



# CITY OF CLEARWATER STRATEGIC PLAN

# DRAFT



## HIGH PERFORMING GOVERNMENT

Deliver Effective and Efficient Services by Optimizing City Assets and Resources

### OBJECTIVES

- 1.1 Provide evidence-based measurement tools to continually guide municipal performance and promote accountable governance.
- 1.2 Maintain public infrastructure, mobility systems, natural lands, environmental resources, and historic features through systematic management efforts.
- 1.3 Adopt responsive levels of service for public facilities and amenities, and identify resources required to sustain that level of service.
- 1.4 Foster safe and healthy communities in Clearwater through first-class public safety and emergency response services.
- 1.5 Embrace a culture of innovation that drives continuous improvement in government and successfully serves all our customers.



## ECONOMIC & HOUSING OPPORTUNITY

Foster a Prosperous and Enduring Economy That Promotes Opportunity for All

### OBJECTIVES

- 2.1 Strengthen public-private initiatives that attract, develop, and retain diversified business sectors
- 2.2 Cultivate a business climate that welcomes entrepreneurship, inspires local investment, and encourages high-quality job growth.
- 2.3 Promote Clearwater's position as a premier regional destination for entertainment, tourism, and national sporting events.
- 2.4 Support equitable housing programs that promote household stability and reduce the incidence of homelessness within Clearwater.
- 2.5 Facilitate partnerships with educational and research institutions to strengthen workforce development opportunities.



## COMMUNITY WELL-BEING

Ensure Exceptional Communities and Neighborhoods Where Everyone Can Thrive

### OBJECTIVES

- 3.1 Champion neighborhood identity through services and programs that promote community pride and belonging.
- 3.2 Preserve community livability through responsible development standards, proactive code compliance, and targeted revitalization.
- 3.3 Promote marketing and outreach strategies through interactive technologies that encourage stakeholder engagement, enhance community education, and build public trust.
- 3.4 Inspire citizen participation through volunteerism and civic engagement to build strong, inclusive, and engaged communities.



## ENVIRONMENTAL STEWARDSHIP

Implement Proactive Solutions and Emerging Technologies for a Sustainable and Resilient Community Where Practical

### OBJECTIVES

- 4.1 Support climate resiliency strategies based in science to protect natural and built environments from impacts associated with sea level rise.
- 4.2 Adopt renewable resource usage and waste reduction practices to ensure a vibrant City for current and future generations.
- 4.3 Protect the conservation of urban forests and public green spaces to promote biodiversity and accelerate carbon neutralization.
- 4.4 Develop accessible and active transportation networks that enhance pedestrian safety and reduce citywide greenhouse gas emissions.



## SUPERIOR PUBLIC SERVICE

Promote a Diverse and Talented Workforce Through Competitive Opportunity, Employee Wellness, and Rewarding Career Growth

### OBJECTIVES

- 5.1 Attract and retain top-quality personnel through the maintenance of a competitive compensation program.
- 5.2 Encourage professional development through employee educational opportunities, skills-based training, and leadership succession planning.
- 5.3 Generate organizational success through collaborative engagement and inclusive decision-making to create shared value outcomes.
- 5.4 Enhance employee health and productivity through a holistic approach to workplace wellness and benefit resources.

## VISION

A community that thrives from Bay to Beach.

## MISSION

Clearwater is committed to quality, sustainable, cost-effective municipal services that foster and sustain a healthy residential and economic environment.