



2026-2028 Strategic Plan



The Strategic Plan Drives Activities and the Financial Plan

- The “roof” of the house – the **vision and mission** - spans over the entire structure at the highest level.
- The “floors” of the house are the **components** that comprise the structure of the building.
- The foundation is a solid **financial plan** that supports the rest of the house.



Town Mission

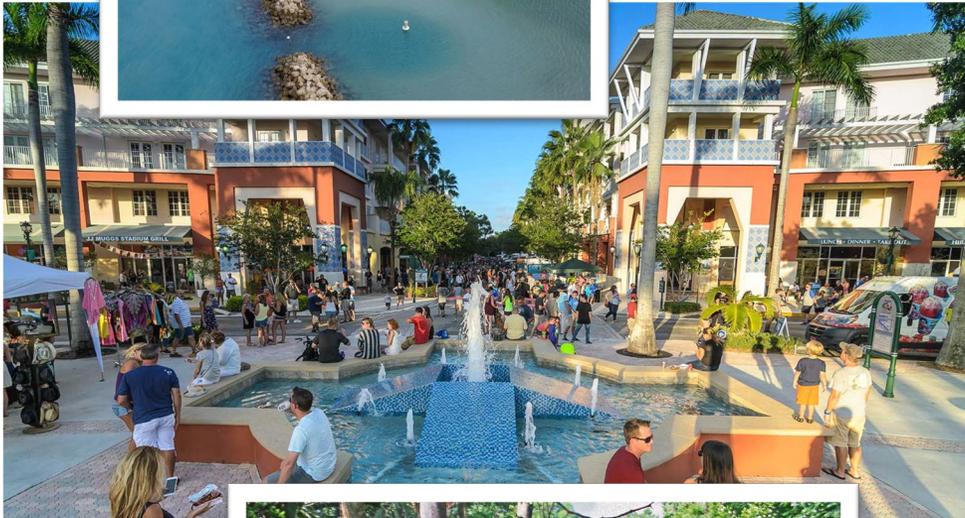
“ We provide exceptional municipal services that add value to resident’s lives and businesses while ensuring a long term, sustainable community.



Town Vision

“

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



Strategic Results

Jupiter's strategic plan contains nine strategic results, which represent the outcomes Jupiter aims to achieve.

Each strategic result and its full definition is listed on the following pages.

Green, Blue & 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.

Fiscal Responsibility

Prepare and manage budget; maintain fiduciary responsibility.

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.

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.

Strong Local Economy

Support local businesses, create a business-friendly environment.

Safety

Keep citizens and businesses safe.

Town Communication

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

Mobility

Improve mobility for all modes of transit.

Organizational Excellence

Organizational governance; internal support and services.



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.

- Enhanced entries at major gateways such as I-95 and the Florida Turnpike; beautified medians.
- Natural vegetation and trees preserved.
- Focus on the waterways and the upland areas adjacent to the water.
- Dog-friendly beach maintained with pedestrian-friendly and easy access.
- Clean, safe beaches and public facilities maintained.
- Greenway and blueway systems promoted.
- Parks that are clean and safe, with shade, trees, drinking fountains, and bathrooms.
- Landscaping public areas with sustainable, native plants.
- Balanced process for tree removal and replacement.
- Access and use of green space increased. More open spaces and natural areas for protection of the environment.
- Water reuse encouraged and increased.



Fiscal Responsibility



Prepare and manage budget; maintain fiduciary responsibility.

- Good stewards of tax dollars and good asset management.
- Town's financial sustainability and the costs associated with Jupiter's quality of life balanced to show value to residents and businesses.
- Projects and investments reviewed and cost-justified.
- Competitive staffing levels, pay and benefits for all categories of employment.
- Transparency promoted; budget and accounting practices published and available.
- Taxes, water rates and user fees kept reasonable and in-line with the Consumer Price Index (CPI).
- Audit Committee and Police Pension Board supported by Town Council and staff.



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.

