

**OFFICE OF THE CITY COUNCIL**

**RESEARCH DIVISION**

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**CITY COUNCIL SPECIAL COMMITTEE ON RESILIENCY**

**SUBCOMMITTEE ON EDUCATION, PROTECTION OF LOCAL NEIGHBORHOODS**

**AND COMMUNITY OUTREACH**

**Virtual meeting via Zoom – no physical location**

 **September 24, 2020**

**11:00 a.m.**

**Location:** Virtual meeting via Zoom – no physical location

**In attendance:** Subcommittee Members Joyce Morgan (Chair), Michael Boylan (Vice Chair), Randy DeFoor; Subject matter experts John Burr, Ashantae Green, Barbara Gubbin, Bill Hoff, Joey McKinnon, John Sapora

**Also**: Council Members Matt Carlucci and Ron Salem; Special Resiliency Committee subject matter experts Joshua Rosenberg, Mark Middlebrook, Todd Sack, Brooks Andrews; Jeff Clements, Yvonne Mitchell – Council Research Division; Cheryl Brown – Council Secretary/Director; Steve Cassada, Eric Grantham and Melanie Wilkes – Council Support Services; Melissa Long and Lisa Ransom – Neighborhoods Department; Susan Kelly, Kristen Reed – Planning and Development Department; Susan Grandin and Kealey West– Office of General Counsel; Sean Lahav – Northeast Florida Regional Council; Sandra Homrighouse – Ethics Office; James Richardson – Environmental Protection Board

**Meeting Convened**: 11:00 a.m.

Chairwoman Morgan convened the meeting and welcomed the subcommittee attendees. A roll call was taken and a quorum was present.

Council Member DeFoor briefly reviewed the agenda for tomorrow’s Special Committee on Resiliency which includes 3 guest speakers and reports from each of the subcommittees.

Assistant General Counsel Susan Grandin gave an update on the role of the citizen expert participants in relation to the Special Committee members and the delegation of tasks. She cautioned that citizen expert members can volunteer to gather and present information, but cannot be formally delegated tasks to complete by the official subcommittee members lest they then become subject to the conditions of the Government in the Sunshine Law requirements for holding noticed public meetings. The citizen experts can be fact-finders and information gatherers but cannot evaluate, rate, filter, or make recommendations on the facts they find. They can make observations and suggestions as individuals but cannot make joint decisions or filter the information they have gathered to present some and withhold some.

Chairwoman Morgan introduced Scott Ennis, a local stormwater and roadway engineer who participates on Riverside/Avondale Preservation’s Transportation Committee, who presented a flood map he has developed for the RAP area which combines the FEMA flood zone map with resident-submitted photos of flooding to show in a very visual way how flooding impacts neighborhoods. He suggested producing a similar map on a countywide basis. He also demonstrated the Flood Factor web site that maps flooding history and impacts for particular addresses and conveys a great deal of information on flood risks and factors. Sean Lahav of the Northeast Florida Regional Council urged caution with use of the Flood Factor web site because its data seems to contradict other data sources and noted that it cannot be used for regulatory purposes. The developer of Flood Factor (First Street Foundation) believes that FEMA’s flood maps are not entirely accurate and uses other factors to generate flood risk calculations, so there needs to be more discussion about the reality those two data sets reflect.

Kristen Reed of the Planning and Development Department gave a briefing on Ordinance 2020-526, appropriation of a $60,000 grant the City received from the Florida Resilient Coastlines Program to hold 7 Adaptation Action Area public workshops, 1 in each CPAC district and 1 for elected officials. The final deliverable for the grant is a summary document of suggestions for enhanced resiliency. The Planning Department will hire a consultant in the next few months to hold workshops between January and February 2021 with a final report due in April. Chairwoman Morgan expressed her excitement about getting into the communities to hear citizens’ thoughts directly. John Sapora said he likes the idea of starting with the CPACs, but thinks some are more active than others and sees a need to do more, especially with neighborhood organizations citywide. This should be the start, not the end of the public engagement process. He asked about the overall goal of the grant. Ms. Reed said it is to inform the public what’s been happening so far with regard to resiliency (AAA Working Group, on-going resilience studies, Special Committee on Resiliency) and get their perspectives on what more is needed and their ideas. Stanley Scott agreed that some CPACs are more effective than others and urged that other mechanisms be used to reach the public effectively. Ms. Reed said the department is looking for the widest possible public engagement and is happy to take suggestions of whom to reach out to. Ms. Morgan said the Special Committee’s citizen experts should have lots of good suggestions for how to do things differently to be as effective as possible. In response to a question from Susan Grandin about whether the plan was to work directly through the CPAC structure or just use their boundaries to organize the workshops, Ms. Reed said they intend to start with CPAC meetings and expand their efforts out from there. Ms. Grandin asked how the AAA Working Group’s and Special Committee on Resiliency’s work would be conveyed to citizens. Ms. Reed said they will try to convey all of the City’s current resiliency efforts and will be utilizing the consultant to help get the message out clearly and understandably for a technical topic that can be hard for the average citizen to grasp.

