



PEMBROKE PINES

A Blueprint for a Brighter Future

# PEMBROKE PINES STRATEGIC PLAN



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**PEMBROKE PINES**  
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# TABLE OF CONTENTS

- 04 Welcome Message
- 05 Vision and Mission
- 06 Initiatives and Outreach
- 07 Next Steps

## STRATEGIC FOCUS AREAS

- 08 Public Infrastructure
- 10 Economic Development
- 11 Public Safety
- 12 Environmental Sustainability
- 13 Workforce Development and Support
- 14 Communication and Marketing to the Community
- 15 Public Spaces, Community Aesthetics, and Quality of Life
- 17 Funding the Blueprint



# WELCOME TO THE PEMBROKE PINES STRATEGIC PLAN

The City of Pembroke Pines Strategic Plan is a blueprint for our community's future, outlining key goals and priorities that will guide our growth and development over the coming years.

Its purpose is to ensure that we are meeting the needs of our citizens while fostering a thriving, sustainable, and inclusive city.

By focusing on areas like public safety, economic growth, and quality of life, the plan helps us make informed decisions and stay on track toward achieving our shared vision for Pembroke Pines.



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# VISION AND MISSION



## VISION STATEMENT

To create a thriving, inclusive, and sustainable community where all residents and community stakeholders enjoy a high quality of life, feel safe, and are actively engaged in the growth and development of Pembroke Pines.



## MISSION STATEMENT

To provide exceptional services and foster a collaborative environment that enhances the well-being of our residents, supports economic growth, and ensures the sustainable development of our city through transparent governance and community engagement.

## INTRODUCTION

# A SHARED COMMUNITY VISION: DEVELOPING THE BLUEPRINT FOR A BRIGHTER FUTURE

## COMPLETED INITIATIVES

Conducted workshops and surveys as part of the process to create master planning documents to gather input from diverse community groups.

- ▶ Transportation Master Plan
- ▶ Economic Development Strategic Plan
- ▶ Parks and Recreation Master Plan
- ▶ Public Art Master Plan

Mayor Castillo conducted a series of town hall meetings to discuss issues revealed from a survey of voters ranking the concerns most impacting residents. Expanded feedback was obtained during town hall meetings directly from residents.

The City Commission held a budget visioning workshop where commissioners discussed district and citywide priorities, addressing constituents' concerns and highlighting areas needing more attention.





## NEXT STEPS

- Finalizing a comprehensive vision and mission statement reflecting the aspirations of residents and community stakeholders.
- Finalizing the strategic focus areas, along with corresponding goals and objectives.
- Communication and civic engagement of the strategic plan.
  - ▶ Identifying and empowering local leaders as advocates and champions of the plan.
  - ▶ Implementing a comprehensive communication strategy of the plan to include updated communication platforms, such as the city's website, social media, and digital messaging boards.
- Funding the blueprint.



## PUBLIC INFRASTRUCTURE

### GOAL 1

**Improve traffic flow and reduce congestion by working with governmental organizations such as FDOT, MPO, Broward County as well as community stakeholders**

#### STRATEGIES

- ▶ Identify and prioritize roadway construction projects and projects that enhance mobility options.

### GOAL 2

**Maintain and upgrade roadways to ensure safety and accessibility.**

#### STRATEGIES

- ▶ Develop a regular maintenance schedule for road repairs and resurfacing and enhancing road signage and markings for better navigation and safety.

### GOAL 3

**Enhance the efficiency and accessibility of public transportation.**

#### STRATEGIES

- ▶ Expand public transportation routes and frequency to underserved areas
- ▶ Improve the condition and accessibility of bus stops and transit facilities.
- ▶ Promote the use of public transportation through awareness campaigns and incentive programs.





# STRATEGIC FOCUS AREAS



## PUBLIC INFRASTRUCTURE

### GOAL 4

**Enhance drainage systems to prevent flooding and improve water management**

#### STRATEGIES

- ▶ Conduct a comprehensive assessment of the current drainage infrastructure and implement drainage improvement projects in identified problem areas.

### GOAL 5

**Ensure safe and clean water supply for the community.**

#### STRATEGIES

- ▶ Implement advanced water treatment technologies to remove contaminants, including PFAS, to regularly monitor and test water quality to meet and exceed safety standards.
- ▶ Educate the community on water conservation and pollution prevention practices.

