



Item: 13(g)
Date: 8/20/12

City of Port St. Lucie

Memorandum

TO: MAYOR & CITY COUNCIL
FROM: GREGORY J. ORAVEC, CITY MANAGER
DATE: AUGUST 20, 2012
SUBJECT: CITY COUNCIL VISION AND GOALS

At the Summer Retreat, the City Council and staff had a meaningful discussion concerning the Council's vision and goals for the City. As you know, the Council adopted the following:

Goals

1. Facilitate job creation, economic diversification and successful business opportunities
2. Promote, encourage and/or create diverse quality educational, cultural and recreational opportunities
3. Create and facilitate broad transportation options
4. Maintain safe city status
5. Encourage affordable life cycle housing
6. Enhance and maintain the community's appearance
7. Nurture a sense of pride in the community
8. Balance our natural resource preservation with the community's needs

Adopted 2008. Updated July 20, 2012.

In addition to the goals, the Council also began developing a vision statement. As a starting point, an element of the Tradition CRA's vision statement was offered:

The City of Port St. Lucie will be a hometown where its citizens need not leave to fulfill all of life's necessities, a place to live, learn, work, shop, socialize and play.

We should continue the development of the vision statement with the goal of finalizing a statement which fully resonates with the entire City Council.

In order to breathe life into the vision and goals, I believe it would be useful for the Council and staff to brainstorm postcard projects which correspond to specific goals and elements of the vision. Even if some of the conceptualized projects fall outside of the City's current means, the process will result in exemplifying how the vision and goals can be achieved and in the formulation of several quality ideas which can be implemented now or in the future, leading to a better Port St. Lucie.

Once the vision and goals are fully formed, I will work with staff to ensure that all of the City's efforts are sharply focused on achieving them. Furthermore, we will work to identify objective performance indicators to evaluate our efforts.

As you ponder the vision and goals, I thought it might be helpful to look at what the City and other organizations have derived from similar exercises. Please find attachment "A" for your use.

I look forward to Monday's meeting. If you have any questions or I can be of service, please do not hesitate to contact me.

Attachment

ATTACHMENT "A"

Vision Statement for Southern Grove CRA:

...a regional employment center and retail destination providing the City with: a diverse economic base formed of innovation, an integral facet of its identity and fiscal stability. The area will be a well-planned mixed use community, aesthetically pleasing, interconnected, sensitive to the environment and unique. It will enable the City to become a place where its citizens need not leave to fulfill all of life's necessities, a place to live, learn, work, shop, socialize and play.

Vision Statement for Original CRA:

The City of Port St. Lucie's Community Redevelopment Area will be a central gathering place that creates an identity for the city as well as provides entertainment and economic opportunities. The area will include a variety of development districts and connective open space to better serve Port St. Lucie's current and future population.

A Message from Council
Our residents elected us to preserve and enhance the quality of life that makes Wellington A Great Hometown.

Vision
A Great Hometown:
Great Neighborhoods, Great Schools and Great Parks.

Mission
To provide high quality services that create economic, environmental and social sustainability for residents.

Goals
Neighborhood Renaissance
Respecting the Environment
Protecting Our Investment
Economic Development
Responsive Government

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City of Tallahassee Mission Statement
The mission of the City of Tallahassee is to provide excellent services and facilities to support a high quality of life for our community.

The mission of the Fort Lauderdale City Commission is to represent the public interest, promote quick, courteous response to residents' problems, provide leadership and direction for the City's future, and assure the present and future fiscal integrity of the municipal government.

City of Tampa

Strategic Plan

The City of Tampa Strategic Planning Process will become a cornerstone for the City's delivery of services and operations. Before we can allocate our available resources, we must first understand the needs of our community and develop a vision for our future. By looking ahead and determining our needs, we will establish a vision for what level of service we will provide, along with an understanding of what resources will be necessary to provide them.

Vision

Tampa will be recognized as a diverse, progressive city; celebrated as the most desirable place to live, learn, work, and play.

Mission

The City of Tampa's mission is to deliver outstanding services to enhance the quality of life within our community.

