



DRAFT STRATEGIC PLAN - IMPLEMENTATION PLAN

“WE LOVE PEMBROKE PINES: A BLUEPRINT FOR A BRIGHTER FUTURE

Introduction to the Implementation Plan

The Implementation Plan is an essential part of the "We Love Pembroke Pines: A Blueprint for a Brighter Future" Strategic Plan. This document provides detailed information on each of the city’s strategic focus areas, outlining our goals, strategies, and the specific programs, policies, or projects designed to support the achievement of those goals.

To help our residents understand the structure and contents of the Implementation Plan, the following guide explains how the information is organized:

Table of Contents

Strategic Focus Areas	
Economic Development	Page 2
Public Safety	Page 4
Environmental Sustainability	Page 10
Workforce Development and Support	Page 13
Communication and Marketing to the Community	Page 16
Public Infrastructure	Page 20
Public Spaces, Community Aesthetics, and Quality of Life	Page 26

Green Columns Lists the **goals** for each strategic focus area.

Blue columns Describes the **strategies** associated with each goal.

Peach Column Provides the **program or policy** (if applicable) that will support the strategy to achieve the goal.

Yellow Column Provides the Project Category, if applicable, for any proposed projects that will support the strategy to achieve the goal. The list of projects associated with each Project Category is provided under a separate document titled “Project List”.

If you have any questions or would like more information about the Implementation Plan, please contact us at blueprint@ppines.com.

Economic Development

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 1	Expand the inventory of affordable housing units	Strategy 1	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	The Affordable Housing Advisory Committee produces an annual report, expected in November, outlining recommendations for enhancing affordable housing in our city. The City leverages federal, state, and local funding programs to support affordable housing projects and encourages developers to include affordable units in their new developments. Additionally, programs for residential rehabilitation and first-time homebuyer assistance help residents access and maintain affordable housing.	Purchase and Development of Future Space
		Strategy 2	Advocate for workforce housing by collaborating with local businesses, economic development organizations, and housing authorities to identify the needs of essential workers.	Seek partnerships and funding opportunities that support housing projects specifically designed to accommodate workforce housing, ensuring that essential personnel, such as teachers, healthcare workers, and public safety employees, can afford to live within the community they serve.	

Economic Development

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 2	Promote the redevelopment of vacant and underutilized properties.	Strategy 1	Partner with developers to revitalize targeted areas.	The City utilizes the Land Development Code to implement modifications and policy decisions to address this strategy. The Economic Development Plan also includes goals and objectives that address redevelopment.	
		Strategy 2	Identify and acquire property for future development or redevelopment consistent with community goals and objectives.	The Economic Development Plan includes goals and objectives to address this strategy	Purchase and Development of Future Space
GOAL 3	Business Recruitment and development - Diversify the local economy	Strategy 1	Work with partner organizations to attract businesses in targeted industries while supporting growth of small local businesses.	The Economic Development Plan includes goals and objectives to address this strategy	

Public Safety

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 1	Enhance the operational efficiency and capacity of the police department	Strategy 1	Upgrade facilities to ensure they support the department's various functions and programs, while also being environmentally sustainable and energy efficient.	The Green Plan includes goals and strategies for building environmentally sustainable properties.	Public Safety Facilities
		Strategy 2	Develop a comprehensive approach to enhance public safety by evaluating and implementing state-of-the-art tools, equipment, resources, and training for our first responders.	This includes expanding the capabilities of the police department's Real Time Crime Center and integrating new and emerging public safety systems to improve situational awareness, response times, and community safety.	
GOAL 2	Invest in advanced firefighting and emergency medical equipment to enhance service quality while prioritizing firefighter safety through ongoing evaluation of new equipment and industry trends to meet operational safety objectives.	Strategy 1	Develop comprehensive planning documents to ensure proper support for the Fire Department through the annual budget process	Annual budget considerations and appropriations will be essential in developing comprehensive planning documents that ensure the Fire Department receives adequate support. This approach will facilitate alignment of funding with the department's operational needs, strategic priorities, and community safety objectives, thereby enhancing overall service delivery and resource management.	

