



2025 Strategic Plan



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Executive Summary

The City of Rehoboth Beach has long been known for its welcoming spirit, vibrant culture, and coastal charm. As the city continues to grow and evolve, this strategic plan represents a vital step in aligning resources, decision-making, and long-term priorities with the needs of residents, businesses, and visitors alike. While the 2020 Community Development Plan (CDP) continues to guide land use and development efforts, this strategic plan provides the city with its first comprehensive framework for setting priorities across all areas of government operations and community life.

This plan was developed through a stakeholder-driven process, designed to be inclusive, transparent, and deeply rooted in community engagement. Input was gathered through one-on-one interviews with elected officials, community leaders, and residents; listening sessions with civic organizations; community meetings; and a widely distributed survey. Together, these efforts ensured that the final plan reflects the diverse needs, values, and aspirations of the Rehoboth Beach community. An overview of this outreach and engagement is included in Appendix A.

Building on the CDP and guided by extensive community input, this plan is organized around three strategic priority areas:

BUILD AND MAINTAIN FOUNDATIONAL YET FORWARD-LOOKING INFRASTRUCTURE

Ensuring that Rehoboth Beach continues to thrive means maintaining and upgrading critical infrastructure—roads, sidewalks, utilities, and coastal systems—while planning for the future. This includes planning for the impacts of climate change and continually meeting the growing needs of the community.

FOSTER EXCELLENCE AND COORDINATION IN ALL CITY OPERATIONS

A well-run city depends on effective governance, strong internal coordination, and partnerships that span public, private, and regional entities. This priority area emphasizes the need for responsive customer service, transparent communication, and inclusive civic engagement.

CONTINUALLY IMPROVE ACCESS AND AMENITIES THROUGHOUT THE CITY

From cultural events and recreational assets to walkability, parking, and accessibility, the city's amenities shape the quality of life for residents and the experiences of visitors. This plan prioritizes investments that preserve Rehoboth Beach's distinctive identity while promoting inclusion and ease of access for all.

To ensure accountability and follow-through, this strategic plan is accompanied by a detailed action plan (Appendix B) outlining specific initiatives, lead collaborators, key performance indicators, and timelines for implementation. Together, these tools will guide decision-making, help track progress, and ensure that the city remains a thriving, inclusive, and forward-looking community for generations to come.

Letter from the City Manager

Dear Rehoboth Beach Community Members,

I am proud to share with you the City of Rehoboth Beach's first-ever Strategic Plan—an important milestone in our city's journey toward a more focused, responsive, and collaborative future. This plan represents a new, clearly articulated direction for our community—one that builds on our proud history of civic engagement, volunteerism, and participatory governance.

When I first joined Rehoboth Beach, one of the things that stood out immediately was the deep level of involvement from residents, local organizations, and elected leaders—it was evident that this is a community that cares deeply and gives generously. While this community benefits from strong engagement, it has not had a shared roadmap to guide prioritization and day-to-day decision-making. This strategic plan provides that.

Developed through extensive community input, this document identifies the key priorities that will guide both city staff and elected officials as we move forward. It serves as a complement to our Community Development Plan (CDP)—which focuses primarily on land use and development—by highlighting the broader operational and strategic priorities that matter most to our community.

The plan is built around three broad priority areas that I believe reflect the core values and aspirations of our community, including: building and maintaining infrastructure that meets the needs of both residents and the many visitors who enjoy Rehoboth Beach each year; delivering excellent city services and making sure our city is well run and provides best-in-class service, and preserving and enhancing access and amenities and celebrating the cultural resources, natural beauty, and community spirit that have always made Rehoboth Beach so special.

I'm especially grateful to the Strategic Planning Steering Committee and all those who contributed their time, energy, and insights throughout this process. Your voices helped shape the vision and direction of this plan. Ultimately, this plan is not intended to gather dust on a shelf. It is a working document—one that we will reference often, use to track our progress, and adapt as needed to remain aligned with the needs and goals of our community.

Thank you again to everyone who played a role in shaping this plan—I look forward to working alongside all of you as we bring the goals in this plan to life.

With appreciation,



A black ink handwritten signature of Taylour Tedder.

TAYLOUR TEDDER, ICMA-CM, CECD
City Manager | City of Rehoboth Beach

Acknowledgements

The creation of this strategic plan would not have been possible without the dedication and guidance of the strategic planning steering committee as well as the engagement of the community and its elected officials. We also extend our appreciation to the time and insights shared by community members and homeowners who participated in interviews and community town halls to provide their input and perspectives throughout this process.

