



Quality Pinellas Community

Presentation to LPA

May 8, 2013

QUALITY PINELLAS COMMUNITY PLAN

MAJOR PLANNING TOOLS

- Comprehensive Plan*
- Pinellas by Design
- MPO Plan
- Capital Improvements Plan
- Penny for Pinellas
- Countywide Plan
- 10-Year Financial Forecast

* Will be incorporated into Quality Pinellas Community Plan

STRATEGIC PRIORITIES

- **Future Fiscal Issues**
 - General Fund Long-term Sustainability of Service Levels
 - EMS Funding
 - Stormwater Utility
 - Fire District Funding
 - Transportation Trust Fund
- Countywide Plan and Land Use Map
- Updated Land Development Code and Review Procedures
- Extreme Weather and Sea Level Rise
- Practicing Sustainability and Stewardship Ethics in County operations, products and services
- 25 Equal 1, and other Collaborative Capacity-building Efforts and Initiatives

QUALITY PINELLAS COMMUNITY ELEMENT

Vision
Mission
Leadership Philosophy
Master Challenge Narrative
Major Performance Metrics

OTHER PLAN ELEMENTS

- Effective Government
- Urban Regeneration and Built Environment
- Natural Environment
- Healthy Communities
- Safe Communities
- Prosperity, Education and Culture
- Public Investments

DEPARTMENT PLANS

- By Program linked to Budget
- Performance Metrics build Business Case

EACH ELEMENT CONTAINS:

- Challenge Narrative
- Strategic Initiatives
- Metrics

(Plan Elements build Sustainability Case)

(Departmental Plans build Business Case)

The Planning and Management Approach

- Quality Pinellas Community (QPC) is an on-going sustainability planning and adaptive management **process** undertaken by the Pinellas County Commission.
- QPC is a visionary, mission-driven, holistic and integrated approach.

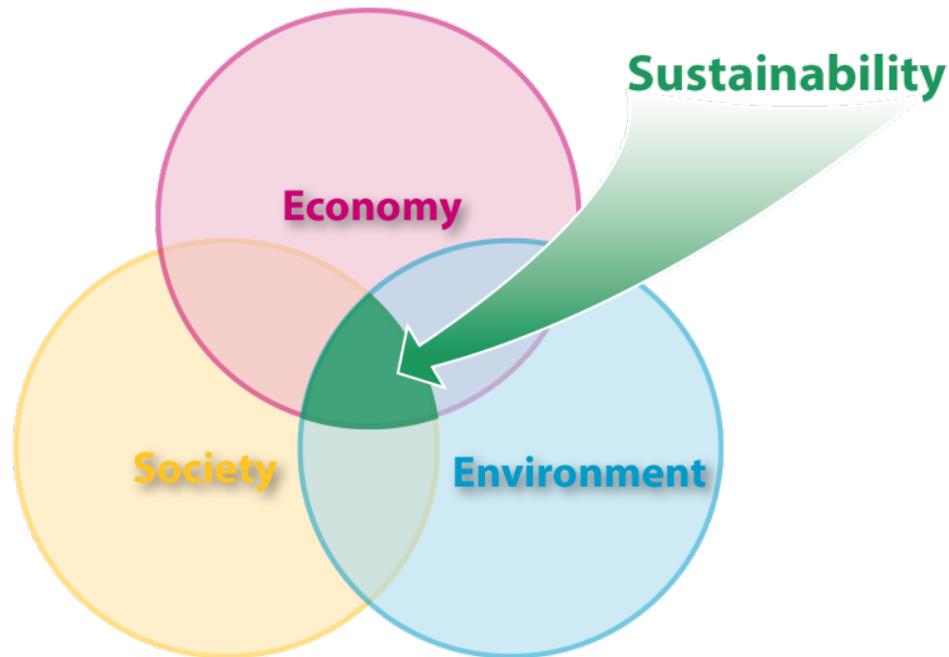
Vision Concepts

- The broad *vision* of QPC is to produce a sustainable “community of communities” that meets the needs of the present without compromising the future.
- Incorporates BCC 2012 Strategic Direction Vision Concepts:
 - 25 Equal 1, Municipalities and County working together
 - Inclusive community of engaged citizens
 - Aligned economic and education community
 - Revitalized and redeveloped communities
 - Protect, promote our region’s natural resources

