



BOARD OF COUNTY COMMISSIONERS

TO: Jim Liesenfelt, Interim County Manager

THRU: Tad Calkins, Assistant County Manager

FROM: Amanda Elmore, Deputy Director, Natural Resources Management Dept. *AE*

SUBJ: Citizen Efficiency and Effectiveness Recommendation (CEER) #2025046

CEER #2025046, titled Spend no more money on sand, was received by the County from Diane May.

Citizen Statement:

Stop spending money on sand!

Get rid of the daily bread...it breeds drug addicts and alcoholics in a beautiful downtown!

Citizen Recommendation:

The beach environment would flourish without all the non native sand!!!

Staff Analysis:

Sand placement through beach nourishment and/or dune restoration is used to maintain Brevard County beaches to support quality of life for Brevard County beachgoers and the beach-based tourism that fuels Brevard's economy. The Florida Office of Economic & Demographic Research (EDR) completed a study that determined the state's return on investment (ROI) for investing in beach restoration was a positive 5.4 to 1. This is based largely on the tax revenues generated by beach-related tourists. On average, Brevard receives approximately one dollar in State funding for each dollar Brevard spends on beaches. Therefore, Brevard's ROI is likely similar to the state's ROI. Brevard generally funds its portion of beach nourishment projects using the tourism "bed tax" paid by visiting tourists.

Before ongoing beach nourishment efforts in Brevard, Brevard's beaches and dunes were suffering from erosion rather than truly flourishing. Once sand placement began in the early 2000s, Brevard's dunes began to recover and grow through natural processes driven by the placement of added beach-quality sand. All sand placed by Brevard County meets the state standard for beach quality sand and environmental permit

requirements. Brevard's beaches might now be described as thriving as a direct result of sand placement.



Photos above show south Cocoa Beach before and after the initial construction of the **North Reach Shore Projection** (beach nourishment) Project. Before the first nourishment of this project in 2001, the Cocoa Beach shoreline was seriously eroded and much of it had been armored with seawalls and rip-rap. After nourishment of the North Reach, waves could no longer reach the seawalls, and this allowed dunes to develop with wind-blown sand, provided by the project, collecting around native plants.



Photos above show the Breakers Condominium before and after the initial construction of the **South Reach Shore Projection** (beach nourishment) Project. Before the first nourishment of this project in 2002-2003, the South Reach shoreline (including the towns of Indialantic and Melbourne Beach) was seriously eroded and portions of it had been armored with seawalls and rip-rap. At that time, residents of the Breakers were afraid for their building and considering a seawall that could have caused harm to the public beach sea turtle nesting habitat. After the nourishment of the South Reach, the added sand allowed dunes to develop, providing protection and habitat.

Staff Recommended Action:

It is recommended that the Board of County Commissioners reject the beach nourishment suggestion for CEER #2025046 as it does not enhance the effectiveness and efficiency of County government as required by Home Rule Charter as detailed in the staff analysis.

It is recommended that the Board of County Commissioners reject the Daily Bread suggestion for CEER #2025046 as it does not enhance the effectiveness and efficiency of County government as required by Home Rule Charter as the operation is outside of Brevard County Board of County Commissioners' jurisdiction.

CC: Frank Abbate, County Manager

Horst, Rachel

From: CEER@brevardfl.gov
Sent: Monday, January 27, 2025 5:39 PM
To: Horst, Rachel
Subject: A new CEER Recommendation has been submitted as ID #2025046

Recommendation # 2025046

Dear CEER Administrator,

Speak Up Brevard Recommendation ID #2025046 has been submitted. Please login to the CEER Application to start the recommendation evaluation workflow.

Contact Information:

Group/Organization

Name	Diane May
Address	4473 country rd, Melbourne FL 32934
Phone	(321) 419-8201
Email	dmaynard321@gmail.com
Alternate Email	dmaynard321@gmail.com

Recommendation Information:

Recommendation ID	2025046
Recommendation Title	Spend no more money on sand
Areas Affected	Beach renourishment. Get rid of the Daily Bread
Department Affected	BREVARD COUNTY TAX COLLECTOR
Current problem	Stop spending money on sand! Get rid of the daily bread...it breeds drug addicts and alcoholics in a beautiful downtown!
Recommendation	The beach environment would flourish without all the non native sand!!!
Attachments	No Documents were attached.

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