

# Strategic Plan Revision



- The Plan was recently completed and adopted and therefore any revisions should be phased in
- Keep existing Plan for its generic goals and objectives with some modifications to coordinate with new Performance Measures
- Goal for Plan would be to have a new Strategic Plan in adopted for FY 2027

# Guiding Principles, Mission, Vision, Tagline

- Guiding Principles: Courageous Leadership, Unwavering integrity, Commitment to Excellence, Professionalism in Service, Pride in Public Service
- Mission: Sense of belonging, Opportunities for success, Spirit of unity, Prosperity and harmony
- Vision : Family and community, Economic prosperity, Safety, Overall well-being, Harmonious and thriving environment
- Tagline : City of Distinction Needs a definition as to how/why Lauderhill is or aspires to be distinct or may want to reconsider as part of next question ...
- What specifically is the City of Lauderhill trying to achieve in the next 5 years?

# Why a Strategic Plan

- Stated purpose of Lauderhill Strategic Plan is to “effectively guide its development and resource allocation:

The stated goal of the Plan is

- Promote Sustainable development
- Community Engagement
- Effective Governance

# Proposed Measures based on ETC Community Survey

- Questions are answered on a 1 - 5 scale: Very Satisfied, Satisfied, Neutral, Dissatisfied, Very Dissatisfied
- **Safety**
- Increase the percentage of residents who feel Safe or Very Safe walking in their neighborhood at night from 29% to at least 39%
- Increase the percentage of residents who are Satisfied or Very Satisfied with enforcement of local traffic laws from 38% to at least 48%

# Performance Measures - Survey

- **Safety – continued**
- Increase the percentage of residents Satisfied or Very Satisfied with the visibility of Police in their neighborhoods from 41% to at least 51%
- Increase the percentage of residents who are Satisfied or Very Satisfied with how quickly Police respond to emergencies from 53% to at least 63%
- **Image / Appearance of Community**
- Increase the percentage of residents who rate Parks amenities as Excellent or Good from 52% to at least 62%
- Increase the percentage of residents who rate the appearance of medians and highways as Excellent or Good from 54% to at least 64%

# Performance Measures - Survey

- **Image / Appearance of Community – continued**
- Increase the percentage of residents who rate the condition of City streets and curbs as Excellent or Good from 55% to at least 65%
- Increase the percentage of residents who are Satisfied or Very Satisfied with the maintenance of private homes and properties from 49% to at least 59%
- Increase the percentage of residents who are Satisfied or Very Satisfied with the condition of sidewalks from 46% to at least 56%

# Performance Measures - Survey

- **Business and Housing**
- Increase percentage of residents who are Satisfied or Very Satisfied with employment options in Lauderhill from 22% to at least 32%
- Increase percentage of residents who are Satisfied or Very Satisfied with the quality of restaurants in Lauderhill from 40% to at least 50%
- Increase the percentage of residents who are Satisfied or Very Satisfied with the quality of housing options from 27% to at least 37%

# Performance Measures - Survey

- **Communications and Governance**
- Increase the percentage of residents who are Satisfied or Very Satisfied with the value for their tax dollars from 24% to at least 34%
- Increase the percentage of residents who are Satisfied or Very Satisfied with Lauderhill's social media information from 41% to at least 51%
- **New measure** – Percentage of residents who rate appearance and cleanliness of City buildings such as City Hall, Public Safety buildings and Community Centers as Good or Excellent at least 50%

# Trained Observer and Automated Ratings

- Continue to investigate additional measurement systems for use in future
- Current focus on establishing process for surveys, measures and departmental work plans to achieve goals

# Implementation and Evaluation

- City Departments have met and developed a plan to begin working on achieving specific measures beginning November 1, 2025
- City will conduct a satisfaction survey during 2026 fiscal year
- Measures should not be easily achievable
- Measures should evolve to reflect progress and new priorities