Values

The vision, mission and goals of the City of Tampa will be guided by the following core values.

Integrity

Demonstrating honesty and sincerity in all of our dealings.

Upholding only the highest ethical principles.

Making decisions that reflect the highest standards of proper stewardship and accountability of resources.

Excellence

Being accountable for our actions.

Delivering every product and service of city government in an outstanding manner.

Developing a quality workforce.

Showing pride in our efforts and the community, in which we live and work.

Teamwork

Working in full cooperation and mutual support that inspires trust and respect to achieve a common goal.

Creating a spirit of service.

Respect

Showing consideration or regard for an individual or institution.

Judging all people on their merits.

Being tolerant and appreciative.

Accepting individual differences.

The City of Tampa will concentrate efforts into the following six strategic focus areas to transform the City of Tampa into a diverse and progressive city - celebrated as the most desirable place to live, learn, work and play.

Invest in Tampa's Neighborhoods

Advance the quality of life in Tampa's neighborhoods by delivering outstanding services.

Economic Development in Our Most Challenged Areas

Transform East Tampa into a community of vibrant residential, business, recreational, social and cultural life through the implementation of a strategic economic development model, focused on neighborhood assets that can be replicated in other challenged areas within the City of Tampa.

Downtown as a Residential Community

By 2010, our Downtown will have multiple, distinct, mixed-income neighborhoods recognized as a safe, pedestrian oriented urban community servicing individuals and families.

Efficient City Government Focused on Customer Service

The City of Tampa will become a model of government efficiency and effectiveness, delivering the highest quality of services at the best possible value, while providing outstanding customer service in all areas of operations.

City of the Arts

Tampa will be a place that celebrates the works of artists, writers, performers, film makers and all forms of fine and commercial arts professionals, providing opportunities for residents and visitors of all ages to enjoy and be enriched by a wide array of creative pursuits while encouraging the growth of creative businesses.

Making Regional Mass Transit a Reality

The City of Tampa will work on a regional basis to create a mass transit system consisting of both rail and enhanced bus service to serve future generations.

Cape Coral

Our Mission, Vision and Core Values

Vision Statement (note change)

“A ~~young~~ progressive waterfront community becoming the urban center of Southwest Florida, offering economic and social opportunities, with unparalleled quality of life.”

Mission Statement (unchanged)

“We, the City of Cape Coral, will meet our community’s needs through the efficient and professional delivery of quality services, with pride and integrity, in an open, honest spirit of teamwork, respecting the self worth of the individual and the environment.”

Values (unchanged)

Honesty, integrity and fairness in all interactions, dedication, exceeding the customers’ expectations, valuing employees and diversity, environmental protection, continual performance excellence and accountability for one’s actions.

It is the expectation that those partnering with the City in providing services to the city’s residents on behalf of the city (animal control, trash removal, grounds and landscape maintenance) do so in the same manner and with the same serving attitude as if the City were providing those same services with its own employees. This includes being professional, responsive and effective in the delivery of these services.

1. ECONOMIC DEVELOPMENT

- INCREASE COMMERCIAL/ OFFICE/ INDUSTRIAL/MANUFACTURING.
- PROVIDE INCENTIVES TO ATTRACT HIGH PAYING JOBS.
- EXPEDITE CRA CASES, LEGISLATION AND ISSUES.
- ATTRACT TARGET INDUSTRIES OTHER THAN SERVICE SECTOR BUSINESSES.
- ASSIST EXISTING BUSINESSES.
- FOCUS ON THOSE BUSINESSES COMPETING FOR AND WHO COULD LOCATE ELSEWHERE.
- PLAN FOR VISCAYA IMPROVEMENTS.

2. WATER, SEWER, IRRIGATION

- CONTINUE EXPLORING ALTERNATIVE DELIVERY METHODS AND COST SAVINGS.
- TARGET COMPLETION YEAR REMAINS 2018.

