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# St. Augustine Vision Plan Update: Meeting #3 Livability and Vitality

October 2nd, 2024



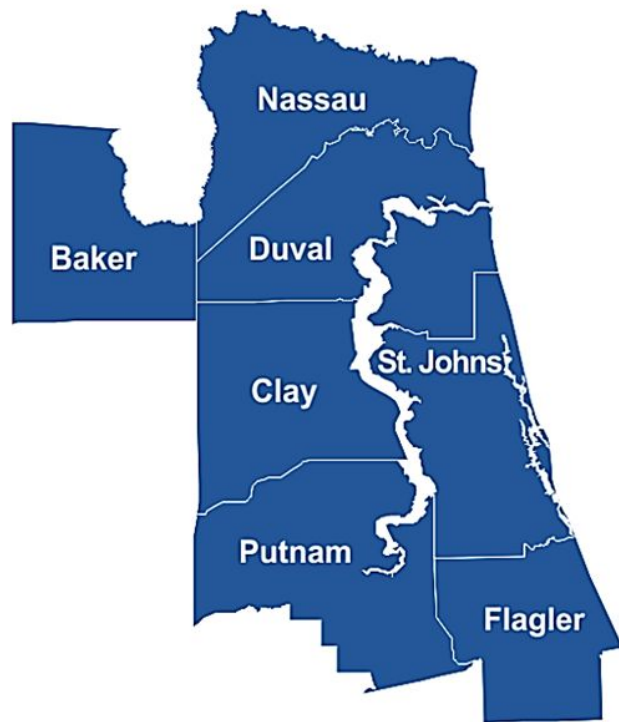
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# St. Augustine Vision Plan Update: Livability & Vitality AGENDA

1. Welcome
  2. City of St. Augustine Vision Plan Introduction and Background
  3. NEFRC Vision Plan Update Introduction
  4. Specific Discussion Related to Livability and Vitality
  5. Breakout Session with Additional Discussion and Comments
  6. Thank you for your participation and Adjournment
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# Northeast Florida Regional Council



## Our Mission

To celebrate the unique assets of Northeast Florida and to engage its people, businesses, governments, and organizations

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# Meet the NEFRC Team

- ❖ **Jack Shad**, Economic Development Project Manager
- ❖ **Elizabeth Payne**, AICP, CEO
- ❖ **Eric Anderson**, AICP, Deputy CEO
- ❖ **Monica Dominguez**, Economic Development Program Manager
- ❖ **Cassidy Taylor**, Post-Disaster Economic Recovery Coordinator



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# The Vision Plan will include:

Your feedback will be used in the development of the updated Vision Plan. The final product will include:

- ❖ A community vision statement
  - ❖ Confirmation and development of themes
  - ❖ A summary of public engagement meetings
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# Objectives for the Meeting

