



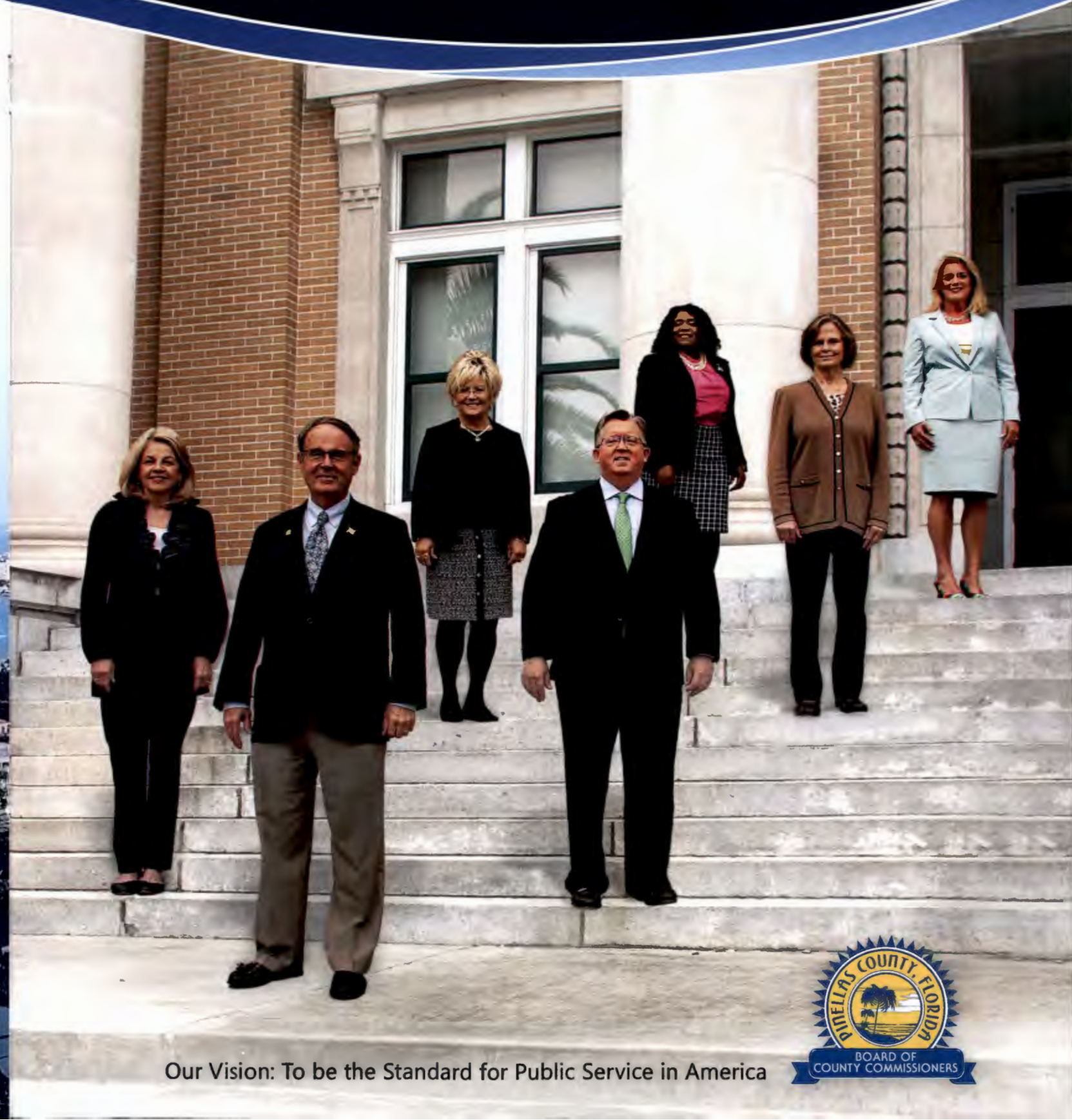
# 2020 Accomplishments

Pinellas County Government



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

315 Court St. Clearwater, FL 33756



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

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## Recognizing Workforce Excellence

We're proud of the many ways our staff continued to excel in public service and give back to the community.

