



**West Palm Beach  
Community Redevelopment Agency**

**PASS/FAIL AGENDA**

**May 3, 2021  
4:00 P.M.**

**IN ACCORDANCE WITH THE PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT (ADA), PERSONS IN NEED OF A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHALL, WITHIN THREE DAYS PRIOR TO ANY PROCEEDING, CONTACT THE CITY CLERK'S OFFICE, 401 CLEMATIS STREET, WEST PALM BEACH, FLORIDA 33401, {(561) 822-1210}**

**MAYOR  
KEITH A. JAMES**

**CITY COMMISSION  
PRESIDENT JOSEPH A. PEDUZZI**

**COMMISSIONER KELLY SHOAF  
COMMISSIONER CHRISTY FOX**

**COMMISSIONER SHALONDA WARREN  
COMMISSIONER CHRISTINA LAMBERT**

**ADMINISTRATION  
CRA EXECUTIVE DIRECTOR, CHRISTOPHER ROOG  
CITY ATTORNEY, KIMBERLY ROTHENBURG  
TREASURER, MARK A. PARKS  
CITY CLERK, HAZELINE CARSON**

## 1. ROLL CALL

**CIVILITY AND DECORUM:** The City of West Palm Beach is committed to civility and decorum by its officials, employees and members of the public who attend this meeting. The City Code, Secs. 2-31(8), 2-31(18) and 2-31(22), provides in pertinent part:

- Officials shall be recognized by the Chair and shall not interrupt a speaker.
- Public comment shall be addressed to the City Commission as a whole and not to any individual on the dais or in the audience.
- Displays of anger, rudeness, ridicule, impatience, lack of respect and personal attacks are strictly prohibited.
- Unauthorized remarks from the audience, stamping of feet, whistles, yells, and similar demonstrations shall not be permitted.
- Offenders may be removed from the meeting.

**COMMENTS FROM THE PUBLIC FOR NON-AGENDA ITEMS:**

**COMMENTS FROM THE BOARD:**

**ADDITIONS / DELETIONS / REORGANIZATION OF AGENDA:**

**CONSENT CALENDAR (2-3): ALL CONSENT ITEMS (2-3) APPROVED**

### 2. Minutes of the Special Community Redevelopment Agency Meeting of March 22, 2021.

*Agenda Cover Memorandum No.: 23169*

**Staff Recommended Motion:**

Approve the Minutes of the Special Community Redevelopment Agency Meeting of March 22, 2021.

### 3. Minutes of the Community Redevelopment Agency Meeting of April 5, 2021.

*Agenda Cover Memorandum No.: 23170*

**Staff Recommended Motion:**

Approve the Minutes of the Community Redevelopment Agency Meeting of April 5, 2021.

**RESOLUTIONS (4-6):**

4. **Resolution No. 21-18 APPROVED approving an interlocal agreement with the City to fund the Mobility Intelligence Project with Florida Atlantic University in the amount of \$200,000.**

**RESOLUTION NO. 21-18: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY APPROVING AN INTERLOCAL AGREEMENT BETWEEN THE WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY AND THE CITY OF WEST PALM BEACH TO FUND THE MOBILITY INTELLIGENCE PROJECT WITH FLORIDA ATLANTIC UNIVERSITY FOR THE SECOND AND THIRD YEARS TOTALING \$200,000; PROVIDING AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

*Agenda Cover Memorandum No.: 23171*

**Staff Recommended Motion:**

Approve Resolution No. 21-18.

**Background:**

The City of West Palm Beach has been collaborating with Florida Atlantic University, Knight Foundation, and Community Foundation in ways that improve our services and quality of life. The most recent effort has been in understanding how people are using the City from a mobility point of view. The Mobility Intelligence Project, proposed with FAU, will use technology and messaging to understand how people move around the downtown core using different modes of transportation.

The Mobility Intelligence Project was developed through a series of discussions with the City, Knight Foundation, and Community Foundation. FAU regularly approaches the City to understand needs and trends. Last year, prior to the 300 Block of Clematis Street renovation, the City met with FAU to determine if a potential sensor project could be an option. Under the direction of Mayor Muoio, the City conducted an ideation event with internal City staff to determine what is needed and could be addressed. The event included faculty from FAU who kept detailed analysis of the event. A series of themes were discovered including mobility. Follow-up discussions occurred with the Mayor and Knight Foundation about interest in pursuing a mobility sensor project, ultimately placing the Mobility Intelligence Project as a viable option.

