



**SURFSIDE BEACH TOWN COUNCIL
VISIONING WORKSHOP MINUTES ACTION MINUTES
NOVEMBER 12 and 13, 2014 AT 9:00 A.M.
BROOKGREEN GARDEN CONFERENCE CENTER**

NOVEMBER 12, 2014

CALL TO ORDER. Ms. Fellner welcomed everyone to the workshop at 9:00 a.m. Mayor Samples, Mayor Pro Tempore Pellegrino, and Councilmembers Childs, Mabry, Magliette, and Stevens were in attendance. Councilmember Johnson was absent. A quorum was present. Others present: Administrator Fellner; Town Clerk Herrmann; Finance Director King; Planning Director Morris; Public Works Director Adair; Fire Chief Fox; Police Chief Keziah, and Recreation Supervisor Ellis.

Ms. Fellner explained that a PowerPoint, a copy of which is attached hereto and made a part hereof by reference, was prepared for each department's recommendations. The purpose of the workshop was to obtain Town Council's guidance for preparation of the 2015-2016 Fiscal Year budget. She hoped that councilmembers would hear the presentation and be prepared to make recommendations.

Ms. Fellner presented pages 2 through 8, Administration.

Rescue Squad Building – inspection and evaluation for town's use needs to be done prior to budget process so funds could be budgeted to take action when lease ends October 31, 2015. **COUNCIL CONCURRED**

Chief Keziah presented pages 9 through 12, Municipal Court.

Ms. King presented pages 13 and 14, Finance.

Ms. Ellis presented pages 15 through 19, Events and Recreation.

BREAK BEGAN AT 10:12 A.M.; WORKSHOP RECONVENED AT 10:22 A.M.

Chief Fox presented Pages 20 through 37, Fire.

Ms. Morris presented pages 38 through 73, Planning, Building and Zoning.

Potential Business Property Annexation List – list of owners, tenants, and business properties that are adjacent to the town to be prepared for council consideration. The town not only owns the east side of Sandy Lane, but it also owns the road and the west side right of way. Public Works already maintains the ditches on the west side of Sandy Lane.

Tree Ordinance – review ordinance as a whole and evaluate penalties for cutting trees without a permit.

BREAK AT 12:07 P.M. for Lunch and Brookgreen Wildlife Park Nature Walk; RECONVENE AT 2:59 p.m.

Chief Keziah presented pages 74 through 104, Police.

BREAK at 3:57 P.M.; RECONVENE AT 4:04 P.M.

Mr. Adair presented pages 105 through 123, Public Works.

ADJOURNMENT. Mayor Samples declared the workshop adjourned for the day at 4:51 p.m.

Town Council Visioning Workshop
November 12 and 13, 2014

56 **NOVEMBER 13, 2014**

57
58 **CALL TO ORDER.** Ms. Fellner welcomed everyone to the workshop at 9:00 a.m. Mayor Samples, Mayor
59 Pro Tempore Pellegrino, and Councilmembers Childs, Mabry, Magliette, and Stevens were in attendance.
60 Councilmember Johnson was absent. A quorum was present. Others present: Administrator Fellner; and Town
61 Clerk Herrmann.

62
63 Mayor Samples said everything to be discussed during this session was protected under the Freedom of
64 Information Act Section Pursuant to FOIA §30-4-70(a)(1) to discuss employment, appointment, compensation,
65 promotion, demotion, discipline, or release of an employee.

66
67 Ms. Mabry moved to enter executive session at 9:01 a.m. Mr. Childs seconded. All voted in favor.
68 **MOTION CARRIED.**

69
70 **BREAK FOR LUNCH 12:15 P.M.; RECONVENE EXECUTIVE SESSION AT 1:30 P.M.**

71
72 Ms. Mabry moved to reconvene regular session at 4:08 p.m. Mr. Childs seconded. All voted in favor.
73 **MOTION CARRIED.**

74
75 Mayor Samples said for the record that no action was taken during executive session.

76
77 **ADJOURNMENT**

78
79 Mayor Samples declared the workshop adjourned at 4:09 p.m.

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81
82 Prepared and submitted by,

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84
85 _____
Debra E. Herrmann, CMC, Town Clerk

86 Approved: December 9, 2014

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89 _____
Douglas F. Samples, Mayor

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92 _____
David L. Pellegrino, Mayor Pro Tempore

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95 _____
Robert F. Childs, Town Council

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Mark L. Johnson, Town Council

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Mary Beth Mabry, Town Council

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Ralph J. Magliette, Town Council

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107 _____
Randle M. Stevens, Town Council

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109 Clerk's Note: This document constitutes action minutes of the meeting that was digitally recorded. Appointments
110 to hear recordings may be scheduled with the town clerk, or you may bring a flash drive to obtain a copy of the
111 audio recording. In accordance with FOIA, meeting notice and the agenda were distributed to local media and to
112 360 subscribers to email notifications. The agenda was posted on the town website, the entry door at Town
113 Council Chambers, and in the Town Hall reception area. Meeting notice was also posted on the Town marquee.

VISIONING 2014

Creating a Guide for the FY 2015-2016 Budget

ADMINISTRATION

A Vision for the Future



We Need to Start Somewhere

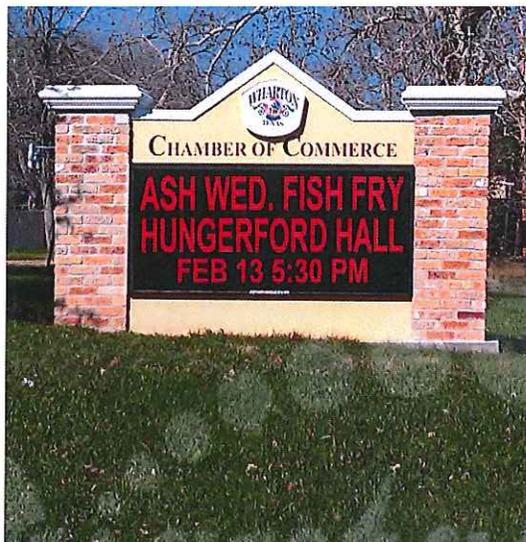
- Architectural Design/Renderings for Town Hall Complex
 - Rescue Squad lease up 10/31/2015
 - Police have overgrown their space
 - Police need a climate controlled server room unless all departments can be housed under one roof
 - Town Hall lobby makeover would be \$50,000
 - Town needs more storage space
 - PD currently rents a pod for records storage
 - Parking meters are currently stored at Huckabee
 - We need additional space if we are going to add employees
 - We need a space for Lanier