Vision Concepts

- Incorporates existing Comprehensive Plan Principles and Values
 - **Principle 1**: *Sustainability is fundamental to every county policy, plan and decision, to ensure that our actions today do not compromise the quality of our future.*
 - **Principle 2**: *Pinellas County is committed to meeting its existing needs without compromising the ability of future generations to meet their needs.*
 - **Principle 3**: *The long-term impacts of each policy decision will be evaluated to ensure that they do not compromise a sustainable future.*

A Quality Community is Sustainable



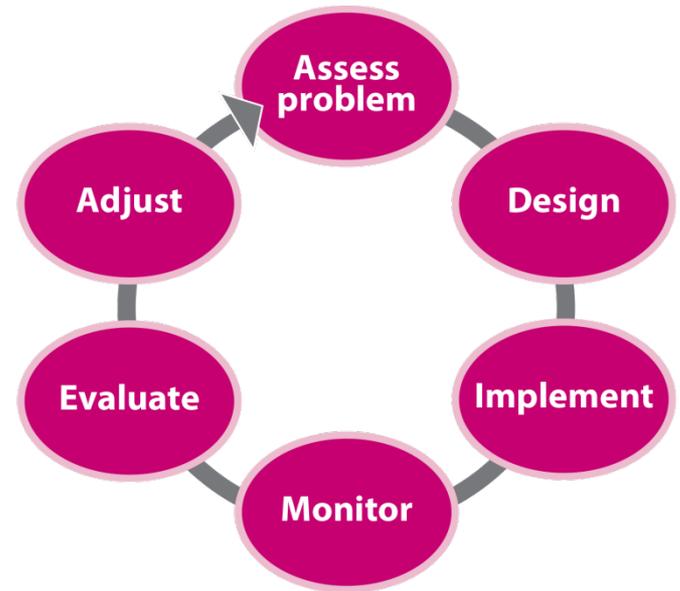
Sustainability acknowledges the interdependence of society, the economy and the environment, and it encourages long-term strategic thinking that promotes effective stewardship of our natural, social and economic resources.

The Vision Narrative and Statement

- Vision will evolve as the QPC process continues.
- Vision narrative and statement will incorporate citizen needs, aspirations and values as reflected in:
 - Opinion surveys
 - Focus Groups
 - Direct deliberation and collaboration with citizen-stakeholders
 - Other tools of community engagement

Mission Concepts

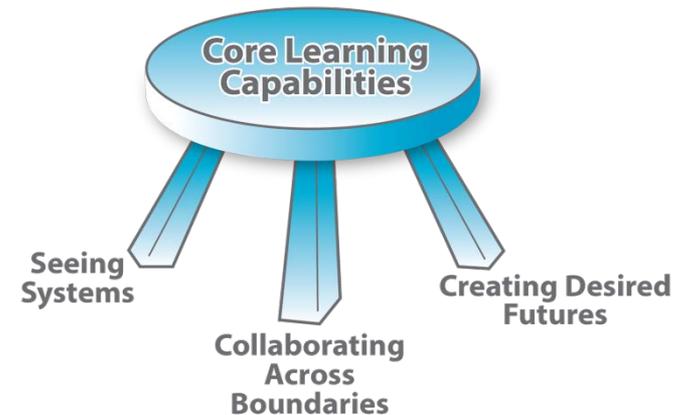
- The mission of Pinellas County Government (PCG) is to bring the vision to life by helping to build a sustainable economy, an attractive quality of life, and a protected and restored environment.
- PCG, in order to be publicly credible and exemplary, must practice adaptive management at high levels of performance.
- PCG must conduct its operations and deliver its products and services mindful of the ethics of sustainability and stewardship of the resources entrusted to it.



