



CITY OF ST. PETERSBURG
2018 IMPACT REPORT

Mural by: Artist Zulu Painter



The policy and public engagement emanating from the Mayor's Office reflects some of our highest priorities and complements the transformative work being done throughout our city government.

URBAN AFFAIRS

In 2018, we continued our efforts to create opportunity and eradicate poverty through our Office of Urban Affairs. The larger My Brother's and Sister's Keeper initiative, the 'Not My Son' campaign - aimed to reduce gun violence among young men - and the Cohort of Champions program - a comprehensive, one-year training initiative, all come together to serve nearly 200 of St. Pete's African-American boys and young men.

Their stories of success are a point of pride for us.

Further, we are a proud member of St. Pete Works!, a workforce collaborative of community organizations that increases employment in our South St. Pete Community Redevelopment Area. In order to connect employers with potential employees in greater numbers, St. Pete Works! provides training and developmental programs to assist individuals, promotes job opportunities within the CRA and throughout St. Petersburg, and works to increase job success for individuals with special needs. This is yet another illustration of our commitment to people, in addition to brick and mortar projects. To date 52 people have found employment through this partnership.

EDUCATION

The above strides are bolstered by our focus on public schools in south St. Pete and beyond. Mentoring, youth intervention, a revived anti-bullying campaign, and a focus on better connecting our schools to their surrounding

neighborhoods drive real progress that is making a real difference in the lives of our community's students.

SUSTAINABILITY AND RESILIENCY

And, we remain ever mindful that St. Pete's future is not only dependent on guiding and inspiring our youth, but on addressing the very real threat of a changing climate, a rising sea, and the contributing factor of carbon pollution.

We are not waiting on leaders in Washington, D.C. and Tallahassee to do their part. We're setting the example of what we expect by doing ours.

The Integrated Sustainability Action Plan continues to develop, and will serve as a blueprint for integrating sustainability and resiliency across all City departments. It will also advance us toward our goal of being 100 percent powered by clean energy. Getting people out of cars, and improving the quality of life for pedestrians and cyclists is also part of the equation. While the 'Complete Streets' transformation of Martin Luther King, Jr. St. N made the most news, we also continued to focus on our Bicycle Friendly Business program, which grew in its second year. The idea, conceived during one of my early small business tour stops, not only encourages cycling and addresses employee and client parking solutions, but improves the health of our residents and the city we love.

St. Pete's natural environment is always worth protecting. That's why **we've purchased and preserved dozens of acres of green space since I took office.**

MAYOR RICK KRISEMAN

It's why my Office of Sustainability and Resiliency has worked closely with the St. Petersburg City Council to decrease pollution through a responsible phasing-out of single-use plastics. And, it is why our Public Works Administration is doing the hard and necessary work of upgrading our infrastructure, which you'll learn more about in this report.

CULTURAL AFFAIRS

Our Cultural Affairs division also appropriately resides and thrives in the Mayor's Office to emphasize our status as a **'City of the Arts'**. That title was especially deserved in 2018 as we opened the doors of The James Museum of Western & Wildlife Art and the Imagine Museum in our Grand Central District. Hosting nearly 1.5 million visitors and with annual budgets approaching \$30 million dollars, St. Pete's 11 museums are responsible for a direct economic impact of \$76.7 million and boost our local economy by employing more than 2,000 full-time employees!

The non-profit Arts Alliance has served as our primary contract agency for the arts in St. Petersburg during my administration. For the fourth year in a row, they have produced the Shine Mural Festival, and as a result of this festival and the energy it creates, we now have nearly 600 murals in the city. Our outdoor art gallery is incredible, both in terms of its breadth of styles, and I believe **these murals and the entire cultural experience**

in St. Pete now rivals some of the world's best and biggest cities. And, even more public art will come online in 2019 when we open both the new St. Petersburg Police Station and the new St. Pete Pier.

