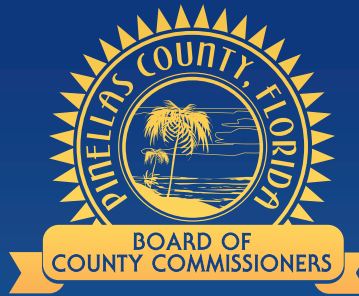


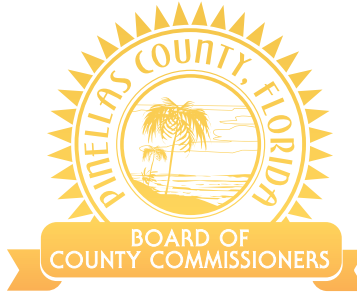
# Doing Things For You!

Pinellas County | 2015 Accomplishments



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





# Doing Things!

## Contents

Message from the Board. . . . .	1
Pinellas County's Strategic Plan . . . . .	2
 Deliver First Class Services to the Public and Our Customers . . . . .	4
 Foster Continual Economic Growth and Vitality. . . . .	6
 Practice Superior Environmental Stewardship . . . . .	9
 Ensure Public Health, Safety, and Welfare . . . . .	11
 Create a Quality Workforce in a Positive, Supportive Organization . . . . .	13
Doing Things Awards . . . . .	14
Recognizing Excellence . . . . .	16



The Penny denotes projects funded all or in part by the Penny for Pinellas, a one percent sales tax dedicated to Capital Improvement Projects.

# Message from the Board



Front row: **Janet C. Long** (Vice Chairman, District 1), **Charlie Justice** (Chairman, District 3), **Dave Eggers** (District 4)  
Back row: **John Morrone** (District 6), **Pat Gerard** (District 2), **Karen Williams Seel** (District 5), **Kenneth T. Welch** (District 7)

The Pinellas County Board of County Commissioners and County employees are committed to **Doing Things** to serve the public and our customers. On the pages that follow, you will find a sampling of our 2015 accomplishments focused on making Pinellas County a better place to live, work and play.

As the elected policymaking body, we have set the goals and direction for the County. In 2015, we adopted a Strategic Plan with five broad goals and supporting strategies. The building blocks of the Plan are the things we do every day; we call it simply, **Doing Things**. We find that when our employees are focused on **Doing Things**, well, things get done. The result is efficient and effective work that provides the highest quality customer service.

This is not a Plan that sits on a shelf gathering dust. Instead it is a vibrant blueprint for the work we do every day, and the results can be seen throughout the County: in our parks, on our roads and waterways, in the daily services we provide to the communities where you live. We are striving to achieve our Vision: To be the Standard for Public Service in America.

Our work is strengthened through partnerships - and in Pinellas County, our partnerships with businesses, municipalities, neighborhood associations and many others have resulted in even greater progress. **Doing Things** means seeing tangible results from our daily work, and our partners help us achieve those results.

We are proud of our accomplishments in 2015. The big things and the little things. We are **Doing Things for you!**

*John Morrone Pat Gerard Karen Williams Seel Kenneth T. Welch*  
*Janet C. Long Charlie Justice Dave Eggers*

# Pinellas County's Strategic Plan:

**Mission:** Pinellas County Government is committed to progressive public authority, and responsible management of public resources to



## Deliver First Class Services to

- 5.1 Maximize partner relationships and public
- 5.2 Be responsible stewards of the public's
- 5.3 Ensure effective and efficient delivery of
- 5.4 Strive to exceed customer expectations



## Ensure Public Health, Safety, and Welfare

- 2.1 Provide planning, coordination, prevention, and protective services to ensure a safe and secure community
- 2.2 Be a facilitator, convener, and purchaser of services for those in need
- 2.3 Provide comprehensive services to connect our veterans and dependents to the benefits they have earned
- 2.4 Support programs that seek to prevent and remedy the causes of homelessness and move individuals and families from homelessness to permanent housing
- 2.5 Enhance pedestrian and bicycle safety



