



**CITY OF RIVIERA BEACH, FLORIDA
CITY COUNCIL BUDGET WORKSHOP
MARINA EVENT CENTER - 190 E. 13TH STREET
July 28, 2021 at 6:00 PM**

NOTICE

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, PERSONS IN NEED OF A SPECIAL ACCOMMODATION TO PARTICIPATE IN THE PROCEEDINGS SHALL CONTACT THE OFFICE OF THE CITY MANAGER AT 561-845-4010 NO LATER THAN 96 HOURS PRIOR TO THE PROCEEDINGS; IF HEARING IMPAIRED, TELEPHONE THE FLORIDA RELAY SERVICES 1-800-955-8771 (TDD) OR 1-800-955-8770 (VOICE) FOR ASSISTANCE.

MAYOR

RONNIE L. FELDER

CHAIRPERSON

SHIRLEY D. LANIER - DISTRICT 3

CHAIR PRO-TEM

KASHAMBA MILLER-ANDERSON - DISTRICT 2

COUNCILPERSONS

TRADRICK MCCOY - DISTRICT 1

DOUGLAS A. LAWSON - DISTRICT 5

JULIA A. BOTEL - DISTRICT 4

ADMINISTRATION

CITY MANAGER, JONATHAN EVANS
CLAUDENE L. ANTHONY, CMC, CITY CLERK
DAWN S. WYNN, CITY ATTORNEY

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. INVOCATION/PLEDGE OF ALLEGIANCE**
- IV. INTRODUCTION/PURPOSE OF WORKSHOP**
- V. FISCAL YEAR BUDGET WORKSHOP DISCUSSION**
- VI. PRESENTATIONS**
 - RIVIERA BEACH 2021 STRATEGIC PLAN
- VII. COMMENTS/DISCUSSION**
- VIII. ADJOURNMENT**

**CITY OF RIVIERA BEACH CITY COUNCIL
AGENDA ITEM SUMMARY**

Meeting Date: 7/28/2021

Agenda Category:

Subject: RIVIERA BEACH 2021 STRATEGIC PLAN

Recommendation/Motion:

Originating Dept	FINANCE	Costs
User Dept.	ALL	Funding Source
Advertised	No	Budget Account Number
Date		
Paper		
Affected Parties	Not Required	

Background/Summary:

Fiscal Years
Capital Expenditures
Operating Costs
External Revenues
Program Income (city)
In-kind Match (city)
Net Fiscal Impact
NO. Additional FTE Positions
(cumulative)

III. Review Comments

A. Finance Department Comments:

B. Purchasing/Intergovernmental Relations/Grants Comments:

C. Department Director Review:

Contract Start Date

Contract End Date

Renewal Start Date

Renewal End Date

Number of 12 month terms this renewal

Dollar Amount

Contractor Company Name

Contractor Contact

Contractor Address

Contractor Phone Number

Contractor Email

Type of Contract

Describe

ATTACHMENTS:

File Name	Description	Upload Date	Type
Agenda_-_City_Council_Budget_Workshop_2021_0728jacobsfinal.docx	Agenda	7/21/2021	Backup Material
budgetworkshopjuly28jacobsCity_Council_Memo.docx	Memo to Council	7/21/2021	Cover Memo
RB2030.StrategicPlanFY20.21.pdf	RB2030 Strategic Plan	7/21/2021	Backup Material

REVIEWERS:

Department	Reviewer	Action	Date
City Manager	Monroe, Luecinda	Approved	7/14/2021 - 6:58 PM



City of Riviera Beach
Fiscal Year 2021/2022
Strategic Budget Presentation Workshop

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**Riviera Beach Marina Event Center**  
**190 E. 13<sup>th</sup> Street**  
**Riviera Beach, Florida 33404**  
**Wednesday, July 28, 2021**  
**6:00 p.m. - 10:00 p.m.**

**AGENDA**

- |      |                                                    |                                                         |
|------|----------------------------------------------------|---------------------------------------------------------|
| I.   | Call to Order                                      | Chairperson                                             |
| II.  | Roll Call                                          | City Clerk                                              |
| III. | Invocation and Pledge of Allegiance                | City Councilmember                                      |
| IV.  | Introduction and Purpose                           | Jonathan Evans, City Manager                            |
| V.   | Prioritizing Riviera Beach 2030<br>Strategic Goals | Lia Gaines, Facilitator                                 |
| VI.  | Comments and Discussion                            | City Manager<br>City Attorney<br>Mayor and City Council |



"The Best Waterfront City in Which to Live, Work And Play."

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**CITY OF RIVIERA BEACH**

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**TO:** HON. MAYOR, CHAIRPERSON, AND CITY COUNCIL

**FROM:** JONATHAN E. EVANS, MPA, MBA, ICMA-CM, CITY MANAGER

**SUBJECT:** STRATEGIC PLAN UPDATE FOR FISCAL YEAR 2021-22

**DATE:** JULY 28, 2021

**CC:** GENERAL PUBLIC

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**Background:**

The City of Riviera Beach developed its Riviera Beach 2030 Strategic Plan in 2019. The Strategic Plan includes 5 Strategic Areas of Focus or Goals and has specific and general strategies and action steps to achieve each Goal. The Workshop will entail facilitated discussion with the Mayor and City Council to revise, update, and or add strategies and actions for the upcoming Fiscal Year 2021-22.