High
Performing
Workforce

High Performance Capabilities

- Three capabilities are needed to perform at high levels:
 1. To think in systems, to understand PCG as a part of larger systems of private, non-profit and other public stakeholders that interrelate and depend on each other
 2. To collaborate with others across “siloed” boundaries within and outside of PCG
 3. To create a desired future of Pinellas County and to pursue the vision through the mission of the organization

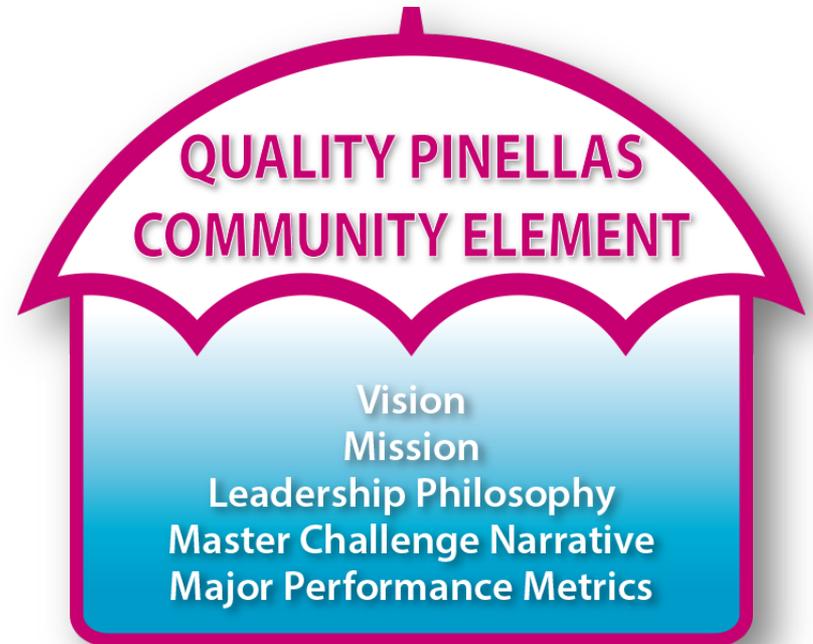


Leadership Philosophy

- A *leadership philosophy* reflects the values, organizing principles and BIG IDEAS implicit in the BCC's strategic direction, including the QPC Vision and Mission.
- The leadership philosophy describes the organization's ways and means of providing leadership, and generally communicates the behaviors expected of leaders.
- A written leadership philosophy descriptive narrative and a summary statement will be developed for BCC.

“North Star”

- The vision, mission, leadership philosophy (*values, principles and BIG IDEAS*) taken together, describe the navigational “North Star” of the QPC process.



Strategic Priorities

Future Fiscal Issues

- General Fund Long-term Sustainability of Service Levels
- EMS Funding
- Storm Water Utility
- Fire District Funding
- Transportation Trust Fund
- Countywide Plan and Land Use Map
- Updated Land Development Code and Review Procedures
- Extreme Weather and Sea Level Rise
- Practicing Sustainability and Stewardship Ethics in County Operations, Products and Services
- 25 Equals 1 and Other Collaborative Capacity-Building Efforts and Initiatives

Scheduled Workshops on Strategic Priorities: Connecting the Dots

- April 18: Future Fiscal Issues
- April 30: Surface Water Management Initiative
(Focus on Stormwater Utility Fee Program)
- ▶ June 6: Urban Regeneration Strategies/Land Development Code
- Other Strategic Priority Workshops will be scheduled after the Budget is adopted.