STEERING COMMITTEE MEMBERS

Taylor Tedder
City Manager

Evan Miller
Assistant City Manager

Keith Banks
Chief of Police

Lynne Coan
Communications Manager

Burt Dukes
Finance Director

Max Hamby
Information Technology Director

Jean Lee
Human Resources Director

Henry Matlosz
Public Works Director

COMMISSIONERS

Stan Mills
Mayor

Edward Chrzanowski

Suzanne Goode

Patrick Gossett

Francis “Bunky” Markert

Mark Saunders

Craig Thier



Introduction

The City of Rehoboth Beach stands at an exciting and pivotal moment in its growth and development. This strategic plan represents the next step in organizing and prioritizing city initiatives, building on the foundation created by the 2020 Community Development Plan (CDP).

While the CDP serves as a state-mandated strategy focused primarily on land use, it historically has outlined a diverse range of priorities that extend beyond the scope of community planning and land use. In addition to priorities identified through the strategic plan process, this plan seeks to provide the city with a clear framework for prioritization and implementation by extracting relevant topics from the CDP, elevating them, and providing a more structured, actionable approach for the city's leadership and staff.

This plan was developed through a comprehensive, stakeholder-driven process, ensuring that voices of residents, homeowners, city employees, elected officials, and community organizations played an integral role in shaping its content. The planning process included a series of one-on-one interviews with community members and leaders, listening sessions with civic groups, and broader community engagement activities, including both in-person and remote participation. Additionally, a community survey was distributed widely to gather input

from residents and visitors alike. This inclusive approach ensured that the plan reflects the diverse perspectives and priorities of those who call Rehoboth Beach home as well as the needs and expectations of the thousands who visit year after year. An overview of this plan's outreach efforts and stakeholder participation is included in Appendix A.

This strategic plan provides a roadmap for Rehoboth Beach to enhance its infrastructure, governance, community engagement, and quality of life for all stakeholders. By improving access and amenities, fostering collaboration, and maintaining the cultural vibrancy of the city, Rehoboth Beach can continue to be a place that embodies the character, values, and qualities that has drawn people to this special coastal community for generations. This document will serve as the city's guiding framework to prioritize initiatives and guide decision-making, ensuring that Rehoboth Beach remains a thriving, inclusive, and forward-thinking community for many years to come.



Mission and Vision

MISSION

To promote a high quality of life and maintain a welcoming community for all through effective and responsive governance, exceptional service, and a commitment to environmental stewardship.

VISION

To be a leading coastal community with unique character where residents, businesses, and visitors thrive in a safe and accessible environment that is protected for generations to come.



Strategic Plan Framework

This strategic action plan sets the course for the City of Rehoboth Beach in the years ahead, providing a clear framework for decision-making and prioritization.

The plan is organized around three broad priority areas—Infrastructure, Operational Excellence, and Amenities and Access—each of which includes key strategies to drive success. To ensure effective implementation, the plan is supported by a detailed action framework that outlines specific steps, key collaborators, success metrics, and projected timeframes for completion. Informed by the 2020 CDP, this strategic plan also incorporates insights from new stakeholder engagement to ensure it reflects current community needs and priorities.

The CDP, a state-mandated municipal development strategy document, focuses primarily on land use, while this plan provides a broader framework for prioritizing city initiatives, resources, and operations. By integrating relevant actions and strategies from the CDP, this strategic plan aligns with long-term development goals while remaining responsive to evolving community needs.



Build and Maintain Foundational Yet Forward-Looking Infrastructure

GOAL: Maintain and proactively plan and invest in infrastructure throughout the city, taking into account the future needs of the community as well as current and anticipated effects of climate change.

Infrastructure is the backbone of a thriving city, encompassing not only roads, pathways, and sidewalks but also the built systems that manage water, utilities, and other essential services. These systems support daily life for residents, businesses, and visitors alike, ensuring safety, accessibility, and long-term sustainability.

Infrastructure maintenance is a growing challenge nationwide. The national rating from the American Society of Civil Engineers' Infrastructure Report Card was a "C-" in 2021. At the state level, there is a concerted effort to improve infrastructure including Transportation Infrastructure Investment Funds (TIIF), which are meant to aid with new infrastructure that supports new or growing businesses in Delaware. Given these realities, the City of Rehoboth Beach must take a proactive and future-oriented approach to infrastructure planning.