Gateway to Surfside

- Highway 17
 - Curb and gutter
 - Enhanced landscaping
 - Limiting frontage roads
 - One way traffic
 - Landscaped breaks
- Surfside Drive
 - Curb and gutter
 - Enhanced landscaping
- Welcome signage to match architectural style of Town Hall Complex

Digital Marquee

- Software instead of manual labor
- More space for meetings
- Emergency notifications
- Advertising space for events
- Style to match architectural style of Town Hall Complex



Protecting Our Biggest Asset



- The beach has five outfalls
 - Do we pipe 1,000 feet offshore?
 - When do we want to start engineering?
 - This would require a bond

The Pier



- Exciting focal point or simple fishing pier?
- Sustainable over time?
- Revenue stream suitable to self-insure?

MUNICIPAL COURT

Security Enhancements

Court Offices

- To increase security / safety of court staff and building
 - Installation of bullet-proof / shatter-proof side entry door
-



Council Chambers

- Construction of designated entrance way
- Installation of walk-through metal detector in new entrance prior to entering courtroom
- Bullet-proof / shatter-proof glass entrance doors



Cost Estimates

- Walk-thru metal detector- \$4,500 Construction and materials for atrium entrance way- \$4,500
- Purchase and installation of security doors- \$17,000
- TOTAL- \$26,000

FINANCE

We do the numbers and sometimes we need things ...

Vision

- To be able to fund what Town Council proposes
- To correct and bring forward the fund flow ordinance under the direction of the new auditors at the last meeting in January.
- Document management system (\$20-\$30K)
 - Eliminates a lot of paper
 - Indexes documents for easy retrieval

EVENTS AND RECREATION

More than planning and logistics ...

New Christmas Decorations

- Current decorations being used were purchased in May of 2000
- The recommended date for end of life wiring is 7 years. We are at twice that.
- There are a total of 40 poles with decorations
 - (13) on Hwy. 17 Business South
 - (12) on Hwy. 17 Business North
 - (15) on Surfside Drive

Specifications

- All displays have LED bulbs.
- Mounting hardware included for all displays as well as 2% extra LED bulb
- All steel frames are acid washed and coated with a baked-on, power coast finish.
- All steel frames are warranted for 10 Christmas seasons.
- All electrical components are warranted for 3 Christmas seasons (excluding bulbs).

Pricing

| • DESCRIPTION | UNIT PRICE | QTY. | TOTAL COST |
|----------------------------|------------|------|------------|
| • 8' Zig Zag Tree | \$270 | 8 | \$2,160 |
| • 8" Candy Cane w/bow | \$350 | 8 | \$2,800 |
| • 7.5' Triple Candle | \$280 | 8 | \$2,240 |
| • 7.5' Double Bell w/holly | \$349 | 8 | \$2,792 |
| • 7.5' Double Ornament | \$307 | 8 | \$2,456 |
| • GRAND TOTAL | | | \$12,448* |

*Note: If we purchase 40 of one decoration rather than a variety, the total cost could be as low as \$10,800.00.

Special Event Changes

- Seniors Dance & St. Patrick's Day Dance
 - Combine the two dances
 - Savings of approximately \$1,200.00
- Blessing of the Beach
 - Local pastors and choirs perform short service on the pier
 - Recommended date – Sunday, Memorial Day weekend
 - Only expense would be rental of sound equipment
- Car Show
 - Recommendation by Councilmember Bob Childs
- Crafters Cove at the Pier
 - (2) days a week during July & August – 9:30 a.m. to 11:00 a.m.
 - Children ages 11 & under
 - Staffed by interns/community service students
 - Small expense of purchasing crafts

FIRE

We do more than put out fires ...

Full Time Fire Marshal

- Job Duties
 - Pre-license inspections
 - Annual inspections
 - Aide in pre-plans
 - Respond to calls as needed
 - Can take a command
- Increases ISO points in two categories.
 - On-Duty Personal
 - Community Risk Reduction

Full Time Fire Marshal

- Salary \$40,000-\$45,000
 - This is a competitive salary for our area
- Vehicle: \$16,500/State Contract
 - Emergency Equipment: \$1,500
 - Striping: \$400
 - Total Vehicle: \$18,100

Self Contained Breathing Apparatus (SCBA) Replacement

- SBFD will need to replace 28 SCBA's before 2019
- The current packs can be used as a trade in.
- Current inventory is valued at approximately \$30,000
- Horry County is currently in the process of replacing their entire inventory of SCBA
- Should SBFD order replacement SCBA on the same order as HCFR at a cost of approximately \$130,000 (estimated).
- FY 2015/2016
- Payment plans are available

SCBA Replacement

- Maximum life span for an SCBA is 15 years according to the NFPA
- Current SCBA's were purchased in 1992 and were upgraded in 2002
- By changing over at/near the same time as HCFR we will remain compatible with the county, this is very important to firefighter safety
- Currently researching AFG and SAFER grants

Radio System Upgrade

- The P25 update must be completed by 2016 so that SBFDF can remain on the Horry County Radio System
- Current radios will be upgraded to the P25 digital radio system by December 2016
- SBFDF has applied for a regional grant
- If grant is not successful each radio on the Horry County system will have to be upgraded
 - SBFDF Has a total of 28 radios that will have to be "Flashed" \$22,400
 - One mobile radio will have to be replaced: \$4,500
 - Total cost for SBFDF \$26,900

Mobile Data Terminals

- One MDT for E-56, R-56, L-56 and Chief's vehicle
- An iPad would be the tablet of choice
- Will help the department reduce the amount of paper used
- iPads will be used with:
 - GIS
 - Active 911
 - iAudit reporting for inspections
 - Pre-fire planning software
 - InnovaPad (If approved)

Mobile Data Terminal

- We would request a total of 4 units
- Cost per unit: \$725.00 per unit
- Service Plan: \$ 75/m

InnovaPad

- InnovaPad is a cost recovery system used at motor vehicle collisions, large incidents, commercial fires or when FD equipment is damaged.
- Only the “at fault” driver’s insurance company is billed for service
- Uses a “cloud” based program to collect information at collision scenes.
- Third party will pursue the claim with the insurance company.
- No up front costs to the department or town.
- Ipad based system
- Claims would not be filed if the involved parties reside in the town.
- The SBFDD has responded to 133 motor vehicle collisions since 01-01-2013 which could have potentially seen a benefit from a cost recovery system.