Public Safety

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 3	Foster a safe and cohesive community through proactive policing and neighborhood revitalization initiatives	Strategy 1	Increase police presence and community engagement by developing , implementing and enhancing community policing programs such as Neighborhood Watch, Community on Patrol, Citizen Volunteer Program, and neighborhood patrols	The PD uses a zone deployment model to ensure officers and staff know their patrol areas. This year, the PD introduced the Neighborhood Safety and Bicycle Patrol Teams, boosting patrols. A GIS mapping tool is also being finalized to identify areas needing extra patrols. Ongoing programs include Community on Patrol, Citizens Police Academy, and Faith & Blue. PD is enhancing these efforts by adding staff, updating materials and forming new partnerships. Upcoming initiatives include an Autism Awareness Event, revamped Neighborhood Watch, expanded Homeless Outreach, and new Shop with a Cop partnerships for low-income families, children with special needs, and veterans.	

Public Safety

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 3	Foster a safe and cohesive community through proactive policing and neighborhood revitalization initiatives	Strategy 2	Establish revitalization programs aimed at improving the physical appearance and safety of neighborhoods, including enhanced lighting, clean-up initiatives, and beautification projects.	Updating the 2012 adopted Streetscape Guidelines will be important for establishing revitalization programs that enhance the physical appearance and safety of neighborhood streets. This update will incorporate changes in community desires and align with modern planning concepts such as Complete Streets. Additionally, Advisory Boards can play a key role in recommending clean-up initiatives and beautification projects that contribute to creating safer, more attractive neighborhoods with aesthetic appeal.	Roadway Improvements
		Strategy 3	Strengthen partnerships with local organizations, businesses, and residents to support community policing and revitalization efforts.	Staff will continue to promote existing partnerships like Cone with a Cop, Smoothie with a Cop, Coffee with a Cop, Pines Night Out, and other safety and recruitment events. At the same time, they will seek new partnerships and ideas to further advance one of the Police Department's core priorities: community-oriented policing.	

Public Safety

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 4	Strengthen the preparedness, response, and communication capabilities of Pembroke Pines' Emergency Management to effectively safeguard the community during disasters and emergencies	Strategy 1	Implement a Resilient Emergency Management and Communication System	Acquire and deploy a comprehensive web-based emergency management platform that will streamline planning, operations and interdepartmental communications with all public safety and emergency management City Departments. Enhance communication capabilities for public safety and emergency management personnel through phone notifications, text alerts, radio to phone communication, and email notifications to support the planning, mitigation, response and recovery functions of emergency management through a consolidated system.	
		Strategy 2	Establish and Train a Cross-Functional Damage Assessment and Response Team	Develop a cross-functional team from Police, Fire, Code Compliance, Public Services, Building, and Engineering to conduct rapid and efficient damage assessments via a GIS-based program compatible with county systems.	

Public Safety

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 4	Strengthen the preparedness, response, and communication capabilities of Pembroke Pines' Emergency Management to effectively safeguard the community during disasters and emergencies	Strategy 3	Provide Backup Connectivity and Enhance Communication Infrastructure	Deploy a portable, satellite-based internet system, such as Starlink, to maintain internet connectivity for emergency operations during outages. Develop a shortwave radio program as an additional communication resource to communicate with other Emergency Operation Centers, the Military, other Public Safety Departments and Hospitals, in the event of a primary communication system failure. These strategies ensure continuous information flow and enhances communication infrastructure resilience.	
		Strategy 4	Engage the Community in Preparedness and Continuous Improvement	Conduct workshops, informational sessions, and preparedness campaigns to educate residents on emergency protocols and personal preparedness. Distribute easy-to-follow guides on emergency response steps and communication channels. Establish a feedback loop through post-event surveys and forums to gather resident insights and continuously improve communication and response strategies.	

