

**CITY OF TITUSVILLE**

**COMMUNITY CONVERSATIONS**  
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## **INTRODUCTION**

The City of Titusville held a Community Conversations workshop on January 27, 2018 to give residents and other stakeholders an opportunity to share their ideas about issues the city should address in the next year. A diverse group of approximately 25 people attended including long-time residents, newcomers to the community, home and business owners. The Mayor and four members of the City Council were also present along with several staff members.

Ms. Marilyn Crotty, director of the Florida Institute of Government at the University of Central Florida facilitated the session.

After a welcome by the Mayor, The City Manager described the strategic planning process the city has used for many years. The existing goals were shared as well as a video review of the accomplishments of the past year related to each of the goals.

Ms. Crotty divided the attendees into three small groups where they responded to questions she posed. After hearing reports from each of the groups, Ms. Crotty identified areas of consensus and led a general discussion.

This report is a summary of the discussions that were held during the workshop.

## TITUSVILLE COMMUNITY CONVERSATION

### Small Group Discussions

*Each group was asked to respond to the following questions and to select the three most important issues they discussed which are marked with an asterisk.*

**1. In order to achieve its Quality of Life goal, what actions should the City of Titusville undertake and fund in the next fiscal year (2018-19)? Identify the 3 most important issues under this goal (identified by asterisk in front of issue).**

#### Group #1

##### **Quality of Life**

- \*Be bold enough to find ways to increase revenue: (A) Tax increase (B) Bond issuance
  - \*Check in with other counties to see how they get rid of areas of blight and getting more funds
  - \*Enhance tree planting and incorporate native plants (garden areas and training...)
  - \*Study on municipal broad bands (Wi-Fi)
- Do a feasibility study for public medium, auditorium (done)
- Maximize the coast-to-coast connector (need shaded areas)

#### Group #2

##### **Quality of Life**

- \*Safety – crime prevention
- \*Code enforcement – effective
- \*Appearance – environment friendly
  - Entrance corridors, enhancement community development, littering, defunct community blights – golf courses, etc.

Community cohesion

Road condition

Open communication (from government)

Connectivity/roadways/bike trail, sidewalks downtown

Traffic improvements

Businesses (restaurants, retail)

Volunteer coordination

### Group #3

#### **Quality of Life**

##### **\*Infrastructure - improvements**

- Traffic/street light synchronization
- Street repair
- Sidewalks – connectivity
- Storm water infrastructure
- Housing – affordable housing

##### **\*Cultural venues/offerings**

- Bigger playhouse!
- Youth venues/activities
- Gibson center – more diverse activities (dances, community theatre)
- Online/virtual venues/outreach
- Help promote community festivals/events

##### **\*Market community**

- Community profile/assessment
- Know who we are/what we want

##### **Royal Oak redevelopment**

- Broader focus on curb appeal across the city

##### **Water resources**

- What is capacity/quality now and how are we planning for growth and improving delivery/product

##### **Older buildings/empty buildings – enforce codes, encourage investment**

##### **Parks – develop what we have, more amenities, concentration/focus on conservation**

- Better connectivity
- More public/private partnerships to stretch resources

##### **No more auto parts or dollar stores**

- Use available tools to mold development
- More control over commercial development

##### **Redirect US1 in downtown**

## **2. Please describe the type of Economic Development you think will be beneficial for the city to pursue. Identify the 3 most important issues under this goal.**

### ***Group 1***

#### **Economic Development**

- \*Ramp up efforts to repurpose old buildings; building owners should be responsible for upkeep**
- \*Branding and designing a “feel” or a “draw” for our city**

\*Rename Titusville!!

Make sure city is clean and increase our lighting; needs to be brighter; emphasize Adopt-a-Street; stop the littering.

Create city traditions that have a monthly event at the same time and place.

City communicate better with our local businesses. Embrace businesses to become more involved.

### ***Group 2***

#### **Economic Development**

\*Education – (VOTECH, MBA's, improve business owner knowledge

\*Influence – redevelopment of unsightly and undesirable businesses and properties.

\*Vision plans (proper zoning and placement)

Restaurants (Franchise)

Department/retail

Impact fees (increasing or incentive for business)

Businesses connections – improve/mandate

Enhancement agreements, loans, grants, business development

### ***Group 3***

#### **Economic Development**

\*Orientation/on boarding

Navigator

Welcome package for businesses

\*Use NBEDZ \$ to prep sites for quick turnaround/rapid response

Spec/flex buildings

\*Research timeline to development/promote timeline/expedited processing

Sustaining business

Helping existing ones stay open

Stop competing with county efforts

(Play well with others)

Living wage – recruit high paying jobs

**3. In order to provide Efficient and Effective Services, the City of Titusville should:  
(select 3 priorities for this goal)**

***Group 1***

**Efficient and Effective Services**

- \*Continue repaving streets
- \*Stop mowing litter
- \*Have special crew to collect litter everyday
- \*Define Storm Water surcharge plans and usage of funds

***Group 2***

**Efficient and Effective Services**

- \*Improve Code Enforcement
- \*Community Outreach (everyone)  
Two-way communication
- \*Storm water maintenance/improvement
- Improve resident communication
- Maintain current water, sewer and trash pickup
- Improve road conditions
- Improve coordination of volunteers to address community problems
- Jobs – hiring city workers
- Prohibit, address illegal dumping

***Group 3***

**Efficient and Effective Services**

- \*Embrace technology  
Automation, feedback, but also cross check to ensure problem resolution
- Better customer service
- Technology/artificial intelligence/automation  
Include transparency/provide timeline feedback  
Record capture/retention/archive - proof of purchase/documentation availability for applicants
- Continue to streamline process for development and aggressively market efficiencies

Streamline billing

Auto pay/bank draft

Utilize existing online bill by systems in banking/financial institutions

Progress/feedback system for complaints made regarding city services/assets -  
dashboard/notifications

**4. What is the most important issue the City of Titusville should address in the next year? Select the one thing the city should be sure to accomplish (several of the groups did not address this item).**

***Group 1***

**Most Important Issue**

Find ways to raise revenue

Find local level ways to address climate change.

Find more ways to get the citizens involved in this yearly process

***Group 3***

Cleaning up/improving infrastructure/assets

Market community – know, assess who we are/what we want

Embrace technology

**Conclusions**

While there does not appear to have as much consensus in this year's Community Conversations as seen in the past, some of the recurring themes that were identified by many of the participants focused on the city's appearance. Whether it's stronger code enforcement, beautification efforts, or redevelopment projects, there was agreement that the city should address areas of blight and bring them into compliance with community standards. The attendees were made aware of budget constraints the city will face in the next few years and did not suggest new capital projects. Improvement of existing assets and necessary infrastructure were key issues for many. Perhaps the most surprising comment of the workshop was the suggestion that Titusville be renamed.