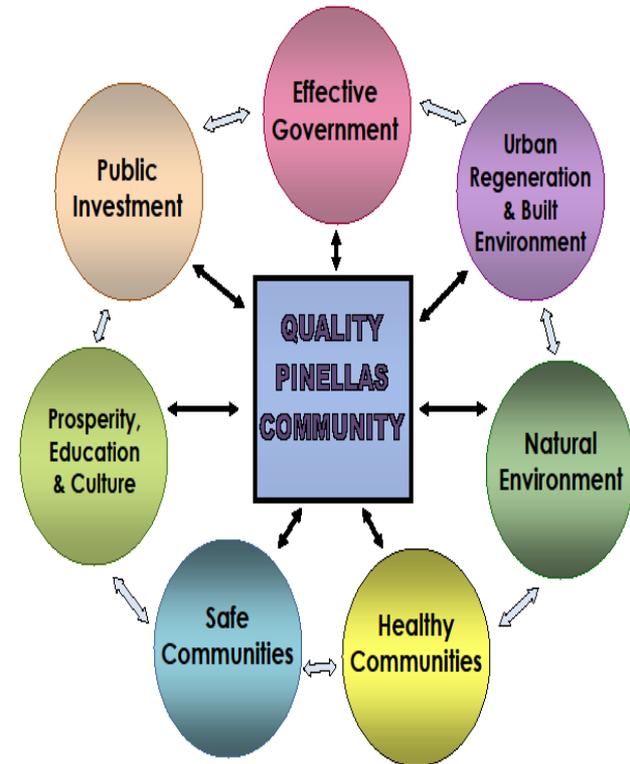
Quality Pinellas Community ELEMENTS

Complex And Interconnected

14

- Each QPC Element is organized by functional area.
- The interactions within and among the elements are interrelated and complex.
- Challenges are analyzed and strategies are developed in an integrated, systemic and holistic way.

PLAN FOR A QUALITY PINELLAS COMMUNITY



ELEMENT

Effective Government, Capacity-Building

15

CORE COMPONENTS

- Workplace cultural transformation initiatives
- Support Services:
 - County Attorney
 - Purchasing
 - Fleet
 - Risk
 - OMB
 - Human Resources
 - Technology
 - Communications
 - Human Rights
- Element contains strategic initiatives designed to build and sustain the organization's **capacities in these categories:**
 - Leadership/Management
 - Fiscal
 - Technical
 - Citizen-Stakeholder Support

ELEMENT

Urban Regeneration & Built Environment

16

CORE COMPONENTS

- Land Use and Future Land Use Map
- Urban Design
- Housing
- Balanced Transportation System
- Public Facilities (*Wastewater Treatment and Reuse, Potable Water, Solid Waste, Parks & Public Lands, Public Buildings, Surface Water Mgt., Energy*)
- Concurrency
- Planning
- Community Redevelopment Areas
- Building and Development

SUPPORT COMPONENTS

- Economic Development
- Public Education
- Community Development
- Transportation – Airport
- Natural Environment
- Emergency Management

The Urban Regeneration Challenge

- **CHALLENGE:** Need for a comprehensive urban regeneration strategy that supports quality redevelopment, quality communities, and a sustainable land use pattern.
- **INITIATIVE to Address Challenge:** Assemble a “toolbox” of emerging and effective techniques and technologies that can facilitate quality urban regeneration in a county with unique locational opportunities and constraints.
- **PURPOSE OF INITIATIVE:** to respond to the challenges of redevelopment with a series of effective tools and strategies that collectively contribute to a strong and diverse economy, as well as a healthy and sustainable community and environment.

