



TOWN OF PALM BEACH

Town Manager's Office

TENTATIVE -
SUBJECT TO
REVISION

STRATEGIC PLANNING BOARD MEETING

AGENDA

TOWN HALL
COUNCIL CHAMBERS - SECOND FLOOR
360 SOUTH COUNTY ROAD

Thursday, June 2, 2022
9:30 a.m.

I. CALL TO ORDER AND ROLL CALL

Mayor Danielle Moore, Chair
Alfred "Skip" Aldridge
Elizabeth Dowdle
Kristen Kelly Fisher
Nicki McDonald
Peter McKelvy
Katherine Ostberg
Michael Pucillo
Michael Reiter

II. PLEDGE OF ALLEGIANCE

III. APPROVAL OF AGENDA

IV. COMMUNICATIONS FROM CITIZENS

V. APPROVAL OF MEETING MINUTES

A. April 21, 2022, Strategic Planning Board Minutes

VI. REGULAR AGENDA

- A. Preview of Strategic Planning Summer Initiatives
Carolyn Stone, Assistant Town Manager
- B. Dialog of Mission and Vision
Trina Pulliam, Trainnovations

VII. ANY OTHER MATTERS

VIII. ADJOURNMENT

PLEASE TAKE NOTE:

The progress of this meeting may be monitored by visiting the Town's website (www.townofpalmbeach.com) and clicking on "Meeting Audio". If you have questions regarding that feature, please contact the Office of Information Technology (561) 227-6315. The audio recording of the meeting will appear within 24 hours after the conclusion of the meeting.

Disabled persons who need an accommodation in order to participate in the meeting are requested to contact the Town Manager's Office at 838-5410 or through the Florida Relay Service by dialing 1-800-955-8770 for voice callers or 1-800-955-8771 for TDD callers, at least two (2) working days before this meeting.



TOWN OF PALM BEACH

STRATEGIC PLANNING BOARD MEETING

THE MEETING MINUTES OF THE STRATEGIC PLANNING BOARD HELD ON THURSDAY, APRIL 21, 2022

I. CALL TO ORDER AND ROLL CALL

The Strategic Planning Board meeting was called to order on Thursday, April 21, 2022, at 9:30 a.m. On roll call, all board members were present.

II. PLEDGE OF ALLEGIANCE

Mayor Moore led the Pledge of Allegiance.

III. APPROVAL OF AGENDA

Mayor Moore asked for a motion to approve the agenda.

Jay Boodheshwar, Deputy Town Manager, provided modifications to the agenda in the following order:

- Review of Draft Survey Questions was moved to Item B
- Mission and Vision Discussion was moved to Item C

Motion was made by Member Dowdle and was seconded by Member Pucillo, to approve the agenda. There was consensus among the board for approval.

IV. COMMUNICATIONS FROM CITIZENS

There was no communication from citizens.

V. APPROVAL OF MEETING MINUTES

A. March 18, 2022, Strategic Planning Board Meeting Minutes

Motion was made by Member Aldridge and was seconded by Member McDonald, to approve the minutes of the March 18, 2022, meeting. There was consensus among the board for approval.

VI. REGULAR AGENDA

A. Environmental Scan

Jess Savidge, Administrative Manager

Jess Savidge, Administrative Manager, provided a brief overview of the environmental scan which identified some of the factors that will have influence and impact on the Town. She expressed that the data collected was the most recent available and cited the sources for a point of reference. The basis of providing the environmental scan was to reinforce the themes the Board was previously discussing and to enrich upcoming meetings.

Discussion ensued as each member provided comments regarding the Environmental Scan provided and the additional data that each would like to receive.

Staff provided some clarification regarding the frequency of the bridge openings, when unscheduled openings occur, and the work elected officials have been engaged in with County officials and the Florida Department of Transportation.

Mayor Moore suggested providing the Truck Traffic Study from Kimley-Horn and Associates.