CONSTITUENT SERVICES

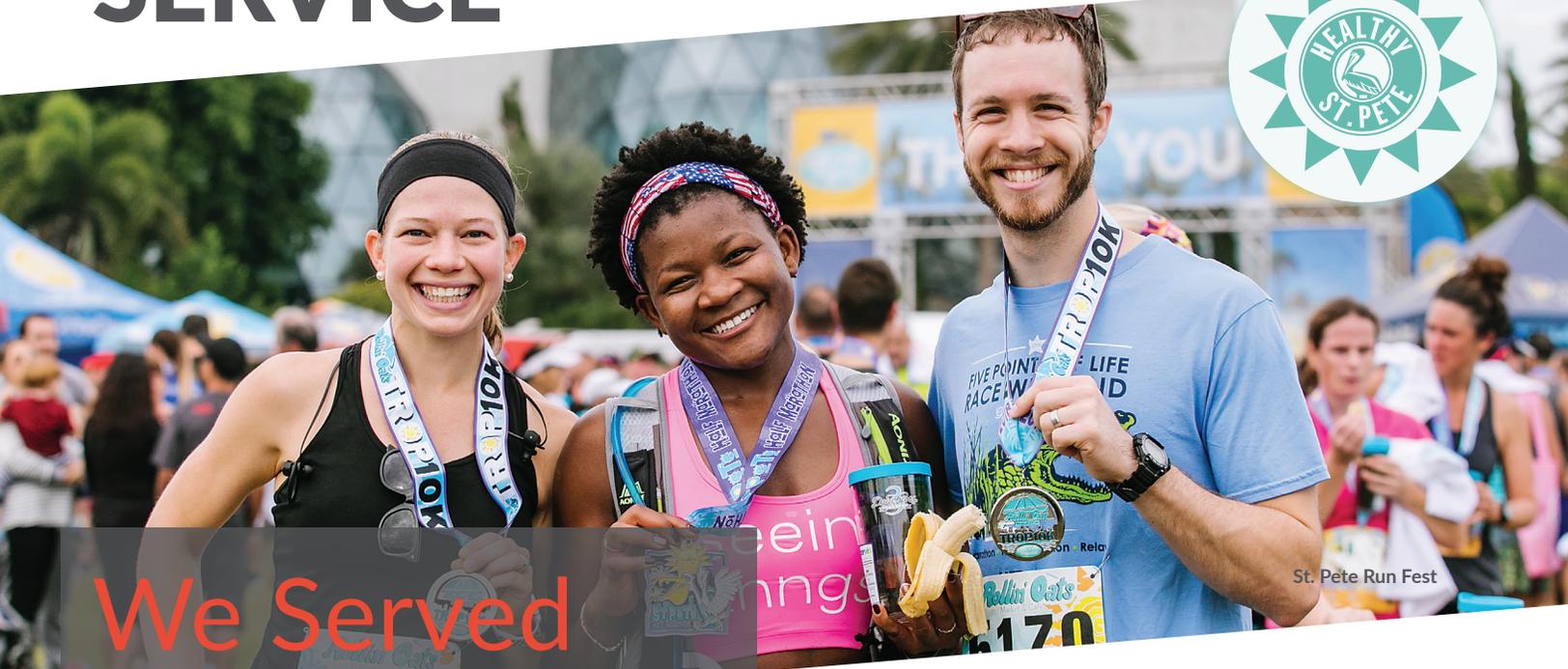
Finally, my office is also responsible for ensuring you, my constituents, are served professionally and efficiently every day. 2018 was no exception. Our Mayor's Action Center received thousands of emails, nearly 70,000 of your phone calls, and nearly **30,000 SeeClickFix submissions**. Your civic engagement and feedback helps us shine, and I'm grateful for it.

The year ahead is an important one for us. In 2014, we established a vision and strategic pathways to guide our priorities, processes, and expenditures. In 2019, we will begin to craft a vision for what the Sunshine City will look like in 2050. **Your voice is vital, as the St. Pete of tomorrow depends on your participation today. I'm counting on you.**

It's an honor to be your mayor, and to work alongside you to create a city of opportunity where the sun shines on all who come to live, work, and play.