### ADAPTING TO THE COVID-19 PANDEMIC

County employees worked **187,000+ hours** addressing the pandemic between March and November 2020. These hours were spent staffing the Emergency Operations Center, collecting and distributing personal protective equipment, managing COVID-19 testing sites, answering thousands of citizen phone calls and messages, communicating safety guidelines to protect our residents and helping impacted businesses and residents get the financial assistance they needed. When many Supervisor of Elections volunteers opted not to participate this year due to COVID-19, more than 230 County employees stepped up to spend more than **6,000 combined hours** supporting our polling places during elections.

### 2020 HIGHLIGHTS

#### Giving Back

- **Raised a record \$14,000 to provide bikes** to children in need and support local organizations during the annual holiday bike drive
- Nearly **400 hours of community service** provided by employees from 20+ County divisions
- **27 employees** participated in the Great American Teach-In to teach K-12 students



#### Setting the Standard

- Employees **Michael Butts**, **Shea Dunifon** and **Scotty Hargett** were recognized for dedication and a job well done in service to the County. We celebrate these employees through the *I Am Pinellas County* video series.

#### Creating a Safer Workplace

- **600+ employees certified in CPR**, first aid and automated external defibrillator (AED) use in the past two years
- **80% of employees certified** for workplace safety by OSHA, meeting the fourth-year goal in a five-year program to certify 100%



Michael Butts



Shea Dunifon



Scotty Hargett



### 2020 HIGHLIGHTS

#### Making Online Services More Accessible

- **Implemented a new, mobile-friendly park reservation system**, enabling residents and visitors to easily reserve and pay for campgrounds, shelters and annual passes with a smartphone or tablet



#### Addressing Your Needs

- **Upgraded our customer service spaces** to create a safer environment during the pandemic, including enhanced cleaning protocols, plexiglass shields, masks and distancing reminders
- **45,000+ live chat inquiries** handled on County website; winner of live chat customer service awards for nine months in 2020
- **468,000+ customer calls** answered
- **85% average customer satisfaction** rate on surveys



Nearly **25,000 permits** issued and **78,000+ inspections** conducted to **ensure building safety**

#### Connecting With Our Community

- **116,000+ hours of community service** contributed by **1,000+** County volunteers and interns
- **20,000 pounds** of fresh food given to **500+ families** in need at Farm Share event at the Florida Dream Center
- **54,600+ new followers** on main County social media platforms and nearly **33,000** on Visit St. Pete-Clearwater platforms

**300+ videos posted** on main County social media pages, reaching **200,000+ viewers** and nearly 100 posted on Visit St. Pete-Clearwater's pages, reaching **15+ million views**



#### Paving the Way for Smoother Travel

- **45 miles** of roadway repaved
- **12,500+ linear feet** of sidewalk repaired or replaced
- **100%** of reported potholes repaired or replaced within three days

#### Responding to Property Needs

- **900+** right-of-way permits processed
- **26,000+** insurance certificates processed by Contractor Licensing department
- **77% of code issues** resolved by voluntary compliance, with an average response time of two days
- **5,000+ code concerns** addressed, helping to ensure health and safety of all residents







## Delivering First-Class Services

From permits to pothole repairs, we fine-tuned our services to make your life easier.



### 2020 CENSUS: MAKING PINELLAS COUNT

Conducted once every 10 years, the census count determines political representation and funding for vital programs covering healthcare, education, transportation and more. To ensure an accurate count for our communities, Pinellas County spearheaded a 23-month campaign to educate residents about the importance of the 2020 Census.

The County coordinated a Complete Count Committee, **bringing together 170+ partners**, including local government, nonprofits, businesses, community groups, faith groups and more, and reached an estimated 25,000 residents through local events.

The result was a 67% census self-response rate, the top rate in Tampa Bay and the **second-highest rate among Florida's large counties**. The increased response over the 2010 Census is **estimated to bring \$20 million to the county**.



## AWARD WINNERS

### Code Enforcement

- Code Enforcement Supervisor Sergeant Shana Oberle and her team were recognized nationally by Thompson Reuters for their **innovative use of CLEAR investigation software** to assist a homeless family.