Mr. Boodheshwar summarized the discussion by acknowledging that the data provided in the Environmental Scan confirms what is already known and thanked staff for their work and staying engaged in the process.

B. Review of Draft Survey Questions

Carolyn Stone, Assistant Town Manager

Carolyn Stone, Assistant Town Manager, provided an overview of the draft community survey that will be used to gather data through a community survey process piece of the strategic plan. Staff engaged a national data analytics leader named Community Data Platforms (CDP) to develop a survey to help solicit feedback on topics that were identified as Critical Success Factors and items in the SWOT analysis. The goal of the survey is to identify key strategic areas or critical issues in the community.

Discussion ensued as each board member provided feedback on the questions presented in the draft survey. The three main points of the board's feedback included the length of the survey, who the survey will go to within the community, and doing a couple of surveys to different focus groups.

Staff provided some clarification regarding the distribution of the survey to the community and to the Town's civic partners. Staff was also looking for guidance on who the target audience should be. The following statement was an example, "Should the target audience be residents only or inclusive of business partners and surrounding communities?"

Ms. Pulliam provided clarifying information and questions that would assist the board with answering the question of who the target audience should be.

Discussion ensued regarding the target audience and what the board wanted to learn from the survey. Collectively, the board believed that the survey should be focused on the residents first.

Action: Staff to meet with Community Data Platform and revise the draft survey to remove questions that are not specific to Palm Beach. The update will be sent to the board via email for review and comments.

C. Mission and Vision

Trina Pulliam, Trainnovations

Trina Pulliam, Trainnovations, provided an overview of her presentation which included a final approval of the SWOT Analysis, board consensus on Critical Success Factors and to discuss the vision and mission statements.

1 The Mayor reviewed the changes to the SWOT analysis to gain consensus from the board. The
2 board agreed to change the word “access” to “availabilities” in the third item under Weaknesses.

3
4 **Motion was made by Member Aldridge and seconded by Member McKelvy, to approve the SWOT**
5 **analysis as discussed. There was consensus among the board for approval.**
6

7 Ms. Pulliam presented the six (6) Critical Success Factors that were discussed at the April
8 meeting and reviewed how they are used in the day-to-day business of the Town. She asked the
9 board for consensus of the information gathered.

10
11 Mayor Moore and Mr. Boodheshwar read aloud each Critical Success Factor for the Board.

12
13 Discussion ensued regarding changes to the Critical Success Factor – Preserve Community
14 Culture and Character. The board agreed that the addition of the words “natural beauty” should be
15 included and continued to wordsmith the content of the sentence. The following sentence was
16 decided upon by the board for Preserve Community Culture and Character.

17
18 *The Town promotes the small-town feel, design and scale of Palm Beach by preserving its*
19 *exceptional architectural character, natural beauty, rich history and uniqueness.*

20
21 Ms. Pulliam continued her presentation with an overview of the Vision statement. She provided
22 context to the purpose of a Vision statement, the typical length, and some questions to assist with
23 development.

24
25 Discussion ensued regarding where the current vision statement originated, the ideas the new
26 statement should speak to, and the board provided their notes as a starting point for the
27 Trainnovations team to develop a draft.

28
29 Mayor Moore called for public comment.

30
31 Public Comment:

32 Ted Cooney, 251 Royal Poinciana Way, shared his support that the board is moving in the right
33 direction.

34
35 Discussion ensued with additional comments from the board. Trainnovations read a rough draft
36 version of the Vision statement created from the comments and continued to refine it with the
37 board.

38
39 Below are phrases collected by Trina and a first draft of the Vision Statement from the discussion
40 during meeting.