Barbara Gubbin said it would help to keep resiliency as a top-of-mind subject in the public by having it as an item on every CPAC agenda. She wondered who controls the CPAC agendas and could make that happen. Ashantae Green said she has been doing research on community outreach in other cities. Jacksonville is a very diverse city and not everyone relates to the workshop methodology. She asked if any of the funding be used for other methods like social media, focus groups, etc.? Ms. Reed said the grant is restricted to organizing workshops because that’s what was applied for. They could try using innovative methods of publicizing the workshops to reach hard-to-reach populations. John Burr said this is a big task and maybe the City Council can find some money to allocate to outreach and community engagement.

Sean Lahav of the NEFRC said he has been working on content and a framework for a Special Committee newsletter to create a starting point for consideration and discussion, using the subcommittees’ meeting minutes and the vast information that has been collected on the Special Committee’s web site for the content. Susan Grandin cautioned that the city seal can’t be used on a non-City document; if the newsletter is produced by the NEFRC then it can bear its logo. The Special Committee’s web site could have a link to the NEFRC for the newsletter. Mr. Lahav reviewed the proposed format and discussed placeholder content, which can be customized as the Special Committee sees fit. John Sapora said it appears that the newsletter will not be a City production and could cover topics broader than just the work of the Special Committee. Ms. Grandin said that could be the case for now, and it could eventually become a City publication. Council Member DeFoor said Mr. Lahav has proposed this format and content and submitted it to the subcommittee, which will vote on it and send it on to the full Special Committee to approve distribution. Barbara Gubbin urged that it be housed on the City web site since that’s naturally where citizens will look for information, not the NEFRC’s site. She recommended defining terms and acronyms (i.e. AAA, FEMA) and including lots of links to associated web sites. The document needs to be full of short, catchy, easy-to-read content to be attractive to readers.

Council Member Boylan felt that it’s problematic that the newsletter of the Special Committee would be produced by an outside entity. He suggested having the council members of the Special Committee discuss how this relationship should work and what the mission of the Education and Outreach Subcommittee should be, given the restrictions imposed by the Government in the Sunshine Law. Matt Carlucci said the education component of resiliency is huge and important because so many of the general public don’t understand the issue and how it can affect their lives. Mr. Boylan noted that the Special Committee doesn’t currently have the resources to perform the education function to the degree it needs to be done for such an important issue, so perhaps that part of the Special Committee’s mission needs some rethinking. Mr. Carlucci said the City Council could make resiliency a strategic planning priority and ask for funding in next year’s budget for resilience outreach. Ms. DeFoor said this subcommittee can come up with recommendations for how better to inform the community about resilience and the Special Committee can take action on those recommendations. Ms. Morgan said education and outreach will be one of the things the Chief Resiliency Officer will be doing when hired. The Special Committee can highlight the importance of the issue and advocate for funding in the future.

John Burr asked for clarity about the process for approving the content of the newsletter; will it be a matter of volunteers developing content, the Education Subcommittee approving that content, the full Special Committee approving the Education Subcommittee’s recommendation, then distribution of the document? If that’s the way the process has to work, then a better, faster, non-governmental way needs to be found to produce it. Todd Sack said the Special Committee could recommend that the Chief Resilience Officer produce a newsletter. The Special Committee has lots of important work to do and someone else can do the newsletter. Stanley Scott said his African-American Economic Recovery Think Tank does a lot of communicating via text, so that should be explored. Council Member Boylan said he is getting more comfortable with the concept of the Special Committee generating lots of information about resiliency in the Jacksonville context and handing it off to the Chief Resilience Officer (CRO) to help her/him hit the ground running as soon as hired. It might be good to have an advisory committee on resilience of citizen experts to support and inform the work of the CRO. Ms. Gubbin felt the process for producing a newsletter in-house seems very cumbersome so maybe there’s an alternative. She suggested perhaps producing short (1-2 page) “fact sheets” rather than a newsletter that can be posted on a City resilience web site immediately to be useful to the public until such time as a CRO is hired. Ashantae Green urged thinking about the capabilities of the Resiliency Office as a whole, not just the CRO. That office will definitely need a community outreach arm to be effective. Council Member Salem said he thinks the new budget contains enough funding for a second position in the Resiliency Office. He recommends that one or more Special Committee members be involved in interviewing CRO candidates to be sure that candidates know what is expected of them in the Jacksonville context, based on what the Special Committee has been learning.

Next meeting – October 8th, 11 a.m.

Chairwoman Morgan thanked the citizen experts for their continued participation and hard work in assisting the Special Committee with their shared vast expertise.

**Meeting adjourned:** 12:35 p.m.

Minutes: Jeff Clements, Council Research Division

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