Taken from the Department of Strategic Planning and Initiatives Departmental Strategic Plan, March 2013

Some Tools for an Urban Regeneration Tool Kit

Policy Direction Requirements

- Address the potential or threat of conversion of dedicated open spaces to other uses - as once its gone its gone.
- Linking land use and infrastructure decisions with **coastal adaptation and resiliency issues**
- **Economic development goals and industry targets**
- Effective comprehensive and strategic planning programs

Incentives where appropriate and beneficial

- **TDRs**
- Land assembly to facilitate and direct a redevelopment outcome
- Tax abatement - if and where appropriate
- **Ensure an efficient development review process**
- Tax increment “capture”
- Public/private partnerships
- Creative financing strategies

Plans and Policy direction

- Comprehensive Plan/General Plan
- Updated Countywide Plan and Rules
- Watershed Plans
- Post Disaster Redevelopment Plan
- **TOD** and mobility plans
- Determine additional planning needs (e.g., corridor redevelopment plans, sector plans , etc.) to guide decision-making
- New land use categories (e.g., supporting corridor and center development)

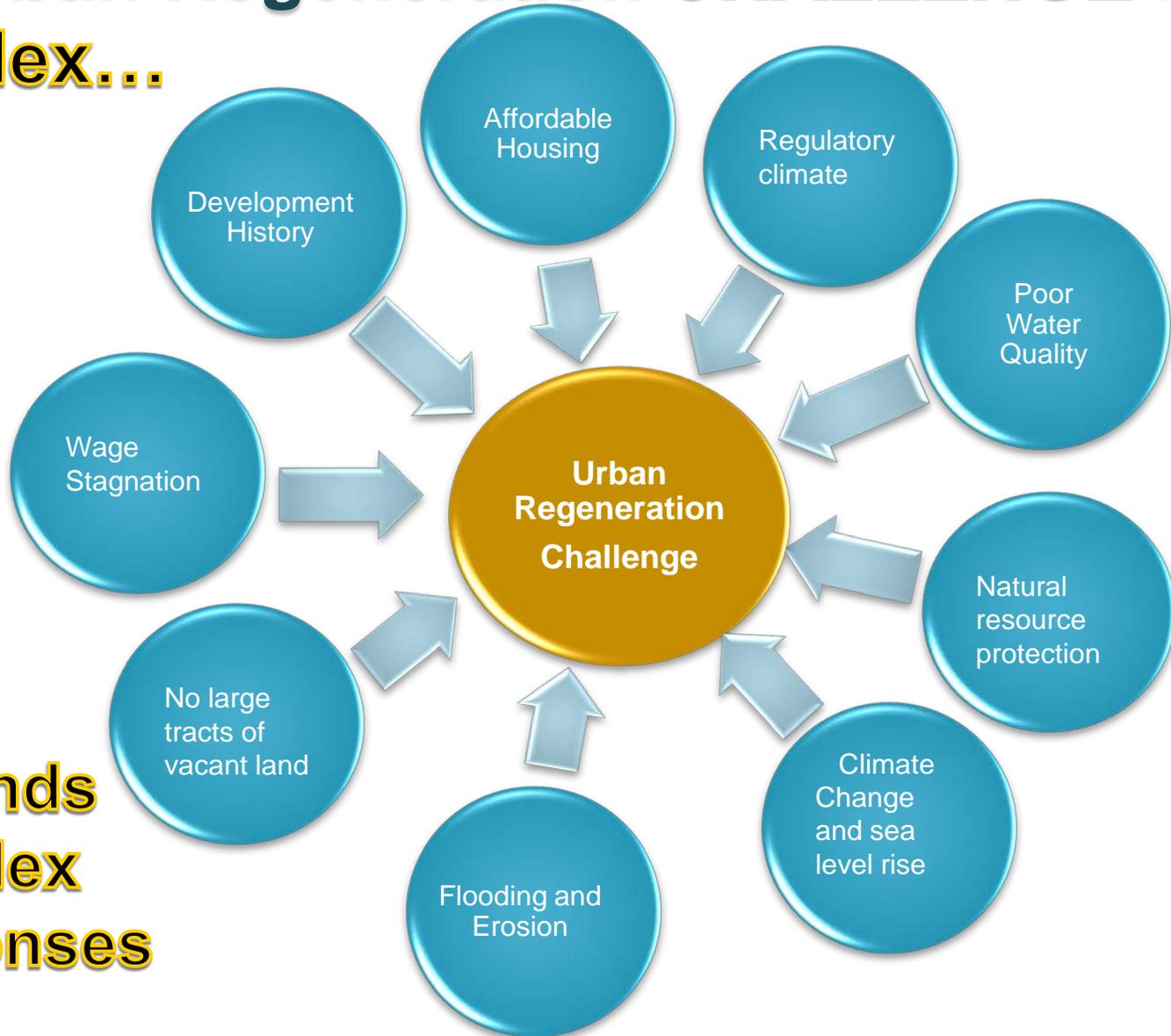
Regulations

- **Land Development Code update - oriented towards a redevelopment landscape**
- **Flexibility – net site improvement vs strict regulatory interpretation**
- **New zoning districts and overlays**
- **Creative parking management strategies**

Projects and Initiatives

- Pursue comprehensive surface water initiative (address regional retention, funding strategies, etc.)
- Healthy Communities Initiative
- Sustainable Infrastructure investments
- Quality of life investment (e.g., environment, culture, education, etc.)
- Public engagement in planning, decisions and outcomes
- Business Improvement Districts

The Urban Regeneration **CHALLENGE** is **Complex...**



**And
Demands
Complex
Responses**

Why Does the Code Matter So Much

- **THE LAND DEVELOPMENT CODE:**
 - Helps shape the built environment
 - What is built/redeveloped today will likely be defining our landscape for the next 30 years or so
 - Determines how properties, uses, businesses and people inter-relate; impacts the character and diversity of neighborhoods and the community