41
42 Phrases and first draft Vision:

43
44 *“New and innovative technologies and other services”*

45 *“Protecting our value and environment”*

46 *“Planning for impact”*

47 *“Resisting over development”*

48 *“Build upon the best of the Palm Beach legacy with an eye toward future generations”*

49 *“Natural resources, beauty, unique, architectural character”*

50
51 *“A Legacy Worth Keeping; We maintain our unique architecture and landscape. We maintain a*

1 *safe small-town community and preserve our gracious Palm Beach Way lifestyle. We plan for*
2 *environmental factors and manage implants of future growth.”*

3
4 *Clerks Note: The Strategic Planning Board took a three-minute break.*

5
6 Ms. Pulliam continued her presentation with an introduction of the Mission statement and next
7 steps. She provided context to the purpose of a Mission statement and proposed that staff gather
8 comments of the Board regarding the Mission statement. Trainnovations would take that
9 information gathered and draft a Mission statement for the next meeting.

10
11 Ms. Pulliam complimented the board on working through the draft Vision statement efficiently
12 and openly together.

13
14 Mayor Moore complimented the board on the work accomplished at the meeting. She also
15 thanked Mr. Boodheshwar, the staff, and Trainnovations for their guidance throughout the
16 process so far.

17
18 **VII. ANY OTHER MATTERS**

19
20 Mayor Moore provided time for each board member to make final comments.

21
22 Member Aldridge asked additional questions on the pre-work and commented on the great
23 meeting discussion.

24
25 Member Dowdle commented on the great meeting and discussion.

26
27 Member Kelly-Fisher thanked staff and Trainnovations for all the data and work put into
28 collecting it.

29
30 Member McDonald asked for meeting material at least one week in advance.

31
32 Member McKelvy asked for the meeting material one week in advance and expressed his
33 enjoyment of the process.

34
35 Member Ostberg commented on the process of this strategic planning work has been revealing
36 and agreed with earlier comments regarding the Vision and Mission statements evolving as the
37 process continues.

38
39 Member Pucillo inquired whose mission is the board defining.

40
41 Discussion ensued regarding who the Vision and Mission statements apply to. Trainnovations
42 explained that the exercises the board is completing applies to town government and its' citizens.

43
44 Member Reiter asked to receive the draft Vision statement first to allow the board to develop a
45 better Mission statement. His comments continued regarding the meaning of the words in the
46 previous staff Mission statement and how it could be changed. In closing, Mr. Reiter shared some
47 memories of when Mr. Boodheshwar started his service with the town and thanked him for his
48 leadership during his tenure.

49
50 Mr. Boodheshwar made comments on the work the board has completed, emphasizing the goal of
51 the Vision and Mission statements outcome will help inform staff during the budget process and

1 beyond. He continued his comments by thanking the community and staff for working together to
2 make Palm Beach a better place.

3
4 Mayor Moore provided closing comments thanking the Board and staff.
5

6 **VIII. ADJOURNMENT**
7

8 With no further business to discuss, Mayor Moore adjourned the meeting at 11:48 a.m.
9

10
11
12 APPROVED:
13

14
15 _____
16 Mayor Danielle H. Moore
17 Chair

18 ATTEST:

19
20 _____
21 Antonette Fabrizi, Board Clerk

22
23 _____
24 Date
25

TOWN OF PALM BEACH

Information for Strategic Planning Board on: June 2, 2022

To: Strategic Planning Board

From: Carolyn Stone, Assistant Town Manager

Re: Community Survey

Date: May 17, 2022

GENERAL INFORMATION

Attached is the revised version of the Community Survey which reflects the feedback we received at the April 21, 2022, meeting. Adjustments to the instrument include:

- reduction to total number of questions
- reduction in selection responses
- inclusion of Palm Beach specific issues
- opportunity for responders to type in comments

The survey will be disseminated electronically through the Town's email database, community partners, and digital promotion this summer. We will be counting on each of you to encourage your friends and family to complete the survey so we can reach our goal of 400 respondents.

If you have questions or additional concerns regarding the survey, please reach out to either me or Jess Savidge before Tuesday, June 1, 2022. Thank you!