Traffic Management Team

- Combined effort between SBPD and SBFD to help manage traffic at civic events and emergency scenes
 - Made up of SBFD support personnel
 - Will respond to emergencies that effect traffic flow for a prolonged period
 - Available for events within the town that require traffic management
 - Training in will be taught by SBPD/SBFD Training officers

Traffic Management Team

- Releases a sworn Officer for other duties
- Requires a minimum of equipment
- Cost:
 - 6 Traffic Vests \$150.00
 - LED "Flares" \$300.00

Beach Rescue Unit

- The SBFD can use an ATV based rescue unit to accomplish several missions.
- First would be to aide in the transport of a person who had a medical complaint or who suffered a traumatic injury from the beach to an ambulance in a safe and efficient manner. Currently people that are in need of a medical attention are transported in the back of a pick up truck.
- Second would be to transport water rescue resources that the SBFD/SBPD uses to conduct water rescue operations.

Beach Rescue Unit

- Unit designed on an ATV type body with a bed that will transport rescue personnel and a stretcher/backboard/stokes basket.
- Unit will provide better visibility than a pick-up truck making it safer to operate on a heavily populated beach.
- Safer to transport a trauma patient, increasing safety to the patient and reducing liability to the department and town.
- The ATV is better suited to deliver the personal water craft or boat to the ocean.



Beach Rescue Unit

- Will have a longer service life because unit will not be going on the beach/water every day
- Can be used to tow boat or jet ski in the event of an emergency



Beach Rescue Unit

- Reduce the number of rescuers needed to transport a patient. This will allow more effective use of our resources.



Beach Rescue Unit

- Unit: \$14,000
- Striping:\$200
- Emergency Equipment: \$500
- Total estimated cost : \$14,700
 - A-Tax is a possible funding source
 - Grants are available through
 - AFG
 - FEMA
 - Polaris

Junior Firefighter Program

- Add five more Junior Firefighters for a total of 10 members
- Currently Junior Firefighters take part in:
 - South Carolina Fire Academy Training
 - Classes include:
 - Fundamentals of Firefighting
 - Flammable Liquids and Gas
 - Hazardous Materials Awareness
 - NFPA Firefighter 1 and 2
 - Sunday Training with SBFD Staff
 - Respond to calls
 - Help with station duties
 - Help with public education events
 - Future generation of firefighters

Junior Firefighter Program

- Junior Firefighters have provided SBFD with countless hours of volunteer service
- Provides a route to a professional career in the fire service
- Cost:
 - Workers Comp: \$1,800 per firefighter
 - \$250 yearly stipend per firefighter

PLANNING, BUILDING & ZONING

Planning for the future today ...

CODE ENFORCEMENT

Important to the Town

- There are a number of advantages to code enforcement of building codes and town codes alike, including
 - Protecting the life, health, and property of citizens and thus helping to provide a better living environment
 - Helping to prevent the creation of slums and thereby contribute to the maintenance of a stable tax base
 - Obtaining lower insurance rates for residents by enforcing Floodplain requirements
 - Meeting the requirements of state and federal laws
 - Ensuring that local construction is built in compliance with state codes
 - Demonstrating that the town is a progressive local government.

- Code enforcement is an important part of the Planning, Building & Zoning Department. In the town, code enforcement officers have performed a variety of functions related to their role as public servants. Enforcing code standards on buildings, homes, properties and right of ways is important to the town in order to support and enhance property values.
- Unfortunately, the department does not have the time to pursue all code enforcement issues within the town due to lack of staffing. We currently investigate code enforcement complaints on a complaint basis only.



- Code enforcement takes expertise and the ability to follow up on the complaint
- Every complaint has the potential of becoming a court case
- Example ...
 - Complaint filed or code enforcement officer finds violation
 - Code Enforcement writes letter requiring complaint to be remedied
 - Complainant does not respond or remedy the violation
 - Follow up letter sent from code enforcement giving final notice
 - Complainant fails to remedy violation
 - Summons issued by code enforcement officer
 - Code Enforcement officer must appear in court (either criminal or civil) and present all information/evidence to judge

