

PELICAN BAY SERVICES DIVISION
Municipal Services Taxing & Benefit Unit

NOTICE OF PUBLIC MEETING

MONDAY, MARCH 25, 2024

THE LANDSCAPE & SAFETY COMMITTEE OF THE PELICAN BAY SERVICES DIVISION WILL MEET AT 1:30 PM ON MONDAY, MARCH 25 AT THE COMMUNITY CENTER AT PELICAN BAY, 8960 HAMMOCK OAK DRIVE, NAPLES, FL 34108.

AGENDA

1. Pledge of Allegiance
2. Roll Call
3. Agenda Approval
4. Approval of 09/07/23 Meeting Minutes
5. Audience Comments
6. Chairman's Comments
7. FDOT Conversation re: US41 & Gulf Park Drive Intersection
8. The PBSB and the Landscape & Safety Committee
 - a. "What is the PBSB?"
 - b. What does the PBSB do?
 - c. What is the L&S Cte.?
 - d. Accomplishments and Activities
 - e. PBSB PSA's and Communication to the Residents Through PBF Sources
9. The PB Foundation Strategic Planning Cmte. 3 Year Plan Presentation
10. Adjournment

**indicates possible action item*

ANY PERSON WISHING TO SPEAK ON AN AGENDA ITEM WILL RECEIVE UP TO THREE (3) MINUTES PER ITEM TO ADDRESS THE BOARD. THE BOARD WILL SOLICIT PUBLIC COMMENTS ON SUBJECTS NOT ON THIS AGENDA AND ANY PERSON WISHING TO SPEAK WILL RECEIVE UP TO THREE (3) MINUTES. THE BOARD ENCOURAGES YOU TO SUBMIT YOUR COMMENTS IN WRITING IN ADVANCE OF THE MEETING. ANY PERSON WHO DECIDES TO APPEAL A DECISION OF THIS BOARD WILL NEED A RECORD OF THE PROCEEDING PERTAINING THERETO, AND THEREFORE MAY NEED TO ENSURE THAT A VERBATIM RECORD IS MADE, WHICH INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. IF YOU ARE A PERSON WITH A DISABILITY WHO NEEDS AN ACCOMMODATION IN ORDER TO PARTICIPATE IN THIS MEETING YOU ARE ENTITLED TO THE PROVISION OF CERTAIN ASSISTANCE. PLEASE CONTACT THE PELICAN BAY SERVICES DIVISION AT (239) 252-1355.

**PELICAN BAY SERVICES DIVISION
LANDSCAPE & SAFETY COMMITTEE MEETING
SEPTEMBER 7, 2023**

The Landscape & Safety Committee of the Pelican Bay Services Division met on Thursday, September 7 at 1:30 p.m. in the Pelican Bay Services Division, 1st Floor of the Truist Building, Suite 102, located at 801 Laurel Oak Drive, Naples, FL. The following members attended.

Landscape & Safety Committee
Joe Chicurel, Chairman
Jack Cullen (*absent*)

Peter Griffith
Susan Hamilton

Pelican Bay Services Division Staff
Neil Dorrill, Administrator
Dawn Brewer, Ops. Support Spec. II
Chad Coleman, Operations Manager
Darren Duprey, Supervisor – Field I (*absent*)

Dave Greenfield, Supervisor – Field II
Karin Herrmann, Project Manager I
Lisa Jacob, Project Manager II
Barbara Shea, Admin. Support Spec. II

Also Present

Sgt. Dale Dear, CCSO
Cpl. Robert Reed, CCSO

Denise McLaughlin, PBSO Board (*by telephone*)

APPROVED AGENDA (AS PRESENTED)

1. Pledge of Allegiance
2. Roll Call
3. Agenda Approval
4. Approval of 01/31/23 Meeting Minutes
5. Audience Comments
6. Safety
 - a. Speeding and Not Stopping at Stop Signs & Solutions (CCSO)
 - b. US41 Median Modification called a “Quick Curb”
7. Phase II Sidewalk Update (Staff)
8. Oakmont Parkway Sidewalk Feasibility Study Update
9. *Street Name Sign Project (Staff)
10. Tree Planting Project Update and Discussion (Staff)
11. Adjournment

ROLL CALL

Mr. Cullen was absent and a quorum was established.

