



Cooper City, Florida

Strategic Plan Presentation
City Commission Review and Adoption



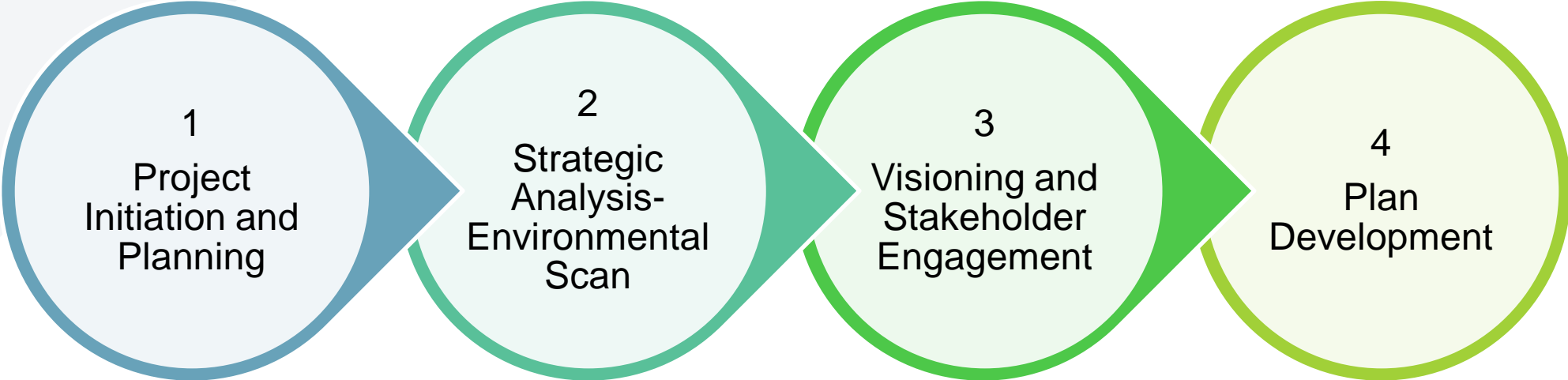
November 30, 2021

Strategic Planning Highlights

- Strategic Planning Process
- Stakeholder Engagement
- Vision, Values and Strategic Priorities
- Goals, Objectives and Outcome Measures
- Final Plan
 - Clear picture of the future
 - Highly actionable
 - Built-in accountability