This requires balancing the upkeep of existing roads, pathways, and sidewalks while also preparing for the city's evolving needs. Investments in public utilities

must prioritize both current and future customers, ensuring services remain reliable and compliant with state and federal regulations. Similarly, improvements to transportation infrastructure must support not only traditional vehicle traffic but also enhance pedestrian and bicycle pathways to create a safer, more connected city.

Beyond transportation and utilities, infrastructure planning must account for future environmental changes. As the city, region, and world are impacted by the increasing effects of climate change, Rehoboth Beach must collaborate with neighboring communities and state agencies to identify and integrate best practices. A comprehensive and proactive approach to climate resilience—including protecting coastal assets, managing stormwater, and adapting public infrastructure—will be critical to the city's long-term success. While specific climate policies are outlined in the 2020 CDP, the strategies in this plan affirm and build upon the city's commitment to maintaining a strong, sustainable, and forward-thinking infrastructure system.

STRATEGIES

- » Continue to monitor and prioritize adherence to state and federal regulations governing public utility service provision
- » Seek to relocate overhead utilities underground, whenever feasible
- » Prepare a citywide stormwater management plan
- » Plan and implement a well-connected network of pedestrian pathways to key destinations throughout the city
- » Develop and implement a biannual process for identifying and addressing sidewalk maintenance needs
- » Expand the city's internal technology infrastructure to support smart-city initiatives and provide reliable services needed for sustainability and growth
- » Incorporate beautification initiatives into the city's yearly budget and ongoing planning
- » Integrate streetscape initiatives into the city's yearly budget and annual Capital Improvement Plan (CIP)
- » Promote climate resilience and sustainability by actively collaborating with other communities
- » Develop policies that prioritize long-term climate resilience and sustainability





02

Foster Excellence and Coordination in All City Operations

GOAL: Provide quality city services in an efficient, cost-effective manner to ensure the health, safety, and the betterment of the Rehoboth Beach community.

Effective governance requires strong coordination, clear communication, and well-structured partnerships. In Rehoboth Beach, collaboration among city officials, regional partners, and the community is essential to ensuring responsive and efficient local government. The city is the sum of many interconnected entities—while elected officials provide leadership and direction, day-to-day operations are carried out by dedicated staff, all committed to delivering the highest levels of service to residents and visitors alike. Ensuring that the city functions effectively requires not only seamless internal coordination but also strong relationships with external public and private entities that share a vested interest in Rehoboth Beach's continued success.

This section highlights opportunities to strengthen collaboration across city departments, enhance partnerships with regional and state entities, and ensure that the city's many boards, commissions, and committees

operate efficiently and transparently. When individuals volunteer their time and expertise—whether by serving on a commission, holding elected office, or contributing to community initiatives—it is essential that the city's governance structure support their efforts in meaningful and impactful ways. A well-structured, coordinated approach ensures that these contributions drive positive outcomes for the community.

At its core, the city's responsibility is to its residents. By fostering intentional collaboration, improving communication, and leveraging tools that enhance efficiency, Rehoboth Beach can continue to provide exceptional service at every level of engagement. Through thoughtful planning and strong governance, the city can ensure that every interaction—whether with residents, businesses, or visitors—reflects its commitment to excellence.

STRATEGIES

- » Strengthen coordination and partnerships among public and private sector organizations within the City of Rehoboth Beach
- » Encourage greater coordination among the city, Sussex County, the state as well as nearby municipal jurisdictions
- » Utilize reliable demographic data from government or other sources to aid in future planning
- » Develop and implement a comprehensive emergency response plan that includes related public awareness efforts
- » Increase coordination, communication, and input between and among city commissions, boards, and committees
- » Foster a culture of excellence in customer service by equipping city staff with the tools, training, and support necessary to meet community needs effectively
- » Ensure the highest level of stewardship in public records and information management





03

Continually Improve Access and Amenities Throughout the City

GOAL: Promote and provide appropriate support for ensuring the health and safety of residents and visitors as well as the arts and cultural and historic resources in the city.

