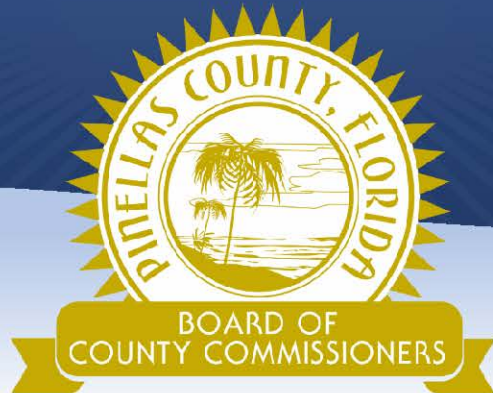


# Doing Things!

## To Serve the Public

2019 Strategic Planning Session  
January 29<sup>th</sup>, 2019



**Our Vision:**  
To Be the Standard for  
Public Service in America.



# Welcome and Orientation





# Roles for Today's Workshop

## Board of County Commissioners

- Set the organization's policy, aims, and overall direction

## County Administration

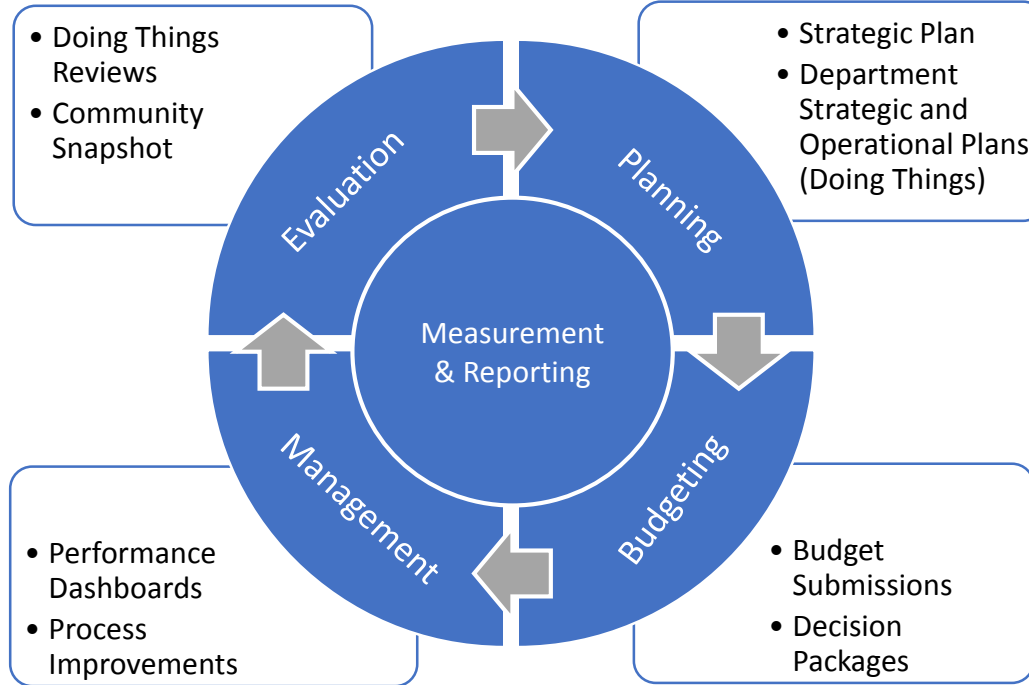
- To translate the goals set by the Board into action.

## Strategic Performance Management Team

- Facilitate the discussion to keep the workshop on task



# Strategic Planning Process





# Workshop Expectations

## What do we need to accomplish today?

- **Review internal and external factors affecting our goals;**
- **Validate that we're still going in the right direction;**
- **Ensure you're engaged and confident on where we are; and**
- **Consider discussion topics and questions to inform Strategic and Operational Plans**



# Our Mission and Vision



## Our Mission

**Pinellas County Government is committed to progressive public policy, superior public service, courteous public contact, judicious exercise of authority and responsible management of public resources, to meet the needs and concerns of our citizens today and tomorrow.**

## Our Vision

**To Be the Standard for Public Service in America.**

To achieve our vision, we place the highest importance on:

- **Quality Service**
- **Respectful Engagement**
- **Responsible Resource Management**





# Our Values



- **We will be respectful of the needs of individuals while recognizing our responsibility to the community as a whole.**
- **We will be community-centric, embracing the individuality of partners working together as one, toward the community's vitality.**
- **We believe it is our responsibility to improve the overall quality of life through the management and preservation of the natural and built environment.**
- **We will provide open and accountable governance.**
- **We will foster a diverse work culture, a safe workplace, and opportunity for professional and personal growth.**

**These, our values, will guide the development and implementation of Pinellas County policy for a better community.**





# Current State Overview





# Citizen Values Survey Overview & Methodology



Pinellas County Citizen Survey

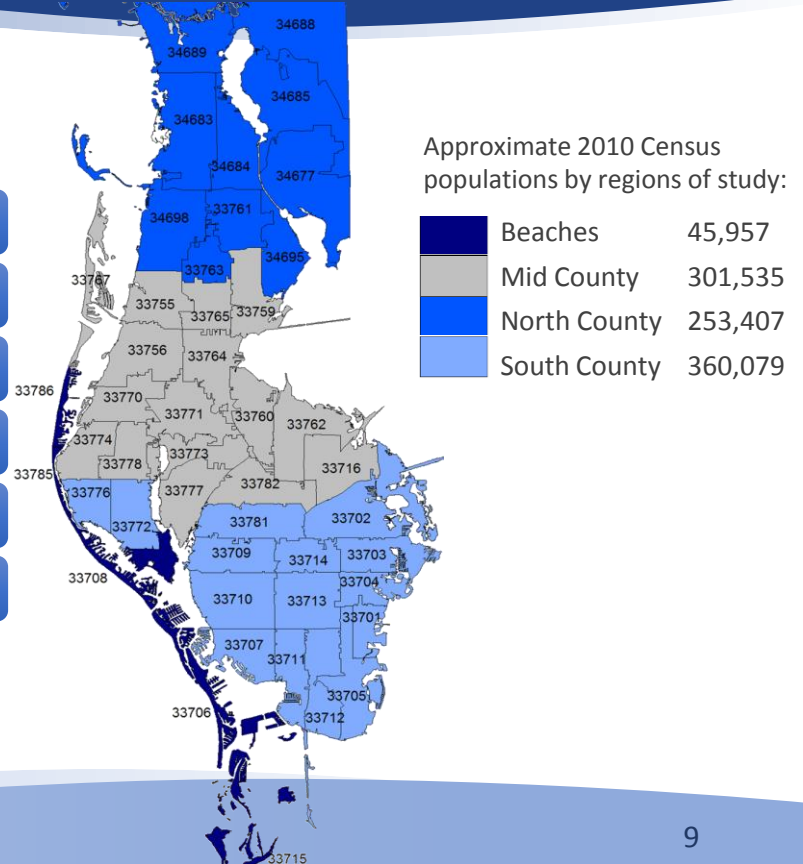
Telephonic Methodology

RDD- Random Digit Dial

Calls Completed November 9, 2018 – November 27, 2018

800 Completes– 200 in North, Mid, South, and Beaches Regions

±3.5% Margin of Error at 95% Confidence Level



Source: 2019 Pinellas County Citizen Survey





# County Recommendation

**9 in 10 resident respondents indicated that they would recommend Pinellas County as a place to *live, retire, work, and raise children.***

*Would you recommend Pinellas County as a place to live, work, raise children, or retire?*



Source: 2019 Pinellas County Citizen Survey



# Quality of Life in Pinellas



## Current Quality of Life

Better or Just as Good as  
Five Years Ago

69%

## Future Quality of Life

Better or Just as Good Five  
Years From Now

79%

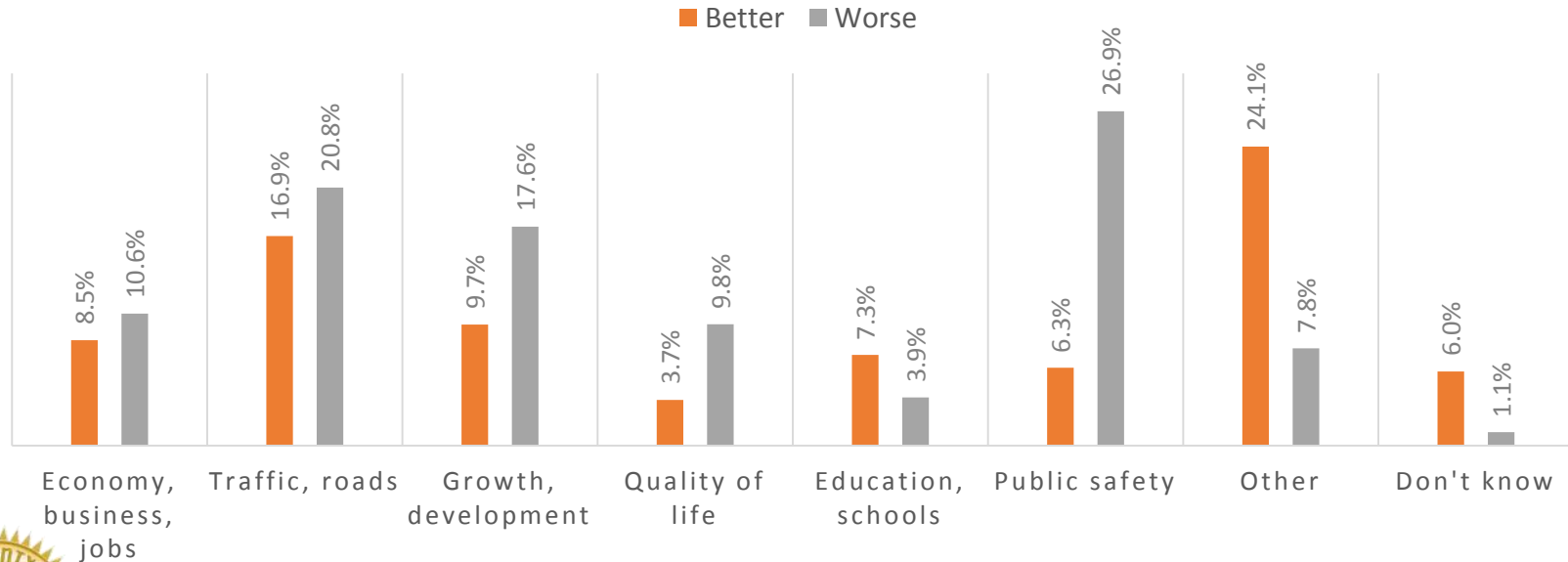


Source: 2019 Pinellas County Citizen Survey



# Quality of Life Comments

The following rationales were provided by respondents regarding their perception of their current quality of life as compared to five years ago:



Source: 2019 Pinellas County Citizen Survey

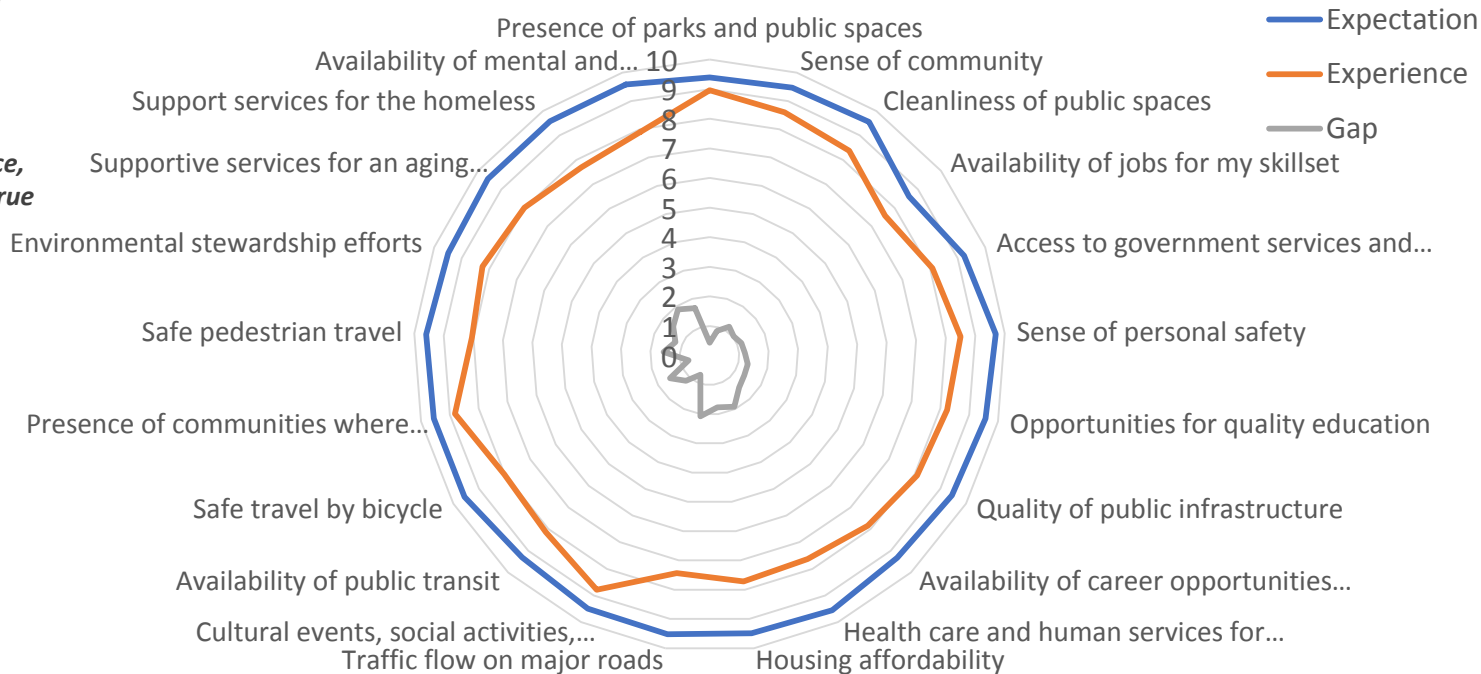


# Community Characteristics: Aggregate

*How important is it to you personally, that your community possesses the following characteristics?*