- The Town creates, maintains, promotes and enables access to special, open spaces, parks and beaches, and bike and walking paths where residents can pursue an active, outdoor lifestyle.
- The essence of “uniquely Jupiter” is seen in the aesthetics and physical attributes of the community.
- Historical sites and landmarks supported and preserved in harmony with surrounding development.
- Residents are engaged in volunteer efforts that create a sense of community, civic pride and neighborliness to support what is uniquely Jupiter.
- The Town supports and advocates for railway quiet zones.
- Older shopping centers are revitalized to enhance aesthetics and provide valued services to the community.
- JTAA is a thriving youth sports organization working in partnership with the Town and local schools to provide high-value recreational programs for youth.
- Entertainment, cultural, community and recreational activities and organizations for residents of all ages are offered by the Town or supported through partnerships with community organizations.
- Access to health services is provided for all residents, and residents practice healthy habits, activities and lifestyles.



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.

- Inlet Village redeveloped at a pedestrian scale, emphasizing its history and coastal assets.
- Impacts of development decisions occurring outside the town evaluated and addressed.
- Comprehensive plan updated as needed to support long-term planning, sustainability and quality of life.
- Development that is in harmony with the natural environment, considering green space, beautification, and impacts on habitats and wildlife.
- Low-scale development with sufficient setbacks and open spaces.
- Incentives for development and re-development created where needed.



Strong Local Economy



Support local businesses, create a business-friendly environment.

- Economic growth promoted to achieve a diversity of businesses.
- Bioscience cluster initiatives prioritized including ancillary and support businesses.
- Small business growth encouraged, and “Buy Local/Shop Local” supported. Consideration for large businesses with the right fit for the community.
- Partnerships with Chamber of Commerce and business associations and participation in business events.
- Housing supply and workforce development efforts to support business growth.
- Business, tax, and small business incentives and assistance provided.
- Eco and heritage tourism promoted through tournaments and special events.
- Assistance provided to help Abacoa Town Center as required to remain successful.
- Schools and universities with programs to support business needs.
- Partnerships supported between bioscience, Florida Atlantic University and Jupiter Medical Center.



Safety



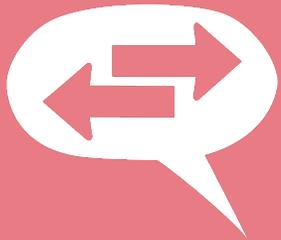
Keep citizens and businesses safe.

- Safety enhanced for all modes of traffic (boats, kayaks, motor vehicles, bicycles and pedestrians) in order to reduce accidents in roadways, parking lots and on our waterways.
- The Jupiter Police Department leverages community partnerships, technology and environmental design to create awareness, identify and prevent criminal activity.
- The Jupiter Fire Rescue Department leverages community partnerships, advanced technology, and proactive safety strategies to enhance emergency preparedness, deliver rapid response services, and promote fire prevention awareness throughout the community.

- The capabilities (training, personnel, equipment, technology) of the Police Department & Fire Rescue Department align with the growth and needs of the community.
- The Town works with residents and businesses to revitalize the older neighborhoods.
- Customers have access to drinking water that meets or exceeds required safety standards.
- The Town plans and prepares for natural and man-made disasters to maintain the safety of the community.
- Beaches, parks, bike paths, pedestrian facilities, kayak and paddle launches are well-maintained, safe and clean.
- Neighborhoods and commercial areas are safe, and crime rates are lower than similar communities.
- Opportunities exist in the community to keep school-aged children engaged and safe.
- Freight and passenger rail solutions implemented in a way that maintains safety and access for emergency services.
- Cost-effectiveness for public safety services (fire rescue, police, and health/EMS) continuously monitored and improved.



Town Communication



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

- Upfront and honest communication that is fair, open, and timely.
- Citizen and community inputs captured and responded to in a timely manner.
- Continuous improvement of mass communication methods (web, email, notices, flyers, TV, newsletters, Jupiter U, social media).
- Transparency of government and council maximized.
- Residents and businesses impacted by potential development and redevelopment areas engaged and informed.
- Increased use of citizen and community input from a variety of sources to capture balanced and effective representation of community views.
- Greater citizen involvement and additional outreach, including under-represented areas.
- Improved communication between and within the Town, the public, and the Council.



Mobility



Improved mobility for all modes of transit.