 - Defines how the built environment relates to the natural environment
 - Protects natural and cultural resources and assets

Why Does the Code Matter So Much

- THE LAND DEVELOPMENT CODE:
 - Affects transportation and mobility requirements; impacts energy consumption, greenhouse gas emissions/sequestration and air quality
 - Influences resiliency or vulnerability of the built environment and community; impacts hurricane evacuation and shelter needs
 - Affects storm water quality and quantity, and freshwater and coastal waters, resources and habitats
 - Impacts development activity as a primary contributor to the local economy

ELEMENT

Natural Environment

22

CORE COMPONENTS

- Non-coastal and coastal environments
- Resource Management & Preserves
- Beach Re-nourishment
- Air Quality
- Surface Water Management
- Aquifer Recharge and Protection
- Climate Change and Sea Level Rise

SUPPORT COMPONENTS

- Parks
- Planning
- Public Facilities
- BDRS

ELEMENT

Healthy Communities

23

CORE COMPONENTS

- Health & Human Services
- Community Development
- Code Enforcement
- Veterans Services
- Justice & Consumer Services

SUPPORT COMPONENTS

- Economic Development
- Housing
- BDRS
- Animal Services
- Public Facilities
- Planning
- Air Quality
- EMS
- Mosquito Control
- Health Department

ELEMENT

Safe Communities

CORE COMPONENTS

- EMS
- Fire and Rescue
- Law Enforcement
- Emergency Management
- Justice & Consumer Services
- Animal Services

SUPPORT COMPONENTS

- BDRS
- Planning
- County Attorney
- Utilities
- Transportation
- Code Enforcement

ELEMENT

Prosperity, Education & Culture

25

CORE COMPONENTS

- Economic Development
- STAR Center
- Tourism Development (CVB)
- Transportation – St. Pete-Clearwater International Airport
- Public Education
- Library Cooperative
- Extension Services
- Preserve Education Centers
- Arts and Creativity
- Historic Preservation
- Heritage Village

SUPPORT COMPONENTS

- Planning
- Housing
- BDRS
- Public Facilities
- Natural Environment
- Transportation
- Community Development

ELEMENT

Public Investment

CORE COMPONENTS

- CIE/CIP
- County Budget (*OMB*)
- Tax Increment Financing

SUPPORT COMPONENTS

- Program Budgeting
- Planning
- DEI

Scheduling

