Strategic Priorities

Clear strategic priorities are the foundation on which municipal budgets are built. Brevard's priorities are derived from the City Council's annual Strategic Planning Retreat with reference to the Brevard Comprehensive Land Use Plan (CLUP), which was adopted in March 2023.

Priorities Identified at the February 2024 Strategic Planning Retreat

- Community safety
- Infrastructure investments
- Economic incentives
- Affordable housing
- Community partnerships & engagement
- Efficient, high-quality organization
- Connected transportation network

Goal 1: Community Safety
Council aims both to ensure practical safety conditions (e.g., adequate response times, road and traffic safety) and to cultivate a positive public perception and trust in public safety officials.

Goal 2: Infrastructure Investments
The City intends to maintain existing transportation infrastructure (e.g., sidewalks, streets) while planning for capital improvements, including the Wastewater Treatment Plant.

Goal 3: Economic Incentives
Council hopes to support local businesses and increase the number of jobs available in the community with competitive salaries by leveraging local resources and creating an economic development incentive policy.

Goal 4: Affordable Housing
Council has reaffirmed its commitment to working toward affordable housing. This endeavor includes focusing on diverse housing needs, encouraging "missing middle" housing and density where appropriate, and pursuing partnerships and grants.

Goal 5: Community Partnerships & Engagement
In an effort to foster a stronger sense of community and encourage resident involvement, Council plans to leverage boards and committees to gain citizen input while also supporting culturally significant festivals and events (e.g., MLK celebration, Juneteenth).

Goal 6: Efficient, High-Quality Organization
The City strives to enhance the services we provide to the community by improving operational efficiency in the following ways: addressing aging technology and software systems, attracting and retaining qualified staff, ensuring adequate space and equipment for employees, and optimizing the budget with an appropriate tax rate.

Goal 7: Connected Transportation Network
Council has again emphasized the crucial role of multiuse transportation networks in connecting the community. It also aspires to expand access to outdoor recreation opportunities via this transportation network. Accomplishing this vision involves focusing on the completion of the Estatoe Trail and creating a city-wide parking and wayfinding sign plan.

Associated Key Strategic Actions

Goal 1: Community Safety
- Develop a public safety proposal that considers growth
- Review the agreement with the County for fire service

Goal 2: Infrastructure Investments

- Increase maintenance of existing infrastructure
- Make progress on the WWTP Project
- Update stormwater plan and seek funding for approved options
- Continue to seek funding on the Downtown Master Plan
- Provide budget proposal to accelerate street repaving schedule
- Consider revisions to fee-in-lieu policy for sidewalks

Goal 3: Economic Incentives

- Create an economic development incentive policy

Goal 4: Affordable Housing

- Ensure progress on Phase I of DFI Study
- Underwrite programs that produce affordable units
- Continue reviewing the UDO to encourage "missing middle" housing/density where appropriate
- Pursue grants for infrastructure

Goal 5: Community Partnerships & Engagement

- Refresh Brevard's approach to organizing and hosting festivals

Goal 6: Efficient, High-Quality Organization

- Address aging technology and software systems
- Focus on employee engagement
- Complete space needs analysis and changes for all departments

Goal 7: Connected Transportation Network

- Complete easements and design for remaining sections of Estatoe Trail
- Create a city-wide parking and wayfinding sign plan
- Complete the Tannery North section of the Estatoe Trail