IMPACTFUL
SERVICE

10-YEAR HOUSING PLAN

Housing affordability is one of the greatest challenges facing our community. It is a top priority for both Mayor Rick Kriseman and our St. Petersburg City Council. In 2019, we developed “For All From All,” a comprehensive, 10-year plan to address housing affordability by expanding existing programs and introducing new solutions. St. Petersburg’s Housing Plan begins in 2020 and will be funded through various public and private sources. Impacting approximately 7,000 households, this plan improves the lives of 19,000 community members across the city. The main focus is on low and moderate-income households, but solutions are also offered for middle-income households. The largest and most impactful component leverages approximately $60 million of City funding for the construction and preservation of 2,400 affordable multi-family units. Since the majority of these funds are sourced by taxes already paid to each level of government, we are all contributing to this important solution.

To learn more, visit stpete.org/affordablehousing.

DEUCES Rising Plan

The Deuces – a beacon of minority talent, creativity and entrepreneurship – has always been an iconic asset of the Sunshine City. Under the leadership of Mayor Kriseman, we are committed to partnering with the community to restore the bright light of 22nd St. S. that once served as a signature ray of St. Pete’s fabled sunshine. With a fundamental focus on changing the trajectory of impoverished residents in South St. Pete, Mayor Kriseman began working toward a transformation of The Deuces with a commitment to invest in its people just as much as its places. While true change lies in creating opportunity for people, places and their associated quality of life are also important. Therefore, in 2019, Mayor Kriseman introduced the next chapter of his vision for South St. Pete with Deuces Rising: an integrated, comprehensive economic development place-making plan. The Deuces Rising vision is comprised of a welcoming gateway, housing that is affordable, new parks, public-private partnership, a new home for the Carter G. Woodson Museum and an infusion of resources that encourage private businesses to thrive.

To learn more, visit stpete.org/deucesrising.
ADDITIONAL POINTS OF PRIDE:

Opportunity Creation

Our Urban Affairs Department focuses on enriching the lives of residents through investment in people, places, and programs. Urban Affairs offers support to the residents of South St. Pete through South St. Petersburg Community Redevelopment Area (CRA) programs and youth development initiatives that fall under the My Brother's/Sister's Keeper (MBSK) umbrella, such as the Cohort of Champions and the 'Not My Son' campaign.

The programs of the South St. Pete CRA are uniquely suited to meet the needs of the residents they serve – and it’s working. Led by our City Development Administration, in coordination with our Urban Affairs department, this CRA served 72 residents in 2019 as part of its Education, Job Readiness, and Workforce Development focus, 26 businesses as part of the CRA’s Business and Commercial Development focus, and 53 applicants as part of its Housing and Neighborhood Revitalization focus. In sum, nearly $2 million dollars were disbursed in 2019 to help the ‘sun shine here’.

We are especially proud of the impact that MBSK is having on our community. Since 2017, the City of St. Petersburg has invested $1.6 million into MBSK initiatives that have positively touched the lives of 1,850 children in our city and 320 parents.

In 2019:

- 450 youth enrolled in development programs
- 18 organizations were funded to provide after school and out of school enrichment programs
- 265 Champions participated in our Cohort of Champions, a youth training program that offers support by way of educational, entrepreneurial, workforce and enrichment training opportunities for young African American males, ages 12-24
- 212 Champions completed career skills training
- 81 Champions and parents earned career skills certifications
- 72 Champions and parents secured a new job or started their own business
- 29 Champions entered an internship or externship
- 66 K-12 Champions improved their GPA in school
- 127 families accessed "wrap-around" services
111,615 rounds of golf were played at the St. Pete Municipal Golf Courses - 8,244 more rounds than the previous year.

Sanitation launched a new residential composting program – 3,000+ bins were delivered to residents.

The Housing & Community Development Department assisted 47 households with rehabilitation assistance and home purchase – amounting to $1,926,774 in financial assistance. Additionally, they assisted four proposed, affordable multi-family developments with 143 units, totaling $1,214,483.

Veterans, Social & Homeless Services managed the award of $583,800 in Social Action Funding to 14 agencies to provide assistance in addressing the prevention of homelessness or assisting individuals and families who are already homeless.

