



## Memorandum

**Memorandum No: 16-035**

**Date:** March 16, 2016

**To:** Honorable Mayor and Commissioners

**From:** Lee R. Feldman, ICMA-CM, City Manager

**Re:** *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2018* Public Places Progress Report

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I am pleased to present the annual progress report for the Public Places Cylinder of Excellence. This report is an important element of Resolution 13-178, which outlines our strategic management system. We will continue to provide you with quarterly reports on progress with the Commission Annual Action Plan initiatives.

The Public Places Cylinder of Excellence incorporates Goals 3 and 4 of *Press Play Fort Lauderdale*, focusing on our unique gathering places, the maintenance of green spaces, arts and culture, tree canopy coverage, and homelessness outreach efforts, as well as our recreation programming and special events. The progress report is organized by goal and highlights progress with performance measures and initiatives that were selected from each.

I would like to thank the City Commission for their continued leadership in providing direction for these items, and all staff for the work they do every day to build community.

Attachments: Exhibit 1: Public Places Progress Report

C: Stanley D. Hawthorne, Assistant City Manager  
Christopher J. Lagerbloom, Assistant City Manager  
Cynthia A. Everett, City Attorney  
Jeffrey A. Modarelli, City Clerk  
John C. Herbst, City Auditor  
Department Directors  
CMO Managers  
Community Building Leadership Team (CBLT)

# PUBLIC PLACES

## GOAL 3

**Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways,**

Objective 1: Improve access to and enjoyment of our beach, Riverwalk, waterways, parks, and open spaces for everyone.

Objective 2: Enhance the City's identity and image through well-maintained green space, major corridors, gateways, and medians.

Objective 3: Integrate arts and cultural elements into public places.

Objective 4: Cultivate our urban forest.

Objective 5: Work with partners to reduce homelessness by promoting independence and self-worth through advocacy, housing, and comprehensive services.



Tree Services Crew  
Leader, Ernesto  
Campisi, of Parks and  
Recreation, building  
community for 20  
years! #FL2STAT

## BEAUTIFICATION PROJECT HIGHLIGHT

The physical aesthetics of the places we live, work, and play have a direct impact upon quality of life. Well-maintained public spaces increase property values and strengthen the economic vitality of the community. In an effort to enhance the standard of cleanliness and overall appearance of the City, a specialized “Clean Team” was created. The Clean Team consists of two complementary units. The first unit is the Street Cleaning Team, which patrols major public areas on foot to address litter, graffiti, and other appearance concerns. The second team is the Pressure Cleaning Team, which is responsible for pressure cleaning sidewalks throughout the City. The Clean Team operates seven days per week and covers multiple areas throughout the City, including A1A, Las Olas Boulevard and the Riverwalk. The Clean Team also performs extensive work in the downtown area, as well as in the area around Port Everglades. Furthermore, the Pressure Cleaning Team is responsible for pressure cleaning all City parks, and are approximately 75% complete with this task. On a given day, the Street Cleaning Team will collectively cover up to 30 miles of City streets.

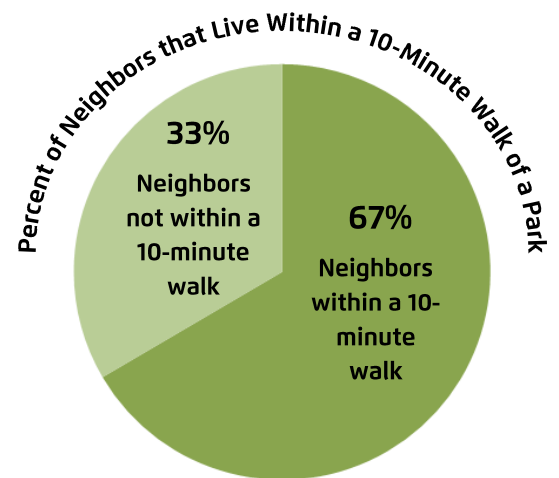


**30**  
**miles of**  
**City streets**  
**cleaned daily**

## ACCESSIBILITY OF PUBLIC PARKS

*Source: City of Fort Lauderdale Parks and Recreation Department*

Whether walking, biking, or boating, City parks are accessible to our neighbors. 10 additional parks received bicycle racks in FY 2015, resulting in 68% of public parks being accessible to bicyclists. Additionally, 80% of the City's waterfront parks (or 12 out of 15 parks), are accessible by boat. These waterfront parks include: Riverwalk, George English, Bill Keith, Smoker, Esplanade, Riverland Woods, Cooley's Landing, Beach, Lewis Landing, Annie Beck, Sweeting, and Sailboat Bend/Townsend.

