



**CITY OF DELAND  
REGULAR MEETING OF THE DOWNTOWN COMMUNITY  
REDEVELOPMENT AGENCY  
AUGUST 5, 2024 AT 6:00 PM  
CITY HALL, COMMISSION CHAMBERS  
120 SOUTH FLORIDA AVENUE  
AGENDA**

**CALL TO ORDER**

**ROLL CALL**

**NEW BUSINESS**

1. Resolution Approving Budget Amendment for FY 2023-2024.

Staff recommends the Downtown CRA adopt the Resolution amending the FY 23/24 budget as presented.

2. Discussion Re SunRail Transportation Update.

Discussion regarding transportation enhancement options from the DeLand SunRail station to downtown.

**ADJOURNMENT**

The City of DeLand may take action on any matter during this meeting, including items that are not set forth within this agenda.

Public participation is encouraged on any matter on the agenda. If you desire to be recognized by the Mayor, please fill out a Speaker's Card and present it to the City Clerk.

Minutes of the DeLand Downtown Community Redevelopment Agency meetings are not transcribed verbatim. If any person decides to appeal a decision made by the CRA with respect to any matter considered at a public meeting or hearing, he/she will need a record of the proceedings including all testimony and evidence upon which the appeal is to be based. To that end, such person will want to ensure that a verbatim record of the proceedings is made by a court reporter, at the person's own expense.

In accordance with the American Disabilities Act, persons needing special accommodation in order to participate in the proceedings should notify the City Clerk's Office at least 48 hours in advance of the meeting: 626-7132.

Assisted Listening System receivers are available for the hearing impaired, and can be obtained from the City Clerk.

If you wish to obtain information regarding the CRA's Agenda, please call the City Clerk's Office: 626-7132.

We respectfully request that all pagers and cell phones be turned OFF during CRA meetings.

**CITY OF DELAND**  
**Request for Downtown Community Redevelopment Agency Action**  
**August 5, 2024**

**SUBJECT:** Resolution Approving Budget Amendment for FY 2023-2024.

**DEPARTMENT:** Finance

**PREPARED BY:** Daniel Stauffer, Finance Director

**ATTACHMENTS:** Resolution, FY23-24 Budget Amendment Details

**APPROVED BY:** Michael Pleus, City Manager, July 31, 2024

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**SUMMARY/HIGHLIGHT:**

The budget amendments proposed are detailed in the attached summary and recommended after review of actual first quarter expenditures. The amendments proposed are primarily adjustments to reflect anticipated actual revenues and expenditures.

**STRATEGIC PLAN FOCUS AREA/ACTION STEP:**

N/A

**SUSTAINABILITY:**

N/A

**FISCAL IMPACT:**

The Resolution amends the Downtown CRA budget to reflect changes with the impact on the fund itemized in the attached summary.

**RECOMMENDATION:**

The Resolution amends the Downtown CRA budget to reflect changes with the impact on the fund itemized in the attached summary.

**BACKGROUND/DISCUSSION:**

Staff recommends the Downtown CRA adopt the Resolution amending the FY 23/24 budget as presented.

**RESOLUTION NO. 2024 - XX**

**A RESOLUTION OF THE DOWNTOWN DELAND COMMUNITY REDEVELOPMENT AGENCY, AMENDING THE BUDGET FOR THE FISCAL YEAR 2023-2024; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, it is necessary to amend the budget for the Downtown DeLand Community Redevelopment Agency for fiscal year 2023-2024; and

**WHEREAS**, the Downtown DeLand Community Redevelopment Agency desires to amend its budget for fiscal year 2023-2024 as more particularly set forth herein.

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF DELAND, FLORIDA:**

**Section 1.** The budget of the Downtown DeLand Community Redevelopment Agency of the City of DeLand for fiscal year 2023-2024 is amended as follows:

<b>Account Number</b>	<b>Account Description</b>	<b>Current Budget</b>	<b>Increase</b>	<b>Decrease</b>	<b>Revised Budget</b>
<b>REVENUES</b>		<b>719,157</b>	<b>0</b>	<b>0</b>	<b>719,157</b>
<b>EXPENDITURES</b>		<b>719,157</b>	<b>12,743</b>	<b>12,743</b>	<b>719,157</b>
180-1800-534-100	CONTRACTUAL SERVICES	114,231	12,743	0	126,974
180-9990-999-100	CONTINGENCY	20,071	0	12,743	7,328

**Section 2.** In all other respects the budget of the Downtown DeLand Community Redevelopment Agency for fiscal year 2023-2024 is hereby ratified and confirmed as adopted by Resolution 2023-65, 2024-26, 2024-27 and 2024-47.

