

Priority Area	Strategy	Action Steps	Lead Department	Success Metrics	Completion
1: Build and Maintain Foundational Yet Forward-looking Infrastructure	1: Continue to monitor and prioritize adherence to state and federal regulations governing public utility service provision	Implement processes and clarify responsibility for continual monitoring of regulations	Public Works	Number of non-compliances in monthly discharge monitoring reports	Ongoing
1: Build and Maintain Foundational Yet Forward-looking Infrastructure	2: Seek to relocate overhead utilities underground, whenever feasible	Identify potential sources of grant funding to support relocation	Planning and Community Development	Funding allocated to utility relocation; Miles of utilities relocated underground	Long-term
1: Build and Maintain Foundational Yet Forward-looking Infrastructure	3: Prepare a citywide stormwater management plan	Convene relevant employees and subject matter experts to develop stormwater management plan	Public Works	Completion of plan	Short-term
1: Build and Maintain Foundational Yet Forward-looking Infrastructure	4: Plan and implement a well-connected network of pedestrian pathways to key destinations throughout the city	Analyze current pedestrian use patterns; Identify priority destinations for pedestrian access; Identify gaps in pedestrian access between priority destinations	Planning and Community Development	Completion of pedestrian pathway plan; Additional pedestrian pathways built	Long-term
1: Build and Maintain Foundational Yet Forward-looking Infrastructure	5: Develop and implement a biannual process for identifying and addressing sidewalk maintenance needs	Identify the process for funding/policies to govern maintenance of sidewalks that fall to property owners	Public Works	Implementation of biannual process for sidewalk maintenance management	Medium-term
1: Build and Maintain Foundational Yet Forward-looking Infrastructure	6: Expand the city's internal technology infrastructure to support smart city initiatives and provide reliable services needed for sustainability and growth	Conduct audit of current IT infrastructure and assets, including software subscriptions; Identify areas of opportunity and need for technology augmentation in support of the city's priorities; Develop an annual action plan guiding IT integration in	Information Technology	Development of annual action plans	Ongoing
1: Build and Maintain Foundational Yet Forward-looking Infrastructure	7: Integrate streetscape initiatives into the city's yearly budget and annual Capital Improvement Plan (CIP)	Develop a list of priority streetscape initiatives with associated costs; Establish dedicated funding mechanism or allotment within annual budget and CIP to fund ongoing and future streetscape projects	Public Works	Annual investment in streetscape initiatives	Long-term
1: Build and Maintain Foundational Yet Forward-looking Infrastructure	8: Incorporate beautification initiatives into the city's yearly budget and ongoing planning	Develop a long-term beautification plan that identifies priority initiatives with associated cost; Establish dedicated funding mechanism or allotment within annual budget to fund ongoing and future beautification projects	Parks	Annual investment in beautification initiatives	Ongoing
1: Build and Maintain Foundational Yet Forward-looking Infrastructure	9: Promote climate resilience and sustainability by actively collaborating with other communities	Develop partnerships with regional municipalities and organizations Conduct a policy review to assess existing regulations and identify gaps in climate resilience and sustainability efforts;	Planning and Community Development	Creation of partnerships	Ongoing
1: Build and Maintain Foundational Yet Forward-looking Infrastructure	10: Develop policies that prioritize long-term climate resilience and sustainability	When revising or creating zoning, land use, or infrastructure planning policies, integrate climate resilience guidelines	Planning and Community Development	Integration of climate resiliency guidelines in new or revised policies	Medium-term

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2: Foster Excellence and Coordination Across All City Operations	1: Strengthen coordination and partnerships among public and private sector organizations within the City of Rehoboth Beach	Identify joint priorities that enhance economic development, infrastructure improvements, or community services; Embed public-private investment opportunities to support key city projects and long-term planning efforts Identify, and as necessary, establish regular touchpoints with nearby municipalities to discuss shared priorities and policy alignment; Formalize agreements or memorandums of understanding (MOUs) between jurisdictions for collaborative projects and resource sharing;	City Manager	Total number of public-private partnerships; Annual public-private investment	Short-term
