

## Town of Palm Beach Goals – 2021

### Financial Sustainability and Planning

- Develop financial policies and plans to address future needs of the Town This will include, but not limited to, policy for Marina reserves (should include minimum reserve balances in the Marina Fund, and potential uses for any excess balances), long term plan to finance the Capital Improvement Program including the rebuild/new construction of the North Fire-Station, finance plan to address projected budget shortfalls in Underground Utility Construction project.
- Continue to identify opportunities to increase non tax related revenue, while improving operational efficiencies, without compromising the community's expectation for exceptional public services. Implement cost saving measures to include, but not limited to, the commencement of an annual sanitary sewer pipe lining program, systematic replacement of existing lights with energy efficient LED lighting and low-flow irrigation heads, addition of smart irrigation upgrades on public property, and the completion of an expense analysis of in-house vs. outsourced labor for town wide landscape maintenance.
- Continued discussion and negotiation of Okeechobee property land lease. Market Town owned properties in City of West Palm Beach for potential ground leases.
- Complete and review water feasibility study. Evaluate water supply and distribution options with an emphasis on quality and cost. Develop a plan for implementation and begin negotiations for a contract with the provider.

### Community Standards, Regulations, Quality of Life

- Conduct a complete review of the Town Code or identify and devise a plan to address most pressing Town Code reform needs. Develop a budget and process to include analysis of the existing code, create a steering committee, host a public engagement session to solicit community feedback, research impacts of federal, state and county regulations, and prepare recommended code changes.
- Develop a comprehensive parking management strategy.
- Research the perceived need for additional outdoor dining capacity and if appropriate, develop implementation policies and/or ordinances.
- Continue monitoring development in the City of West Palm Beach and provide input and objections, when necessary, in an attempt to minimize adverse impacts to residents. Monitor planning activities related to the expansion and development of the Port of Palm Beach and Peanut Island to ensure it remains a passive and recreational destination.

## **Environment & Resiliency**

- Continue to identify and implement actions and standards that are in keeping with the Town's Green Initiative program, including but not limited to the increased use of native plant material, organic maintenance practices, energy efficient equipment and vehicles, etc.
- Complete and publicly review the second phase of Woods Hole Group resiliency study. The first phase included dynamic modeling of anticipated storm events and the effects of sea level rise on the Town. The second phase will identify methods to mitigate these impacts and will prioritize solutions. After analysis, develop a multi-year implementation plan with input from the Mayor and Town Council to mitigate the potential impacts to the Town, which will impact both public and private property.

## **Communications & Community Engagement**

- Develop a communications plan and resources for both external and internal audiences which prioritize timeline development, message strategy and methods (social media, internal and external print, e-alerts, digital platforms, and texts).

## **Capital Improvement Projects**

- Complete the Town Marina on time and on budget. Create and implement a detailed and strategic marketing plan for the Town Marina. Provide regular updates to Mayor and Town Council and receive input on key decisions related to design elements, budget and operations.
- Continue to engage and inform the community, the UUTF and the Mayor and Town Council on underground project updates, including construction progress, easement acquisition and budget status. Continue to seek ways to maximize Town's ability to control project costs.
- Complete construction of FEMA-approved beach nourishment and dune restoration projects that restore storm protection with maximized Federal funding relief. Collaborate with Local, State and Federal officials to mitigate any issues that may arise.

## **Enhanced Service Delivery**

- Enhance and expand the level of emergency medical care provided within the Town of Palm Beach while also addressing the desire for people to have access to more and better care in their homes instead of the hospital by instituting a program that provides an even more advanced level of care than our current paramedics.

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- Continue Planning, Zoning, Building (PZB) Initiatives to improve operational efficiency, customer service, and policy and procedures. Identify and implement software program designed for use by PZB to meet these goals.

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• *Upgrade software & IT expenses*

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• FEMA-bldg hts. & drainage

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## Town Manager Goals: 2021

This is a most comprehensive list which outlines all that must be attended to over the next 5 years. I feel secure knowing that all of these items are on the Town Manager's radar screen.

All of these issues and projects are important and should be on a timeline, but I want to focus on specific areas achievable by the end of 2021 into 2022. To that end I choose the following broad area as a place to begin an enormous undertaking but one which I believe to be most important in securing our quality of life.

1. Community Standards, Regulations, Quality of Life. Special emphasis on code reform, public engagement and mitigation of growth in West Palm Beach. I think we ought to move ahead with this.
2. Environment and Resiliency. Special emphasis on the Woods Hole recommendations to mitigate the effects of storm events and sea level rise.

3. Financial Sustainability with special emphasis on the Water Feasibility Study from KH. We need to know our options and to pick one and then plan for it. This dovetails with the first item, “develop financial policies and plans to address the future needs of the town.

4. Capital Improvement. Complete the Town Marina and get it up and running. UUTF is well on its way but we need to identify more strategies to obtain easements.

5. Communications & Community Engagement. Whatever we can do to improve outreach to the community.

The Home Visit Model will require more data for us to determine the cost and benefit. It may be a terrific idea. We need more time to explore the need and the use. Also I would be very selective about the NP hired.

## Top Five Priorities

All 16 items listed by staff are important and many are ongoing items begun in previous budget cycles. Below are my top 5 for this coming year:

1. Complete Town Marina on time and on budget, including South Lake Drive Park improvements, traffic calming, and pedestrian safety upgrades. Provide monthly updates on marina, park improvements, traffic & parking, water main replacement, and undergrounding progress on South Lake Drive to M&TC. Receive input from M&TC on key decisions related to design elements, budget, and operations, particularly marina and park items that are visible and have aesthetic or operational impacts. Implement strategic marketing plan for marina and report performance.
2. Review Town code or develop and devise a plan to address most pressing Town Code reform needs. **A year ago, the TC unanimously requested that staff consider whether the current fill method being used to achieve required FEMA regulations for raising new buildings is appropriate. Staff's analysis and recommendation on this item remains the top issue for Code Reform.**
3. Complete and review water feasibility study. Evaluate water supply and distribution options with an emphasis on quality, reliability, and cost. Develop a plan and get Town Council approval to begin negotiations for a contract with the provider.
4. Complete and publicly review the second phase of Woods Hole Group resiliency study. The first phase included dynamic modeling of anticipated storm events and the effects of sea level rise on the Town. The second phase will identify methods to mitigate these impacts and prioritize solutions. After analysis, develop a multi-year implementation plan with input from the M&TC and experts to mitigate the impacts to the town, on both public and private property.
5. Complete construction of FEMA-approved beach nourishment and dune restoration projects that restore storm protection with maximized Federal funding relief (especially projects where millions of dollars of federal money is at stake for cost sharing.) Collaborate with Local, State, and Federal officials to mitigate any issues that may arise.

Bobbie Lindsay  
February 7, 2021