

# Press Play Fort Lauderdale 2024

FIVE YEAR STRATEGIC PLAN

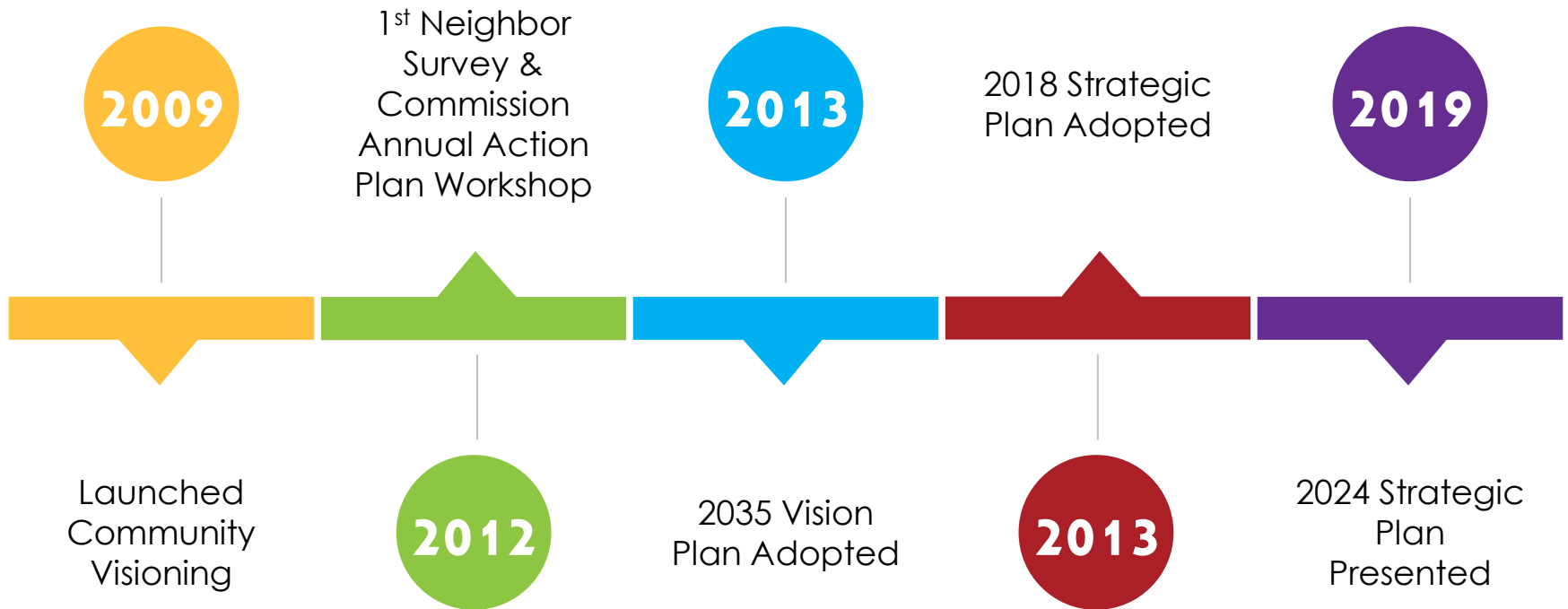


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# Strategic Planning History