*In your personal experience, are these characteristics true of Pinellas County?*

Average Community Ratings (10-point scale): Expectation vs. Experience



Source: 2019 Pinellas County Citizen Survey



# Aggregate Highlights

## Top Ranked Expectations



*Sense of personal safety*



*Safe pedestrian travel*



*Availability of mental and behavioral health resources*



*Support services for the homeless*



*Supportive services for an aging population*

## Top Ranked Experiences



*Presence of parks and public spaces*



*Presence of communities where you can live, work and play*



*Cultural events, social activities, and recreation opportunities*



*Sense of community*



*Sense of personal safety*

## Largest Gaps of 2019



*Traffic flow on major roads*



*Health care and human services for disadvantaged residents*



*Support services for the homeless*



*Housing affordability*



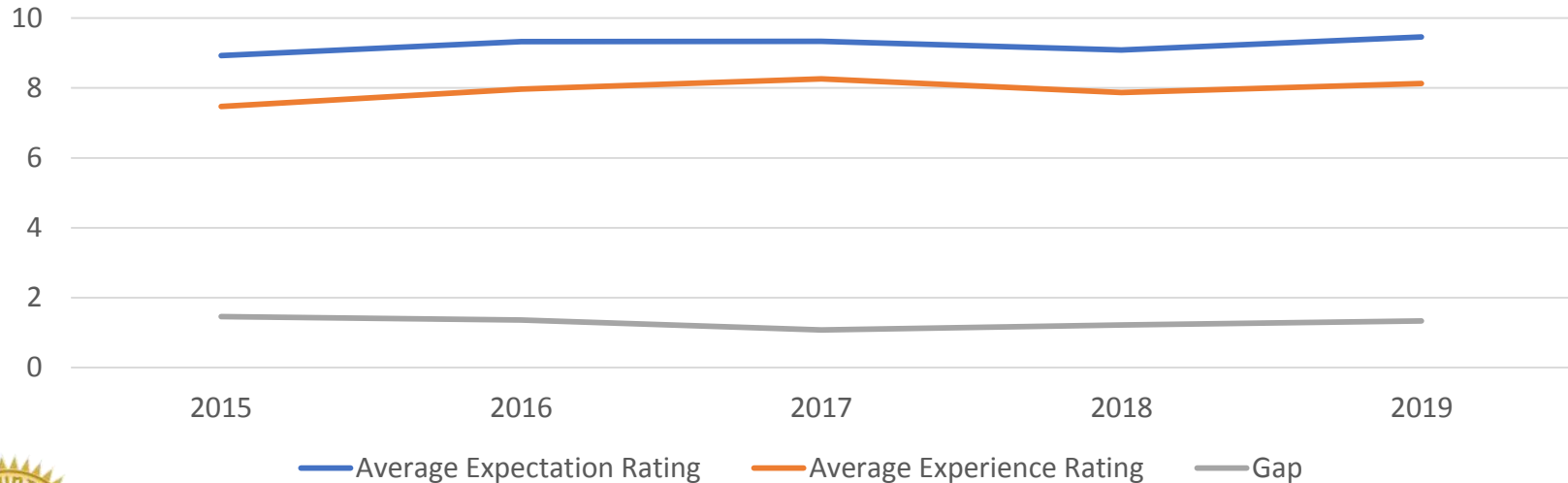
*Availability of mental and behavioral health resources*

Source: 2019 Pinellas County Citizen Survey



# Overall Experience and Expectation

Average Experience and Expectation Ratings across All Community Characteristics



Source: 2019 Pinellas County Citizen Survey

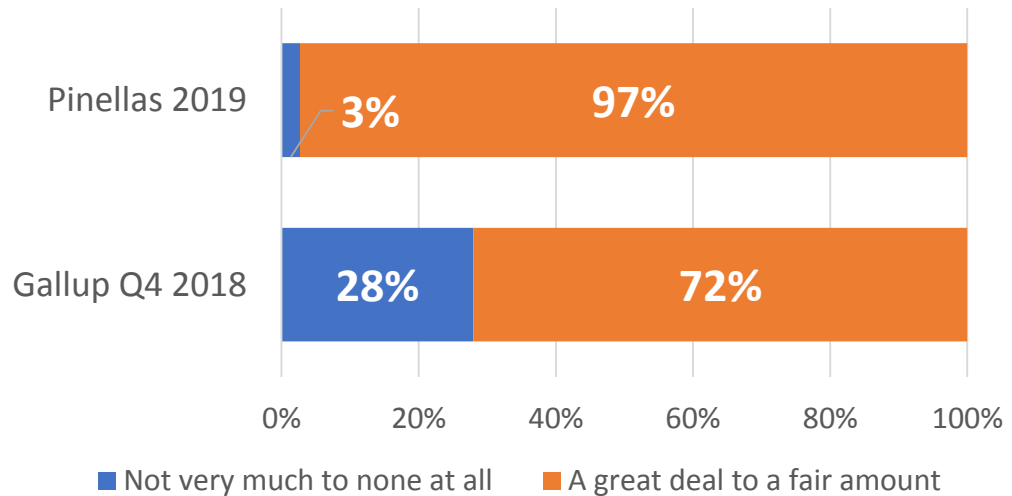


# National Trust & Confidence Comparison



**Pinellas County trust and confidence ratings outperform the national average based on polling conducted by Gallup.**

## 2019 Trust & Confidence in Local Government



Source: 2019 Pinellas County Citizen Survey

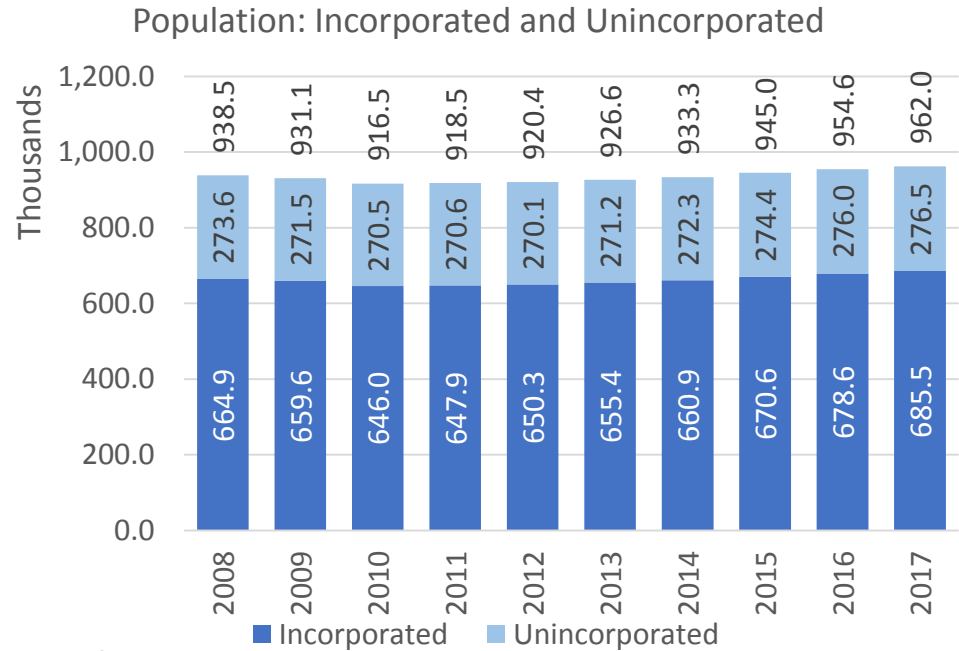




# Population



**Pinellas County  
Government serves a  
growing countywide  
population.**



Sources: Bureau of Economic & Business Research, University of Florida  
Note: 2010 Figure based on the 2010 Census.





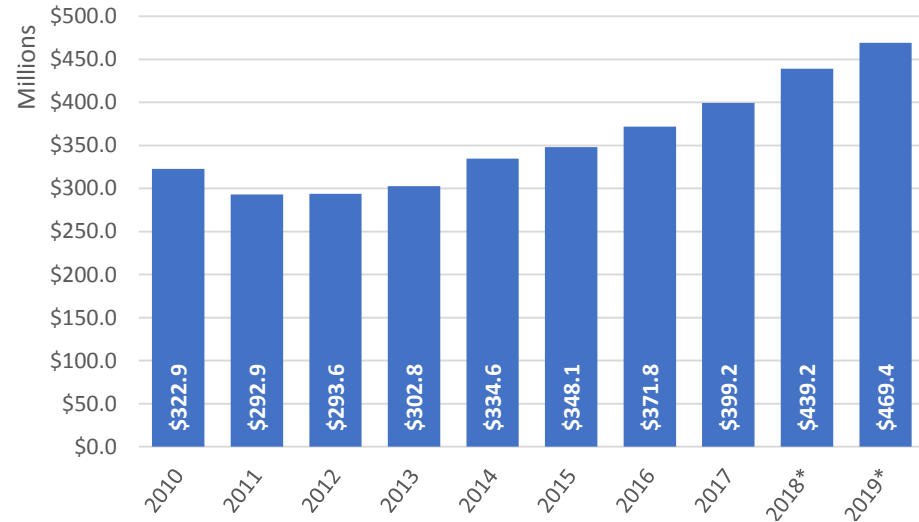
# Countywide Property Tax Collections



**Following the Great Recession, countywide taxable values have slowly recovered from a low of \$54.4B in 2013 to \$79.4B for 2019.**

**2019 property tax collections are projected to be 6.9% greater than the 2018 estimates, likely the “high” of the decade.**

Countywide Property Tax Collections



Note: Includes all property taxes collected by the Board of County Commissioners on a countywide basis, excluding the Pinellas Planning Council. Collections shown for 2018\* (Estimate) and for 2019\* (Projection at 95%) are based on data provided by Pinellas County Property Appraiser (Final 2017 and 2018 dated June 28, 2018).





# Ensure Public Health, Safety, and Welfare

Current State







## Ranked gaps between citizens' expectations and experiences:

Largest  
gap



Smallest  
gap



1. **Health care and human services for disadvantaged residents**
2. **Support services for the homeless**
3. **Housing Affordability**
4. **Availability of mental and behavioral health resources**
5. **Supportive services for an aging population**
6. **Safe pedestrian travel**
7. **Safe travel by bicycle**
8. **Sense of personal safety**

Source: 2019 Pinellas County Citizen Survey





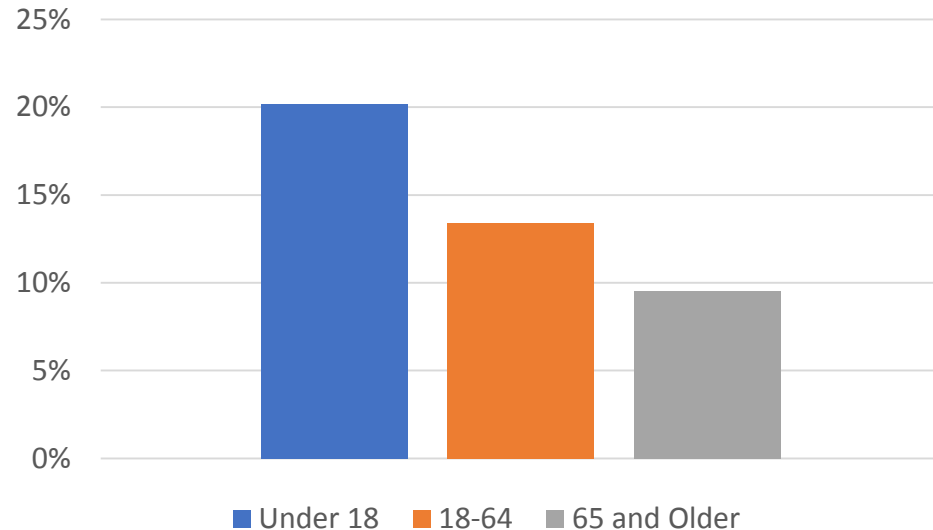
# Supporting Data: Support Services



## Poverty rates are highest among:

- **African Americans (28.3%)**
- **Children under 18 (20.2%)**
- **Individuals of Hispanic or Latino origin (19.3%)**

Percent of Residents Living Below the Poverty Level by Age Group, 2013-2017



Source: 2013-2017 American Community Survey 5-Year Estimates

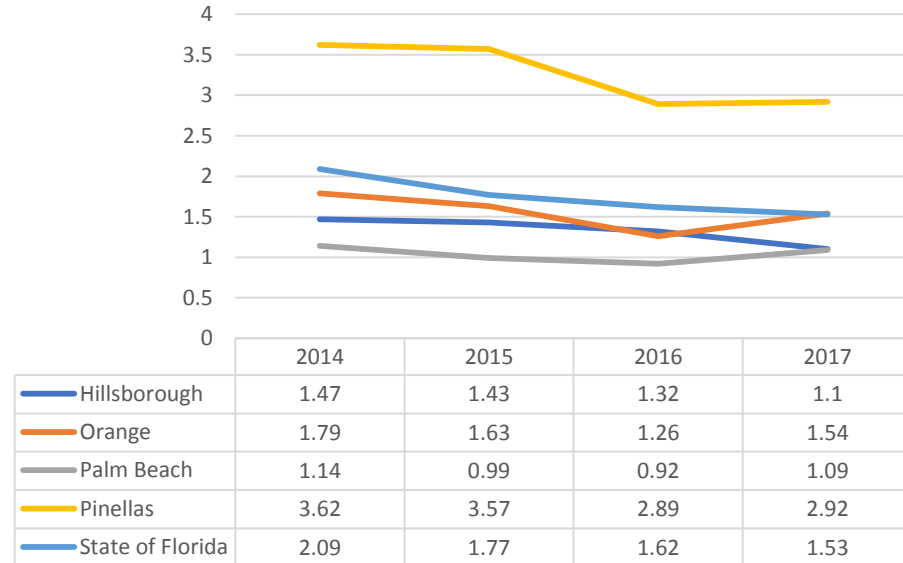


# Supporting Data: Homelessness



**Homeless rates in Pinellas County declined 19% since 2014 but continues to exceed rates of peer counties and the State of Florida.**