AGENDA APPROVAL

Ms. Hamilton motioned, Mr. Griffith seconded to approve the agenda as presented. The motion carried unanimously.

Pelican Bay Services Division Landscape & Safety Committee Meeting
September 7, 2023

APPROVAL OF 1/31/23 MEETING MINUTES

Ms. Hamilton motioned, Mr. Griffith seconded to approve the 1/31/23 meeting minutes as presented. The motion carried unanimously.

AUDIENCE COMMENTS

None

SAFETY

SPEEDING AND NOT STOPPING AT STOP SIGNS & SOLUTIONS

Dr. Chicurel commented on his recent observations of vehicles not stopping at the stop signs at the intersection of Oakmont Parkway and Pelican Bay Blvd. Sgt. Dale Dear, Collier County Sheriff's Office (CCSO), reported that year-to-date, there have been 128 traffic and speeding stops in Pelican Bay. Also, year-to-date there have been 528 traffic stops by CCSO on US41. He suggested that enforcement may be improved by installing (1) rumble strips approaching stop signs, and/or (2) flashing stop signs (solar powered options are available). Sgt. Dear commented that another community has installed cameras in their communities, which enables them to send notices to any traffic violators, including contractors. He commented that portable speed trailers can provide data, but do not provide any means of enforcement.

Ms. Susan Griffith asked Sgt. Dear to quantify the amount of residential and commercial vehicles out of the total 128 Pelican Bay traffic stops. Sgt. Dear commented that all of the 128 traffic stops were residents or resident visitors.

Mr. Griffith commented that noisy Quality Enterprise construction vehicles frequently drive, often at high speeds, on Ridgewood Dr. from 6200 Watergate Way to their sidewalk construction sites on/near Pelican Bay Blvd. Mr. Coleman commented that staff has discussed safety issues with Quality Enterprise management and will continue to do so.

Mr. Dorrill commented that CCSO provides a report of monthly traffic stops, warnings, citations, and DUIs to the management of the Lely community, and requested that we receive a similar CCSO report. Sgt. Dear commented that he will provide this monthly report to the PBSO going forward.

US41 MEDIAN MODIFICATION CALLED A "QUICK CURB"

Dr. Chicurel commented on the email received from the State of Florida Traffic Services (included in the agenda packet) which states that a quick curb will be installed at the intersection of Gulf Park Dr. and US 41 as part of the state's July 2026 US 41 resurfacing project, which will prevent eastbound left turns out of Gulf Park Dr. onto US 41. Examples of quick curb installations were included in the agenda packet. Mr. Dorrill commented that he will follow up with the State of Florida to determine whether the quick curb could be installed sooner if the PBSO were to fund this road improvement.

PHASE II SIDEWALK UPDATE

Dr. Chicurel gave a brief overview of the status of our sidewalk project. He commented that there has been a noticeable improvement in the work product subsequent to Mr. Dorrill's meeting with QE senior management several weeks ago. He praised staff and Johnson Engineering (CEI services) for working tirelessly on this project.

Mr. Griffith expressed concerns over the contract's landscape remediation budget. Ms. Jacob reported that the contract has a budget of \$700,000 for irrigation and landscape remediation,

Pelican Bay Services Division Landscape & Safety Committee Meeting
September 7, 2023

and that so far we have been billed approximately \$250,000 from QE. Mr. Dorrill reported that we have assigned Johnson Engineering to complete an audit of the remediation billing to ensure that we are not double paying for supervision and equipment costs.

Mr. Dorrill commented that 3.25 miles of sidewalk have been completed. He noted that in the next phase of the project, some of the completed sections will be declared as “out of compliance.” Our County sidewalk inspector has already declared that the sidewalk on the east side of Crayton Rd. does not meet contract specifications and will need to be replaced at the expense of QE. Mr. Dorrill commented that an incorrect concrete mix caused problems with the “finishing” on this section of concrete. He noted that subsequent to his meeting with QE owners a few weeks ago, the son of the owner is now onsite every day. Overall productivity has increased as a result of his onsite supervision. Mr. Dorrill also noted that we are no longer seeing issues with the concrete mix.