- Traffic flow improved through light timing, speed limit control, traffic calming and other methods to achieve levels of service identified in comprehensive plan.
- Traffic mitigation plan implemented for roadways not meeting the Town’s level of service standards.
- Parking managed effectively without adding any additional parking fee areas in the Town.
- Traffic laws enforced, including speeding, red-light running, and parking violations.
- Additional transportation modes encouraged to support less driving and change driving behavior to reduce congestion (shuttles, carpooling, public transportation, off-peak travel, public transportation for the disabled).
- Bike paths improved and increased. Bike lanes and bike parking managed to provide more protected and safer bike paths, especially in high-hazard areas.
- Impacts of school drop-off and pick-up mitigated.
- Growth and commerce encouraged that helps to manage traffic flow (encourage industries with off-peak trips).
- Enhanced public safety (pedestrian, vehicle crossings, bridge) and quiet zones along rail corridor.
- Pedestrian-friendly community with effective system of sidewalks and bike paths.
- Safe boating and boat-mobility encouraged



Organizational Excellence



Organizational governance; internal support and services.

- Sufficient investment in organization’s infrastructure to maximize productivity, enhance performance and develop technical and leadership skills.
- Overall costs of Town government managed to enable a sustainable future.
- Employees valued and invested in the achievement of strategic and operational results through engagement, communication, a team environment, and a culture of continuous improvement.
- Town facilities and buildings maintained to allow for a safe, functional working environment.
- A professional, highly-motivated Town workforce that receives competitive compensation and benefits based on employee achievement.
- Town services delivered in a way that is valued by residents and businesses, cost-effective, efficient, and with a high degree of customer service.
- Skilled leadership and workforce that is sustainable for the long-term.
- A workforce and culture that is responsive and adaptive to new concepts and changing environments.



The Strategic Plan is a Key Input to the Budget and CIP Development Process

- Once the Strategic Plan is adopted, Town Council determines which initiatives will be funded – and to what extent – during the development of the budget and five-year community investment program (CIP).
- This occurs during the spring and summer, and the budget is finalized and adopted in September.



2026 – 2028 Strategic Initiatives & Timeline



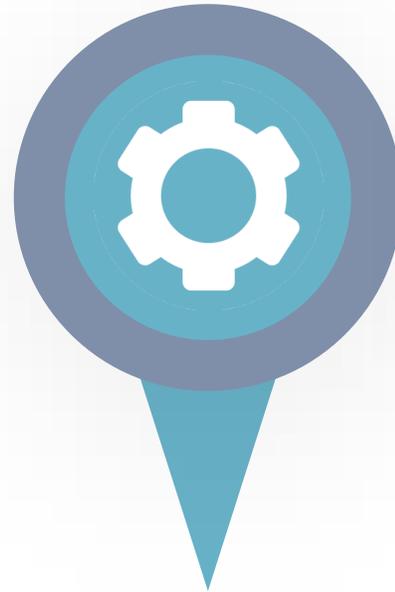
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The following pages detail a three-year timeline of the strategic initiatives and their action plans by category.



New

Strategic initiatives or action plans added during this cycle.



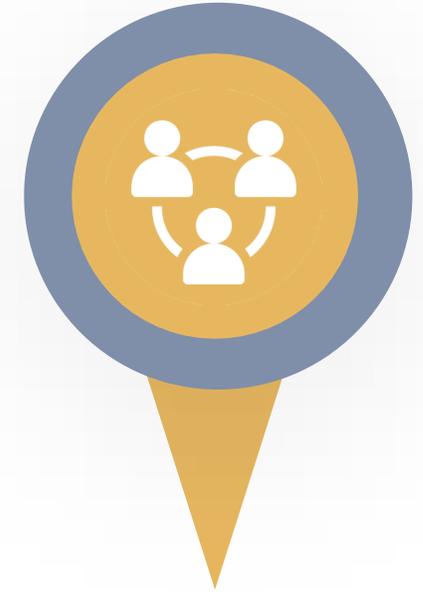
In Progress

Strategic initiatives or action plans currently underway or actively being worked on by staff



Recurring

Strategic initiatives or action plans that take place annually. Staff will continue to provide regular status updates.



Require Town Council or Outside Agency Action

Strategic initiatives or action plans that depend on advocacy by the Town Council or actions by an outside agency.