### Convention & Visitors Bureau

- Smart Meetings 2020 Platinum Choice** award for displaying the highest standards of excellence among CVBs, hotels and resorts/venues
- Visit Florida Silver Flagler Award** for Social Media Marketing for video series showcasing Pinellas County's culture, culinary scene and events

### Economic Development

- Florida SBDC Network Game Changer of the Year Award** for Small Business Enterprise Program
- Market Intelligence Specialist Ben Friedman received the Florida Economic Development Council's **Dan Webster Young Innovator Scholarship Award**.

### Human Services

- National Committee for Quality Assurance Annual Patient Centered Medical Home Recognition** for the Homeless Program

### Marketing & Communications

- LiveHelpNow awards** for live chat customer service for nine months in 2020
- Florida Public Relations Association State Award of Excellence** and **Judges State Award for Online Tools of Public Relations** for Facebook Live program on emotional support during the pandemic with Directions for Living and the Human Services department

### Office of Management & Budget

- For the 15th consecutive year, received the **Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award**

### Parks & Conservation Resources

- Florida 4-H Program of Excellence Award** presented to 4-H Youth Development Agent Alyssa Bowers for sparking interest in Science, Engineering, Technology and Math (STEM) in 4-H youth living in Puerto Rico
- 1st place** in Florida Association of Natural Resource Extension Professionals' "Book or Comprehensive Program Curriculum" category for Florida Friendly Fishing Guide Certification program awarded to UF/IFAS Extension Pinellas County agent Libby Carnahan and partners at UF/IFAS, Florida Sea Grant and the Florida Fish and Wildlife Conservation Commission

- UF/IFAS Legacy Blogger awards** for excellence in blogging on UF/IFAS Initiatives

### Public Works

- Pinellas County is the first public agency in Florida to have **four certified Road Safety Professionals** through the Transportation Professional Certification Board.
- Four projects received **"Project of the Year"** awards from the **American Public Works Association**:
  - Move Safe Pinellas Program: "Safety" category
  - Highland Avenue Drainage: "Environmental" category
  - Pinellas Bayway Landscape: "Preservation" category
  - Wall Springs Park Coastal Addition: "Historical Restoration" category

### Solid Waste

- Recycling and Outreach Programs Coordinator Jan Tracy won Keep Pinellas Beautiful award for **Outstanding Program Support**

### Utilities

- Education Coordinator Shea Dunifon was awarded the **Industry Advocacy Award** from Empowering Women in Industry and the **Outstanding Service Award** from Florida Water Environment Association.







## Making Pinellas Safer & Healthier

Ready to respond to disasters, we sent life-saving help, lent a helping hand to those in need and protected the welfare of our animals.



### RESPONDING TO THE COVID-19 PANDEMIC

To address the unprecedented challenge of the COVID-19 pandemic, Pinellas County made sweeping changes to the way we work and undertook monumental efforts to protect and inform our residents. The County formed 13 COVID-19 working groups, bringing together partners from across the community to address concerns including hospitals, nursing homes, homelessness, behavioral health, business and more.

### 2020 HIGHLIGHTS

**Processed 3,600+ requests** for personal protective equipment with a **fulfillment rate of 99%**, including:

- **2+ million** face masks
- **370,000** gowns
- **240,000** units of hand sanitizer

**Answered 9,900+ COVID-19 related calls** from residents to the County Information Center



**Conducted 86,000+ COVID-19 tests** at the County's testing site with support from the State and the City of St. Petersburg



**Created the COVID-19 website** [covid19.pinellascounty.org](https://covid19.pinellascounty.org), to provide residents with local COVID-19 data and resources, reaching **3.5+ million pageviews**

### 2020 HIGHLIGHTS

#### Getting Residents Back to Work

- **Recovering from the economic impact of COVID-19 faster than the region, the state and the nation**, with a lower unemployment rate of **5.2%** as of the end of October 2020
- **4,700+ jobs created or retained** and **\$52.8 million** in capital investment projected as a result of business assistance, and expansion and relocation services



#### Boosting Small Businesses

- **\$18 million** in County contracts awarded to local small businesses (177% increase) and **648 small businesses approved** for the Small Business Enterprise Program (51% increase)
- **27 outreach events** hosted, educating 2,000+ attendees about supply chain diversification
- Architectural agreement approved for a 45,000-square-foot, state-of-the-art **Tampa Bay Innovation Center business incubator** in south St. Petersburg, funded in part by a **\$7.5 million** federal grant with land donated by the city