## Practice Sustainable Environment

- 3.1 Implement green technology where practical
- 3.2 Preserve and manage environmental resources, beaches, parks, and historic sites
- 3.3 Protect and improve the quality of other natural resources
- 3.4 Reduce/reuse/recycle resources, water, and solid waste



## Create a Quality Workforce in a

- 1.1 Recruit, select, and retain the most diverse and
- 1.2 Leverage, promote, and expand opportunities
- 1.3 Make workforce safety and wellness a priority
- 1.4 Maintain a fair and competitive compensation

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

# Doing Things to Serve the Public

policy, superior public service, courteous public contact, judicious exercise of meet the needs and concerns of our citizens today and tomorrow.

## the Public and Our Customers

outreach  
resources  
county services and support

## Superior Environmental Stewardship

technologies and practices  
environmental lands,  
cultural assets  
quality of our water, air, and  
resources including energy,



## Foster Continual Economic Growth and Vitality

- 4.1 Proactively attract and retain businesses with targeted jobs to the county and the region
- 4.2 Invest in communities that need the most
- 4.3 Catalyze redevelopment through planning and regulatory programs
- 4.4 Invest in infrastructure to meet current and future needs
- 4.5 Provide safe and effective transportation systems to support the efficient flow of motorists, commerce, and regional connectivity
- 4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

## Positive, Supportive Organization

talented workforce  
for workforce growth and development  
package

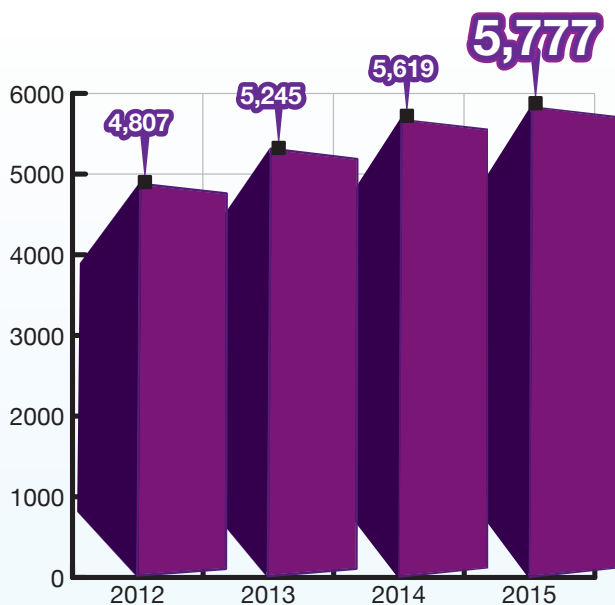
# Deliver First Class Services to the Public and Our Customers

In order to achieve our Vision, the service level provided to the Public and our customers is paramount. Our strategies help to ensure positive customer experiences with regard to the timeliness, quality, and cost-effectiveness of services, as well as fiscal accountability and sustainability.



## Pet Adoption Statistics

**Adoptions** (Cats & Dogs Combined)



Engaging the public is important to the County: A Community Conversation at St. Petersburg College in Seminole gave Citizens an opportunity to meet County officials. Citizens could also watch and participate online or call in with questions.

Code Enforcement officers were able to work with property owners to avoid fines and achieve voluntary compliance in 91% of cases opened.

To better serve the public and enhance the visitor experience, a Ranger is now stationed in all County parks.

Improvements to the Animal Services lobby make the adoption experience more personal and enjoyable for customers.

Communications responded to more than 1,300 Citizen inquiries through LiveChat, and answered more than 16,000 Citizen phone calls to the information desk, not including 41,000 calls directly transferred to departments through a brief options menu.

Consumer Protection returned \$638,000 in refunds, adjustments and court-ordered restitution to wronged consumers while bringing fraudulent and unlicensed contractors to justice.

The work completed for Public Works by the Inmate Work Program provided a value of \$353,000, equal to the cost of eight full-time maintenance worker positions.

9 in 10 Citizens surveyed by an independent organization recommended Pinellas County as a place to live or retire.