# Organizational Alignment

## Mission

*We Build Community*

## Vision

*We are Fort Lauderdale, a community of choice.*

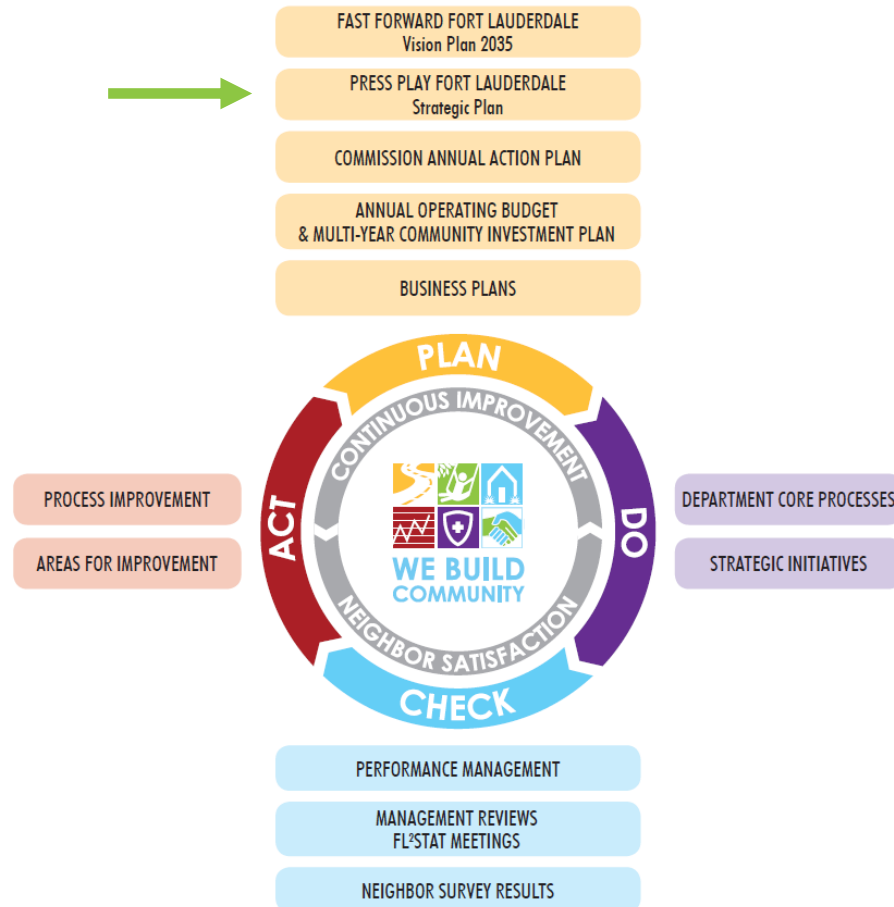
*We are the City you never want to leave.*

