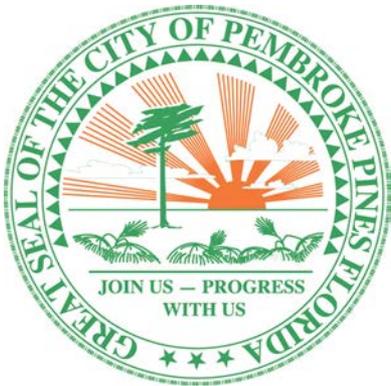


# Town Hall Meeting

## “Moving Beyond the Recession”

Vice Mayor, Angelo Castillo  
December 3, 2013



- City Financial Picture
  - Property Tax
  - Property Values
- Economic Development
- Quality of Life
- Charter Schools
- City Center
  - Civic Center
- Public Safety
  - Crime Statistics
  - Red Light Cameras
  - Solicitation Ordinance
  - Civil Citation Program

# Property Tax

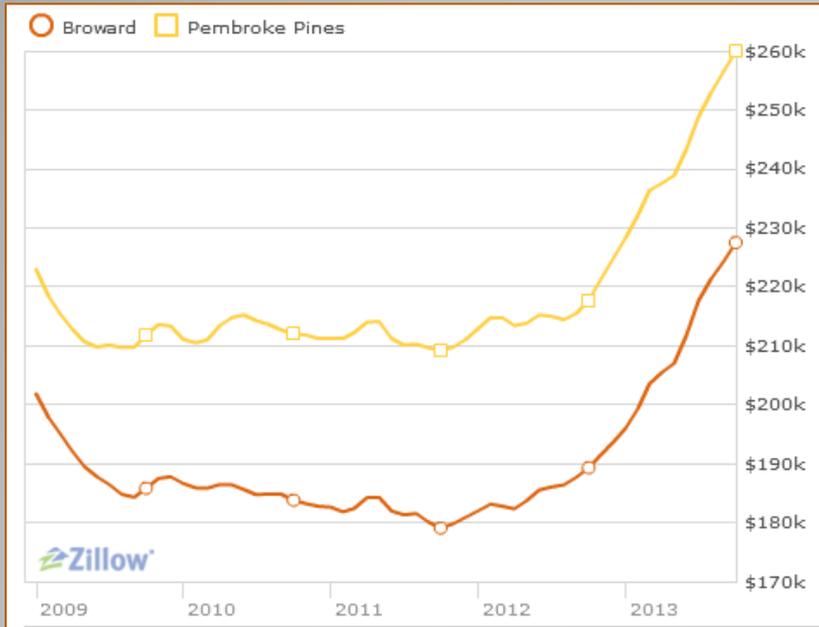
<u>Fiscal</u> <u>Year</u>	<u>Operating</u> <u>Millage Rate</u>	<u>Property Tax</u> <u>(in Millions)</u>	<u>Total</u> <u>Expenditure</u>	<u>% of</u> <u>Expenditure</u> <u>Funded by</u> <u>Property Tax</u>
2010	5.1249	\$ 47.2	\$ 147.0	32.1%
2011	5.6880	45.8	149.0	30.7%
2012	5.6368	45.7	139.9	32.7%
2013	5.6368	46.3	151.6	30.5%
2014*	5.6368	47.7	156.2	30.5%

