

# PRESS PLAY FORT LAUDERDALE: Strategic Plan 2018 Goals

## INFRASTRUCTURE

### **G1** *GOAL 1: Be a pedestrian friendly, multi-modal City.*

The focus for infrastructure improvements in the next five years will be the planning, design and construction of pedestrian friendly streets. Our Infrastructure will be adaptive, well-designed and constructed to facilitate an easy and safe pedestrian-first experience, with shaded streets that are a pleasure to walk. Neighbors will have more connected mobility options, including increased sidewalks and greenways, additional bicycle amenities, and more public transportation options that are safe, reliable and accessible. Focus will be placed on completing the studies and design of projects with co-benefits that will result in a more connected Fort Lauderdale. As a result, the City will be well-positioned to apply for federal and regional grant investment dollars to fund final construction. These investments will also position us for economic growth.

- Improve transportation options and reduce congestion by working with agency partners
- Integrate transportation land use and planning to create a walkable and bikeable community
- Improve pedestrian, bicyclist and vehicular safety

### **G2** *GOAL 2: Be a sustainable and resilient community.*

Fort Lauderdale's roadways and bridges, water and wastewater systems, and drainage infrastructure will be more structurally sustainable to meet the needs of current and future generations. This will make our City increasingly resilient to inclement weather, high-tides, future water demands, and a growing population. Our community will utilize sustainable construction techniques and efficiencies to blend buildings with the natural environment, and increase recycling practices to minimize our environmental impact.

- Proactively maintain our water, wastewater, road and bridge infrastructure
- Reduce flooding and adapt to sea level rise
- Improve climate change resiliency by incorporating local, regional and mega-regional plans
- Reduce solid waste disposal and increase recycling
- Improve air and water quality and our natural environment
- Secure our community's water supply



Transportation & Mobility staff at the 2013 Safety Street Party

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Part of First Lady Michelle Obama's "Let's Move!" campaign, the National Geographic Kids "Let's Jump!" event set a Guinness World Record for most simultaneous jumping jacks in a 24-hour period.

## PUBLIC PLACES

**G3** ***GOAL 3: Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.***

Fort Lauderdale is focused on ensuring that our public places are beautifully maintained, shaded, and landscaped. In the next five years, we will improve the landscape, level of maintenance, and attention paid to our public spaces. We will infuse arts and culture to attract neighbors and visitors, and benefit from a more connected, pedestrian friendly environment. Well-positioned trees will complement our public realm, offering shade and cooling effects. Dynamic and interactive planning will ensure that developments connect with and benefit our public realm as we utilize existing master plans to achieve this goal. This progress will enhance the identity and overall image of our City.

- Improve access to and enjoyment of our beach, Riverwalk, waterways, parks, and open spaces for everyone
- Enhance the City's identity and appearance through well-maintained green space, parks, major corridors, gateways, and medians
- Integrate arts and cultural elements into public places
- Cultivate our urban forest
- Work with partners to reduce homelessness by promoting independence and self-worth through advocacy, housing, and comprehensive services

**G4** ***GOAL 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.***

The City will continue to provide after-school, evening, and weekend programming to promote and encourage healthy living, following community needs and trends. As the downtown of Broward County, our gathering places will continue to be home to renowned celebrations and events. Staff will focus on streamlining the event processes, parking and traffic logistics, and neighborhood coordination.

- Offer a diverse range of youth, adult, and senior recreational programming
- Celebrate our community through special events and sports

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## NEIGHBORHOOD ENHANCEMENT

### **G5** *GOAL 5: Be a community of strong, beautiful, and healthy neighborhoods.*

Fort Lauderdale will continue to focus on innovative ways to convene neighbors to create strong, respectful communities. By recognizing that neighborhood beautification benefits quality of life for everyone, the City will update its code compliance process to encourage well-maintained properties and shared public spaces. Shared spaces, whether they are pocket parks, medians, parklets or other great public places, will be further enhanced to support healthier lifestyles by encouraging the community to garden, connect, and be active.

- Increase neighbor engagement and improve communication networks within and among neighborhoods
- Enhance the beauty, aesthetics, and environmental quality of neighborhoods
- Increase healthy living through locally grown and fresh foods

### **G6** *GOAL 6: Be an inclusive community made up of distinct, complementary, and diverse neighborhoods.*

In the next five years, the City will focus on evolving zoning ordinances to reflect current master plans and neighborhood plans. As a government, we will work with developers and partners to provide our neighbors with a range of housing options, reflective of our City's unique character and creativity which parallels our ever changing demographics and needs.