Attachments

cc: Kirk Blouin, Town Manager
Department Directors
Jess Savidge, Administrative Manager

Community Data Platforms

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Palm Beach 2023 Strategic Plan Survey

Section 1. Eligibility & Location

Welcome to the Palm Beach Survey!

The purpose of this survey is to understand your opinions about various aspects of life in your Town that will support the 2023 Strategic Plan for Palm Beach. The information you provide will help the Town leaders assess current and future needs.

Neither your name nor any identifying information about you will ever be shared with anyone outside of the Community Data Platforms (CDP) team without your express consent.

Community Data Platforms may use your answers for reports, but again, we will never identify you or anyone in your household in any reports. For more information about our privacy policy, please [click here](#). By starting the survey, you are agreeing that your responses can be reported with other Town member's responses.

If you have any questions about the study or your rights as a participant, please email us at info@communitydataplatforms.com

Your participation is greatly appreciated!

1. How old are you?

[] years old

2. Are you currently living in the United States of America?

- Yes
- No

3. Thank you for your interest in the Palm Beach Survey. To answer the survey, respondents must be at least 18 years old or/and live in the United States of America.

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If someone else in your household meets these criteria, please share the survey link and ask them to participate so your family can be represented. [Show if the age given in #1 is less than 18, or #2 is "No"]

Section 2. 2023 Strategic Plan

Block 1: Attraction and retention

4. Do you live full-time (more than 6 months) or part-time (6 months or less) in the Town of Palm Beach?

- Full-time
- Part-time
- I do not live in the Town of Palm Beach, but come frequently for leisure or work

5. In which zipcode do you **live**? [Only ask if "I do not live in the Town of Palm Beach, but come frequently for leisure or work" is selected in #4]

Please enter a valid 5-digit US zipcode.

[]

6. Select the county where your home is located [ask if zipcode given in #5 covers two counties]

- Option 1
- Option 2
- Other (please specify):

7. On average, how long is your stay in Palm Beach during the year? [Only ask if "part-time" is selected in #4]

[] duration in weeks

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8. In what zipcode do you live or stay **the most** when you are not in Palm Beach? [Only ask if “part-time” is selected in #4]

Please enter a valid 5-digit US zipcode.

[]

9. Select the county where your home is located [ask if zipcode given in #8 covers two counties]

- Option 1
- Option 2
- Other (please specify):

10. How long have you lived in Palm Beach, either full time or part time? [Only ask if “Full-time” OR “Part-time” is selected in #4]

[] whole years

11. In what part of Palm Beach do you live? [Only ask if “Full-time” OR “Part-time” is selected in #4]

- North End (Wells Road north)
- Mid-town (Southern Boulevard north to Wells Road)
- South End (Southern Boulevard to southern Town limits)

12. This question is about location during working hours. If you are working from home only (not hybrid) or do not commute, then the answer is no. Are you currently commuting?

- Yes
- No

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13. In which zipcode do you **work**? [Ask if answer to #12 is yes]

Please enter a valid 5-digit US zipcode.

[]

14. Select the county where your workplace is located: [Ask if zipcode given in #13 covers two counties]

- Option 1
- Option 2
- Other (please specify):

15. Which of the following are reasons that you moved to the Town? Select all that apply. [Ask if answer to #9 <10 years AND if "Full-time" OR "Part-time" is selected in #4]

- Job opportunity
- Education / Schools
- Natural environment
- Alignment with local politics
- Family or relationship(s)
- Cultural, recreational, and educational amenities
- Healthcare facilities
- Other (please specify):
- None of the above

16. Do you plan to move out of the area sometime in the next 5 years? [Only ask if "Full-time" OR "Part-time" is selected in #4]

- Yes
- No

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17. How far away do you plan to move? [Ask if answer to #16 is yes]

- To a location less than 50 miles away
- To a location more than 50 miles away

18. Which of the following are contributing to your desire to **move**? Select all that apply. [Ask if answer to #16 is yes]