Strategic Planning Process



Mayor
Greg Ross



Massimo "Max" Pulcini
District 1



Howard Meltzer
District 2



Jeff Green
District 3

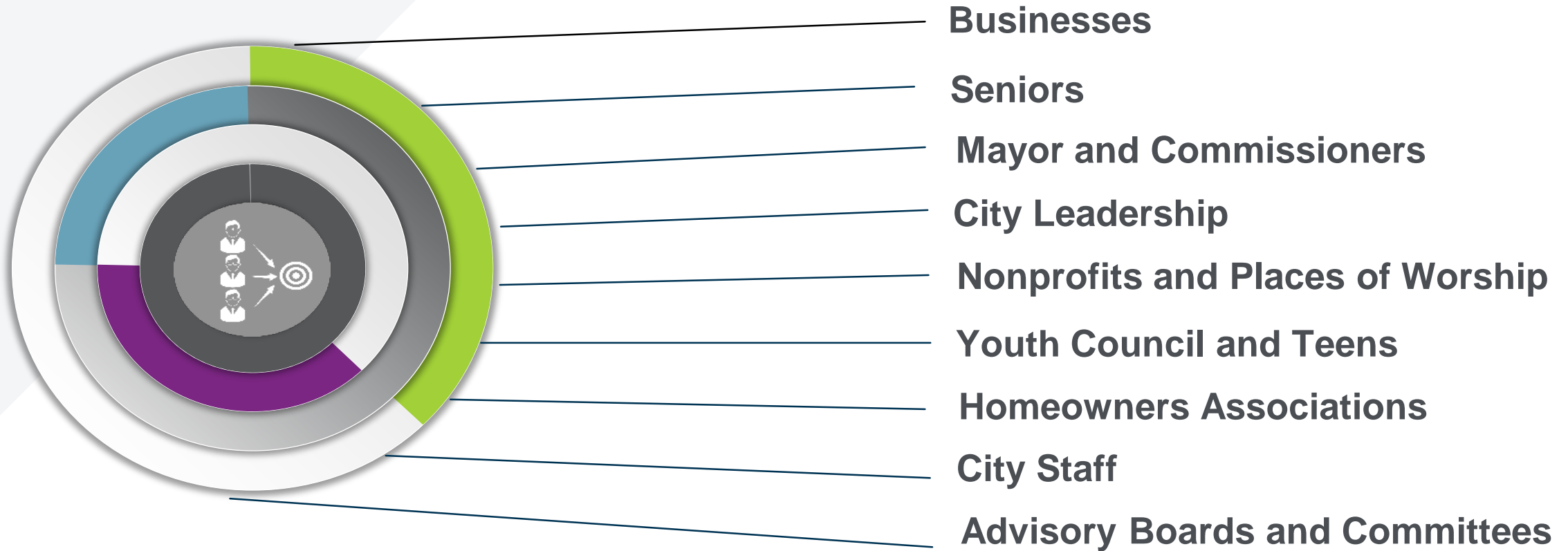


Ryan C. Shrouder
District 4

**City
Commission
Review and
Approval**



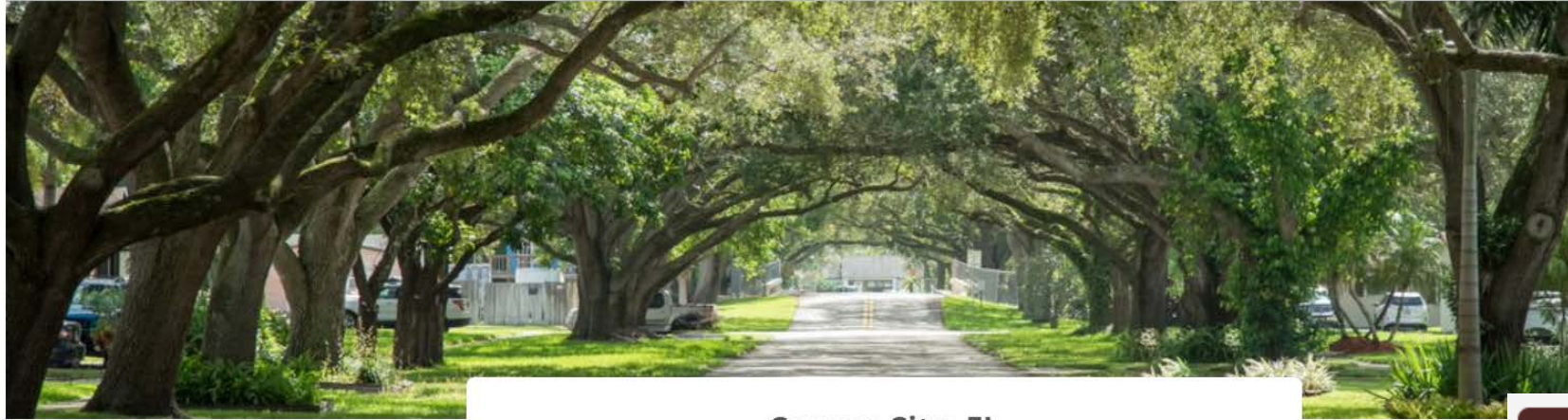
Strategic Analysis–Environmental Scan



- ✓ Interviews with approximately 50 Cooper City stakeholders
- ✓ Survey of Cooper City residents
- ✓ Review of City documents, data, plans, and budget



Community Visioning and Stakeholder Engagement



Cooper City, FL

Welcome to the community engagement webpage for Cooper City's next strategic plan. The draft Strategic Plan is ready for review, we welcome you to share your input. Please click below to review the plan. Then, click on "Share Your Ideas" below to offer your comments.



