



STRATEGIC PLAN SUMMARY

"Responsive government focused on safety, service, and sustainability."

PRESENTED TO

Jacksonville Beach Community and
City Council

PRESENTED BY

City of Jacksonville Beach Staff

In 2021, the City council, the City's Executive Leadership Team, residents, and businesses spent time determining what they would like the future of Jacksonville Beach to be. Through Community Conversations, day-long Council working sessions, and meetings of the City's Executive Leadership Team, a Strategic Plan was developed and adopted by City Council in FY 2022.

This strategic plan serves as a road map for identifying what priorities, goals, and objectives will guide the City of Jacksonville Beach as decisions are made to best serve our community.

STRATEGIC PRIORITIES IDENTIFIED

Jacksonville Beach Vision Statement

A vibrant coastal community that embraces "the beach life."

Mission Statement

Responsive government focused on safety, service, and sustainability.

Core Values

Empowerment, Pride, Integrity, Communication, Teamwork

In line with the City vision statement, mission statement, and core values, four Strategic Priorities have been identified:

QUALITY OF LIFE



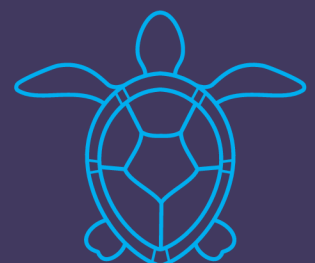
PUBLIC SAFETY



LOCAL ECONOMIC DEVELOPMENT



SUSTAINABILITY



QUALITY OF LIFE

**01**

Goal 1: Meet the Community's expectation of high-quality public services.

01

Objective 1: Identify infrastructure projects that meet high standards of service for health, connectivity, and a clean environment

02

Objective 2: Design and implement tools and processes to consistently measure community satisfaction to maintain high standards of employee customer service and delivery of public services

02

Goal 2: Sustain and improve community character and a diversity of neighborhoods.

01

Objective 1: Update land development regulations to support the community's desired character, intensity, and mix of uses

02

Objective 2: Create plans to support and incentivize redevelopment and a diversity of housing options



PUBLIC SAFETY



01

Goal 1: Ensure the community is safe and feels secure.

01

Objective 1: Identify and develop processes to utilize public safety resources in the most efficient and effective manner

02

Objective 2: Develop policies and processes to mitigate safety perception issues

02

Goal 2: Create a safe and well-maintained multi-modal transportation network.

01

Objective 1: Identify corridors, design, and implement Complete Streets and/or other innovative concepts where feasible

02

Objective 2: Design, develop, and encourage use of an urban trail system that connects residents to parks, schools, commercial districts, and the beach



LOCAL ECONOMIC DEVELOPMENT



01

Goal 1: Develop a downtown that attracts residents, visitors, and commerce.

01

Objective 1: Develop strategies to stimulate the downtown business district to include mixed use, commercial, retail, and living spaces

02

Objective 2: Implement the Downtown Vision Plan

02

Goal 2: Attract, cultivate, and retain desired businesses.

01

Objective 1: Establish a streamlined business-friendly process to assist with the navigation of city requirements

02

Objective 2: Review and implement reforms to regulations and government policies to attract locally owned businesses



SUSTAINABILITY



01

Goal 1: Provide financial sustainability and stability.

01

Objective 1: Develop policies and processes to ensure fiscal best practices and maintain adequate reserves across all funds

02

Objective 2: Promote asset management and preventative maintenance principles for major City infrastructure

02

Goal 2: Support environmental sustainability.

01

Objective 1: Create a plan to prepare community assets for environmental impacts and risks

02

Objective 2: Develop a plan to identify, maintain, and improve existing natural assets

03

Goal 3: Demonstrate organizational sustainability and relevance.

01

Objective 1: Develop a communications and marketing strategy to connect with citizens and customers

02

Objective 2: Develop policies and processes that attract and retain a qualified and highly motivated workforce





www.jacksonvillebeach.org