Homeless Rate (per 1,000 Population)



Sources: U.S. Department of Housing and Urban Development Continuum of Care (CoC) Homeless Assistance Programs Homeless Populations and Subpopulations Reports

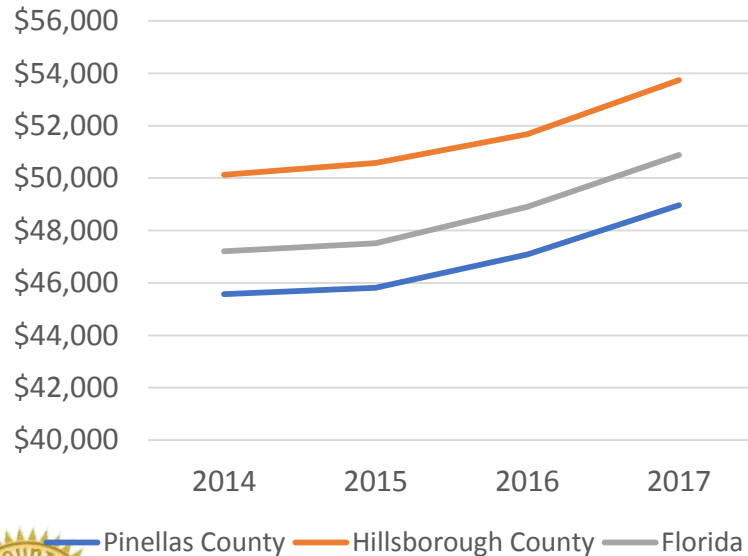




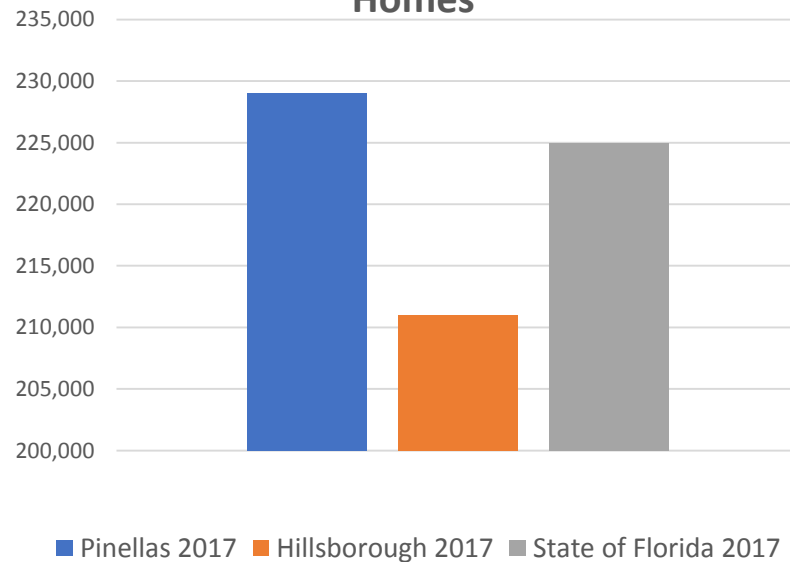
# Supporting Data: Homelessness



## Median Household Income



## Median Sale Price for Single Family Homes



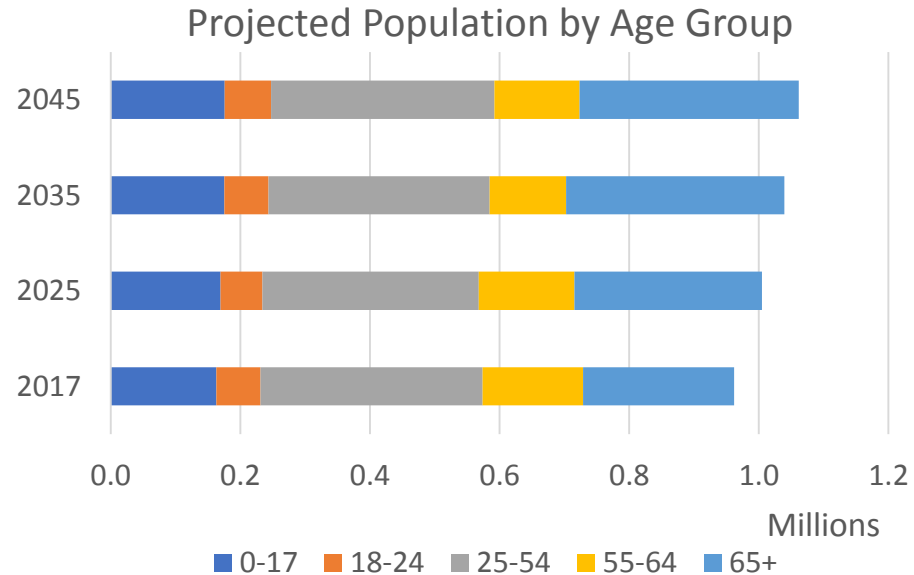
Sources: 2013-2017 American Community Survey 5-Year Estimates and UF's Housing Data Clearinghouse



# Supporting Data: Support Services



Age Group	Projected Change 2017 - 2045
0-17	-0.4%
18-24	-0.4%
25-54	-3.2%
55-64	-3.7%
65+	7.6%



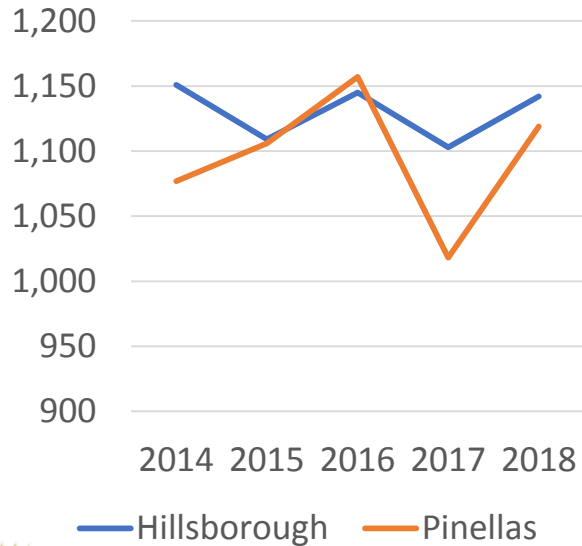
Sources: BEBR, Population Projections by Age, Sex, Race, and Hispanic Origin for Florida and Its Counties, 2020–2045, With Estimates for 2017



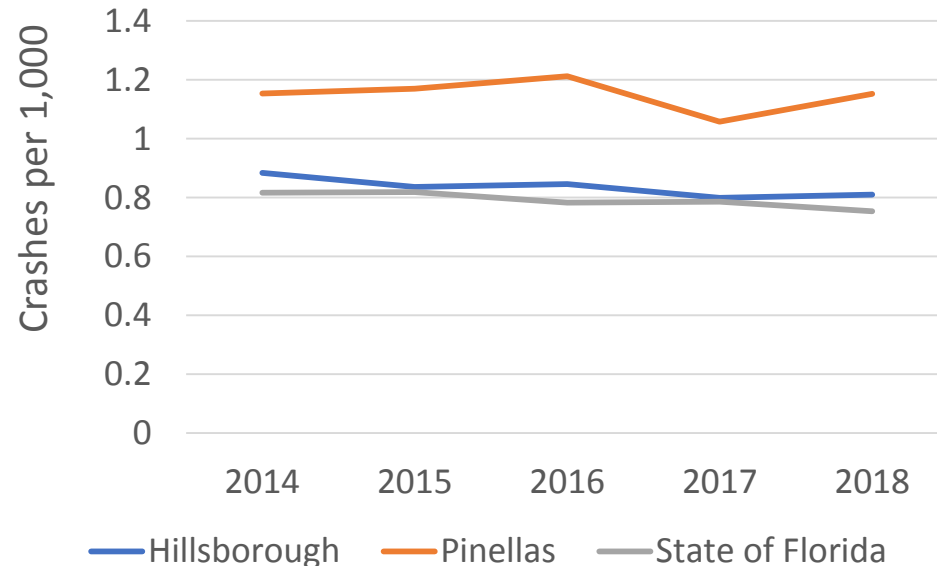
# Supporting Data: Pedestrian Safety



## Pedestrian and Bicycle Crashes



## Rate of Pedestrian and Bicycle Crashes



Sources: Florida Department of Highway Safety and Motor Vehicles Traffic Crash Reports; US Census Bureau Population Estimates



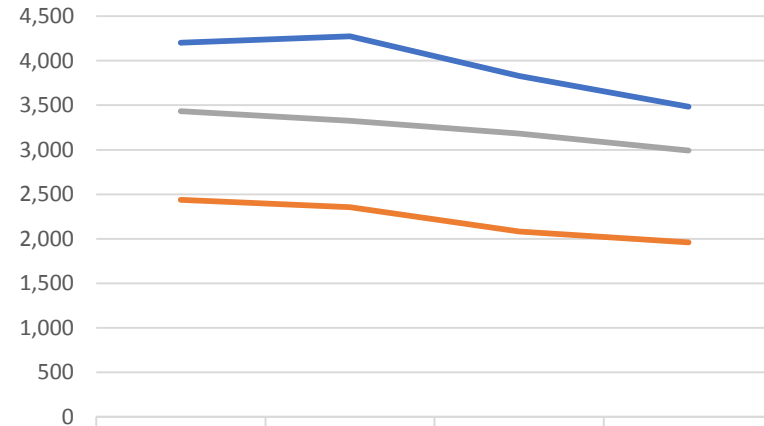


# Supporting Data: Personal Safety



**The crime rate in Pinellas County fell by nearly 14% between 2015 and 2017. For 2017, the crime rate in Pinellas was lower than Orange County but higher than other peer counties (Hillsborough, Palm Beach) and the State of Florida.**

Crime Rate (per 100,000 Population)



	2014	2015	2016	2017
Hillsborough	2,438	2,354	2,081	1,958
Pinellas	4,201	4,274	3,828	3,485
State of Florida	3,435	3,326	3,181	2,990

Sources: Florida Department of Law Enforcement, Crime in Florida Annual Report and Florida Uniform Crime Report





# Ensure Public Health, Safety, and Welfare

## Strategy Discussion







# Behavioral Health and Homelessness





## Doing Things to Improve the Availability of Behavioral Health Services:

- **Pinellas Community Empowerment Team**
- **Pinellas Integrated Care Alliance**
- **Healthcare for the Homeless (HCH) Intervention Team Grant**
  - Provides Substance Abuse & Mental Health Intervention for High Need HCH Clients.



## Doing Things to Improve the Availability of Behavioral Health Services:

- **Explore Secure Marchman**
  - Data – Determine Needs / Gaps (DCF, Jails, Hospitals)
  - Best Practices – Tours (Orange, Sarasota, Hillsborough & Miami-Dade)
- **High Need Client Information Exchange**
  - Human Services & Safety Emergency Services - Better Data Connection & Coordination



## Doing Things to Reduce Homelessness:

- **HLB Youth Navigator**
- **Rapid Rehousing**
- **Permanent Supportive Housing – Boley 95 Units & Catholic Charities**
- **Increased Emergency Sheltering, Bridge Housing & Prevention Services**
  - Saint Vincent DePaul – Emergency Shelter & Bridge
  - HLB 3 Diversion Specialist On Call & After Hours (2 funded by BCC, 1 Foundation Healthy St. Pete)





# Housing and Economic Development





# Environmental Stewardship

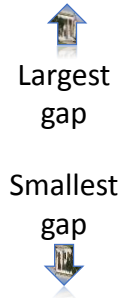
## Current State







## Ranked gaps between citizens' expectations and experiences:



- 1. Environmental stewardship efforts**
- 2. Cleanliness of public spaces**
- 3. Presence of parks and public spaces**

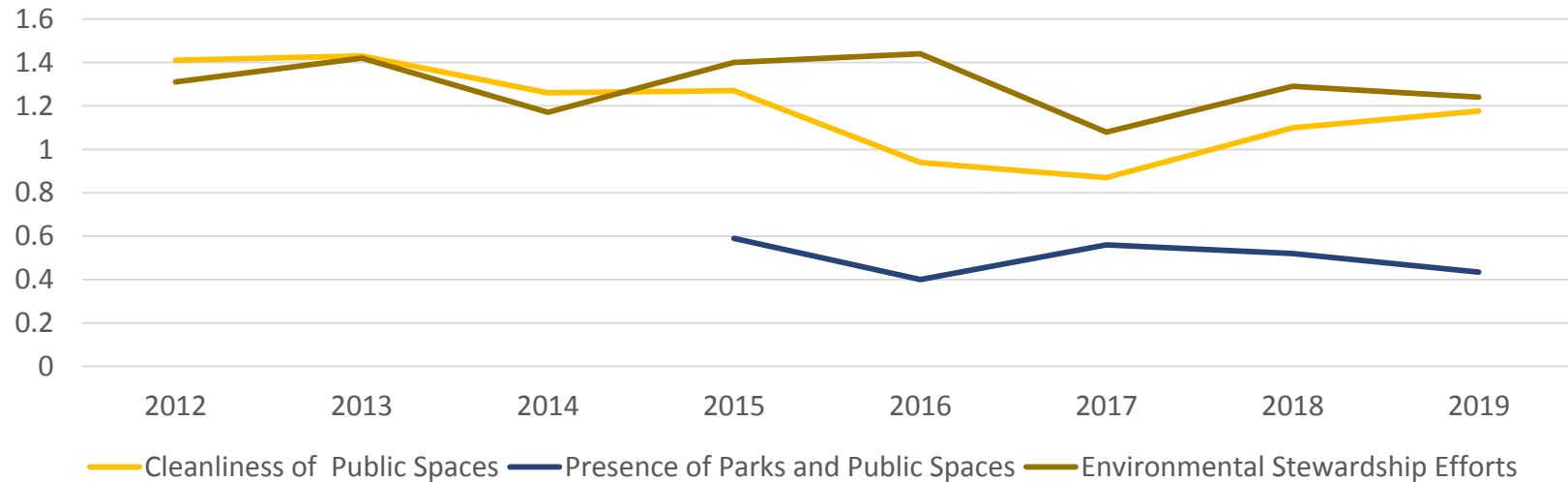
Source: 2019 Pinellas County Citizen Survey







