

TOWN OF PALM BEACH

Information for Town Council Meeting on: February 14, 2023

TO: Mayor and Town Council

VIA: Kirk W. Blouin, Town Manager

FROM: H. Paul Brazil, P.E., Director of Public Works

RE: Endorse Distribution of Education Series Videos for the Town's Coastal Management Program

DATE: January 25, 2023

STAFF RECOMMENDATION

Town staff recommends Town Council endorse the Shore Protection Board's recommendation to publicly distribute four (4) education series videos for the Town's Coastal Management Program.

GENERAL INFORMATION

During the March 24, 2022 Shore Protection Board (SPB) meeting, and April 28, 2022 SPB workshop, the Board determined that improving communication was going to be the main goal to work on this 2023 calendar year. The Board recommended that four (4) topics be first addressed through a series of presentations to be prepared by Town staff and the appropriate Town consultants. Town Council approved a contract to Coastal Protection Engineering (CPE) on June 14, 2022, to develop the public education media for following specific aspects of the Town's Coastal Management Program:

- Beach Nourishment – overview of successes and ongoing importance.
- Coastal Hard Structure Technology – review the groin rehabilitation plan and encourage residents to get involved.
- Reach 8 – provide a history of the work completed with a look forward to implementing the long-term solution.
- Easements – describe temporary and perpetual easements and why they are needed for coastal projects.

CPE worked closely with staff to develop the objectives of the public education media and interviewed three (3) different vendors for video production and editing services. In order to meet the professional level of video products being requested, CPE selected public relations and marketing firm Firefly Communications, Inc. (Firefly) based on their demonstrated understanding of the objectives and previous experience developing similar videos for other local government coastal programs in Florida.

CPE provided research, support, background information, presentation scripts, and videos from the Town's project sites to support content for the videos. Town staff provided historical photographs. Firefly compiled all this information along with their own video/drone footage.

Production efforts were focused on development of online content as "social media ready" videos for the Town's use on various online platforms. Consistent with industry standards, each video has an expected 3 to 5 minutes of running time. Both CPE and Town staff participated in interviews for the video recordings and voiceovers for Firefly's use in producing these public communication videos. An initial screening of the videos was presented to the SPB on November 2, 2022, and a final screening on January 27, 2023. The SPB subsequently recommended that the videos be published through various media outlets, such as YouTube, in addition to placing them on the Town's website. Town staff recommends that the Town Council endorse the use of these videos and approves Town staff to publicly publish them, as described.

FUNDING/FISCAL IMPACT

The cost of development and production of the four videos was approximately \$60,000, funded through the Coastal Management Fund.

cc: Shore Protection Board
Patricia Strayer, P.E, Town Engineer
Robert Weber, Coastal Program Manager