Public Safety

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 5	Pursue grants and funding partnerships to support public safety initiatives.	Strategy 1	Identify Funding Opportunities	Conduct regular research to identify and prioritize relevant local, state, and federal grant programs, as well as private funding opportunities, specifically tailored to public safety initiatives, such as facility upgrades, technology acquisition, and training programs.	
		Strategy 2	Engage Lawmakers and Community Leaders	Actively communicate with local, state and federal legislators, emphasizing the critical needs and anticipated impact of public safety initiatives to secure their support and endorsement for grant applications.	
		Strategy 3	Build Collaborative Partnerships	Establish partnerships with regional law enforcement agencies, emergency response organizations, and public safety-focused non-profits to co-apply for funding, increase eligibility, and demonstrate a collaborative commitment to safety.	

Environmental Sustainability

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 1	Build a sustainable future for the Pembroke Pines community	Strategy 1	Reduce environmental impacts, enhance resource efficiency, promote renewable energy and sustainable transportation, conserve water, protect natural habitats, and engage the community in sustainability efforts.	The Green Plan adopted in 2014 and updated in 2022 includes goals and objectives that can be applied to operational policies and programs to include community engagement for increased awareness on ways our residents can assist with building a sustainable future.	
		Strategy 2	Encourage collaboration with neighboring municipalities and regional agencies to develop coordinated sustainability initiatives.	Pembroke Pines will work toward collaboration with other agencies on projects that address shared environmental challenges, such as water conservation, air quality improvement, and natural habitat preservation. Establish partnerships that promote resource sharing, joint funding opportunities, and region-wide public awareness campaigns to strengthen the impact of sustainability efforts across the region.	

Environmental Sustainability

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 2	Improve waste management	Strategy 1	Develop recycling programs to increase the diversion of waste from landfills, including the introduction of composting initiatives.	Recognizing the importance of sustainable practices, the City will continue to explore and pursue alternative waste management solutions that prioritize recycling, composting, and waste reduction. The Green Plan, adopted in 2014 and updated in 2022, includes specific goals and objectives that address waste reduction, reuse, and recycling. This commitment aims to minimize landfill contributions and reduce the carbon footprint associated with waste disposal. By engaging with innovative technologies and best practices in waste management, the City seeks to implement effective strategies that align with its environmental goals and enhance the quality of life for residents	

Environmental Sustainability

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 2	Improve waste management	Strategy 2	Advocate against the use of incineration for waste management and explore alternative, sustainable waste treatment options.	The City Commission has consistently advocated against the use of incineration for for waste management due to its potential environmental impacts and concerns regarding public health. City will continue to explore alternative, sustainable waste treatment options, such as composting, recycling, and waste-to-energy technologies that minimize environmental impact. By seeking and implementing more eco-friendly methods, the City aims to create a cleaner, healthier community while aligning with global sustainability goals.	

Workforce Development and Support

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 1	Recruit and maintain a qualified and engaged workforce	Strategy 1	Implement effective recruitment strategies to attract top talent.	Establish partnerships with local universities, career fairs, and professional organizations to connect with potential candidates. Utilize diverse recruitment platforms, including social media, online job portals, and industry-specific websites, to reach a broader audience. Develop a clear employer brand that communicates the City's mission, culture, and benefits to prospective employees. By expanding recruitment channels and refining the employer brand, the City can attract a pool of diverse, highly skilled candidates who are aligned with its values and goals.	
		Strategy 2	Develop retention programs to maintain employee engagement and job satisfaction.	Create and promote programs that recognize employee achievements, such as awards and public acknowledgments. Establish a feedback loop through regular surveys and focus groups to understand employee needs and adapt programs accordingly. Offer benefits that support work-life balance, such as flexible work schedules, mental health resources, and wellness programs. Retention programs that acknowledge employees' contributions and support their well-being will foster a positive work environment and encourage long-term dedication to the City.	

