



## Memorandum

**Memorandum No: 21-042**

**Date:** May 19, 2021

**To:** Honorable Mayor and Commissioners

**From:** Chris Lagerbloom, ICMA-CM, City Manager

**Re:** Launch of Press Play Fort Lauderdale 2024 – Strategic Plan Dashboard

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I am pleased to share the launch of the ***Press Play 2024 – Strategic Plan Dashboard***. The dashboard is hosted on the City's website and provides access to the performance measures in the Strategic Plan to our neighbors, the community, members of the City Commission, and staff.

On October 15, 2019, the City Commission adopted *Press Play Fort Lauderdale 2024*, the City's five-year strategic plan. The Plan is organized around six focus areas, eight goals, 35 objectives, and 35 performance measures. The dashboard reports on each of the performance measures identified in the Strategic Plan including descriptions of each measure, how the measure connects to the goals and the focus areas, why it is an important component of our strategic plan, data visualizations, and analyses of the current results in comparison to pre-established targets. It is a robust tool designed to:

- Communicate and share the progress toward realizing the strategic plan's goals and initiatives
- Assist City management and City Commission in making data-driven decisions on key priority areas
- Build trust and enhance transparency with neighbors

The dashboard can be accessed via the *Press Play Fort Lauderdale 2024* page on the City's website: <https://bit.ly/3uICFWQ>, or directly through this link: <https://bit.ly/3fcTBOB>.

I am pleased with the progress we have made toward achieving the City's strategic goals. Please contact me for any further information regarding our progress.

c: Tarlesha W. Smith, Esq., Assistant City Manager  
Greg Chavarria, Assistant City Manager  
Alain E. Boileau, City Attorney  
Jeffrey A. Modarelli, City Clerk  
John C. Herbst, City Auditor  
Department Directors  
CMO Managers