- Current or future job opportunity
- Education/Schools
- Climate change and natural disaster risk
- Disagree with the local politics
- Increased traffic in area
- Overcrowding with tourism and growth in the area
- Family or relationship(s)
- Scarcity in cultural, recreational, and educational amenities
- Insufficient healthcare facilities
- Other (please specify):
- None of the above

19. Which of the following are reasons that you choose to **stay** in the Town? Select all that apply. [Ask if answer to #16 is no]

- Job opportunity
- Education / Schools
- Natural environment
- Alignment with local politics
- Family or relationship(s)
- Cultural, recreational, and educational amenities
- Healthcare facilities
- Other (please specify):

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- None of the above

20. Have you ever experienced any of the following situations in Palm Beach? Select all that apply.

- Not finding quality drinking water
- Not finding parking spaces in a public area
- Contamination of goods by pesticides
- Property damage from an environmental event
- Excessive/unexpected traffic delays while traveling in Town
- Wrong way driving on one-way street
- Difficulty crossing the street
- Interrupted/inconsistent cellular service
- Interrupted/inconsistent internet service
- None of the above

Block 2. Housing

21. What type of housing best describes where you currently live? [Only ask if "Full-time" OR "Part-time" is selected in #4]

- Single family home
- Multi-family housing (i.e. condominium, apartment building, etc.)
- Hotel or similar
- Separate living housing, such as a garage apartment
- Other (Please, specify):

22. How many people do you live with, excluding yourself? If you live alone, your answer will be "0". [Only ask if "Full-time" OR "Part-time" is selected in #4]

[] adults 18 years old and over

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[] children 17 years old and under

23. Which of the following best describes your current housing situation? [Only ask if

"Full-time" OR "Part-time" is selected in #4]

- I own my home/condo
- I am renting
- Living with a friend or relative
- Living on employer property
- Other (please specify):

24. How satisfied are you with the following aspects of your home's location? [Only ask if

"Full-time" OR "Part-time" is selected in #4]

	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied
Neighborhood safety					
Overall walkability					
Sense of Town					
Noise level					
Closeness to schools					
Closeness to family and friends					
Closeness to grocery store					
Closeness to pharmacy and healthcare services					

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Closeness to transportation options					
Closeness to my place of work					
Closeness to church, temple, mosque, or other religious center					
Closeness to public parks, public beach, or the Lake Trail					
Closeness to stores and restaurants					
Closeness to cultural and recreational amenities					

Block 3: Quality of life

25. How would you rate the following aspects of life in and around your neighborhood? [Only ask if "Full-time" OR "Part-time" is selected in #4]

	Very good	Good	Fair	Poor	Very poor
Overall quality of life					
Quality of parks and recreation					

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programs and facilities					
Quality of artistic or cultural programs and facilities					
Quality of restaurants and other retail establishments					

26. Within your Town, where do you typically exercise/participate in sports? Select all that apply.

- Local park, playground, or outdoor space
- Local recreation center
- Local gym (paid membership)
- Local school
- I exercise within my home
- Palm Beach's Tennis Center
- Palm Beach's Par 3 Public Golf Course
- Private Clubs and Courses
- Palm Beach's Lake Trail
- Palm Beach's Mandel Fitness Center

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- I don't exercise/participate in any sports [EXCLUSIVE]
- None of the above [EXCLUSIVE]

27. How many hours per week do you exercise/participate in sports? [Ask if #26 is anything but "I don't exercise/participate in any sports"]

- Less than one hour per week
- 1-2 hours per week
- 3-4 hours per week
- 5-6 hours per week
- 7-8 hours per week
- 9-10 hours per week
- 11 hours or more per week

28. Which source do you trust to obtain safe, clean drinking water in Town? Select all that apply. [Only ask if "Full-time" OR "Part-time" is selected in #4]

- Tap water
- Drinking fountains in public spaces
- Grocery stores / bottled water
- None of the above [Exclusive]
- Other (please specify):

29. Which of the following emerging initiatives would you like for the Town to explore for implementation in the near future? Select all that apply.