## Values

*Integrity, Compassion, Accountability, Respect, Excellence*



# Strategic Management



# Strategic Plan Structure



# Strategic Plan Structure



**INFRASTRUCTURE**



**PUBLIC PLACES**



**NEIGHBORHOOD  
ENHANCEMENT**



**BUSINESS  
DEVELOPMENT**



**PUBLIC SAFETY**



**INTERNAL SUPPORT**



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# Strategic Plan

Press Play 2024



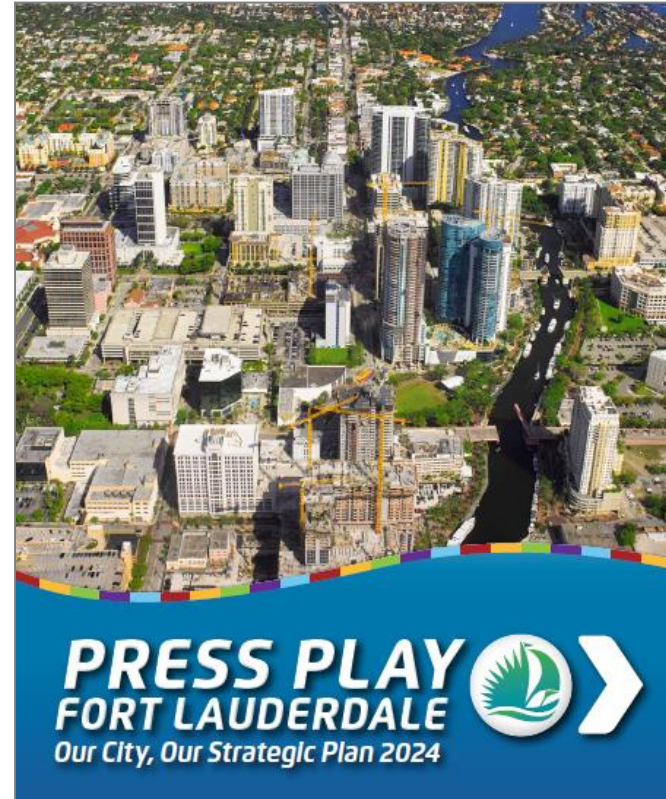
8 Goals



34 Objectives



35 Performance Measures



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# Infrastructure

## Goal 1

Build a sustainable and resilient community



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# Infrastructure

## Goal 1 Objectives:

- Proactively maintain our water, wastewater, stormwater, road, and bridge infrastructure
- Secure our community's water supply
- Effectively manage solid waste
- Ensure climate change resiliency and implement mitigation strategies
- Reduce flooding and adapt to sea level rise
- Actively monitor beach resiliency and support nourishment efforts
- Grow and enhance the urban forest

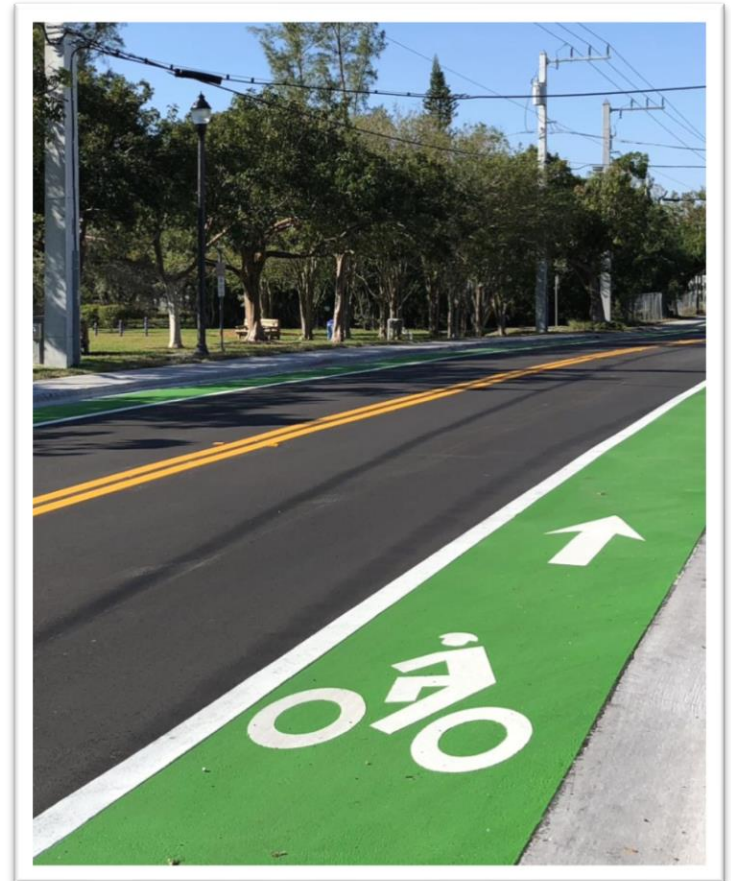




# Infrastructure

## Goal 2

Build a multi-modal  
and pedestrian friendly  
community



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# Infrastructure

## Goal 2 Objectives:

- Improve transportation options and reduce congestion by working with agency partners
- Improve roads, sidewalks, and trails to prioritize a safer, more walkable and bikeable community





# Public Places

## Goal 3

Build a healthy and engaging community



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# Public Places

## Goal 3 Objectives:

- Improve access to and enjoyment of our beach, waterways, parks, and open spaces for everyone
- Improve water quality and our natural environment
- Enhance the City's identity through public art, well-maintained green spaces, and streetscapes
- Offer a diverse range of recreational and educational programming





# Neighborhood Enhancement

## Goal 4

Build a thriving and inclusive community of neighborhoods



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# Neighborhood Enhancement

## Goal 4 Objectives:

- Work with partners to reduce homelessness by promoting independence and self-worth
- Ensure a range of affordable housing options
- Create a continuum of education services and support