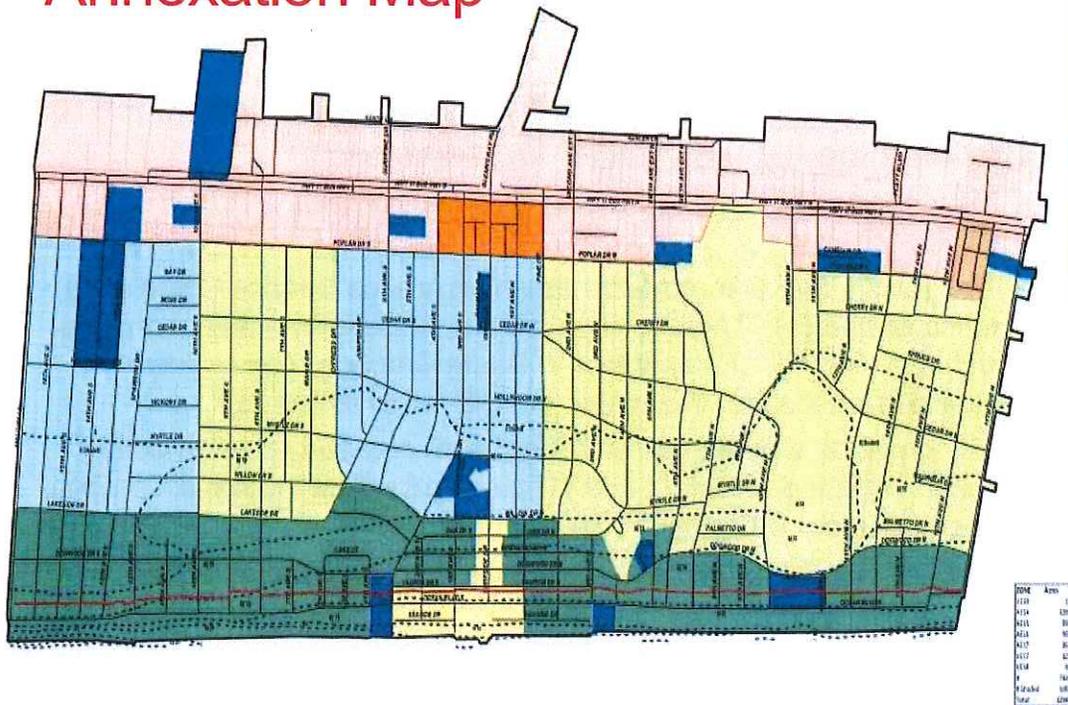
Solution

- Determine how much code enforcement council wants within the town.
- Partner with the Public Works Department and request a full time code enforcement officer.
- This position could enforce all town codes not only on private property but right of way violations as well.
- Would ensure follow up on all issues.
- In addition requirements could include obtaining the Residential Building Inspector certification. This would be a minimal cost, since the requirement would not be a Building Official position. The Residential Building Inspector requires one test (as opposed to two for the Building Official Certification) and continued training is minimal compared to the Building Official certification.
- By requiring the Residential Building Certification, this would prevent delays in inspections when the Building Official is away on training and/or vacation.
- Approximately \$40K per year plus benefits

ANNEXATION

Benefits Offered by the Town

Annexation Map



Mayor and Council

- Since the town is a small municipality, the mayor and council listen to all property owners and business owner's concerns and recommendations and give careful consideration to those items brought to their attention.
- Town Council views local business owners as partners in prosperity and strives to achieve the best possible relationship and environment in which they may succeed.

Fire Protection

- The Town of Surfside Beach Town Council is committed to providing the highest quality fire services.
 - The department is staffed twenty-four hours per day, 7 days per week.
 - The Town's Fire Department has an Insurance Service Office (ISO) rating of one (1). There are fewer than 90 departments nationwide with the 1 rating, and only four in South Carolina. The county in your current location maintains an ISO rating of five (5).
 - ISO provides a public classification system based on a ten point scale: (1) being excellent and (10) indicating that the fire coverage does not meet ISO's minimum standard.
 - A rating of one (1) may equate to significant savings on insurance premiums for commercial owners.

- The department also offers a full range of fire inspection services to all town businesses.
- The town offers many other fire prevention programs through the Fire Department designed to promote public safety.

Police Protection

- Quality law enforcement services are essential to any community. The Town's Police Department is continuously working to improve services to our citizens and visitors.
- The department provides patrol units twenty-four (24) hours per day, 7 days a week to monitor the town and employees additional detectives and departmental support staff.
- The response time of the town's police is 3+5 minutes. County response times can be 15 minutes or more depending on where the closest officer is located when the call comes in.
- The town offers many other programs through the Police Department designed to promote public safety.

- The town also offers crime prevention services such as crime prevention surveys for businesses through (CPTED). Crime prevention through Environmental Design. Through this program, business owners who request and inspection receive suggestions regarding how to improve visibility and help prevent crimes before they happen. The town currently has three (3) Certified CEPTED Professionals on staff. This service is offered free of charge to all town businesses.

Public Works

- The Public Works Operation is responsible for maintaining Town streets, right-of-ways, our parks, athletic facilities, and storm water systems throughout the town.
- The town also provides a full range of sanitation services to property owners and businesses, alike.
 - Free Recycling
 - Hazardous waste removal days

Planning, Building & Zoning

- The town has a full service department
- Town ordinance incorporated more flexible zoning regulations, especially regarding overlay district regulations than those of the county
- Property owners have input in planning issues and have access to an experienced staff that possess extensive knowledge in current building, zoning and stormwater codes
- All inspections are performed in a time-sensitive manner for both owners and project developers

COMMUNITY RATING SYSTEM (CRS)

Continue Progress

- With the addition of the Floodplain/GIS Technician position, a greater amount of information can be presented to the FEMA State CRS Coordinator for review and a more accurate class rating can be given. Credit is given immediately for:
 - Having a GIS, computer-aided design (CAD) that updates information electronically and can display and print current maps.

- Having a database management program for parcel records that maintain the appropriate flood data for each property. Having a master parcel record system that can be accessed for building permit records, property tax information, FIRM data, and many other purposes. Credit is given for all information given that pertains to the floodplain or special requirements outside of the floodplain.
- Map overlays, such as the SFHA on the zoning map, aerial photograph, or more detailed street map; or using overlay to record map changes and updates.
- Adding new data, including annexations, new subdivision maps, flood insurance restudies and studies for site specific analysis,

- Layers that show buildings, building outlines, or building footprints. Map shows whether the primary building on the lot is in the SFHA.
- Showing Floodways or Coastal High Hazard areas
- Showing base flood elevations and FIRM zone attributes (e.g. AE, VE, X, X shaded)
- Showing the 500 year floodplain elevations or boundaries.
- Showing areas of the town subject to other natural hazards, such as stormwater drainage problems, poor soil drainage areas, etc.
- Showing topographic contour lines
- Overlaying new FIRM maps over old FIRM maps to provide visual changes
- Mapping natural floodplain functions such as wetlands.

- Addition information for individual parcels in digital format from elevation certificates
- Program that maintains benchmarks so surveyors can find them and can depend on them to be accurate.
- Erosion data maintenance
- Mapping all areas determined to be open space as well as wetlands with deed restrictions.
- Mapping evacuation routes
- Mapping Drainage systems and required maintenance.
 - Channel debris removal
 - Problem site maintenance
 - Capital Improvement program
 - Stream dumping regulations
 - Storage basin maintenance
 - Coastal Erosion protection maintenance

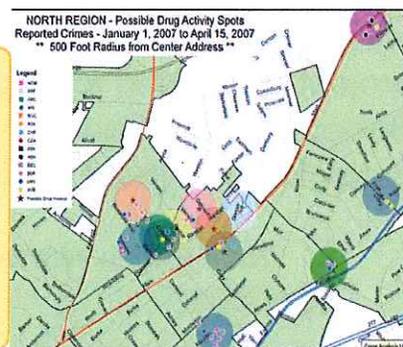
Speaking of GIS... Every department will benefit which means the citizens will benefit as well.