3. LAND USE/PLANNING/ANNEXATION/WORKFORCE HOUSING

- REVIEW 16 UNITS PER ACRE DENSITY BY RIGHT PROVISIONS.
- FUTURE ANNEXATIONS REQUIRE INDEMNIFICATION BY APPLICANTS.
- APPROACH COUNTY ON RESOLVING ENCLAVES IN CITY.
- ARCHITECTURAL REQUIREMENTS FOR BUSINESSES ARE IMPLEMENTED AND ENFORCED CITY WIDE.
- COMPLETE CAC ZONING REGULATIONS; MAP SAME.
- FURTHER EXPLORE TRANSFER OF DEVELOPMENT RIGHTS.

4. PUBLIC SAFETY

- CONSTRUCT PUBLIC SAFETY FACILITY.
- REDUCE EMERGENCY RESPONSE TIMES.
- LOWER CRIME RATE.
- IMPROVE COMMUNICATIONS WITH THE PUBLIC.

5. TRANSPORTATION

- MONITOR & PURSUE BURNT STORE ROAD WIDENING.
- PURSUE PINE ISLAND ROAD WIDENING (CHIQUITA TO BURNT STORE ROAD).
- MAINTAIN AND REPAIR CURRENT ROADS.
- CONTINUE SIDEWALK INSTALLATIONS.
- CONTINUE BIKE LANE CREATION.

- EXPLORE BROAD RANGE OF TRANSPORTATION ALTERNATIVES, INCLUDING PUBLIC BUS AND TROLLEY TRANSPORTATION, WATER TAXIS, ETC.
- REVIEW SIGNAGE THROUGHOUT THE CITY/ I-75.
- MONITOR TRAFFIC GROWTH AND CONDITIONS.

6. PARKS & RECREATION

- CONTINUE AGGRESSIVE LAND ACQUISITION.
- IMPROVE SKATE PARK FACILITY.
- PROVIDE YEAR ROUND USE OF SUN SPLASH FACILITY.
- CREATE AND EXECUTE YACHT CLUB MASTER PLAN.
- ADDRESS CITY WIDE MASTER PLAN DEFICIENCIES.
- INCREASE TOURISM OPPORTUNITIES.
- CITY BECOMES MORE INVOLVED IN YOUTH CENTER FACILITY OPERATIONS AND USE.

7. LAND ACQUISITION-PUBLIC PURPOSES

- AGGRESIVELY CONTINUE.

8. HIGHER EDUCATION

- TRAINING HOSPITAL
- RESEARCH FACILITY
- FACILITATE JOINT MEETINGS WITH FGCU AND OTHERS REGARDING ACADEMIC VILLAGE.

9. COMPLETE CITY CENTRUM

- COMPLETE ZONING AND MAP.
- UTILIZE PUBLIC PRIVATE PARTNERSHIPS TO CREATE ACTIVITY.
- POTENTIALLY CHANGE NAME TO SOMETHING OTHER THAN "CITY CENTRUM."

10. BEUTIFICATION & ENVIRONMENT

- COMPLETE LANDSCAPE ORDINANCE.
- INCREASE TREE CANOPY IN CITY.
- BETTER ADDRESS LITTER CONTROL.
- CREATE CONSTRUCTION CLEAN UP ORDINANCE.
- CONTINUE MEDIAN LANDSCAPING IMPROVEMENTS AND PROGRAM.

11. CULTURAL AMENITIES THROUGH PARTNERSHIPS

- INCREASE USE OF PUBLIC ART.

ITEMS FOR FUTURE COMMITTEE OF THE WHOLE MEETINGS

- CULTURAL AMENITIES/PARTNERSHIPS
- CHANGE CITY CENTRUM NAME
- CRA
- HOW TO LEVERAGE LAND FOR EDUCATION/ECONOMIC DEVELOPMENT-FGCU?
- WORKFORCE HOUSING
- ANNEXATION OF ENCLAVES
- COMP PLAN DENSITY INCENTIVES FOR MARGINAL BENEFITS
- COMPREHENSIVE PLAN PROVISIONS-DENSITY INCENTIVES (ADDED)