# Business Development

## Goal 5

Build an attractive global and local economic community marketplace



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# Business Development

## Goal 5 Objectives:

- Create a responsive and proactive business climate to attract emerging industries
- Nurture and support existing local businesses
- Create educational pathways and partnerships for workforce development
- Provide best-in-class regional general aviation airport amenities and services





# Public Safety

## Goal 6

Build a safe and well-prepared community



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# Public Safety

## Goal 6 Objectives:

- Prevent and solve crime in all neighborhoods
- Provide quick and exceptional fire, medical, and emergency response
- Be the leading model in domestic preparedness
- Educate stakeholders on community risk reduction, homeland security, and domestic preparedness





# Internal Support

## Goal 7

Build a values-based organization dedicated to developing and retaining qualified employees





# Internal Support

## Goal 7 Objectives:

- Establish an organizational culture that fosters rewarding, professional careers
- Improve employee safety and wellness
- Provide effective internal communication and encourage employee feedback
- Continuously improve service delivery to achieve excellence through innovation
- Be a diverse and inclusive organization

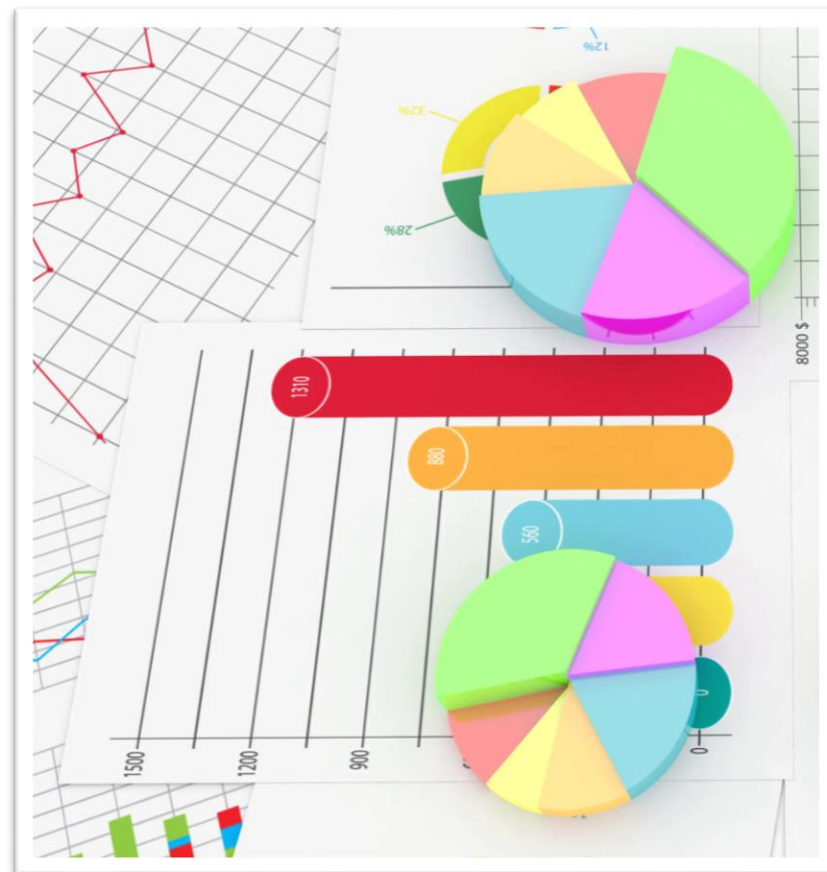




# Internal Support

## Goal 8

Build a leading government organization that manages all resources wisely and sustainably





