



**CITY OF ST. PETE BEACH  
CITY MANAGER'S STRATEGIC  
PERFORMANCE AND OBJECTIVE PLAN  
FOR FY22**



January 3, 2022

In 2019 City Manager and Staff collaborated with Commission, Residents, and Businesses to establish important goals and create a Vision Statement and Strategic Plan for the City of St. Pete Beach. The Strategic Plan was Maintained through 2020 and 2021 during the Covid 19 pandemic.

This plan and its approved budget serve as the basis for the City's Manager performance goals and objectives for FY 22. Below is a list of operational and capital objectives for the current year.

I will be happy to discuss this individually or collectively.

Alex Rey  
City Manager



## City of St. Pete Beach

### Operational Goals FY 22

#### **Executive**

- Gulf Blvd Phase I & II
- Determine State Funding priorities **(Completed)**
- Federal Funding Priorities **(Completed)**
- Increase Opportunities to communicate with the public. Quarterly District meeting and bi-annual HOA Presidents meetings **(Completed)**
- Duke Energy Franchise **(Completed)**
- Pursue grant funding opportunities. To include Sunset Way complete streets (\$550K), Community Center Living Shoreline (\$1.5 million)
- Removal of consent decree
- Minimize pension fund liabilities...Move new CWA employees out of pension system
- Develop policy for fund balance based on risk analysis

#### **Finance and Administration**

- Establish impact fees for parks, (none for library and fire)
- Sewer rate study
- Develop Internship and volunteer programs
- Pursue transportation \$1.5 million funding from State
- Enterprise Resource Planning system
- Audit of code related fees
- IT penetration assessment
- CWA Union negotiations
- Reclaim water commercial rates
- Waste Connections and litter service



## City of St. Pete Beach

### Operational Goals FY22—Continued

#### Resiliency

- Facilities and equipment efficiencies
- Establish City's carbon footprint baseline
- Move towards an all-electric fleet
- Monitor Beach Renourishment for Pass-A-Grille
- US Army Corp—Dune Reconfiguration Project
- Technology Innovation—Litter Robot, Recreational Kiosk

#### Strategic Partnerships

- Joint Development for West Corey Pier/Sunset Way/urban ar
- Pedestrian connection from 75th to Upham Beach
- Joint Development with Don Cesar for entrance feature
- Ordinance for reclaim water conservation **(Completed)**
- Beautification incentive grant program
- Land acquisition—parcel for PW facility & Duke facility
- Land acquisition & built up — parcel adjacent to Library parking lot **(Complete)**
- West Corey/Sunset—park and intersection improvement
- Develop Beach walk concept
- Summary/Catalog of all existing interlocal agreements
- Joint Use agreement with catholic school on field usage

Joint Parking Agreements (4 properties were identified)

#### Operations

- Develop and introduce the parklet program
- Consolidate Beach Ordinance
- Seawall master plan \$40,000
- Implement Road Mapping Technology
- Shell alley design concept—18th & 19th ave—\$27,000
- Stormwater Drainage Manual



## City of St. Pete Beach

### Operational Goals FY22—Continued

#### **Transportation**

- Establish micro-mobility ordinance
- Re-do Waterways Ordinance
- Update off-street Parking requirement in LDC
- Evaluate bicycle safety options—green lanes
- Coordinate FDOT easements for Zamora and HJ
- Gulf Blvd 10ft Sidewalk
- Coordinate efforts with State DOT to expand medians along Gulf Blvd
- Expand Freebee program to 75th Ave **(Completed)**
- Gulf Blvd Safety Study in cooperation with Forward Pinellas

#### **Community Development**

- Implement Short term rental software
- Real Estate asset management system **(Completed)**
- Revised short term rental enforcement process (TBD) **(Completed)**
- Acquire electronic plan review software
- Modify fine/line reduction process (In-house), total liens \$\$, total liens



## City of St. Pete Beach

### Operational Goals FY22—Continued

#### **Economic Development**

- Grand Plaza Renovation **(Completed)**
- Beach Comber Lobby and Suites **(Completed)**
- Miramar demo-new construction
- Don Cesar expansion to the north
- Wynn Dixie Planned Development
- The Saint Expansion
- 75th Avenue Projects—Christmas Store & Dry Cleaning
- 8th Avenue hotel
- East Corey Residential Complex—93+150 residential units

#### **Planning**

- Revised signage code
- Administrative extension for development approvals
- Professional Development: Planning Manager to become AICP certified
- Update City Comprehensive Development Master Plan



## City of St. Pete Beach

### Capital Goals FY 22

#### **Parks**

- FDOT grant improvements
- Placemaking Improvements Program
- Pass-A-Grille Park landscape conceptual design & intersections
- Decorative Street Signage

#### **Facilities**

- Fire Station 22 design
- Emergency Generator City Facilities
- Public Work Yard Expansion
- Street Infrastructure
- Gulf Electrical Undergrounding Phase I
- Gulf Electrical Undergrounding Phase II
- Fishing Piers
- Merry Pier
- 7th Avenue \$111k
- 1st Avenue \$175k
- Seawall Maintenance for Maritana area. A.K.A coastal resiliency
- Seawall Maintenance 1st to 12th
- 17th Avenue Seawall
- Dune Crossover replacement
- Gulfwinds Drive reconstruction
- Boca Ciega reconstruction
- Traffic calming devices, green bike lanes, etc.
- Street Rehabilitation Program



## City of St. Pete Beach

### Operational Goals FY22—Continued

#### **Sewer**

- Force Main Project
- Sewer Inflow and Infiltration Repairs Program
- Force Main 10 Repair and Replacement
- Pump Station 1
- Force Main 1 Assessment alternative analysis
- Pump Station 2 perimeter wall
- Pump Station 3 capacity improvement
- Reclaim Water
- Replace failing Service Lines
- Reclaim Water transmission replacement
- Reclaim water meter installation

#### **Stormwater**

- Coastal Resiliency Program
- Belle Vista & 41st
- Don Cesar & Boca Ciega study
- North Section in lieu of old plan
- Pass-A-Grille
- Northeast Zone
- Gulf coast water surge sand dune