



MEMORANDUM

To: City Commissioners

From: Alex Rey
City Manager

Date: April 1, 2022

Management began a strategic planning process in September 2019 via workshop sessions with City staff, elected officials, residents, and business owners. The outcome was to compile a working document – “Vision 2030” – which represents a matrix of the City’s perceived strengths, weaknesses, opportunities, and threats. The City Commission adopted the strategic plan in FY 2021, which includes five priorities:

- ✚ Coastal resiliency
- ✚ Community and neighborhoods
- ✚ Economic development
- ✚ Internal operations
- ✚ Transportation

Implementation of the strategic plan is underway, including the following recent accomplishments:

- ✚ Coastal resiliency:
 - Belle Vista neighborhood stormwater infrastructure improvements complete
 - Don CeSar Place neighborhood stormwater outfall improvements underway
 - Selected as one of three entities in the Tampa Bay area to partner with the Tampa Bay Regional Planning Council on coastal resiliency capital improvements
 - Received the top Local Mitigation Strategy ranking in Pinellas County for Community Center seawall coastal resiliency project
 - Adopted a reclaim water conservation ordinance
 - Seawall Rehabilitation Master Plan complete
 - Publicly owned seawall height survey complete
 - Sea Wall Ordinance to raise privately owned sea walls
 - Revised Substantial Damage and Substantial Improvement Ordinance
- ✚ Community and neighborhoods:
 - Hurley Park renovations complete

- Merry Pier renovations complete
- 7th Avenue and 11th Avenue Fishing Pier replacement complete
- Boca Ciega Isle Bridge rehabilitation complete
- Fire Station 23 renovations complete
- Sanitary Sewer Force Main 8 (Belle Vista Neighborhood) replacement complete
- Sanitary Sewer Lift Station 7 (at Belle Vista Neighborhood Entrance) complete
- Design for the rehabilitation of Sanitary Sewer Pump Station 1 began
- Installation of new placemaking signs at City-owned facilities complete
- The entrance wall at the Don Cesar/Bayway entrance was installed and completed in April 2022
- Landscaping beautification improvements at various City facilities complete
- Aesthetic replacement of historic street signs completed
- Egan Park fishing pier installation and barge acquisition
- Paddleboard rental station installation at McKenney Park, Egan Park, Upham Beach and Pass-a-Grille Beach
- McKenney Park boat launch installation
- Introduction of new “movies in the neighborhood” events
- Partnership program launched to beautify privately owned concentrated asphalt locations throughout the city. Received 14 applications as of April 2022
- Executed new interlocal agreements with nearby cities to share equipment and resources
- Introduction of new homeowner association and town hall meetings for each City district
- Introduction of a new resident assistance program to help maintain private properties
- Additional Community Development resources provided to facilitate proactive code enforcement and short-term rental compliance
- Held public meetings for street improvement projects for Boca Ciega and Gulf Winds Drives and those projects are in design
- Beautification project on 55th and 59th Avenues by adding landscaping to the ROW

Economic development:

- Development moratorium lifted based on the status of the sanitary sewer capacity improvement project
- Approval of the Miramar Resort 54-room hotel construction redevelopment
- Approval of the Corey Landings project - a 243-unit mixed-use development located in the City’s downtown redevelopment district
- Launched the Business Site Improvement Program in April in partnership with Tampa Bay Beaches Chamber offering \$50,000 in grant and loan opportunities to SPB businesses
- Launched a parklet program with 5 businesses that have applied
- Sewer Force Main System connections are completed
- Received easements from businesses along Gulf Blvd from 75th to 55th Ave for the undergrounding project set to begin.

Internal operations

- Fund balance policy adopted by the City Commission
- Impact fees adopted for parks and recreation capital facilities

- Award of enterprise resource planning software package for financial, payroll and HR applications
- Replacement of recreation programming software complete
- Transition of various City services to web-based applications and electronic payment complete
- Transition to cloud-based hosting complete for all City software applications
- Contractual agreement reached to close the General Employees' Retirement System, with new employees participating in a defined contribution plan
- Awarded \$2 million from the Florida Job Growth Grant Fund for the second phase of sanitary sewer capacity improvements
- Awarded \$1.5 million from the Florida Department of Transportation for Boca Ciega Drive roadway reconstruction
- Awarded \$50,000 to complete a historic resources survey of the Don CeSar Place and Belle Vista neighborhoods
- Awarded \$36,000 for employee retention and signing bonuses to maintain a competitive compensation program
- Compiled an inventory list of all interlocal agreements the city has in place

Transportation

- Expansion of Freebee on-demand service north to 75th Avenue complete
- 73rd Avenue parking lot acquisition adjacent to public library and Corey Avenue
- Execution of shared parking agreements with private sector to provide public access to additional parking spaces
- Installation of parking sensors, accessible via mobile app to improve visitor parking experience
- Transition to license-plate recognition software complete for parking enforcement
- Offer online permit parking and eliminated the permit stickers using license plate recognition
- Update of LDC Division 23 Off-Street Parking Regulations
- Working updating parking fines
- Initiated the Sunset Way Mobility Vision Plan
- Adopted Micromobility Ordinance