Share your ideas

Cooper City needs to feel and LOOK like someplace special. The landscaping along roads and communities needs to be updated and well maintained.

a month ago

Like +2 Dislike

Signs need updating to more modern signs. I completely agree with the landscaping along the roads needs updating. Just take a drive along Weston to see how simple it is. The older commercial buildings like the ones along Griffin need to look more modern. Modern landscaping with modern coats of paint (instead of the ugly orange and green).

24 days ago

Like +1 Dislike

Strategize for eligible and meaningful projects for surtax funding.

9 days ago

Like Dislike

Give us your feedback on Cooper City's Strategic Plan

The draft plan was developed after broad involvement of community stakeholders and City leadership. This is your opportunity to provide your feedback and suggestions before the final draft of the plan is presented to the City Commission for review and adoption.

Our city should be a collection of neighborhoods connected by greenways and well landscaped streets. The city and community should encourage walking and biking to local businesses and jobs within the area. The schools are one of the key reasons people want to live here. Let's help make them look beautiful and be a point of community pride. Enforcing the city rules regarding blight would help improve the appearance of many neighborhoods.

Like (3)

Dislike (0)

Share

Reply



Vision, Mission, Values

Mission Statement

Every day, Cooper City staff is focused on enriching the lives of our residents and supporting our local businesses by creating a fiscally responsible, friendly, and exemplary environment and providing the highest quality of public services that enable our community to live and prosper.

Vision Statement

Cooper City is a charming and peaceful community that features a high quality of life; a diverse, thriving population and local economy; and a live-work-play community with a vibrant city center, a small town feel and sense of belonging.

