
FY 2021 ACTION PLAN



Town Commission

Mayor Vincent

Vice Mayor Oldaker

Commissioner Sokolow

Commissioner Strauss

Commissioner Malkoon

The Town of Lauderdale-By-The-Sea's Five-Year Strategic Plan is the means by which we measure our progress towards attainment of our vision and goals. The annual Action Plan is the foundation when we develop each year's budget and the five-year capital plan, and during the year when we prioritize resources and staff time.

Vision & Mission Statement

VISION: By 2021 Lauderdale-By-The-Sea will have accomplished something rare. While staying authentic and protecting our small-town character, we will have given the Town the facelift it needed to stay economically competitive and fiscally sound. Gorgeous beachside plazas will be the heart of the community's social life. All the features that residents and visitors love – the relaxed, village atmosphere, the easy walkability of the Town, the many dining choices, retail offerings and traditional festivals – will have been improved and expanded. The hospitality industry will have been reinvigorated and the Town widely known as an amazing shore diving destination and for its distinctive MIMO architecture. In a world where one city looks like another, Lauderdale-By-The-Sea will be uniquely different.

MISSION: The Mission of the Town of Lauderdale-By-The-Sea is to deliver local government services efficiently, effectively, transparently, and with integrity; to be responsible and careful stewards of the public's money; to provide leadership for the protection and enhancement of the Town's essential character, natural resources, and economic vitality; and to foster and be respectful of positive public participation in the work of governing this Town we love.

Adopted February 26, 2013 by the Lauderdale-By-The-Sea Town Commission

Commission Policies

1. Keep the Property Tax Rate in the lowest quartile (lowest 25% of all cities).
2. Keep the Fire Fee in the lowest quartile (lowest 25% of all cities).
3. Pay as we go (to the extent possible).
4. Continue the Town staff's tradition of personal attention to residents and businesses.
5. Be an active member of the Broward League of Cities and the Florida League of Cities and monitor legislation that will affect the quality of life of our residents.
6. Preserve/protect LBTS's appearance, visual character and culture (small town, beachy).
 - a. Maintain and expand ocean views;
 - b. Protect the LBTS brand and apply it (in terms of colors, style, and scale) to street furniture, banners, public buildings, parks, plazas, and advertising and marketing materials;
 - c. Ensure that public building projects are appropriately scaled for their surroundings and the Town as a whole;
 - d. Make the compatibility and scale of a project to the surrounding area a crucial consideration of any site plan reviews or architectural reviews;
 - e. Provide restoration or preservation suggestions to property owners who are redeveloping Mid Century Modern (MIMO) properties; and
 - f. Preserve when possible and encourage the restoration the Town's historic mid-century architectural style.

AREA 1: SUSTAINABILITY ● RESILIENCY ● ENVIRONMENT

Goal 1.1	PROTECT THE BEACH	
1.1.1	Planting took place at Coastal Arms Dune on 1-18-20 & 2-8-20 Post and rope was added around the new dune in February 2020 10-27-20 - Invasive species were removed from the Pine ave portal and replaced with native dune vegetation. Staff will continue to removed invasive species over the next year and replant appropriate species.	Ken Rubach
1.1.2	January 2020 Staff has begun working with a consultant on the initial steps to creating a dune management plan, this is expected to continue throughout the rest of 2020 and reaching into 2021	
Goal 1.2	PROTECT EXISTING CORAL REEFS AND DEVELOP NEW ONES	Steve d'Oliveira
1.2.1	Update Commission in March/April on latest out-planting. Explore media coverage for our second 5-year coral restoration project	
1.2.2	Coordinate with Broward county on their mitigation reef project stemming from the Segment II beach re-nourishment project. The County plans to deploy several acres of concrete reef modules in 20 feet of water north and south of the pier. The project was held up due to a bid appeal. The bid has now been awarded. Construction may possibly begin this summer. Waiting on final word from the county	
1.2.3	Fund Phase II plantings of the NSU Staghorn Coral project in LBTS. COMPLETE 2-20-2020 1,000 corals were out-planted in December 2019. NSU plans to plant 500 more corals by April and 500 more in the fall. 7-21-20 Because of the extreme warm ocean temperatues, NSU plans to wait until the fall or winter to finish the out-planting for the second five-year project the Commission approved	
1.2.4	Implement a limestone boulder project to create a new habitat for tropical fish that can be easily accessed by snorkelers. The proposal calls for placing several tons of limestone boulders in 12 feet of water off El Prado Park close to swim buoys. 7-21-20 Because of the pandemic, staff recommends waiting until the economy recovers, as a TDC reef grant will probably not be feasible until tourism dollars rebound.	
Goal 1.3	PROACTIVELY ADDRESS LOCAL LEA LEVEL RISE ISSUES	