Mr. Griffith commented on sections of newly installed sod (by QE as remediation) on Ridgewood Dr. which are either dead, missing, or of poor quality. Mr. Dorrill and Mr. Coleman assured Mr. Griffith that we have the right to reject sod and that any dead sod will be rejected. Mr. Dorrill commented that our CEI contractor maintains daily field notes and that staff meets with QE and Johnson Engineering every other week; minutes are prepared for each meeting for the purpose of record-keeping of the project’s progress and issues discussed between the parties.

OAKMONT PARKWAY SIDEWALK FEASIBILITY STUDY UPDATE

Dr. Chicurel commented that our PBSB Chairman tasked the Landscape & Safety Committee to look at the feasibility of installing a sidewalk on Oakmont Pkwy. Our consultant, DRMP, Inc., prepared a feasibility report on a potential addition of a six-foot wide sidewalk along the east side of Oakmont Pkwy. from Green Tree Dr. to Pelican Bay Blvd. (dated 6/16/23) which was provided to the committee. Dr. Chicurel commented that no decisions would be made on this issue today and that discussion would be to consider the feasibility of a future project. Dr. Chicurel’s input on this issue, based on the report, included the following.

- The PBF Oakmont Lake pathway cannot be considered a substitute for a sidewalk along Oakmont Pkwy; the pathway is not a connection between roads nor is it ADA compliant.
- A new sidewalk would not need to run the entire length of Oakmont Pkwy.
- A new sidewalk could be five-feet wide and could be installed to run along the roadway without a two-foot section of sod between the sidewalk and the roadway.
- A County Attorney opinion may be needed to determine (1) the feasibility of installing a sidewalk on this roadway, and (2) our legal standing in regard to existing homeowner landscaping in the County right-of-way.

Mr. Griffith commented that the DRMP report includes an estimate of \$1 million for the proposed Oakmont Pkwy. sidewalk project, including \$17,000 for remediation. He suggested that this estimate is vastly underestimated, and that a better estimate may be closer to \$2 million in light of (1) DRMP based their estimate on a four-inch thick sidewalk, and (2) \$17,000 would not be sufficient budget for irrigation/landscape remediation for the project. Mr. Griffith suggested that this issue be tabled for now in light of our ongoing Sidewalk Phase 2 Project.

Dr. Chicurel concluded that the next step would be to obtain County Attorney input/opinion on the feasibility of installing a sidewalk on Oakmont Pkwy.

MR. DORRILL DEPARTED THE MEETING AT 2:17 P.M.

Pelican Bay Services Division Landscape & Safety Committee Meeting

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STREET NAME SIGN PROJECT

Ms. Jacob commented that our combo stop signs with attached street name signs are non-standard. She suggested that we make the following changes to our signs.

- Change our combo signs to a standard size which would be cost effective.
- Redesign the sign paddle that the street name fits into.
- Change over to a standard font which is more bold and easier to read (there is an example of this bold font at the intersection of Pelican Bay Blvd. and Crayton Rd.).

Mr. Coleman suggested that we establish our own 3-5 year contract with a sign contractor for the replacement of our combo signs.

Ms. Hamilton motioned, Mr. Griffith seconded to recommend to the full board that we accept staff's desire to standardize street name sign paddles and fonts (for our combo street name/stop signs). The motion carried unanimously.

TREE PLANTING PROJECT UPDATE

Mr. Griffith commented that we are a first-class community in a landscape crisis, and suggested that we have no tree planting policy. He noted that we lost 70 trees as part of our sidewalk project, and many other trees over the past four years. Mr. Griffith suggested that we need to strategically develop a tree planting policy. Dr. Chicurel commented that there is a County policy for planting and maintaining trees in the County right-of-way by private property owners, which was included in the agenda packet.