More than 8 in 10 Citizens reported trust and confidence in the County's handling of issues, well above levels reported by the Nationwide Gallup poll for other local governments.


Volunteers worked more than 265,000 hours – the equivalent of \$6.1 million – assisting County staff in serving the public.

To stop mosquitoes, Mosquito Control completed 2,100 hours of fogging and aerial treatment of 350,000 acres, and handled more than 2,100 service requests from Citizens.


Personnel inspected 34,372 drainage structures and 552,747 linear feet of open ditches, equal to the length of more than 1,500 football fields.

The new Smart Tracs Advanced Traveler Information System website and the Video Distribution Management System helps make traffic flow better, providing traffic camera access to all television outlets and emergency management agencies.



 Public Works directed the paving of over four miles of unincorporated streets and resurfaced 54 lane miles of roadways.

Continuing into 2016, bridge maintenance personnel are repainting the Bayside Bridge, reducing costs an estimated 50%, saving the County approximately \$300,000. The bridge is the largest and highest valued asset in the Public Works inventory.

 To provide safe access for pedestrians, the County repaired or replaced more than 28,000 square feet of damaged sidewalks. Maintenance personnel also conducted 882 sidewalk grinds to remove potential trip and fall hazards.

Five Honor Flights with “Welcome Home” celebrations were hosted at St. Pete-Clearwater International Airport. Overall since the program began, 22 flights have flown WWII, Korean War and Vietnam War Veterans from PIE to Washington D.C. to visit their war memorials.

Risk Management partnered with the Clerk of the Circuit Court and the Florida Department of Highway Safety and Motor Vehicles to streamline access to motor vehicle records, saving about \$40,000 a year over using a private vendor.

The award-winning “Doing Things For You” mobile app allows Citizens to report problems like pot holes, damaged sidewalks, illegal dumping, mistimed traffic signals, and more through mobile devices. More than 4,000 issues were addressed by County departments and municipal partners.



Departments were renamed for their responsibilities and streamlined to become more accessible to the public and customers.

Consumer Services, renamed Consumer Protection, co-located within the Pinellas-Pasco State Attorney's Office 6th Judicial Circuit in Clearwater, resulting in savings of \$115,400 per year and better customer service.

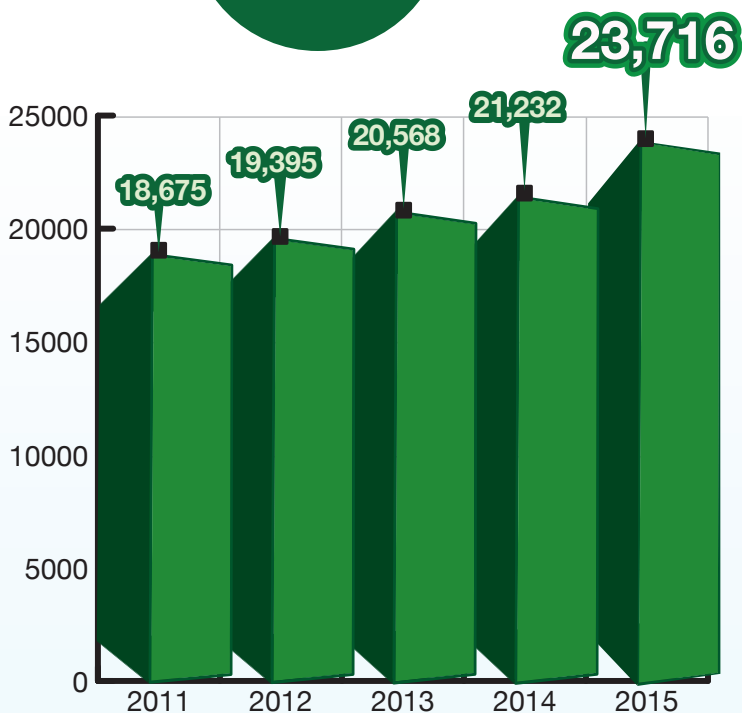
Employees collected more than 14 bins overflowing with food donations for RCS Food Bank and toys to brighten the holidays for foster children through Eckerd Community Alternatives. Additionally, employees donated more than \$6,000 to purchase bikes for children as part of the County's 29th annual bike drive.

