



# PRESS PLAY FORT LAUDERDALE 2029

Our City, Our Strategic Plan

# FRAMEWORK

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## Mission

We Build Community

## Vision

We are the City you never want to leave

## Values

Integrity, Compassion, Accountability, Respect, Excellence

## Strategy

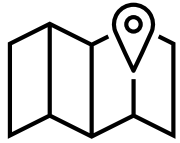
Press Play Fort Lauderdale 2029

## Motto

WeAreFTL



# STRATEGIC PLAN ALIGNMENT



## Strategic Plan

Roadmap to 2035 Vision Plan

### ↳ Focus Areas

Areas of significance for next 5 years

### ↳ Goals

What we aim to achieve by 2029

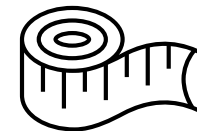
### ↳ Commission Priorities

Guide the development of strategic initiatives



## Guiding Principles

Foundational principles that guide operations and processes



## Performance Measures

Objective indicators that inform progress toward our goals



# FOCUS AREAS & GOALS

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## Public Safety

Goal 1: Be a safe community that is proactive and responsive to risks

## Housing

Goal 2: Enable housing options for all income levels

## Infrastructure & Resilience

Goal 3: Be a sustainable and resilient community

Goal 4: Facilitate an efficient, multimodal transportation network

## Public Places

Goal 5: Build a beautiful and welcoming community

## Business Growth & Support

Goal 6: Build a diverse and attractive economy

# PUBLIC SAFETY

Goal 1: Be a safe community that is proactive and responsive to risks

## Key Performance Measures:

- Crime rate
- Police response time (all calls for service)
- Fire Rescue response times (turnout time, travel time)



# HOUSING

Goal 2: Enable housing options for all income levels

## Key Performance Measures:

- Number of individuals experiencing homelessness
- Number of individuals receiving housing benefits
- Number of affordable dwelling units, built for those with very low to moderate income, that received City funding



# INFRASTRUCTURE & RESILIENCE

## Goal 3: Be a sustainable and resilient community

### Key Performance Measures:

- Primary drinking water compliance
- Number of water breaks per 100 miles of distribution pipe
- Number of failures per 100 miles of wastewater collection pipe
- Percent of citywide tree canopy coverage on public and private property





# INFRASTRUCTURE & RESILIENCE

## Goal 4: Facilitate an efficient, multimodal transportation network

### Key Performance Measures:

- Average number of riders per hour per route on the Community Shuttle
- Average time spent on major corridors
- Percent of neighbors that use public transportation to commute
- Installed linear feet of new bike lanes, sidewalks, and shared use paths





# PUBLIC PLACES

Goal 5: Build a beautiful and welcoming community

Key Performance Measures:

- Percent of neighbors that live within a 10-minute walk of a park
- Number of new streetlights installed



# BUSINESS GROWTH & SUPPORT

Goal 6: Build a diverse and attractive economy

Key Performance Measures:

- Assessed valuation for commercial properties
- Percent of tourism tax generated by Fort Lauderdale
- Number of active retail properties (retail/restaurants)





# GUIDING PRINCIPLES



CUSTOMER SERVICE



FISCAL RESPONSIBILITY



INNOVATION



TECHNOLOGY ADAPTATION



INCLUSIVITY