Rehoboth Beach has long been cherished for its welcoming atmosphere, vibrant culture, and natural beauty—qualities that continue to draw residents and visitors to this coastal community. Ensuring that Rehoboth Beach continues to thrive requires a commitment to maintaining and enhancing the very elements that define its unique character. By improving access, expanding amenities, and investing in thoughtful infrastructure, the city can reinforce the qualities that make it a beloved destination while adapting to the evolving needs of its residents, businesses, and visitors.

Accessibility is a cornerstone of an inclusive and thriving community. Whether through better traffic management, improved parking solutions, or enhanced walkability and bikeability, creating easier ways to navigate the city

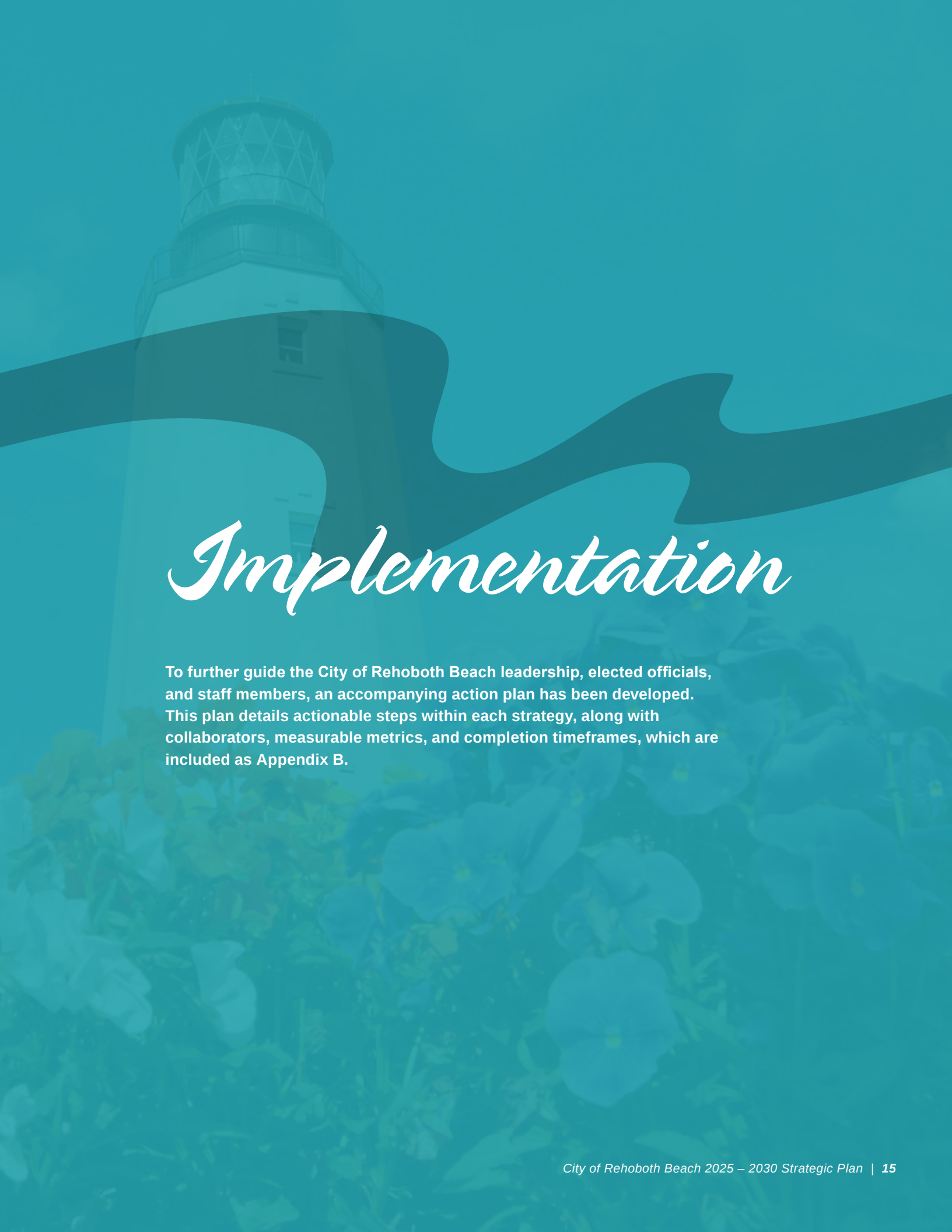
benefits both longtime residents and those experiencing Rehoboth Beach for the first time. Similarly, fostering a business-friendly environment and supporting local organizations ensures that the city remains a dynamic hub for commerce, culture, and recreation.