# Foster Continual Economic Growth and Vitality

In order to reduce unemployment rates and expand the local economy, opportunities exist to focus on improved and approved sites, redevelopment, and leveraging County assets to attract businesses with high wage jobs to our area. Transportation, infrastructure, culture, and recreation are also key contributors to continued economic growth and vitality.



Building Permit Activity By Fiscal Year



Partnering with the Tampa Bay Export Alliance, a trade mission to Canada created relationships to promote trade, tourism and multimedia industry opportunities for local businesses working to expand into international markets.

To help prospective entrepreneurs, the Small Business Development Center at Economic Development received a total of \$293,000 in grant funding.

Economic Development assisted in 16 corporate relocations and expansions, including:

- Twinlab, headquarters relocation, 80 new jobs projected
- Power Design, headquarters expansion, 60 new jobs projected, 196 jobs retained
- Great Bay Distributors, headquarters expansion, 200 jobs retained
- Genius Central, headquarters relocation, 100 new jobs projected

Human Services assisted residents in achieving their dreams of owning a home by taking part in the Home Ownership for People Everywhere (HOPE) Expo in St. Petersburg.



The Board established the Lealman Community Redevelopment Area (CRA) and a Citizen Advisory Committee to aggressively pursue a series of long-term, redevelopment and revitalization strategies in Lealman. This is the first CRA in Unincorporated Pinellas County.



In partnership with the Housing Finance Authority, 7.7 acres of property were purchased within the Lealman CRA for affordable housing development.

The South St. Petersburg and Lealman CRAs will use Tax Increment Financing funds to invest in private redevelopment to help tackle blight conditions and community programs such as workforce training and after-school activities to revitalize each area.

Overnight visitors and tourists resulted in a \$7.3 billion total economic impact to the County for January through September 2015, up 5.2% over 2014.

Development Review Services processed over 33,000 customer transactions. More than half of these customers were served within five minutes, a 10% improvement over last year.