2026-2028 Strategic Plan

SAFETY



New



In Progress



Recurring



Requires Town Council or outside agency action

Initiative and Action Plans		CY 2026				CY 2027				CY 2028			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Fire Rescue Strategy: Determine a long-term strategy for fire rescue services for Jupiter residents.													
	Complete construction of two station locations and begin providing fire rescue services.	█											
	Achieve accreditation from multiple governing bodies, prioritizing ISO certification.	█			█				█				
High Speed Rail: Prepare for the introduction of high-speed rail through the Town of Jupiter by investigating and advocating for appropriate safety measures.													
	Collaborate with FEC and Brightline to complete installation of safety fencing along the rail corridor within the Town of Jupiter boundaries. ¹	█			█				█				
	Design and construct safety fencing to include critical unfenced areas in the Town of Jupiter not covered by Brightline.		█			█							
Public Safety Training: Develop a plan for an enhanced public safety training program.													
	Evaluate current training spaces and resources, identifying opportunities to enhance and reconfigure them to improve public-safety training.	█			█				█				
	Explore and establish partnerships for enhanced public-safety training opportunities.	█											



¹ The success of this action plan is recognized as a priority of the Town Council. Town staff will actively support this initiative by providing regular updates and relevant information. Ultimately, it is within the Town Council's purview to leverage their collective influence to drive progress, whether through engagement with regional planning boards, the adoption of Resolutions, or other advocacy efforts aimed at achieving the desired outcomes.



2026-2028 Strategic Plan MOBILITY



New



In Progress



Recurring



Requires Town Council or outside agency action

Initiative and Action Plans		CY 2026				CY 2027				CY 2028			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	Vehicle & Pedestrian Traffic Management & Mitigation: Enhance and update the Town’s traffic mitigation plans for roadways not meeting the Town’s level of service standards; and employ strategies to reduce the number of accidents and bike/ped/vehicle conflicts.												
	Participate in Palm Beach County’s transportation master planning effort by advocating for Jupiter’s interests. ¹												
	Evaluate locations and complete construction of phase two of the pedestrian activated crosswalk project.												
	Prioritize locations and funding for collector roadway lighting projects.												
	Develop a plan for education, training and new or modified regulations for electric bicycles.												

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2026-2028 Strategic Plan

MOBILITY



New



In Progress



Recurring



Requires Town Council or outside agency action

Initiative and Action Plans		CY 2026				CY 2027				CY 2028			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Western Portion of Indiantown Road: Pursue implementation of various roadway capacity improvements and traffic mitigation solutions.													
	Monitor the design and construction progress of the Indiantown Road Phase 2 westbound (from west of Mobil gas station to eastern end of Phase 1 work) auxiliary lane project. Maintain regular communication with FDOT to anticipate funding needs. ^{1,2}												
	Encourage FDOT to fund, study, design and construct intersection and roadway improvements on Indiantown Road from Central Blvd to Maplewood Drive. ¹												
	Monitor the progress of the Project Development and Environment (PDE) phase for the intersection at Indiantown Road and Central Boulevard to include improvements to evaluate the feasibility and impact of a displaced left-turn design for enhanced traffic flow and safety. ^{1,3}												
	Support the evaluation of the Indiantown Road cross-access concept at Maplewood Drive and Center Street to connect private commercial properties via a bridge, improving access management and traffic flow. ¹												
	Pursue the use of Adaptive Traffic Signal Control (ATCS) technology to enhance overall traffic signalization timing along the corridor to mitigate traffic congestion. ¹												
	Based on Palm Beach County's test results for Adaptive Traffic Signal Control (ATSC) technology, secure funding (i.e., through FDOT, Palm Beach County, etc.) and develop plan to implement.												

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² Project is listed as FDOT project FM#454564-1.

³ Project is listed as Palm Beach Metropolitan Planning Organization priority project MPO #21-6 and FDOT: FM#449935-1.





2026-2028 Strategic Plan

MOBILITY



New



In Progress



Recurring



Requires Town Council or outside agency action

Initiative and Action Plans		CY 2026				CY 2027				CY 2028			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
US 1 Bridge: Monitor construction and impacts of the US 1 Bridge. Monitor and provide updates as needed to the Town Council on FDOT landscape improvement commitments to mitigate any adverse aesthetic impacts to Jupiter Cove. ¹													
Center Street Corridor: Palm Beach County redesign of Center Street from Loxahatchee River Road to Florida State Road A1A Alternate. Collaborate and partner with Palm Beach County to ensure resident input is incorporated for the redesign of Center Street.													
South Island Way: Advance South Island Way. Identify opportunities for right-of-way acquisition and roadway construction with proposed developments of nearby properties. Collaborate with owners of required ROW to secure necessary ROW. ¹													
SUN Trail / East Coast Greenway: Advocate for Jupiter's interests for FDOT's SUN Trail / East Coast Greenway project. Monitor and support for funding for FDOT's SUN Trail/East Coast Greenway project. ⁴													

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⁴ Project is listed as Palm Beach Metropolitan Planning Organization priority project MPO #23-1 and FDOT: FM#454579-1.