FAU then developed the potential framework for the Mobility Intelligence Project. The following is an excerpt from Dr. Jason Hallstrom, the professor spearheading the project:

"The proposed mobility intelligence system will serve three (3) objectives:

- (1) First, it will provide a foundation for understanding mobility patterns downtown and within other key areas. The focus will be on individual human mobility patterns, at population scales, with the capacity to disaggregate by population groups. The resulting time-series data will enable the City to continuously monitor mobility impacts resulting from specific development initiatives, and to adapt those initiatives to optimize accessibility for all residents.
- (2) Second, by fusing the observed mobility pathways with existing GIS content, the system will provide a foundation for understanding the types of destinations most frequently visited by individuals (e.g., coffee shops, pharmacies, food banks), the times at which those visits occur, and the most likely future pathways. The system might, for example, learn that coffee shop visits reach their peak on Tuesday mornings at 8:00 AM and that 35% of those visits are followed by visits to a nearby bagel shop.
- (3) Finally, as residents move from one area of the city to another, the system will provide individualized recommendations using public kiosks on nearby destinations that are likely to be of interest. The concept is to learn the connections between people and place, in the areas they most often frequent, and to use that knowledge to draw people to new places, and to establish new connections. The approach is designed to accelerate connectivity to the downtown, enhancing accessibility for residents."

The Mobility Intelligence Project has an estimated cost of \$600,000 over a three (3) year period. The project will be paid for through a four (4) party partnership. Because of the cutting-edge nature of the project, Knight Foundation and the Community Foundation were approached as potential partners in the project. The Mobility Intelligence Project was first brought to the Knight Foundation for consideration. Knight has historically been a financial partner on many City projects that have prioritized attracting and nurturing talent, enhancing opportunity, and fostered civic engagement. By centering the project around understanding how people move around the City, Knight believes that the Mobility Intelligence Project will meet its priorities. Prior to the City Commission work session on April 15, 2019, Knight indicated that they would be interested in funding the Mobility Intelligence Project. Knight's support then led to a conversation with the Community Foundation. The Community Foundation is the third entity committed to funding the project based on the nature and data collected from the effort. Lastly, as the executing partner of the effort, FAU will contribute to the project as the fourth partner. The funding breakdown is as follows:

- City of West Palm Beach: \$300,000
- Knight Foundation: \$225,000
- Community Foundation: \$75,000 (\$25,000 to be delivered in Year 2)
- Florida Atlantic University: \$15,000

The City executed a Mobility Intelligence Project with Florida Atlantic University, dated July 7, 2019, for participation in and partial funding of the Project in the amount of \$300,000 for the project to be funded in \$100,000 increments in 2019, 2020, and 2021.

Deliverables include hardware, software, data analysis, and a final report of the project. First, technical hardware will be installed in the City, which will be left behind and integrated into the City's information technology system. Second, software will be included to assist in the collection and transparency of the data collected. The software will be the front facing aspect to the public offering a type of dashboard or integration into the open data portal for the City. The data collected and shown through the software will be made available for the public to observe and use. Third, is the analytics of the data to understand how people are moving. The analytics will hold much of the value for the project. The analytics is believed to be where much of the discovery will occur in understanding mobility in the City. Last, a detailed report will be given to the funding partners and made available for the public that outlines what was discovered during the project.

Finally, the Mobility Intelligence Project was presented to the City Commission during a work session on April 15, 2019. Three (3) concerns were expressed at the work session by City Commissioners: (1) personal privacy, (2) intellectual property; and (3) how law enforcement may use the project. These same questions were also expressed by the Knight Foundation. Personal privacy will be maintained by anonymizing the data that is collected. FAU will use Bluetooth and wireless signals from devices carried by people to collect the mobility data. Each device has a unique way it can be identified. FAU intends to encrypt the unique number of each mobile device making it extremely difficult to identify with a single person. In addition, data will be shown in a way that makes it difficult to understand who is moving where throughout the City. Any intellectual property developed during the project will become property of the City of West Palm Beach. Law enforcement will have access to the data because the data will be made available to public at large. However, in order to pinpoint a devices location using the Mobility Intelligence Project, the law enforcement department would also need to have a subpoena along with the device that they want to pinpoint.

Florida Atlantic University has set a timeline to have the project initiated by Fall 2019. In order to meet this timeline, FAU will need to spend the next two (2) months getting organized with Ph.D. students, faculty, equipment, and City staff. The project is intended to coincide with the academic school year. This will be the sole project for the Ph.D. students. The Mobility Intelligence Project will center primarily on Clematis Street from the Tri-rail Station to the Waterfront, expanding out from the street in certain segments. The Mobility Intelligence Project is anticipated to conclude in the Spring of 2022.