Beyond infrastructure, Rehoboth Beach's cultural and recreational opportunities are key to its identity. By preserving and expanding cultural resources, promoting inclusive events, and maintaining public spaces, the city can continue to offer experiences that reflect its values and history. Thoughtful planning will allow Rehoboth Beach to balance growth and preservation, ensuring that future generations can enjoy the same distinctive charm that has made it a special place for so many.

STRATEGIES

- » Continue to effectively promote and publicize the city's permitted and recognized recreational events
- » Protect, enhance, and expand the benefits of cultural resources for future generations
- » Continue to support inclusivity in city policies, events, and other activities
- » Continue to support and encourage inclusivity within local community organizations
- » Support ongoing maintenance of city assets to maximize lifespan and longevity
- » Support and incentivize 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
- » Explore development of a Tourism Management Plan
- » 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
- » Continue to evaluate parking needs and assess alternative parking models, incorporating digital enhancements for greater efficiency
- » Foster a more business-friendly environment by actively engaging business owners to ensure their input helps shape community priorities
- » Foster the continued vibrancy and unique character of Rehoboth Beach by prioritizing cultural opportunities that reflect the community's interests and values





Implementation

To further guide the City of Rehoboth Beach leadership, elected officials, and staff members, an accompanying action plan has been developed. This plan details actionable steps within each strategy, along with collaborators, measurable metrics, and completion timeframes, which are included as Appendix B.



APPENDIX A:

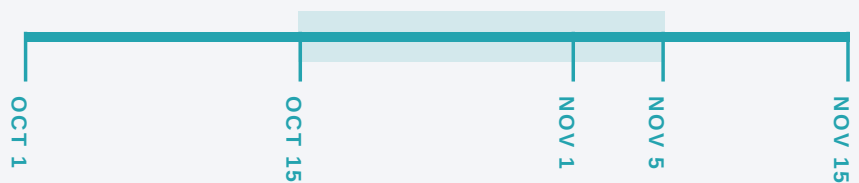
Summary of Outreach

SUMMARY OF OUTREACH

255

COMMUNITY SURVEY
RESPONSES

FIELDING TIMELINE



Reminders to complete the survey were shared via the Reach Out Rehoboth website and through regular newsletters

LISTENING SESSIONS

Listening sessions were held from November 12 - 20

5

IN-PERSON
LISTENING SESSIONS

2

VIRTUAL
LISTENING SESSIONS

29

TOTAL
PARTICIPANTS

Listening sessions with the Rehoboth Beach Homeowner's Association (11/15) and the Rehoboth – Dewey Chamber of Commerce (11/14)

13

ONE-ON-ONE
INTERVIEWS





APPENDIX B:

Action Plan

Introduction

The 2025-2030 City of Rehoboth Beach strategic plan guides the work of the city by enabling the commission and city employees to set priorities, maintain timelines, and track progress toward the identified goals and easily report progress to the public. This document is intended to guide the commission and city employees in the phasing of the strategies identified in that plan and the 2020 Comprehensive Development Plan (CPD), which was formally adopted in 2022.

The time frames offered include guidance on whether these should be short, medium, or longer-term based on their anticipated year of completion; others are labeled as “ongoing” to denote regular incrementations to execute the activity (e.g., yearly or biyearly reviews, etc.).

- Short-term: FY2026
- Medium-term: FY2027 and FY2028
- Long-term: FY2029 and FY2030

We recognize the significant work completed by Board of Commissioners, Planning Commission, and contributing boards and committees who worked to complete the Comprehensive Development Plan, as well as the internal steering committee that guided the strategic planning process. Actions adapted from the CPD are denoted with a *.

Priority Area 1: Build and Maintain Foundational Yet Forward-Looking Infrastructure

STRATEGY		ACTION STEPS	LEAD DEPARTMENT	SUCCESS METRICS	COMPLETION TIME FRAME
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 Wastewater Water	Number of non-compliances in monthly discharge monitoring reports	Ongoing
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
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
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
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 Streets	Implementation of biannual process for sidewalk maintenance management	Medium-term

Priority Area 1 Continued

STRATEGY		ACTION STEPS	LEAD DEPARTMENT	SUCCESS METRICS	COMPLETION TIME FRAME
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
7	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
8	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 Planning and Community Development	Annual investment in streetscape initiatives	Long-term
9	Promote climate resilience and sustainability by actively collaborating with other communities	Develop partnerships with regional municipalities and organizations	Planning and Community Development	Creation of partnerships	Ongoing
10	Develop policies that prioritize long-term climate resilience and sustainability	- Conduct a policy review to assess existing regulations and identify gaps in climate resilience and sustainability efforts - 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

