



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING

#24-0061

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

FROM: Greg Chavarria, City Manager

DATE: January 9, 2024

TITLE: Presentation of *Press Play Fort Lauderdale 2029: Our City, Our Strategic Plan* – **(Commission Districts 1, 2, 3 and 4)**

It is my pleasure to present an overview of the City of Fort Lauderdale’s third five-year strategic Plan, *Press Play Fort Lauderdale 2029: Our City, Our Strategic Plan*. In April of 2013, The City Commission unanimously adopted the Community’s Vision Plan, *Fast Forward Fort Lauderdale: Our City, Our Vision 2035*. While the Vision Plan is our community’s long-term aspiration for the future of Fort Lauderdale, the Strategic Plan is our journey to realizing that vision.

Although we have celebrated many successes during the last five years, it is now time to again look forward and build upon the momentum we have created with our third five-year strategic plan, *Press Play Fort Lauderdale 2029: Our City, Our Strategic Plan*. This plan is structured into five Focus Areas that are designed to foster collaboration and innovation: Public Safety, Housing, Infrastructure and Resilience, Public Places, and Business Growth and Support. Within these Focus Areas, the plan contains six goals that will move us toward our community’s vision for Fort Lauderdale in 2035. Within each goal, key performance measures that will objectively define the success of our actions have been identified. Annual reports will be provided to City Commission on the progress of *Press Play Fort Lauderdale 2029: Our City, Our Strategic Plan*.

The following are the five Focus Areas and six Goals of *Press Play Fort Lauderdale 2029: Our City, Our Strategic Plan*:

- **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 and 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 and Support**
 - Goal 6: Build a diverse and attractive economy

As a part of developing this Strategic Plan, it was critical to capture the perspectives and feedback of neighbors and businesses. The 2023 Community Survey, inclusive of both the Neighbor and Business Surveys, polled respondents to better understand satisfaction with City services and where improvement is needed. The feedback then guided the City in determining its course and goals for the next five years.

I look forward to presenting the complete *Press Play Fort Lauderdale 2029: Our City, Our Strategic Plan* for your consideration and adoption and am eager to realize the successes we will achieve together as we continue to become “the City you never want to leave.”

Resource Impact

There is no fiscal impact associated with this action at this time. Future fiscal impacts associated with specific *Press Play Fort Lauderdale 2029: Our City, Our Strategic Plan* and Commission Priorities will be identified through the agenda process, annual budget process, and multi-year Community Investment Plan.

Strategic Connections

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are United*.

Attachments

Exhibit 1 – *Press Play Fort Lauderdale 2029: Our City, Our Strategic Plan*
Exhibit 2 – Strategic Plan Presentation

Prepared by: Aricka Johnson, Structural Innovation Manager

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