# Internal Support

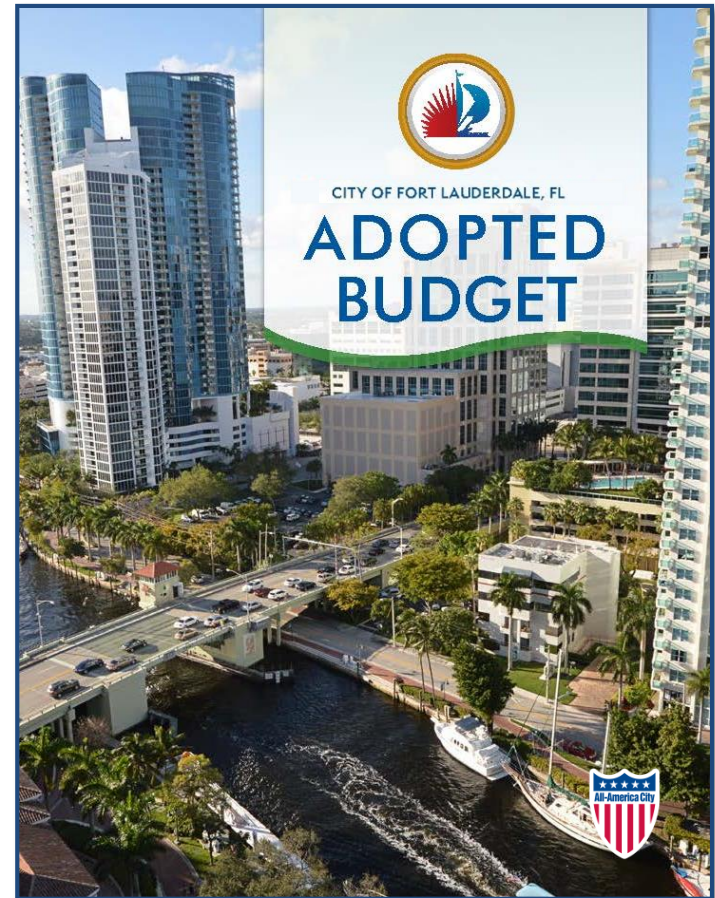
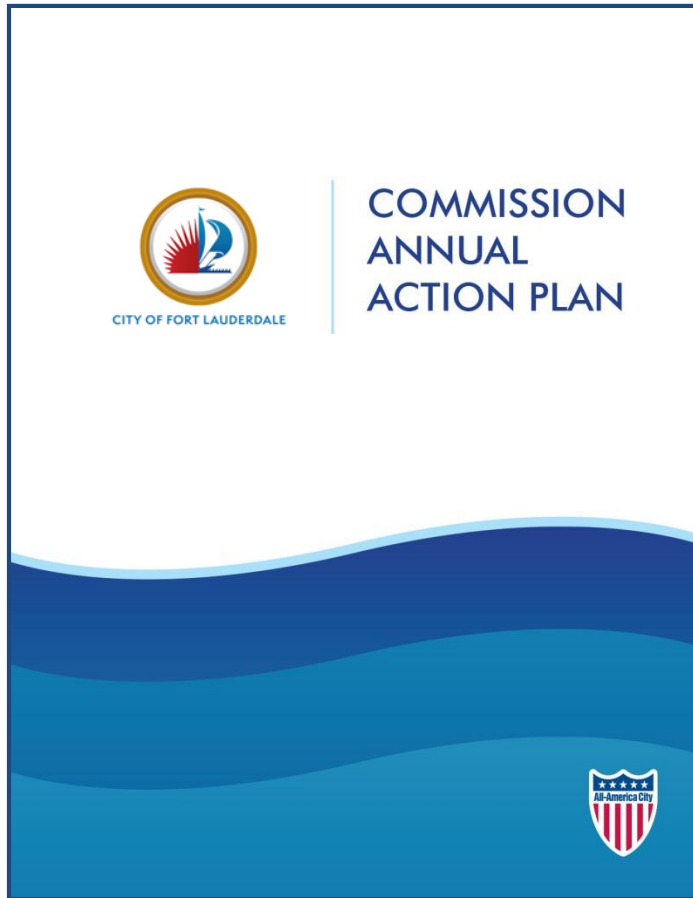
## Goal 8 Objectives:

- Maintain financial integrity
- Achieve excellent procurement services
- Provide a reliable and progressive technology infrastructure
- Provide safe, well-maintained, and efficient facilities and capital assets
- Integrate sustainability and resiliency into daily operations





# Implementation



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# Questions or Comments?

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