro's automated trucks. All garbage must be bagged and #INtheBIN"

14 Social media post: "Trash...it goes #INtheBIN. New trash rules June 1. Please help #CityofDeltona spread the word by sharing our flyer." w/ flyer attached.

21 Social media post: Spruce Up Deltona!

28 Social media post: #CityofDeltona What to do w/ non-compatible garbage cans? Put yard waste in it. As long as it weighs less than 60 Lbs. WP will take it."

June

2016

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			1 Social media post: "New trash rules start today! We got this Deltona! #INtheBIN" Soft opening for enforcement. Waste Pro begins with WP door hanger, sticker on cans. Utility customers begin to receive July- September newsletter.	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		