IMPACTFUL SERVICE



We Served

Health and wellness are at the core of St. Pete's identity. It is in the waters that surround us and the sunlight that shines on us each day. And while a healthy quality of life is one of our shining differentiators, we know that access to the factors that influence the health of our people are not always equitable. In order to truly be a healthy community, our families and children need additional resources and education.

Our solution: Healthy St. Pete. In its fourth year, Healthy St. Pete was started by our Deputy Major, heavily supported by City Council, and continues to work toward improving quality of life in our community through access, environment enhancements and lifestyle choices. Our commitment continues to grow through Health in All Policies, a directive that puts health considerations at the forefront of all city programs, ordinances and official policies. The City is positioned to be one of the first municipalities in Florida to implement healthy policy planning. In 2018, Healthy St. Pete partnered with 80 community events and engaged with more than 10,000 residents to build a culture of health in our city.

HIGHLIGHTS INCLUDE:

- More than 500 community members participated in the second annual **Healthy St. Pete Fit City 5K and 1 Mile Run** – a celebration of health and wellness.
- 4,922 two-week sessions of swim lessons were held, with more than 2,000 of those lessons offered for free or reduced costs. This supports the goal to ensure that **every child growing up in St. Pete knows how to swim**.
- **Summer BreakSpot** at Dell Holmes Park provided 2,447 free meals, an 8.37% increase in the distribution from the prior year, ensuring that families who need it most have a chance to eat healthy.
- The **Healthy Kids Program** taught 58 health and wellness lessons, hosted 11 Fit Family Nights, and engaged 2,000 children; educating families on how to sustain healthy habits in the home.
- The **Community Resource Bus Program** opened its doors for 12 weeks, providing 560 free health screenings for 2,500 residents, ensuring that our people have access to basic health necessities when other options don't exist.



Above: St. Pete Skate Park
Right: Healthy Kids Program



ADDITIONAL POINTS OF PROGRESS:

- The **Housing & Community Development** department worked with local non-profits to provide rent, utility and operational assistance to the homeless and special needs population, along with low-income elderly residents.
- **Veterans, Social & Homeless Services** contributed \$434,441 to provide rapid rehousing (urgent and temporary) for 115 families and an additional 17 individuals.
- The **St. Petersburg Regional Skatepark** opened in Campbell Park and now serves as Florida's largest public skatepark.
- 213,111 after school snacks, 63,009 summer breakfasts, and 100,312 summer lunches were served to children at St. Pete recreation centers. This is a 3.5% increase from last year.
- **Codes Compliance Assistance** partnered with City Historic Preservation staff to conduct 105 surveys of locally-designated landmarks. These surveys allow the department to monitor the condition of these properties and avoid demolition by neglect.
- **Ecological restoration** occurred through funding assistance from the Florida Fish and Wildlife Conservation Commission, the Southwest Florida Water Management District, and Tree Inc., to remove non-native invasive plants, install native plants, and conduct prescribed fires on approximately 210 acres. 397 volunteers contributed 21,817 hours to restoration efforts.
- Parks staff cleared thousands of yards of non-native invasive plants from cultural and wilderness properties. Litter cleanup events, with more than 100 volunteers, resulted in 10 cubic yards of litter removal from natural shorelines, helping keep our water clean and beautiful.
- The Loooper Trolley relaunched as the Downtown Circulator/eLooper and provides a more streamlined route at higher frequency, expanded service hours, and is now free for all passengers. It is the **County's first all-electric bus**.