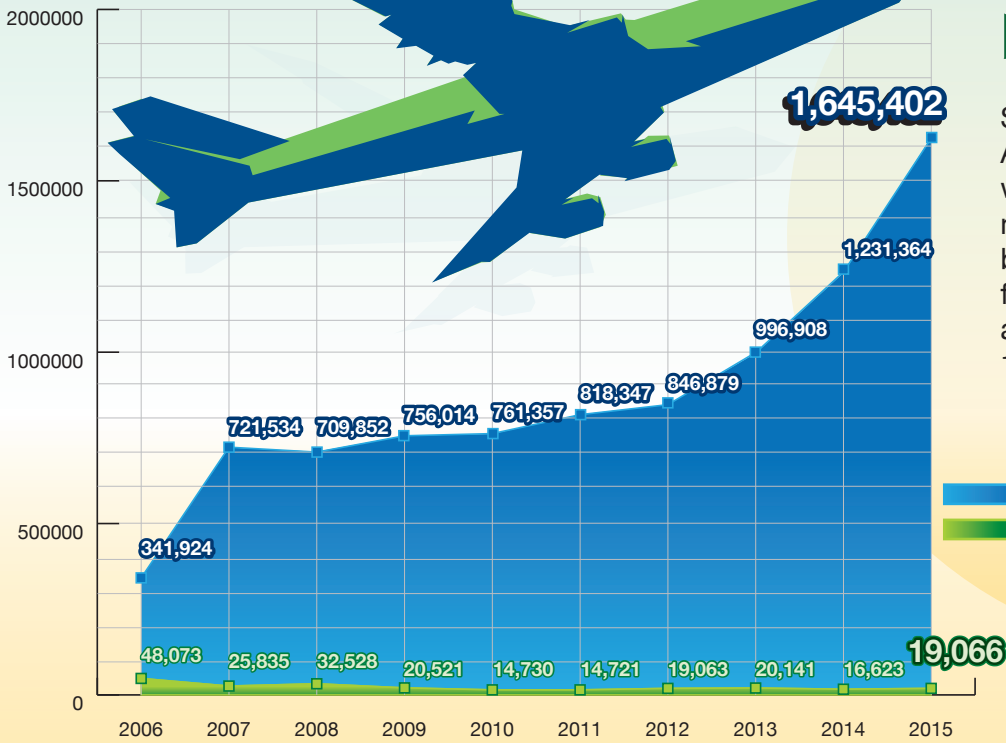


## Employment in Pinellas County

In September 2015, 457,464 citizens were employed in Pinellas – more than ever before. This is 74,467 more working Citizens than at the lowest point of the recession in December 2009.



# PIE Annual Passengers



St. Pete-Clearwater International Airport's (PIE) operating profit was \$2.8 million, up from \$2.1 million last year. 2015 was record breaking for PIE with 52 non-stop flights, 12 more than last year, and an all-time passenger high of 1.6 million.




## Hotel/Resort Bed Tax by Fiscal Year

The Convention and Visitors Bureau received a \$100,000 matching grant from Visit Florida to promote medical conventions and meetings.

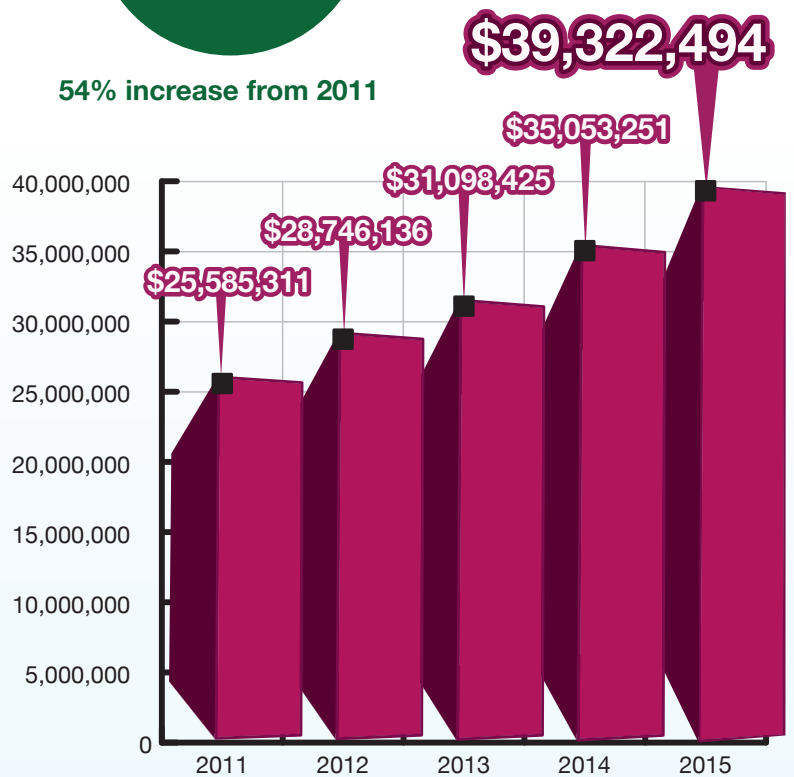
St. Pete-Clearwater International Airport was recognized by the Wall Street Journal as one of the fastest growing airports in the United States.

The Airport completed a new 158 space cellphone waiting lot.

The Airport achieved no discrepancies on its annual Federal Aviation Administration safety and certification inspection for the 11th straight year.

 Planning established a land assembly program to stimulate redevelopment and increase affordable housing construction. The Housing Finance Authority will issue a \$6 million funding availability announcement seeking eligible projects and housing development partners.

54% increase from 2011



# Practice Superior Environmental Stewardship

Preservation of our resources, both natural and built, in the most densely populated County in Florida requires continual effort. Cost-effective green technologies and practices serve to protect the unique qualities of our County. These technologies increase our ability to meet regulatory requirements, and help to protect and preserve the very things that make our County a great place to live, work, and play.



