





CITY OF PARKLAND

STRATEGIC GOALS
AND OBJECTIVES

YEAR 1 PROGRESS REPORT

HIGHLIGHTS AS OF MAY 3, 2006

IN PREPARATION FOR YEAR 2 STRATEGIC PLANNING RETREAT
ON MAY 12-13

Strategic Planning Year 1 Highlights

7 Strategic Goals:

- 1. Financially Sound City Government**
- 2. Public Schools of Excellence**
- 3. Preservation of Parkland's Character**
- 4. Safest City in Broward County**
- 5. High Performance City Organization Providing Superior Service**
- 6. Connectivity through Roads and Trails**
- 7. 1st Class Leisure and Cultural Amenities**

Financially Sound City Government Highlights

- Adopted first ever fully-funded 5-year Capital Improvement Program
- Developed and implemented a multi-million dollar parks grant program and received \$600,000 in grant commitments for Pine Trails Park
- Refinanced Terramar Park debt and approved a revenue bond supporting Pine Trails Park Phase 2 without a millage rate increase – Phase 2 is under contract!

Financially Sound City Government Highlights (cont.)

- Established a hurricane reserve policy just in time for Hurricane Wilma
- Obtained FEMA funds for Hurricanes Frances, Jeanne and Wilma and NRCS funding for Wilma
 - Cash flows from FEMA are ahead of expenditures for Wilma!
- Several fee for service updates were implemented including the fire assessment; park impact fees; planning and zoning fees; engineering fees; fire inspection fees; pavilion rental fee

Public Schools of Excellence

- Advocated for acquisition and construction funding for Elementary School Z and contributed \$850,000 in City funds received from developer
- Monitored and assisted School Board in achieving Elementary School Z site acquisition
- Provided City's \$250,000 toward MSD stadium project – Lights are in for football season!
- Advocating for School Board construction funding for Elementary School A-3 on a 12-acre site at Parkland Village previously obtained by the City of Parkland
- Formed a formal Education Advisory Board
- Aggressively approaching acquisition of land for a middle school through future annexations

Preservation of Parkland's Character

- Delayed MPO's intra-county (Broward-Palm Beach) interconnecting highway via University Drive
- Began discussions with "wedge" property owners and Hendrix Farms re. annexation to achieve developmental control of lands directly impacting Parkland's quality of life – all lands south of the Hillsborough canal
- Approved "**enhanced**" intersection design for University Drive and Holmberg Road to include beautification
- Installed Parkside Drive roundabout features (incl. OCH)
- Refined designs and provided input in conjunction with P & Z on such projects as Heron Bay Plat 3, Winner's Circle upgrades, etc.

Preservation of Parkland's Character (cont.)

- Annexations: Included McJunkin Farms in Country Acres annexation bill which were both approved
- Initiated a Tree Replacement Program in response to Hurricane Wilma
- Developed a Commemorative Tree Program
- Began process of achieving Community Wildlife Habitat designation

Safest City in Broward County

- Achieved 17.8% Part 1 Crime Rate reduction from 2004 to 2005
- Initiated Fire Station Deployment and Services Study (nearly complete)
 - Continue to monitor fire/rescue response times and service levels
- Trained staff in order to achieve NIMS Compliance for emergency preparedness to ensure Federal assistance
- Began traffic signal construction at University Drive and Holmberg Road
- Adopted Commercial Truck Regulations Ordinance

High Performance City Organization Providing Superior Service

- Implementing Parkland SPIRIT Program
 - Continually evaluating and upgrading organizational capacity with successes in every department (incl. staffing improvements)
 - Building Department Operational Study
 - Initiated Pay and Classification Study to assist with final organizational needs

High Performance City Organization Providing Superior Service (cont.)

- Implemented Training Program include customer service training
- Continually evaluating and upgrading the City's web site and TV channel to improve communications with the public
- Initiated technology upgrades such as cellphones and public computer/internet services in the Building Department
- Initiated internet based bids and solicitations system to improve responsiveness and competition on City procurement efforts

Connectivity through Roads and Trails

- Adopted MUST System Master Plan
 - Initiated/submitted MPO grant for Holmberg Road trail on north side
- Approved Pine Tree Estates Entryways repaving contract
- Included trailways CIP upgrade project to include sidewalk on the east side of Parkside Drive and miscellaneous repair work
- Added City Hall sidewalk to intersection project

1st Class Leisure and Cultural Amenities

- Developed funding plan and awarded contract for Pine Trails Park Phase 2
- Acquired Margate-Blount Archaeological site for future park location while receiving \$577,000 for site improvements from developer
- Expanded Parkland Library hours and program offerings

1st Class Leisure and Cultural Amenities (cont.)

- Expanded recreational and cultural activities such as “Movies in the Park” and “Artistically Parkland” as well as developed new programs for our Teens and Seniors
- Expanded our sports programs offerings to include soccer academy, lacrosse, exercise boot camp, baseball academy, etc.
- Continued traditional City events such as the Annual Concert to the greatest extent possible while supporting non-City sponsored events

THE CITY OF PARKLAND IS IN CONSTANT PURSUIT OF EXCELLENCE

- Additional details and progress updates will be available at our Strategic Planning Retreat next week as we enter Year 2 of our comprehensive “performance management system”
- Hurricane Wilma
- Questions and Comments?