1.3.1	<p>Evaluate seawall standards and recommend ordinance</p> <p>9-26-18 - Collected recent seawall ordinances. Waiting for County and Corp of Engineers' study</p> <p>10-23-18 - Municipal seawall workshop on Nov. 16, 2018 - staff attended</p> <p>9-26-19 - The Planning Council will review language regarding resiliency that includes regulations regarding sea wall height at the September 26, 2019 meeting</p> <p>5-26-20 - The county approved a Countywide standard on March 31, 2020. Development Services staff will moving forward to ensure the Town is in compliance with the County's new regulations regarding sea wall height. County deadline is March 2022.</p> <p>10-27-20 - Stormwater Master Plan update has been completed and will be presented to the Commission in November</p>	Linda Connors
1.3.2		
AREA 2: PARKING & TRANSPORTATION		
Goal 2.1	IMPROVE OUR PARKING SYSTEM	Bill Vance Neysa Herrea Ken Rubach
2.1.1	<p>Change to staff, will install EV charging station in A1A lot in March 2020</p> <p>4-28-20 - Charging Station equipment has been received, the concrete pad has been pour, and the wiring has be run. Awaiting a scheduled install date from ChargePoint, anticipating May 2020.</p> <p>5-20-20: On May 7th, 2020, ChargePoint installed the EV Charging station in the A1A lot. Electric car users, will be able to find the station via the ChargePoint App, Google Maps, Apple Maps.</p> <p>5-20-20 - Parking Consultant (Desman) submitted a draft of their study to staff for review. The memorandum includes recommendations related to potential properties for parking, updates to the existing Parking Study from 2015, and technologies for maximizing efficiency in parking utilization.</p> <p>12-2-20 - BCT will not allow new route to be considered until all stops are ADA compliant. We are requesting Penny Surtax Funding for this project.</p> <p>12-2-20 Pelican Hopper is currently running on COVID/Detour route which eliminates eliminates Terra Mar and runs to SE 12th Street in Pompano</p>	
2.1.2	<p>Implement a system that notifies the driving the public of available parking spaces.</p> <p>i. Analyze the cost of the technology to identify and display available parking spaces in lots.</p> <p>ii. Decide whether to proceed to Requests for Proposals</p> <p>4-28-20: Staff participated in call with Parking Consultant (Desman) on Thursday, April 23, to discuss potential software options and mobile applications that notifies drivers of available spaces. Consultant will submit recommendations to staff by May 8.</p> <p>5-26-20 - Implement a system that notifies the driving the public of available parking spaces</p>	

2.1.3	<p>January 2020 - Installation of Bollards along the path of the new island adjacent to Bougainvillea/Poinciana is scheduled for Spring 2020.</p> <p>4-28-20 - Conduit for bollards have been run and pouring of concrete footers anticipated the week of 4/27. Bollards will be installed once they arrive, anticipated delivery date is in May 2020 barring any COVID related delays</p>	
Goal 2.2	EVALUATE THE TOWN'S TRANSIT SERVICES / BUS SHELTERS	
2.2.1	Evaluate public transportation options and report to Commission: (Debbie Hime and Lucila Lang)	
Goal 2.3	REDUCE CUT-THROUGH TRAFFIC IN RESIDENTIAL NEIGHBORHOODS THROUGH THE USE OF TRAFFIC CALMING INITIATIVES IN NEIGHBORHOODS	