The Storefront Conservation Corridor Program provided $175,000 to small, independently owned and operated businesses in an effort to retain and support local business on Central Avenue and Beach Drive.

The Greenhouse, St. Pete’s front door to small business, worked with more than 2,500 clients in 2019 through education and assistance programs.

2019 was also the fourth year in a row that City Officials, faith leaders and engaged citizens joined together in a weekly canvass of our city’s neighborhoods to encourage parents to sign a pledge card declaring ‘Not My Son’, a promise to do what’s possible to encourage healthy and safe choices for our children. Approximately 2,500 pledge cards were distributed in 2019 in order to continue to decrease gun violence in our city.

City of the Arts
2019 was a milestone year for the arts in St. Pete. The Kriseman Administration increased its allocation to the Arts Advisory Committee to a record $405,000 – money that will go directly to the non-profits that help us shine. We also added three significant art pieces to the city’s public art collection, valued at more than $500,000, and continued to invest in the SHINE Mural Festival, an increasingly international event.

National Women’s Small Business Month Kickoff at The Greenhouse

Uptick in Usage of City Services
- The St. Petersburg Library System saw a 15.2% increase in electronic materials downloadable audiobooks, books, music and videos collected and a 23.2% increase in electronic materials borrowed.
2019 launched StPete2050, our city-wide visioning process and long-range planning for where our city is going and what it can become over the next 30 years. City staff hosted 21 community events, connecting with 1,500+ residents face-to-face. The first round of surveying, with more than 1,400 online participants, yielded 4,332 comments with topics ranging from affordable housing to parks and recreation. This feedback will help sculpt the City’s future decision making – not only concrete documents like City policies, ordinances and regulations, but also guide the City’s philosophic vision and therefore budgetary decisions.

The community engagement process – designed specifically to meet our people where they live, work, and play – is not your traditional public meeting process, and will continue in 2020.

Share your thoughts and ideas with us at stpete2050.com.

Building a Healthy Community

Partnering with 62 community organizations on more than 56 community events – Healthy St. Pete continued its mission to build a culture of health in our city by engaging 18,259 residents in 2019. The initiative expanded programming to offer eight monthly group fitness classes led by community volunteer trainers, resulting in 6,900 hours of free community fitness instruction. The Healthy Kids program engaged 2,577 children in the community through 131 health and wellness lessons offered at 20 locations throughout St.Pete. During the Summer, 1,563 free meals were distributed at Del Holmes Park to residents. The Community Resource Bus offered 13 free community health screenings, partnered in 49 community events and engaged 22 volunteer businesses.

In addition to signature Healthy St. Pete programming, the Parks and Recreation Department, through grants received from the US Department of Agriculture, served 208,782 after school snacks, 52,993 summer breakfasts, and 79,011 summer lunches to children ages 18 or under.
An additional service site was added at the South Community Library for summer meals.

Boyd Hill Nature Preserve staff conducted environmental education programs for 15,046 visitors, camps for 6,865 children and hosted events that drew in more than 7,000 people. Approximately 300 volunteers worked more than 17,000 hours to assist with ecological and educational goals throughout the preserve.

Literacy is a vital factor that impacts the overall health of a community. Outreach programming offered by the St. Petersburg Library System increased by 49.5%, allowing more community members to access library resources and services from outside the library. This included the library’s annual summer reading initiative, which saw a remarkable 20% increase in participation by children ages 6-17 in 2019.

Connecting with Kids

Although St. Pete’s public schools are under the jurisdiction of Pinellas County Schools, the Kriseman Administration believes City Hall has an integral role to play in the success and safety of our students. That’s why we’ve led on anti-bullying efforts, bringing Mayor Kriseman’s ‘Be a Buddy, Not a Bully’ initiative to schools throughout our city. We’ve also:

- Invested $500,000 in 46 youth development program grants, supporting 37 community-based organizations offering educational programming to more than 700 young people.
- Partnered with Pinellas County Schools, the Pinellas Education Foundation and the Foundation for a Healthy St. Pete to allow 15 youth to participate in a paid employment opportunity to form a youth farm at the Enoch Davis Center. Today, the Youth Farm employs more than 30 students to develop a co-op style business in the heart of south St. Petersburg.
- Created a St. Pete Pier Ambassador program to engage our city’s youth in downtown’s most exciting new amenity. In late 2019, 20 high school students of diverse backgrounds were selected to be Pier Ambassadors.
ADDITIONAL CITYWIDE YOUTH PROGRAMMING INCLUDES:

The Police Athletic League rolled out a new mentoring program for youth in which 25 police officers mentored 30 kids during the PAL summer camp program.

