2019 Beach Renourishment  Story Pg. 1

Working with Student Interns  Story Pg. 2

Kiosk for Customer Convenience  Story Pg. 9
Our Third Edition of the Growth Management Department (GMD) Newsletter introduces you to some of the ways we’re focused on customer satisfaction as a top priority toward developing a more customer-centric culture.

We know the best way to understand our customers’ needs is to just ask. So that’s what we’re doing, and we’re making it easy for you to share your customer experience with us. Tell us what you think, what’s working, and what’s not. You may have noticed a few changes taking place here in GMD, and some of these changes are based on what you’re telling us. We’re listening! The next time you’re visiting the GMD Development Services Building on North Horseshoe Drive, please stop by the survey kiosk located in the front lobby and let us know how we’re doing. Our goal is to provide a positive experience so you can walk away feeling it’s been a pleasure doing business. Your feedback helps drive our continuous improvement to serve you better.

The GMD Road Maintenance Division has been seeking feedback and receiving positive results from its customers for many years now. Recently, under new directorship, Road Maintenance staff began using the county’s online survey system to gather feedback from customers. Now, when a repair ticket is completed and closed, an automated email with a survey link is immediately sent to the person who reported the issue. The email provides a status update and identifies the issue by location, so you can easily reference this information while you’re completing the survey.

If the maintenance issue was originally reported through the Collier 311 system, then 311 may also send a survey request. We hope you continue to take time to complete the Road Maintenance Division survey, as this feedback helps us meet customers’ needs and expectations.

Stay tuned for future editions of the GMD Newsletter to learn more about how the Growth Management Department is designing a positive experience for customers, based on metrics that matter - your survey responses.

Speaking of surveys, please take our Newsletter survey and tell us what you think.

Thanks for your continued support of the Department. Stay involved and stay informed. Working together is the best way for us all to make a difference.

Thaddeus Cohen
Department Head
Growth Management Department
2019 Beach Renourishment Project to improve Collier County beaches is underway by Coastal Zone Management. Sand is hauled and placed on Park Shore, North Park Shore, and Clam Pass beaches.

Remember, the Solution to Pollution Begins with You!

Learn more about the plants we’re using to enhance median and roadside plantings. They’re not only surviving, they’re thriving! story on page 11

DO YOU KNOW YOUR EVACUATION ZONE?
Get information or report issues through Collier 311
Dial 311 from anywhere within Collier County or download the app to your smartphone or tablet to report a problem or get information. story on page 12

COMMUNITY CLEANUPS BY CODE ENFORCEMENT
The GMD Code Enforcement Division works with Communities
Hundreds of residents participated in recent community cleanups to make their neighborhoods a better place to live and raise families. story on page 8

SUMMER OF SUCCESSFUL INTERNS
by Development Review Division Director Matt McLean
Collier County continues to demonstrate its commitment to our future through the Summer High School Internship Program. The program has been very successful recruiting high school students from all over our county for over five years and aiding them by observing others in possible career choices for their future. This year 19 local high school students participated in the county-wide program. Of continued on page 4

VIRTUAL RECEPTION KIOSK
by Ed Kacperowski, Building Plan Review and Inspection Division
As an ongoing effort to improve the customer experience at the Growth Management Department, the Building Plan Review and Inspection Division recently implemented a receptionist kiosk check-in system for the Permit Outtake and Contractor Licensing sections. According to Permit Outtake Supervisor Angel Tarpley, a system like this has been on the division’s wish list for several years, and with continued on page 3

THE VERSATILE PEANUT PLANT
Medians and roadsides pose challenges for landscaping
Learn more about the plants we’re using to enhance median and roadside plantings. They’re not only surviving, they’re thriving! story on page 11

Want to know more about a specific Growth Management Department? Let us know, and your topic will be considered for the next GMD Newsletter. Please use the Suggest A Topic button and send us your suggestions.
VIRTUAL RECEPTION KIOSK

continued from page 2

the advent of lower-cost software and hardware, this has finally become a reality. The first kiosk was
developed and tested in late June and went live Aug. 1, with minor software adjustments.

