



STRATEGIC ACTION PLAN - EVALUATION -



City Council Workshop
April 22, 2025

S.A.P. SCHEDULE

JANUARY

**SAP Q1
Evaluation** ✓

**FEB. -
MARCH**

**One-on-One
City Council
Interviews** ✓

APRIL

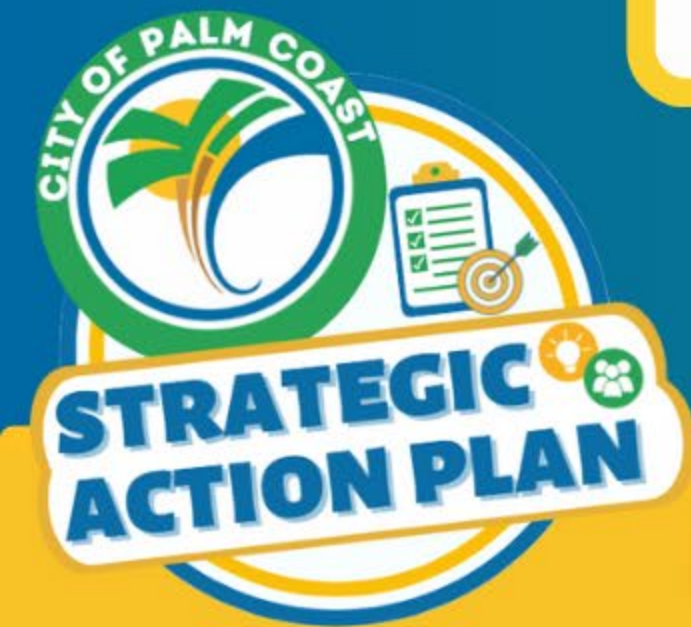
**SAP Evaluation
Workshop**

JUNE

**Adoption of SAP
Priorities**

JUNE

**SAP Q3 Council Priority
Update & Presentation**



PRIORITY GOAL UPDATE

PALM COAST COMMUNITY SURVEY

Highest Performing Areas:

- Quality of life remains high (75% positive).
- Safety ratings remain strong, especially in neighborhoods.
- Parks & recreation continues to be a highlight.
- Natural environment rated highly (cleanliness, water quality).

Lowest Performing Areas:

- Utilities, especially stormwater management and billing.
- Affordability concerns: Cost of living, housing, and food access.
- Community design challenges: Growth and development planning.
- Mobility issues: Traffic flow, street lighting, and public transit.

PALM COAST COMMUNITY SURVEY

QUALITY/ IMPORTANCE GAP ANALYSIS



PALM COAST COMMUNITY SURVEY

What Residents Love:

Availability of walking trails: **79%**

Recreational opportunities: **74%**

City parks rating: **73%**

Cleanliness rating: **77%**

Water resources: **75%**

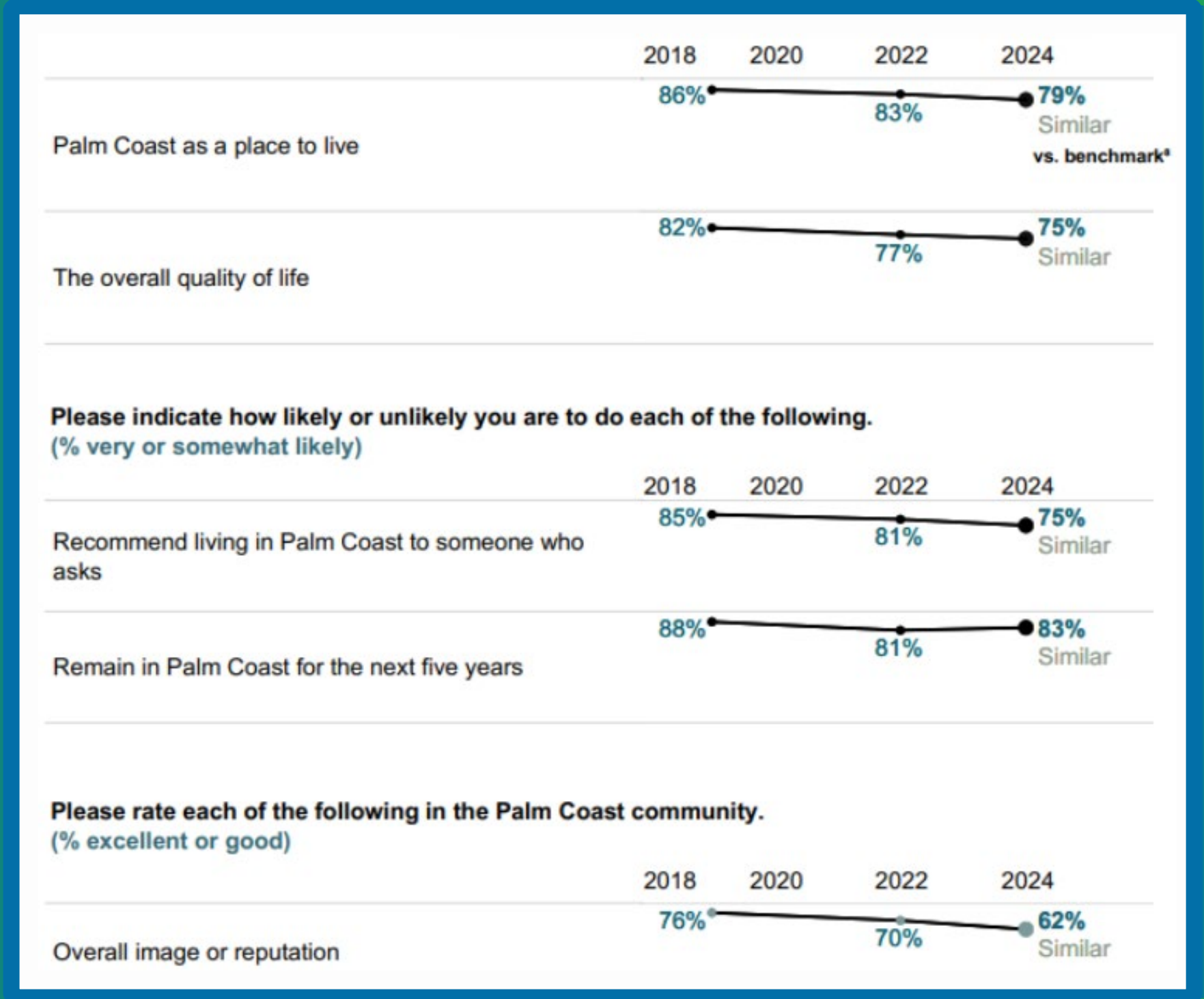
Air quality: **80%**

Fire services & emergency response are highly rated.

