



CITY OF PALM COAST 2003 Strategic Plan

VISION

**A leadership city with a
quality of life, access to nature and professional services
unsurpassed in Northeast Florida**

MISSION

**Protect the health, safety and welfare of the citizens of Palm Coast
through a full range of efficient and effective municipal services
while advancing the quality of life and the City's interests**

VALUES

**Responsiveness
Integrity & Trustworthiness
Financial Responsibility
Civility and Respect
Pragmatic Solutions
Customer Friendly
Leadership
Professionalism
Citizenship**

GOALS

Enhance the visual distinctiveness and attractiveness of the City

- Enhance appearance and maintenance on high visibility points
- Continue high quality lighting & banners on key section of Palm Coast Parkway
- Enhance codes for physical attractiveness
- Continue median beautification
- Enhance City gateways
- Maintain a minimum of 6 times per yr mowing on residential streets with no clumps
- Complete signage plan
- Develop improvement plans for dirt roads
- Continue land acquisition

Ensure Long Term Financial Viability

- Develop five year financial plan
 - Determine alternative funding sources
 - Develop Strategies for broadening the tax base

Diversify and Strengthen the City's Economy

- Aggressively pursue strategies to obtain water & sewer ownership
- Proactively promote annexation of commercial, industrial and high end residential properties
- Develop an internal economic development plan
- Develop CRA on SR 100

Enhance Street Maintenance

- Continue pavement management systems
- Develop & adopt criteria for road overlay priorities prior to a street maintenance contract
- Eliminate pothole backlog before the start of the mowing season
- Fill 75% of new potholes within a 2 day average
- Update sidewalk plan
- Complete a minimum of one mile of sidewalk per year

Maintain & Improve the Stormwater System

- Review & Expand Stormwater Master Plan
- Identify funding sources
- Continue discussions with the Service Corporation about system unification and other city functions
- Commit funding sources

Improve Recreation & Parks Programs & Facilities

- Complete soccer and ball fields at N. Belle Terre
- Evaluate City participation in teen activities
- Pursue outside grant funding for Parks
- Continue improvements to Community Center, Holland Park, Belle Terre Park and St. Joe/ICW Trail
- Examine Public-Private partnerships for recreation
- Finalize Bird of Paradise Park Plan
- Complete Cultural Arts space analysis

Maintain & Enhance Public Safety Services

- Develop comprehensive lighting plan providing options

Become Recognized as an Innovative Leader in Public Services

- Select two potential City Hall Sites
- Prioritize final City Hall sites
- Finalize Funding Method Decision for City Hall
- Institute a Customer First/Citizen culture
 - Enhance communication programs
 - Enhance complaint tracking
 - Decrease wait times for complaints
 - Provide Leadership/Management & Customer Services Training
 - Develop Short term space solutions
 - Wear Name badges
 - Establish Core Standards
- Review City Council Salaries
- Expand certifications and awards
- Effectively use performance & customer service data; Continue ICMA system