## Difference between Experience and Expectation



Source: 2019 Pinellas County Citizen Survey

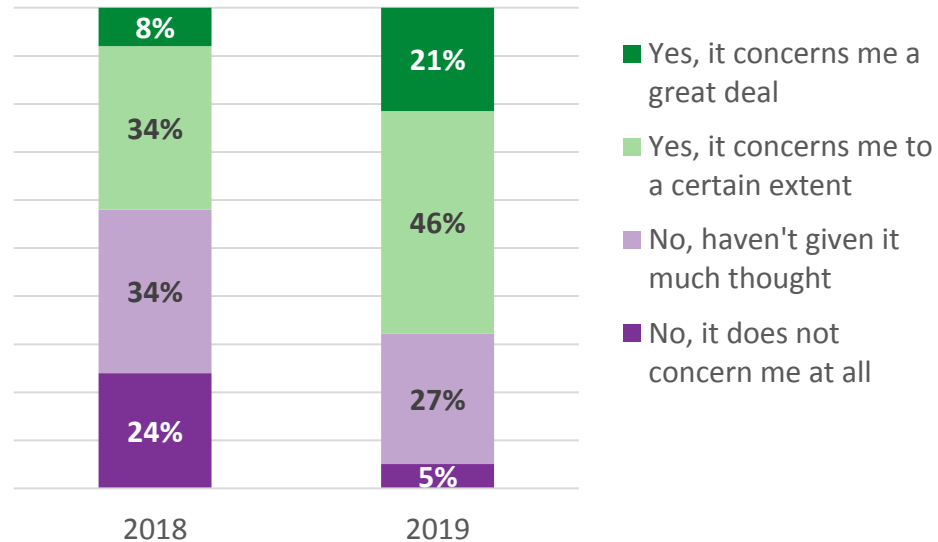


# Sea-Level Rise Impact on Quality of Life

**Nearly 7 in 10 respondents identified sea-level rise as a factor weighing on their quality of life.**

- **21% are greatly concerned**
- **46% are somewhat concerned**
- **3 in 10 haven't given it much thought or are unconcerned by it**

*Does sea-level rise factor in to your future Pinellas County quality of life rating?*

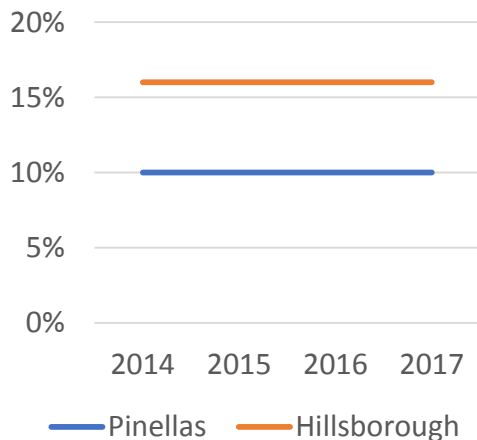


Source: 2019 Pinellas County Citizen Survey



# Supporting Data: Presence of Parks

*How much of the  
County is in  
Conservation?*



**16,223**  
acres of  
Environmental  
Lands



**4,607**  
acres of  
Parks



**20,830**  
Total Park and  
Environmental  
Land Acreage

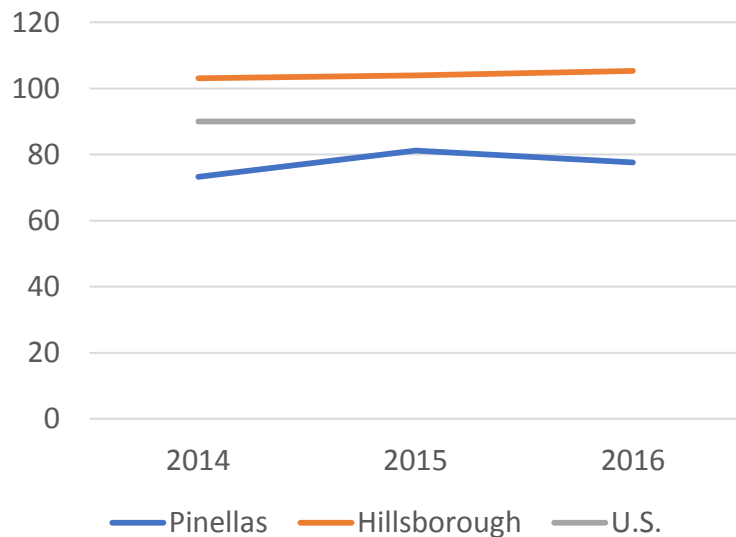
Sources: Florida Natural Areas Inventory and Pinellas County Parks and Conservation Resources



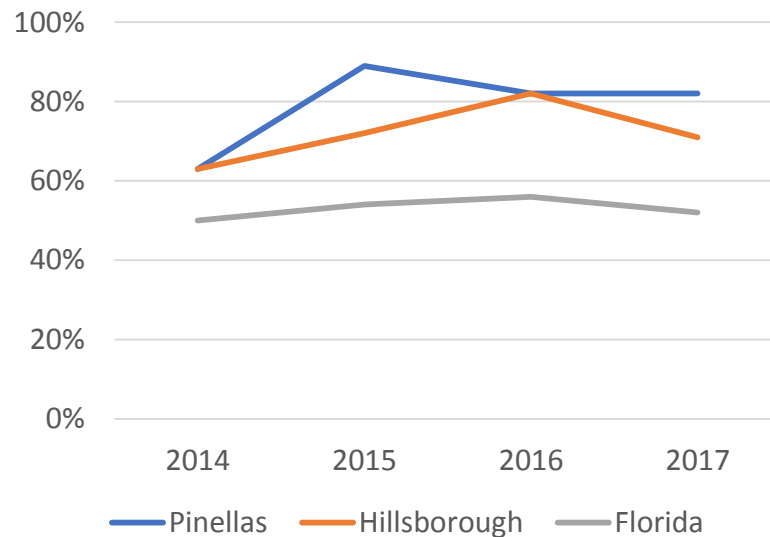
# Supporting Data: Environmental Efforts



## Daily Per Capita Water Use



## Recycling Rate



Sources: Southwest Florida Water Management District Public Supply Annual Report (PSAR); Florida Department of Environmental Protection Solid Waste Annual Reports

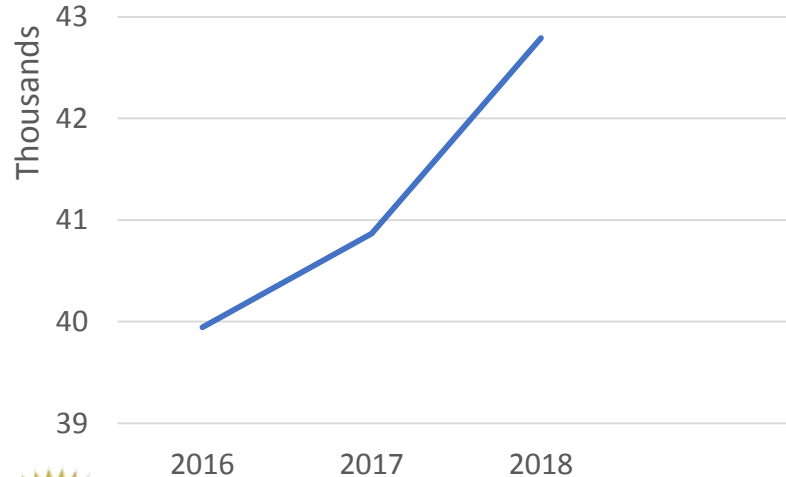




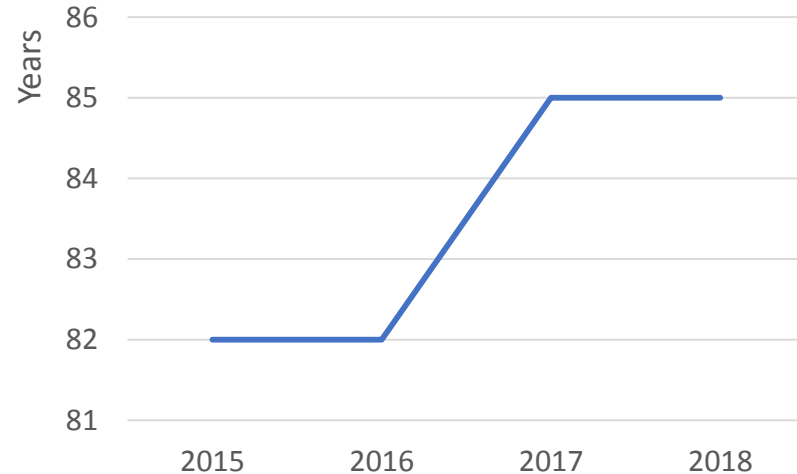
# Supporting Data: Environmental Efforts



## Homes & Businesses Powered by Waste-to-Energy



## Projected Life of the Landfill



Source: Pinellas County Solid Waste



# Environmental Stewardship

## Strategy Discussion







# Sustainability and Resiliency Coordinator





# What is Sustainability and Resiliency?



## Sustainability Definition\*:

- A set of **economic, environmental** and **social** conditions (aka "The Triple Bottom Line") in which all of society has the capacity and opportunity to maintain and improve its quality of life indefinitely without degrading the quantity, quality or the availability of economic, environmental and social resources. Sustainable development is the application of these resources to enhance the safety, welfare, and quality of life for all of society.

## Resilience Definition\*:

- Resilience refers to the **capability to mitigate** against significant all-hazards risks and incidents and to expeditiously recover and reconstitute critical services with minimum damage to public safety and health, the economy, and national security.

Note – Resiliency is a component of sustainability.

\* As defined by the American Society of Civil Engineers.



# What is Pinellas County doing?



- Sea level rise analysis on major capital projects – *on going*
- STAR Community Rating System – *3 Star Rating*
- Community Rating System – *5 Rating*
- Sea Level Rise Vulnerability Assessment – *in progress*
- ENVISION Rating System on some projects – *in progress*
- Regulatory: Stormwater Manual, Comprehensive Plan Policies, Land Development Code - *implemented*
- Asset Management Program
  - Energy Manager – *in progress*
- UF IFAS Extension Partnership- *ongoing*
- Waste-to-energy plant - *operational*
- LMS – *ongoing*
- Utilities Tap H2O – *ongoing*
- Ready for 100 plan – *to be developed*
- Pelletizing of biosolids - *operational*
- Community outreach - *ongoing*
- Green Pinellas: <http://www.pinellascounty.org/greenpinellas/> - *revisit w/IFAS*
- Admin Directive 6-11: Energy and Water Management – *track initiatives*
- 1 Green Fleet initiative – *in progress*
- Wastewater/Stormwater Task Force – *ongoing*
- Regional Climate Science Advisory Panel - *ongoing*
- HVAC Ice Storage at Downtown Clearwater District Cooling Plant - *operational*
- Cogeneration at the Jail (using reject heat from emergency power generator to provide HVAC using absorption chillers) - *operational*
- Geothermal Cooling at PSC (using groundwater as condenser water in HVAC chilled water operations) - *operational*
- Solar Power installations at Jail (parking lot lighting), Safe Harbor (building lighting), and Downtown Clearwater District Cooling Plant (building power) - *operational*



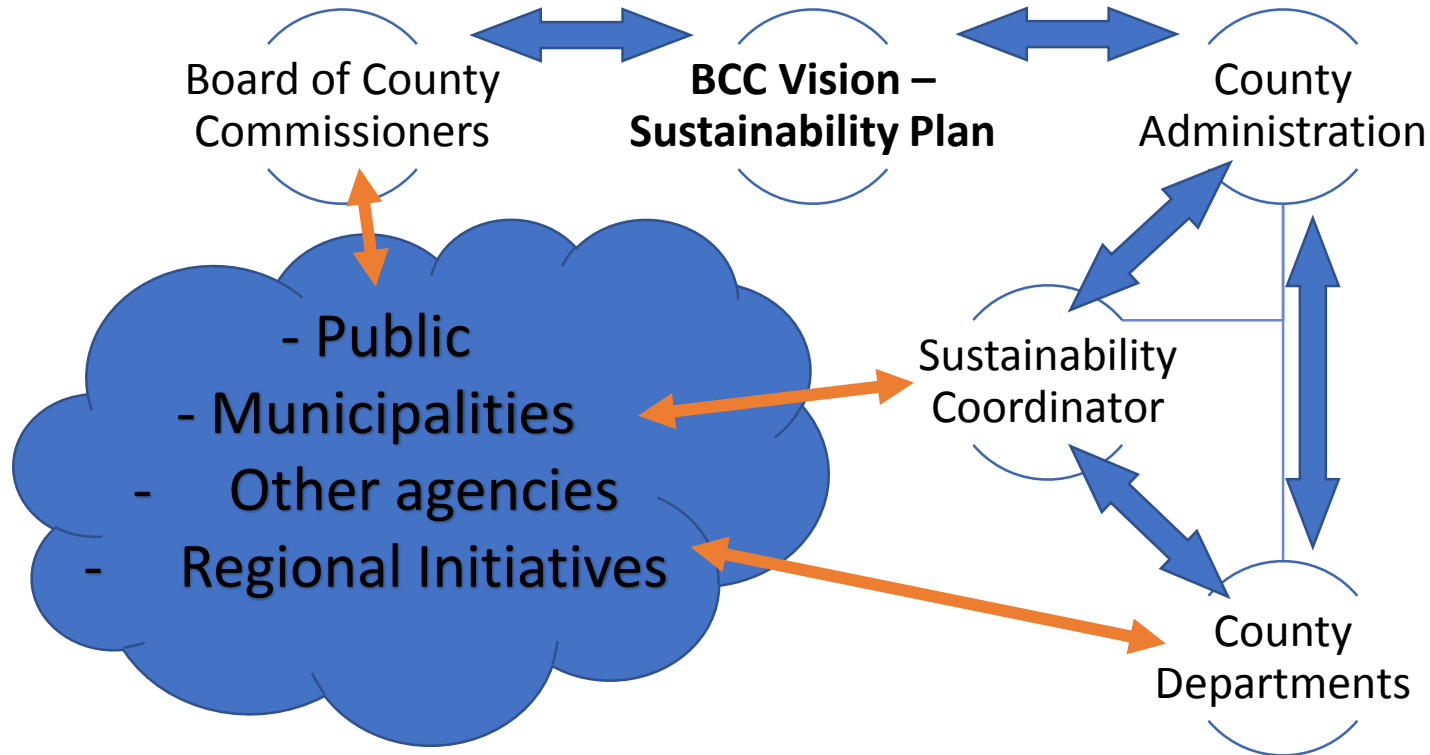
# What would a Sustainability and Resiliency Coordinator do?