2: Foster Excellence and Coordination Across All City Operations	2: Encourage greater coordination among the city, Sussex County, the state, as well as nearby municipal jurisdictions	Strengthen engagement pathways with Sussex County Association of Towns and Delaware League of Local Governments	City Manager	Total number of agreements/MOUs	Ongoing
2: Foster Excellence and Coordination Across All City Operations	3: Utilize reliable demographic data from government or other sources to aid in future planning	Determine and share accepted sources of data; Continually monitor data sources to ensure credibility	City Manager	Assessments of data credibility	Ongoing
2: Foster Excellence and Coordination Across All City Operations	4: Develop and implement a comprehensive emergency response plan that includes related public awareness efforts	Develop a detailed emergency response plan; Train city staff and emergency response teams on the new plan; Develop marketing and communications campaigns to inform the public about protocols	Police	Completion of response plan; Related marketing and communication activities	Ongoing
2: Foster Excellence and Coordination Across All City Operations	5: Increase coordination, communication, and input between and among city commissions, boards, and committees	Audit current commissions, boards, and committees to assess their purpose, structure, and effectiveness, identifying any overlaps or gaps in representation and function; Revise current guiding policies to establish a clear purpose, define member terms, and implement standardized reporting requirements; Conduct a comprehensive audit of all city committees; Strengthen the coordination between city commissioners and committees through clear guidelines and structured onboarding	City Manager	Revision and adoption of updated structures, purposes, terms, and reporting requirements for each commission, board, and committee; Completion of committee audit	Ongoing
2: Foster Excellence and Coordination Across All City Operations	6: Foster a culture of excellence in customer service by equipping City staff with the tools, training, and support necessary to meet community needs effectively	Establish clear service standards and expectations for all departments, ensuring consistency in interactions with residents and visitors; Develop and implement a comprehensive customer service training program for all City staff, focusing on responsiveness, communication, and problem-solving	City Manager	Number of internal trainings offered	Ongoing
2: Foster Excellence and Coordination Across All City Operations	7: Ensure the highest level of stewardship in public records and information management	Develop processes and data management policies for all public record management; Establish a schedule for internal audits to ensure compliance with policies and procedures; Provide regular staff training on records management best practices, including compliance with open records laws and data security protocols	Information Technology	Creation of data management policy; Deployment of regular data audits	Short-term

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3: Continually Improve Access and Amenities Throughout the City	1: Continue to effectively promote and publicize the city's permitted and recognized recreational events	Continue maintaining the centralized event calendar on the city's website and social media platforms; Encourage subscription to the city's Lines in the Sand newsletter Conduct a cultural resource inventory to document and assess the city's historic sites, landmarks, and cultural assets; Expand educational and engagement initiatives;	Communications	Event attendance; Number of marketing activities; Lines in the Sand subscriptions and readership	Ongoing
3: Continually Improve Access and Amenities Throughout the City	2: Protect, enhance, and expand the benefits of cultural resources for future generations	Pursue alternative funding opportunities to support the conservation and promotion of cultural resources Expand outreach and engagement efforts by actively soliciting input from underrepresented groups; Enhance accessibility and accommodations for individuals of all abilities at all city events, facilities, and public meetings;	Communications	Completion of audit; Funding received for cultural resource preservation and promotion	Short-term
3: Continually Improve Access and Amenities Throughout the City	3: Continue to support inclusivity in city policies, events, and other activities	Develop and implement inclusivity training for city staff and elected officials Provide funding or grant opportunities for community groups that promote inclusivity within their programs or initiatives;	City Manager	Implementation of inclusivity training	Ongoing