The first Countywide paper shredding event allowed Citizens to protect their identity by shredding sensitive documents and protect the environment by recycling them.

Fleet Management instituted green solutions including parts washers and an aerosol can puncturer instead of using chemicals.

The Fred E. Marquis Pinellas Trail celebrated its 25th Anniversary. Created along the abandoned CSX railroad, the 47-mile Pinellas Trail connects with the Duke Energy Trail and the North Bay Trail to create a 75-mile linear park loop that is used by more than 90,000 Citizens and guests each month.

Weedon Island's "Navigating Tampa Bay's Maritime Past" exhibit opened featuring an 1,100-year old canoe that was excavated in 2011.

Through the Adopt-A-Pond program, Citizen partner groups adopted six ponds to focus on improvements to drainage and water quality, habitat restoration, flood protection, and increased environmental stewardship.

The County's Parks and Preserves had 17.5 million visitors, an increase of 1.3 million visitors from last year.



Utilities reduced potable water flushing by 54 million gallons. Since 2012, a new treatment strategy has resulted in savings of over \$1 million.

A report released by the Southwest Florida Water Management District shows that County waters support 17,000 acres of seagrass beds, an increase of 150 acres from 2012.

The County, Keep Pinellas Beautiful and more than 100 volunteers participated in two cleanup events held at Cross Bayou and Joe's Creek. Over 1,000 pounds of debris was removed from the waterways.



The \$1.5 million Fort De Soto Park recirculation project will restore estuary habitat and improve water quality in the bay.

Utilities celebrated 80 years delivering high-quality potable water to Citizens. The County is first in the nation in reducing the use of potable water. Over the years, water usage has decreased from 175 gallons per person per day to 50 gallons.

The County received an improved flood insurance program rating, which will result in an expected overall premium savings of more than \$5.4 million for residents and businesses in unincorporated areas.

The County partnered with St. Pete Beach and Indian Rocks Beach to replace six dune walkovers and provided 26,000 sea oats to beach communities to stabilize and protect the dune system.

Opened in 2015, the Downtown Clearwater District Cooling Plant uses an impressive system to make ice at night when power costs are low and delivers chilled water through an underground distribution system to provide economical, environmentally friendly air conditioning to several area buildings.

The old Pinellas County Courthouse, built in 1917, was designated as a historic property. The Courthouse is still used today for court hearings and houses a public law library.

# Ensure Public Health, Safety, and Welfare

An essential function of government is to provide for and protect the public's basic health and safety by ensuring rapid and effective emergency response; facilitating disaster preparedness, continuity of operations, and recovery; coordinating health, dental, and other social services for those in need; and responding to animal safety and welfare concerns.



Safety and Emergency Services partnered with the St. Petersburg Police Department to use each other's emergency communications facilities to receive 9-1-1 calls in case a disaster would prevent either party from occupying its facility.

In partnership with WestCare Gulfcoast-Florida, Inc., the County provided substance abuse treatment to Veterans in the criminal justice system who have substance abuse and mental health issues.

To protect Citizens and their pets, a new ordinance incentivizes owners to be more responsible. Citations may now be issued starting with the first violation.

Human Services and 211 Tampa Bay Cares, Inc. partnered for the Adult Emergency Financial Assistance Pilot Program to make \$700,000 available to assist those in need of emergency financial help to avoid homelessness and other catastrophic outcomes.

Veterans Services partnered with the Tampa Bay Rays for an Honor Pass Program offering two complimentary tickets per home game to active duty military as well as retired and honorably discharged veterans.

The County partnered with Gold Star Mothers and local veterans' advocates to establish and dedicate a Battlefield Cross Monument at War Veterans' Memorial Park to honor the County's fallen service members of the Gulf War Era.



The Pinellas County Care Fund gives utility customers the opportunity to help eligible residents cover basic necessities such as utility bills.

A Human Trafficking Ordinance establishes requirements for signs at specified businesses to raise awareness of the practice and of the resources available to victims, with a goal of reducing human trafficking.