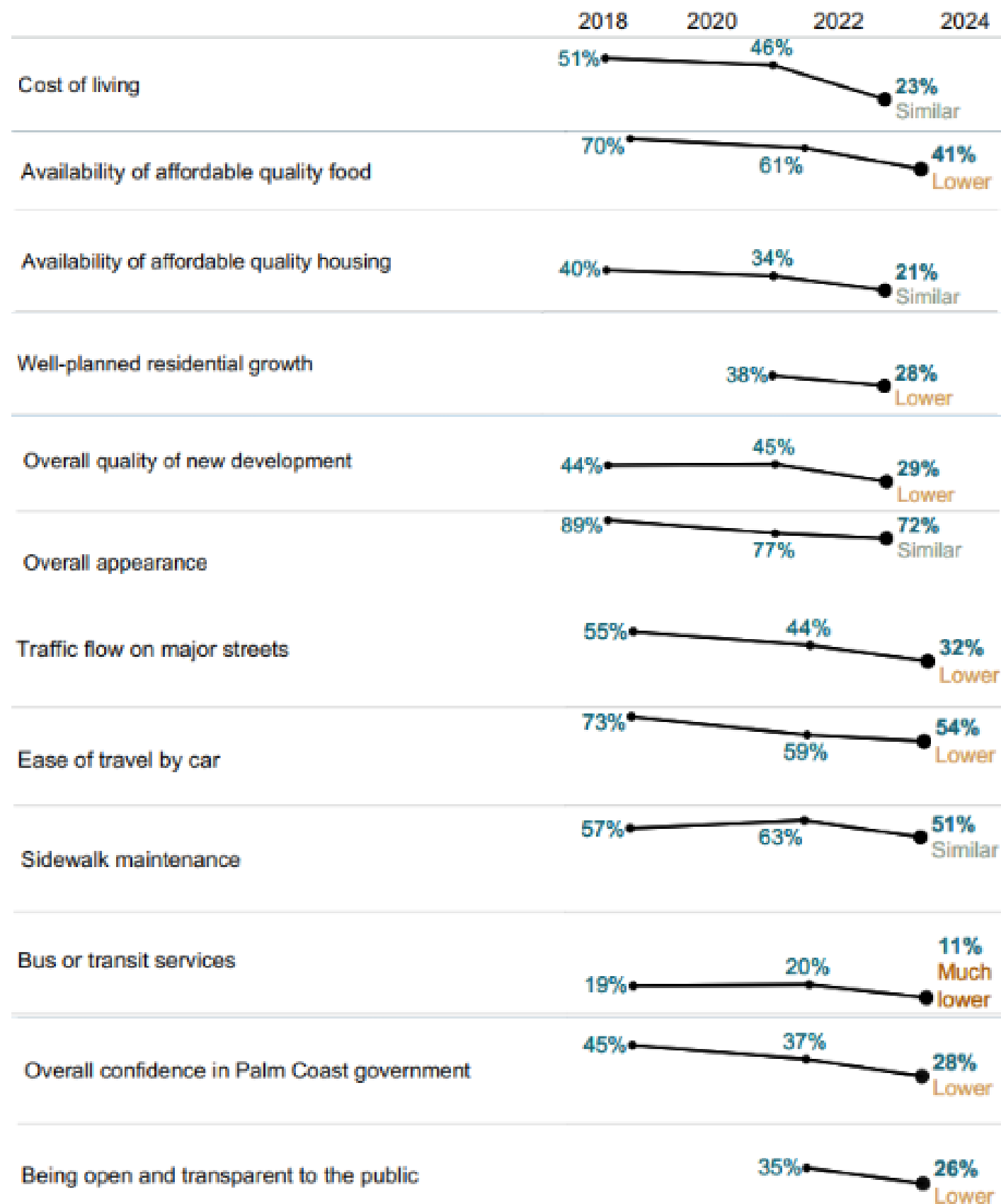
Overall feeling of safety: **74%.**

Safety in neighborhoods: **92%**

Safety in commercial areas: **88%**



PALM COAST COMMUNITY SURVEY



Areas for Improvement:

- Overall utility infrastructure quality: **41%**
- Stormwater management: **43%**
- Utility billing: **48%**
- Availability of affordable housing: **21%**
- Well-planned residential growth: **28%**
- Overall quality of new development: **29%**
- Overall appearance of Palm Coast: **50%**
- Traffic flow on major streets: **32%**
- Ease of travel by car: **54%**
- Sidewalk maintenance: **51%**
- Public transit services: **11%**

PILLARS OF PRIORITIES



Strong Resilient Economy

Support the expansion and smart growth of both population and businesses to ensure success locally as well as regionally.

Improving financial strengths within the City to promote fiscal responsibility and secure future stability.



Safe & Reliable Services

A safe community for all is the catalyst to ensure that residents and regional visitors enjoy quality amenities year-round.

Recruiting and retaining a quality, talented workforce to maintain uninterrupted services to the citizens.



Sustainable Environment & Infrastructure

Build and effectively manage sustainable infrastructure that promotes clean water, integrated streets, and emphasizes green infrastructure.

Anticipate the need for additional services and infrastructure. Continue to provide opportunities for development. Maintain visual appeal by caring for our land, water, air, and wildlife.



Civic Engagement

Build a cooperative and trusting relationship between the City and the community.

Promote the opportunity for communication between the decision makers and the public and create a credible channel through which accurate and timely information from the City can be disseminated.

Increase the public's understanding and support of the City's goals and strategies.

S.A.P. PRIORITIES

Objective #1: Identify savings and conduct a revenue and impact analysis to fund a property tax rollback for the coming fiscal year

Objective #2: Conduct a solar evaluation of city assets to identify opportunities to utilize this energy source and achieve cost savings

Objective #3: Design and implement a citywide plan for road repair and road safety

Objective #4: Design and implement a citywide plan for swale maintenance and performance

Objective #5: Continue saltwater canal dredging initiative

Objective #6: Optimize citizen information from and engagement with city government and consistently ensure an excellent customer service response

Objective #7: Design and produce a technology improvement plan focused on technology for city government

Objective #8: Enhance current economic development efforts to result in better paying jobs and attracting major employers such as healthcare, manufacturers, and industry

Objective #9: Enhance transit options and citizen awareness of these services in partnership with the community

Objective #10: Enhance housing options for the workforce and senior citizens by conducting an assessment of current housing stock and considering available public policy options to increase supply

Objective #11: Identify diverse, dedicated funding sources for arts/cultural/historical activities and facilities

Objective #12: Implement the Parks Master Plan

Objective #13: Prioritize Palm Coast infrastructure to address current needs and anticipate future growth



STRONG RESILIENT ECONOMY

Objective 1:
Identify savings and conduct a revenue and impact analysis to fund a property tax rollback for the coming fiscal year

Objective Feedback

- Fulfilled in FY2025
- Consider an RFP on the Golf Course



SUSTAINABLE ENVIRONMENT & INFRASTRUCTURE

Objective 2:

Conduct a solar evaluation of city assets to identify opportunities to utilize this energy source and achieve cost savings.