Core Values

Professionalism

Customer Service

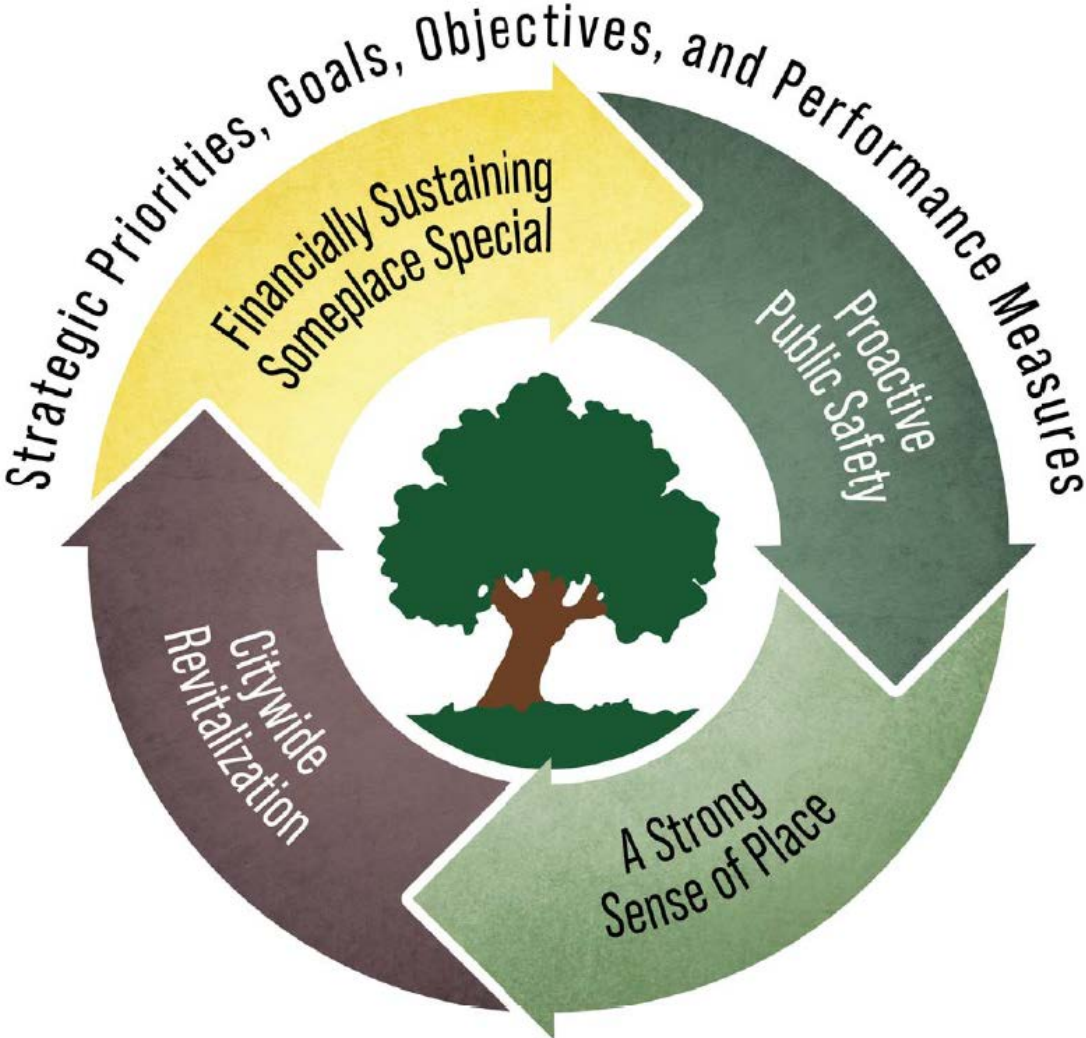
Innovation

Respect

Teamwork



Cooper City's Strategic Priorities



PRIORITY 4 Citywide Revitalization



Cooper City Strategic Plan 2022-2023

Current State

Through the leadership of Cooper City's elected officials, the City has annually funded and executed a Capital Improvement Plan to help ensure our Infrastructure's sustainability and capability to deliver critical services. To maintain a pleasing and attractive appearance throughout our neighborhoods, the City Commission launched an initiative to step up education and enforcement of City codes and ordinances while also supporting improvements to parks and green spaces.

Future State

The beautification and revitalization of Cooper City's Infrastructure and facilities are paramount to meeting the expectations of those who call our City home and to attracting potential residents and businesses. Investments will be made to reinvigorate our City's major arteries, common areas, and improve sustainability. The City is dedicated to maintaining our passive parks and exploring creative plans to improve upon our sports complexes and green spaces, which will forever serve as oases for our City's families.



Goals, Objectives, and Performance Measures

PRIORITY 3

A Strong Sense of Place

Cooper City Strategic Plan 2022-2027



Strategic Goal 3

Establish "a strong sense of place" through creation of unique spaces that foster community pride, increase social interaction and commercial marketability with the purpose of improving economic stability, increasing property values and impacting the memories of Cooper City residents.

Objectives

- Redevelop underutilized spaces to achieve a strong sense of place and increased property values.
- Focus on the Health and Community pillars of the Parks & Recreation strategic plan to increase social interaction and promote the well-being of Cooper City residents.
- Strengthen the connectivity of City-wide facilities, common areas, and business centers
- Engage residents and businesses more fully in the community through citywide marketing and branding.
- Establish strong rapport and relationships with new and existing businesses to improve the economic stability of Cooper City.

Performance Measures

Resident satisfaction with Cooper City as place to live

- Develop City-wide survey to continually gauge residents' interests and collect feedback on City facilities, services, and programs
- Partner with schools to continue to attract high-quality teachers and staff to maintain A-rated schools, while advocating active participation in schools and close partnerships to support school activities
- Conduct an analysis and options for City Commission consideration on developing a city center
- 80% satisfaction rate with recreational experiences
- Assess and adapt programs and services to the needs of residents