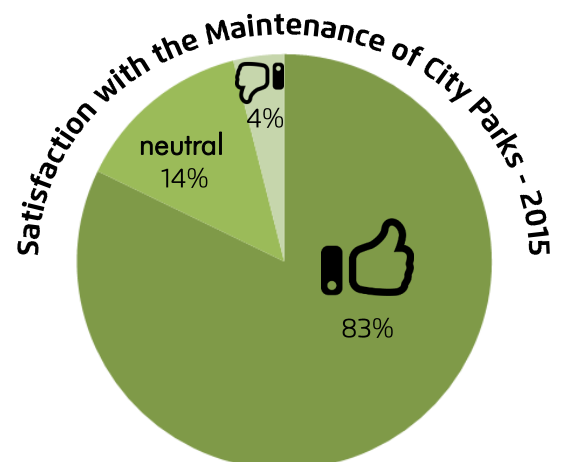


*Source: City of Fort Lauderdale Parks and Recreation Department*

## ENHANCEMENT TO THE CITY'S IDENTITY AND IMAGE

*Source: 2015 Neighbor Survey*

Neighbor satisfaction with the maintenance of City parks increased from 78% satisfaction in the 2014 Neighbor Survey to 83% satisfaction in the 2015 Neighbor Survey, with a total increase of 6% since 2012. At 83% satisfaction, the City exceeded State and National benchmarks by 8% and 9%, respectively. Additionally, 67% of neighbors perceive the overall appearance of the City as excellent or good. The Parks and Recreation Department will continue to create improvements to the physical environment of the City, as well as maintain City parks and playground equipment to ensure neighbor satisfaction and safety.



*Source: 2015 Neighbor Survey*



35  
pieces  
of art

FY 2014

39  
pieces  
of art

FY 2015

## CITY OWNED PUBLIC PLACES WITH ART INTEGRATION

Source: City of Fort Lauderdale Parks and Recreation Department

Enhancing public places with art can have a lasting impact on a community. Public art can encourage walking and biking, enhance the aesthetic beauty of a community, increase cultural awareness and public education, and foster a creative environment. Over FY 2015, the City increased the amount of public art on City owned property by four additional pieces. These include a Wheel Barrow sculpture on 13 Street, the Tequesta Indian statute at Lewis Landing Park, a painted mural at Poinciana Park, and the Seminole Indian Girl statue at Smoker Park. Additionally, the City continues to consider the benefits of a Public Arts Ordinance with a Public Art and Placemaking Committee to monitor and advise on future pieces of art integration.



## CITYWIDE TREE CANOPY COVERAGE

Source: City of Fort Lauderdale Public Works Department

The City of Fort Lauderdale's Sustainability Division continues to research programs and partnerships to expand its tree canopy coverage, and to promote the *right tree in the right place*. Using the iTree software, the City has calculated that it's overall tree canopy coverage for FY 2015 is at 22.3%, with a targeted increase of 0.5%, annually. The City has increased it's public tree plantings and tree giveaway efforts over the past three fiscal years, with an additional 2,349 trees planted or given away in FY 2015 than FY 2013, for a total of 3,595 trees planted or given away in FY 2015. Already in the first quarter of FY 2016, the City has planted or given away 554 trees.



## COMPREHENSIVE HOMELESS STRATEGY

Source: Broward County Point in Time Count



The Chronic Homeless Housing Collaborative (CHHC) program is successfully housing 14 individuals and two families with permanent supportive housing; meeting the current capacity of the program based on available funding. In December 2015 the City Commission approved the renewal of the CHHC grant for 2016 and 2017/2018. Staff anticipates providing permanent supportive housing for an additional seven program participants in 2016, as the City continues to work toward ending chronic homelessness in Fort Lauderdale with the Broward County Continuum of Care, and other community partners.

JANUARY 2015

427

chronically homeless, county-wide

JANUARY 2014

516

chronically homeless, county-wide

## COUNTY-WIDE CHRONICALLY HOMELESS INDIVIDUALS

Source: Broward County Point in Time Count



# PUBLIC PLACES

## GOAL 4

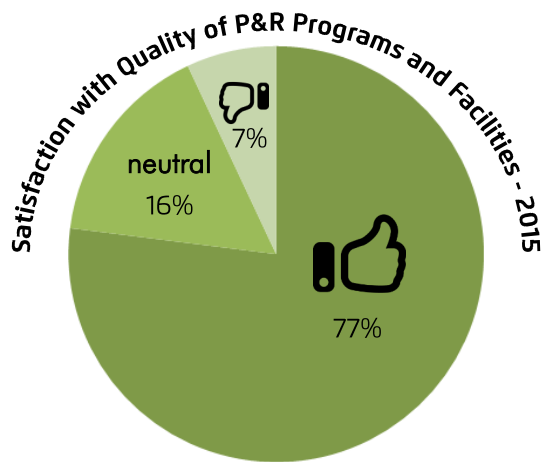
**Be a healthy community with fun and stimulating recreational activities for our neighbors.**

Objective 1: Offer a diverse range of youth, adult, and senior recreational programming.

Objective 2: Celebrate our community through special events and sports.