Objective Feedback

- Important - lower priority
- Roll into an existing objective
- Consider adding solar to City Hall



Objective 3:

Design and implement a citywide plan for road repair and road safety

Objective Feedback

- KEEP
- Consider additional gas tax
- Consider line items on the mileage rate dedicated to roads and public safety



Objective 4:

Design and implement a citywide plan for better stormwater maintenance and performance, to include a specific focus on swales

Objective Feedback

- KEEP
- Address high-hazard areas on a priority schedule
- Analyze contracting out swale maintenance



SUSTAINABLE ENVIRONMENT & INFRASTRUCTURE

Objective 5:

Continue saltwater canal dredging initiative

Objective Feedback

- Keep (3/4)
- Create an internal/external task force to study and research funding
- Create a seawall standard to be enforced, including vacant lots



Objective 6:
Optimize citizen information
from and engagement with city
government and consistently
ensure an excellent customer
service response

Objective Feedback

- Keep as a guiding principle
- Keep until current projects are completed (Mobile App)



Objective 7:

Design and produce a Technology improvement plan focused on technology for city government

Objective Feedback

- KEEP
- Work with SMART NE FL to implement technologies to make infrastructure more efficient (traffic light timing / real-time monitoring)



STRONG RESILIENT ECONOMY

Objective 8:

Enhance current economic development efforts to result in better paying jobs and attracting major employers such as healthcare, manufacturers, and industry.

Objective Feedback

- KEEP
- Develop spec site and spec buildings
- Dedicate incentive funding
- Acquire more sites
- Amend Charter to allow for Public-Private Partnerships



SAFE & RELIABLE SERVICES

Objective 9:

Enhance transit options and citizens' awareness of these services in partnership with the community.

Objective Feedback

- Remove
- Look into a study to determine viable options



Objective 10:

Enhance housing options for the workforce and senior citizens by conducting an assessment of current housing stock and considering available public policy options to increase supply.

Objective Feedback

- REMOVE – operations



Objective 11:

Identify diverse dedicated funding sources for arts/cultural/historical activities and facilities.

Objective Feedback

- Keep
- Seek funding for Fire Station 22



Objective 12: Implement the Parks Master Plan.

Objective Feedback

- Keep (3/4) / Operational (1)
- Consider a rec center for kids – purchase land
- Find a sports complex out of neighborhoods
- Consider raising impact fees



Objective 13:
Prioritize Palm Coast Infrastructure
to address current needs and
anticipate future growth

Objective Feedback

- KEEP
- Add current and future projects

NEW PRIORITIES

New Priority 1

Form an Office of Risk
Assessment

New Priority 2

Quality of Life for Essential
Workers – Raise median pay for
workforce (first responders,
teachers, nurses, tradesmen)

New Priority 3

Cost Recovery on recreation
facilities (SRC, golf, pool)

New Priority 4

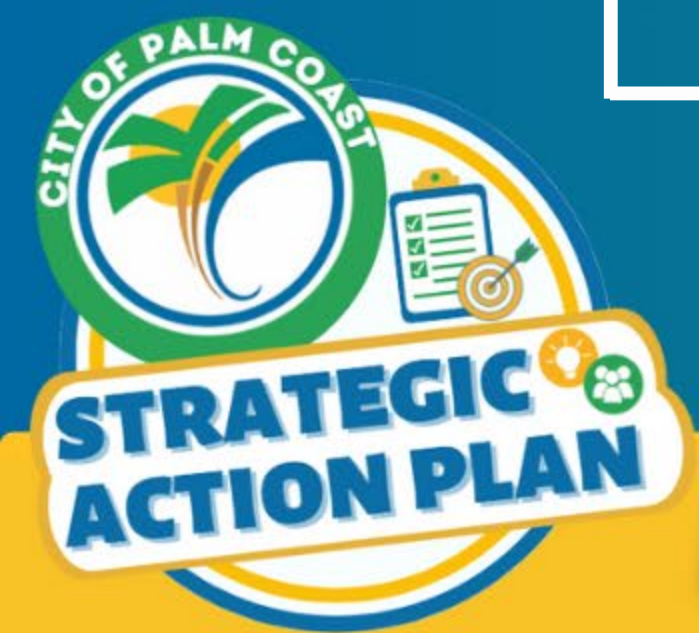
Create a Charter Review
Committee

New Priority 5

Hire a Utility Director

NEXT STEPS

- ☒ SAP Quarter 1 Evaluation: Today
- ☒ One-On-One Interviews with City Council: March 2025
- ☒ SAP Quarter 2 Evaluation: April 2025
- ☐ Adoption of Priorities for 2026: June 2025
- ☐ SAP Quarter 3 Evaluation: June 2025



PRIORITY GOAL UPDATE