This kiosk eliminates long lines signing in on clipboards and offers a one-stop central hub. The kiosk
asks a few basic questions then directs information to the appropriate sections. Customers can have
a seat in the waiting area until a customer service representative calls their name and is ready to
assist.

This new system will allow customers to choose from preset options such as Permit Pickup,
Contractor Licensing, Permit Corrections, Submitting Forms, or to speak with a Plan Reviewer.
The system utilizes an Apple iPad with a user interface developed by staff to address multiple
needs. Throughout the initial testing phase, the system exceeded expectations and customers have
responded favorably.

When asked about future expansion of this kiosk system, Building Plan Review and Inspection
Division Manager Marlene Serrano said, “If this system continues to perform as intended, I would
anticipate seeing more of these kiosks throughout the customer service areas soon. The time-savings
for customers, as well as the tracking of information, will prove to be an invaluable asset in the days to
come.”

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SUMMER OF SUCCESSFUL INTERNS

continued from page 2

those 19 students, four were picked for internships at the Growth Management Department. Since
the program’s inception, the Development Review Division has worked directly with the county’s
Human Resources Division to host six highly talented students from local high schools. The
Development Review Division has been able to provide interns with a look forward into careers in
planning, engineering, inspecting, landscape architecture, architecture, information technology, and
many more. The Development Review Division is proud to continue supporting local students through
the Collier County High School Internship Program.

Photograph, page 2: Community School Student Interns, with Principal Project Manager Brett
Rosenblum and Development Review Director Matt McLean, discussing how property is subdivided
through the platting process in Collier County.

Your Opinion Matters

Please take a moment to complete our Newsletter Survey. Let us know what
we’re doing right and what may need improvement.
Click the button below or scan the QR Code to the right with your smart phone.

Take the SURVEY

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The project will utilize the Horizon Way beach access to place half of the sand on the southern half of the project and the Gulf Shore Beach pedestrian access to place the remaining half of the sand via conveyor on the north end of the project.

Sand is hauled from a local mine by truck and placed on a conveyor system located at the beach access area. From there, it’s carried to the beach, where heavy earth moving equipment is used to move, place, and distribute sand along the beach. According to Manager of Coastal Zone Management Gary McAlpin, the project is about 38% complete.
NEW “POLLUTION CONTROL” ORDINANCE
by Sammie Gibson, Pollution Control

“To protect, preserve, and restore our water and other natural resources through monitoring, pollution prevention, education, and remediation programs.” This is the mission of Collier County Pollution Control. The new “Collier County Water Pollution Control and Prevention Ordinance” (2019-17) is a big step forward.

There are two water quality facts that are often overlooked or unknown by the public. The first is that the storm drains in Collier County do not lead to a treatment plant, meaning that any trash, vegetation, or chemicals that enter a storm drain will end up in a nearby waterbody. The second fact is that our groundwater, the source of 96 percent of Collier County’s drinking water, is recharged by our surface waters. These two facts bring together the bigger picture of the land-water connection. If we want to protect local water quality, we need to prevent pollution on land.

How does the new Pollution Control Ordinance help?
• Makes it unlawful for any person or entity to knowingly or accidentally pollute a waterway, including the stormwater management system
• Requires remediation at a site where pollution has occurred
• Requires the use of best management practices to reduce and prevent pollution, whether it is a homeowner, a restaurant, or other industry
• Requires proper maintenance of private stormwater systems
• Allows for pollution source tracking in surface waters that do not meet water quality standards

Wondering how you can help? We like to say, “if you see it, report it. If you do it, stop it.” The solution to pollution begins with you, and we’re here to help. We can be reached by phone at (239) 252-2502, e-mail at pollution_control@colliercountyfl.gov or through the Collier 311 Service.