Mr. Griffith suggested that QE is incapable of finishing the sidewalk project to our satisfaction and suggested that the PBSB allocates funds to complete landscape remediation where QE has failed to complete their contract work (such as areas on Ridgewood Dr. with no sod, dead sod, or sod of poor quality).

Ms. Hamilton commented that Mr. Dorrill has repeatedly stated that we must follow the sidewalk contract and allow QE to complete the contracted work. Mr. Coleman emphasized that we must hold QE accountable. Dr. Chicurel agreed that we cannot take over the contract and that it is premature to take any action.

Ms. Susan Griffith commented on the need for relandscaping all four corners of the intersection of Ridgewood Dr. and Pelican Bay Blvd. Dr. Chicurel commented that this is a showcase intersection and agreed with Ms. Griffith's comments. Mr. Coleman commented that PBSB staff will coordinate with the PBF in developing a relandscaping plan for this intersection.

In conclusion, Dr. Chicurel agreed that we need to develop a framework for future tree-planting projects which must take into consideration safe corners, bullnoses, and vehicular line of sight. A plan should prioritize intersections and locations. Dr. Chicurel will schedule a future Landscape & Safety Committee meeting for strategic planning to develop a tree planting policy. Mr. Coleman suggested that no new trees are planted until the sidewalk project is completed.

DR. CHICUREL INTRODUCED PBF FACILITIES MANAGER SPENCER MARCANTONIO

ADJOURNMENT

The meeting was adjourned at 3:05 p.m.

Pelican Bay Services Division Landscape & Safety Committee Meeting
September 7, 2023

Joe Chicurel, Chairman

Minutes approved [] *as presented* OR [] *as amended* ON [] *date*

PELICAN BAY SERVICES DIVISION

What is the Pelican Bay Services Division?

By Karin Herrmann, Collier County Pelican Bay Services Division



The Pelican Bay Services Division (PBSD) is a division of Collier County government and is also an advisory board to the Board of County Commissioners. It is made up of 11 elected members and a full-time county staff.

The PBSD was established by Collier County ordinance and given enumerated responsibilities to manage County assets within a special taxing district. The Pelican Bay taxing district is bordered by Vanderbilt Beach Road, U.S. 41 and Seagate Drive.

The PBSD establishes the budget and assessments necessary to carry out its responsibilities.

The PBSD oversees:

- street lighting
- stormwater management
- beach renourishment
- landscape beautification and maintenance
- sidewalk maintenance (and, currently, the replacement project)
- the health and maintenance of Clam Bay, the mangroves and Clam Pass

The PBSD works closely with the Pelican Bay Foundation to identify the community's needs and to provide enhanced County services over and above those generally provided by Collier County.

If you have any questions, you may contact PBSD at 239-252-1355. ■

PBSD RESPONSIBILITIES & POWERS:

- 1. *Street Lighting***
- 2. *StormWater Management***
- 3. *Beach Renourishment***
- 4. *Ambient Noise Management***
- 5. *Extraordinary Law Enforcement Service***
- 6. *Beautification (but not limited to) of:***
 - recreation facilities**
 - sidewalk, street, & median areas**
- 7. *Identification Markers***
- 8. *Maintenance of Preserve & Conservation Areas***
- 9. *Restoration of the Mangrove Forest Preserve***
- 10. *Landscape Beautification of the US 41 Berm***
- 11. *Responsible to Advise the County on Dredging and Maintaining Clam Pass and Managing the Health of the Mangroves***

LANDSCAPE & SAFETY COMMITTEE HISTORY

The "Safety" part of the L&S Committee was created in 2014 when a separate Safety Committee was established by then Chairman, Tom Cravens. As incidents (accidents), concerns and solutions to solve safety issues arose, it was evident that vegetation overgrowth into pathways and roads and a lack of timely pruning and maintenance of our landscape was part of the problem.

Chairman Dave Trecker, in 2015, combined The Landscape Cte. with the newly formed Safety Cte. (creating The Landscape & Safety Committee).