More than 5,000 children participated in one or more of the programs offered annually by The First Tee of St. Petersburg. The First Tee provides scholarship opportunities for their programs to more than a third of their participants.

Getting Neighborly
The Community Services Department awarded 10 Neighborhood Partnership Grants to neighborhood associations, investing $124,746 for projects that helped neighborhoods build identity and enhance beautification of their shared spaces. In addition, the Planning Department assisted neighborhood applicants to adopt three new historic districts (Driftwood, Kenwood SE and NW sections) and three new landmark buildings (Huggins Stengel Field, Grace Lutheran Church and Dr. Gilbert H. Leggett Building), projects that all work in partnership with the community to help preserve the culture and identity of some of St. Pete’s signature assets.

The Community Services Department worked in partnership with the Mayor’s Office and 32 community organizations to become the first city certified as Pet Friendly by Mars Petcare Better Cities for Pets. In addition, the City won a $30,000 grant from the US Conference of Mayors as Best Large City in the Pet Friendly category, which will be invested in programs that aim to reduce pet homelessness and increase pet-friendliness in the business community.

Digital Engagement
City residents submitted 35,000+ requests through the Mayor’s Action Center’s SeeClickFix online platform, a 20% increase from last year, helping residents resolve non-emergency neighborhood issues with the City’s help faster and more efficiently than ever before.

The City connected with more “friends” online than ever before through social media platforms, with an overall engagement increase of 4%, most notably on Instagram, where city stories were shared with 45% more followers in 2019.

The City’s website had more than 2 million visitors, both residents, businesses and tourists alike – the highest visitation in its history.
SAFETY FIRST

Together, the Police and Fire Departments continue to make St. Pete a safe place to live, work and play for residents and visitors – daily and in emergency situations. Each year, more emphasis is put on community education and engagement, deploying our uniformed first responders and officers into neighborhoods to directly interact with our friends and neighbors. Both departments invested in excellence in 2019. The Police Department opened their much-anticipated new headquarters in downtown St. Pete, which will serve as a new kind of police building – welcoming and open to the community. It also includes the City’s new state-of-the-art Emergency Operations Center. On topic of emergencies, in May 2019, St. Petersburg Fire Rescue earned the coveted accreditation from the Emergency Management Accreditation Program (EMAP) – making St. Pete’s department the third city in the state to achieve this status.

To learn more about both our public safety agencies, visit stpete.org/emergency.

ADDITIONAL POINTS OF PRIDE:

- St. Petersburg Fire Rescue installed 873 smoke alarms through the Home Safe Program and Mobile Home Canvasses in partnership with the American Red Cross and canvassed all 13 mobile home parks in the city to distribute more than 5000 hurricane preparedness flyers.

- In partnership with the City’s Aquatics Department, the St. Petersburg Fire Rescue distributed a total of 320 life vests to children in need at the City of St. Petersburg Municipal Beach and at the annual Fire Department Block Party. The departments partnered to canvas all preschools in the city and distributed 5,200 water safety informational bags to parents.

- The St. Petersburg Fire Rescue provided 243 CPR classes and trained more than 2,200 people.

- The Parks and Recreation Department provided 4,203 swim sessions, 1,036 of which were provided for free courtesy of partnerships with Tampa Bay Rays, St. Joseph’s Hospital and the Juvenile Welfare Board.

- The Police Department saw a 31.7% reduction in traffic fatalities in 2019.
CITY GROWTH

St. Pete is a city on the rise, gaining national attention from tourists, talented professionals, growing businesses and developers alike. In 2019, Mayor Kriseman continued his commitment to grow St. Pete in a smart way through his stewardship of key development projects across all corners of the community.