### GOAL 6

**Improve street lighting for safety and visibility.**

#### STRATEGIES

- ▶ Ensure public areas, including parks and pathways are adequately lit.
- ▶ Implement smart lighting solutions that can be adjusted based on traffic and pedestrian activity.



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# STRATEGIC FOCUS AREAS



## ECONOMIC DEVELOPMENT

### GOAL 1

**Expand the inventory of affordable housing units.**

#### STRATEGIES

- ▶ Identify suitable sites for affordable housing developments and work with developers to create mixed-income communities, leverage federal, state, and local funding programs to support affordable housing projects, and encourage the inclusion of affordable units in new developments.

### GOAL 2

**Promote the redevelopment of vacant and underutilized parcels.**

#### STRATEGIES

- ▶ Partner with developers to revitalize targeted areas.
- ▶ Identify and acquire property for future development or redevelopment consistent with community goals and objectives.

### GOAL 3

**Business Recruitment and development - Diversify the local economy.**

#### STRATEGIES

- ▶ Work with partner organizations to attract businesses in targeted industries while supporting growth of small local businesses.



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# STRATEGIC FOCUS AREAS



## PUBLIC SAFETY

### GOAL 1

**Enhance the operational efficiency and capacity of the police department.**

#### STRATEGIES

- ▶ Upgrade facilities to ensure they support the department's various functions and programs, while also being environmentally sustainable and energy efficient.

### GOAL 2

**Invest in advanced firefighting and emergency medical equipment, prioritize firefighter safety through research and development, and provide ongoing training and professional development to enhance response times, effectiveness, and service standards.**

#### STRATEGIES

- ▶ Develop comprehensive planning documents to ensure proper support for the Fire Department through the annual budget process.

### GOAL 3

**Foster a safe and cohesive community through proactive policing and neighborhood revitalization initiatives.**

#### STRATEGIES

- ▶ Develop, implement, and enhance community policing programs such as Neighborhood Watch, Community on Patrol, Citizen Volunteer Program, and neighborhood patrols to increase police presence and community engagement.
- ▶ Establish revitalization programs aimed at improving the physical appearance and safety of neighborhoods, including enhanced lighting, clean-up initiatives, and beautification projects.
- ▶ Strengthen partnerships with local organizations, businesses, and residents to support community policing and revitalization efforts.



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## ENVIRONMENTAL SUSTAINABILITY

### GOAL 1

**Build a sustainable future for the Pembroke Pines community.**

#### STRATEGIES

- ▶ Reduce environmental impacts, enhance resource efficiency, promote renewable energy and sustainable transportation, conserve water, protect natural habitats, and engage the community in sustainability efforts.

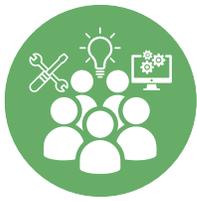
### GOAL 2

**Improve waste management.**

#### STRATEGIES

- ▶ Develop recycling programs to increase the diversion of waste from landfills, including the introduction of composting initiatives.
- ▶ Advocate against the use of incineration for waste management and explore alternative, sustainable waste treatment options.





# STRATEGIC FOCUS AREAS



## WORKFORCE DEVELOPMENT AND SUPPORT

### GOAL 1

**Recruit and maintain a qualified and engaged workforce.**

#### STRATEGIES

- ▶ Implement effective recruitment strategies to attract top talent.
- ▶ Develop retention programs to maintain employee engagement and job satisfaction.
- ▶ Regularly review and update job descriptions and career paths to reflect current and future needs.
- ▶ Provide training and development opportunities to foster continual improvement of service delivery.
- ▶ Enhance collaboration and communication with contract service providers to ensure alignment with City standards and goals and provide resources and support to ensure contracted partners can deliver optimal service.



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# STRATEGIC FOCUS AREAS



## COMMUNICATION AND MARKETING TO THE COMMUNITY

### GOAL 1

**Develop a comprehensive marketing and communication plan aligned with the city's strategic goals.**

#### STRATEGIES

- ▶ Utilize traditional and digital media channels (e.g., social media, newsletters, local newspapers, radio) to reach diverse community segments.
- ▶ Create engaging content to highlight city initiatives, events, and services, increasing resident awareness and participation.
- ▶ Strengthen digital presence and accessibility.

### GOAL 2

**Foster community engagement and participation**

#### STRATEGIES

- ▶ Encouraging community advisory boards and committees to recommend decision-making processes and policy development for marketing and communicating with the community, thereby enhancing transparency, trust, and understanding of our commitment to governance.

