

City of DeLand Sustainability Action Plan

Purpose: The purpose of this plan is to identify and seek internal and external resources that will enable the city to continue active pursuit of its vision and strategic plan. In particular, it seeks to position the City to prosper and grow in what is termed the “next economy.” While the features of the next economy will only be fully understood in retrospect, there are understood and probable dimensions upon which we can place “strategic bets”. This plan first identifies those strategic bets and then seeks ways the City of DeLand can garner resources and supports as it pursues those bets.

A complementary intent of this plan is to support the growth and development of DeLand as a sustainable community. Sustainability as a concept is multi-dimensional. In this case, sustainability is defined as resilience. This plan seeks to assist DeLand to manage through the various challenges, difficulties and opportunities that will arise as a result of local, state and national economic transitions, demographic shifts and changes in public expectation. A resilient community can weather these transitions by adapting its behaviors and practices to new realities, by finding opportunities in the changes, by creating the attractors that will bring new forms of wealth to the community, and by strategically planning for possible trends. Such a community can learn, adapt and evolve so that it remains a viable and attractive community for residents, businesses and visitors.

Strategic Hypothesis #1: Energy

Energy costs will continue to rise and the public’s expectation of making wise use of energy resource will increase, and those communities who can offer energy efficiency will have a competitive advantage.

Strategy: Energy efficient buildings and infrastructure

Recent and Current Efforts

The city is considering performance contracting pending the Energy Efficiency and Conservation Block Grant (EECBG) awards. An immediate step will be to put a timer on the fountain at Chess Park. Progress Energy is continuing the neighborhood energy saver program (500 homes will receive free energy audits).

Possible Projects

- Downtown – Energy Efficiency and Conservation Block Grant (EECBG)
- City-wide low-income weatherization assistance
- Led runway lighting at airport
- Global Positioning System (GPS) for vehicle routing, geographic information system (GIS)
- Utility pump station optimization through telemetry
- Facilities

- Ball field lighting
- Centralized energy management/control system
- Neighborhood Electric Vehicles
- Community outreach/Green Street Fair

Possible Funding Sources

- US Department of Energy (DOE)
- State Department of Energy (DOE)
- Energy Efficiency and Conservation Block Grant (EECBG) – State, Competitive

Strategic Hypothesis #2: Mobility

Communities which can move people, goods and information faster and cheaper will have a competitive advantage.

Strategy: Efficient transportation, multi-modal, rail

Recent and Current Efforts

The intermodal transportation facility is being finalized. The Alabama Avenue Greenway is underway. In greater DeLand the County is completing the Glenwood trail.

Possible Projects

- Commuter rail site
- Spur shuttle
- Multi-modal transportation
- Implementation of DeLand's portion of the Volusia Metropolitan Planning Organization (MPO's) Master Trail Plan
- Addition of bicycle lane striping
- Alabama Avenue Greenway

Possible Funding Sources

- Transportation Investment Generating Economic Recovery (TIGER)
- Economic Development Administration (EDA)
- Jobs for Main Street Act
- State Energy Office
- Volusia County Environmental, Cultural, Historical and Outdoor (ECHO) Grants
- Volusia Co Energy Efficiency and Conservation Block Grant (EECBG) Sub-grants

Strategy: Information infrastructure

Recent and Current Efforts

The city has sought to maintain its own information infrastructure.

Possible Funding Sources

- Possible American Recovery and Reinvestment Act (ARRA) funding may emerge

Strategic Hypothesis #3: Green Jobs

High value job growth will occur in the domains of energy efficiency, renewable energy, sustainable natural resource utilization and the materials science and engineering fields that create materials that lessen the demand on natural resources.

Strategy: Green jobs

Recent and Current Efforts

No specific green jobs efforts are underway but the City continues to pursue its strategic economic development efforts.

Possible Projects

- New industrial park – reclaimed water – develop green park, Light Emitting Diode (LED)/solar lighting, solar array
- Leadership in energy and Environmental Design (LEED) certified speculative flex-space building

Possible Funding Sources

- Economic Development Administration (EDA)

Strategic Hypothesis #4: Health Care and Bio-Technology

High value job growth will occur in the fields of biology, genetic engineering, chemistry, and informatics as the foundation for improved health care practices and health behaviors. The significance of health care as a component of the local economy, and the cost burden of health care will increase.

Recent and Current Efforts

The city is examining a workplace clinic for its employees.

Possible Projects

- Partnership with Health Care district and local hospitals to implement community health interventions
- Community gardens
- Employee Health Clinic

Possible Funding Sources

- Possible American Recovery and Reinvestment Act (ARRA) funding may emerge

Strategic Hypothesis #5: Natural Resource Limits

Demands on natural resources will increase requiring both more efficient use of these resources and the development of alternative sources where possible.

Strategy: Natural resource protection and optimization

Recent and Current Efforts

Coquina Cove project is being examined. Stormwater efforts are underway. Downtown re-cycling is underway and there is demand for an expansion. The city has an inverted rate structure and has implemented radio read meters.

Possible projects:

- Alternative water supply
- Stormwater
- Composting and mulch
- Re-cycling
- Water-conservation

Possible Funding Sources: TBD

Strategic Hypothesis #6: Safety & Security

Safety and security issues will continue to be a primary concern of the public but will feature some new emphases. As the baby boomer group ages there will be increasing health risk concerns at both public health (pandemics) and personal (rapid first responders). For a variety of factors, concerns about food and product safety and security will increase.

Strategy: Safety and Security

Recent and Current Efforts

The City has continued its fire and police services and has sought improvements. The County is going to a single tier 911 system.

Possible Projects

- Community gardens
- Emergency energy plans

Possible Funding Sources

- Department of Homeland Security

Strategic Hypothesis #7: A new demographic

The demographic makeup of the community will continue to diversify. There will be more seniors with particular needs and there will be more cultural diversity.

Strategy: Awareness of community demographic trends and service demands.

Recent and Current Efforts

Sanborn Center is highly utilized. There may be a need for future expansion. Census data will assist with this analysis.

Possible Projects

- Expansion of Sanborn Center or an additional senior center

Possible Funding Sources: TBD