\* Budget

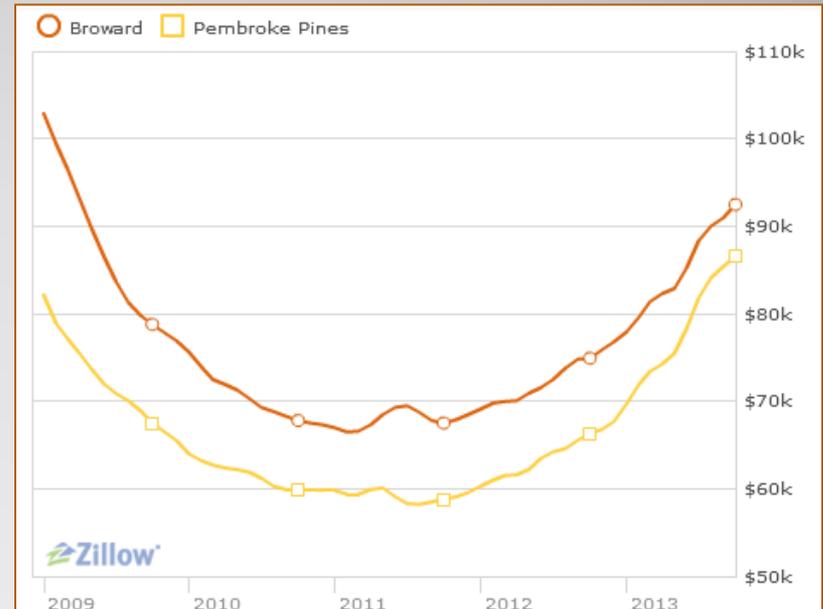
- According to Zillow's Home Value Index
- Property Values are Increasing
  - Combined (SF & Condo)
  - City Wide Up 18.5%
  - (Year over Year)
- Median Rent List Price
  - Single Family: \$2,100
  - Condo: \$1,250
- Median Value Index
  - Single Family: \$259,900
  - Up 19.4% (Y-O-Y)
- Median Value Index
  - Condo: \$86,600
  - Up 30.6%(Y-O-Y)

Source: Zillow ([www.zillow.com](http://www.zillow.com))

## Broward County vs. Pembroke Pines Single Family Value Index 5 Year Comparison



## Broward County vs. Pembroke Pines Condo Value Index 5 Year Comparison



Source: Zillow ([www.zillow.com](http://www.zillow.com))

- Creation of our first Economic Development Strategic Plan
- New Development
  - Fairfield Inn
  - Pines Crossing at 184th
  - Trader Joe's
  - Buffalo Wild Wings
  - Franklin Academy 6-12
  - H & M at Pembroke Lakes Mall

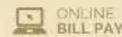
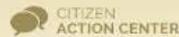


# Economic Development



Search

Commission Agendas/Minutes  
Budget Information  
Chamber of Commerce  
City Commission  
City Connect  
City Spotlight  
Housing (Rental)  
Open Government  
Report a Problem  
Watch Commission Meetings  
Employee Intranet



IN THE NEWS

FEATURED NEWS

EVENT CALENDAR

MEDIA CENTER

**Count Down to the Annual Snowfest and Lighting Event**  
Snow is forecast for Pembroke Pines on Saturday, December 7, 2013 from 2:00pm - 8:00pm. Tons of snow is expected to fall at City Center, 10300 Pines Boulevard. [Read on...](#)

**Sundae with Santa**  
Join Santa and a few of his friends for a whimsical time. [Read on...](#)

**Volunteers Needed**  
Information Desk volunteers are needed at City Hall located on the first floor at 10100 Pines Boulevard. The volunteers staff the desk, answer the phone, help visitors to City Hall and provide information about a variety of topics. [Read on...](#)

**Save some water with a High Efficiency Toilet and we'll pay you to do it!**  
Water is one of Broward County's most essential resources. Our economy, the quality of our lives, and the health of our natural systems all depend on having enough clean water. The availability and cost of water are important issues today and tomorrow. [Read on...](#)

[VIEW ALL](#)

**Wed, Nov. 20**  
Notice of Meeting - Collective Bargaining Session

**Thu, Nov. 21**  
Economic Development Board

**Sun, Nov. 24**  
Jazz Concert

**Tue, Nov. 26**  
Education Advisory Board

**Thu, Nov. 28**  
Life Drawing Class

**Tue, Dec. 3**  
Charter Elementary Middle School Advisory Board

**Tue, Dec. 3**  
Landscape Advisory Board

**Wed, Dec. 4**  
City Commission Meeting

**Thu, Dec. 5**  
Board of Adjustment

**Sat, Dec. 7**  
Snowfest/Lighting Ceremony

**Mon, Dec. 9**  
Charter High School Advisory Board

**Tue, Dec. 10**  
Arts & Cultural Advisory Board

[VIEW ALL](#)



## **Quality of Life- Sheridan Street Landscaping**



## Quality of Life-New Sidewalks



## Quality of Life- Wastewater Tank Restoration

## Current Year Goals

- Road improvements
  - Pembroke Road from SW 184t to 196th Avenue
  - Wall to be installed along Pembroke Rd. (Encantada)
  - I75 and Pembroke Road Overpass (2015)
- Canal bank restoration on Taft St. from University to Douglas
- Completion of the Police Training Facility
- Procurement of a fire engine, ambulance and police cars
- Add seven additional School Resource Officers
- Acquire state-of-the-art equipment for the Police Department's Crime Scene Unit
- Construction of additional practice fields at the West Pines Soccer Park



# Charter Schools

- History

- Due to the over crowding of our Pembroke Pines Public Schools, in August 1998 the City of Pembroke Pines opened two Charter Elementary Schools with a student population of 750 students.
- Today, the award-winning Pembroke Pines Charter School system hosts 4 Charter Elementary Schools, 2 Charter Middle Schools, and one Charter High School with a total student population of 5,634.

