



Memorandum

Memorandum No: 25-086

TO: Honorable Mayor and Members of the Fort Lauderdale City Commission

FROM: Rickelle Williams, City Manager *RLW*

DATE: June 27, 2025

SUBJECT: 33rd Annual Sterling Leadership Conference Team Showcase Award

The Florida Sterling Council is a not-for-profit organization dedicated to advancing performance excellence, enhancing leadership, and supporting sustainable success across all sectors. Formed in 1992, the Florida Sterling Council is a public/private partnership supported by the Officer of the Governor of Florida, public entities, and private businesses. Each year, the Florida Sterling Council hosts the Sterling Leadership Conference, a statewide event that brings together leaders from public and private organizations to share insights and discuss best practices towards their mission of elevating organizational performance excellence.

A highlight of the Sterling Leadership Conference is the Team Showcase where participating organizations present process improvement projects that were applied in their organization and that demonstrate innovation and a commitment to operational excellence. The showcase is judged and scored by a professional panel and one team is selected as the winner of the competition.

The City of Fort Lauderdale's Development Services Department (DSD) first competed in the Team Showcase during the 2024 Sterling Leadership Conference. The participating DSD team, *LauderTeam*, presented a project that streamlined the City's online building permit application and review process. By consolidating more than one hundred (100) building permit types into four (4) categories, the team achieved a fifty percent (50%) reduction in voided permits and saved the City over \$100,000 in operational costs as well as efficiencies in staff time. In recognition of this impact, the team received the "Greatest Organizational Impact" award at the conclusion of the 2024 Sterling Leadership Conference.

Building on that success, DSD returned to compete in the Team Showcase at the 33rd Annual Sterling Leadership Conference in May 2025. This year's team, *The Rodeo Royals*, presented a project focused on improving LauderBuild, the City's Land Management System. By applying problem-solving methodologies and waste elimination techniques, the team introduced a user-friendly front-facing interface that significantly improved external user's website navigation and application usage. As a result, the rate of applications failing the initial intake review dropped from twenty-eight percent (28%) to eleven percent (11%), generating an estimated \$164,000 in operational savings since implementation.

In recognition of this outstanding process improvement and the quality of their presentation to the Sterling Team Showcase panel of judges, the City of Fort Lauderdale DSD team (*Rodeo Royals*) was selected as the overall winners of the 33rd Annual Sterling Leadership Conference 2025 Team Showcase Competition.

The *Rodeo Royals* team is led by DSD Assistant Director Juan Rodriguez and coordinated by Senior Management Analyst Lucia Dasilva. The team includes the following DSD employees:

- Danielle Sterling, Permit Services Technician
- Felicia Blue, Senior Administrative Assistant
- Jazmine Eveillard, Senior Administrative Assistant
- Jennifer Peters, Senior Technology Strategist
- John Cross, Application Services Manager
- Monica Serrano, Senior Administrative Assistant
- Robin Curet, Administrative Supervisor

All team members are graduates of the DSD Process Improvement Academy, a collaborative program between DSD and the City's Office of Management and Budget. The Process Improvement Academy trains participants in process improvement strategies with the goal of increasing efficiency and effectiveness across City operations.

This recognition is a testament to the City's ongoing commitment to innovation, continuous improvement, and excellence in public service. The City will recognize DSD's award winning team at the June 30, 2025, City Commission meeting. To view the *Rodeo Royals* presentation, a video and photos from the conference are available at [this link](#).

If you have any questions, feel free to contact Porshia Garcia, Development Services Department Acting Director, at 954-828-5249 or via email at Pgarcia@fortlauderdale.gov.

C: D'Wayne M. Spence, Interim City Attorney
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