Parks and Recreation Team #FL2STAT



Source: 2015 Neighbor Survey

## QUALITY OF SERVICES

Source: 2015 Neighbor Survey

Overall satisfaction with the quality of Parks & Recreation programs and facilities increased by 2% from 2014 levels, as reported in the City's Annual Neighbor Survey. Additionally, the department continues to exceed State and National benchmarks in this area, by 7% in both areas. As a testament to the overall quality of programming, the Fort Lauderdale Parks and Recreation Department is one of only 118 agencies in the nation that is accredited through the Commission for Accreditation of Parks and Recreation Agencies (CAPRA). Furthermore, the department is currently undertaking the development of a Parks and Recreation System Master Plan, to ensure department efforts align with community priorities.



## PERCENT OF RECREATION PROGRAMS FILLED

Source: City of Fort Lauderdale Parks and Recreation Department



The City of Fort Lauderdale Parks and Recreation Department offers a wide range of programs and activities for neighbors of all ages and athletic capabilities. Over the past year, the percent of programs (youth/summer/after-school) filled has increased by 6%, going from 72% filled in FY 2014, to 78% filled in FY 2015. Furthermore, neighbor satisfaction with the quality of overall youth (61%) and adult (56%) programming has increased by 3% in both areas from 2014 levels, as reported in the City's Annual Neighbor Survey.

## RECREATION PROJECT HIGHLIGHT

The City of Fort Lauderdale has implemented two initiatives to promote healthy lives and combat obesity: Let's Move! and Healthy Weight Community. Let's Move! is a comprehensive initiative, launched by the First Lady in February 2010, dedicated to solving the challenge of childhood obesity within a generation, so that children born today will grow up healthier and be able to pursue their dreams. The Healthy Weight Community program is a public-private collaboration bringing together state agencies, not-for-profit organizations, businesses and entire communities to share best practices and policies they have implemented related to health and wellness. These "best practice" policies are reflected in the Healthy Weight Community Champion Recognition Program. Examples of criteria for the recognition program include whether a jurisdiction maintains a system of parks, provides incentive programs to attract grocery stores to underserved neighborhoods and prioritizes personal safety in areas where people can increase physical activity. Based upon the Let's Move! Cities, Towns and Counties (LMCTC) survey responses, the National League of Cities (NLC) honored the City of Fort Lauderdale with gold medals in each of the 5 pillars: Goal I. Start Early, Start Smart, Goal II. My Plate, Your Plate, Goal III. Smart Servings for Students, Goal IV. Model Food Service, and Goal V. Active Kids at Play. Fort Lauderdale is now ranked #1 in the country among the 512 communities participating in LMCTC!



## PARKS PROJECT HIGHLIGHT

On August 6, 2014, The Parks & Recreation Department submitted a request for a Build it with KaBOOM! Community Partner Playground. KaBOOM! projects serve a special needs community, or replace an existing unsafe or outdated playground. The original playground equipment at Poinciana Park was outdated and in need of replacement. Poinciana Park was approved to participate in this community-build project and received the new playground equipment.

With guidance from KaBOOM!, community members and children were engaged to participate in the planning and development of the play space. JM Family Enterprises supported the project as a funding partner and also supported the build by providing volunteers. More than 200 volunteers participated during the build which took place on May 9, 2015. Volunteers helped unload equipment, prep the playground site, and construct the playground. They also participated in side projects such as painting murals, building benches and bike racks, and landscaping.



## FORT LAUDERDALE SPECIAL EVENTS

*Source: City of Fort Lauderdale Parks and Recreation Department and 2015 Neighbor Survey*

Fort Lauderdale neighbors enjoy their special events, with 68% of neighbors indicating satisfaction with the quality of City special events and festivals in the 2015 annual Neighbor Survey (and increase of 5% from 2014), and just over half of neighbors (59%) indicating satisfaction with the amount of special events held in the City throughout the year.

The City of Fort Lauderdale and the Riverwalk Trust held over 750 special events or activities along the Riverwalk in FY 2015. 190 events or activities have already been held along the Riverwalk in the first quarter of FY 2016. In addition to the Riverwalk events, the City produced or supported a number of major annual events, including Light Up Sistrunk, Light Up the Beach, Light Up Lauderdale, Downtown Countdown, St. Patrick's Parade and Festival, Great American Beach Party, and the 4th of July Spectacular.

When it comes to special events and sustainability, 100% of City sponsored special events have recycling options available, thus promoting sustainable practices to the community while reducing the City's impact on the waste stream. Additionally, in FY 2015, over 3,000 patrons of the City's large special events utilized public transportation options on the waterways. This reduces stressful traffic congestion, which is particular vital due to the large crowds that are typically drawn out to the City's special events each year.

# 754

## Events/Activities on the Riverwalk

*Source: City of Fort Lauderdale Parks and Recreation Department and the Riverwalk Trust—FY 2015*