- 5G and 6G network coverage
- Organic control for pests
- Digital epidemiology tracking
- Walkability and bicycling spaces

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- Sensors in stoplights to reduce traffic
- Automation in processes and operations of the Town
- Cybersecurity and data privacy awareness
- Other (please specify:)
- None of the above

30. Which of the emerging initiatives you selected before would be your top priority to be implemented in Palm Beach within 5 years? [Ask if #29 has a selection.]

[INSERT SELECTION FROM #29]

Block 4. Transportation

31. When/if working outside your home, how satisfied are you with your current commute time? [Ask if answer to #12 is yes]

- Very satisfied
- Satisfied
- Somewhat satisfied
- Unsatisfied
- Very unsatisfied

32. How long does it take you to find a parking space in Palm Beach?

- I find parking immediately
- 5-9 minutes
- 10-14 minutes
- 15 minutes or more
- I use taxi/rideshare

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Block 6. Public safety

33. How would you rate the quality of emergency services in Palm Beach?

	Very good	Good	Fair	Poor	Very poor	I don't know
Fire services						
Emergency medical						
Police services						

34. How would you rate the availability of pharmacy and healthcare services in Palm Beach and in the region?

- Extremely good
- Quite good
- Somewhat good
- Slightly good
- Not at all good
- I'm not sure

Block 7: Environmental Impact

35. What is your current level of concern of the possible future impacts of the following extreme weather and environmental impacts within your Town?

	Extremely	Somewhat	Slightly	Not	Not
--	-----------	----------	----------	-----	-----

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	concerned	concerned	concerned	concerned at all	applicable
Extreme heat					
Sea Level Rise (from South Florida impacts)					
Pesticide impacts					
Flooding					
Strong wind event (hurricane, tornado)					
Excessive rain event (hurricane, flood)					
Drought					

36. Do you...

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	Yes	No
...believe that climate change is happening?		
...believe that climate change impacts extreme weather events such as extreme heat, hurricanes, flooding, etc.?		
...believe that human activity is playing a role in climate change?		

37. Which of the following do you think the Town should prioritize to benefit the environment?

Select all that apply.

- Building natural disaster-safe infrastructure, and improving current infrastructure - such as roads, water/sewer pipes, utility lines, etc. (i.e. Sea level rise preparation)
- Access to health services for Town members
- Clean energy infrastructure
- Electric Vehicles (EV) charging stations
- Educational programs teaching about climate change and climate friendly actions
- Reduce pesticide impacts on the environment
- Promoting the growth of native plants
- Other (please specify):

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- None of the above

38. What do you believe should be the Town's top priority to benefit the environment? [Only ask those who selected >1 option at #37, skip if no answer of "None of the above" at #37, autofill and skip if they select 1 response]

[INSERT SELECTION FROM #37]

Block 8. Political Environment

39. Where would you place YOURSELF on a scale from 0 to 10 where 10 means very liberal and 0 means very conservative?

[SCALE = 0 (Very Conservative) to 10 (Very Liberal)]

40. How much trust do you have in: (a) the media; (b) your local government; (c) the state government d) the federal government

[SCALE = 1 (very little trust) to 7 (a great deal of trust)]

41. [Home Rule](#) gives each municipality the flexibility to craft its laws specifically to its unique needs. These powers state that any municipality can adopt laws as long as the law doesn't conflict with state or federal law. An easy way to understand it is: Local Voices Making Local Choices.

Based on your current knowledge, do you have a favorable or unfavorable opinion of a Home Rule form of government? [Only ask if "Full-time" OR "Part-time" is selected in #4]

- Very favorable
- Favorable
- Neutral
- Unfavorable
- Very unfavorable
- Not sure

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Section 3. Demographics

42. To make sure our survey represents everyone, and to understand the preferences and challenges of different groups, we need to ask some demographic questions.