- **Develop a County-specific framework for sustainable and resiliency initiatives**
  - **Develop a Pinellas County Sustainability Plan with Departments' support**
- **Track and measure the true impact of these initiatives along all pillars of the Triple Bottom Line (economic, environmental and social) – *Departments' lead; Coordinator coordinates***
- **Assist Departments to improve sustainability and resiliency on new and existing projects and programs**
- **Lead projects and initiatives that require coordination amongst multiple Departments (Example: Ready for 100, etc.) – *rely on Departments for their expertise***
- **Coordinate with external agencies to ensure alignment with the region (Example: Tampa Bay Regional Resiliency Coalition, other municipalities, etc.)**
- **Community Outreach – *build on existing work***
- **Track progress on implementation of items identified in Vulnerability Assessment – *assessment underway***
- **Determine the County's overall carbon footprint; identify areas for reduction**



# Operating Framework







# Draft Framework for Environmental and Park Land Acquisition





# Environmental and Park Lands Acquisition



- **Current “list” – several initiatives; no prioritization**
- **Revisiting process to prioritize purchase of environmental lands**
  - **Internal working group: PCR, PW, Utilities, REM, Planning, Economic Development**
  - **Current Status: Finalizing acquisition criteria and scoring**
    - **Example criteria:** protection of **environmentally sensitive lands**, infill or expansion, access to water, **recreation (passive and active)**, **target communities**, resiliency, multi-use opportunities, etc.
  - **Evaluate parcels based on revised criteria**
  - **Develop prioritized acquisition list**
- **Consideration of Operations and Maintenance Impacts**
- **Future BCC workshop item**



# Lunch and Hike







# Foster Continual Economic Growth and Vitality

Current State





## Ranked gaps between citizens' expectations and experiences

- 
- Largest gap
- 
- Smallest gap
1. **Traffic flow on major roads**
  2. **Career opportunities for children**
  3. **Public infrastructure quality**
  4. **Opportunities for quality education**
  5. **Public transit availability**
  6. **Availability of jobs for skillset**
  7. **Sense of community**
  8. **Communities to live, work, play**
  9. **Cultural events, social activities, recreation opportunities**

Source: 2019 Pinellas County Citizen Survey

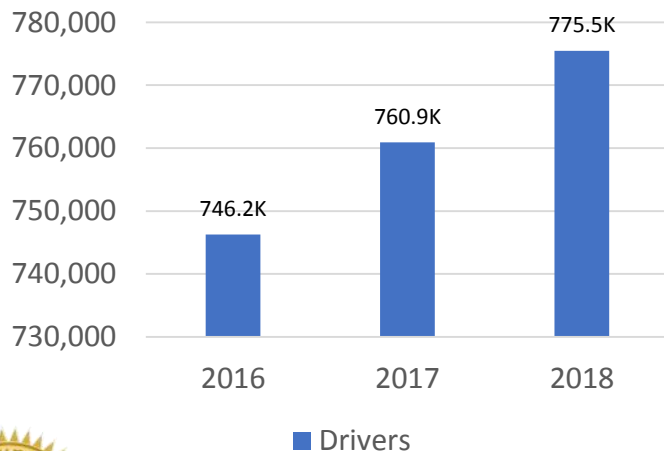


# Supporting Data: Licenses/Registrations



## Pinellas County Number of Licensed Drivers

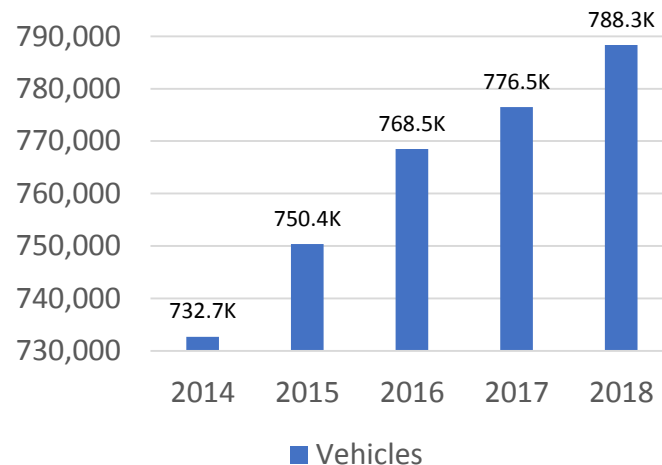
(As of January 1)



Source: FLHSMV Licensed Drivers reports

## Pinellas County Current Registered Vehicles

(As of December)



Source: FLHSMV Count of Vehicles Registered monthly reports

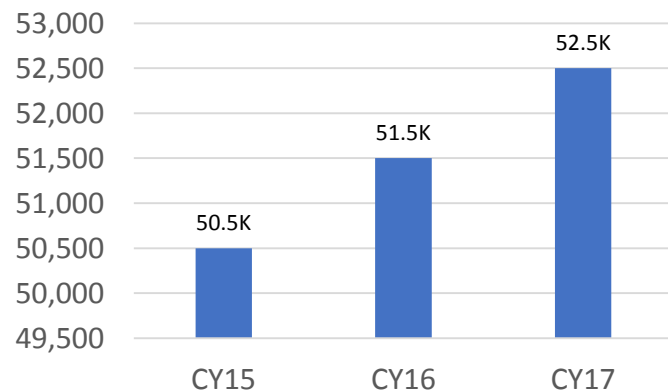




# Supporting Data: Traffic Volumes

## Average Annual Daily Traffic Count

(Ulmerton and Belcher)

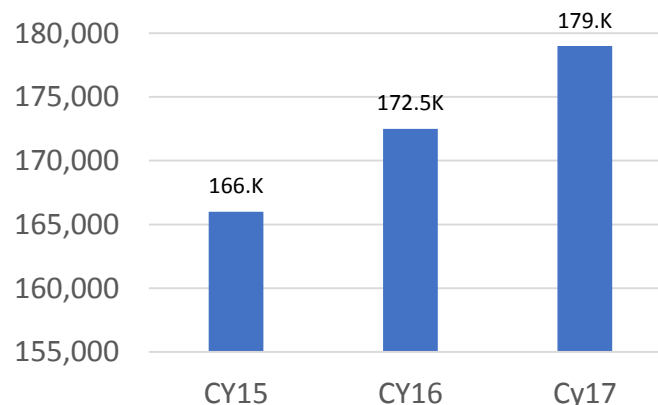


■ Volume

Source: Forward Pinellas

## Average Annual Daily Traffic Count

(Hwy 275 and 38<sup>th</sup> Ave N)