Reports of serious injuries sustained by residents while walking on our pathways ignited the issue of bicycling on our narrow paths (sidewalks). Our sidewalks and roads are County owned and are public. We, Pelican Bay, therefore can only do so much to change or alter their use. The County allows cyclists to use sidewalks. The L & S Committee passed a motion to ask the full PBSB Board to approve the striping of Pelican Bay Blvd. and Gulf Park Dr. for **bike lanes** in an attempt to reduce the number of cyclists using the sidewalks. After much Committee debate, resident input, and a Sept. 3, 2014 Board meeting (attended by a packed room of concerned residents) a motion from the the L&S Cte. to stripe a designated 4 foot bike lane on PB Blvd. and Gulf Park Dr. (while retaining two traffic lanes in each direction) failed by one vote. A compromise motion was made at that board meeting to have a bike lane facility called a "**sharrow**" applied (not a designated 4 foot striped bike lane) to PB Blvd. and Gulfport Dr. This second motion passed.

A vigorous **community education program** was developed to help explain and educate our residents, guests and renters as to the Florida Law and rules concerning cycling on sidewalks and on the road; and especially on the meaning of "sharrow" road makings. All Foundation media outlets were made available to the PBSB and utilized; as well as their IT and marketing departments.

The program culminated with a Bicycle Safety Workshop and Clinic in Feb. 2015. Continual resident education is needed, however.

LANDSCAPE & SAFETY COMMITTEE HISTORY

The committee recommended to the full board that the PBSB undertake to **replace our existing aging and poorly maintain asphalt sidewalks with 6 foot wide concrete (County code) sidewalks** wherever possible.

This effort is now a project (as of this writing March 2021).

Funding was negotiated by Neil Dorrill, PBSB Administrator, and Collier County. (\$500,000. per year over 10 years to help with construction costs and \$20,000. per year in perpetuity for maintenance the PBSB has the responsibility to perform.

After Hurricane Irma, the committee recommended to the full board that our **street and traffic signs** be replaced with **new bases**- this is an ongoing project.

As of March 2021, the committee is developing a recommendation that a **flashing light** be placed at the "**San Marino**" **crosswalk** to the beach and berm;

And that a **4-Way Stop** be placed at the intersection of Hammock Oak, Pelican Bay Blvd., and the Crescent.

LANDSCAPE & SAFETY COMMITTEE HISTORY **

PAST & ONGOING ACTIVITIES:

1. Placement of additional traffic and bicycle safety signs throughout PB. ("SHARE THE ROAD" signs)
2. Elimination and removal of the unsafe rough and raised cobblestones at cross walks.
3. Annual flower selection approval at PB entrances and medians.
4. Monitoring and eliminating landscaping line of sight issues (ongoing).
5. Maintaining open sidewalks free of landscaping overgrowth and/or alerting the Foundation of Associations' need to cut back their plants.
6. Elimination of the use of bromeliads as a planting material due to their acting as a mosquito breeding site.
7. Developing a sidewalk replacement plan throughout Pelican Bay.
8. Establishing a vehicular "cut through" on Gulf Park Dr. opposite the exit from Oak Lake Sanctuary.
9. Establishing a standard protocol for base stability of signs.
10. Changing out all street lights to LED bulbs.
11. Continue resident education as to the State Law concerning bicycle use on the road and sidewalks (with the aid of the PB communications dept.-Arlene Harper).
12. Restoring the 41 Berm landscaping after Hurricane Irma.
13. Memorializing and establishing Landscaping Goals and Guidelines with a new Landscape Management Plan (ending the "war" on grass).
14. Creating a "RIGHT TURN ONLY" at the exit of Gulf Park Dr. and US 41
15. Placement of "SHARROW" road markings on Pelican Bay Blvd. and Gulfpark Dr. (alerting drivers to the presence of cyclists and that cyclists can take the entire lane for their safety - was a compromise to creating designated bike lanes).
16. Changing the color of Pelican Bay decorative sign posts to Glass Black from Verde Green.
17. Increasing the number of full time landscape employees to allow for timely landscape maintenance operations.
18. Ongoing effort to address "Line of Sight" (LOS) issues.