- **Current Financial Challenges**

- The 2013-14 Charter School Budget was adopted at \$49.4 million with a starting deficit of \$2.1 million.
- Thru negotiations, our Charter School teachers have saved \$1.2 million in concessions.
- Administration revised the Before/After Care Fee structure adding \$200K in additional revenue, hence bringing the deficit down to \$700K.

- What are we doing to bridge this gap?
  - Created a new fundraising Save our Schools (SOS) Committee
  - Lobbying for language change on the sharing of the Local Capital Improvement funds
  - Extensive lobbying for overall Charter School funding at the State and Local level

- ~~City Financial Picture~~
  - ~~Property Tax~~
  - ~~Property Values~~
  
- ~~Economic Development~~
  
- ~~Quality of Life~~
  
- ~~Charter Schools~~
  
- City Center
  - Civic Center
  
- Public Safety
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  - Red Light Cameras
  - Solicitation Ordinance
  - Civil Citation Program

## Meeting Agenda

- City purchased 114.3 acres in 2003 pre-recession
- 76 were deemed developable
- The City invested in infrastructure to make the property more desirable.
- To date, the City has sold nearly 38 acres
- Only 38 acres shovel ready acres remain

Process	Acres	Price	Year	Notes
Purchase	114.3	\$ (21,800,000)	2003	Purchased Land For Future City Center
Invested		\$ (40,600,000)		Invested in Planning and Infrastructure
Sold	27	\$ 18,600,000	2010	Sold "Island" piece in 2 Phases
Sold	11	\$ 9,500,000	2013	Sale Pending for Block 5

## City Center – A Brief History



# City Center – Aerial Photo and Plans

- Existing Development
  - 911 Memorial
  - Veterans Memorial
  - Clock Tower
  - Roadways and Infrastructure
  - Phase 1 of Modera (422 Units)

