



WE ARE UNITED

We are a strong and vibrant kaleidoscope of multi-generational cultures, ethnicities, and community partners.

More than 20 years ago, Fort Lauderdale neighbors aspired to work together to meet the needs of our community. While quality of life was generally high, there were disparities among our various age groups, income levels, and ethnicities. The City committed to serving as a catalyst to unite all of its stakeholders and facilitate a cooperative environment to collectively achieve a higher level of prosperity. It was this collaborative spirit that helped foster strong relationships among public and private partners at the local and regional level. By investing our shared resources, we were able to provide a greater level of higher quality services to the benefit of all throughout the City of Fort Lauderdale.

It was not long before the fruits of our labor were recognized. From our thriving economy, exceptional schools, and plentiful cultural and recreational offerings, to our sound infrastructure and spectacular natural surroundings, Fort Lauderdale transformed from the “must see” City to the “must be” City. Children no longer moved away to attend schools or find jobs elsewhere, choosing instead, to put down roots here and raise families in our City. This generation matured into passionate, involved parents who afforded their children many of the same opportunities that helped shape their own well-rounded

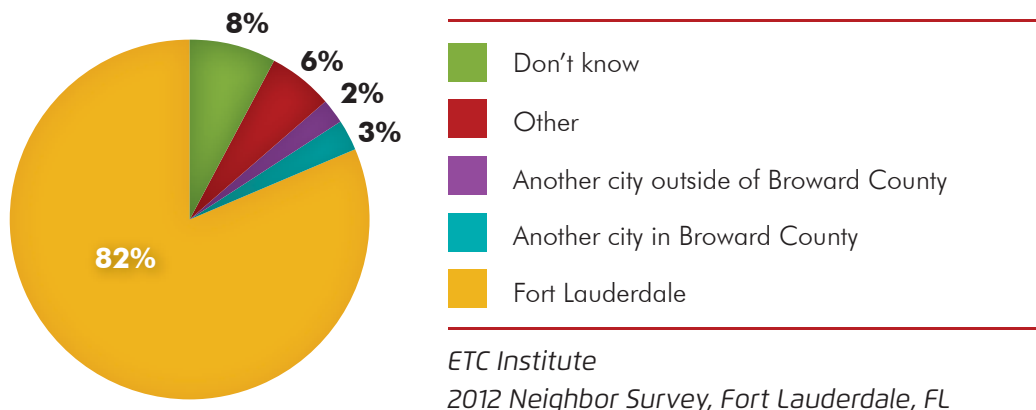
lives. They became motivated, engaged, and inspired community leaders, selflessly contributing their time, talent, and energy to the progress and advancement of our City. As this transformation took hold, people from nearby cities in Broward County and throughout South Florida began flocking to Fort Lauderdale. The migration soon expanded to other cities and towns across the United States, and eventually, to other countries, as word of our diverse assets and universal quality of life made its way to the Caribbean and Central and South America. Our City evolved into a vibrant kaleidoscope of multi-generational cultures and ethnicities whose philosophies, languages, music and art have enriched the tapestry of our inclusive and close-knit community.

While Fort Lauderdale’s Vision of being a unified community with partners working in lock step may not seem innovative now, it was at the time. For years, local governments had operated independently, stretching resources and doing their best to achieve specific objectives in the absence of a common direction. By the beginning of the 21st Century, there was overlap at the city, county, and state level, yet residents still lacked access to the services they needed. Governments everywhere were struggling to address the increasingly complex challenges they were facing with limited resources.