LANDSCAPE & SAFETY COMMITTEE HISTORY **

19. Iguana irradiation as sightings are reported.
20. "Operation Appleseed" tree planting project (Peter Griffith directed)
21. Ongoing community education through the Post; PBF Wed. e-blast; and targeted inserts on pedestrian/vehicular/bicycle state/county laws pertaining to our sidewalks and roads.

Wednesday e-blasts - concise ALERTS; PSA'S; NOTICES; MEETINGS INFORMATION

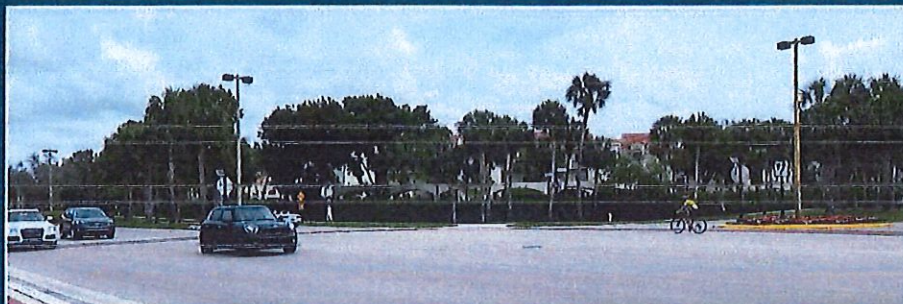
PBSD ALWAYS HAD SECOND PLACE behind the PBF due to need to inform and alert residents of safety issues, landscaping issues & projects etc. that would affect them. OFTEN NEEDING REPETITIVE PUBLICATION.

Our ask at the PBSD is to get second place position behind important PBF notices— NOT PHOTOS OF RESIDENTS DANCING ETC. (MORE POST APPROPRIATE)

MY SUGGESTIONS:

1. e-blast way too long (loses reader attention)- too much content
2. if social photos etc. are published place them after PBF and PBSD notices and PSA'S
3. go back to being a weekly (sometimes repetitive) vehicle to reach Foundation members on meetings; critical issues & info affecting their lives and homes

Pelican Bay Road Safety: A Shared Responsibility
Pelican Bay Foundation



All roads lead to something great in Pelican Bay- *if* safely navigated!

A reminder that the main roads in Pelican Bay are County roads and provide connectivity to major roadways, businesses, retail, restaurants, entertainment, and everything we love within the community.

We have many residents who share roads and sidewalks in various ways- especially during the busiest time of year- and want everyone to be safe. Please remember that your neighbors, their family and friends, and yours are out and about on these roadways every day.

Safety and injury prevention for our community is critical. As a friendly reminder, please *follow the rules of the roads and sidewalks.*

- Adhere to **stop sign** road rules, which apply uniformly to **bikers/cyclists** and **cars**.
- Share the outside "sharrow" lanes, which are also intended to be shared with bikers/cyclists and cars.
- Use caution when walking on crosswalks and activate the lights when available.
- Cars must come to a stop for pedestrians crossing in the crosswalks, which is a rule that is highly regulated.
- Pay attention and be alert to your surroundings.

Drive Safe. Bike Safe. Walk Safe.



Pelican Bay road safety: A shared responsibility

By Pelican Bay Foundation

All roads lead to something great in Pelican Bay — if safely navigated!

Please remember that Pelican Bay's main roads are county roads that provide connectivity to major roadways, businesses, retail stores, restaurants, entertainment and everything we love within the community.

We have many residents who share roads and sidewalks in various ways, especially during the

busiest time of year, and we want everyone to be safe. Remember that your neighbors, their family and friends, and yours, are out and about on these roadways every day.

