



LETTER TO THE COMMISSION

LTC No: 26-129

TO: Honorable Mayor and Members of the Fort Lauderdale City Commission
FROM: Rickelle Williams, City Manager *RW*
DATE: April 30, 2026
SUBJECT: Appointment – Development Services Department Assistant Director

The purpose of this Letter to the Commission (LTC) is to announce the appointment of Juan C. Rodriguez as Assistant Director of the Development Services Department (DSD), effective May 11, 2026.

Mr. Rodriguez brings extensive experience in public sector administration and a demonstrated history of leadership within the City of Fort Lauderdale. Juan began his career with the City of Fort Lauderdale in July 2015 as a Senior Management Fellow and was promoted to Senior Performance Analyst and Business Operations Manager for the Transportation and Mobility Department.

Mr. Rodriguez later served as DSD's Administration Division Manager (July 2021 to December 2024), followed by Assistant Director (January 2025 to July 2025), where he provided oversight of key administrative and operational functions, including customer service operations, technology initiatives, facilities management, and departmental financial administration. Following his recent tenure with the Fort Lauderdale Downtown Development Authority, Mr. Rodriguez is returning to DSD to provide enhanced strategic and administrative support.

Throughout his career, Mr. Rodriguez has consistently demonstrated the ability to manage complex operations, oversee significant public resources, and implement strategic initiatives that enhance organizational performance. His experience includes leadership of large-scale programs, advancement of process improvement efforts, and the development of data-driven strategies to support executive decision-making. Most notably, Mr. Rodriguez was instrumental in the launch of the City's FixItFTL application. He also led DSD's *Rodeo Royals* team, which was selected as the overall winner of the 33rd Annual Sterling Leadership Conference 2025 Team Showcase Competition.

In the Assistant Director position, Mr. Rodriguez will be supporting the department by providing oversight across several critical department functions. His focus will be on

ensuring operational efficiency (including AI implementation), fiscal responsibility, and high-quality service delivery. He will be responsible for the comprehensive oversight of essential areas including customer service operations, financial administration, employee development, facilities management, championing performance and process improvement initiatives and implementing improvement strategies to ensure these areas operate seamlessly to meet department objectives.

Mr. Rodriguez's educational background makes him uniquely suited to this role. He holds a Bachelors of Arts (BA) degree in Political Science from the University of Florida with a Minor in Mass Communications and Certification in International Relations, along with a Masters in Public Administration (MPA) from George Washington University.

Mr. Rodriguez's appointment reflects the City's continued commitment to strong leadership, organizational effectiveness, and responsive service delivery. His education, experience, institutional knowledge, and leadership capabilities position him well to contribute to the ongoing success of DSD and the City as a whole.

Please join me in congratulating and welcoming Juan Rodriguez back to the City of Fort Lauderdale.

Attachment

1. Resume – Juan Rodriguez

c: Shari L. McCartney, City Attorney
David R. Soloman, City Clerk
Patrick Reilly, City Auditor
City Manager's Office
Department Directors

JUAN C. RODRIGUEZ



CERTIFICATIONS

- LEAN YELLOW BELT
- LEAN GREEN BELT
- NATIONAL INCIDENT MANAGEMENT SYSTEM (NIMS) CERTIFIED (100, 200, 300, 400, 700, 800)
- CERTIFIED IN CPR/FIRST AID

SKILLS

Policy Development



Process Improvement



Program Management



Partnership Management



Public Speaking



Financial Management



EDUCATION

MASTERS IN PUBLIC ADMINISTRATION (MPA)
GEORGE WASHINGTON UNIVERSITY
MAY 2015

BACHELORS OF ARTS (BA) IN POLITICAL SCIENCE

THE UNIVERSITY OF FLORIDA
MAY 2013
Minor in Mass Communications,
International Relations Certificate

RELEVANT CAREER SUMMARY

URBAN PARK MANAGER

DOWNTOWN DEVELOPMENT AUTHORITY (JULY 2025 - PRESENT)

Manage all operations, programming, and administrative functions for a signature urban park under the Downtown Development Authority, in addition to the following responsibilities:

- **Park Operations:** Oversee the daily operations, maintenance, and overall functionality of the park, ensuring a clean, safe, and high-quality environment for over 250,000 annual visitors; manage vendor performance across security, cleaning, and landscaping contracts to maintain elevated service standards.
- **Programming & Events:** Develop and execute a robust calendar of over 300 annual public programs aligned with key pillars including Arts, Culture & Entertainment, Health & Wellness, and Community Engagement; manage recurring and large-scale events such as markets, fitness classes, movie nights, and cultural activations to drive visitation and community engagement.
- **Partnership Development:** Cultivate and manage strategic partnerships with local businesses, nonprofits, and sponsors to deliver high-quality programming and experiences; negotiate agreements and oversee partner deliverables to ensure alignment with organizational goals.
- **Facilities & Asset Management:** Oversee the maintenance and improvement of park assets and infrastructure, including landscaped areas and a civic lawn, restrooms, and public amenities; implement systems to track maintenance, ensure operational efficiency, and support long-term asset preservation.
- **Financial Administration:** Manage the park's \$1,000,000 operating budget, overseeing expenditures related to programming, operations, and vendor contracts; identify cost efficiencies and allocate resources strategically to maximize impact.
- **Policy & Compliance:** Establish and enforce park rules, standard operating procedures, and permitting processes, including the development of guidelines for external uses such as filming and small-scale activations; ensure compliance with interlocal agreements and organizational policies.
- **Customer Experience & Engagement:** Foster a welcoming and inclusive environment through high-touch customer service, clear communication, and hospitality-driven standards; respond to community feedback and continuously enhance the visitor experience.

ASSISTANT DIRECTOR

CITY OF FORT LAUDERDALE (JANUARY 2025 - JULY 2025)

Manage all internal support functions for the Development Services Department, formerly managed under the Administration Division, in addition to the following responsibilities:

- **Community Support:** Managed the operations of the Citywide Customer Support Center and oversaw the City's request management system (FIXIT FTL), ensuring timely and effective processing of over 45,000 community service requests and resident inquiries annually.
- **IT Management:** Led IT-related operations within the department, overseeing the maintenance of the City's land management system and managing the rollout of digital service enhancements, including initiatives such as text-message-based inspection scheduling.
- **Event Management:** Planned and executed internal employee events by cultivating internal and external partnerships, including health and wellness initiatives, to strengthen workplace culture, boost employee morale, and promote staff well-being.
- **Facilities Management:** Oversaw the daily operations, maintenance, and capital improvement projects for three departmental facilities, ensuring clean, safe, and well-maintained environments for staff and visitors.
- **Financial Administration:** Developed and managed a \$38 million annual operating budget, overseeing all departmental financial processes including procurement, contract management, and solicitations; regularly presented financial projections and budget strategies to City leadership to support critical decision-making.
- **Process Improvement:** Oversaw the Department's Process Improvement Academy, training employees to lead process improvement projects across operational areas, resulting in measurable time and cost savings for the Department.

ADMINISTRATION DIVISION MANAGER

CITY OF FORT LAUDERDALE (JULY 2021 - DECEMBER 2024)

Managed all internal support functions and services for the Development Services Department. Key skills include:

- **Financial Administration:** Developed and managed a \$38 million annual operating budget, overseeing all departmental financial processes including procurement, contract management, and solicitations; regularly presented financial projections and budget strategies to City leadership to support critical decision-making.
- **Performance Management:** Provided comprehensive oversight of the Department's performance measures and reporting, producing regular performance reports for leadership and divisions, and overseeing the Department's annual Process Improvement Academy to cultivate a culture of continuous improvement.
- **Policy Development:** Maintained and updated comprehensive departmental policies and procedures; collaborated with internal and external stakeholders to design new policies that enhanced operational efficiency and service quality.
- **Employee Development:** Led all human resources functions, including recruitment, onboarding, training, timekeeping, and professional development initiatives, fostering a high-performing and service-oriented work culture.

BUSINESS OPERATIONS MANAGER

CITY OF FORT LAUDERDALE (JANUARY 2018 - JULY 2021)

Successfully managed and coordinated the core internal processes and functions of the Department, leveraging the following key skills:

- **Relationship Management:** Led internal support teams, including a Customer Service division that responded to over 36,000 annual inquiries, assisted more than 5,000 in-person visitors, and facilitated the sale of 60,000+ parking permits each year, ensuring a seamless public experience.
- **Performance Management:** Monitored and reported on key departmental performance indicators; developed data-driven metrics to evaluate and communicate the impact of transportation and parking initiatives to stakeholders and leadership.
- **Project Management:** Directed major departmental projects, including the implementation of a digital parking permit system, the launch of a new parking demand management platform, and the creation of an asset inventory program to track maintenance and equipment lifecycle.
- **Financial Administration:** Oversaw a \$24 million annual operating budget; managed all departmental financial operations, including procurement, contract administration and vendor relations management, and financial reporting; delivered budget forecasts and strategic financial recommendations to executive leadership.