2.3.1	Analyze results and determine whether to continue on a more permanent basis	Tom Palmer Ken Rubach Jay Flynn
2.3.2	February 2020 portable signs use is ongoing in several areas throughout Town. FDOT is still testing the manufacturers usage of speed sign on their roadways	
Goal 2.4	REDUCE TRAFFIC, PEDESTRIAN, AND BICYCLE VIOLATIONS THROUGH INCREASED TRAFFICE ENFORCEMENT	
2.4.1	Analyze results and report to the Commission Semi Annually In 2019 there was a 5.5% decrease in traffic crashes and an increase of 10.8% in traffic citations issued as compared to 2018. The breakdown are as follows: 2018 crashes 182 vs 2019 crashes 172, 2018 citations 2,288 vs. 2019 citations 2,535. It is nearly a 50/50 split between written warnings and non-moving violations	Tom Palmer
Goal 3.1	PRESERVE THE TOWN'S HISTORY	Linda Connors
3.1.1	Develop historic information markers or boards. FY17 – FY 21 Create a Mid Century Modern Map (MIMO)	Debbie Hime Linda Connors Steve d'Oliveira
Goal 3.2	MAINTAIN AND IMPROVE THE WALKABILITY OF THE TOWN	
3.2.1	Develop Walkability and Bike Master Plan for the main streets in Town. The FY19 budget includes \$20,000 to develop the plan. 2-26-19 Staff is drafting RFP for release in March 9-26-19 The RFP was released this summer. One firm responded. We are currently reviewing their submittal and anticipate a contract to be scheduled for the Commission agenda in November. 2-25-20 Commission approved the Corradino Group. Staff has held kick-off meeting. Consulting are gathering public information. We expect a public meeting in April. 4-28-20 The Commission hired a consultant to develop the pedestrian plan. However, the public meeting was cancelled due to COVID19. With the success of the El Mar design project's online participation efforts, the staff will propose an online participation meeting for this project as well. 5-26-20 - The Town is moving forward with the Pedestrian Plan through online participation survey that will begin on May 26 and be available for the next two weeks. 10-27-20 - Pedestrian Plan being presented to the Commission	Linda Connors
Goal 4.1	IMPROVE NEIGHBORHOODS	Linda Connors Ken Rubach

4.1.1	Neighborhood Plans. Work with neighbors that want to create a plan to improve their neighborhood. Elements of the plan may include streetscape, swale restoration, sidewalks and streetlights	
Goal 4.2	ADDRESS STORMWATER FLOODING	Ken Rubach
4.2.1	Promote the merits of swale restoration - Ongoing 9-20-19 - staff is examining where swales would have the most impact. This will be a part of the stormwater master plan Promote the merits of swale restoration - Ongoing 10-27-20 - A Stormwater Master Plan update has been completed and will be presented to the Commission in November	
Goal 4.3	DEVELOP CONCEPTS FOR A TOWN HALL/PUBLIC SAFETY COMPLEX	Ken Rubach Tom Palmer Jud Hopping
4.3.1	February 2020 - a space needs analysis is currently being conducted by a firm who met with FIRE and BSO to determine the amount of sq. footage and the types of usage needed for their operations 4-28-20 - Study has been completed and will be reviewed by staff.	
Goal 4.4	SEWER RESTORATION	
4.4.1	January 2020 - staff will line several laterals this year to test out the process and request additional funding for next year. January 2020 - staff will incorporate schedule for televising and cleaning of sewer mains.	
AREA 5: ECONOMIC DEVELOPMENT		
Goal 5.1	PROMOTE THE HOTEL HOSPITALITY SECTORS	Linda Connors
5.1.1	Fast track develop building permits reviews for hotels. Ongoing	
5.1.2	The Thunderbird (4521 N Ocean) was cited for property maintenance issues and the case was heard by the Special Magistrate at the April 26, 2018 hearing. Compliance is required by May 22 nd or fines will begin to run. This property already has fines running for the lack of maintenance on its sign. These fines totaled \$730,000 as of May 2 nd . Awaiting update from attorney 8-11-20 Awaiting action plan from Attorney's office.	
Goal 5.2	Assist in making business viable on Commercial Boulevard west of Bougainville Drive	