The City and CRA worked together to complete the adopted Mobility Study in 2018. The need to identify and implement mobility improvements in the downtown is recognized in Amendment No. 15 to the Strategic Finance Plan for the Downtown / City Center CRA District.

The City of West Palm Beach has funded the initial year's cost totaling \$100,000. However, due to the nature of the project having a direct impact on transportation and understanding the effect of CRA dollars spent, the CRA is requesting to fund a portion of the project for the second and third years, totaling \$200,000 or \$100,000 for each year.

This project is located in the CRA Downtown / City Center District.

Commission District 3: Commissioner Christy Fox.

**Fiscal Note:**

The second year totaling \$100,000 is budgeted in the FY20-21 downtown core target area. The CRA will fund the third year of the project totaling \$100,000 in the FY21-22 budget cycle.

5. **Resolution No. 21-19 APPROVED approving an agreement between the West Palm Beach Community Redevelopment Agency and local artist Brian Wood for temporary artwork entitled "Energy" to be installed on the back wall of 314 Clematis Street.**

**RESOLUTION NO. 21-19: A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF WEST PALM BEACH, FLORIDA, APPROVING AN AGREEMENT BETWEEN THE CRA AND ARTIST BRIAN WOOD FOR TEMPORARY ARTWORK ENTITLED "ENERGY" TO BE INSTALLED ON THE BACK WALL OF CRA-OWNED BUILDING LOCATED AT 314 CLEMATIS STREET; PROVIDING AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

*Agenda Cover Memorandum No.: 23172*

**Staff Recommended Motion:**

Approve Resolution No. 21-19.

**Background:**

The CRA's Strategic Finance Plan for the City Center/Downtown CRA District identifies the downtown core as a target area, and the plan specifically states that funding will be provided to design and beautify Clematis Street and the alleyways. The CRA budgeted public art funds to continue visual enhancements in fiscal year 2020/21 and identified the 2700 square foot 314 alleyway back wall to be improved through public art.

About the Artist:

Brian Wood ("Wood") holds degrees in art, psychology, and a master's degree in mental health. Wood integrates these disciplines in his art practice. As a trained therapist, Wood brings art therapy strategies to assist his patients through post traumatic events and addiction. Wood is also an avid skater and through his art form continues to capture the cultural genre of skateboarding in Palm Beach. His work is raw and challenges the

traditional methodologies of painting. Wood's style brings a "cool" approach in contextualizing skateboarding through his bold use of color and texture. Wood states that he "seeks to create artwork that is empowering and impacts people's lives."

**The Media/Materials:**

Brian Wood's "Energy" is a multimedia art concept that integrates, paint, stencils, spray paint, and UV Max metal panels (3mm) with full color digitally printed graphics. The original artworks of Wood's will be printed onto metal panels and overlaid with UV Shield lamination. The composition includes six (6) prints each 8' X 4' and five prints each 4' X 4'. "Skate Board Girls Rule", an original artwork, will be used to wrap three (3) of the City's trash compactors on the alleyway.

**The Art Concept:**

Wood has created a visual storyboard of local skaters demonstrating a variety of skate tricks and techniques, while infusing the composition with his signature bold colors. Wood states that his goal is to promote the culture of skateboarding and its positive impact on youth of all races, cultures, and genders. Currently, there are over forty (40) influential skateboarders from Palm Beach County that are making an impact in the skateboarding international world. Zion Wright and Alex Sorgente, two (2) of the featured skateboarders in "Energy", will be representing America in the Olympics. Also featured, are two (2) young females, Beatrice Domond and Fabiana Delfino, both professionals with their own Vans signature shoes. Wood believes that interactive skate parks in the community provides healing, physically, mentally, and spiritually. The work energizes a particularly challenging wall; the blue cutouts seen on the composition are existing infrastructure, which he has deftly worked into his final piece. Keeping the spirit of their culture, the skateboarders featured, illustrate their moves on an unusual platform.

The work is temporary not to exceed eighteen (18) months.

CRA Resolution No. 21-19 approves an agreement between the CRA and Brian Wood for temporary artwork installation on the back wall of the building located at 314 Clematis Street.

There will be a companion item on the City Commission Agenda to grant Face of the City approval as Resolution No. 74-21.

Commission District 3: Commissioner Christy Fox.

**Fiscal Note:**

Downtown Core Target Area: Public Art Support \$30,000 of \$50,000 budgeted.