Safety and injury prevention for our community is critical. As a friendly reminder, please follow the rules of the roads and sidewalks:

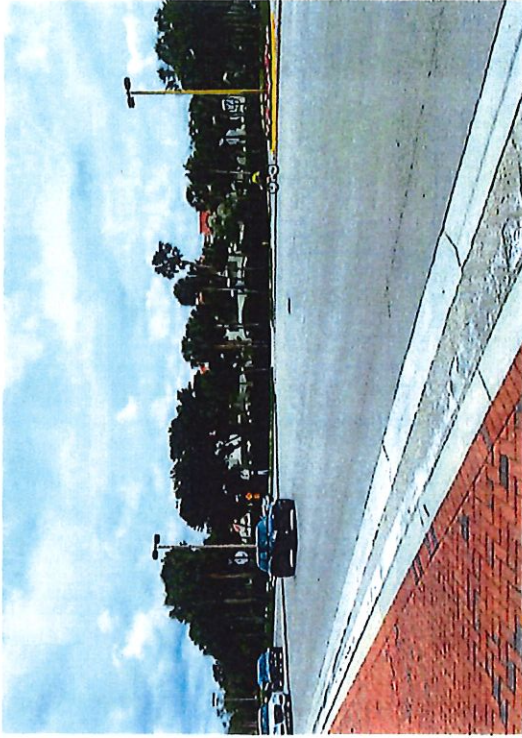
- Adhere to **stop sign** road rules, which apply uniformly to **bikers/cyclists** and **cars**.

- Share the outside "shared" lanes, which are intended to be shared by bikers/cyclists and cars.

- Use caution when walking on crosswalks and activate the lights when available.

- Cars must come to a stop for pedestrians crossing in the crosswalks. This rule is highly regulated.

- Pay attention and be aware of your surroundings. Drive safe. Bike safe. Walk safe. ■



Did You Know?

When passing a bicycle on Pelican Bay roads and all roads in Florida, there must be 3 feet separation between your car or truck and the bicycle you are passing. IT'S FLORIDA STATE LAW!

DID YOU KNOW? The outside traffic lanes on
Pelican Bay Blvd. and Gulf Park Dr. are
SHARROW LANES.
Bicycles can use the entire lane.
This is State Law.



DID YOU KNOW? The sidewalks in Pelican Bay are Collier County **multi-use sidewalks**; both bicycles and pedestrians can use our sidewalks.

BICYCLES MUST ALWAYS YIELD TO PEDESTRIANS.

IT IS FOR SAFETY AND IT IS THE LAW



DID YOU KNOW ? When passing a bicycle on Pelican Bay roads and all roads in Florida, there must be **3 FEET SEPARATION** between your car or truck and the bicycle you are passing.
IT'S FLORIDA STATE LAW !



UPDATED
3/5/2024

Vision

A premier coastal community that enriches the lives of its members through first class amenities, engaging activities, the tranquility of nature, and a sense of belonging.

Mission

To protect, maintain, and enhance the Pelican Bay member experience by providing:

- A pristine natural environment with beaches, mangroves and green spaces
- Exceptional facilities, amenities, and activities that foster a vibrant, healthy and social lifestyle
- Outstanding member services and a workplace of choice
- An ambiance of quiet beauty and commitment to safety

This mission will be achieved with prudent, transparent, and sustainable financial management.

Values

Welcoming

Collaborative

Positive

Respectful

Differentiators

Over 500 acres of protected estuary, mangroves, and beaches

Private access to a three-mile long beach with full-services

Leading racquet sports facilities and programs

Members-only beachfront dining, fitness, and social opportunities

World class arts, culture, and shopping

Updated
March 16 2024

Our Values

Our guiding beliefs and principles that create the Foundation's culture. They frame how the Foundation interacts with members, employees, partnerships and its stakeholders.

Welcoming

Help build and embrace a sense of community and belonging for all.

Collaborative

Leverage our collective genius with a focus on clear communication, teamwork, and continuous improvement.

Positive

Be open to new ideas and utilize creative problem solving to deliver exceptional member satisfaction at all touch points.

Respectful

Valuing others by being honest, courteous, fulfilling commitments, and behaving in a moral and ethical manner.

Pelican Bay Foundation
Three Year Strategic Plan:

GOAL 1:

Protect Pelican Bay's unique NATURAL ENVIRONMENT not only for today but for future generations of members.