5.2.1	January 2020- Wiring of banner poles will take place in Feb/March. Once these are wired new lights will be installed upon receiving them. Additional outlets in the islands adjacent to the businesses in the plazas will also be installed in Spring 2020 to provide additional opportunities for lighting/decorations. 9-15-20 - New Lights are installed in the Plazas	Ken Rubach
	· New benches and chairs are on order for the West Business	Ken Rubach
	· A landscaping company has been hired to focus on enhancing the West Commercial District's overall attractiveness	
	· Address guidelines to help businesses west of Bougainvillea to enhance their outside promotional efforts New Merchants association would like to discuss and make suggestions	Debbie Hime
	· New Holiday and Generic plaza banners have been received	Debbie Hime
	· A giant Addy chair is on order and will be tested in a plaza to gauge whether a large decorative piece will bring more foot traffic to the area	Debbie Hime
	· Coordinating a May "Addy Stroll" with West Businesses and local artists showcased in LBTS businesses for the "Addy Chair Art Project " where wooden Addy chairs will be sponsored by local businesses, painted by local artists, and showcased in the four plazas. Tabled until further notice	Debbie Hime
AREA 6: IT /PIO		
6.1.1	Complete Jarvis Hall / Community Center AV upgrades	
6.1.2	Town Computers/Monitors	
6.1.4	Proposed cyber-security measures (subscription & 45 minute test)	
6.1.5	Explore possible IT class/course	
6.1.6	Explore AT&T cyber-security options	
6.1.7	Possible network assessment Konica-Minolta	
6.1.8	Lunch & learn seminar in January for all employees with computers	
6.1.9	January town topics	
6.1.10	9-15-20 - Website updates (ongoing)/new environment pages, more info on diving. Visitor Center	Debbie Hime
6.1.11	Hire vendor for fillable forms / front page back-up	
6.1.12	Explore no index uploads for docs with time-sensitive documents	
6.1.13	Create Town Facebook page	
6.1.14	Promote notify me to Town residents (ongoing)	
6.1.15	Update channel 78 graphics	
6.1.17	Review resources provided by CivicPlus for online fillable forms and payments, resident engagement, workflow management, finance, etc. (two year plan) – staff is meeting bi-weekly to assess each department's needs	

COMMISSION ASSIGNMENTS

4/10/2018	<p>Commission Malkoon asked that the Town evaluate the condition of the seawall on Bel Air Drive (SE 15th Street), which is owned by the Palm Club, Leisure Gardens and the Town.</p> <div style="text-align: center;">  </div> <p>Staff is currently working with a structural engineering firm to evaluate the required repairs to the the wall</p>	
4/10/2018	<p>Commissioner Strauss asked that we request FDOT to conduct a safety studies of the Commercial Boulevard and West Tradewinds intersection. This would also include the concepts to relocation the west to south turn lane on Commercial at this intersection.</p> <p>10-27-10 FDOT responded to staff, this intersection has very low crash rate and that there are no deficiencies associated with the existing traffic control devices at this intersection.</p> <div style="text-align: center;">  </div>	
9/20/2018	<p>Money has been budgeted in FY20 budget to repair Town owned section of the wall. Prior to repairs a survey will do done to ensure all Town owned areas are repaired.</p>	

FY 21 BUDGETED PROJECTS & STAFF PROJECTS

1.	<p>Evaluate switching from the quarterly Town Topics written format to an e-newsletter. FY18</p> <p><small>9/20/19 we have purchased software and prepared for e-newsletter deployment. E format is now available on gov t site</small></p>	Steve d'Oliveira
2.	<p>12-2-20 Town Topics is now available on the Town's website</p>	Debbie Hime
3.	<p>Monitor the request to FDOT to move the turn lane at the foot of the Intracoastal Bridge to the east thus closing the Commercial median at West Tradewinds.</p> <p>9-20-19 Discussed with FDOT and MPO at 9/17/19 Meeting; FDOT asked Staff to formally recommend the project as they have an upcoming Commercial Blvd plan being developed.</p>	
4.	<p>Staff replaced overhead doors and added storm shutters to the off-site facility in FY20. Site hardening study to look at additional improvements will be proposed in FY22 budget</p>	
5.	<p>9/20/19: Staff has begun the process of reviewing what work needs to be done to improve site.</p>	
6.	<p>Evaluate the feasibility of offering beach concessions.</p>	TBD