■ Volume

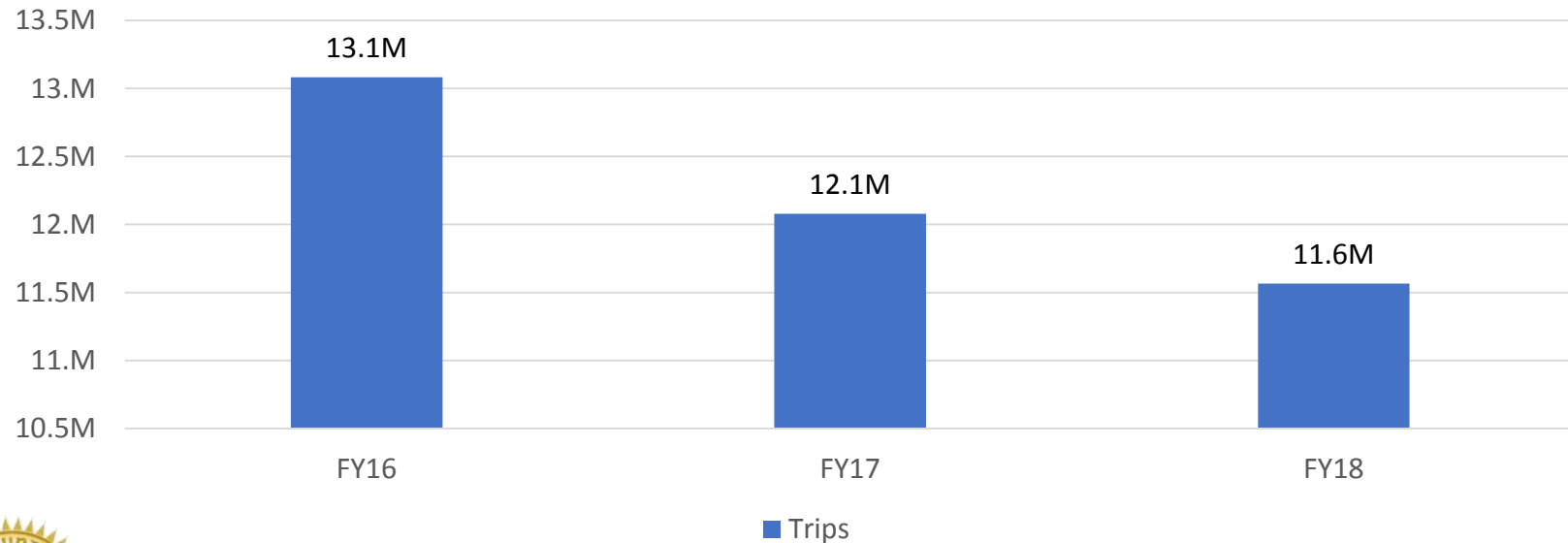
Source: Forward Pinellas



# Supporting Data: Traffic and Transit



## PSTA Fixed Route Passenger Trips



Source: psta.net

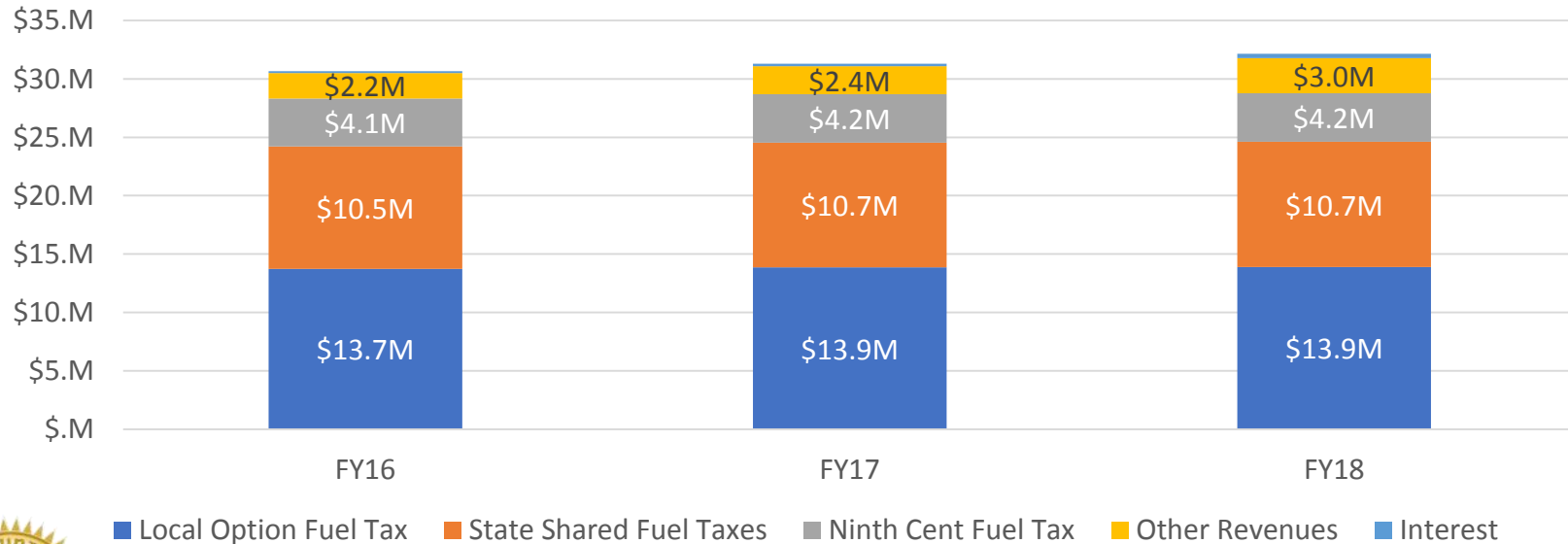




# Supporting Data: Transportation Funding



## Transportation Trust Fund Revenues



Source: Pinellas County OPUS Financial Reports

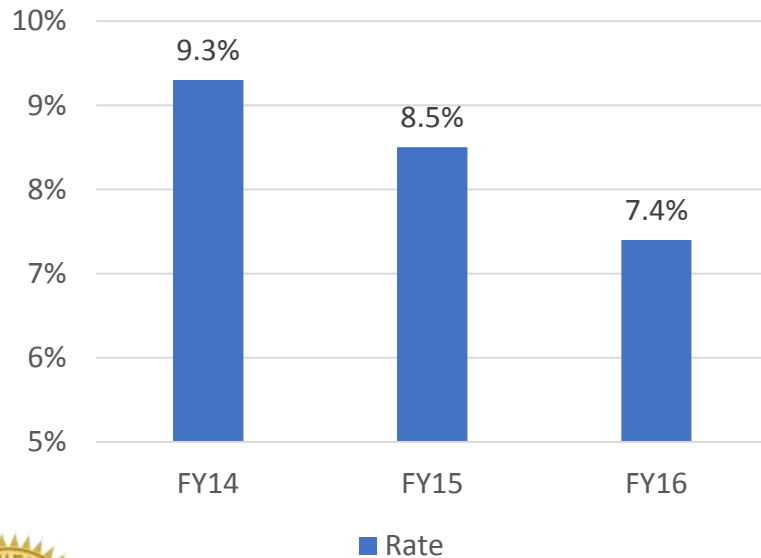




# Supporting Data: Economic Vitality

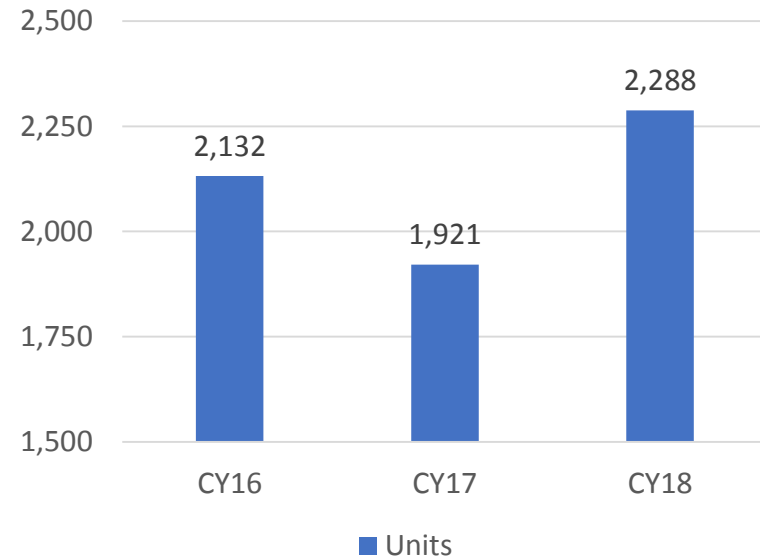


## Commercial Vacancy Rate



Source: CoStar

## Housing Units Permitted



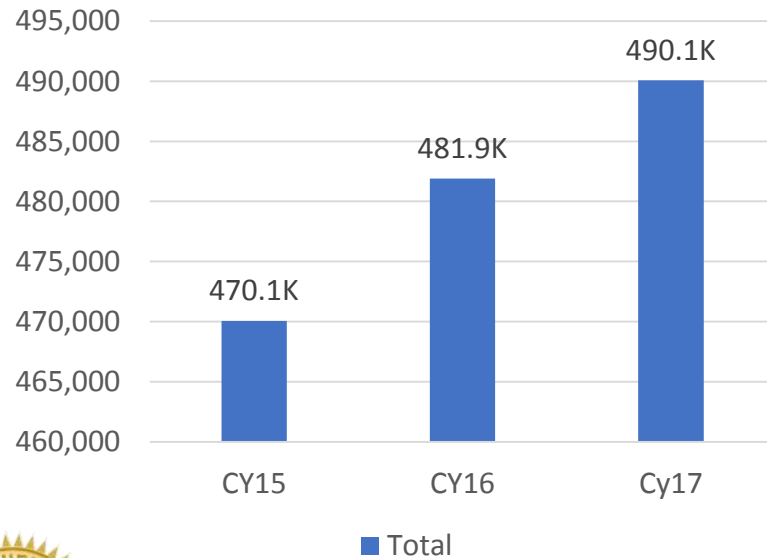
Source: HUD SOCDs Building Permit Database



# Supporting Data: Career Opportunities

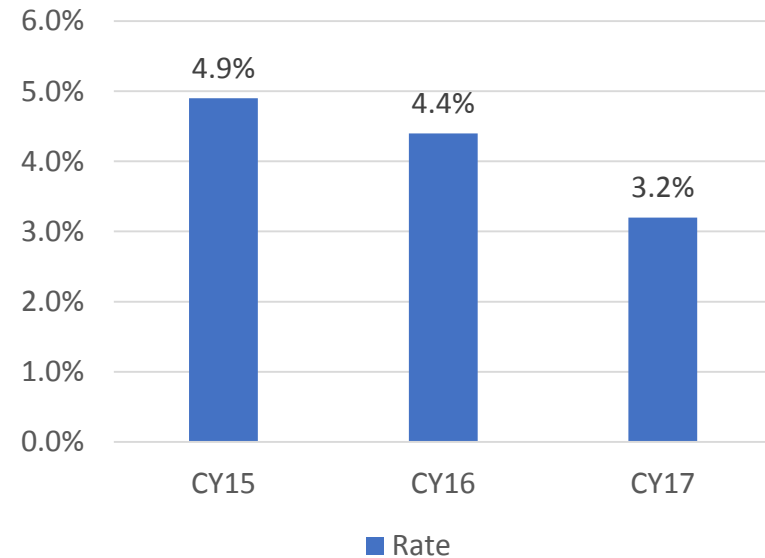


## Total Labor Force



Source: Bureau of Labor Statistics

## Unemployment Rate



Source: Bureau of Labor Statistics

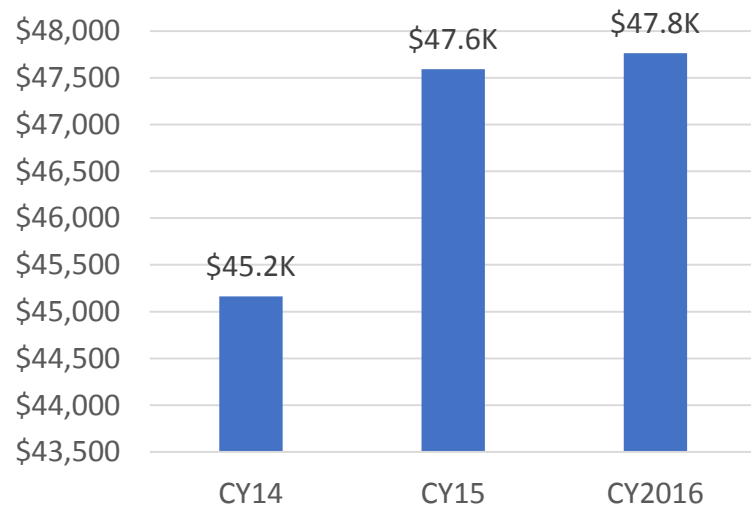




# Supporting Data: Career Opportunities



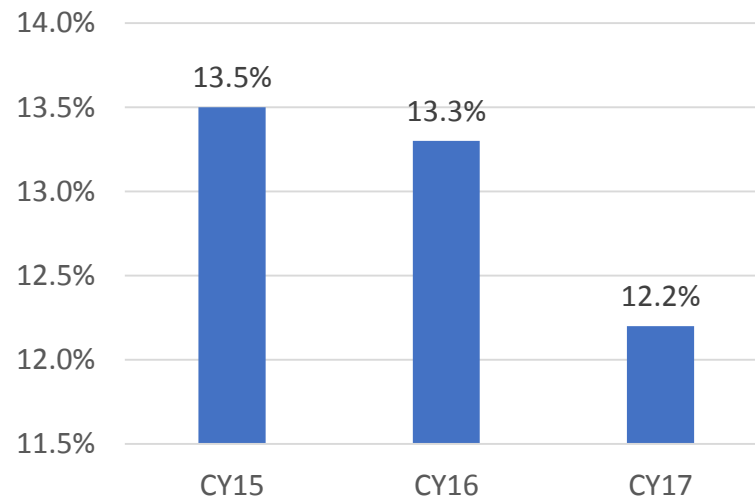
## Median Household Income



■ Income

Source: US Census Bureau

## Poverty Rate



■ Rate

Source: US Census Bureau

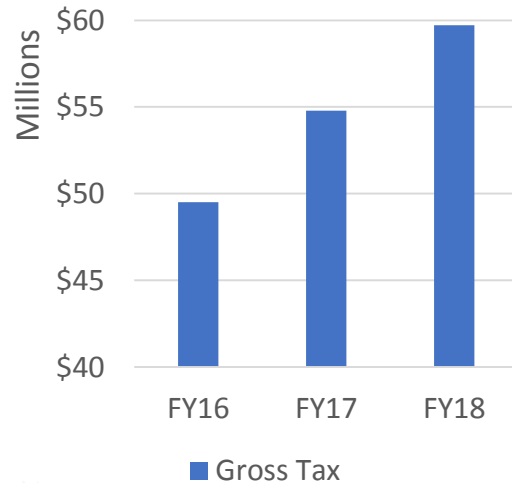




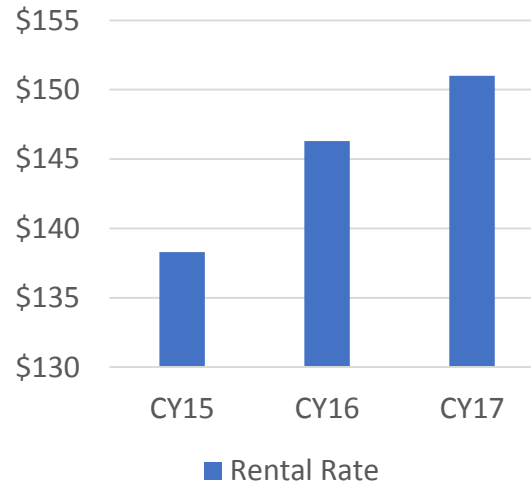
# Supporting Data: Tourism



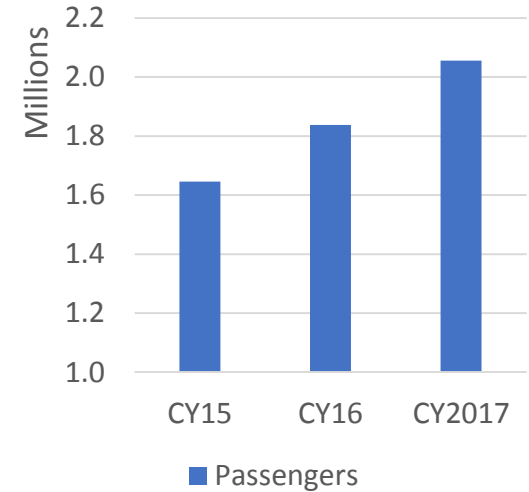
## Tourist Development Tax Collection



## Average Nightly Room Rental Rate



## PIE Passengers



Source: FL Department of Revenue

Source: PIE



# Foster Continual Economic Growth and Vitality

## Strategy Discussion







# CRA Policies and Plan Review





# CRA Policies and Plan Review



- **2017 BCC updated CRA approval policies/guidelines**
  - Established three local CRA types, based upon data analysis
  - Focus future County investment of TIF to areas of greatest need
- **2019 establishing CRA oversight/reporting requirements**
  - Exceed requirements of Florida Statutes
  - SharePoint site under development for CRA administrators to report on County TIF expenditures
  - Developing a CRA working group (first meeting spring 2019)
  - Next area of focus will be on establishing/measuring outcomes