Police Department:



Planning and Analysis

Crime, criminals, victims, and most of what law enforcement deals with has a location: a specific address, building, street corner, block, or similar geography. This information is vital not only in the day-to-day deployment of increasingly scarce resources but is extremely important in developing strategies for deterring and preventing crime as well as developing tactical plans for dealing with today's issues. Data-driven policing through geographic information systems (GIS) enables agencies to leverage their analysis of crime and intelligence information to proactively focus scarce resources in solving community problems, preventing crime and apprehending criminals.



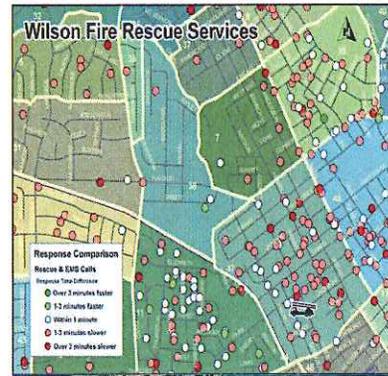
The City of Columbia, South Carolina, Police Department identifies possible drug activity using ArcGIS.

Provide Public Information

- Share information with the general public about emerging problems or threats.
- Enlist the support and feedback of community watch and citizen advisory councils.
- Advise the public of convicted sex offenders residing in their communities.

Fire Department:

- Track response times of calls
- Incident trend analysis
- Map fire hydrant locations and size of water lines in the entire town
- Have readily available floor plans of all commercial buildings
- Risk assessment
- Track type of calls for areas within the town
- Track fire calls as opposed to assistance calls/medical calls
- Staff requirement information



Public Works:

So what is that department doing?? GIS can provide the various Public Works projects in progress. View a project listing and town-map showing locations for Streets, Water, Sanitary Sewer, and Stormwater projects throughout the town.

2014 Public Works Project Map and Details



Street Sign Replacement

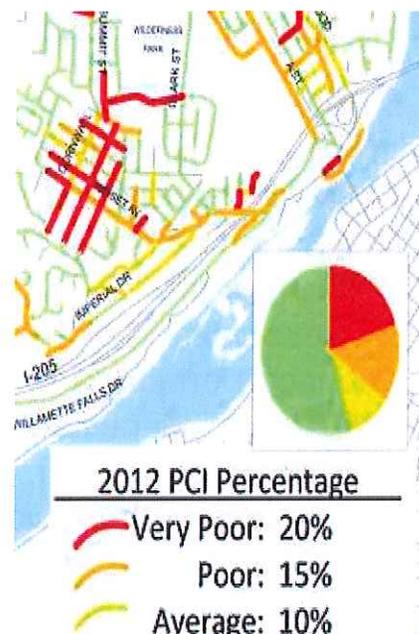
- GIS can computerize a maintenance management system, linked with ArcGIS to expedite sign repair and placement.
- The system locates and references each street sign with traffic device codes and a review of its maintenance history.
- With GIS, the town can track costs associated with assets and their predicted life span.

Streets

GIS improves return on investment (ROI) and customer service by addressing critical issues such as street sweeping, and road maintenance and repair.

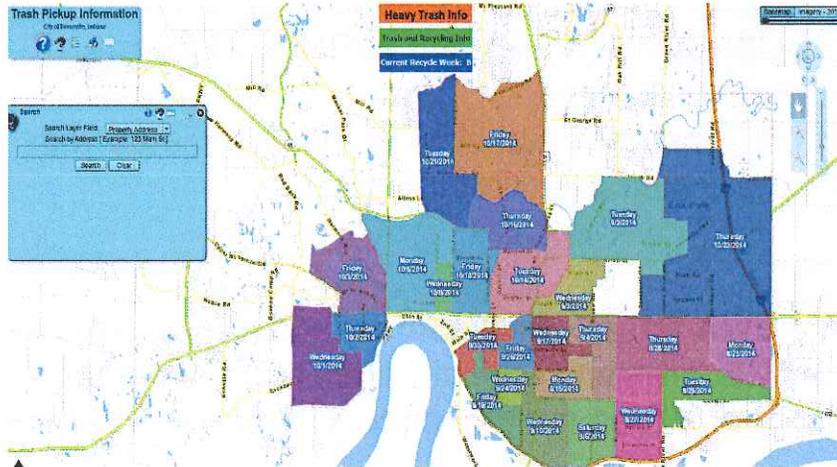
Paving

Develop a map showing a 10-year span of street pavement conditions. This map shows the Pavement Condition Index (PCI) ratings for over 100 miles of streets for 2002, 2007, and 2012. These ratings and inventories are collected and updated with recent street improvement projects, and integrated into the City's Geographic Information System (GIS) for analysis and mapping.



Trash and Recycling

The Trash and Recycling GIS map is a great resource for citizens to find out when their trash and recycling will be picked up as well as yard debris and bulk items.



Maintain Storm Drain/Culvert Maintenance

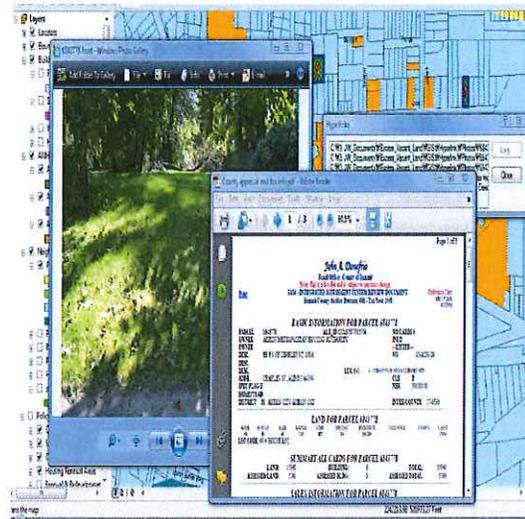
- Mapping all storm drains and culverts that the town maintains is a requirement of the CRS program.
- By developing a plan, and incorporating a GIS map, citizens can see the areas maintained by the town and determine when the maintenance will occur.



