



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING

#19-0986

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: October 2, 2019

TITLE: Presentation of *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2024* – **(Commission Districts 1, 2, 3 and 4)**

It is my pleasure to present an overview of the City of Fort Lauderdale's second five-year strategic Plan, *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2024*. In April of 2013, The City Commission unanimously adopted the Community's Vision Plan, *Fast Forward Fort Lauderdale: Our City, Our Vision 2035*. In September of 2013, the City's first five-year strategic plan, *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2018* was also unanimously adopted. 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 second five-year strategic plan, *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2024*. This plan is structured into six Focus Areas that are designed to foster collaboration and innovation:

- Infrastructure
- Public Places
- Neighborhood Enhancement
- Business Development
- Public Safety
- Internal Support.

Within these Focus Areas, the plan contains eight goals that will move us toward our community's vision for Fort Lauderdale in 2035. Within each goal are objectives to further describe how we will achieve the goals and performance measures to objectively define the success of our actions. Annual reports will be provided to City Commission on the progress of *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2024*.

The following are the six Focus Areas and eight Goals of *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2024*:

Press Play Fort Lauderdale: Our City, Our Strategic Plan 2024	
Focus Area	Goal
Infrastructure	Build a sustainable and resilient community.
	Build a pedestrian friendly and multi-modal community.
Public Places	Build a healthy and engaging community.
Neighborhood Enhancement	Build a thriving and inclusive community of neighborhoods.
Business Development	Build an attractive global and local economic community marketplace.
Public Safety	Build a safe and well-prepared community.
Internal Support	Build a values-based organization dedicated to developing and retaining qualified employees.
	Build a leading government organization that manages all resources wisely and sustainably.

As a part of developing this Strategic Plan, it was critical that our neighbors participate in the planning process. To best capture feedback representing every neighbor in the City, the City leveraged the existing Neighbor Survey. The 2018 Annual Neighbor Survey asked Neighbors to provide valuable feedback specific to the Strategic Plan to inform us of what they would like emphasized as we plan for the next five years. In addition to this survey, the Fort Lauderdale Council of Civic Associations provided feedback on the plan allowing the City to understand resident perspectives from each of our unique neighborhoods.

Resource Impact

There is no fiscal impact associated with this action at this time. Future fiscal impacts associated with specific Press Play Fort Lauderdale: Our City, Our Strategic Plan 2024 and Commission Annual Action Plan initiatives will be identified through the agenda process, annual budget process, and multi-year Community Investment Plan.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Internal Support Cylinder of Excellence, specifically advancing:

- Goal 11: Be a well-trained, innovative, and neighbor-centric workforce that builds

community.

- Objective 3: Continually improve and innovate communication and service delivery.
 - Initiative 1: Implement *Fast Forward Fort Lauderdale 2035* through the FL²STAT model and community partnerships.

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

Attachments

Exhibit 1 – *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2024*

Exhibit 2 – *Press Play Fort Lauderdale: Our City, Our Strategic Plan 2024* Presentation

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