What is your gender?

- Man
- Woman
- Different identity (Please tell us how you identify):

43. Which one or more of the following describes your race? Select all that apply.

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Pacific Islander
- Other (please specify):
- None of the above

44. Do you have a disability protected under the Americans with Disabilities Act?

- Yes
- No

45. Which of the following disabilities apply to you, as defined by the Americans with Disabilities Act? Select all that apply. [\[Ask if answer to #44 is yes\]](#)

- Cognitive
- Emotional
- Physical
- Mental
- Hearing

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- Visual
- None of the above [Exclusive]

46. What is the highest level of education you have completed?

- Never attended school or only attended kindergarten
- Grades 1 through 8 (Elementary)
- Grades 9 through 11 (Some high school)
- Grade 12 or GED (High school graduate)
- College 1 year to 3 years (Some college or technical school)
- College 4 years or more (e.g. BA, BS)
- Graduate or professional degree (e.g. MBA, M.A./M.S., PhD, JD, MD, DDS, DO etc.)

47. Are you currently...

- Married
- Divorced
- Widowed
- Separated
- Never married
- A member of an unmarried couple

48. What is your current employment status? Select all that apply.

- Self-employed full-time
- Self-employed part-time
- Employed full-time
- Employed part-time
- Unable to work
- Full-time homemaker

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- Retired
- Student
- None of the above

49. Do any of the following describe you?

- Active military
- Inactive military/Veteran
- None of the Above

50. What news sources do you rely on the most? Select all that apply.

- Palm Beach Daily News
- Palm Beach Post
- Wall Street Journal
- Other newspapers
- Local Television
- National television
- National Public Radio
- Other radio news
- Podcasts
- Online news
- Social media
- Palm Beach Civic Association
- None of the above [Exclusive]
- Other (please specify):

51. How do you consume online news? Select all that apply. [Only ask those who selected "Online news" at #50]

- Search engine (Google, Bing, Yahoo, etc.)

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- Blogs
- Newspaper websites (New York Times, Washington Post, etc.)
- News broadcast websites (CNN, Fox News, BBC, etc.)
- News apps (Apple News, Google News, etc.)
- Other (please specify):
- None of the above

52. About how often do you access social media services (Facebook, Twitter, Instagram, Pinterest, Youtube, etc.)?

- Several times a day
- About once a day
- Several times a week
- About once a week
- A few times a month
- Never

53. Which of the following social media platforms do you use or actively participate in?

Select all that apply. [If selection is anything except “never” on 52]

- Facebook
- Instagram
- LinkedIn
- Tumblr
- Pinterest
- Twitter
- Youtube
- Snapchat
- Whatsapp
- TikTok

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- Parler
- Reddit
- Other (please specify):
- None of the above

54. We know some people consider the next question sensitive. We only ask it because it is very important that the survey represents everyone in the Town. As a reminder, we will only use this data for that purpose and will never share it with anyone outside the survey team.

What was your approximate gross household income in 2021? That is, income from you and all family members you live with before taxes.

- \$0.00 - \$14,999
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 - \$350,000
- \$350,001 or more

55. Please share any additional comments you would like to make about your experience living in Palm Beach. Think of where you want the Town to be in 5 years from now. We will share what you write with your local leaders but your identity will not be disclosed.

[]

Community Data Platforms

SMARTER AND STRONGER COMMUNITIES

56. We want to make sure we can contact you for future surveys. Our interest is in making your Town a great place to live, so we will never use your contact information for anything other than what you agree to in this survey.

What is your primary email address, at which we would be most likely to reach you?

Please make sure that your email address is in a valid format, for example

anna@surveys.com, and that there are no spaces before, after, or within your email address.

