

## Public Outreach for Walmart Coconut Creek Special Land Use Application

The City of Coconut Creek Development Review Committee requested that Walmart perform some preliminary and voluntary public outreach to the neighborhood businesses and residents to make them aware of the application before the City in addition to the public notices which would be mailed to residents. Aside from meeting with the City Manager, Mayor and most of the City Commissioners to hear their concerns with the previous application, several area stakeholders were contacted to make them aware of the application and to invite them to a community outreach event which Walmart held at the Coconut Creek store. The Walmart store is located in the northwest corner of the City of Coconut Creek bordered by Parkland to the west and Palm Beach shortly north of the store with few residential neighbors. Outreach was focused primarily on businesses with the City to the east and the south.

On Thursday September 22, Walmart in Coconut Creek held a community outreach event in concert with the roll out of new services being offered by the store. The District City and County Commissioners were invited to the event but had scheduling conflicts and could not attend. During that event we were visited by the property manager Sophia Bind, of the adjacent apartment complex Broadstone Cypress Hammocks who was very supportive of our efforts. Additionally, the Sun-Sentinel covered the event and we were able to engage many of the customers in the store that day with surveys which inquired on their desire of having the option of purchasing liquor at the store. The surveys received were supportive of the option for a liquor store by a two to one margin. Some of the verbal comments of interviewed patrons during the Community Outreach Event included were the following:

- Pleased with the low cost option to purchase liquor.
- Indicated they did not have a membership to shop at the nearby BJ's Wholesale in Parkland.
- Pleased with the convenience to purchase groceries and liquor at the same location.
- I don't drink.
- Inquisitive as to what type of products would be carried. (Popular spirit brands)
- Curious as to whether beer and wine would still be stocked in the store. (Yes)
- Inquiry as to whether liquor would be made available to for pickup service. (No)

In surveying the City to determine outreach targets an assessment was made of the number of existing liquor stores in Coconut Creek. It was determined that there are only five liquor stores currently doing business in Coconut Creek. Additionally contact was made with Vice Mayor Rydel whose district the store is in to determine if there were any specific community members that should be contacted during the public outreach. All of the parties requested by the Vice Mayor to be contacted were invited to the Community Outreach Event. Additionally many of the nearby businesses were contacted for input. Many of the businesses contacted either had no opinion or did not have authority to speak as a representative of ownership of the store due to it being part of a large retail or commercial franchise business. Walmart will continue to engage the community with positive outreach efforts related to this application as a regular course of business to maintain positive relations with the surrounding community to which they serve.

At the Planning and Zoning meeting of October 12, 2016, Walmart's special land use application to permit a liquor store was approved with the condition that representatives of the Company meet with the Police Department to get feedback on any concerns there might be relative to security of the addition of a liquor store.

On November 3, 2016, the Walmart team met with Acting Deputy Police Chief John Leonard and his associate to get feedback on the application, current security protocols, and crime statistics at the store. The meeting was very productive as they were very knowledgeable about the store having worked on the police detail there. There did not seem to be a great concern from the Police Department that the addition of a liquor store would increase security risk. Additionally, they confirmed their protocols related to the police detail Walmart pays for at the store which is for 6 hours a day. Conversation included the newly implemented crime diversion program which reduces arrests and allows for apprehended shoplifters to avoid arrest and police record through the completion of a course.

Following the meeting the Deputy Chief Leonard provided crime statistics which showed a marked decrease in incidents and arrests at the store within the last 5 months. During the same period from June through November there was a 73% decline in incidents and a 33% decline in arrests at the Coconut Creek Store compared to 2015. Consultants for Walmart provided the Planning and Zoning Agenda Item materials for Deputy Leonard to review the site plan.

On December 5, 2016 Walmart's Regional Asset Protection Manager Michael Rhoad and Walmart consultants met with the City Manager and Deputy Chief Leonard to review the drop in crime, and current security protocols and procedures. Mr. Rhoad conveyed that this store was well below the market average for crime and police service calls. Feedback seemed positive that Walmart was proactively addressing crime at the store. There were no substantive concerns conveyed to the Walmart team related to the application from the City officials at this meeting.

In the last year, the Coconut Creek Walmart Supercenter donated \$15,000 to local charities and participated in numerous activities with the Coconut Creek Police and Fire Departments including holiday toy drives and other charitable events. Walmart, through this store, its Foundation and corporate level giving, continues to be an active supporter of the Coconut Creek community, Broward County and the state of Florida, with charitable donations and contributions totaling \$82 million in the last year.



**Walmart Coconut Creek**

September 22 at 12:08pm · 🌐

Have you tried our FREE grocery pickup service? You can use the Walmart App to place Online Grocery orders and we'll load them into your car at our store!



👍 Like

💬 Comment

➦ Share



Figure 1: Facebook Post of Neighboring Apartment Complex Property Manager Sophia Bind with Store Manager Mohamed Nabi and Regional Manager Craig Herr at Community Outreach Event



**Walmart Coconut Creek**

September 22 at 12:25pm · 🌐

Had a successful community day and happy to have met so many of our neighbors!



👍 Like    💬 Comment    ➦ Share

👍 You and 21 others

Figure 2: Facebook Post of Store Manager Mohammed Nabi and associates from his store at the Community Outreach event.

**WALMART COCONUT CREEK COMMUNITY OUTREACH**

Name	Title/Occupation	Company	Date of Contact	Type of Contact
Joshua Rydell	Vice Mayor	Coconut Creek	4/18/2016	Meeting, phone
Sandra Welch	City Commissioner	Coconut Creek	4/28/2016	Meeting
Becky Tooley	City Commissioner	Coconut Creek	4/29/2016	Meeting
Mikkie Belvedere	Mayor	Coconut Creek	6/9/2016	Meeting
Lisa Arronson		AARP	9/9/2016	Phone
Mark Bogen	County Commissioner, Attorney	Broward County Country Club Lakes Apartments	9/14/2016	In person, email
		Broadstone Cypress Hammocks, Alliance	9/19/2016	Voice Mail
Sophia Binda	Community Manager	Residential	9/19/2016	Phone, email
Adam Alley	Pastor	First Baptist Church of Coconut Creek	9/19/2016	Phone, email,
Mary Blasi	City Manager	City of Coconut Creek	9/15/2016	Email, meeting
Bo Landy	Owner	Landy Marketing/ Coconut Creek Chamber	9/19/2016	Voice Mail
		Kohl's Coconut Creek	9/19/2016	Voice Mail
	Hostess	Bru's Room Sports Grill	10/10/2016	Left Message w/ hostess for GM
	Supervisor on duty	Jimmy John's	10/10/2016	Phone
John Leonard	Acting Deputy Police Chief	Coconut Creek Police Department	11/3/2016	phone, email, in person meeting

**Community Outreach Event 9/22/2016 9am-12pm**

Sophia Binda	Community Manager	Broadstone Cypress Hammocks, Alliance Residential	9/22/2016	Attended
Doreen Christensen	Reporter	Sun-Sentinel	9/22/2016	Attended
Adam Alley	Pastor	First Baptist Church of Coconut Creek	9/22/2016	Invited, did not attend
Joshua Rydell	Vice Mayor	Coconut Creek	9/22/2016	Invited, did not attend
Mark Bogen	County Commissioner, Attorney	Broward County Country Club Lakes Apartments	9/22/2016	Invited, did not attend

Dozens of customers were engaged at the Community Outreach Event held on September 22. Walmart collected anonymous surveys which provided positive responses to inquiries about the desire to purchase liquor at the store location.