Workforce Development and Support

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 1	Recruit and maintain a qualified and engaged workforce	Strategy 3	Regularly review and update job descriptions and career paths to reflect current and future needs.	Conduct annual assessments of job roles and responsibilities to ensure they align with the City's evolving objectives. Develop clear career advancement paths with milestones and training opportunities. Engage employees in career planning discussions to identify their goals and match them with organizational needs. By maintaining relevant job descriptions and well-defined career paths, the City will retain employees whose skills are aligned with its objectives and help them grow within the organization.	
		Strategy 4	Provide training and development opportunities to foster continual improvement of service delivery.	Offer workshops, online courses, and certification programs to keep employees updated on industry trends and best practices. Develop mentorship programs where experienced staff can guide newer employees. Implement skill assessments to identify areas where employees may benefit from additional training. A commitment to continuous learning will enhance employee performance, boost morale, and enable the City to adapt to changing demands and deliver high-quality services to the community.	

Workforce Development and Support

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 1	Recruit and maintain a qualified and engaged workforce	Strategy 5	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.	The City will implement a policy to enhance collaboration and communication with contract service providers, ensuring alignment with City standards and goals while providing essential resources and support for optimal service delivery. This policy will establish clear communication channels, regular performance evaluations, and feedback loops to foster transparency and improvement. It will ensure service providers receive training and resources to meet City expectations while allowing flexibility to adapt services based on evolving community needs. City contract managers will oversee implementation and ensure contracted services reflect the City's priorities and deliver high-quality outcomes for residents.	

Communication and Marketing to the Community

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 1	Develop a comprehensive marketing and communication plan aligned with the city's strategic goals.	Strategy 1	Utilize traditional and digital media channels (e.g., social media, newsletters, local newspapers, radio) to reach diverse community segments	As part of the comprehensive marketing and communication plan, the City will implement a multi-channel outreach approach that combines traditional media (newspapers, radio, newsletters) with digital platforms (social media, website) to ensure broad and inclusive communication. This approach will allow the City to connect with all demographic groups, providing timely and accessible information to the entire community.	
		Strategy 2	Create engaging content to highlight city initiatives, events, and services, increasing resident awareness and participation.	A key component of the communication plan is to create engaging and relatable content that highlights city initiatives, events, and services. By using storytelling, visual elements, and interactive formats, the City will increase awareness and inspire community participation. This content will be crafted to showcase the value of City projects and encourage residents to connect with local programs.	

Communication and Marketing to the Community

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 1	Develop a comprehensive marketing and communication plan aligned with the city's strategic goals.	Strategy 3	Strengthen digital presence and accessibility	Strengthening digital presence and accessibility is essential to the City's comprehensive plan. The City will improve its website for easy navigation and enhance social media to ensure seamless access to information and services. This ensures that all residents, regardless of ability, can stay informed and engaged with the City's offerings.	
GOAL 2	Foster community engagement and participation	Strategy 1	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.	To enhance transparency, trust, and understanding of our commitment to governance, the City will encourage community advisory boards and committees to actively participate in recommending decision-making processes and contributing to the development of marketing and communication initiatives. This collaborative approach will provide advisory boards with the necessary resources and support to offer meaningful input on strategies that effectively engage the community, ultimately strengthening community engagement and enhancing the overall effectiveness of its communication efforts.	

Communication and Marketing to the Community

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 3	Develop and promote a unified brand identity that reflects Pembroke Pines' unique attributes, values, and aspirations	Strategy 1	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.	The City can leverage the anticipated Marketing and Communication Plan to showcase success stories, community achievements, and cultural diversity by incorporating storytelling and multimedia content into the City's marketing and communication efforts. By collaborating with local artists, influencers, and media outlets, the City can create engaging narratives that highlight the positive contributions of community members and organizations. Ultimately, this concept can celebrate the community's accomplishments while encouraging broader participation in initiatives that enhance the City's cultural richness and community spirit.	