Culverts/Storm Drains in Yellow

Planning, Building & Zoning

Short range planning as well as long range planning can be difficult without the GIS application. Zoning maps provide a view of current land uses and help with planning for changes in the future. GIS can add zoning to the base map. What's working, what's not? Where do changes need to occur?



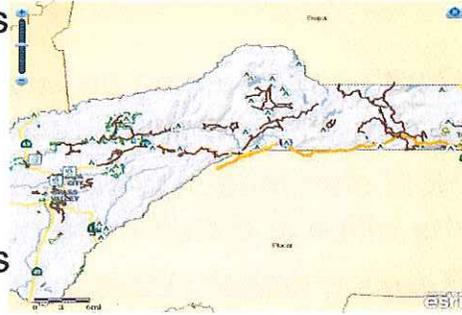
- Information can then be added to each individual parcel, such as ...
 - Property owners name, address, etc.
 - Current use of the property
 - Building permits
 - Inspections
 - Elevation certificates
 - Ground elevations
 - FIRM map dates effective when the structure was built
 - Pictures of the property
 - Violations
 - And the list goes on and on and on

- **Tracking Trends**
 - Where are the new homes being built, commercial projects?
 - Where are the stormwater complaints?
 - What areas of town have the majority of code enforcement violations? Are these violations reoccurring?
 - All of these questions and so many more can be answered and mapped using the GIS system.
- **Economic Development**
 - Economic development agencies use data and GIS tools to retain, grow, and attract businesses.
 - With easy-to-use, modern Web applications and accurate, current data, agencies give community and business leaders the information they need to make investment decisions.

- **Redevelopment**
 - GIS supports community redevelopment that revitalizes the economic and environmental health of neighborhoods. With accurate data and maps, decision-makers can evaluate historic, demographic, and environmental factors and move forward with confidence.
 - With GIS, you can deliver detailed property and demographic data as well as information on existing businesses and infrastructure in online maps and reports. Show investors the clear value of doing business in your area.

Recreation

- GIS help with designing maps for special event flyers such as exercising route maps, family festival maps that provide vendor
- Information and parking areas available
- Mapping can be provided for parks throughout the town
- Locations, dates and times of special events can be shown on maps and distributed
- Large posters and banners can be designed and printed using the GIS System



CUSTOMER SERVICE

Ask Yourself, Am I Great at Customer Service?

Challenges

- Continuous training on customer service; saying no when necessary, but giving options when possible
- Hold staff meetings and discuss best practices to make the office and staff more customer friendly
- Keeping stakeholders in the “know”. Letting the citizens, contractors and developers know what changes might be made and how that effects them.

See the Problem

- We received complaints for inspection delays when the Building Official was away on vacation.
- Even after notice was posted in the Permit Technicians office a month prior to his vacation informing the contractors/owners of the time off, and requesting the contractors/owner plan accordingly.
- Still there were calls.

Find the Solution

- Hire a code enforcement officer that has a Residential Code Certification
- Continue to post the notice of no inspections being made a month prior to absence.
- The Permit Technician obtained email addresses and phone numbers for all contractors having open permits in the town
- One month from the absence, one week from the absence the Permit Technician will send an email reminder to all contractors stating the dates there will be no inspections
- Also, one week before, contractors will be reminded by phone of the absence.
- Placing the dates for no inspections could also be on the Town Website for the public to see

POLICE

Donuts aren't all we need ...

LED MESSAGE BOARD

\$15,000



LED Message Board

- Emergency Notification
- Safety Messages
- Amber Alerts
- Festival and event parking instructions
- Smaller than construction models
- Mobile and easy to move and deploy
- Can be utilized for Public Works projects

Full Time Dedicated K-9 Officer Position



Full Time Dedicated K-9 Officer Position

- In the past years due to drug dependency, we have observed an increase in burglaries, robberies, and other related victim and property crimes.
- From January 1 – September 30, 2014 SBPD Officers have made 135 Narcotics Arrests, and 57 Possession of Drug Paraphernalia Arrests.

Full Time Dedicated K-9 Officer Position

- SBPD currently has a K-9 program in its early stages that is very successful.
- Current K-9 handler is absorbed within road patrol shift rotation. He serves a dual role as a Patrol Supervisor and K-9 Officer.
- Overtime expended to handler for mandatory training and K-9 care on non-working days (FSLA requirement).
- K-9 only deployed to one shift rotation.

Full Time Dedicated K-9 Officer Position

- This is a request to fund an additional Patrol Officer Position. The funding of this additional position would allow for the re-classification of the ½ Patrol Officer / ½ K9 Officer position into a full-time K-9 Officer Position.
- This request for funding would allow for the additional hire of an entry-level Police Officer, the promotion of a current Police Officer into a supervisory role, and the creation of a full-time K-9 Officer Position.

Full Time Dedicated K-9 Officer Position

- Dedicated Full Time K-9 position would allow handler flexibility in scheduling for training, community events, K-9 care, call-outs, and working with other shifts during peak hours.
- Flexibility of the position would enable the handler to cover shifts for officers out on vacation or sick leave, thus reducing the need for an overtime expenditure to cover the shift. The handlers schedule could be adjusted accordingly to alleviate overtime.

Full Time Dedicated K-9 Officer Position

- The flexibility of the position could also assist in reducing the amount of non-compensated hours worked by salary employees to cover an event, hospital duty (guarding prisoners who are under medical care), or open patrol shifts.
- Salary and Benefits approximately \$47,500.

Building Renovation/Addition Cost TBD



Building Renovation / Addition

- Over the past couple of years we have completed in-house renovations (carpet, paint, furniture). Most of the labor has come from officers volunteering time to paint, clean, and install flooring. Assistance also received from Public Works Facilities personnel.
- Additional updates are needed to keep the building in a professional and usable condition. We frequently sponsor tours for schools, Citizens Academy classes, and the public upon request.

Building Renovation / Addition

- We have outgrown our current facility.
- No kitchen/break area.
- No locker room or changing area for officers.
- No room to conduct training classes or formal briefings.
- 3 officers occupy one office. (Operations LT, and two detectives).