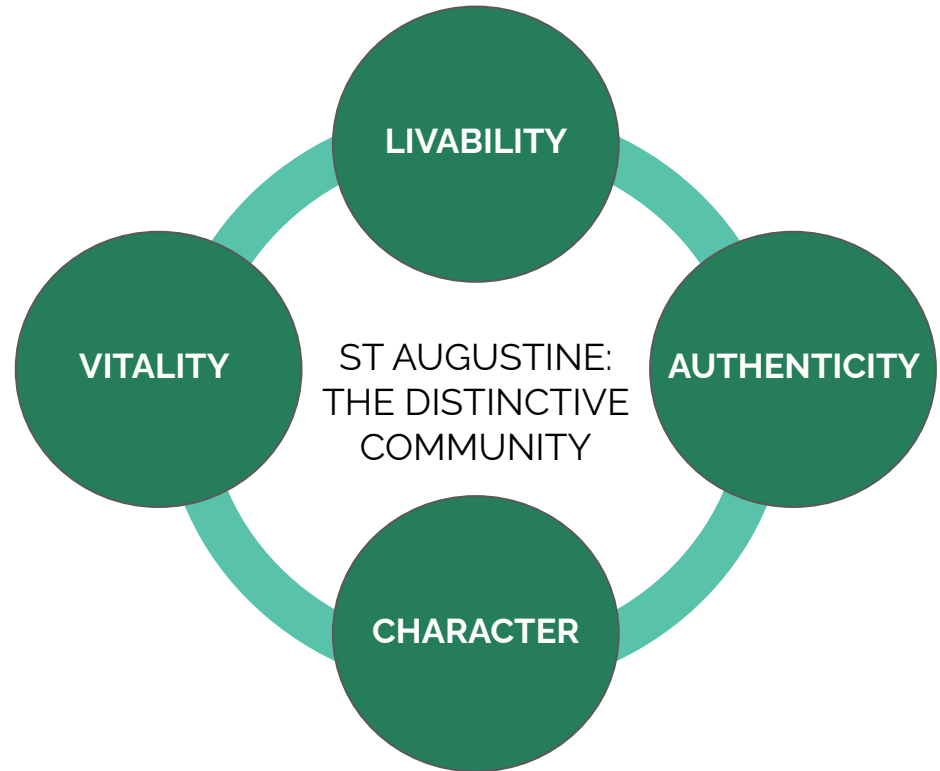
- ❖ NEFRC will provide an overview of Livability and Vitality.
  - ❖ NEFRC will ask you question on your thoughts on Livability and Vitality.
    - You can answer on paper or on online with Mentimeter.
  - ❖ Breakout session - you can provide your thoughts and we will records your answers.
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# 2014 and Beyond Vision Plan

## Vision Statement:

St. Augustine will be a livable, authentic, waterfront city that builds upon its rich history and environment to create a distinctive community character founded on a healthy and vibrant economy, a diverse mix of people and experiences, and a valuing of its natural assets.



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# Definitions for Livability & Vitality

**Livability** is the sum of the factors that add up to a community's quality of life—including the built and natural environments, educational opportunity, culture, and recreation possibilities.

**Vitality** is the ability of a community to sustain itself into the future and provide opportunities for its residents to pursue their own life goals and the ability of residents to experience positive life outcomes.



<https://livable.nonprofitsoapbox.com/about-us/what-is-livability>  
<https://oregonexplorer.info/content/what-community-vitality?topic=173&ptopic=140#:~:text=The%20ability%20of%20a%20community,to%20experience%20positive%20life%20outcomes.>

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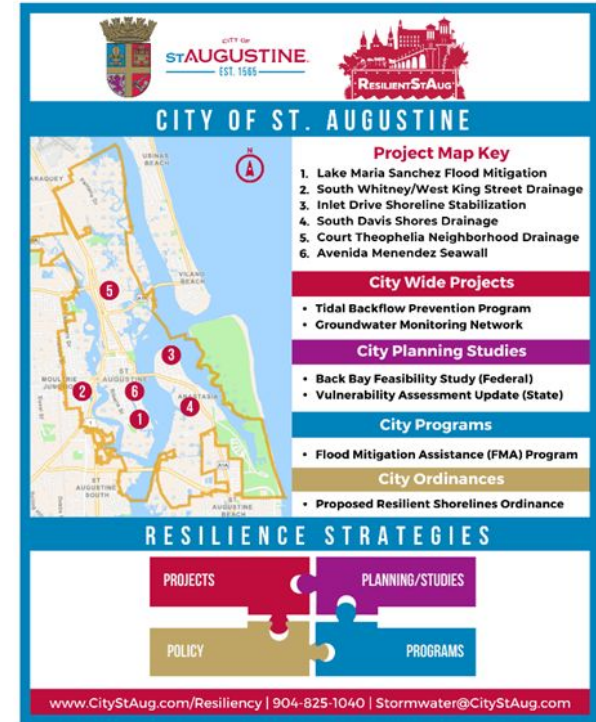
# City of St. Augustine Featured Projects: Livability

- ❖ The City adopted a plan in 2020 to make it easier to get around on foot, in a car, and on a bike
  - The City offers discounted resident parking across St. Augustine
- ❖ The City is working with groups to improve the homelessness situation



# City of St. Augustine Featured Projects: Vitality

- ❖ The City has been working to make St. Augustine more sustainable & resilient
  - Projects across the City help reduce flooding and storm impacts
  - Projects were informed by sustainability/resiliency plans and studies
- ❖ The City has been working to balance the economic benefits of tourism for residents while maintaining the City's livability



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# Mentimeter instructions

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# Is it easier to get downtown than it was a few years ago?