Communication and Marketing to the Community

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 3	Develop and promote a unified brand identity that reflects Pembroke Pines' unique attributes, values, and aspirations	Strategy 2	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.	To promote Pembroke Pines as a great place to live, work, play, and visit, we will create a Community Ambassador Program that encourages residents to share their positive experiences. This program will recruit and train residents from different backgrounds, giving them the skills to communicate and tell their stories effectively. Through storytelling campaigns, community events, and rewards for participation, ambassadors will help build pride and connection among residents. We will also set up a feedback system so ambassadors can share their thoughts, helping improve the program. By engaging residents as ambassadors, we aim to boost community pride, strengthen relationships, and highlight Pembroke Pines' vibrant culture.	

Public Infrastructure

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 1	Improve traffic flow and reduce congestion by working with governmental organizations such as FDOT, MPO, Broward County as well as community stakeholders	Strategy 1	Identify and prioritize roadway construction projects and projects that enhance mobility options		Roadway and Infrastructure Improvements
		Strategy 2	Advocate for the implementation of smart traffic signalization technology to optimize traffic flow and reduce congestion.	Collaborate with Broward County to upgrade traffic signals with adaptive systems that adjust in real time based on traffic conditions. This will improve travel times, reduce idling, and enhance overall mobility within the community.	
GOAL 2	Maintain and upgrade roadways to ensure safety and accessibility	Strategy 1	Develop a regular maintenance schedule for road repairs and resurfacing and enhancing road signage and markings for better navigation and safety.		Roadway and Infrastructure Improvements

Public Infrastructure

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 3	Enhance the efficiency and accessibility of public transportation	Strategy 1	Expand public transportation routes and frequency to underserved areas	To expand public transportation routes and frequency in underserved areas, the City will collaborate with Broward County Transit to improve and extend routes within the community. Additionally, City staff will regularly evaluate the city shuttle bus program to identify opportunities for increasing ridership and expanding service to better meet the needs of residents in underserved neighborhoods. This approach aims to provide more accessible and reliable transportation options for all residents, enhancing mobility and connectivity throughout the City.	
		Strategy 2	Improve the condition and accessibility of bus stops and transit facilities.	To improve the condition and accessibility of bus stops and transit facilities, the City will collaborate with Broward County Transit and the city's bus bench vendor to increase the number of shelters and benches throughout the community. This effort will ensure that bus stops are more comfortable, accessible, and user-friendly for all residents, enhancing the overall transit experience and encouraging greater use of public transportation.	

Public Infrastructure

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 3	Enhance the efficiency and accessibility of public transportation	Strategy 3	Promote the use of public transportation through awareness campaigns and incentive programs.	To promote the use of public transportation, the City will leverage its marketing and communication plan to launch awareness campaigns and incentive programs. These campaigns will highlight the benefits of public transit, including convenience, cost savings, and environmental impact, while targeting key demographics and underserved areas. Utilizing various platforms, including social media, local media outlets, and community events, the City will ensure widespread outreach, fostering a greater understanding of the value of public transportation and encouraging more residents to utilize the service.	
GOAL 4	Enhance drainage systems to prevent flooding and improve water management	Strategy 1	Conduct a comprehensive assessment of the current drainage infrastructure and implement drainage improvement projects in identified problem areas.		Roadway and Infrastructure Improvements