Objectives:

1. Support PBSB's proactive and leading-edge approach to:
 - Prioritize the health of the mangroves, Clam Bay, and Clam Pass.
 - Maintain the beach and manage beach renourishment from storms and erosion.
 - Monitor and protect our unique natural habitats: Xeric Scrub Oak, Bay Colony rookery, shore birds.
 - Ensure the storm water surge protective capabilities of the mangrove and berm.
 - Monitor lake/estuary water quality at risk from pollutants (phosphate, copper)
2. Monitor and influence regulatory issues affecting Pelican Bay at the local, state, and federal level.
3. Build on current environmental sustainability practices and programs.

GOAL 2:

Provide exceptional FACILITIES that deliver the amenities members want and ensure Pelican Bay's attractiveness in the market.

Objectives:

1. Along with Collier County, build and manage upgrades to Pelican Bay Community Park that delivers new pickleball and enhanced tennis court amenities for members.
2. Identify the optimal package of amenities for the community long-term based on usage data, member feedback, competitive analysis, and industry trends.

3. Develop and begin implementation of a long-term Community Master Plan that delivers the identified amenities.
4. Maintain excellent member satisfaction with Racquet facilities.

GOAL 3:

Provide excellent FOOD and BEVERAGE OPERATIONS, beachside and at other activity hubs in the community, making them among our members' favorite places to socialize and dine.

Objectives:

1. Complete Sandbar restoration, identify and implement best use for the Clam Pass building at South Beach.
2. Develop and implement a comprehensive Food and Beverage business model, positioning, operations, and financial strategy for the beach restaurants with the goal of raising overall member satisfaction.
3. Establish an ongoing quantitative member feedback and operations tracking systems.
4. Assess the need for and identify locations to add Food & Beverage services in other community activity hubs.

GOAL 4:

Provide a comprehensive suite of ACTIVITIES and PROGRAMMING that foster a vibrant, healthy lifestyle and sense of community for members.

Objectives:

1. Incorporate new, innovative activities and programming that meet members' needs and promote healthy living.
2. Establish a member feedback system for current and future programming.

3. Support and foster member-organized and led activities and programming.
4. Enhance activity and program coordination, support, and community awareness.

GOAL 5:

Consistently deliver **OUTSTANDING MEMBER SERVICES that are proactive, friendly, convenient, and cost effective.**

Objectives:

1. Create a workplace of choice that attracts, retains, and grows top talent.
2. Develop a Member-Centric *Culture of Excellence* that reflects our values and delivers a Member Experience that meets or exceeds expectations across all touchpoints.
3. Implement systematic member amenity usage and satisfaction tracking and reporting.
4. Fully integrate and maximize capabilities of the new technology system introduced in Q4 2023, inclusive of data protection.
5. Assess member communications and develop plans to ensure timely, relevant, and effective delivery across diverse media platforms.

GOAL 6:

Maintain and enhance Pelican Bay's **INFRASTRUCTURE, VISUAL APPEAL, and AMBIANCE of quiet beauty.**

Objectives:

1. Work in partnership with PBSB on a multi-year plan based on shared understanding of Foundation/Member input, and PBSB capability/capacity for:
 - Landscape: restoration and enhancement of PBSB areas of responsibility.
 - Safety: pedestrian/bike, traffic, and speed management
 - Infrastructure: surface water management systems
 - Storm resiliency

2. Create a Landscape Master Plan covering standards, jurisdiction, and enforcement for PBSB, Foundation, HOA, and Single-Family property responsibilities.
3. Initiate a long-term rebranding strategy for the community.
4. Improve the capabilities of community wide bulk media services by leveraging the contract renewal process.
5. Develop a position statement on EV vehicles (cars, bikes, golf carts)
6. Approach FPL regarding a study of the community's future electric capacity requirements and storm resilience, including potential for solar array/ battery infrastructure for storm recovery.

GOAL 7:

Develop and implement a forward-looking FINANCIAL STRATEGY that ensures our position as SW Florida's premier coastal community and enhances property values, while retaining our history of prudent financial management.

Objectives:

1. Develop a multi-year financial plan that generates the capital and operating funds necessary to realize the Three-year Strategic Plan Goals and the long-term Community Master Plan.