#### Supporting Local Tourism

- Launched **Rise to Shine** campaign to educate visitors on traveling responsibly through practices such as wearing masks and practicing social distancing
- **\$6.6 billion** in economic development from tourism as of the end of September 2020
- **\$37.5+ million** in sales tax and **\$48+ million in bed taxes** generated from visitors
- Completed **upgrades to the St. Pete–Clearwater International Airport's** baggage handling system, security system, parking, and Customs and Border Protection facility
- Produced an award-winning 67-video series showcasing Pinellas County, reaching **5+ million views** and **30,000+ new social media followers**

#### Making Housing Affordable

- Initiated the Penny for Pinellas Affordable Housing program
- **11 homes** constructed by Habitat for Humanity and Community Development Corporation of Tampa in the Dansville community on land purchased by Pinellas County
- Co-hosted **five-part Homes for Pinellas webinar series** with Forward Pinellas on housing affordability, reaching **500+** local officials, community leaders and developers







## Protecting Our Natural Resources

Our residents treasure green space. We've committed to protecting these natural resources today and for future generations.



### A BREATH OF FRESH AIR: CONNECTING RESIDENTS WITH NATURE DURING THE COVID-19 PANDEMIC

During a time when many sources of recreation were closed due to the pandemic, Pinellas County's parks, trails and boat ramps remained open to provide residents access to the great outdoors. Pinellas County welcomed **20+ million visitors to its parks, trails and boat ramps** in fiscal year 2020.

The County also saw a **35% increase in Fred Marquis Pinellas Trail** users and a 27% increase in boat ramp visitors as residents turned increasingly to outdoor recreation. In 2020, we celebrated the **Pinellas Trail's 30th anniversary** and opened the **Wall Springs Park Coastal Addition**, adding 125 acres to the existing 84-acre Palm Harbor park.

### 2020 HIGHLIGHTS

#### Leading the Way in Waste Management

- A **state leader in recycling** for the past five years
- **\$242 million** revitalization project completed at waste-to-energy facility, extending life to 2035 and beyond
- **Recycled 65.5 million pounds** of metal, turned **91.1 million pounds of yard waste** into mulch and collected **1.6 million pounds** of household electronics and chemicals
- **Completed Solid Waste 30-Year Master Plan**, which will put the County on track for Zero Waste to Landfill by 2050

#### Keeping Our Water Clean

- **Improved water quality** in almost half of water bodies as a result of County fertilizer ordinance and other environmental measures like the **Lake Seminole dredging project** that will remove 900,000 cubic yards of sediment
- **Conducted 27,900+ water tests** in partnership with Tampa Bay Water to deliver fresh, high-quality drinking water
- Reached 50,000+ residents virtually through award-winning **STEM education programming** by the South Cross Bayou Advanced Water Reclamation Facility

### LIVING SHORELINE

Pinellas County staff and volunteers created a living shoreline in the community of Ozona by placing oyster bags and planting marsh grasses along the waterfront. This project is a demonstration area that will extend the life of the existing seawall, provide new habitat for wading birds, oysters and other aquatic organisms, and improve water quality by reducing erosion and filtering pollutants.



#### Swatting Mosquitoes

- Empowered public to control mosquitoes, reaching **9,700+ citizens** through 34 events, classes and presentations

**233,960 acres treated**

for mosquitoes, reducing mosquito populations by **15%** against the last 8-year average



#### Enhancing Our Parks

- Completed three **dune walkover boardwalks** at



Fort De Soto Park to preserve sensitive dune areas, supporting restoration efforts while providing ADA access to the public beaches

- Refurbished **six historic large-caliber guns** at the Battery Laidley in Fort De Soto Park to increase their lifespan for many generations to enjoy

#### Preventing Floods and Sewer Overflows

- **\$2.9 million in new infrastructure** projects and studies to reduce sanitary sewer overflows
- **17,000+ linear feet** of drainage pipe lined or replaced to reduce flood risks
- **\$5.5+ million saved on flood insurance premiums** in unincorporated communities by maintaining a rating of five in the National Flood Insurance Program Community Rating System
- **Floodplain restored in McKay Creek** to provide additional flood protection to the surrounding community, increase water quality treatment and improve stream habitat