# Creative, Solution Driven Leadership in Unincorporated Areas





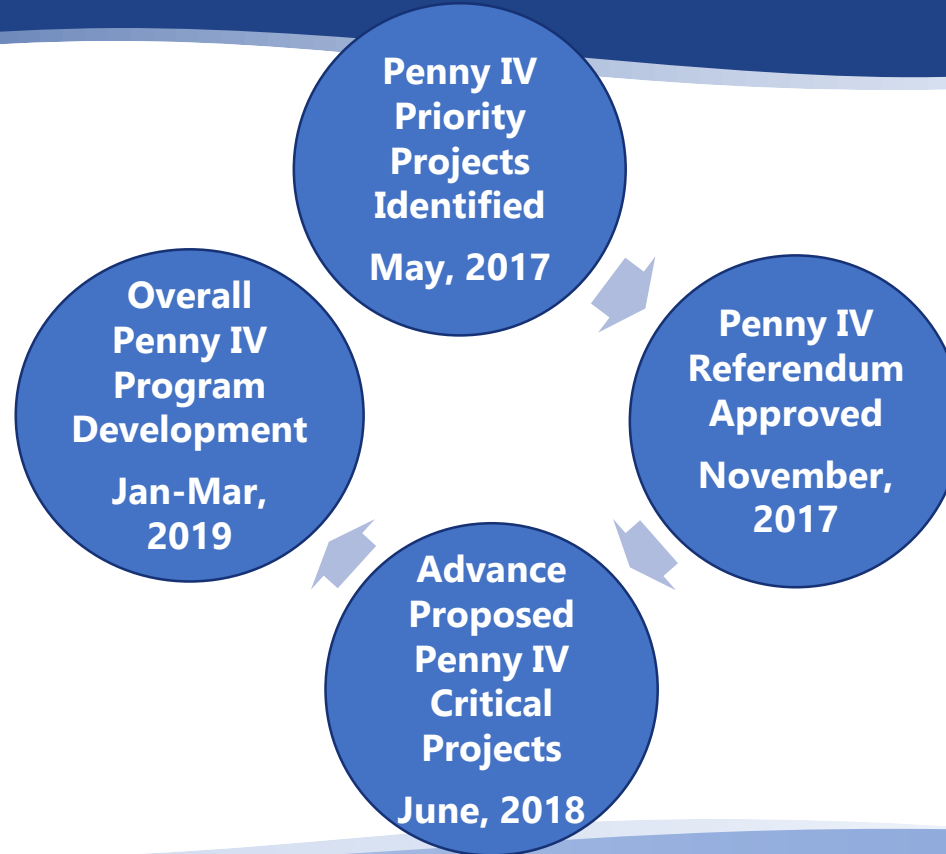


# Penny IV Updates



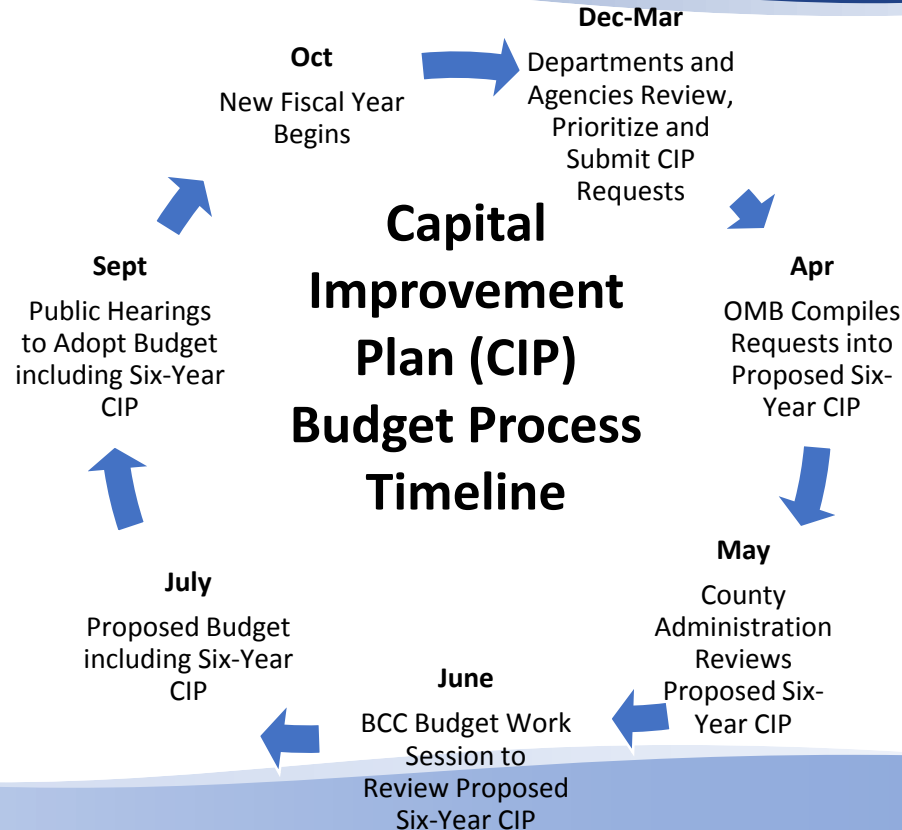


# Penny Program Development





# CIP Budget Process Timeline





# **Deliver First Class Services to the Public and Our Customers**

**Current State**

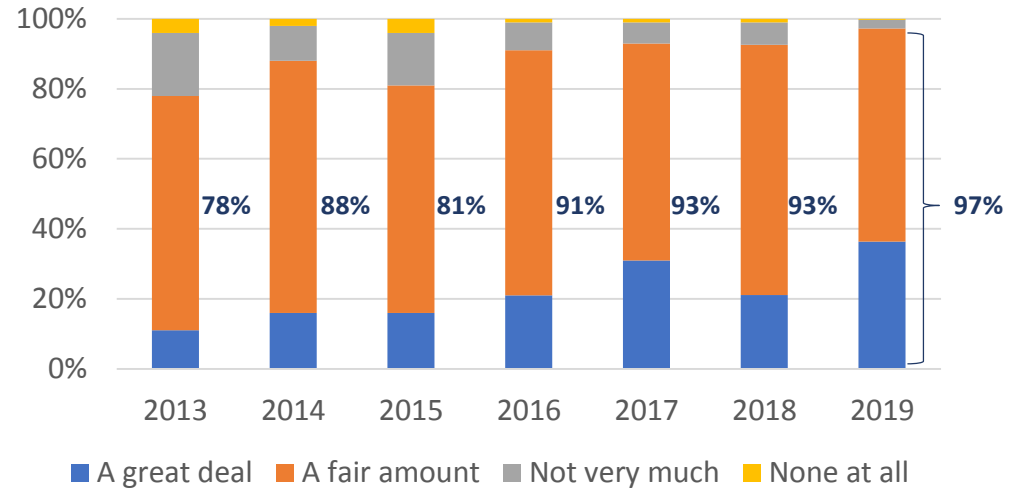




# Trust & Confidence

**97% of residents reported having a *great deal* to a *fair amount* of trust and confidence in Pinellas County government's handling of County issues.**

*How much trust and confidence do you have in Pinellas County government when it comes to handling County issues?*



Source: 2019 Pinellas County Citizen Survey

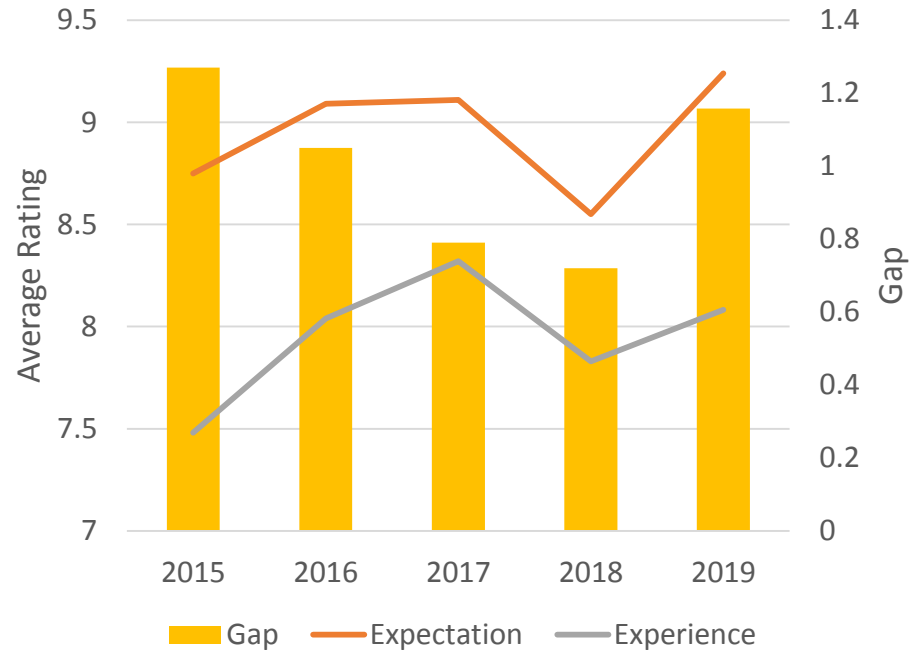


# Supporting Data: Access to Government



**Between 2018 and 2019, the gap between expectation and experience increased 0.72 to 1.16.**

**Citizens who had low experience ratings in 2018 cited confusing telephone numbers (33%)**



Source: 2019 Pinellas County Citizen Survey



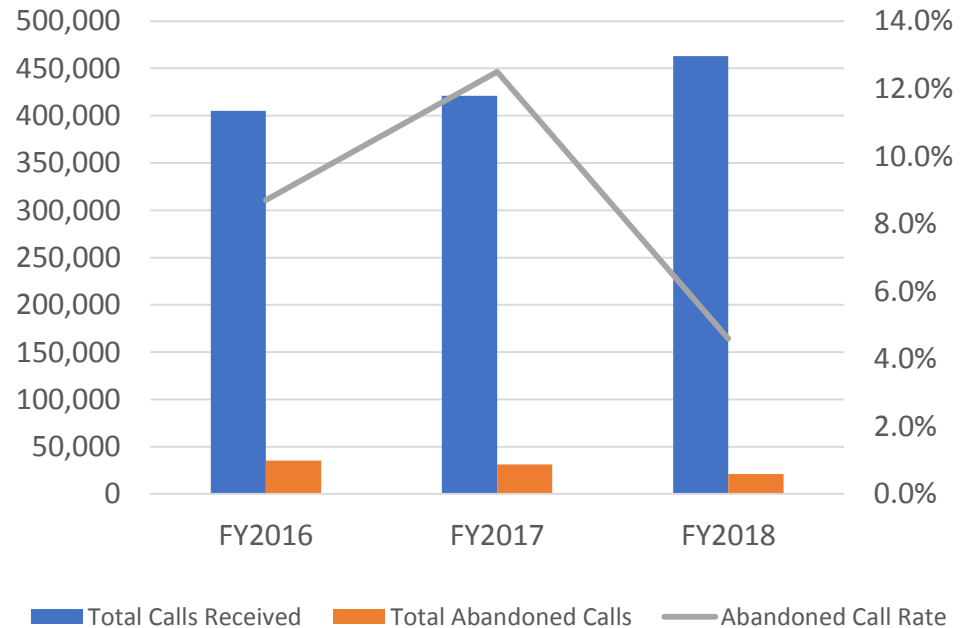
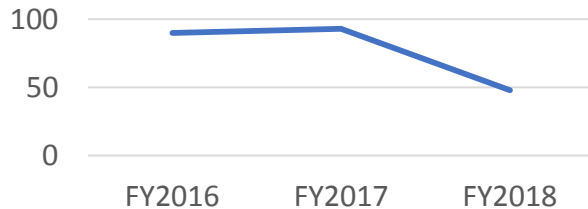


# Supporting Data: Call Center Data



**While overall calls received to County call centers increased 10% in 2018, wait time and abandoned call rate decreased 48% and 8% respectively**

Average Call Wait time  
(In Seconds)



Source: Pinellas County Automated Call Distribution (ACD) system reports



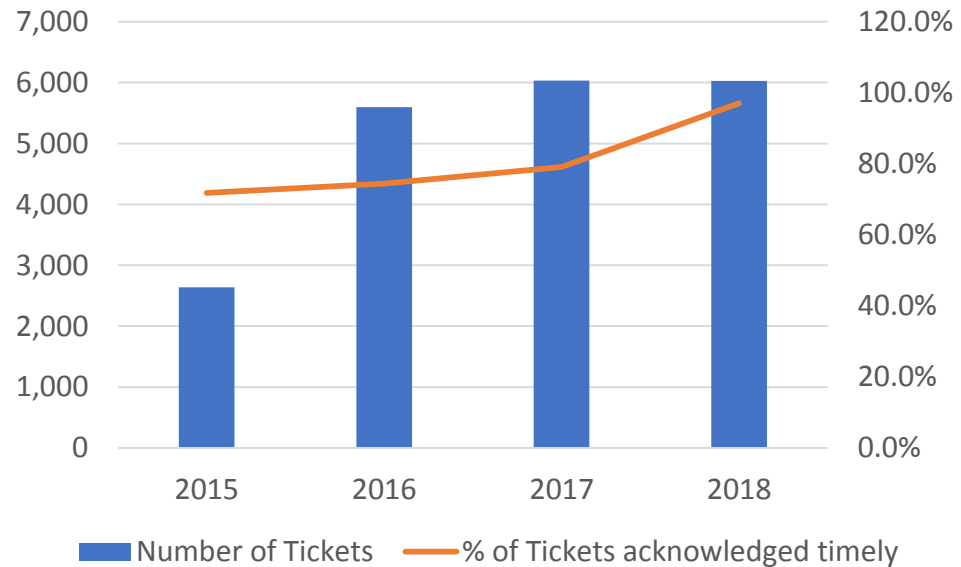


# Supporting Data: See Click Fix



**As the number of tickets has remained consistent year over year, timely acknowledgement (within one business day) has improved 17.9% from 2017**

See Click Fix Data



Source: Pinellas County See Click Fix Data

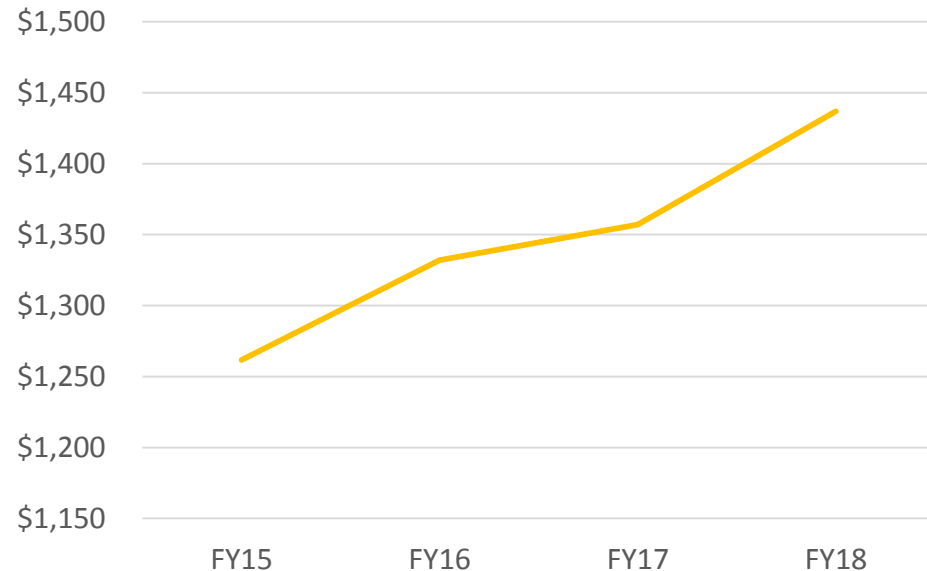


# Supporting Data: Operating Budget



**Budgeted Operating Expenditures per Capita increased 14% between FY15 and FY18.**

Operating Budget per Capita



Sources: Pinellas County Adopted Budget and BEBR





# **Deliver First Class Services to the Public and Our Customers**

## **Strategy Discussion**





# Create a Quality Workforce in a Positive, Supportive Organization



Current State







## Employees' highest and lowest ranked job characteristics

- |   |   |
|---|---|
|  |   |
| Lowest Rank   |   |
|   | 1. Connection between compensation and performance                        |
|   | 2. Dealing with low-performing employees                                  |
|   | 3. Compensation (salary and benefits) compared with similar opportunities |
|   | 4. Opportunities to develop a career path                                 |
|   | 5. Overall Staff Morale   |
| Highest Rank  |   |
|  |   |
|   | 6. Employees feel positive working for Pinellas County                    |
|   | 7. Level of recommend working for the County                              |
|   | 8. Competitive benefits overall (vacation, sick leave, retirement, etc.)  |
|   | 9. Employees know what's expected of them at work                         |

