



CITY COUNCIL WORK SESSION MEETING
CITY OF NEW PORT RICHEY

NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS
5919 MAIN STREET, NEW PORT RICHEY, FLORIDA

May 23, 2017
5:00 PM

AGENDA

ANY PERSON DESIRING TO APPEAL ANY DECISION MADE BY THE CITY COUNCIL, WITH RESPECT TO ANY MATTER CONSIDERED AT ANY MEETING OR HEARING, WILL NEED A RECORD OF THE PROCEEDINGS AND MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. THE LAW DOES NOT REQUIRE THE CITY CLERK TO TRANSCRIBE VERBATIM MINUTES; THEREFORE, THE APPLICANT MUST MAKE THE NECESSARY ARRANGEMENTS WITH A PRIVATE REPORTER (OR PRIVATE REPORTING FIRM) AND BEAR THE RESULTING EXPENSE. (F.S. 286.0105)

ORDER OF
BUSINESS

1. Call to Order - Roll Call

DISCUSSION ITEMS

2. Strategic Planning Session - Page 2
3. Adjournment

Agendas may be viewed on the City's website: www.citynpr.org This meeting is open to the public. In accordance with the Americans with Disabilities Act of 1990 and Section 286.26, Florida Statutes, all persons with disabilities needing special accommodations to participate in this meeting should contact the City Clerk, 727-853-1024, not later than four days prior to said proceeding.



TO: City of New Port Richey City Council

FROM: Debbie L. Manns, City Manager

DATE: 5/23/2017

RE: Strategic Planning Session - Page 2

SUMMARY:

As you may recall, City Council conducted a strategic planning session on June 14, 2016. The session was led by John Streitmatter of the Leadership Research Institute. At the close of the work session, City Council suggested the following items be incorporated into the City's Strategic Plan document:

- Community Policing Improvements: continuing to combat criminal elements, and promoting citizen engagement to report criminal activity.
- Downtown parking facilitation, to include a parking garage and interim solutions while the parking garage is being constructed.
- City Marketing and Communications:
 - A unified approach to market all City features, to include Peace Hall, the Recreation and Aquatic Center, the Grey Preserve, and the Cotee River.
 - Consider a professional Marketing Manager, either full- or part-time, to promote the City and its image.
- Mobilization:
 - Poorly-maintained roads decrease the City's aesthetics, public image, and property values.
 - Invest in the City's infrastructure and its future via road improvements.
- Encourage better communication and a better partnership from Pasco County, especially regarding projects such as Plummer Field and the County's proposed bus depot.
- Increasing Revenue Stream:
 - Business Tax Receipts for all businesses servicing City residents, whether or not they are located within city limits.
 - Look for additional grant opportunities.
 - Acquire County funds for the proposed boat ramp.
 - Expand the Recreation and Aquatic Center hours, and provide daycare.
 - Find additional revenue sources, such as a recycling program.
- Develop a Community Mindset:
 - Block grants to facilitate residents' parking issues.
 - Community gardens and urban agriculture.
 - Environmental Stewardship:
 - Orange Lake and the Cotee River, especially water quality.
 - Trim the riverbanks' overhanging brush

The direction of City Council was for the above items to be fine-tuned by staff and then brought back for their review. Staff has worked diligently on this matter over the past year and the updated draft of the Strategic Plan is attached to this agenda memo for Council's review and discussion. Mr. Streitmatter has also been invited back to facilitate the discussion for this work session. It is the goal to have this document in its final form so that it may be used as a tool during the upcoming budget season.

REQUESTED ACTION:

Staff recommends that City Council move forward and conduct the work session to discuss the revisions to the Strategic Plan draft.

ATTACHMENTS:

Description	Type
▣ Strategic Plan - Updated Draft	Backup Material



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 • 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	<ul style="list-style-type: none">• TBD	<ul style="list-style-type: none">• TBD	<ul style="list-style-type: none">• 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