#### Managing Public Lands and Waterways

- Invasive vegetation removed from **6,700+ acres** of public lakes, ponds and canals
- Nearly **1,300 miles** of road right-of-way vegetation maintained to ensure visibility of signs, curbs, guardrails and handrails

#### Working Toward a More Resilient Pinellas

- New **Sustainability and Resiliency Action Plan** underway to guide County projects and policies for better storm preparation and environmentally friendly programs
- **Critical Infrastructure Vulnerability Assessment** in progress to help plan for and adapt to rising sea levels and storm surge

**234 free trees given to residents**

through a virtual Arbor Day event, benefiting our ecosystem

Thanks to the Pinellas County Pollution Recovery Fund and the Florida Department of Agriculture & Consumer Services Florida Forest Service matching fund.



#### Promoting Safe Boating

- **New marine safety coordinator** hired for timely response to damaged and missing waterway markers, increasing public safety and protecting natural resources







## Strengthening Our Economy

In this challenging year for businesses and residents, we provided crisis support and continued longer-range investments to support our economy.



### SUPPORTING THE COMMUNITY THROUGH THE COVID-19 PANDEMIC

Pinellas County coordinated with local companies on personal protective equipment donations and manufacturing efforts to support frontline workers, assisted business owners with loan applications **totaling \$1.7 million**, and invested more than **\$170 million** from the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act to respond

to the COVID-19 pandemic and address the community's most pressing needs, including:

**\$55.6 million**  
in local business grants  
to support **5,000+** impacted businesses



- **\$24.6 million** in rent, mortgage and utility bill assistance, supporting **8,000+ households** (applications managed by 211 Tampa Bay Cares)
- **\$7.4 million in grants** to support **530** impacted child care providers

- **\$17.9 million** in support to **60+ local nonprofit organizations** providing critical services, including eviction mitigation, behavioral health and food distribution (applications managed by Pinellas Community Foundation)
- **\$3.7 million in grants** to support **50 impacted nonprofit** arts and cultural organizations



**1,800+** reflective backplates installed on traffic lights at **194** intersections to increase visibility for motorists during power outages and heavy storms

### Making Streets Safer

- **\$44.5 million** invested in projects to expand and improve roads, bridges, intersections and trails, primarily supported through Penny for Pinellas

### Responding to Emergencies

- **1+ million calls** answered at 911 center with 95% answered in less than 10 seconds
- **608** average **EMS calls per day** with a 4.4-minute average response time
- Began **upgrades** to equipment for 911 call processing

### Weathering the Storm: Tropical Storm Eta Response

- **778 calls** handled by the County Information Center
- **7.8 miles of roadway** cleared of debris
- Approximately **40 residents sheltered** at two community centers
- **61 Alert Pinellas notifications** and 15 media releases sent to inform the public
- Entire county **assessed for structural and flooding damage** in coordination with municipalities



### Supporting Behavioral Health

- **\$12+ million invested** in behavioral health to close gaps and provide critical services for vulnerable populations
- Hosted award-winning Facebook Live event about **emotional support during COVID-19** with Directions for Living, resulting in a 42% increase in calls to the organization's emotional support hotline

### Move Safe Pinellas

- **200 bicycle helmets** given to kids and properly fitted by certified County staff, in partnership with FDOT, University of Florida and Johns Hopkins All Children's Hospital
- **7,700** bright and reflective safety devices distributed to kids, vulnerable road users and residents with limited transportation options



### Addressing Homelessness

- **365** homeless residents provided with housing
- Nearly **500 residents** prevented from becoming homeless

### Protecting Pets and People

- **16,700+ field visits** by animal control officers
- **197,000+ pets** vaccinated and licensed

### Addressing Consumer Needs

- **\$925,000+ in refunds** and restitution obtained for residents based on their consumer complaints

**4,200+**  
local veterans served,  
a 67% increase compared to 2019





# Pinellas County's Strategic Plan



## 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.



## 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 homeless individuals and families to permanent housing
- 2.5 Enhance pedestrian and bicycle safety



## Practice Superior Environmental Stewardship

- 3.1 Implement green technologies and practices where practical
- 3.2 Preserve and manage environmental lands, beaches, parks, and historical assets
- 3.3 Protect and improve the quality of our water, air, and other natural resources
- 3.4 Reduce/reuse/recycle resources Including energy, water, and solid waste



## Create a Quality Workforce in a Positive, Supportive Organization

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

## Message From Your Board

2020 was a year like no other. The COVID-19 pandemic impacted our community in ways we never imagined. It transformed countless aspects of our daily lives, and it shifted the County's priorities overnight.