Building Renovation / Addition

- SBPD is currently in the Accreditation Process through the South Carolina Law Enforcement Accreditation Program.
- SCLEAP State Accreditation standards mandate specific guidelines for training, records retention, shift briefings, and evidence storage, accountability, and dispositions.

Building Renovation / Addition

- Our records are required to be securely stored and are statutorily governed by strict and specific retention guidelines.
- We currently are out of records storage space, and have leased a storage pod that is secured at an off-site location. It is very difficult logistically when complying with required court motions and request for documents, not to have a centralized records storage location.

Building Renovation / Addition

- Advanced technology is extremely important in today's policing environment. Most of our technology is statutorily required and can be used to reduce Officer, Agency, and Town liability.
- With the addition of new technology and computer systems, a dedicated secure climate controlled server and computer equipment room is desperately needed (and required by SCLEAP). We have independent servers for the following computer systems:

Building Renovation / Addition

- Digital Evidence Storage System
- Digital In-car Camera System
- Dispatch Voice Replay System
- Wildfire Surveillance Camera System
- Proposed new server for WatchGuard in-car and body camera systems.

Building Renovation / Addition

- Options
 - Second Floor Expansion. Current building was built on a platform to support expanding to a second floor.
 - Renovation of an existing town owned building (Civic Center or Rescue Building) to provide adequate space expansion for Police Services.

Police Pay and Compensation Study

- Current pay scale is lower than other surrounding police agencies that we compete with to hire and retain quality applicants.
- Extremely difficult to attract SC certified experienced officers.
- Current scale offers no set compensation for years of experience or formal education.

A-TAX

Additional Wildfire Cameras \$16,000 (A-Tax Funding)



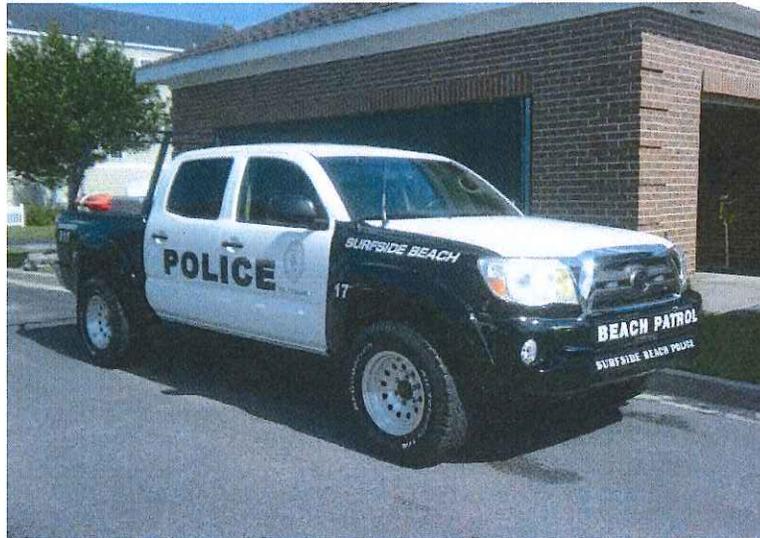
WILDFIRE
CONNECTIONS



Additional Wildfire Cameras (A-Tax Funding)

- Original Wildfire Camera System deployed in October 2013 through Accommodations Tax funding.
- Request for five (5) additional cameras.
- Surfing Areas (13N and 13S).
- 6th N, 3rd S, and Melody Lane beach accesses.
- Current system used numerous times in police investigations.

Replacement Beach Patrol Truck \$28,000 (A-Tax Funding)



Replacement Beach Patrol Truck (A-Tax Funding)

- Current vehicle is deteriorating in structural and mechanical condition.
- Deployed on beach for 5 years.
- First 2 years of deployment mainly on the beach.
- Current condition is not safe for a first-response emergency vehicle.

Replacement Beach Patrol Truck (A-Tax Funding)

- \$20,000 for used 4 wheel drive vehicle from wholesale auto auction.
- \$1,000 for wrap and graphics package
- \$2,000 for required emergency equipment and installation. (Some equipment cannibalized from current beach truck).
- \$5,000 for In-Car digital camera system w/installation.

CAPITAL REPLACEMENT

Hospitality

Patrol Fleet Replacement (2 cars) \$77,000



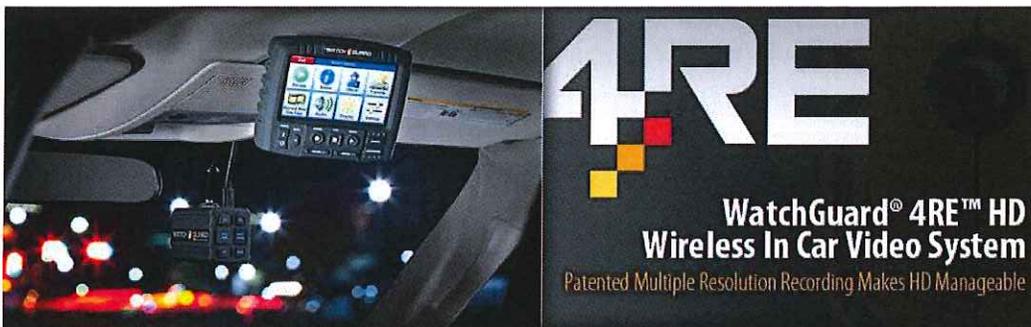
Patrol Fleet Replacement

- Capital replacement plan.
- TOSB Comprehensive Plan calls for 1.5 replacement patrol units per year.
- 1 marked unit replaced in FY 2014-2015.
- Both units being replaced will have well over 100,000 miles at time of replacement. (2008 Crown Victoria and 2009 Chevy Impala). Both units listed as poor or fair condition by TOSB Fleet Maintenance Staff.

Detective Vehicle Replacement - \$15,000

- 2004 Ford Explorer SUV.
- Over 100,000 miles.
- Several mechanical issues.
- Price may be less depending on trade-in value.
- Vehicle will come from wholesale auction.