SENIOR PERFORMANCE ANALYST

CITY OF FORT LAUDERDALE (DECEMBER 2016 - DECEMBER 2017)

Supported the Department of Transportation and Mobility with over 35 projects and tasks. Skills required included:

- **Performance Management:** Analyzed parking citation trends, meter collection data, and resident satisfaction surveys to identify operational improvements, resulting in a 15% increase in citation revenue and measurable enhancements in service delivery.
- **Process Improvement:** Implemented departmental process improvements to drive efficiency, including the deployment of a new integrated system for managing parking citations, permits, and payments, and the development of an interactive citywide parking map to improve public access to information and support internal asset management.
- **Employee Development:** Designed and launched employee engagement initiatives, including a department-wide recognition program, to foster collaboration, boost morale, and strengthen team performance.
- **Policy Development:** Developed Department wide procedures for key operational functions, including revenue collection reporting and citation appeals processing, through collaborative process mapping with internal stakeholders to identify and resolve service gaps.
- **Event Management:** Organized and executed over 20 large-scale community events with 1,000+ participants, aimed at promoting sustainable transportation options and active lifestyles; responsibilities included cross-agency collaboration, event logistics, budget management, and public outreach programming.

SENIOR MANAGEMENT FELLOW

CITY OF FORT LAUDERDALE (JULY 2015 - DECEMBER 2016)

Supported the Department of Transportation and Mobility and the Structural Innovation Division with over 35 projects and tasks. Skills required included:

- **Project Management:** Assisted in the planning and delivery of major community initiatives, including developing a Citywide Open Data Policy, launching new balanced scorecard performance management system, organizing an Open Streets event with over 1,000 participants to promote active transportation and public space usage, and improving internal processes for Commission action item tracking.
- **Performance Management:** Collaborated with the Transportation and Mobility Department to review and analyze over 15 operational procedures within the Transportation Division, assessing workforce capacity and forecasting service demands to support future planning.
- **Public Speaking:** Delivered presentations on departmental initiatives to Department Directors, the City Manager, and the City Commission, including a formal briefing on transportation operations and road closure impacts.

ASSOCIATE PROJECT COORDINATOR

OFFICE OF MANAGEMENT AND BUDGET - CONTRACTED THROUGH TCG, INC. (JANUARY 2015 - JUNE 2015)

Supported the project management of government-wide data collections and analysis using cloud hosted software applications such as MAX Collect, MAX Survey, and MAX Analytics. Main skills required included:

- **Project Tracking and Issue Management:** Monitored and reported on data collection initiatives across 24 federal agencies, tracking project status, resolving issues, and adapting project plans to ensure timely and accurate survey completion.
- **Process Improvement:** Worked with MAX application users to conduct gap analysis of current process and implement procedural improvements using MAX tools to increase organizational effectiveness, including:
 - **Promise Zone Program:** Led the rollout of a new application and reporting process for HUD Promise Zones using the MAX platform; trained staff on data collection and reporting tools, provided ongoing technical support, and ensured successful program participation through effective customer relationship management.
- **Budget Formulation:** Supported the development of the 2016 Presidential Budget by coordinating data collection processes and assembling comprehensive reports for more than 10 federal agencies, ensuring timely, accurate, and actionable budget submissions.

DATA MANAGEMENT SUPPORT SPECIALIST

OFFICE OF MANAGEMENT AND BUDGET - CONTRACTED THROUGH TCG, INC. (APRIL - JUNE 2015)

Supported the Budget Systems branch on a variety of technology based process improvements and customer service interactions. Skills required included:

- **Communications:** Relayed project requirements between MAX.gov users and senior project managers and developers, and identify key businesses processes pivotal to project success.
- **Relationship Management:** Assisted the Branch Chief with agency-wide presentations to potential customers. Set up collaboration web pages and data collection exercises on MAX.gov, which required quick turn-around to secure new clients and procure funding.
- **Training and Supervision:** Developed MAX Application Training for users to effectively train new clients on system features and supervised Budget System Branch interns while they conducted similar trainings.