- Evolve and update the land development code to balance neighborhood quality, character, and livability through sustainable development
- Ensure a range of housing options for current and future neighbors



A resident tends to the community garden at the Northwest Gardens Complex in Fort Lauderdale



## BUSINESS DEVELOPMENT

### **G7** *GOAL 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, port, and rail connections.*

Fort Lauderdale is committed to working with partners to create an environment for economic growth. Our natural aesthetics, unique coastal assets, regional links, and strong industries place us in an advantageous position to attract, expand, and retain regional and global businesses. The City will work to optimize these strengths, acting as a catalyst over the next five years to achieve superior success. Our local economy will be further enhanced by the influx of domestic and international travelers that are able to arrive easily and enjoy their time in a destination vacationland City.

- Define, cultivate, and attract targeted and emerging industries
- Facilitate a responsive and proactive business climate
- Advance beach resiliency and renourishment
- Deliver best-in-class regional general aviation airport amenities and services to domestic and international stakeholders

### **G8** *GOAL 8: Be known for educational excellence.*

Fort Lauderdale is committed to effectively developing and utilizing strong partnerships with business, community, and educational institutions to increase investment in the educational development of youth and adults. These flourishing partnerships will bring the community together to develop the next generation of leading talent. With targeted industries in mind, the City will reverse engineer the abilities, skills, and connections of our homegrown talent supply, building a leading-edge workforce of up-and-coming leaders primed for success and recognizable on a local, regional, and international scale.

- Create a call to action with our partners to elevate our focus on excellent Pre-K through 12th grade quality public and private education
- Develop strategic alliances with business associations, colleges, and universities to connect skills development with jobs

## PUBLIC SAFETY

### **G9** *GOAL 9: Be the safest urban coastal City in South Florida through preventative and responsive police and fire protection.*

Safety and health are essential to our growing community's quality of life, with both areas being the focus for strategic innovation over the next five years. Advancements in public safety will stem from the analytical use of data to prevent emerging crimes through smart policing initiatives and through modernizing the technology infrastructure. Fire-Rescue will continue to respond quickly to all life-safety incidents. Technical and medical expertise and equipment will continue to positively influence health and property outcomes on both land and water.

- Prevent and solve crime in all neighborhoods
- Provide quick and exceptional fire, medical, and emergency response

### **G10** *GOAL 10: Be a City well-prepared for and responsive to all hazards.*

Fort Lauderdale is focused on being prepared and ready to respond to inclement weather, natural disasters, and other hazards. Through collaborative partnerships, active community involvement, advance planning, prevention efforts, and infrastructure improvements, risks and recovery from hazards will be minimized.

- Provide and effectively communicate comprehensive emergency management planning and disaster recovery
- Involve our neighbors with prevention efforts and emergency preparedness

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Public Works staff promotes Customer Service Week

## INTERNAL SUPPORT

### **G11** *GOAL 11: Be a well-trained, innovative, and neighbor-centric workforce that builds community.*

As an organization, the City will make advances in training and provide essential tools to deliver superior service to our neighbors. A culture of initiative, innovation, and continuous improvement will be integrated in all departments and work units. Core to developing this engaging work environment is recognition, leadership support, and cross-departmental collaboration. Advances in employee safety procedures and wellness opportunities will help energize our workforce to build community.

- Foster professional and rewarding careers
- Improve employee safety and wellness
- Continuously improve and innovate communication and service delivery
- Provide reliable and progressive technology infrastructure

### **G12** *GOAL 12: Be a leading government organization, managing our resources wisely and sustainably.*

Our revenues will be strategically allocated for smart and streamlined delivery of finance, budget, and procurement. By implementing preventive maintenance approaches and sustainability practices to reduce resource-use and generate savings, we will further extend the useful life and efficiencies of our infrastructure and fleet.

- Ensure sound fiscal management
- Achieve excellent procurement services through technological advancements, improved procedures, and outreach programs
- Provide safe, efficient, and well-maintained vehicles, equipment, and facilities and integrate sustainability into daily operations