COMMUNITY CLEANUPS SPONSORED BY CODE ENFORCEMENT
by District Supervisors Christina Perez and Chris Ambach, Code Enforcement Division

The Golden Gate Task Force hosted a community cleanup event on Saturday, Aug. 10, 2019 in Golden Gate City to encourage residents to dispose of debris and unwanted items at no cost to them. The drop-off site was located at Golden Gate Parkway and 44th Street SW. The results were outstanding in both participation and tonnage dropped off. The task force collected 9.5 tons of construction and demolition material, 2.6 tons of tires, 2.4 tons of yard waste and over one ton of hazardous household waste. Over 100 residents came out to participate and dispose of a total of 15.7 tons (which equals 31,400 lbs.) of waste, making Golden Gate City a better place to live.

The Immokalee Code Enforcement Team, along with members of Utility Billing Code Enforcement, conducted a community cleanup on July 20, 2019, in the Arrowhead neighborhood. The event drew several residents who were very appreciative of the county’s efforts, allowing them to dispose of items such as vegetative debris, tires, old furniture, appliances and hazardous chemicals, among other items.

CODE ENFORCEMENT DIVISION MISSION STATEMENT
“To protect the health, safety, and welfare of Collier County residents and visitors through education, cooperation, and compliance.”

ADOPT-A-ROAD - Litter Control & Road Beautification
by the Road Maintenance Division

The Adopt-A-Road program is an environmental program dedicated to providing safe and clean roads through removal of roadside litter. If you or your business, community, or civic organization would like to help care for the world we live in, please consider participating in this program. The county provides signs and supplies needed to maintain sponsored road areas. Learn more...
NEW SURVEY KIOSK MAKES IT EASY TO SHARE YOUR CUSTOMER EXPERIENCE
by Glenys Risueno, Operations and Regulatory Management Division

As a new channel of communication between customers and the Growth Management Department (GMD), the Operations and Regulatory Management Division (ORM) has now incorporated a survey kiosk through Qualtrics, the county’s survey and feedback system. This kiosk allows the public to share their feedback on services rendered, conveniently, while on location. ORM has also placed Quick Response or QR code signage throughout the Development Review Building for quick and easy mobile access, by scanning with your smartphone or tablet.

The Qualtrics survey system has been used by GMD since 2017. One of our top priorities is to continue to improve by leveraging technology to enhance our ability to adapt to necessary changes to benefit our county.

Data from survey feedback is processed daily. After administrative review, the results are distributed to all parties involved for quick action. Whether it’s praise or a concern, we want to better understand our customers so we can better serve them.

The survey might only take a few seconds of your time, but it gives us a wealth of information in our pursuit of excellent customer service!

REPORT A TRAFFIC SIGNAL ISSUE
by Christine Arnold, Transportation Engineering Division

Collier County provides several methods of reporting traffic signal issues, and we want to know if a problem occurs. If you would like to report a Traffic Signal Issue please complete the online interactive form, or send your email to TrafficOps@colliercountyfl.gov, contact Collier 311, or call (239) 252-5000.

MOVING TRAFFIC OPERATIONS INTO THE FUTURE
by Haris Domond, Traffic Operations, Transportation Engineering Division

Moving traffic into the future, Collier County Traffic Operations has updated the traffic system with an Advanced Traffic Management System (ATMS) to monitor data in real-time.

The Early Days - The Invention of the Traffic Signal
Navigating the roads in the early 1900s was a harrowing experience. Pedestrians, cyclists, horses, and streetcars shared the roadway without regulations, making it immediately apparent that a system was needed to protect individuals from injury and keep traffic flowing. The signal consisted of eight lights mounted on a corner post and a manually operated switch to ensure signals did not conflict with one another. At about the same time, Garrett Morgan also saw the need to control the flow of traffic after witnessing a horrible accident. He patented the ‘T-shaped’ electric automatic traffic light, which was sold to General Electric for $40,000 in 1923.

Present Day 2019
Collier County Traffic Operations is actively moving into the future with Intelligent Transportation System (ITS) improvements and innovations to the county’s transportation infrastructure. The Traffic Management Center (TMC) is leading the charge with the implementation of the state of the art...
While driving on our landscaped roadways in Collier County, you may notice a yellow flowering groundcover on some medians. This plant is called perennial peanut (Arachis glabrata ‘Ecoturf’ or Arachis pintoi ‘Golden Glory’). We’re using it in some key areas for various reasons.