**Citywide Goals:**

This Item facilitates:

- Goal #1: Achieve a Sustainable Economy
- Goal #2: Build Great Neighborhoods
- Goal #3: Accelerate Operational Excellence
- Goal #4: Enhance Government Stewardship
- Goal #5: Strengthen Community Engagement

**Budget/Fiscal Impact:**

This is a Budget Workshop, thereby no formal fiscal actions will be taken.

**Recommendation(s):**

It is recommended that the Mayor and City Council update the Strategic Plan so that staff can properly prioritize and budget for the Fiscal Year 2021-22 Budget.

**Attachments:**

Riviera Beach Strategic Plan FY 2020-21  
Workshop Agenda





# RIVIERA BEACH 2030 STRATEGIC PLAN FY 2020-2021



## VISION

Riviera Beach is the BEST WATERFRONT CITY in which to LIVE, WORK, and PLAY.

## MISSION

We are Committed to Creating an Exceptional City by providing Excellent Customer Service, Progressive Leadership, and Accountable Stewardship.

## RIVIERA BEACH 2030

Riviera Beach 2030 is a forward and progressive thinking agenda that addresses the challenges that the City faces today, the opportunities that lie ahead, and how it can deviate from the status quo. These goals set the foundation on which staff will build with the intent of addressing the challenges and opportunities that the City faces. Previously, the City's goals included public safety and economic development, infrastructure, education and demographics. The goals for FY 2021 are five overarching goals that are broader in nature with specific objectives that provide a more refined and strategic roadmap from which staff can work.

### GOAL #1: ACHIEVE A PROSPEROUS, RESILIENT, & SUSTAINABLE ECONOMY

- Create and promote a new brand and image for the City of Riviera Beach through a City designed media strategy and plan of action which presents a "renewed sense of community" and leadership, for presentation to the local public and the public at large.
  - Develop content and public information campaigns, press releases, special interest/community news stories, & other features and formats including RBTV, website, newsletters, social media marketing, and news articles.
  - Target multiple audiences such as residents, employees, businesses, tourists/visitors as well as other municipal, county, state, regional, national, public and private sector publications and news sources (e.g., South Florida Business Journal, Florida Trend, Quality Cities of the Florida League of Cities and National League of Cities, Florida League of Cities' Quality Cities).
- Cities and National League of Cities, Florida League of Cities' Quality Cities. Continue to leverage existing natural and geographic assets and locations such as the Atlantic Ocean and beaches, MacArthur State Park, Lake Worth Lagoon aka Intracoastal Waterway, City Marina, Peanut Island, Riviera Beach's Singer Island, and Port of Palm Beach.
- Broaden the industrial base with diversification initiatives, such as targeting the logistics sector (manufacturing and distribution) and emerging clusters that can build on the City's unique assets and competitive strengths (such as the Port of Palm Beach (Highest Volume Container Per Acre Port, and daily Rail-to-Ferry access; Industrial Park, proximity to 1-95, etc.) to also provide stability during downturns that may disproportionately impact any single cluster or industry.
- Develop and attract new economically sustainable development which fosters environmental quality, creates vibrancy, and creates a unique sense of place for the City, Downtown and other venues of the City of Riviera Beach to include:
  - Combination of public sector and private sector facilities, services and amenities
  - Development of a New City Hall and other facilities
  - Clean, green, & beautify industrial zones, port vistas/perimeters, and gateways to remove visual blight and beautify the City
  - Develop quality hotels
  - Explore creating connections with Peanut Island for eco-tourism and other unique lodging, recreation and retail outlets.
  - Develop a diversity of recreational offerings to attract both tourists and serve the local residents and community,
  - Expand transportation and market to business and industry the different modes of transport within or in proximity to City of Riviera Beach, such as railway, waterway, airway, and ground
  - Expedite Permit/Preliminary Zoning and Business Tax Receipts
  - Create and develop Workforce and Career Liaison for residents of the City & foster collaborative partnerships for training, apprenticeships, internships with business, community and regional partners (e.g., PBSC, private sector, PBCSD, Port of Palm Beach, etc.) to create opportunities and outcomes for resident skills upgrade, credentialing and ultimately job placement.
- Employing safe development practices in business districts and surrounding communities (e.g., locating structures outside of floodplains, preserving natural lands that act as buffers from storms, and protecting downtowns and other existing development from the impacts of extreme weather).
- Create a Business Development Ombudsman:
  - Develop capacity for local business development and provide and enhance equitable contracting opportunities with and within the City of Riviera Beach
  - Market to attract new Businesses and Major Employers
- Develop Zoning and Design Standards