**Section 3.** This resolution shall become effective immediately upon its adoption.

**PASSED AND DULY ADOPTED** this 5<sup>th</sup> day of August, 2024.

\_\_\_\_\_  
Christopher M. Cloudman  
Mayor-Commissioner

**ATTEST:**

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Julie Hennessy  
City Clerk-Auditor

**APPROVED AS TO FORM AND LEGALITY:**

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Darren J. Elkind  
City Attorney

**FY 23-24 Budget Amendment Details**

<b>ACCOUNT</b>	<b>Account Description</b>	<b>Increase</b>	<b>Decrease</b>	<b>Description</b>
<b>DOWNTOWN CRA FUND</b>				
<b>REVENUES</b>				
		0	0	
<b>EXPENDITURES</b>				
180-1800-534-100	CONTRACTUAL SERVICES	12,743	12,743	increase appropriation for Contractual Services for O/T - Downtown Waived Events
180-9990-999-100	CONTINGENCY	12,743	12,743	decrease appropriation for Contractual Services for O/T - Downtown Waived Events

**CITY OF DELAND**  
**Request for Downtown Community Redevelopment Agency Action**  
**August 5, 2024**

**SUBJECT:** Discussion Re SunRail Transportation Update.

**DEPARTMENT:** Admin Services

**PREPARED BY:** Michael Grebosz, Asst. City Manager

**ATTACHMENTS:**

**APPROVED BY:** Michael Pleus, City Manager, July 31, 2024

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**SUMMARY/HIGHLIGHT:**

City and County staff along with MainStreet DeLand Association and Visit West Volusia has had discussions regarding how to best connect passengers from the DeLand SunRail station to downtown for over a year. During that time, several options have been considered to include: utilizing the existing VoRide service, contracting with a third party for shuttle service, contracting with a third-party vendor for trolley service and providing a city shuttle. Last November, County staff, City staff, and MainStreet agreed that the new VoRide service would be the last mile service option for passengers getting from SunRail to downtown DeLand when it opens until ridership and other factors become clearer.

Recently, staff learned that MainStreet DeLand & Visit West Volusia staff had engaged in conversations with SunRail marketing staff and a trolley service provider after the lunch and learn event that took place back in May. This was due to the fact that SunRail informed MainStreet (not the City) that there was some funding possibly available for transportation for the initial launch. Staff was also made aware of a proposal received from a third-party vendor for a limited three-month trolley service that could potentially include a sponsor. After receiving this email, staff coordinated calls with MainStreet, Visit West Volusia and FDOT staff to try and determine the status of this proposed trolley service to determine how concrete any plans were. Through these discussions, staff has determined that the trolley concept had been discussed between MSDA, Visit West Volusia and FDOT and the third-party vendor’s marketing person (without the City) but nothing had been formally set in place. Staff on a recent call with MainStreet, Visit West Volusia and separately with FDOT, understand that MainStreet and Visit West Volusia expressed a desire to have something in addition to VoRide in place for the opening of the station. During these conversations, staff made it clear that the City has not endorsed the trolley concept (or any enhancement concept) they were pursuing and could not until the City Commission and/or the CRA have a discussion with all options being presented so that direction can be given.

To that end, staff recommends the CRA have a discussion on this topic to determine if additional transportation enhancements are desired beyond the reliance of the VoRide service that was previously agreed upon. Here are some of the basic facts regarding the new SunRail Service:

DeLand Station Ribbon Cutting	Friday August 9, 2024
DeLand Service Start Date	Monday August 12, 2024 – Full Regular Service
Expected Passengers Per Day	100-500
Daily Service Schedule	Monday through Friday - 5:30 AM to 11:00 PM
Train Stop Frequency	30 minutes during peak commute & 1-hour mid-day (20 station stops per day)
Weekend Service	No, can contract for special event service at a cost
Number of Parking Spots at the DeLand Station	120 – shared with Amtrak
Miles to get from Station to Downtown	4 miles via Old New York Ave. to SR 44

Anticipated DeLand Resident Usage	Park and ride, local drop off, rideshare/VoRide
Anticipated Visitors to DeLand	Too early to tell, the 100-500 daily figure includes visitors

These are the options staff has analyzed:

**Option 1: Rely on VoRide to Provide Transportation Services from SunRail**

Startup Costs	N/A
Annual Operating Costs	N/A
Cost to City/CRA	N/A
Cost to Rider	\$2.00 standard fare flat rate
Can Sponsors be utilized?	No
Route Flexibility	Yes, generally curb to curb
How many passengers can be accommodated?	Depends on VoRide vehicle, at least 4 per vehicle
Liability Issues	N/A - VoRide
ADA Accessibility	Yes
Benefits/Issues	Benefits: No cost to City/CRA, no startup delay, low cost for user, curb to curb service, no long-term commitment.  Issues: Availability is not guaranteed, low capacity for when high peak demand, cost to user, wait times are varied, would not be able to run a dedicated route to downtown, no City/CRA control of program.