INVESTING IN OUR INFRASTRUCTURE

Public Works Infrastructure Investments:

- Invested **\$3.4M** for Fire Station No. 7, which is three Green Globes Certified
- Invested **\$5.5M** for the Police Training Facility, which is LEED Certified
- Lined **11,172 feet** of stormwater pipes and invested **\$2.8M** to advance stormwater drainage and water quality improvements
- Invested **\$3.4M** for resurfacing of existing roadways
- Invested **\$3.3M** for bridge replacement projects
- Invested **\$24.3M** towards capacity expansion at city plants
- Resurfaced **75 lane miles** of City's 2,130 lane miles of roadway
- Invested **\$186M** towards reduction in stormwater and wastewater inflow and infiltration
 - Lining pipes and laterals
 - Replacing pipes
 - Rehabbing manholes, rain trays and rings/covers
- Invested **\$4M** towards the Integrated Water Resources Master Plan

WATER RESOURCES

Saving our precious resource: water

Average potable (drinking) water usage has continued to decrease to **78 gallons** per person, per day, due in part by:

- **87 water** customers switched to reclaimed water
- **325 residents** took advantage of the high-efficiency toilet rebate program
- **171 sprinkler system** rain sensor installations to prevent unnecessary water use

Keeping the city flowing

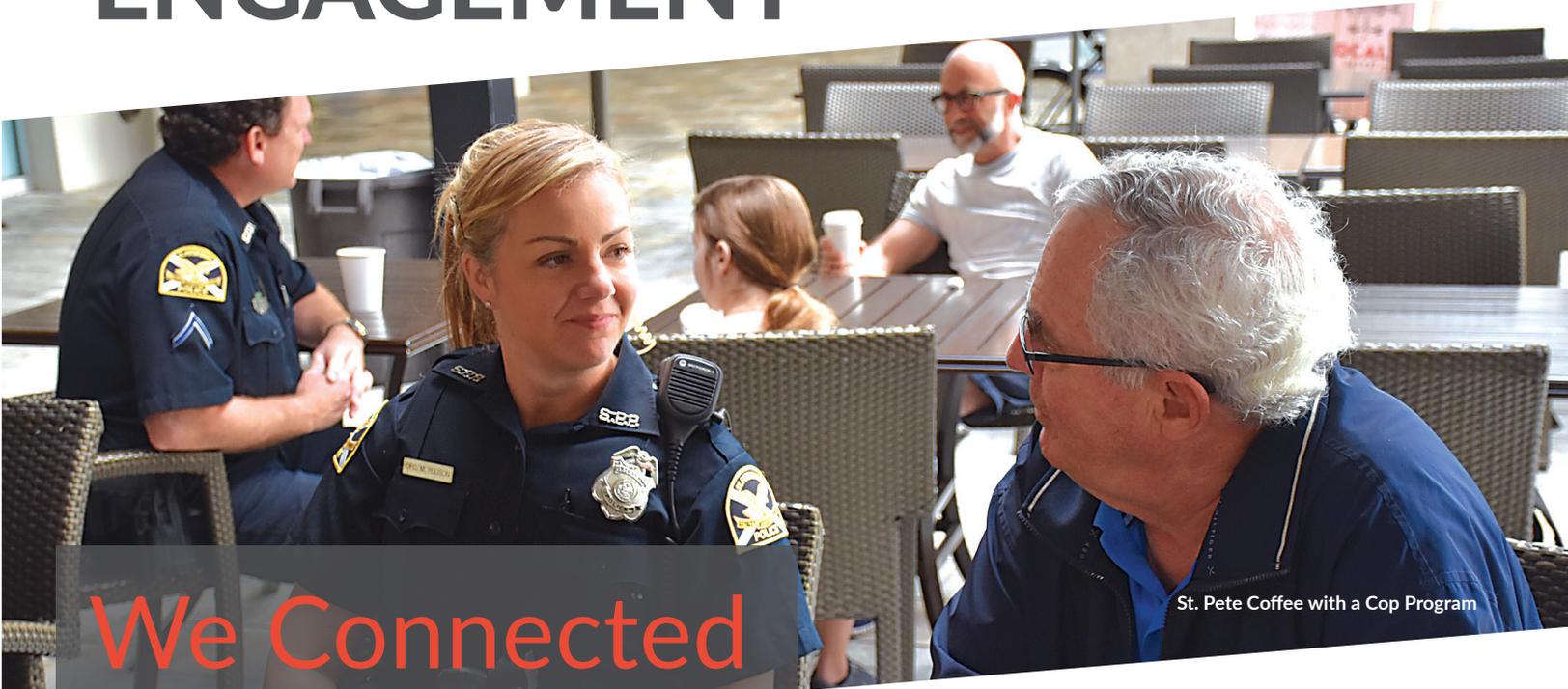
- Replaced **25,425 linear feet** of potable water mains to enable **29 million gallons** of potable water pumped every day
- Treated **12.18 billion gallons** of wastewater at three Water Reclamation Facilities to provide reclaimed water to 11,105 customers
- Replaced **31,801 linear feet** of sanitary sewer pipes