Priority Area 2: Foster Excellence and Coordination Across All City Operations

STRATEGY		ACTION STEPS	LEAD DEPARTMENT	SUCCESS METRICS	COMPLETION TIME FRAME
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	City Manager Communications	Total number of public-private partnerships Annual public-private investment	Short-term
2	Encourage greater coordination among the city, Sussex County, the state, as well as nearby municipal jurisdictions *	- 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 - Strengthen engagement pathways with Sussex County Association of Towns and Delaware League of Local Governments	City Manager	Total number of agreements/MOUs	Ongoing
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 Planning and Community Development	Assessments of data credibility	Ongoing
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 Public Works Communications City Manager	Completion of response plan Related marketing and communication activities	Ongoing

Priority Area 2 Continued

STRATEGY		ACTION STEPS	LEAD DEPARTMENT	SUCCESS METRICS	COMPLETION TIME FRAME
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
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 Human Resources	Number of internal trainings offered	Ongoing
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

Priority Area 3: Continually Improve Access and Amenities Throughout the City

STRATEGY		ACTION STEPS	LEAD DEPARTMENT	SUCCESS METRICS	COMPLETION TIME FRAME
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	Communications Bandstand	Event attendance Number of marketing activities Lines in the Sand subscriptions and readership	Ongoing
2	Protect, enhance, and expand the benefits of cultural resources for future generations *	- Conduct a cultural resource inventory to document and assess the city's historic sites, landmarks, and cultural assets - Expand educational and engagement initiatives - Pursue alternative funding opportunities to support the conservation and promotion of cultural resources	Communications City Manager Planning and Community Development	Completion of audit Funding received for cultural resource preservation and promotion	Short-term
3	Continue to support inclusivity in city policies, events, and other activities *	- 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 - Develop and implement inclusivity training for city staff and elected officials	City Manager	Implementation of inclusivity training	Ongoing
4	Continue to support and encourage inclusivity within local community organizations *	- Provide funding or grant opportunities for community groups that promote inclusivity within their programs or initiatives - Develop a city-led recognition program to highlight organizations that demonstrate leadership in inclusivity efforts	City Manager	Annual community group investment	Ongoing
5	Support ongoing maintenance of city assets to maximize lifespan and longevity *	- Conduct a comprehensive asset inventory and condition assessment - Develop a preventive maintenance schedule for key infrastructure, facilities, and public spaces - Identify potential sources of funding - Leverage technology and data analytics to track asset conditions	City Manager Finance	Completion of asset inventory Development of preventative maintenance schedule	Ongoing

Priority Area 3 Continued

STRATEGY		ACTION STEPS	LEAD DEPARTMENT	SUCCESS METRICS	COMPLETION TIME FRAME
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	Facilities Streets Planning and Community Development	Number of businesses and public spaces that implement accessibility improvements	Medium-term
7	Explore development of a Tourism Management Plan *	- Conduct a tourism impact assessment to evaluate visitor trends, economic benefits, and infrastructure strain - 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	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
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 *	- Conduct a comprehensive traffic flow and congestion study to identify problem areas and peak travel times - 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 Police	Completion of Traffic Management System plan Decreased traffic at peak periods Utilization of alternative transportation	Medium-term

Priority Area 3 Continued

STRATEGY		ACTION STEPS	LEAD DEPARTMENT	SUCCESS METRICS	COMPLETION TIME FRAME
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	Planning and Community Development Parking Information Technology	Digital improvements integrated into parking processes	Ongoing
10	Foster a more business-friendly environment by actively engaging business owners to ensure their input helps shape community priorities	- Establish a formal business advisory committee to gather ongoing input on city policies and economic initiatives - Host regular business roundtables and town halls - Streamline permitting and regulatory processes by identifying and reducing bureaucratic barriers to business development	City Manager Communications	Increased input from business owners	Ongoing
11	Foster the continued vibrancy and unique character of Rehoboth Beach by prioritizing cultural opportunities that reflect the community's interests and values	- 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 - 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 Planning and Community Development	Cultural initiative funding Increase in cultural events or assets	Ongoing