Last year, the city saw an increase of 15% in zoning review permits, 23% increase in inspections and a 6% increase in case review, while decreasing plan review times by 60%. We also set a record with permits issued – 34,809, number of inspections – 74,819 and total construction value of $782 million, an increase from $695 million last year.

To the west, in the Skyway Marina District, three important projects are under construction, including:

- Sur Club, 2000 34th St. S., the $75 million development will have two restaurants, a lazy river, and more than 290 residential units.
- Addison Skyway Marina, 3951 34th St. S., is redeveloping the old Kmart. It will include 308 apartment units and expected completion is July 2021.
- Marina Wal, 4601 34th St. S., is the redevelopment of the former Flamingo Resort. The development will include a $50 million apartment complex with 245 apartment units.

The attraction of both L3 Harris and Dynasty Financial Services has made a major impact on business in downtown St. Pete. Dynasty has begun hiring what will ultimately be 50 high-wage employees; while L3Harris has begun hiring for what will be 150 new high wage jobs. Both selected St. Petersburg for its strong business and culture vibe.

Additionally, the City is overseeing five projects at various stages of pre-development that are planned to create more than 370,000 square feet in new office space, including Red Apple, DeNunzio, UPC, the former Police Station site redevelopment and the City’s land in the Deuces Rising corridor, across from the Manhattan Casino.
In the past five years, the City has seen an almost 20% increase in Median Household Income, an income increase of $3,660. The city is younger, better educated and making more money on average. Additionally, there has been an 8.4% increase in Grow Smarter industry jobs from 32,961 to 35,738, an increase from 28% of the job base of 119,305 to 30%. The Marine and Life Science sector has seen a 12.2% growth rate; Specialized Manufacturing a 13.6% growth rate; and Data Analytics a 79.3% growth rate. For the first time, Sales and Retail positions have fallen off the top tier list and have been replaced by Healthcare Support and Financial Operations.

Speaking of our workforce, the City has committed to programs that focus on workforce development, primarily through its St. Pete Works program. Since its establishment in 2017, 299 South St. Pete CRA residents have been placed in employment, 178 full-time. The average salary in 2018 for these placements has been $12.34 an hour. 17% of these total placements have been in Construction, 17% in Warehouse and 13% in Food Service.

A city can't continue to grow smartly without also considering key transportation issues. In 2019, the successful adoption of the Complete Streets Implementation Plan provided a blueprint to make St. Pete's streets safe for all roadway users and enhance quality of life along with economic development over the next 20 years.

Riders once again set sail on the Cross Bay Ferry, which returned for its third season. Ridership in the 2018-19 season was up 25% compared to the initial pilot season. This season, ridership is up again by 25% compared to last year.

Partnership in modifications to downtown's Looper Trolley resulted in double the ridership this past year.

And finally, the City helped negotiate almost 1,000 new public parking spaces to the downtown through strategic public/private partnership arrangements, helping to alleviate the growing parking demands on residents and visitors to the bustling business and entertainment area.

To learn more about our city growth initiatives, visit stpete.org/ecodev.
ADDITIONAL POINTS OF PRIDE:

Spending and Saving Smartly
The City completed FY19 with an operating surplus in the General Fund.

In addition, the Mayor and City Administration identified an older series of outstanding Water Resource-related bonds and financed those bonds at a cheaper rate. The total benefit over the length of those bonds equates to avoiding approximately $4 million of future debt service payments, a savings for our residents and rate payers. The City maintained its outstanding Moody’s Aa2 and Fitch AA ratings for utility debt. Strong credit rating results in lower borrowing costs.

Investing in our Infrastructure
St. Pete can only shine if the foundation we are built on is sound and smart – and contemplates the inevitable realities of a coastal city. That is why Mayor Kriseman has committed more than $400 million in infrastructure investments, in addition to already planned city projects that address our aging foundations. Some key highlights from 2019 include:

- Invested $250 thousand Sunken Gardens Roof Replacement
- Invested $18.2 million towards capacity expansion at City wastewater plants
- Invested $24.6 million towards reduction in stormwater and wastewater inflow and infiltration - lining pipes and laterals - replacing pipes - rehabbing manholes, rain trays and rings/covers
- Completed the 20-year Integrated Water Resources Master Plan (potable water, wastewater, reclaimed water and stormwater)
We recognize that we also must manage all existing resources – the exact mission of the Water Resources Department. In 2019, key highlights include a decrease in overall water usage citywide. This decrease to 78 gallons per person, per day, is attributed to:

- 67 water customers switched to reclaimed water
- 400 million gallons (MG) saved in reduced hydrant flushing due to new disinfection facilities
- 267 residents took advantage of the high-efficiency toilet rebate program
- 213 residents took advantage of the high-efficiency clothes washing machine rebate program
- 233 sprinkler system rain sensor installations to prevent unnecessary water use
- Replaced 25,425 linear feet of potable water mains to enable 29 million gallons of potable water pumped every day
- Treated 12.69 billion gallons of wastewater at three Water Reclamation Facilities to provide reclaimed water to 15,241 customers
INNOVATION

PREPARING FOR THE FUTURE

Our advancements in sustainability and resiliency made headlines in 2019, beginning with an announcement from Bloomberg Philanthropies that the City of St. Petersburg was a winner in the American Cities Climate Challenge and the recipient of $2.5 million in resources and assistance. In addition, our Integrated Sustainability Action Plan – an ambitious plan that prioritizes outcomes with wide-ranging benefits for our citizens – was adopted in the Spring of 2019.

Further, our Police Department’s new training center was awarded a LEED (Leadership in Energy and Environmental Design) Silver certification and our new Fire Station #7 was the recipient of three Green Globes. The new Police Department Headquarters building is currently completing assessment for the Green Globes certification. To name one of many significant sustainable design features, it boasts the City’s largest photovoltaic system implemented to date. These projects, in addition to the expected future recognition of our St. Pete Pier, are shining examples of our commitment to clean energy.

Additional progress includes but is not limited to the following:

- Continued investment in the Solar and Energy Loan Fund
- More than 18 awareness events related to infrastructure and our environment
- Implementation of a new green fleet Administrative Policy
- Participation in Duke Energy’s Electric Vehical Park & Plug Program, allowing for more than two dozen additional electric vehical stations in our city
- Citywide campaign, including more than 650 in-person business visits, to facilitate the discontinuation of single use plastic straws and polystyrene restrictions
- Planted more than 1,000 trees in strategic corridors since 2018, with plans for more than 1,000 more plantings
- Added a coordinator and arborist to begin tracking our tree canopy and to better serve our citizens
The Billing and Collections Department launched a new Meter Reading Software & Hardware Implementation which improves the meter reading error rate via innovative technology and processes.

The Parks and Recreation and Police Departments continued the Juvenile Diversion Program, available to minors ages 9-17 who are first-time misdemeanor offenders. Through this program, 94 minors were redirected from the formal processing in the juvenile justice system, while still making them accountable for their actions. This program celebrated a 94% success rate this year, with only six youth re-offending after completing the program.

The Sanitation continued its fleet conversion to Compressed Natural Gas (CNG) by purchasing 6 new CNG fueled trucks. Since the beginning of the conversion, Sanitation has saved over $2 million dollars in fuel costs and reduced CO2 emissions by almost 4,000 tons.

To learn more about our sustainability and resiliency efforts, visit stpete.org/sustainability.

ADDITIONAL POINTS OF PRIDE:

- **StPeteStat** – an interactive data platform consisting of 434 data sets – gives more than 3,500 City employees and nearly 270,000 residents access to detailed, transparent metrics about City services. Hundreds of employees across more than a dozen departments are using the data to improve resource allocation, refine operational efficiencies and advance economic development. Additional departments are scheduled to join the program in 2020. As a result, St. Pete is one of two cities (the other being New York City) to be recognized by GovTech.com.

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- The Greenhouse launched an accredited, educational cohort program focused on child care center directors within the South St. Petersburg Community Redevelopment Area. The program will help participants with business training that will ultimately enhance the centers’ sustainability and resources available for child development.
Thanks to our engaged citizenry, dedicated team of servant leaders and partnership with City Council, 2019 was another year marked by progress and positivity. As we enter an exciting new year and decade, we remain committed to attaining our vision and ensuring the sun shines bright on all who come to live, work and play in St. Pete."