



2016 Strategic Plan

“Working Together to Build Our Community Stronger”

City of New Port Richey
Strategic Plan Objectives, Goals, and Measures

Item	Objectives (“Achieve X”)	Goals (“By doing Y”)	Measure (“As measured by Z”)
Mobilize Reinvestment	<ul style="list-style-type: none"> • Prioritize resources and projects 	Universe to be prioritized (start of list): <ul style="list-style-type: none"> • Improvement to Rec. Center • Fire Station #1 • VA SFO • Orange Lake • Main St. Landings • Hacienda • CIP 	Project completions leading to increases in: <ul style="list-style-type: none"> • Taxable value • Economic impact • Quality of life
	<ul style="list-style-type: none"> • Facilitate process and permitting to enable investment 	<ul style="list-style-type: none"> • Review internal processes for improvements • Develop written reference tools to assist property owners through the permitting process • Provide consultation assistance to property owners desiring to make improvements 	
	<ul style="list-style-type: none"> • Partner to catalyze investment 	<ul style="list-style-type: none"> • Actively seek development partners • Devote more attention to current business community • Maintain communication channels with other levels of government 	

City of New Port Richey
Strategic Plan Objectives, Goals, and Measures

Item	Objectives (“Achieve X”)	Goals (“By doing Y”)	Measure (“As measured by Z”)
Grow the tax base	Annexation <ul style="list-style-type: none"> • Grow the tax base 	<ul style="list-style-type: none"> • Pursue Annexations • Annexation needs assessment and strategy • Articulate value of annexation 	<ul style="list-style-type: none"> • Increased population (Federal and State \$\$) • Increased tax base
	Residential <ul style="list-style-type: none"> • Upgrade residential housing stock <ul style="list-style-type: none"> • Values • Owner occupied • Increased rental values 	<ul style="list-style-type: none"> • Full implementation of the residential inspection program • Redevelopment • Neighborhood reinvestment program • Certificate of Occupancy program 	<ul style="list-style-type: none"> • Increased tax base • Attractive buildings
	Businesses <ul style="list-style-type: none"> • Attract targeted businesses 	<ul style="list-style-type: none"> • Incentives • Mini – development agreements • Recruitment strategy • Marketing package 	

City of New Port Richey
Strategic Plan Objectives, Goals, and Measures

Item	Objectives (“Achieve X”)	Goals (“By doing Y”)	Measure (“As measured by Z”)
Develop a community mindset	<ul style="list-style-type: none"> • Instill pride and ownership of our community 	<ul style="list-style-type: none"> • Clear messaging about pride and community • Gather input through a survey • Survey follow up and implementation • Involvement in implementation • Clear roles and contributions for community groups • Emotional connection 	<ul style="list-style-type: none"> • Increased participation <ul style="list-style-type: none"> • Voter turnout • Volunteer rates • Better aesthetics • Increased turnout at council meetings

City of New Port Richey
Strategic Plan Objectives, Goals, and Measures

Item	Objectives (“Achieve X”)	Goals (“By doing Y”)	Measure (“As measured by Z”)
Improve the image of the City	Brand / Image <ul style="list-style-type: none"> • Develop a brand image that reflects the City 	<ul style="list-style-type: none"> • Develop brand and image • Launch campaign • Proactive marketing / Public Information Officer • Signage 	<ul style="list-style-type: none"> • Positive news mentions
	Deliver the Brand <ul style="list-style-type: none"> • High quality municipal services 	<ul style="list-style-type: none"> • Maintenance and upkeep of municipal equipment and buildings • Deliver high quality customer service across the City • Ensure commitment to quality and high standards throughout employee population 	<ul style="list-style-type: none"> • High levels of citizen satisfaction

City of New Port Richey
Strategic Plan Objectives, Goals, and Measures

Item	Objectives (“Achieve X”)	Goals (“By doing Y”)	Measure (“As measured by Z”)
Develop partnerships	<ul style="list-style-type: none"> • More and better outcomes for our citizens 	<ul style="list-style-type: none"> • Partner with School Board to share facilities • Meeting and coordination between City Manager and County Administrator <ul style="list-style-type: none"> • Throughout departments and levels • Ensure county services are delivered in City limits (e.g. bus pass) 	<ul style="list-style-type: none"> • Lower millage • Quicker services • City leads County on some issues • Achieve costs savings through partnerships and collaborations

City of New Port Richey
Strategic Plan Objectives, Goals, and Measures

Item	Objectives ("Achieve X")	Goals ("By doing Y")	Measure ("As measured by Z")
Communicate effectively	<ul style="list-style-type: none"> • Efficient, up to date, integrated communication about community services and programs 	<ul style="list-style-type: none"> • Public Information Officer • More use of electronic / social medial / video content • Integrated web presence and communication look and feel 	<ul style="list-style-type: none"> • More informed citizens • Greater participation and use of services

City of New Port Richey
Strategic Plan Objectives, Goals, and Measures

Item	Objectives ("Achieve X")	Goals ("By doing Y")	Measure ("As measured by Z")
Continue community policing improvements	• TBD	• TBD	• TBD

City of New Port Richey
Strategic Plan Objectives, Goals, and Measures

Item	Objectives ("Achieve X")	Goals ("By doing Y")	Measure ("As measured by Z")
Invest in Infrastructure	<ul style="list-style-type: none">• TBD	<ul style="list-style-type: none">• TBD	<ul style="list-style-type: none">• TBD