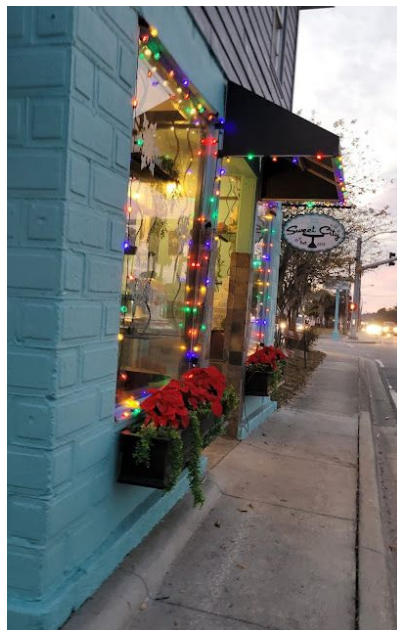
1. Yes
2. No
3. Same
4. I'm not sure



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**Over the past few years, have you felt safer riding a bicycle and/or walking around St. Augustine?**

1. Yes
2. No
3. Same
4. I'm not sure



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# As St. Augustine considers mobility options for Downtown, would you rather:

1. Take a free and convenient shuttle to Downtown
2. Pay to park Downtown



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**What tourism experiences in  
St. Augustine would you like to promote?**

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**How would you like the City of  
St. Augustine to engage with you regarding  
tourism?**

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# Please prioritize ways St. Augustine can diversify its economy?

## 1. Develop Advanced Industries



## 2. Support Small Businesses



## 3. Invest in Workforce/Education



## 4. Promote Tourism/Culture



## 5. Promote Green Technology



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# **Please prioritize ways St. Augustine can diversify its economy?**

1. Develop advanced industries
  2. Support small businesses
  3. Invest in workforce development/education
  4. Promote tourism and culture
  5. Promote green technology
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**How can St. Augustine promote the diversity of people, places, and economic opportunities?**

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# What should St. Augustine invest in?

**Support Local Artists**



**Community Events**



**Art Education**



**Public Art**





# Part A) How do you think St. Augustine prioritizes the following?

**Businesses**



**Recreation & Culture**



**Education**



**Residents**



**Tourists/Visitors**



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## **Part A) How do you think St. Augustine prioritizes the following?**

1. Business
2. Recreation and Culture
3. Education
4. Residents
5. Tourists/Visitors

# Part B) How do you think St. Augustine should prioritize the following?

**Businesses**



**Recreation & Culture**



**Education**



**Residents**



**Tourists/Visitors**



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## **Part B) How do you think St. Augustine should prioritize the following?**

1. Business
  2. Recreation and Culture
  3. Education
  4. Residents
  5. Tourists/Visitors
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# Thank you for completing the survey!

- ❖ If you wrote your answers on a paper survey, please return to the box at the entrance or to an NEFRC team member.

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# BREAKOUT SESSIONS

- ❖ Thoughts on Livability
  - ❖ Thoughts on Vitality
  - ❖ Additional themes/comments
  - ❖ What has been your experience opening/expanding a small business?
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# Please join us at the next meetings!

***\*\*\*All meetings are from 6pm to 8pm\*\*\****

- ❖ **October 16th** - CHARACTER & AUTHENTICITY. The Waterworks
    - 184 San Marco Ave, St. Augustine, FL 32084
  - ❖ **October 29th** - VITALITY & LIVABILITY. Shiloh Baptist Church
    - 271 W King St, St Augustine, FL 32084
  - ❖ **November 13th** - FINAL MEETING - DID WE GET IT RIGHT?  
Alcazar Room at the Lightner/City Hall building
    - 75 King St, St. Augustine, FL 32084
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# Thank you!

For questions or comments please contact:

**St. Augustine Vision Team at:**

[StAugustineVision@nefrc.org](mailto:StAugustineVision@nefrc.org)

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