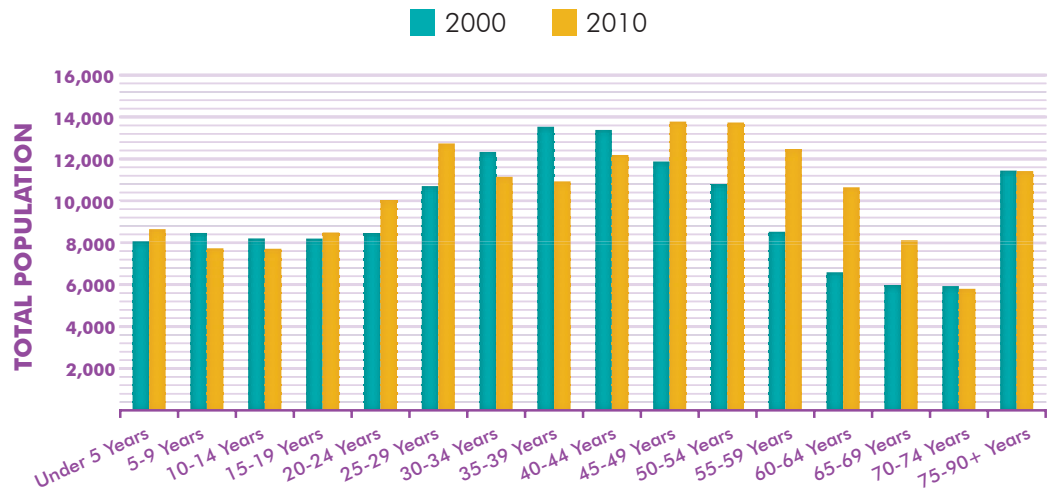


During the citywide Visioning process, **citizens called upon Fort Lauderdale to become a leader** in providing services to accommodate the changing face of our community. Residents expressed a desire for more social services that improved quality of life, including **more funding for schools, recreational centers, summer camps, and after-school programs**. There was a call to **reduce obstacles** and simplify procedures to **make it easier to do business with and in the City**. Stakeholders wanted Fort Lauderdale to streamline operations and provide more support for the community. The City made a commitment to **increase transparency and accountability**, to serve as a model of fiscal and operational efficiency, while meeting the needs of its flourishing population.

Where do you plan on living in the next 2-5 years?



Fort Lauderdale Age Distribution



United States Census Bureau

While our neighbors had aspirations for the future, during the Visioning initiative, we found that many were already invested in our community and planned to stay. According to the 2012 Neighbor Survey, 56% of the City’s population at that time had resided in Fort Lauderdale for more than 20 years. While typically thought of as a transitory place, only 11% of the City’s residents had lived here for less than five years. The same survey showed that an overwhelming majority (82%) of residents planned to remain living in Fort Lauderdale two to five years later.

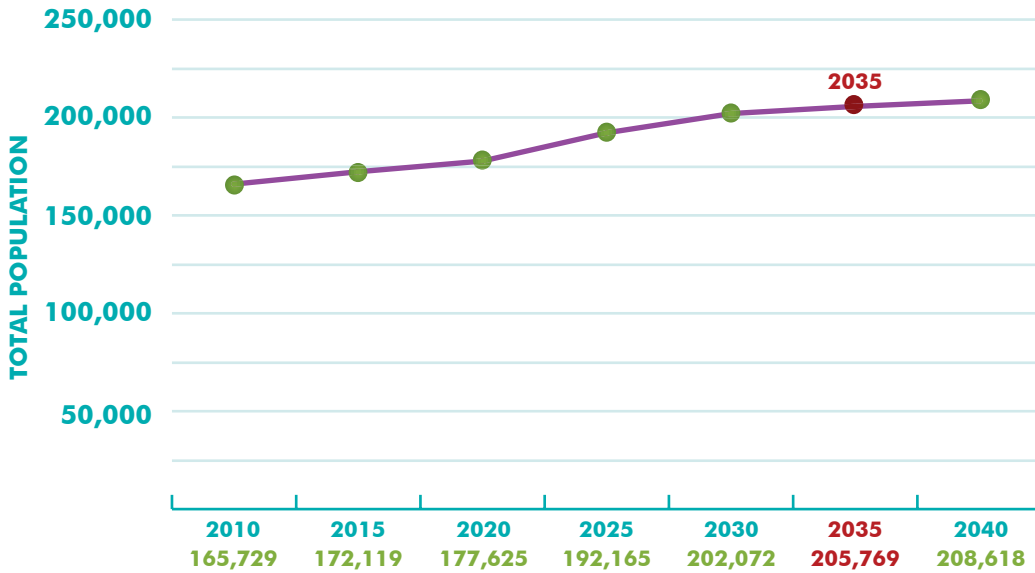
***“To get to the future, we have to work together – public with private, municipalities with county – none of us has all the tools to make it happen... We need to leverage funding, leverage opportunities, leverage thinking.”
– Stakeholder Interview, 2011***

True to their word, many of Fort Lauderdale’s residents have in fact stayed in the area. Today, multiple generations of families live in close proximity to one another and are able to celebrate birthdays, holidays, graduations, weddings and other special milestones together. Medical advances pioneered at our world-renowned health facilities are enabling our residents to live longer and healthier lives. All of these factors have resulted in a broader range of age groups, as well as a higher median age of our population.

