



2023-2024

Strategic Action Plan



PALM COAST

PALM COAST CITY COUNCIL



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MAYOR



ED DANKO
VICE MAYOR
DISTRICT 1



THERESA CARLI PONTIERI
COUNCIL MEMBER
DISTRICT 2



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ANIMAL CONTROL

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URBAN FORESTRY

Collaboration

Consensus

Community Confidence

APPOINTED OFFICIALS



DENISE BEVAN
CITY MANAGER



LAUREN JOHNSTON
ASSISTANT CITY MANAGER



JASON DELORENZO
CHIEF OF STAFF



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*"About two-thirds of leadership development comes from job experience, about one-third from mentoring and coaching, and a smidgen from classroom training."
- John Lechleiter, CEO of Eli Lilly*

OVERVIEW AND BACKGROUND

Each year, the City of Palm Coast City Council participates in interviews and workshop events to reaffirm a City-wide Mission, Values and Long-term Vision. To ensure the City's pursuit of this Vision, four Pillars of Priorities were established as part of the Strategic Action Plan process to guide staff with implementing City Council's direction. Through these priorities, City staff will develop project plans, track budget, performance, and overall accountability of implementing the City Council focus areas.

This document serves as a tool for City Council to reflect on this process and track progress throughout the year as well as a public-facing tool for residents to stay informed on important projects throughout fiscal year 2023 and the coming years.



**STRONG RESILIENT
ECONOMY**



**SAFE &
RELIABLE SERVICES**



**CIVIC
ENGAGEMENT**



**SUSTAINABLE
ENVIRONMENT &
INFRASTRUCTURE**

Our Core Beliefs



OUR VISION

A multigenerational community recognized as one of Florida's premier cities that values:

- Building a diverse, sustainable economic base to support innovation while providing necessary infrastructure and services.
- Providing exceptional amenities and standards that support a high quality lifestyle and promote cultural activities.
- Protecting the environment and beauty of Palm Coast while conserving natural resources.



OUR MISSION

Delivering exceptional service by making citizens our priority.

VALUES

Pride, Accountability, Leadership, Motivated Collaborative, Ownership, Achievement, Stewardship, Trust





Pillars of Priorities



STRONG RESILIENT ECONOMY

Support the expansion and smart growth of both population and businesses to ensure success locally as well as regionally.

Improve financial strengths within the City to promote fiscal responsibility and secure future stability.



SAFE & RELIABLE SERVICES

A safe community for all is the catalyst to ensure that residents and regional visitors experience exceptional quality amenities year-round.

Recruiting and retaining a quality, talented workforce to maintain uninterrupted services to the citizens.



CIVIC ENGAGEMENT

Build a cooperative and trusting relationship between the City and the community.

Promote the opportunity for communication between the decision-makers. Enhance existing channels through which accurate and timely information is disseminated from the City.

Increase the public's understanding and support of the City's goals and strategies.



SUSTAINABLE ENVIRONMENT & INFRASTRUCTURE

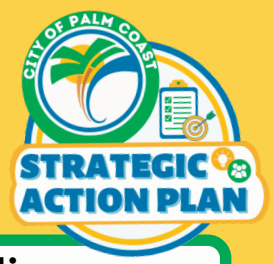
Build and effectively manage sustainable infrastructure that promotes clean water, safe streets, and green infrastructure.

Anticipate the need for additional services and infrastructure. Continue to provide opportunities for development. Maintain visual appeal by caring for our land, water, air, and wildlife.





STRONG RESILIENT ECONOMY



Town Center should promote a home for arts & culture, including opportunities for performance, display, and creative expression.

- Staff to investigate grant opportunities and other funding sources.

Palm Coast brands its future as a “City on the Rise” to include becoming a regional model for medical training, technology and careers.

Develop economic opportunity tools and communication strategies to support and sustain small businesses.

- Create a business recruitment process to diversify our business offerings in our community.
- Develop a fast-tracking process to cut red tape, minimize delays in opening, and make more financially feasible.
- Focus on commercial development including retail and restaurants in the Town Center core.

Palm Coast’s future expansion is guided by master planning for smart, managed growth.

- Staff to develop an infrastructure plan to include public safety, conservation, water resources, transportation, and economic resiliency.
- Create a communications strategy to promote business recruitment and community benefits.

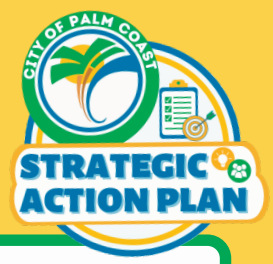
Conduct analysis of new/untapped revenue sources to help lessen reliance on residential property taxes and relieve burden on residential homeowners.

Millage rate should be revenue neutral for taxpayers.

Staff to conduct an analysis of commercial solid waste hauling.



SAFE & RELIABLE SERVICES



Ensure that the Maintenance & Operations Complex is a top priority facility project and commence with initial improvements based on Capital Improvement Plan timeline.

Identify local recreation demands (i.e. aquatics, fields, senior services, etc.) to balance the need of regional activity centers.

- Prioritize projects on the Parks & Recreation Capital Improvement Plan.
- Evaluate grants for various park projects.

Seek opportunities for the Community Center to help relieve parking pressures through the following approaches:

- Evaluate the option to repurpose Fire Station 22 to preserve the historical value and expand the visitor awareness of Palm Coast.

Evaluate hiring a dedicated grant writer or consultant for the City to identify and secure the multitude of grants from federal and state agencies.

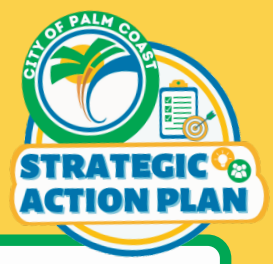
Continue to focus on residential safety, and conduct a comprehensive approach to neighborhood safety..

- Work with FCSO to identify and enforce problem areas.
- Evaluate legality and possibility of lowering residential street speed limits.
- Explore what speed-tracking devices have successfully reduced residential speeds in comparable cities and communities.





CIVIC ENGAGEMENT

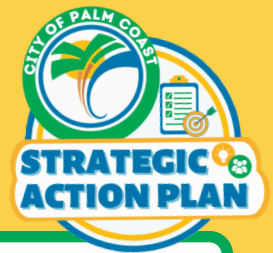


Encourage residents to learn more about their community and our history.

Create an opportunity for residents to participate in Town Hall style meetings. Evaluate options for in-person and virtual formats.



SUSTAINABLE ENVIRONMENT & INFRASTRUCTURE



Collaborate with FPL and community partners to provide electric vehicle fast charging stations across multiple locations in the City.

- Explore ways to add revenues for street improvements/enterprise fund through user fees for EV charging stations.

Develop a plan for maintenance of the saltwater canals.





“ IT'S OUR

MISSION



TO DELIVER EXCEPTIONAL SERVICE BY
MAKING CITIZENS OUR PRIORITY.

”



STAY CONNECTED!
@PALMCOASTGOV

