



Update on Seawall Steward Program

3rd Presentation to Type A Board

March 18, 2019

Overview

- Economic Value of Seawall
- Seawall Steward Program
- Value of Homeless Work Program
- Community Partnerships
- Next Steps



Economic Value of Corpus Christi Seawall

- Downtown Produces 23% of City Hotel Occupancy Tax



Local Spending Habits – DMD’s Perception Survey

• ROI Calculation

Average Household Expenditures Downtown

$$\begin{array}{rcl} & \$ 56.92 \text{ Amount Spent Per Visit} & \\ \text{X} & 24 \text{ Average Visits in 6 months} & \\ \hline = & \$ 1,366.08 \text{ Household Expenditures Downtown Per 6 Months} & \end{array}$$

Households Not Visiting Downtown

2019 Numbers

$$\begin{array}{rcl} & 116,000 \text{ Households} & 100\% \\ - & 104,400 \text{ Visit Downtown} & 90\% \\ \hline = & 11,600 \text{ Don't Visit} & 10\% \end{array}$$

Households Not Visiting because of Homeless/Panhandlers

$$\begin{array}{rcl} & 42\% \text{ Per Survey - Amount not Visiting because of homeless} & \\ \text{X} & 11,600 \text{ Households Not Visiting} & \\ \hline = & 4,872 \text{ Households Not Visiting due to Homeless} & \end{array}$$

Potential Expenditures Not Made

$$\begin{array}{rcl} & \$ 1,366 \text{ Household Expenditures Downtown Per 6 Months} & \\ \text{X} & 4,872 \text{ Households Not Visiting due to Homeless} & \\ \hline = & \$ 6,655,541 \text{ Potential New Downtown Expenditures} & \end{array}$$

Economic Value of Corpus Christi Seawall



PROPOSITION NO. 4 **SEAWALL IMPROVEMENTS**

FOR _____
AGAINST _____

The adoption of a sales and use tax (under Section 4A of the Development Corporation Act of 1979) for the promotion and development of improvements to the downtown Seawall and for maintenance and operating costs of said Seawall improvements for the life thereof at the rate of one-eight of one percent to be imposed for 25 years.

- **Promotion & Development of Improvements**
- **Maintenance & Operating Costs**

SECTION 11. The City Council finds that the Seawall Improvements proposed in Proposition No. 4 serve multiple purposes which meet the economic development objectives of Section 4A of the Development Corporation Act (which objectives the statute also defines to include projects authorized by Section 4B of the Act). The findings specifically include, but are not limited to, the following: First, the Seawall is a facility and improvement which promotes new and expanded business development. The downtown area protected by the Seawall consists of approximately 551 acres with private property tax valuation of \$203,000,511, including: major office buildings, the City's largest hotels, Convention Center, Memorial Coliseum, Art Center, Art Museum, Science and History Museum, Harbor Playhouse, Museum of Oriental Cultures, Selena Bayfront Auditorium, and Heritage Park, the City's primary entertainment district with numerous nightclubs and restaurants, the city marina, and warehouses and terminal facilities of the Port of Corpus Christi Authority. The Seawall is essential to maximizing new and expanded commercial and retail business development and retaining commercial business activity in the area. Maximizing development in the area is critical to employment and the long-term economic health of the City and its residents. Second, the Seawall meets the Section 4B criteria of promoting or developing new or expanded business enterprises, including a project to provide public safety (storm and flood protection) facilities, streets (the Seawall sidewalk is an essential part of the Shoreline Drive right-of-way serving hundreds of thousands of pedestrians, and is part of the Bayfront Hike and Bike Trail), drainage (connecting with the City's stormwater system, it is a fundamental part of draining the commercial areas behind the Seawall), general municipally owned improvements, related improvements, and other projects determined to promote or develop new or expanded business enterprises. Third, it meets the Section 4B purpose of being required or suitable for use for entertainment (for example, hundreds of thousands gather there to watch and participate in events such as Buccaneer Days, Bayfest, parades, sailing regattas, the Fourth of July and Millennium Celebration fireworks displays, and the East-West Powerboat Races), tourist, convention, and public park purposes and events. As a place conducive to gatherings of hundreds of thousands of people, the Seawall serves the function of an auditorium, amphitheater, or concert hall. In addition, it serves as a public park and supports facilities and open space improvements. In addition, the Seawall complex (including the Marina) serves, and has the capacity to expand its services of, store, restaurant, concession, automobile parking facilities, and area transportation facilities. Fourth, the seawall is a port-related facility which supports waterborne commerce.