Mobile Video Camera Replacement \$36,000



Mobile Video Camera Replacement

- Cameras are a necessity in Law Enforcement today to document contact with the public. This technology is an important tool to decrease agency liability, town liability, and investigate officer complaints.
- After speaking with the sales representative for our current vendor (Decatur Electronics) it was learned that the future availability of the unit that we currently have deployed in each marked unit is uncertain. (Cameras were funded by grant in 2010).
- Some replacement parts are not available at this time, and we are experiencing problems with audio connectivity on some of the units.

Mobile Video Camera Replacement

- Decatur is no longer offering siren and emergency lighting interface. This is a huge liability issue not being able to prove that emergency lights and siren were activated. Decatur was using a subcontractor that designed the interface modules. That company is no longer in business.
- This request is for 6 replacement units in the 2015-2016 FY budget. This expenditure will replace the remaining Decatur units with the new Watch Guard units.

PUBLIC WORKS

Looking forward ...

MEETING CHALLENGES

Sanitation

- We have made strides with specifying and procuring better equipment over the last several years. This should greatly reduce costs and down time moving forward.
- We have identified a relationship between recycling capacity and overflow early on. Vacationers will fill the recycling cart until it is full, and then put it in the trash cart. This leads to uncaptured recycling and excess refuse.

Solution

- Over the last 4 years, we have purchased 500 larger 65 and 95 gallon recycling carts primarily for the R3/C3 districts. This has led to a decrease in additional refuse carts forced on homeowners, due to overflow, from **122** in 2010 to **11** this past summer of 2014. I plan to continue this effort with another 200 carts in the next budget year, and gradually provide them as needed throughout town. This initiative saves residents money, reduces litter, and saves landfill space.

Sanitation

- We have identified a quantifiable problem with yard debris and bulk pick up.
- Yard tonnages have increased 47% cumulatively over the last 4 fiscal years. Bulk tonnages have increased 32% cumulatively over the same period
- The public has a misconception that service has suffered, because they constantly see material being put out. The lack of a scheduled day of pickup has residents putting it out the day after the truck services block, and it sits there. In reality, they are getting once a week service, but have a sense that service has gone down.

Solution

- Beginning in March, we will break down yard and bulk collection days to a set schedule for a given area. Bulk will be collected two days per week, and yard debris 3 days per week, with each area having a set day for pickup. Residents will be notified in advance, and will be responsible to NOT have the designated material out prior to the day before collection. Most municipalities operate in this manner. If we can quantify performance, we can fairly evaluate our services.

Streets and Drainage

- Our workforce is faced with a limitless number of tasks, and expectations of service levels have increased. The measure of success is constantly changing, and standards quickly become outdated.
- The Street Division of Public Works has been tasked with mowing, litter removal, 50/50 and other drainage projects, drainage inspections, large dune walkovers, clean beaches, pothole and road repair, compliant signage and striping, mosquito spraying...to name a few.

Solution

- In an effort to provide a comprehensive menu of services to the town, we need to have sufficient hands to do the work. The Street Division actually has less personnel than it did ten years ago.
- I recommend adding a full time Light Equipment Operator position to Streets, to better serve the town's growing needs.

Streets and Drainage

- To better protect the town from flooding, and to comply with inspection and maintenance requirements of our NPDES permit, as well as our CRS program, we need to become more efficient in the area of drainage maintenance. Many man hours are currently spent manually cleaning vegetation and debris out of large ditches and channels.

Solution

- I recommend the acquisition of a new piece of equipment – a mini excavator – to make the maintenance process move at a quicker pace. These machines can go places that backhoes cannot, and are very versatile in their uses. The short list of attachments include a ditch bucket, jackhammer, and claw to grab and load debris onto a truck.

Infrastructure

- In light of the needs of an ever-changing population, a close look has been taken at the needs that residents and tourists have. I have spoken to a lot of people about the need for a more walkable environment. Responsible customer service action should be considered to add new sidewalks where practical.

Solution

- I recommend initiating a contract to engineer and bid out new sidewalks on 5th Avenue North. This was an area identified in 2004, residents polled, and actually bid in 2007, but did not get started for reasons I am not aware of. At the time, it was proposed to install sidewalks from Hollywood Drive to Ocean Blvd., but I believe it is time we completed this in its entirety.

Code Enforcement

- A huge challenge facing Public Works is code enforcement. As a Department head, I have extremely limited time to look for and address right of way violations, unpermitted activities, and illegal dumping by contractors. All of these problems burden our resources, and impact the quality of life of the residents. Correcting violations after the fact takes away valuable man hours from other PW activities.

Solution

- It is my goal to request and share a dedicated code enforcement officer with Planning, Building and Zoning to address all code violations. Hiring one person full time to address the code violations will not only spread enforcement uniformly across town, but provide the valuable education component that quiets rumors and misinformation.

Aesthetics

- Improvements have been made throughout town on landscaping, outfall decks, fountains, park and playground equipment, and beach access in the last few years. Many people have commented on our well maintained, and “signature” look.

There are some long term enhancements which I believe will go a long way to distinguish Surfside Beach.

Solution

- A gateway look and feel to **Surfside Drive** will be essential in the coming years. Paved parking spots, curbing throughout, and palm trees lining the roadway will be the catalysts to make Surfside Drive livable, walkable, and give people a reason to come into Town. Current options for people to turn off Highway 17 are limited.

Solution

- “We are in Surfside Beach”. This is what people should instinctively know when they drive through the **Highway 17 corridor**. We must move forward with curbing the medians, adding color wherever possible, and repaving. Much of this will get done as part of the GSATS program if I can steer that project well over the next couple of years. I also believe enhancing Highway 17 will promote better practices and partnership in the commercial sector.

SUMMARY

Considerations for FY15-16

- Increase recycling cart line item from \$10K to \$15K .
- Fund an additional FTE in Street Division to better meet current demands for services.
- Fund the Capital purchase of a mini-excavator to add efficiency to maintenance work.
- Fund the design and installation of new sidewalks along 5th Avenue North.
- Fund the hire of a dedicated Code Enforcement Officer to uniformly enforce town codes.
- Support my use of county road maintenance funds to install curb and paved parking on a portion of Surfside Drive, in addition to resurfacing the road.
- Support the recommendations of the Infrastructure Committee and staff for GSATS Highway 17 improvements.