

Strategic Plan

1. Report on Strategic Plan Completions
2. Open Items of the Strategic Plan:
 - i. Increase Economic Opportunity: Economic Development Plan Review and Update (Sanderson) – The presentation is scheduled for 4/17 Work Session only.
 - ii. Safety: Coastal Vulnerability Model – What are next steps? (Delk) – Staff is preparing a white paper for future discussion that I have asked them to provide for the upcoming Strategic Planning Council Meeting on April 25th.
 - iii. Foster Community Engagement: Neighborhood Vitality and Health
 - Neighborhood generally *The Strategic Plan* item proposes *Placemaking as a new priority title under the Objective for “Foster Community Engagement”*
 - a. Slow conversion to more rentals and less owner occupied
 - b. Need to attract younger families as residents and workers
 - c. Safe neighborhoods (sidewalks, traffic, crime minimization)
 - d. Child friendly neighborhoods
 2. Community Health
 - a. Trails
 - b. Walkable City
 - c. Bicycle Friendly City
 3. Neighborhoods in “need” – will this be part of the neighborhood placemaking?
 - iv. Diversify our Economic Base: ULI and Imagine Clearwater
 1. Implementation plan
 2. Funding Strategy (Call/Silverboard) - Staff has an agenda item scheduled for the April 25th Strategic Planning Meeting on *Imagine Clearwater*, including funding.
 3. Partnerships for implementation – P3’s and nonprofits (REH, Chambers, Downtown Partnership, Realtors, property owners)
 4. Community communication
 - v. Develop and Promote our Brand [“CLEARWATER” and “BRIGHT AND BEAUTIFUL”, family friendly, tech savvy]:
 1. Septic to Sewer Abeyance [On City Manager’s List] Water Quality of Clearwater Harbor (ULI Report Recommendation)
 2. How do we address the attractiveness of our City for our future
 - a. Examples: Countryside Boulevard becoming walled off by fences instead of a landscaped boulevard.
 3. Litter and dumping in North Greenwood

4. Community Gateway Enhancement
- b. Consider for scheduling at a later meeting:
 - i. Working relationship with Scientology – Implementing the ULI model
 - ii. Transportation
 1. Alternative transportation modes – ride sharing, autonomous vehicles, elevated alternatives
 2. Regional Transportation impact on Clearwater Economy – Premium Transit Corridors Project
 3. Beach Access alternatives and SR 60 Corridor [Forward Pinellas efforts]
 - iii. Strategic Plan Communication and Implementing our Plan (Governance)
 1. Visibility to the Strategic Plan to the Public – today our strategic plan isn't readily visible on the web site.
 2. John Carver Servant Leadership Model
 3. Doing our best & getting things done
 4. Beach Access alternatives and SR 60 Corridor [Forward Pinellas efforts]