Perennial peanut is a tough plant that thrives in warm climates and does best with full sun. This groundcover comes in a few different varieties that work well in our area. We presently use two of these varieties on our landscaped medians in Collier County. The “Ecoturf” variety is planted on Santa Barbara Boulevard from Davis Boulevard to the I-75 interstate overpass. This variety grows to about 12 inches high and does not spread as widely as the other varieties. The yellow flowering groundcover found on the median tips on Collier Boulevard between U.S. 41 to Marino Circle is the “Golden Glory” variety. This variety has more of a horizontal growth pattern, so it only grows to about six inches high. Both varieties have bright green foliage and prolific yellow flowers throughout the year.

Perennial peanut requires little maintenance compared to other groundcovers and works great in tight spaces where establishing grass and other groundcovers is difficult. Weeds can be an issue after initial planting, but once established, a quick trim is all that’s required. The plant is relatively drought tolerant and can also take the heat of our South Florida summers.

Due to its low growth pattern, perennial peanut works well in areas in the median where driving visibility is an issue. It’s also commonly used on median tips where establishing other plant materials can be difficult. Another common use for this plant is in areas where erosion control is needed.

If you want to use perennial peanut in your yard, the University of Florida’s Institute of Food and Agricultural Sciences (UF/IFAS) Collier County Extension has published some great information about this plant. A quick web search will also bring tons of information. Next time you’re out and about, be on the lookout for this beautiful groundcover! [https://edis.ifas.ufl.edu/ep135](https://edis.ifas.ufl.edu/ep135)

**COLLIER 311 EVACUATION ZONE MAPS**

by Michelle Seawone, Operations Support Division

The Collier 311 App makes it easy to find your Evacuation Zone. Follow these easy steps:

1. **DOWNLOAD** the Collier 311 App to your smartphone and **OPEN** it
2. **SELECT** the “Evacuation Zone Maps” button from the home screen
3. **ENTER** your address or **CLICK** the map to find your Evacuation Zone

**SELECT Button**

“Evacuation Zone Maps”

**ENTER Address or ZOOM Map**

Have a non-emergency issue to report? Click the Service Request button on the App or dial 311 from anywhere within Collier County for immediate assistance. We’re here for you!
BRINGING TRAFFIC OPERATIONS INTO THE FUTURE  
*continued from page 10*

ATMS, for improved management of signalized intersections and better monitoring of county roadways. The ATMS includes a preemption system which provides priority to Fire/Rescue and Emergency Management System vehicles when transiting through intersections. The county also implemented continued upgrades to the fiber optics and network infrastructure. Migration to light emitting diode (LED) streetlights helps us reduce costs and provide intelligence in our lighting systems. We are continuously testing Adaptive Traffic Control Systems, that automatically change signal timing based on vehicle volumes at intersections and research innovations for the vehicle traffic count system for planning and congestion management. These innovations allow for safe movement of increasing vehicle and pedestrian traffic in our ever-expanding road network. Stay tuned as we are preparing for the age of ‘Connected Vehicles’ (CVs) at the TMC.

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### COLLIER COUNTY’S ALERT SYSTEMS - WHAT’S THE DIFFERENCE?  
*by Desirée Hart, Community and Media Relations, Operations Support Division*

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<tr>
<th>Alert Collier</th>
<th>Collier 311</th>
<th>E-Notification</th>
<th>Road Alert App</th>
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<td>Road Alert App</td>
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<tr>
<td>Collier County’s Emergency Alert System. Please sign up - if we can’t reach you, we can’t alert you in case of an emergency.</td>
<td>Contact us for non-emergency requests for service and to access the Knowledge Base.</td>
<td>Sign up to stay informed of news and events. Receive e-notifications directly in your email InBox or by text messaging. Choose from a list of options available, including news releases, public information meetings (PIMs), newsletters, and much more.</td>
<td>Stay informed of road and lane closures affecting major county roads. The NEW Road Alert App is coming soon! Access the interactive map to stay informed of planned lane closures affecting your travel routes.</td>
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