The ethnic composition of Fort Lauderdale has also changed from a quarter-century ago. According to the 2010 U.S. Census, Fort Lauderdale had 165,521 residents. At that time, Fort Lauderdale was expected to grow 25%, to roughly 205,769 residents, by 2035. The majority of that growth has been among the Hispanic community, as people from Miami-Dade, the Caribbean, and Central and South America have relocated to Fort Lauderdale. The influx of global businesses and **international university satellite campuses** has led to the confluence of foreign professionals, students and their families in our City. Today's Fort Lauderdale is a magnificent melding of the flavors, sights, and sounds of an array of cultures from around the world.

The City's increasing diversity fostered tremendous innovation and ushered in a new era of cooperation and adaptation to meet the changing needs of our society. As Fort Lauderdale shifted its mindset and embraced comprehensive collaborative approaches, the community benefited from varied perspectives, backgrounds, and experiences. As entities began working together, we started to see results, and ultimately, solve problems we could not solve on our own. As partnerships expanded, the City was able to maximize its resources and modernize operations which, in turn, helped us work better, faster, and **reduce administrative costs**.

Fort Lauderdale Population Projections



*Broward County Planning and
Environmental Regulation Division, July 12, 2012*



Fort Lauderdale began building closer partnerships right in its own backyard by **improving inter-governmental communications and relations with other entities** at the municipal, county, and state level. The City worked with Broward County to **utilize a capital improvement bond to address aging infrastructure and drainage needs** that reduced flooding, improved our roads, and provided a fluid transportation network. This partnership also succeeded in **relocating the jail** from our world-renowned Riverwalk and **opening more public libraries**. Working with Broward County Public Schools enabled us to **provide financial and structural resources** that improved school facilities and enhanced the overall quality of education. Fort Lauderdale reached out to regional governmental entities to tackle widespread challenges including the eroding coastline, sea-level rise, energy consumption, and diminishing water supply, to safeguard our natural resources for future generations. The City also worked closely with the Housing Authority to **create more reasonably-priced housing**, so that in 2035, people who work in Fort Lauderdale can afford to live here and no longer have to spend hours each week commuting between their home and office.

“We have issues of silos. There are great ideas out there, but they exist in their own particular groups and they are not cross-pollinated. The resources are scattered rather than shared. We need to develop a fair and transparent system to allocate resources across the board.” – Big Ideas Event, 2012



City residents were essential to developing the Vision and bringing it to fruition. As **citizen engagement increased**, there were **more joint projects with neighboring communities**. Neighbors participated in **cooperative decision-making** and helped the City identify priorities and allocate resources accordingly. Fort Lauderdale also brought local civic groups and non-profit organizations together to **increase volunteer and community service opportunities**, as well as **increase public knowledge of the partnerships and opportunities**. Connecting these ideas was vital to getting the resources where they were needed to benefit our entire community.

Fort Lauderdale employees were instrumental in establishing positive relationships with a wide range of community and business partners. A team of trained and **friendly City staff “Ambassadors”** now serve as knowledgeable community liaisons. They help Fort Lauderdale deliver **better overall customer service** by providing one-stop-shopping for residents, tourists, and businesses seeking assistance for any public service, from setting up utilities to registering for recreational programs to facilitating business growth. Fort Lauderdale put a renewed emphasis on **addressing blighted neighborhoods through increased City staff interactions**. Partnering with residents, neighborhood leaders, and community “difference makers,” the City brought neglected properties into compliance and improved the overall look and feel of our community.

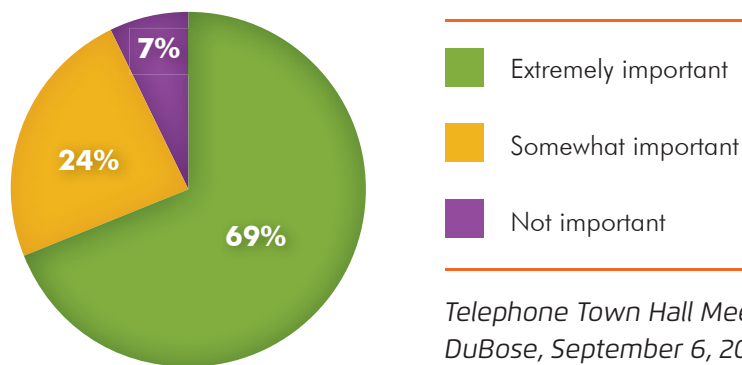
“The best representative government in Florida that adheres to the Vision of the residents and community.” - Meetings-In-A-Box, 2012