COMPLETE STREETS

Making our roadways safer for all who use them

- **18 miles** of new or improved on-street bicycle facilities, 1.6 of those miles with the MLK Jr. Street Redesign
- **16 locations of public bike racks** identified as new Coast Bike Share "virtual hubs"
- **Bus route 100x** extended **six miles** into downtown St. Pete, providing new regional transportation option for travelers in and around downtown St. Pete to get to downtown Tampa
- Continued the **Central Avenue Bus Rapid Transit project**, which will provide a significantly improved mobility option for travelers between critical districts in St. Pete
- **300 new credit card payment-enabled meters** installed downtown, increasing ease of motorists' ability to conveniently locate and pay for parking
- **Constructed 32 bulb-outs** at key intersections in the greater downtown core to improve pedestrian safety

COMMUNITY ENGAGEMENT



We Connected

St. Pete Coffee with a Cop Program

The safety of our people is the top priority for Mayor Rick Kriseman and City Council and lies at the heart of what most of our people come to work to do every day. Having a safe place for our children to grow up is what drives our work. No administration is more committed than our Police Department. Under the leadership of Chief Anthony Holloway, we continue to make progress towards a safer and more connected community. While there is still work to do, according to Police data car thefts and violent crime have been significantly reduced by 23.7% and 9.9% respectively in 2018. While overall crime is down 20.7% in the past year and 30.9% on average over the past five years, the time spent between officer and community continues to increase. The Police Department averages approximately 20,000 documented Park, Walk and Talk hours a year, working together to create a safer environment for families. Police officers are connecting quarterly with neighborhoods through the Coffee with a Cop program. And in support of the school system, beginning in the 2018 school year the Police Department added a second School Resource Officer to all high schools within the city.

ADDITIONAL POINTS OF PROGRESS:

IN OUR NEIGHBORHOODS...

- **Community Services** assisted in the reorganization of four Neighborhood Associations (Patrician Point, St. Pete Heights, Lake Pasadena Estates and Campbell Park) and the creation of two new Neighborhood Associations (Station View and Mystic Lake), bringing the total number of active associations across the City to 106.

IN OUR SCHOOLS...

- **Community Services** coordinated the Summer Employment and After School Employment programs, with 157 youth completing the program, including 41 permanent hires.
- The **Fire Department** implemented an EMT curriculum at Gibbs H.S., which provides an avenue for young men and women to transition into the fire service or medical field. The Fire Department's education team connected with more than 70,000 people at a total of 287 events.
- City employees raised more than \$48,000 for **Take Stock in Children** scholarships, an employee giving campaign that supports kids' dreams of furthering their education.



Above: 2018 Youth Development Grant Recipients
 Left: Mayor's Anti-Bullying Campaign

- Mayor Rick Kriseman rolled out our “Be a Buddy, Not a Bully” campaign to six schools in to educate young kids on the importance of eradicating bullying behavior in schools.
- The **My Brother's and Sister's Keepers** Youth Grant program awarded 33 community grantees with \$249,000 to support youth programming that keeps kids on track for success outside of the classroom.

AT OUR FACILITIES...

- **Sunken Gardens** hosted 264 events, including 136 weddings and 75 Great Explorations Summer Camp dates. Visitation increased 12.4% from the prior year.
- **The Coliseum** hosted 176 events, including 23 community/non-profit events.
- **Port St. Pete** hosted 72 vessels visiting the City, totaling 687 ship days spent at dock – the most vessels to visit the Port in the past decade.
- **The Marina** served 130 new tenants and four new businesses on the waterfront, providing substantial services to boating community and earning \$900K in sales.