What it did not change was our commitment to being there for our residents every single day. In the face of unprecedented challenges, we're proud of the ways Pinellas County continues to deliver top-notch services.

In 2020, Pinellas County employees distributed more than two million face masks to protect residents, coordinated more than 86,000 COVID-19 tests, and answered nearly 10,000 calls about COVID-19 at the County Information Center. We kept our community informed through a dedicated COVID-19 website, frequent updates to media outlets, and over 1,000 social media posts related to the pandemic.

We invested more than \$170 million in emergency federal CARES Act funding to keep our community safe and support impacted residents, businesses and nonprofit organizations financially. More than 230 County employees even signed up as poll workers when the Supervisor of Elections saw staffing shortages due to COVID-19 concerns.

While pandemic response took top priority in 2020, we still continued to make progress on the goals of our strategic plan, as shown in this report. The County launched a new initiative to create more affordable homes throughout the county, responded to more than one million 911 calls, and opened a 125-acre addition to Wall Springs Park in Palm Harbor.

In November, we said farewell to Commissioner Kenneth T. Welch, who retired from the Commission after 20 years of service, and welcomed Commissioner René Flowers, representing District 7. Vice Chairman Charlie Justice and Commissioners Janet C. Long and Karen Williams Seel were sworn in for their new terms.

Throughout this challenging year, we've been grateful for the hard work of our dedicated workforce and for the support of our community. As your Board of County Commissioners, we thank you for your continued trust. It is our honor and privilege to serve you.

*Dave Eggen Pat Sevard*  
*René Flowers Charlie Justice Janet C. Long*  
*Karen Williams Seel*

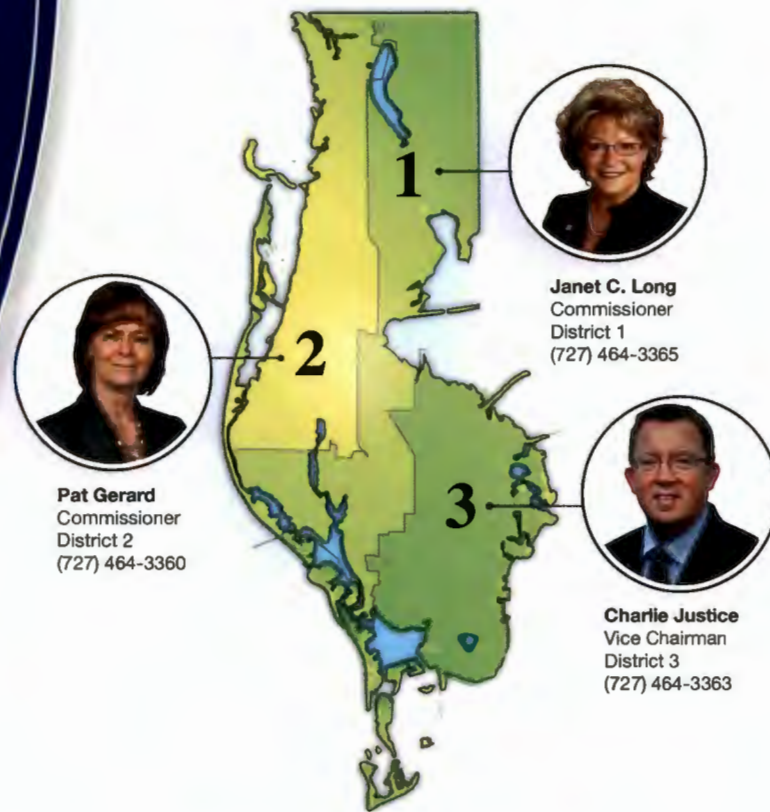






# Pinellas County Board of County Commissioners

## At-Large Districts



## Single-Member Districts



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

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



## 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