The City enhanced its relationships among the private sector to facilitate sustainable growth and integrate new development projects into existing master plans. Staff worked with local architects to incorporate **Green Building principles into all new City construction**. From siting and design to building and operation, this partnership ensured that our facilities were using natural resources efficiently, while minimizing waste and pollution. Fort Lauderdale worked with local businesses to identify and remove barriers to economic development. Business requirements were updated, the permit and application process was streamlined, and key code requirements were adjusted to help mitigate parking and signage issues.

The practice of **increasing connections and sharing between local public, private, and non-profit organizations** has transformed and improved the efficiency of City operations by providing actionable insight. Our inspiring leaders now solve difficult challenges routinely. By sharing information across agencies, such as metrics, events and processes, and by collaborating in real time, Fort Lauderdale has adapted and has become better prepared to anticipate and respond to situations, while optimizing City resources.

The City of Fort Lauderdale is a leader, a nationally recognized, well-run city, continuously improving its service delivery. We are financially secure, stable, and customer-focused. Our success can be attributed to our network of partners, cooperative decision-making, and community engagement. Fort Lauderdale has a progressive workforce, that utilizes a transparent, **data-driven, informed decision-making process**, resulting in smart strategic investments that residents benefit from in 2035.

How important is it to you to have a strong communication network within neighborhoods?



Telephone Town Hall Meeting with Commissioner DuBose, September 6, 2012



Today, the Fort Lauderdale of 2035 is a captivating and thriving community. Our convenient and accessible public transportation network complements our walkable streets, and our neighbors move easily throughout our City. Our sound infrastructure enables us to meet the daily needs of our residents and protect them in times of natural disasters. Through careful and balanced growth, we have been able to accommodate our increasing population, while preserving the distinct identity of our safe and unique neighborhoods. We have expanded our outdoor living spaces to provide accessible public destinations that support healthier lifestyles. Our robust economy attracts a global and specialized workforce whose children benefit from our quality educational system.

“Recognize that quality of life for families at all income levels is important to everyone’s quality of life.” – Big Ideas Event, 2012

Thanks to the visionary aspirations of its residents 22 years ago, Fort Lauderdale has evolved into a premier place to live, work, and play for every member of our diverse community. From jobs to schools to cultural and recreational amenities, we have everything needed to live a full and balanced life. From a practical perspective, we are the City you never have to leave; but more importantly, from a quality of life perspective, we are the City you never want to leave. *We are united. We are Fort Lauderdale.*



» IMAGINE 2035

"We have begun to see the recovery of downtown for residential life. What we need now is to create opportunities for this kind of connecting among people and invest in the great outdoor room. Consider the creation of the public promenade." - Big Ideas Event, 2012

Can you believe there used to be a waterfront jail along the New River? Fortunately, as Fort Lauderdale became a more urban community and its downtown area increased in density, the City realized the value of the centralized property and sought a way for it to better serve the community.

About 20 years ago, there was a significant shortage of affordable housing in Fort Lauderdale. Oftentimes, people who worked in various businesses in the City, including the hotels, restaurants, shops and schools, could not afford to live here. They spent several hours in their vehicles each week commuting back and forth between work, home, and school.

Working in partnership with Broward County to increase the residential unit allowance and **relocate the jail**, Fort Lauderdale was able to convert the property into a workforce-housing complex. That conversion, in conjunction with the completion of the Riverwalk promenade, kicked off a construction boom along the water.

Today, the former jail is one of several reasonably-priced residential buildings that can be found along the New River, and Fort Lauderdale enjoys an abundant supply of workforce housing that is conveniently located adjacent to business districts on both sides of the river. Residents enjoy leisurely strolls as they walk from their homes, down the street to drop their children off at public school and continue around the corner to their place of employment, all in a matter of minutes. These popular downtown dwellings are convenient to workplaces, in close proximity to a variety of shops, restaurants and attractions, and within walking distance of several neighborhood parks that offer free recreational programming for children, adults, and seniors.