



Strategic Plan at a Glance 2021-2022

MISSION: We provide exceptional municipal services that add value to residents' lives and businesses while assuring a long term, sustainable community.

VISION: Jupiter is a distinctive coastal community committed to preserving its unique character and history and vibrant, small-town feel.

Below are the "results" Jupiter aims to achieve, and a summary of their definitions

Safety

Keep citizens and businesses safe.

- Use of technology and environmental design to prevent crime
- Adequate resources for the Jupiter Police Department in line with community growth
- Employ first-rate best practices to ensure safety for roadways, waterways, neighborhoods, beaches and parks

Fiscal Responsibility

Prepare and manage budget; maintain fiduciary responsibility.

- Exemplify trusted stewardship of taxpayer dollars and prudent asset management
- Promote transparency and accountability
- Ensure reasonable rates and fees in line with the Consumer Price Index, as well as investments that are beneficial and cost-justified to Town residents and businesses

Manage Growth

Plan for and manage growth, development and redevelopment to maintain Jupiter's small town feel and its integrity as a distinctive, vibrant coastal community.

- Support development that complements Jupiter's unique, small town feel and emphasizes preservation of natural resources and assets
- Maintain and update a comprehensive plan for development that is long-term and sustainable, and one that is regularly reviewed and impacted by public input

Mobility

Improved mobility for all modes of transit.

- Effective traffic mitigation and parking management
- Ample safe paths for pedestrians and cyclists and an emphasis on alternate modes of transportation
- Practical development that complements the goal of congestion reduction

Green, Blue, and Open Spaces

Continue beautification and natural areas; green spaces, parks, beaches and landscaping. Maintain Jupiter as a distinctive coastal community with open and natural environments.

- Approach development with an emphasis on preservation and sustainability
- Provide increased access and use of green and open spaces
- Ensure good stewardship and maintenance of the Town's natural resources

Strong Local Economy

Support local businesses, create a business-friendly environment.

- Encourage development to ensure diversity of businesses with an emphasis on small, local business ownership, as well as the biotech and high-tech industries
- Engage in practical, mutually beneficial partnerships
- Incentivize business and tourism that is aligned with the strategic goals of the Town

Organizational Excellence

Organizational governance; internal support and services.

- Ensure the Town has sufficient resources to recruit and retain top of the line employees, technologies, and facilities
- Promote a culture that is nimble, engaging, and encourages professional development
- Strive to provide world-class service to Town residents and businesses in a cost-efficient manner

Unique, Small Town Feel

Maintain and enhance our vibrant small town feel by leveraging the unique combination of community, cultural and recreational assets that make Jupiter a special place to live and work.

- Promote the Town's natural resources as places for physical activity and community through increased access and maintenance
- Foster community pride and engagement through events and partnerships
- Safeguard the Town's historical sites, landmarks and special places

Town Communication

Support and enhance open two-way communication between the Town and its residents and businesses.

- Provide multiple avenues for communication between the Town and its communities to share information and engage in conversation
- Practice the highest degree of honesty and transparency
- Encourage citizen involvement with a special focus on under-represented communities

HOW WE ACHIEVE RESULTS

Below are the 2021-2022 strategic initiatives that support achieving the results.



MOBILITY

- Enhance and update the Town's traffic mitigation plans for roadways that are not meeting the Town's level of service standards.
- Pursue opportunities to advance South Island Way.
- U.S. 1 Bridge.
- Ensure the advancement of Indiantown Road improvements between I-95 and Central Boulevard through collaboration with FDOT.
- Employ strategies to reduce the number of vehicle/pedestrian/cyclist conflicts and manage traffic (expand options, ensure flow and safety for all modes of travel using technology and traditional approaches).



ORGANIZATIONAL EXCELLENCE

- Commence planning stages for a new Town Hall facility.
- Review the Town's Stormwater plans.
- Enhance our waterway cleanliness.
- Review and recommend as appropriate customer service response systems.



UNIQUE, SMALL TOWN FEEL

- Invest in web cams in the community so that others can enjoy all that Jupiter has to offer.
- Review the issue of medical marijuana in Jupiter.
- Prepare a passport program for the notable destinations in the community so that residents and visitors have access to a more guided experience to all Jupiter has to offer.
- Review the Town's Historic Preservation program.



MANAGE GROWTH

- Review building height standards for appropriateness of scale in the community.



STRONG LOCAL ECONOMY

- Promote the revitalization of Cypress Drive.
- Seek feedback from the business community.



SAFETY

- Continue the installation of lighting projects along collector and arterial roadways.
- Prepare for the introduction of high-speed rail through the Town of Jupiter by investigating and advocating for appropriate safety measures.
- Ensure the completion of East Indiantown Road from US 1 to A1A.



GREEN, BLUE AND OPEN SPACES

- Prepare a sustainability plan for the Town of Jupiter and its operations.
- Increase availability of water refilling stations at parks and areas near the beach.
- Review Piatt Place as a possible recreational amenity for the Town of Jupiter.
- Enhance the natural vegetation and promotions of our Bluewater systems by evaluating and protecting our local seagrass beds.
- Enhance access and use of green space by providing more open and natural areas for protection.
- Enhance Jones Creek.

Action plans have been developed for each of the strategic initiatives listed above. To view the entire strategic plan, including those action plans, visit www.jupiter.fl.us/StrategicPlan.