A Wage Theft Ordinance was adopted to prevent employers from underpaying or not paying their employees. Citizens can file a claim, at no cost, to attempt to resolve a wage theft issue.



Ground was broken on the new Bayside Health Clinic in Clearwater to provide health and dental services to an estimated 1,200 citizens. The federal grant funded clinic will open in April 2016.

The County is working with the Pinellas County School Board to provide 600 school buses access to the countywide public safety radio system which will allow seamless communication with Emergency Management during a disaster activation.

The Curbing Asthma Community project identifies children with the most frequent asthma-related hospital visits to reduce attacks, 9-1-1 calls, ambulance transports, emergency room visits and hospital stays.

HOME Investment Partnership Program loans and grants will be used to construct and renovate 95 housing units and four multi-family properties at The Villages at Tarpon, a 55 and older community.

The regional 9-1-1 center handled 928,000 emergency calls in its first year of operation. Over 77% of the 9-1-1 calls handled were made with mobile devices.

The County partnered with the Pinellas County Urban League on a new “Highways to Health” van that will be used to provide services to thousands of Citizens. The van is partially funded by the County for \$78,500.

Veterans Services took part in the third annual Resources and Job Fair sponsored by the Disabled Americans Veterans Clearwater Chapter 11. The Fair featured employment opportunities and resources available for disabled veterans, military personnel and their dependents.



# Create a Quality Workforce in a Positive, Supportive Organization

The County believes that the workforce is the foundation of organizational performance excellence. Providing opportunities for personal and professional growth and career advancement, ensuring a safe, comfortable work environment, and remaining competitive within the labor market are strategies that will enable us to recruit, select, retain, and cultivate the workforce of today and tomorrow.



The County replaced three contracted nurse case managers with an in-house nurse case manager to provide personal assistance to injured workers by attending physician visits with them and developing a plan to aid in recovery from their injuries, allowing them to return to work.

The Board of County Commissioners adopted an alternative minimum wage threshold of \$12.50 per hour for all full-time, permanent employees who fall under the County Administrator.

The County implemented “Ban the Box,” a campaign that removes the criminal history box from the initial employment application to eliminate bias. The final decision to hire remains contingent on a criminal background check.

The County introduced its Employee Choir. The Choir performs at County-sponsored events, including the Battlefield Cross Memorial Dedication and the Holiday Lights in the Gardens.

**1,757**  
EMPLOYEES

**22,403**  
COMBINED YEARS  
OF SERVICE TIME

**13 YEARS**  
AVERAGE  
EMPLOYEE  
TENURE



# Doing Things Awards

*Doing Things! Recognition* is awarded by the Board of County Commissioners to employees for their commitment and dedication to delivering first class services to Citizens. These individuals are recognized by their peers for their leadership in exceeding customer expectations and ensuring effective and efficient delivery of County services and support.



**Thomas Breedlove, Parks and Conservation Resources**

Thomas, a 16-year employee, works tirelessly to keep many of our beautiful parks and preserves in pristine condition for our residents and visitors to enjoy.



**Otha Armstrong, Public Works**

Otha, a 32-year employee, and his crew fix potholes and other pavement issues throughout north County to sustain safe roadways.



**Monica Davis-Griffin, Human Services**

Monica, a 31-year employee, works with the Adult Drug Court and other programs through Justice Coordination, benefiting thousands of Citizens and making the County a safer place.



**Bob Barter, Fleet Management**

Bob, a 32-year employee, oversees the maintenance and upkeep of hundreds of County-owned vehicles and equipment used by the various departments.



**Michael Dowling, Veterans Services**

Michael, a 10-year employee and a 21-year veteran of the Army, helps our veterans and their families get the benefits they have earned and educates the community about serving veterans.



**Eric Bell, Communications**

Eric, a 17-year employee, provides graphic design, illustration, computer animation and Web support for a variety of County departments, including the design of the Doing Things brand!



**Rosa Garcia, Purchasing**

Rosa, a four-year employee, took the lead role in ensuring the department's successful application for the national "Achievement in Excellence" award for procurement in 2014 and 2015. She has also earned the highest certification possible in procurement.