2026-2028 Strategic Plan

GREEN, BLUE AND OPEN SPACE



New



In Progress



Recurring



Requires Town Council or outside agency action

Initiative and Action Plans					CY 2026				CY 2027				CY 2028			
					Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	Protect Open Space: Enhance access and use of green space by providing more open and natural areas for protection.															
	Monitor property-acquisition opportunities for additional natural areas and open spaces as they arise.															
	Protect Local Seagrass and the Loxahatchee River: Enhance the natural vegetation and promotion of our bluewater systems by evaluating and protecting our local seagrass beds and improve the water quality in the Loxahatchee River.															
	Enhance the treatment of stormwater runoff into Sawfish Bay by designing a flushing channel to protect vital ecosystems and support seagrass restoration.															
	Resiliency Plan: Implement resiliency efforts for the Town.															
	Using the Vulnerability Study as a guiding document, implement stormwater and other resiliency efforts through the annual CIP process and by securing grants.															





2026-2028 Strategic Plan

UNIQUE, SMALL TOWN FEEL



New



In Progress



Recurring



Requires Town Council or outside agency action

Initiative and Action Plans		CY 2026				CY 2027				CY 2028			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Recreation Facility Upgrades: Upgrade and enhance the Town’s indoor and outdoor recreational facilities and parks to support youth and adult recreation activities.													
	Using the Recreation Master Plan as a guiding document, prioritize upgrades to the Town’s aging parks through the yearly CIP process.												
	Explore a partnership with Palm Beach County to upgrade the West Jupiter Community Center and overall site to create more available indoor space. ¹												
Piatt Place: Determine future use and development plan for Town-owned property.													
	Design and construct public safety dock and public water access.												
	Design and construct Riverwalk loop and other park amenities.												
Baseball/Roger Dean Chevrolet Stadium: Continue community partnerships with Major League Baseball and Roger Dean Chevrolet Baseball Stadium.													
	Complete field usage agreement.												

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2026-2028 Strategic Plan

UNIQUE, SMALL TOWN FEEL



New



In Progress



Recurring



Requires Town Council or outside agency action

Initiative and Action Plans		CY 2026				CY 2027				CY 2028			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
A1A and Jupiter Beach Road Roundabout: Enhance the A1A & Jupiter Beach Road roundabout.													
	Engage with the Art Committee to propose and develop a plan for a decorative and aesthetic element for the roundabout at A1A and Jupiter Beach Road.												
Historic Preservation: Continue efforts to protect and celebrate the Town's heritage.													
	Acquire the historically significant portions of the Suni Sands property site in order to respect and preserve the unique archeological and historic portions of the site. ¹												
	Develop a conceptual plan to stabilize the Suni Sands waterfront.												

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2026-2028 Strategic Plan

ORGANIZATIONAL EXCELLENCE



New



In Progress



Recurring



Requires Town Council or outside agency action

Initiative and Action Plans		CY 2026				CY 2027				CY 2028			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	Municipal Complex: Update and revise masterplan and continue improvements.												
	Complete phase two construction of the Law Enforcement Memorial located at the Jupiter Police Department.	█											
	Complete construction of a Town Council memorial located within the Town green.	█											
	Develop a strategy for aging infrastructure on the northeast quadrant and future plans for the northwest quadrant on the Municipal Complex.	█											
Maintenance Facility: Develop a master plan for the Town's Maintenance Facility property.													
	Design and construct Phase 1 (Vehicle Maintenance Facility).			█		█							
	Advance Phase 2 (Administrative Facility) through design phase.									█		█	





2026-2028 Strategic Plan

STRONG LOCAL ECONOMY



New



In Progress



Recurring



Requires Town Council or outside agency action

					CY 2026				CY 2027				CY 2028			
Initiative and Action Plans					Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	Workforce Housing: Support local businesses and their workforce.															
	Explore options for use of Workforce Housing Trust Fund through a roundtable discussion.															



For more information:

www.jupiter.fl.us/strategicplan



03/09/26