- The City reopened the historic **Manhattan Casino**, with 25,000 visiting the new Callaloo restaurant and 72 events booked at the remodeled space.
- The **Carter G. Woodson African American museum**, which hosted more than 80 events, saw an increase of 70% in new visitors.
- **Albert Whitted Airport** conducted 82,000 take-offs & landings.
- At the three city golf courses, more than 155,000 customers played 103,371 rounds of golf. The First Tee of St. Petersburg opened its Mentoring Center in the spring, serving more than 5,000 children with youth development programs including art, mentoring, tutoring and homework assistance, golf, and life skills.
- In St. Pete's library system, 988,736 visited a library, while the digital library saw 809,505 virtual visits. The system loaned more than a million materials; and hosted 2,367 programs to 51,446 program attendees.
- **The City Clerk** processed 20,194 Public Records Requests received from the citizens of St. Pete and other outside agencies.

INNOVATION



City Council supports sustainability initiative

We Led

As a city surrounded by water on three sides, our relationship with our environment cannot be ignored. In fact, our purposefully aggressive sustainability and resiliency initiatives were established in 2015 and designed to demand action, and fast. In a few short years, innovative implementation of those initiatives has placed St. Pete as a competitive leader with our peer cities. In 2018, we prioritized energy efficiency and solar energy programs that benefited our residents and created jobs. Through 2018 collaborations with local non-profits and residents, including low-moderate income households, we have been able to fairly finance almost half a million dollars in home improvements, with special programs for veterans and female heads of household. Those non-profit collaborations also included 1.4 megawatts of residential solar installations. We partnered with PSTA to launch the city's first ever electric bus that now runs along the eLooper route in downtown. We worked with City Council to develop a ban on single-use plastic straws and expanded polystyrene, a historic ordinance that passed in late 2018 and will go into effect in 2020.

ADDITIONAL POINTS OF PROGRESS:

- The Parks and Recreation and Police Departments continued the **Juvenile Diversion Program** available to minors ages 9-17 - year's old who are first time misdemeanor offenders. Through this program, 63 minor offenders were redirected from formal processing in the juvenile justice system, while still making them accountable for their actions - a 94% success rate.
- Codes Compliance Assistance continued its **blight reduction** strategies by demolishing 44 unsafe structures, increasing the number of properties involved in the foreclosure program to 392-down from 830 in 2014, and assisting in reducing the number of boarded and vacant structures to 188.
- Community Services launched the **Mayor's Pet Friendly City** initiative with the City being certified a Better Cities for Pets participant. The program will focus on community resources for pet-friendly housing, business and public spaces.
- Procurement received the coveted **Pareto Award of Excellence in Public Procurement**, one of only three agencies nationwide to earn the pinnacle accreditation.

STEWARDSHIP + FISCAL RESPONSIBILITY



We Invested

The biggest and best investment we can make is in our people. That is why job creation is front and center of our 2018 efforts cross-departmentally. Our approach is cradle to career-investing in programs that prop up our people-starting with education, continuing with workforce development programs, and ultimately resulting in jobs that help support their families and our citywide economy. Our Cohort of Champion program, now in its second year, has served more than 200 young men and provided skills, training and other family support services to more than 104 adults and 150 families. 15 participants have been placed in jobs. Our hard-to-hire programs have helped more than 100 adults find full time employment. In addition to working to help those already in our city, we are also working hard to recruit high-skilled workers to our area. Our recruitment efforts in 2018 amounted to approximately 2,000 jobs created from business expansions, 45 new jobs from business relocations and 150 jobs created from efforts by City led initiatives.

ADDITIONAL POINTS OF PROGRESS:

IN HOUSING...

- **Housing & Community Development** provided 50 households with rehabilitation assistance and 44 households with home purchase assistance. Utilizing \$90,000 in funding, and leveraging \$17,754,470 in private funding. The City also helped open a new 86-unit multi-family development serving low-income families.