**Option 2: Contract with Third Party for Shuttle/Car Service**

Startup Costs	\$0 to \$100,000 or more depending on service
Annual Operating Costs (based on 50 hours per week)	\$105,000 to \$336,000 depending on service
Cost to City/CRA	Startup plus annual operating depending on service
Cost to Rider	Free or rate can be set by City/CRA
Can Sponsors be utilized?	Yes - in most cases
Route Flexibility	Yes, can be curb to curb or can be designated
How many passengers can be accommodated?	Depends on vehicle(s) most services were passenger cars that seat 4
Liability Issues	N/A - Contractor
ADA Accessibility	Depends on vehicle(s) in service
Benefits/Issues	Benefits: Would provide additional capacity, can be free to user or fee can be set by City/CRA, could be monetized through sponsorship, route(s) can be determined by City/CRA, could be scaled up, able to run consistent with train schedule (if not curb to curb)  Issues: Most contractors have at least 2 vehicle startup requirement which can make the service expensive (some declined to quote), not able to handle high peak demand, costly, all come with a commitment of at least 2 months up to 2 years, startup time is an average of 3 months

**Option 3: Contract with Third Party for Trolley Service**

Startup Costs	Diesel \$0, hybrid or electric would have an additional cost since the vendor does not currently own these options
Annual Operating Costs (based on 50 hours per week)	\$105 per hour (\$273,000) to \$240 per hour (\$624,000) depending on contract length and type of trolley
Cost to City/CRA	Startup plus annual operating
Cost to Rider	Free or rate can be set by City/CRA
Can Sponsors be utilized?	Yes, can be designated but not curb to curb
Route Flexibility	Yes
How many passengers can be accommodated?	Approximately 40 for diesel trolley
Liability Issues	N/A - Contractor
ADA Accessibility	Yes
Benefits/Issues	Benefits: Would provide plenty of additional capacity, can handle peak demand, can be free to user or fee can be set by City/CRA, could be monetized through sponsorship, route(s) can be determined by City/CRA, is most themed user experience, startup time is minimal for diesel option, contractor is familiar with SunRail and downtown traffic, able to run consistent with train schedule.  Issues: Costly, comes with a commitment up to 2 years for lowest hourly operating rate, if hybrid/electric option is chosen the wait time depends on procurement by contractor.

**Option 4: City Provided Shuttle Service**

Startup Costs	\$0 to \$60,000 depending on shuttle option
Annual Operating Costs (based on 50 hours per week)	\$50,000 for employee & \$6,000 for fuel and maintenance
Cost to City/CRA	Startup plus annual operating
Cost to Rider	Free or rate can be set by City/CRA
Can Sponsors be utilized?	Yes
Route Flexibility	Yes, can be designated but not curb to curb
How many passengers can be accommodated?	8-15 depending on shuttle option
Liability Issues	City/CRA would be responsible for liability and workers compensation insurance for employee
ADA Accessibility	Depends on shuttle option
Benefits/Issues	Benefits: Lowest cost enhancement option, would provide additional capacity, can be free to user or fee can be set by City/CRA, could be monetized through sponsorship, route(s) can be determined by City/CRA, could be scaled up and scaled back, no long-term commitment, startup time is minimal, able to run consistent with train schedule, no CDL is required for driver

Issues: Able to handle moderate peak demand but not full peak demand, not free to City/CRA, not as thematic as trolley, all costs would be the responsibility of the City/CRA

\*Votran offered to donate a gold shuttle to the City/CRA to utilize if desired

**STRATEGIC PLAN FOCUS AREA/ACTION STEP:**

Creating the connected community.

**SUSTAINABILITY:**

Efficient transportation, multi-modal, rail.

**FISCAL IMPACT:**

The fiscal impact varies depending on what option is selected.

**RECOMMENDATION:**

Staff is seeking further direction from the CRA on which (if any) transportation enhancement option they would like for staff to pursue.

**BACKGROUND/DISCUSSION:**

When SunRail started service in 2014, DeLand was identified as a future station for phase 2 north. The cost of this expansion is estimated at around \$34 million. DeLand will now be connected to 16 other stations where DeLand is the northern terminus and Poinciana is the southern terminus. The train schedule is generally about 30 minutes during the peak travel times and then about every hour mid-day. The train runs Monday through Friday from around 5:30 AM to about 11:00 PM.