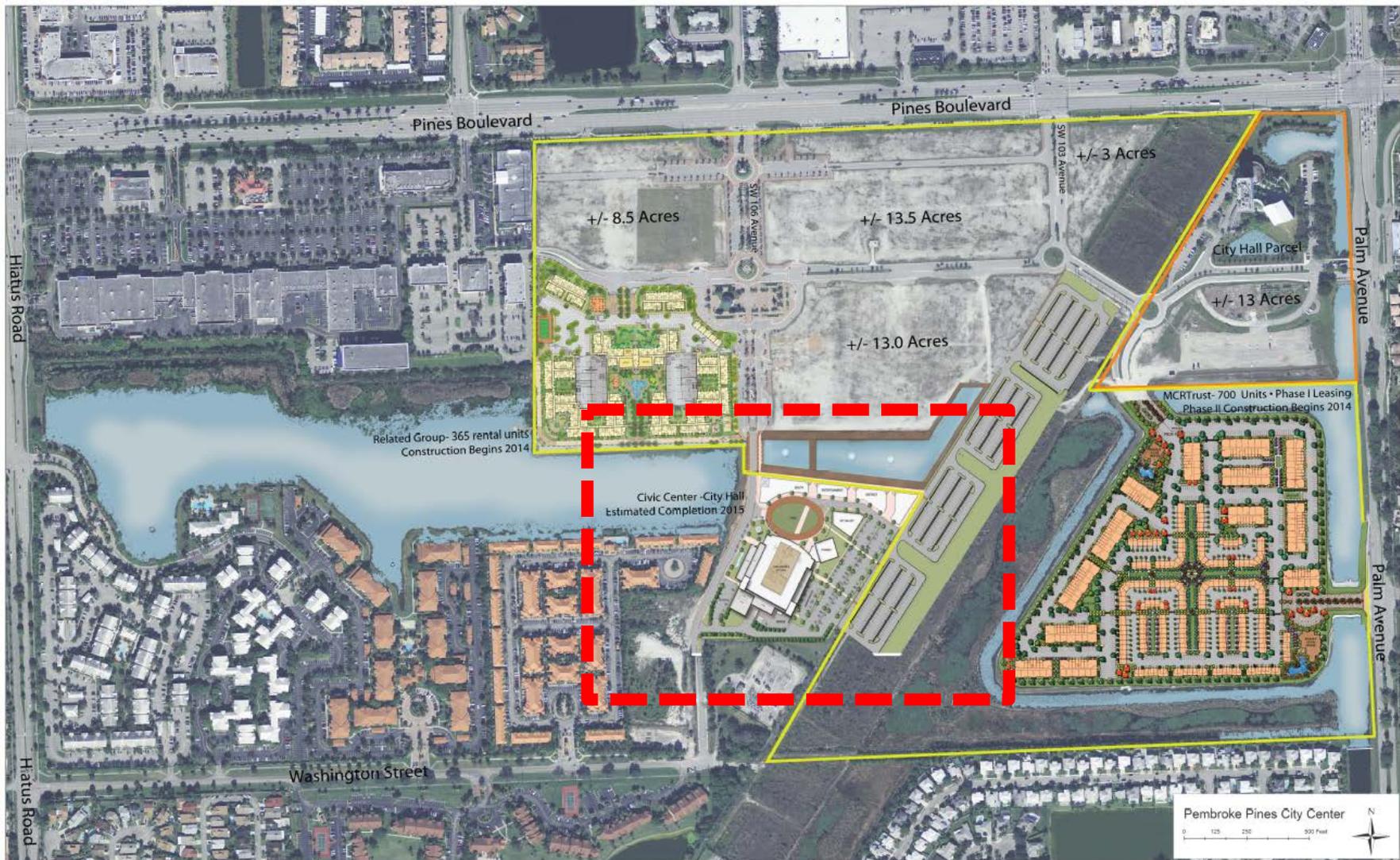


## City Center – Existing Development

- Proposed Development
  - Phase 2 Modera (278 Units)
  - Related (365 units)
- Available Development
  - 265,000 of Commercial/Retail
  - 120,000 of Office
  - 350 Hotel Rooms
  - 50 Multi Family Units
  - 250 Work force Units