### GOAL 3

**Develop and promote a unified brand identity that reflects Pembroke Pines' unique attributes, values, and aspirations.**

#### STRATEGIES

- ▶ Showcase success stories, community achievements, and cultural diversity through storytelling and multimedia content, collaborating with local artists, influencers, and media outlets to amplify positive narratives and promote civic pride.
- ▶ Engaging residents as ambassadors for the city's brand, encouraging them to share their experiences and promote Pembroke Pines as a desirable place to live, work, play, and visit.



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# STRATEGIC FOCUS AREAS



## PUBLIC SPACES, COMMUNITY AESTHETICS, AND QUALITY OF LIFE

### GOAL 1

**Enhance the quality, accessibility, and diversity of parks and recreational facilities to promote health and well-being among residents.**

#### STRATEGIES

- ▶ Upgrade existing parks and facilities, develop new recreational spaces, acquire parcels for open or passive space and expand recreational programs.

### GOAL 2

**Integrate public art into the urban landscape to enhance the aesthetic appeal and cultural vibrancy of Pembroke Pines.**

#### STRATEGIES

- ▶ Implement public art installations in key locations, such as parks, plazas, and public buildings, ensuring they reflect the community's diversity and cultural heritage
- ▶ Promote public art through community events, educational programs, and collaborations with local artists to foster a sense of ownership and pride among residents.

### GOAL 3

**Improve the visual and functional quality of streetscapes for residents and visitors.**

#### STRATEGIES

- ▶ Redevelop design guidelines for streetscape improvements, including landscaping, street furniture, lighting, and signage, prioritizing the enhancement of key corridors and intersections to create welcoming and vibrant public spaces.
- ▶ Implement traffic calming measures and pedestrian safety enhancements to make streets safer and more enjoyable for all users.



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# STRATEGIC FOCUS AREAS



## PUBLIC SPACES, COMMUNITY AESTHETICS, AND QUALITY OF LIFE

### GOAL 4

**Create inviting public places and gathering spaces that encourage social interaction and community engagement.**

#### STRATEGIES

- ▶ Incorporate flexible design elements that can accommodate a variety of events and activities, such as markets, performances, and festivals.
- ▶ Ensure public plazas are equipped with amenities such as seating, shade, and Wi-Fi to enhance their usability and appeal.
- ▶ Promote the use of public plazas through community programming and events that bring residents together and foster a sense of community.

### GOAL 5

**Enhance the aesthetic quality and overall appearance of Pembroke Pines through strengthened code enforcement.**

#### STRATEGIES

- ▶ Increase personnel and resources, enhance community awareness and engagement, and implement proactive enforcement strategies.

### GOAL 6

**Develop diverse community events and programs reflecting the Pembroke Pines community.**

#### STRATEGIES

- ▶ Increase the number and variety of community events, foster community engagement and volunteerism within the events, and promote community health and wellness.



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## FUNDING THE BLUEPRINT



Many strategic focus areas in our plan require financial support for successful implementation. Securing diverse funding sources is crucial. Options available to municipal governments include pursuing grants from federal and state programs and private foundations, which can significantly reduce project costs.

Issuing voter-approved general obligation bonds offers another viable funding avenue. Securing loans from financial institutions provides immediate funds for projects such as infrastructure improvements, park renovations, and public art installations.

Collaborating with private entities through Public-Private Partnerships (PPPs) leverages resources and expertise for projects benefiting both sectors.

Balancing the need to provide top-quality services with the goal of maintaining low taxes, strategic plan implementation necessitates comprehensive financial planning and budget allocations aligned with our focus areas.

By strategically exploring these funding sources, Pembroke Pines can ensure financial sustainability while realizing our vision of a vibrant, sustainable, and aesthetically pleasing community.

Each funding option should be assessed based on its alignment with our long-term goals, financial feasibility, and potential impact on residents and stakeholders.

## FUNDING THE BLUEPRINT

The strategic plan, titled **“We Love Pembroke Pines: A Blueprint for a Brighter Future,”** will be a comprehensive roadmap for the future of Pembroke Pines. It will reflect our commitment to transparency, engagement, and responsiveness to community needs.

By focusing on sustainable growth, improved infrastructure, robust economic development, and enhancing quality of life, we will continue to elevate and enrich our city. Regular monitoring of key performance indicators will guide our progress and enable us to adapt to evolving community expectations effectively.

Together, we can build upon our strengths and set a new standard of excellence for other communities to emulate.



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