Public Infrastructure

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 4	Enhance drainage systems to prevent flooding and improve water management	Strategy 2	Collaborate with the South Broward Drainage District and the South Florida Water Management District to assess drainage needs and coordinate improvement efforts	The City will collaborate with the South Broward Drainage District (SBDD) and the South Florida Water Management District (SFWMD) to identify high-risk flood areas, share data on water flow and drainage patterns, and develop joint projects to improve water management. This partnership will enable a comprehensive approach to flood prevention and drainage optimization in the community. By strengthening coordination with regional stakeholders, this strategy will support the goal of effectively managing water and reducing flood risks.	
GOAL 5	Ensure safe and clean water supply for the community	Strategy 1	Implement advanced water treatment technologies to remove contaminants, including PFAS, to regularly monitor and test water quality to meet and exceed safety standards.	The City is actively addressing the issue of PFAS contamination in its drinking water supply by working with a consultant on a comprehensive treatment process evaluation. The consultant's report will identify advanced treatment alternatives and assess their feasibility and cost-effectiveness. Based on this evaluation, the City will implement the most suitable advanced water treatment technologies to effectively remove PFAS and other contaminants.	

Public Infrastructure

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 5	Ensure safe and clean water supply for the community	Strategy 2	Educate the community on water conservation and pollution prevention practices.	To educate the community on water conservation and pollution prevention, the City may leverage its marketing and communication plan to create a comprehensive awareness campaign. This initiative will provide resources, including tips on reducing water usage, proper pollutant disposal, and preventing contamination. Through social media, local outlets, workshops, and public events, the City will raise awareness about protecting water resources.	
GOAL 5	Ensure safe and clean water supply for the community	Strategy 3	Partner with the Florida Department of Environmental Protection (FDEP), Broward Department of Environmental Protection (BDEP), and other regulatory agencies to identify, apply for, and secure grants for water and wastewater infrastructure improvements.	This collaboration will help the City access funding opportunities for advanced treatment technologies, infrastructure upgrades, and sustainability initiatives. By leveraging these partnerships, the City can strengthen its water management capabilities and ensure a safe, reliable water supply for the community.	
GOAL 6	Improve street lighting for safety and visibility	Strategy 1	Ensure public areas, including parks and pathways, are adequately lit		Roadway and Infrastructure Improvements

Public Infrastructure

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 6	Improve street lighting for safety and visibility	Strategy 2	Implement smart lighting solutions that can be adjusted based on traffic and pedestrian activity.	To enhance safety and visibility, the City will explore smart lighting solutions that adjust based on traffic and pedestrian activity. These advanced systems, aligned with the Green Plan's sustainability focus, offer multiple benefits, including improved public safety through better lighting in high-traffic and high-risk areas. Automated dimming during low activity will reduce energy consumption and minimize light pollution, contributing to sustainability. Additionally, smart lighting will allow for remote monitoring and management, ensuring efficient maintenance and quicker responses to outages, ultimately creating safer, more energy-efficient streets and parks across the City.	

Public Spaces, Community Aesthetics, and Quality of Life

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 1	Enhance the quality, accessibility, and diversity of parks and recreational facilities to promote health and well-being among residents	Strategy 1	Upgrade existing parks and facilities, develop new recreational spaces, acquire parcels for open or passive space and expand recreational programs.	To enhance community engagement and promote a healthy lifestyle, the City will explore the development of additional recreational programming as recommended in the Parks and Recreation Master Plan. By assessing the community needs and preferences outlined in the plan, the City aims to create a variety of activities, including sports leagues, fitness classes, and arts and crafts workshops that cater to diverse interests and age groups. This initiative will not only encourage active participation among residents but also foster social connections and a sense of belonging within the community.	<p>New Community Facilities</p> <p>Recreation Facility Improvements</p> <p>Purchase and Development of future space</p>
GOAL 2	Integrate public art into the urban landscape to enhance the aesthetic appeal and cultural vibrancy of Pembroke Pines	Strategy 1	Implement public art installations in key locations, such as parks, plazas, and public buildings, ensuring they reflect the community's diversity and cultural heritage	To support the implementation of public art installations in key locations like parks, plazas, and public buildings, the City will draw from the findings in the Public Art Master Plan. This plan identifies strategic sites throughout the community that offer high visibility and potential for engagement. The City will prioritize placing art in these locations to enhance public spaces and create a strong connection between the artwork and the surrounding environment.	<p>New Community Facilities</p>