IN OUR WORKFORCE...

- The City hired 615 new employees; 52 of those in public safety, and 22 for Public Works apprenticeships. More than 100 employees use paid parental leave for a total of 24,348 hours.
- The City worked to retain St. Pete as Jabil's headquarters - this ensured at least 800 employees retained their jobs and 300 new jobs were created. The most conservative economic impact attributed to Jabil is \$85.4 million annually.



Above: Cohort participants working on a Tiny Homes project through PERC (Pinellas Ex-Offender Re-Entry Coalition)

Right: 1 Million Cups



- Raymond James expanded their HQ by purchasing three new buildings and creating 800 new jobs once completed, as a result of city investments in the surrounding transportation infrastructure of the Gateway business district.
- **The Greenhouse** supported small business in big ways. They hosted 284 total workshops, serving 3,286 entrepreneurs. They held weekly 1 Million Cups events, where 98 entrepreneurs practiced business pitches with peers. 55 business people graduated from the cohort training programs. They celebrated 98 ribbon cuttings for local small businesses. Staff helped certify 32 Bike Friendly Businesses, bringing St. Pete into the fourth place spot in the country for bike friendly businesses. Through the Small Business Enterprise program, the city spent \$10.7 million supporting small businesses as city suppliers.
- **St. Pete Works!**, a hard-to-hire workforce development initiative in the CRA, placed 60 individuals into jobs, 52 of them as full time employees.

IN OUR SENSE OF PLACE...

- Negotiation and amendment of the Intown Redevelopment Plan to increase the public improvements in the IRP redevelopment program by \$115 million, reducing City and County contributions to the Intown Redevelopment Trust Funds - and returning \$2 million to the City's General Fund. This also created a \$5 million TIF fund to rehabilitate historic properties east of 8th Street. Other uses of the funding will fund improvements to prepare Tropicana Field for redevelopment
- Reduction of permit review times by 60%, through procedural changes, increases in staff resources and upgrades to systems.



Cross Bay Ferry

WE SAVED...

- The ongoing conversion of the **Sanitation Fleet** to compressed natural gas saved the City \$303,370 in fuel costs and reduced emissions by 680 tons.
- Sanitation expanded opportunities for residents to participate in once-a-week solid waste collection, which reduces costs. As a result, an additional 503 households are participating in once-a-week solid waste collection at an annual savings of \$58.56 per household.
- **The City Clerk** implemented a new agenda management process that promoted sustainability, which reduced the volume of paper copies and had

an overall savings of \$70,000 in printing cost and staff time city wide.

- Finance maintained the City's outstanding **Moody's Aa2 and Fitch AA** ratings for the City's utility debt. Strong credit rating results in lower borrowing costs. Budget completed FY18 with an operating surplus in the General Fund.
- **Legal** attended 600 hours of meetings of City Council, Boards and Committees, drafted 500 contracts and agreements, 300 resolutions, and 100 ordinances, resulting in more than 25,000 hours of billable work providing the City with savings of \$5,000,000.

MAYOR'S CABINET:

- Dr. Kanika Tomalin**, Deputy Mayor/City Administrator
- Tom Greene**, Assistant City Administrator
- Alan DeLisle**, City Development Administrator
- Robert Gerdes**, Neighborhood Affairs Administrator
- Anthony Holloway**, Police Chief
- Mike Jefferis**, Leisure Services Administrator
- Kevin King**, Chief of Policy & Public Engagement
- Jackie Kovilaritch**, Legal Department City Attorney
- James Large**, Fire & Rescue Department Chief
- Nina Mahmoudi**, Marketing Director
- Claude Tankersley**, Public Works Administrator

CITY COUNCIL:

- District 1: **Charlie Gerdes**, Council Chair
- District 2: **Brandi Gabbard**
- District 3: **Ed Montanari**, Council Vice Chair
- District 4: **Darden Rice**
- District 5: **Steve Kornell**
- District 6: **Gina Driscoll**
- District 7: **Lisa Wheeler-Bowman**
- District 8: **Amy Foster**