Seawall Steward Program



- 3 Teams of Three (One Supervisor, Two Stewards)
 - Seawall Sidewalk 5 AM to 2 PM
 - Inspect, Clean Gum and other materials with Daily Pressure Washing
 - Miradors Team 5 AM to 2 PM
 - Pressure Wash and Painting
 - Seawall Stairs 8 AM to 5 PM
 - Daily Trash Pickup, Skimmer along bottom Seawall Step.
- Transitional Persons
 - Mission 911
 - Salvation Army
 - Catholic Charities



Seawall Steward Program



6 Ambassadors, 3 Team Leads

3 Supervisors @ \$11 hour

6 Stewards @ \$10 hour

360 Hours/Week

\$318,349.22 Annually

PRICING	Cleaning Ambassador	Safety Ambassador	Team Leader	Operations Manager
Pay Rate	\$ 10.00	\$ -	\$ 11.00	\$ -
FICA	\$ 0.77	\$ -	\$ 0.84	\$ -
WC	\$ 0.56	\$ -	\$ 0.62	\$ -
Liability	\$ 0.26	\$ -	\$ 0.28	\$ -
Unemployment	\$ 0.19	\$ -	\$ 0.21	\$ -
Subtotal	\$ 11.77	\$ -	\$ 12.95	\$ -
Weekly Hours	240.00	-	120.00	-
Annual Hours	12,480.00	-	6,240.00	-
Annual Billing	\$ 146,939.52	\$ -	\$ 80,816.74	\$ -
Overhead	\$ 2.54		\$ 2.54	
Benefits	\$ 1.11		\$ 1.11	
Profit	\$ 1.19		\$ 1.19	
Bill Rate	\$ 16.62	\$ -	\$ 17.80	\$ -
Weekly Hours	240	-	120	-
Annual Hours	12,480	-	6,240	-
Annual Billing	\$ 207,394.83	\$ -	\$ 111,044.39	\$ -
ANNUAL BILLING				\$ 318,439.22
Monthly Billing				\$ 26,536.60

Seawall Steward Program



Seawall Equipment Needed

- Pressure Washer
- Water Tank
- Recovery Tank
- Spinner
- Generator
- Trailer
- Truck **\$25,589**



Seawall Steward Program



- DMD's 3 Year Plan
 - work with City to improve maintenance and beautification of the Seawall and Miradors
 - proactively address street order crime and transient population issues in concert with City and advocate for necessary ordinance tools and aggressive enforcement
- Committee on Substance Abuse, Mental Health Awareness has 4 Point Plan
 - Coordinated Entry
 - Family Reunification
 - Tiny Houses
 - Homeless Work Program
- Supplements Parks & Recreation Staff
 - Around \$165,000 Per Year
 - \$0.09 Sq Ft Per Year



Seawall Steward Program



City Council Priorities within Vision Elements

- A. Simplifying, clarifying, and problem-solving within its regulatory environment for the building, rehabilitation, and development of downtown and for events held across the City; improve user-friendliness and accelerate the regulatory approval process.
- B. Collaborate with Texas A&M Corpus Christi on a 3-year plan for a University presence downtown.
- C. Reduce vagrancy to increase feelings of safety among Corpus Christi residents, visitors, and employees, and reclaim the City's assets such as its seawall, beaches, and downtown parks (measured by an increase in foot traffic and improved survey findings on nighttime safety).
- D. Enhance the City's entertainment corridor and its facilitation of special events, increasing revenue to downtown tenants, and increasing attractiveness to users.
- E. Develop a strategy regarding North Beach improvements including funding options and evaluation of best ways to improve North Beach.

Seawall Steward Program



DMD's Clean Team

- Block By Block is DMD's Clean Team Service Provider
- Clean Team has 8 Members
- Responsible for keeping Downtown Clean
- Block by Block has 2nd Chances Program in other cities



Value of Homeless Work Program



- Emergency Shelters
- Enforcement
- Rehabilitation – Housing 1st & Homeless Work Programs
- Best Practice in Fort Worth
- Opportunity to Establish New Formal Structure & Pathway to Rehabilitation

Community Partnerships



- TAMUCC Program Evaluation Course
 - Assessing the need for a transitional work program.
 - Establishing best practices in employment programs.
 - Establishing best practices in downtown/seawall maintenance programs.
 - Examining costs and benefits to downtown.
- District Attorney's Office

Next Steps



- Discuss with Type A Board, Follow Up to Address Concerns ✓
- Work with City Staff to ensure clarity and eliminate overlap ✓
- DMD to Schedule Morning Walking Tours
- Develop an MOU with DMD
- Propose to City Council
 - Potential Workshop
- Develop Service Contract & Budget