3: Continually Improve Access and Amenities Throughout the City	4: Continue to support and encourage inclusivity within local community organizations	Develop a city-led recognition program to highlight organizations that demonstrate leadership in inclusivity efforts Conduct a comprehensive asset inventory and condition assessment; Develop a preventive maintenance schedule for key infrastructure, facilities, and public spaces;	City Manager	Annual community group investment	Ongoing
3: Continually Improve Access and Amenities Throughout the City	5: Support ongoing maintenance of city assets to maximize lifespan and longevity	Identify potential sources of funding; Leverage technology and data analytics to track asset conditions	City Manager	Completion of asset inventory; Development of preventative maintenance schedule	Ongoing
3: Continually Improve Access and Amenities Throughout the City	6: Support and incentivize the voluntary use of accessibility best practices that exceed current Americans with Disabilities Act (ADA) requirements to meet the needs of an inclusive community and an aging population	Develop an accessibility best practices guide for businesses, developers, and community organizations; Incorporate universal design principles in city planning and permitting processes; Host training sessions and workshops for businesses on accessibility enhancements and benefits Conduct a tourism impact assessment to evaluate visitor trends, economic benefits, and infrastructure strain;	Facilities	Number of businesses and public spaces that implement accessibility improvements	Medium-term
3: Continually Improve Access and Amenities Throughout the City	7: Explore development of a Tourism Management Plan	Engage stakeholders, including local businesses and residents, to gather input on balancing tourism growth with quality of life; Identify strategies for sustainable tourism management, including visitor education, capacity planning, and seasonal impact mitigation; Evaluate funding sources and potential partnerships Conduct a comprehensive traffic flow and congestion study to identify problem areas and peak travel times;	Planning and Community Development	Completion of a tourism impact assessment within the first two years; Development of key tourism management strategies to guide city decision-making	Medium-term
3: Continually Improve Access and Amenities Throughout the City	8: Adopt a clear, well defined Traffic Management System to address traffic congestion at peak periods and promote alternative transportation options, including motorized and nonmotorized modes	Enhance pedestrian and bike-friendly infrastructure, including dedicated bike lanes, pedestrian crossings, and wayfinding signage; Develop and promote a public transportation strategy with expanded shuttle services, rideshare hubs, and park-and-ride options; Establish seasonal traffic management plans that adjust traffic control measures during the season	Planning and Community Development	Completion of Traffic Management System plan; Decreased traffic at peak periods; Utilization of alternative transportation	Medium-term
3: Continually Improve Access and Amenities Throughout the City	9: Continue to evaluate parking needs and assess alternative parking models, incorporating digital enhancements for greater efficiency	Pilot digital parking solutions, such as real-time availability tracking, mobile payment systems, and smart meters; Explore alternative parking models, such as shared parking agreements with private businesses, satellite lots with shuttle service, and dynamic pricing strategies; Improve wayfinding and signage to better direct visitors and residents to available parking options Establish a formal business advisory committee to gather ongoing input on city policies and economic initiatives;	Planning and Community Development	Digital improvements integrated into parking processes	Ongoing
3: Continually Improve Access and Amenities Throughout the City	10: Foster a more business-friendly environment by actively engaging business owners to ensure their input helps shape community priorities	Host regular business roundtables and town halls; Streamline permitting and regulatory processes by identifying and reducing bureaucratic barriers to business development Expand partnerships with local artists, cultural organizations, and historical societies to develop community-driven cultural programming; Increase public art installations and cultural events that celebrate the city's unique identity and heritage;	City Manager	Increased input from business owners	Ongoing
3: Continually Improve Access and Amenities Throughout the City	11: Foster the continued vibrancy and unique character of Rehoboth Beach by prioritizing cultural opportunities that reflect the community's interests and values	Develop a funding strategy for cultural initiatives, including grants, sponsorships, and public-private collaborations; Enhance accessibility and inclusivity in cultural programming to ensure events and opportunities are welcoming to all residents and visitors	City Manager	Cultural initiative funding; Increase in cultural events or assets	Ongoing