**Deneta Jones,  
Public Works**  
Deneta, a 10-year employee, works at the Traffic Control Center helping residents make better decisions on our County roads.



**Sandy Sandmeyer,  
Human Services**  
Sandy, a 25-year employee, assists the Public in obtaining Social Security Disability, Supplemental Security Income and Medicaid benefits.



**Steve Krok,  
Real Estate Management**  
Steve, a 20-year employee, services the high-tech heating and cooling systems at the Public Safety Complex, also providing general maintenance support throughout mid-County.



**Dorothy "Dottie" Simpkins,  
Public Works**  
Dottie, an 18-year employee, clears tree limbs and other debris from storm drains, allowing water to flow freely.



**David Lyle,  
St. Pete-Clearwater  
International Airport (PIE)**  
David, a 19-year employee, oversees the airport facilities division's grounds crew and is responsible for maintaining the more than 800 acre airfield to ensure safe operations.



**James "Wade" Skinner,  
Public Works**  
Wade, a 19-year employee, leads a team that ensures our ponds and other permitted facilities are in line with state standards, helping to keep our Gulf and Bay waters clean.



**John Miller,  
Real Estate Management**  
John, a 13-year employee, oversees a crew that keeps the County's jail facility running smoothly, maintaining equipment and handling laundry services seven days a week.



**Bobby Voss,  
Parks and Conservation  
Resources**  
Bobby, a 19-year employee, is the leader of a crew responsible for the mowing and lawn care of half of the County.

# Recognizing Excellence

The County strives to fulfill our Vision: To Be the Standard for Public Service in America. These awards highlight our commitment to meet the needs and concerns of the Public and our Customers through achieving the goals of our strategic plan.



The Governor's Hurricane Conference awarded **Emergency Management's** Storm Surge Protector Web Application the 2015 Innovation Award. Citizens can see how storm surge could affect their address by visiting the County's website.

The Florida Section of the American Water Works Association awarded **Utilities** the 2015 Water Distribution System Award for division seven, which is composed of water providers with 70,000 to 129,999 service connections.



The **Office of Management and Budget** earned the Government Finance Officers Association Distinguished Budget Presentation Award for the 10th consecutive year for the County's FY 2015 budget.



**Emergency Medical Services** is one of four EMS systems in Florida to be awarded a 2015 Mission: Lifeline EMS Gold Level Recognition Award from the American Heart Association. The award recognizes our EMS team for implementing quality improvement measures to rapidly identify, treat and transport heart attack patients.



For the third straight year, **Purchasing** received the Achievement of Excellence in Procurement award from the National Procurement Institute for demonstrating excellence in innovation, professionalism and productivity.



The County has been designated a Citizen-Engaged Community by the Public Technology Institute. This award recognizes excellence in the use of Web technology and citizen engagement tools in local government.



The **Convention and Visitors Bureau's** Meetings and Conventions team received the industry's Gold Service Award for the tenth consecutive year for its services offered to meeting planners.



The "Doing Things for You" mobile app received the 2015 Public Technology Institute Solutions Award. The app is available for download through Apple's App Store and Google Play.



The **Convention and Visitors Bureau** was the only destination marketer in the United States to win two platinum Adrian awards from Hospitality Sales & Marketing Association International. The Adrian is the largest and most prestigious travel marketing award worldwide.



The Florida Animal Control Association selected **Animal Services** as the 2014 Outstanding Agency of the Year.



The William E. Dunn Water Reclamation Facility received a Safety Commendation from the Florida Water and Pollution Control Operators Association. The Dunn Facility's safety program was developed with assistance from **Risk Management**.



[www.pinellascounty.org](http://www.pinellascounty.org)



Pinellas County complies with the Americans with Disabilities Act. To obtain accessible formats of this document, please call (727) 464-4062 (V/TDD). Funding for this report was provided by Pinellas County Government. Each copy printed at a cost of \$1.06 each. Printed 03/16