



TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: September 17, 2013

TITLE: Resolution approving *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2018*, and a Strategic Management System

Recommendation

It is recommended that the City Commission adopt a resolution approving the City of Fort Lauderdale's five-year strategic plan, *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2018* and a Strategic Management System.

Background

In April of this year, the City Commission unanimously approved the community's Vision Plan, *Fast Forward Fort Lauderdale: Our City, Our Vision 2035*. Staff has since been working diligently to integrate priority Vision ideas into the preliminary strategic plan, and assigning and developing initiatives and meaningful performance indicators. While the Vision Plan is the community's long-term aspiration for the future of Fort Lauderdale; the Strategic Plan is the first five-year journey to becoming "*the City you never want to leave.*" An overview of *Press Play Fort Lauderdale 2018* was provided to the City Commission at the September 3, 2013 Conference Meeting.

Press Play Fort Lauderdale 2018 is tasked to the six Cylinder of Excellence teams, departments, and community partners. The priority annual initiatives outlined in the Commission Annual Action Plan (CAAP), a product of collaboration by the City Commission, the City Manager, and departments, reflect the Commission's top priorities for the coming fiscal year. These initiatives are integrated as the main priorities of each Cylinder of Excellence team's annual work plan. Quarterly progress reports of the Commission Annual Action Plan will continue to be provided to the City Commission, and departmental cross-collaboration will continue to take place at monthly FL²STAT meetings. On August 23rd, 2013 the following CAAP initiatives were prioritized by the City Commission for FY 2014:

FY 2014 COMMISSION ANNUAL ACTION PLAN	
POLICY AGENDA	CYLINDER OF EXCELLENCE TEAM
Top Priority	
1. Structurally Balanced Budget	Internal Support
2. Crime Reduction Strategy and Action Plan	Public Safety
3. City Economic Development Strategic Plan	Business Development
4. Comprehensive Homeless Strategy	Public Places
5. Northwest CRA Five-Year Strategy	Business Development
6. Pension Restructuring for Sustainability for Police and Fire	Internal Support
High Priority	
7. Stormwater Management Plan	Infrastructure
8. Riverwalk District Plan	Public Places
9. Landscape Beautification and Maintenance Program	Public Places
10. Beach Renourishment Plan and Funding	Business Development
11. Downtown Walkability Plan	Infrastructure
12. Soccer and Lacrosse Athletics Fields Increase	Public Places
MANAGEMENT AGENDA	
1. Financial Policies, including Financial Integrity Principles and Policies	Internal Support
2. Code Enforcement Process Improvement	Neighborhood Enhancement
3. Engineering Project Management	Infrastructure
4. All Aboard Florida Passenger Rail and Station Area Plan	Infrastructure
5. The Wave Streetcar	Infrastructure

This long, medium, and short-term strategy management system is designed to build trust and improve results through transparency, engagement, performance, and accountability. As a results-oriented organization, the measurement and improvement of performance is also crucial, and will be done through the monitoring of key performance indicators through scorecards. The preliminary Vision Scorecard contains 24 key community and performance indicators to illustrate progress with the top idea groups within each Vision Direction: *We are Connected, We are Ready, We are Community, We are Here, We are Prosperous, and We are United*. Progress with *Fast Forward Fort Lauderdale 2035*, and *Press Play Fort Lauderdale 2018*, will be shared with the community on the City's upgraded website, and through annual progress reports to the City Commission.

I would like to thank staff for this nearly two-year strategic planning effort that included supporting the Visioning Committee in the development of *Fast Forward Fort Lauderdale 2035* and aligning the Strategic Plan. I would also like to thank department directors, their leadership team, and the many subject matter experts who combined their experience and knowledge to make the plan a relevant and accurate depiction of the organization and community's focus over the next five years. *Press Play Fort Lauderdale 2018* contains 12 goals, 38 objectives, 191 strategic initiatives, and 142 key performance indicators with five-year targets, all developed to support the Vision.

Resource Impact

There is no fiscal impact associated with this action at this time. Future fiscal impacts associated with specific *Press Play Fort Lauderdale 2018* and Commission Annual Action Plan initiatives will be identified through the agenda process, the annual budget process, and the multi-year Community Investment Plan.

Attachments

Exhibit 1 – *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2018*

Exhibit 2 – Resolution

Prepared by: Amy Knowles, Structural Innovation Manager, City Manager's Office

Department Director: Lee Feldman, City Manager