Source: Pinellas County 2017 Employee Voice Survey



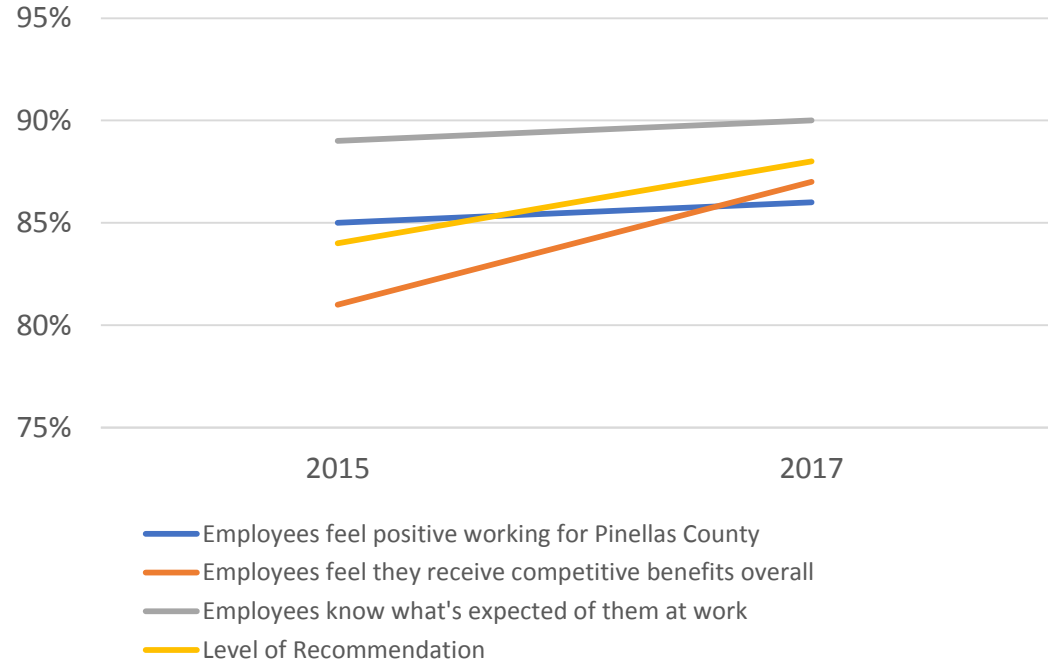


# Employee Perspective



## Highest rated Metrics

- **Employees feel positive working for Pinellas County (86%) and recommend working for the County (88%)**
- **87% of employees feel they receive competitive benefits overall (vacation, sick leave, retirement, etc.)**
- **Employees know what's expected of them at work (90%)**



Source: Pinellas County 2017 Employee Voice Survey

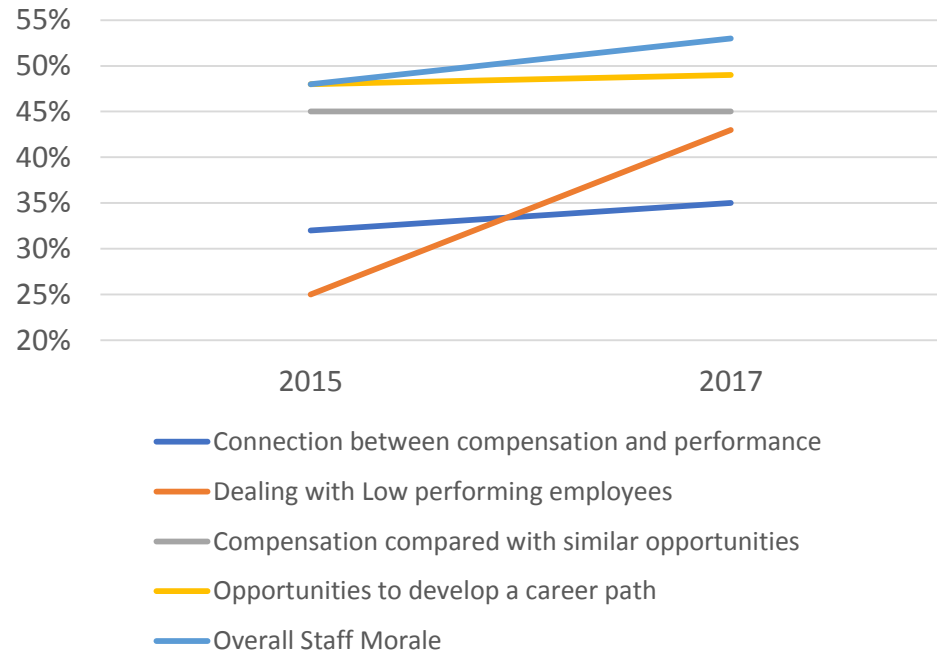


# Employee Perspective



## Opportunities for Improvement

- **There is a connection between compensation and performance (35%)**
- **Dealing with low-performing employees (43%)**
- **Compensation (salary and benefits) compared with similar opportunities (45%)**
- **Opportunities to develop a career path (49%)**
- **Overall Staff Morale (53%)**



Source: Pinellas County 2017 Employee Voice Survey

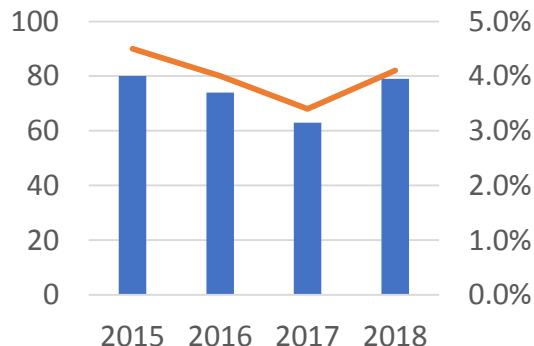


# Supporting Data: Workforce Retention



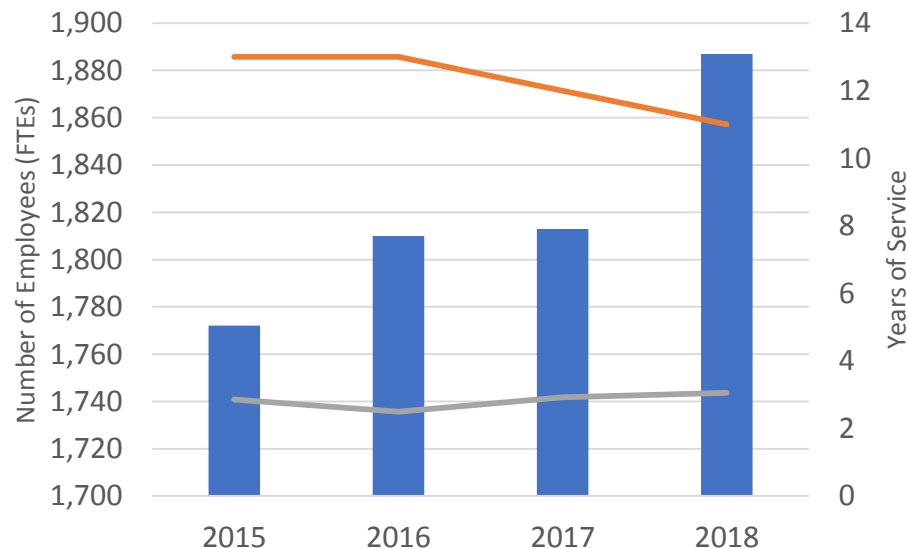
Average length of service has decreased 8% while employee numbers and retirements have increased 4% and 0.7% respectively.

Turnover rate within 1 year of employment has increased YoY 0.13%



■ Number of retirements

— Retirement Rate



■ Number of Employees

— Average Length of Service (years)

— Turnover Rate within 1 year (%)

Source: Pinellas County Human Resources Data





# Supporting Data: Employee Mentoring

## Employee Mentoring Volunteer Hours

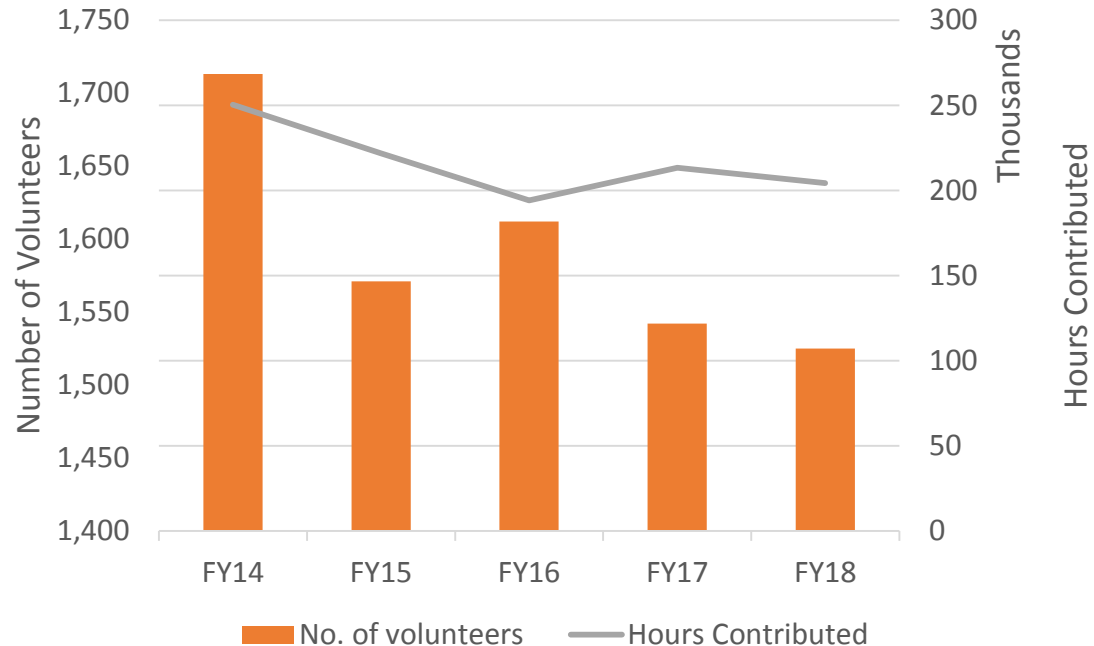




# Supporting Data: Volunteer Service



**Both the number of volunteers and the hours contributed by volunteers declined between FY14 and FY17 but appear to be stabilizing somewhat in FY18.**



Source: Pinellas County Human Resources Data





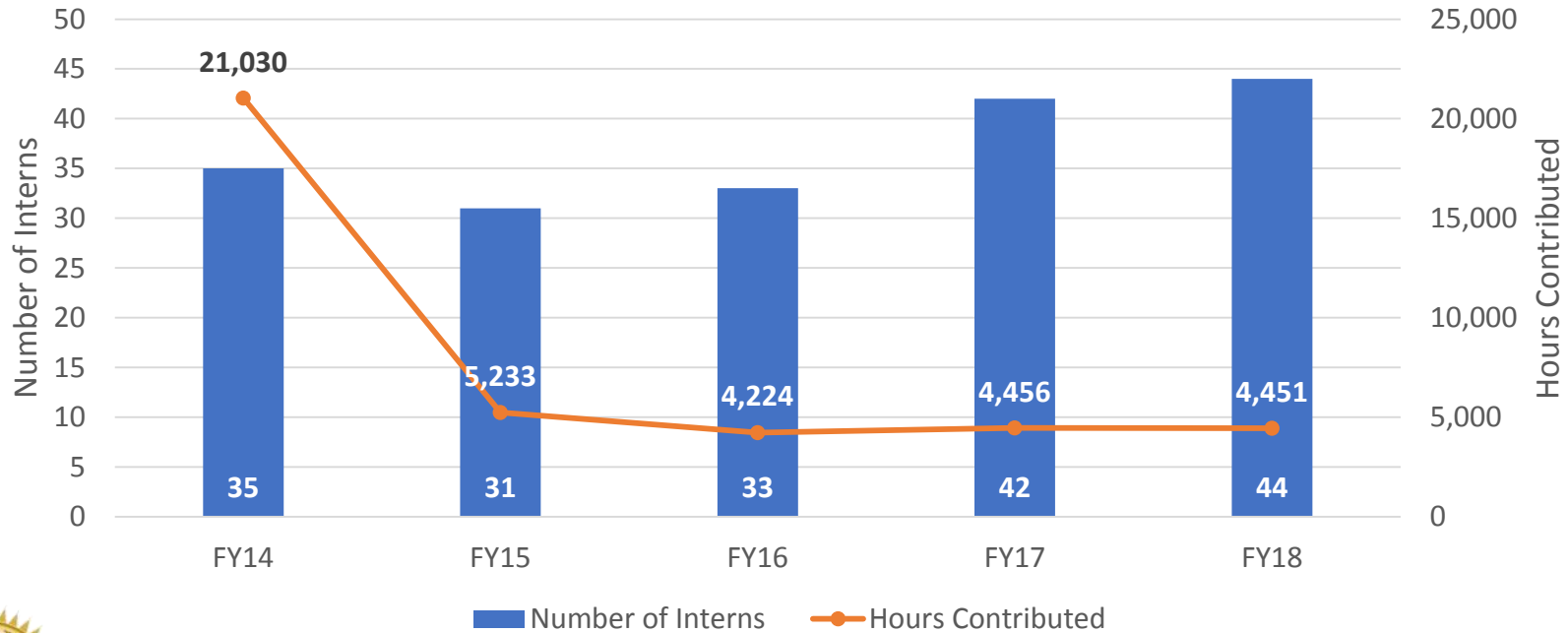


# Youth Training and Employment





# Internship Trends





# Create a Quality Workforce in a Positive, Supportive Organization

## Strategy Discussion





# Debrief and Adjourn