[]

Section 4. Panel

57. Community Data Platforms has created the Community Survey Panel to provide reliable data to local leaders and the public surrounding important issues in your Town. Community Survey Panel participants will be invited to share their opinions and insights via occasional surveys. If you choose to join the panel, we will contact you only occasionally. You may opt out at any time.

Would you be willing to join the Town Survey Panel?

- Yes, and I have read the privacy policy [hyperlink to policy]
- No

58. Your survey responses will help local leaders and the public better understand Town sentiment. We are also inviting Town members to take general market research surveys sponsored by businesses that provide participants financial compensation. These sponsorships will also support additional free surveys for your Town on critical issues. For information about our privacy policy, click here [hyperlink policy].

Would you be interested in taking market research surveys similar to this one?

- Yes, and I have read the privacy policy [hyperlink to policy]

Community Data Platforms

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- Probably and want to learn more
- No, not interested

59. What is your primary email address, at which we would be most likely to reach you?

Please make sure that your email address is in a valid format, for example
anna@surveys.com, and that there are no spaces before, after, or within your email
address. [Ask if they provided an email at #56 and answered yes or probably to #57 or
#58]

[]

60. What is your first name? We will use this to verify we are sending invites to and getting
information from the correct person. [Ask if answered yes or probably to #57 or #58]

[]

61. We would also like to make sure we can communicate with you in ways you would like. We
would only use the information for study related reasons and will never share it outside the
research team. On the next couple of screens you can tell us whether we can call, text, or
both.

Would you be willing to share a phone number with us? [Ask if answered yes or probably
to #57 or #58]

- Yes
- No

62. What is that phone number, including area code? [Ask if answer to #61 was yes]

[]

Community Data Platforms

SMARTER AND STRONGER COMMUNITIES

63. Is this a cell phone or landline phone? [Ask if answer to #61 was yes]

- Cell
- Landline

64. May we... [Ask if answer to #61 was yes]

	Yes	No
Send you text messages (SMS) about surveys? [Only if "Cell" is chosen in #63]		
Call you about surveys?		

65. Thank you! We appreciate your time to take this survey. Your response has been recorded.

You can close this window.

Strategic Plan Development

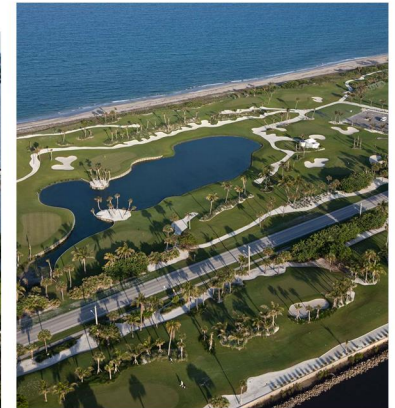
Vision and Mission



Agenda

Review and Consent

- Vision
- Mission



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Outcome **SWOT**

Weakness

#3 corrected to read:

- + "There is limited **availability** to in-town amenities such as public transportation and health care."



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Outcome **Critical Success Factors**

Preserve Community Culture and Character

- + "The Town promotes the small-town feel, design, and scale by preserving its exceptional architecture, natural beauty, rich history, and uniqueness."



Vision

The Town of Palm Beach is a unique and vibrant small-town with a “Legacy Worth Keeping”. We value and will conserve our natural beauty, landscaping, and historic architecture. Our “Palm Beach Way” promotes an exceptional quality of life that sustains a safe and gracious community and creatively manages all future challenges.



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Mission

The Town of Palm Beach will champion our outstanding quality of life by providing unparalleled services to residents, businesses, and visitors. Through leadership and community engagement we will ensure a safe and secure Town, protect our natural environment, history, and architecture, and promote our community character and culture.



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Next Process Steps

- + Citizen Survey and results
- + Strategic Priorities
- + Focus Groups (January)



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Next Meeting

- + Strategic Priorities
Creation and Definition

- + Next Meeting:

October 14, 2022

9:30 a.m. - noon



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Thank you

Enjoy your Summer!
We'll see you in the fall!



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