Public Spaces, Community Aesthetics, and Quality of Life

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 2	Integrate public art into the urban landscape to enhance the aesthetic appeal and cultural vibrancy of Pembroke Pines	Strategy 2	Promote public art through community events, educational programs, and collaborations with local artists to foster a sense of ownership and pride among residents.	In addition to the physical placement of public art, the City will promote and engage the community through a series of events and educational programs designed to foster a deeper connection with the art and the artists behind it. Community events, such as art unveilings, guided art walks, and outdoor festivals, will invite residents to experience the artwork in person, interact with artists, and participate in creative discussions. These events will not only showcase the finished pieces but also highlight the collaborative process involved in their creation.	
GOAL 3	Improve the visual and functional quality of streetscapes for residents and visitors	Strategy 1	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.	Updating the design guidelines for streetscape improvements is essential for making neighborhood streets safer and more attractive. The new guidelines will focus on landscaping, street furniture, lighting, and signage to create welcoming and vibrant public spaces, especially along key corridors and intersections. By considering community preferences and modern planning concepts like Complete Streets, the updated guidelines will improve the look and function of neighborhoods.	Roadway and Infrastructure Improvements

Public Spaces, Community Aesthetics, and Quality of Life

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 3	Improve the visual and functional quality of streetscapes for residents and visitors	Strategy 2	Implement traffic calming measures and pedestrian safety enhancements to make streets safer and more enjoyable for all users.		Roadway and Infrastructure Improvements
GOAL 4	Create inviting public places and gathering spaces that encourage social interaction and community engagement	Strategy 1	Incorporate flexible design elements that can accommodate a variety of events and activities, such as markets, performances, and festivals.		New Community Facilities
		Strategy 2	Ensure public plazas are equipped with amenities such as seating, shade, and Wi-Fi to enhance their usability and appeal.	To improve public plazas with amenities like seating, shade, and Wi-Fi, the City will include these needs in its operational planning and annual budget process. By prioritizing funds for these upgrades, the City aims to create welcoming spaces that encourage community interaction.	
		Strategy 3	Promote the use of public plazas through community programming and events that bring residents together and foster a sense of community.	To promote the use of public places and foster a sense of community, the City will focus on organizing community programming and events that bring residents together. By leveraging insights from the marketing and communication plan, the City will develop engaging activities that highlight the unique features of these public spaces. Collaborating with local artists and organizations will enhance these events, showcasing the cultural diversity and creativity of the community.	

Public Spaces, Community Aesthetics, and Quality of Life

GOALS		STRATEGY		PROGRAM OR POLICY	PROJECT CATEGORIES
GOAL 5	Enhance the aesthetic quality and overall appearance of Pembroke Pines through strengthened code enforcement	Strategy 1	Enhance community awareness and engagement, and implement proactive enforcement strategies.	The City aims to educate residents about code regulations and the importance of maintaining neighborhood standards. Community workshops, informational sessions, and outreach programs can be developed to encourage residents to take an active role in promoting compliance. This collaborative effort will not only improve the overall aesthetic and safety of the community but also build trust and accountability between residents and city officials, ultimately leading to a more vibrant and well-maintained environment.	
GOAL 6	Develop diverse community events and programs reflecting the Pembroke Pines community	Strategy 2	Increase the number and variety of community events, foster community engagement and volunteerism within the events, and promote community health and wellness.	The City will continue to bring community events and programs that reflect the diversity of our community. By fostering community engagement and encouraging volunteerism, these events will create opportunities for residents to connect and participate in meaningful activities. Additionally, the City will prioritize initiatives that promote community health and wellness, ensuring that all residents have access to resources and activities that support their well-being. Through these efforts, the City aims to celebrate its diversity while strengthening community bonds and enhancing the overall quality of life for all residents	