## City Center – Future Development



# City Center - Civic Center



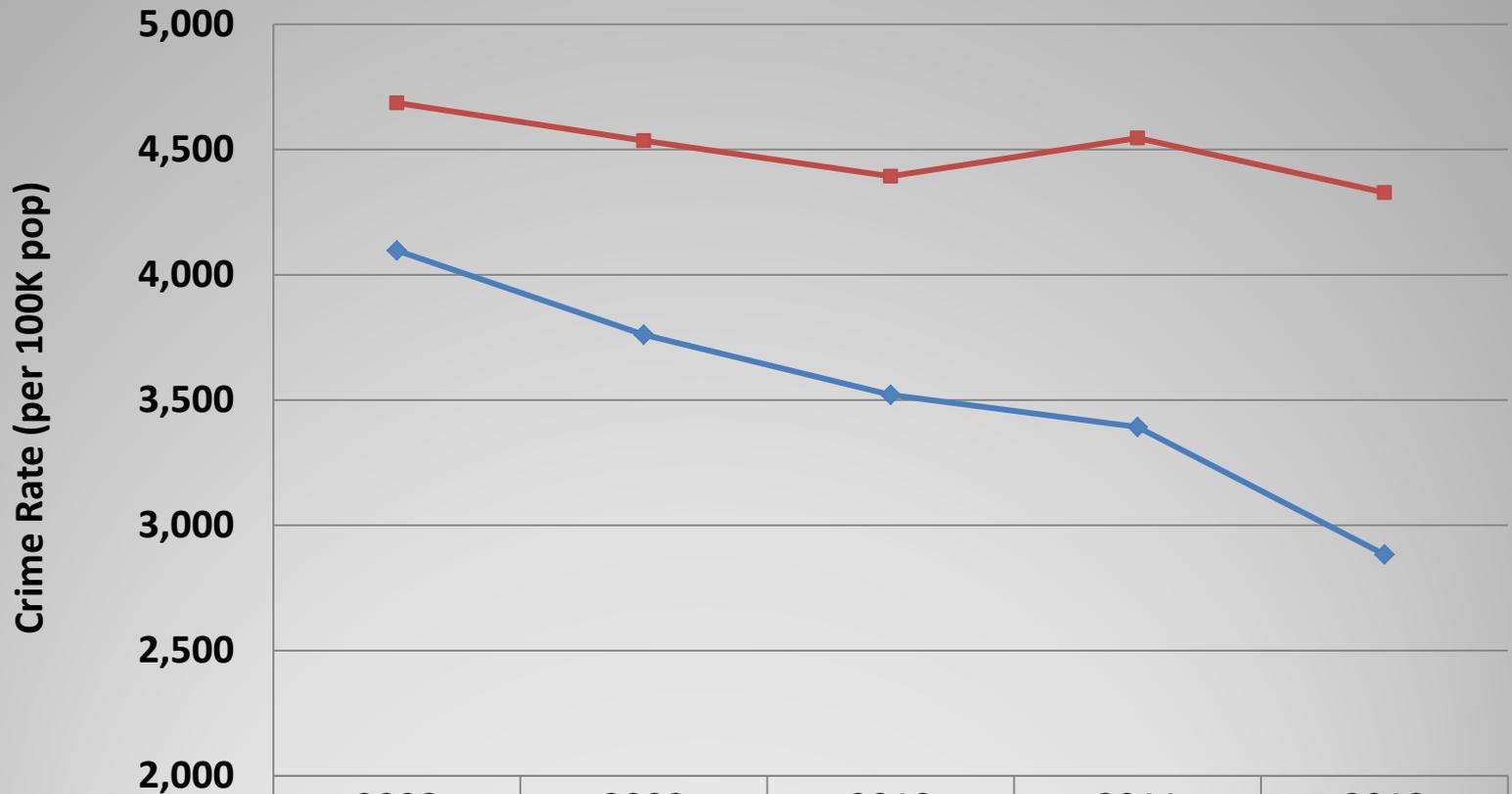
# Civic Center @ City Center

- Crime Statistics
- Red Light Cameras
- Solicitation Ordinance
- Civil Citation Program



**Public Safety**

## Crime Rate (per 100K Population)



	2008	2009	2010	2011	2012
◆ Pembroke Pines	4,097	3,761	3,521	3,392	2,883
■ Broward County	4,686	4,535	4,393	4,546	4,328

A recent departmental review indicated that there has been a **32% decrease** in total red light violations when comparing a two-year period of activation.

- Year One – 25,165 violations
- Year Two – 17,113 violations



This decrease indicates driver awareness and an increase in compliance.



## Accident Prevention

- There has been a **65.4% decrease** in side-impact (T-Bone) crashes.
- Side-impact crashes frequently result in more severe crashes that can lead to fatalities, serious bodily injuries or significant property damage.



## Intersection Fatalities

- Since the Red Light Camera Program was implemented in 2008, there have not been any fatalities at intersections where red light cameras are located.
- During this same time period, there have been 15 at other intersections in the City where there are no red light cameras present.

## City Ordinance 113

The City Commission adopted an ordinance restricting canvassers and solicitors to certain streets and roadways in the city as their presence poses a danger to themselves and the public at large by interfering with the safe movement of normal vehicular traffic.

- According to the Florida Department of Highway Safety and Motor Vehicles in 2007 Florida Traffic Crash Statistics Report:
  - 530 pedestrians were killed on Florida roadways
  - 65 of those pedestrians were killed in Broward County



## Eligibility requirements for the BCJCCP:

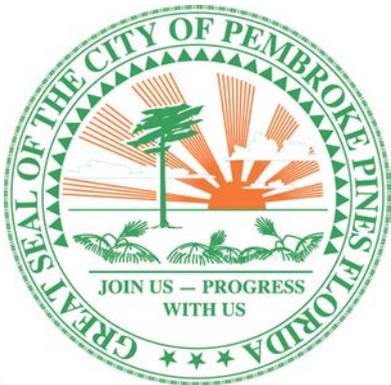
- 17 years of age or younger and a resident of the State of Florida.
- First-time misdemeanor.
- Can be positively identified using a Florida or Government issued ID card/drivers license; school photo ID; parent, guardian, legal custodian or other responsible adult; or Rapid ID System.
- No prior arrests or Civil Citations.



**Public Safety – Civil Citation Program**

# Town Hall Meeting

## “Moving Beyond the Recession”



Questions or Comments?