### GOAL #2: BUILD GREAT NEIGHBORHOODS

- Provide for a diversity of market rate, workforce, and affordable housing by:
  - Protect the current residents from displacement and gentrification through creative and collaborative housing solutions
  - Work with mission driven nonprofits (CDCs, CHDOs, CDFIs, and CLTs) to design and provide long term options for low- and middle-income families
  - Develop programs to reduce foreclosures and the loss of generational homestead properties
- Create aesthetic improvements with focus on most vulnerable communities
  - Provide resources and incentives for low-income residents to be code compliant
  - Enforce Code Enforcement and Nuisance Abatement for absentee landlords and neighborhood commercial establishments
- Create comprehensive and holistic opportunities for residents, youth, seniors, families; and ultimately, neighborhoods to prosper and thrive by:
  - Research and develop grant applications to State, Federal, and philanthropic sources to provide for health and wellness initiatives, improve educational systems, eliminate food deserts, cultivate and promote community-based arts and culture
- Create Police Athletic / Activities League to engage youth in a variety of crime prevention & youth development programs including sports, mentoring, & law enforcement initiatives which build bonds between youth and the police. together in a positive environment that promotes trust and respect for each other. The "Mission" of National PAL and its member chapters work to prevent juvenile crime & violence by building the bond between cops and kids.

### GOAL #3: ACCELERATE OPERATIONAL EXCELLENCE

- Fill essential positions with qualified, credentialed, and committed staff to move the City's vision forward
- Update and Create Standard Operating Procedures to achieve consistency in the management & implementation of departmental operations
- Create a Customer Service Culture which is responsive, and solution focused ("can do")
- Streamline Development Review Process
- Combine City/CRA to move City's vision forward
- Create an Information Technology Plan to address:
  - Enterprise information management: auditing, risk management, records retention, metadata standardization, storage, FOIA, and to eliminate silos.
  - Maintaining geographic information systems (GIS) that link with municipal business licenses, tax information, and other business establishment data bases and to also facilitate rapid post-incident impact assessments;
  - Enterprise information Security & Cybersecurity to align with organization's risks and requirements. Create a culture of security in your organization.
  - IT service management - Adjust IT (structure and staffing) for effective and efficient integration throughout all departments to enhance and safeguard operations
  - Anticipate future costs to secure the City's operational infrastructure and safety
  - Business and Customer Service Features and Processes (e.g., Online Permitting, Smart Water Meters)
- Ensure leadership and staff of all departments are knowledgeable and adequately trained to deliver work and services of the highest professional and ethical standards, including but not limited to, conflict resolution /conflict management training, racial equity and diversity training, and cultural competency practice and training.

### GOAL #4: ENHANCE GOVERNMENT STEWARDSHIP & ACCOUNTABILITY

- Adopt policies for the implementation of practices in transparency, reporting, and auditing to deliver effective accountability.
- Ensure robust internal controls to manage risks and performance and to achieve strong public financial management.
- Develop an annual budget to reflect a healthy financial position which adequately services and maintains the City's capital assets (fleet, facilities, and equipment).
- Develop a strategic and financial plans to upgrade aging infrastructure (facilities, roads, utilities, bridges).
- Develop and update Capital Improvement Plan (including penny sales tax capital projects).
- Revise and Update Comprehensive Plan.
- Develop and Implement Master Utility Plan:
  - Review / consider Annexation of Utility Service Areas
  - Conduct Utilities Assessment Plan
- Create an Economic Development Plan
- Enhance transparency through technology
  - Revamp and develop website to maximize public access to information such as public records requests, permitting, BTR applications, utility payments, receive and respond to citizen requests, complaints, etc.
- Adopt Strategic Planning as a tool for ongoing critical assessment of goal attainment to achieve City of Riviera Beach Vision 2030.

### GOAL #5: STRENGTHEN COMMUNITY ENGAGEMENT & EMPOWERMENT

- Engage citizens through a variety of community information sessions and citizen input formats to create a Quality-of-Life plan for the City of Riviera Beach Vision 2030 to include
  - Charrettes, Strategic Planning Workshops, Town Hall Meetings, Summits Surveys, Focus Groups, and Roundtables
- Educate and inform citizens and all stakeholders, e.g., businesses, nonprofits and residents about environmental issues, conservation, recycling, and sustainable "best practices" to protect and further enhance the natural environment
- Create opportunities for learning and participation in government through leadership academy, board and committee appointments, and various citizen advisory boards
- Connect citizens and residents with opportunities for career building certifications and degrees via partnership with Palm Beach State College and other institutions.
- Define, refine and reactivate the partnership with the Palm Beach County School District; reactivate the Riviera Beach Education Advisory Committee; create a Riviera Beach Education Foundation; continue and enhance the Riviera Beach Pre-K Collaborative; develop and initiate an Adopt-A-School project for City of Riviera Beach Mayor and City Council
- Develop partnerships and organize social service agencies, religious organizations, and neighborhood associations, hospitals and health organizations including VA Hospital to connect residents to comprehensive & coordinated services and resources.