Importance of the Strategic Plan

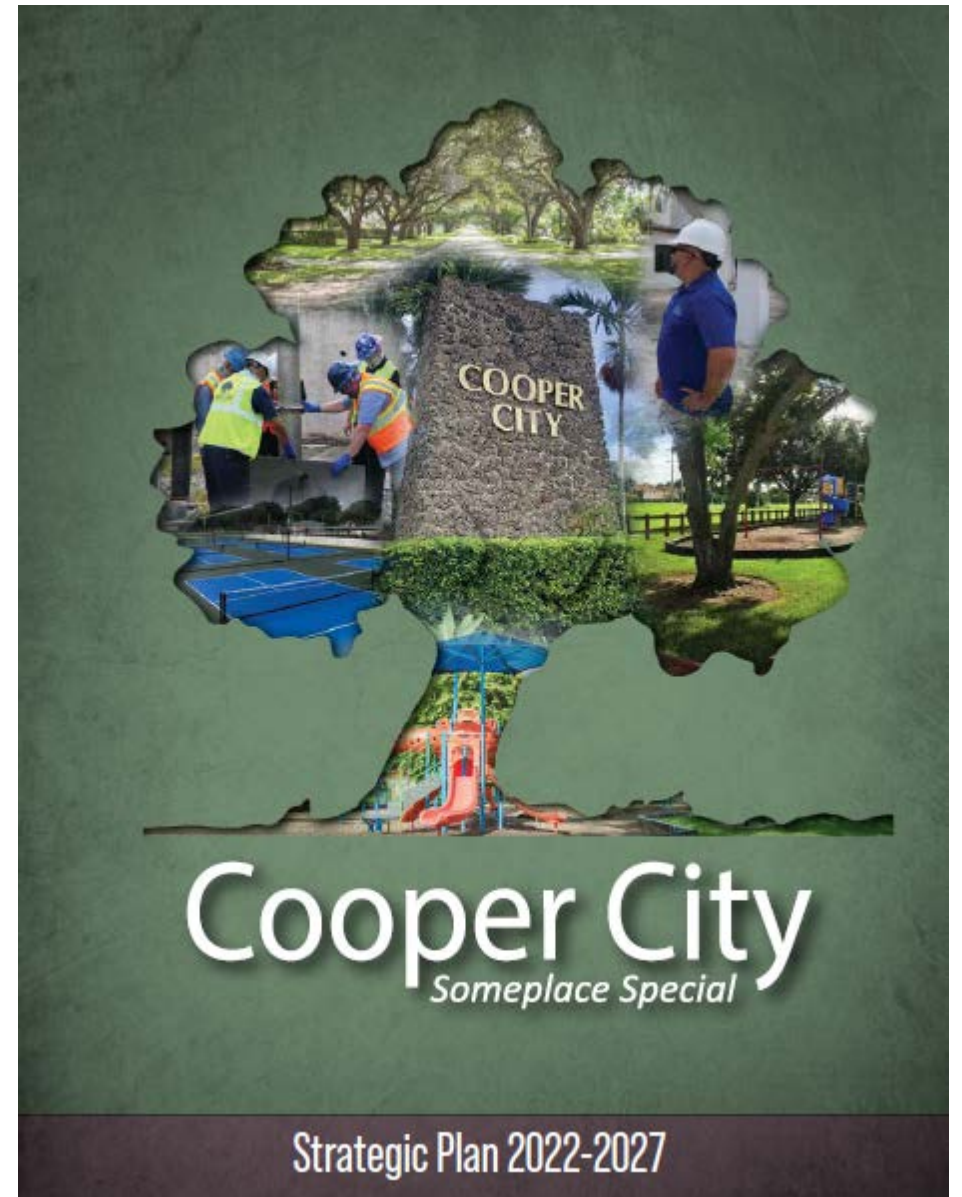
Provides “north star” vision and guidance through ever-changing circumstances.

Helps direct resources to the most important City priorities, increasing the likelihood achieving the future state vision.

Increases stability in the face of economic cycles and changes in leadership and supports long-term financial sustainability through thoughtful planning.

Supports better decision-making during turbulent times and uncertainty.

Increases transparency and accountability to residents, taxpayers, and the community.



Questions and Discussion

