



CITY OF PORT ST. LUCIE
HEART OF THE TREASURE COAST

TOP WAYS WE ARE PUTTING THE STRATEGIC PLAN INTO ACTION

PUBLIC WORKS DEPARTMENT

OVERVIEW

To be recognized as a leading Public Works agency by continuing to provide exceptional customer care, maintaining the critical infrastructure and services that make Port St. Lucie a great place to live, while implementing new infrastructure materials and technologies to ensure operational efficiency.

FY 2026/27

SAFE, CLEAN & BEAUTIFUL

Please insert Urban Beautification text:

FTE REQUESTS:

None

PERFORMANCE MEASURES AND SCORECARD

COMMUNICATIONS DEPARTMENT

Goal	Key Point Indicator	2022/23 Results	2023/24 Results	2024/25 Results	2025/26 Target	2025/26 Results	2026/27 Target
7	News Releases	170	241	131	250		
7	YouTube Views Overall	1,966,344	2,141,000	2,735,654	3,200,00		
7	*Social Media Followers - All Platforms	208,706	234,008	272,514	300,000		
7	Website Visits	3,794,267	3,435,882	3,028,253	3,100,000		
7	Email Subscribers	120,191	119,322	121,198	122,000		
7	**The National Community Survey™ (The NCST™): Percent of residents who rate the overall usefulness of the City's website as excellent or good	59%	63%	65%	64%		
7	**NCST™: Percent of residents who rate the availability of information about City programs and services as excellent or good	49%	58%	60%	60%		
7	**The National Employee Survey™ (NES™): Percent of employees who rate the quality of communication services as excellent or good	N/A	82%	83%	84%		

*Social media engagement is a measure of how people interact with our social media content and accounts. It can include actions like likes and favorites; comments, direct messages and replies; shares, reposts; saves; clicks; and mentions.

**NCS and NES: Percent of respondents rating serve as excellent or good from the annual National Community Survey™ and annual National Employee Survey for Port St Lucie.