



# Council Priorities Strategic Action Plan 2020-2021



## Innovation District

1. Create an Art District for the Innovation District, establish dedicated funding support through generated revenues, and foster relationships in support of a cultural arts facility while expanding programs and experiences within the District.
2. Host an annual hackathon event that builds on the success of the 2020 Tech Beach Hackathon.
3. Continue to support UNF MedNexus and foster relationships that continue to align program initiatives with Flagler County Flagship Programs, Daytona State College and medical institutions.
4. Seek partnerships with local talent and complementing businesses while seeking grants to foster growth at the Tennis Center to expand on the community's rich sports history.



## Business Friendly Initiative

1. Continue to grow the Business Friendly Initiative on Private-Public Technical Review Meetings, SCORE, and other successes to ensure enhanced customer service through technology driven processes ("Amazon" of Building Permits – tracking, inspection routing, etc.).
2. Develop a baseline and establish level of service targets for permitting through the incorporation of user feedback and reviewing standards of other communities.
3. Develop a communications plan that outlines the specific techniques being implemented to improve efficiencies and customer satisfaction with the goal of building public awareness.



## Community Engagement

1. Host Virtual Town Halls and other interactive opportunities through a single source to reach our citizens.
2. Promote "Take the Challenge" to "Be Local Buy Local" commitment campaign.
3. Enhance PalmCoastConnect through the integration of real-world applications.
4. Utilize PalmCoastConnect data to drive efficiencies while integrating customer feedback.
5. Develop a communication plan to broaden public awareness of key initiatives including Streetlights, Stormwater, Business Friendly Initiative, Innovation and Arts District(s), and Fiber.



## Smart City

1. As technology advances, staff to continue the investigation of adaptive traffic control solutions and enhancements.



## Service Delivery and Efficiency

1. Ensure that the Public Works Facility is top priority facility project and commence with initial improvements based on Capital Improvement Plan timeline.
2. Identify Public Works staff to receive training and certifications to supplement electrical service demands.
3. Begin the examination of recycling handling options for waste collection services.
4. Continue to implement water and wastewater utility improvements to harden facilities to mitigate the impacts of flooding and other hazards.
5. Provide biannual updates to City Council and the public regarding the master stormwater plan to communicate how projects are being managed and prioritized.
6. Continue to improve communication infrastructure and ensure redundancy as part of basic infrastructure needs.
7. Ensure succession planning is in place with budgetary needs to ensure continuum of institutional knowledge for all departments.
8. To ensure a strong workforce, evaluate service demand of the organization and determine if alternative duties can be assigned in lieu of reducing staff.
9. Seek private-public partnership opportunities for the Community Center to help relieve parking pressures.
10. Pursue PEP tank service areas as a recognized "Priority Risk" area at the state level to ensure it is an emergency response priority.
11. Evaluate the City Fleet for electrification of vehicles.
12. Conduct a Return on Investment (ROI) analysis that evaluates all City facilities for solar power retrofits and companion battery storage power.
13. Conduct a cost-benefit analysis regarding implementation and ongoing maintenance of existing and proposed platform(s) (Enterprise Resource Platform).
14. Strengthen and maintain relationships with key stakeholders (i.e. Florida Department of Transportation, Florida Power & Light, St. Johns River Water Management District, Department of Economic Opportunity, Florida Inland Navigation District, etc. through reoccurring meetings).



## Street Maintenance

1. Develop alternative options to traditional funding sources to ensure funding of streets maintenance program for striping and resurfacing by providing a projection of road maintenance currently budgeted vs. needs for future years.
  - Intersection safety improvements shall be conducted to address turn radius conflicts
  - Enhancements to support the use of autonomous vehicles
  - Traffic calming alternatives (i.e. striping, road bumps, etc.)
  - Continue the incorporation of innovative assessment methods
2. As part of street resurfacing and maintenance program, investigate and where feasible.
3. Ensure that Phase II and III of Old Kings Road are included in FDOT project plan.



## Streetlights and Safety

1. Implement continuous street lighting program for major roads.
2. Evaluate residential areas for additional street lighting for safety and reduction of crime.
3. Implement the plan for emergency communication upgrades in consultation with Flagler County and other partners.
4. Through emergency communication validation process, identify areas with poor or no reception.
5. Monitor the progress of City-wide camera (security) master plan to include inventory and viewable coverage to determine if additional cameras are needed.



## Fiber

1. Evaluate fiber initiative with the University of Florida Whitney Lab facilities to determine mutually beneficial opportunities.
2. Develop a master plan that depicts the existing and future expansion of the fiber infrastructure.
3. Based on the Fiber Master Plan, determine the feasibility of requiring existing and proposed development to incorporate fiber infrastructure.
4. Evaluate and confirm the option to establish an Internet Service Provider to permit the selling of bandwidth to retail users.