6. **Resolution No. 21-23 APPROVED approving a Funding Interlocal Agreement with the City of West Palm Beach to provide funding in the amount of \$10,000 for two (2) years, totaling \$20,000 for the 1909 Gamification Program, Phase 2.**

**RESOLUTION NO. 21-23: A RESOLUTION OF THE WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY APPROVING A PROGRAM FUNDING INTERLOCAL AGREEMENT BETWEEN THE CITY OF WEST PALM BEACH AND THE WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY FOR THE FUNDING OF A GRANT FOR THE PALM BEACH TECH FOUNDATION COMMUNITY GAMIFICATION PROGRAM IN AN AMOUNT NOT-TO-EXCEED \$20,000; PROVIDING AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

*Agenda Cover Memorandum No.: 23173*

**Staff Recommended Motion:**

Approve Resolution No. 21-23.

**Background:**

The Palm Beach Tech Foundation, Inc. d/b/a The 1909 ("1909") operates a Community Gamification Program. The purpose of the 1909 Community Gamification Program is to enhance community engagement, increase collaboration, and improve Accelerator Participants ability to progress in their entrepreneurial endeavors. Gamification, the application of game mechanics into non-game activities and processes, is a proven, powerful strategy for engaging, influencing, and motivating diverse groups of people. Gamified activities address and satisfy basic human desires, creating the experiences that motivate people to take specific actions. This program will also allow 1909 and the City of West Palm Beach (City) to implement systems to track and analyze member profiles, activities, and success. 1909 will prioritize diversity and inclusion through this program to provide opportunities for all and has committed to 60% minority participation.

1909 recently completed Phase 1 of the gamification program and deliverables associated with a previous grant from the City. In summary, Phase 1 of the gamification program achieved the following:

2020 Program Results:

- 14 out of 15 Companies successfully made it through the program.
- 100% of Founders increased their knowledge and confidence in the foundation areas of entrepreneurship and business.
- Over \$150K of work and services were completed for participants' businesses during our Co-Lab Events, which participants earned with game points.
- 9 apps and websites were launched during the program.
- Over \$150K in Capital was raised during the program.
- Company revenue generated over \$200K.
- Over \$50,000 of value provided in mentorship hours.



- Companies added in 16 new team members to their companies during the program.

Due to the success of the gamification program, 1909 has proposed Phase 2 of the program. The CRA desires to partially fund the City's Grant to 1909 for Phase 2. Phase 2 will occur over a period of two (2) years and will help to further the goals outlined in the City's Economic Development Plan under Goal 5 - Entrepreneurship and Innovation, and the CRA's Strategic Finance Plan goals of job creation and training.

The Grant to 1909 will provide the following funding:

- 2021 - \$35,000 (\$25,000 - City, \$10,000 - CRA)
- 2022 - \$35,000 (\$25,000 - City, \$10,000 - CRA)
- Total: \$70,000

Annually, 1909 will provide the City with a set of Key Performance Indicators: (1) upon finalization of Community Gamification participants and prior to or at commencement of the program; (2) after the completion of the program period; and (3) in an annual report. The Key Performance Indicators will be surveyed from the program participants and provide:

- Demographic Information on Program Participants
  - Gender, age, ethnicity, income, education level
- Industry and Size of business
  - Tech, Retail, Services, Food, Healthcare
- Availability of skills and resources needed for entrepreneur's success
- Company progress metrics - what they accomplish throughout the program
- Trends (if any) around task completion and accomplishing goal
- Overall rating of the program for participants
- Participant Company Metrics
  - Total amount of clients
  - Total revenue generated
  - Total amount of money raised
  - Total FTE growth
- Ongoing peer assessments of each participant's skills and competencies that will demonstrate learning and progress over the course of the program

- Year over Year progress
  - Using 2020 participant data
  - 2 years of data analyzed for 2021
  - 3 years of data analyzed for 2022

The program is consistent with Amendment No. 15 to the CRA's Strategic Finance Plan.

Resolution No. 21-23 approves an interlocal agreement with the City to provide \$20,000 in CRA funding over two (2) years for Phase 2 of the Community Gamification Program.

1909 is located at 313 Datura Street in Downtown West Palm Beach in the District 3 Commission boundary.

Commission District 3: Commissioner Christy Fox.

**Fiscal Note:**

CRA is supporting the City lead initiative contributing \$10,000 to the \$35,000 commitment each year. CRA will provide a total of \$20,000 in funding.

**ADJOURNMENT:**

**NOTICE: IF ANY PERSON DECIDES TO APPEAL ANY DECISION OF THE CITY COMMISSION AT THIS MEETING, THAT PERSON WILL NEED A RECORD OF THE PROCEEDINGS AND FOR THAT PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. THE CITY OF WEST PALM BEACH DOES NOT PREPARE OR PROVIDE SUCH A RECORD.**