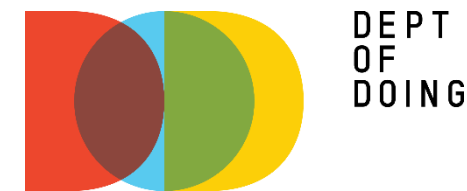


Annexation Strategies

August 24, 2017





how might we?

develop annexation
strategies in response
to the termination
of the FSAA?

Challenge One:

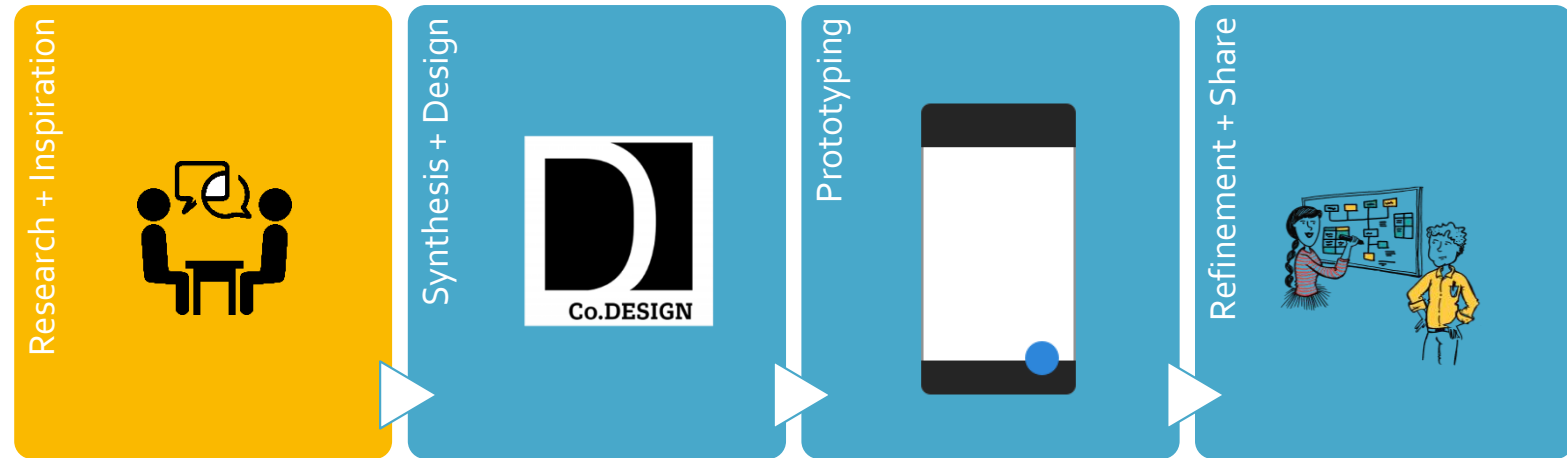
To create a tangible vision that inspires residents in the unincorporated area to join the City of Gainesville:

...what does Gainesville offer that families and neighborhoods need?

Challenge Two:

To rethink, redesign and prototype a communication strategy that builds momentum around offering municipal services to neighborhoods that need them.

Approach



SO FAR, WE'VE...

SPOKEN WITH NEIGHBORHOODS

Sterling Place
Finley Woods Phase I

ANALYZED FIRE RESPONSE TIMES

Northwest Gainesville
South 13th Street

EXPLORED PAST REFERENDUMS

Southwest Annexation, 2002
SW 20th Avenue Annexation, 2008
Eastside Annexation, 2009
Northwest Annexation, 2012

BRAINSTORMED BENEFITS OF ANNEXING

Maintain response time for fire services
Elimination of GRU surcharge



VOTE YES ON ANNEXATION!
CLOSE THE GAP!
IT'S YOUR CITY - BE A PART OF IT!

CITY OF GAINESVILLE
every path starts with passion
FLORIDA

Make your voice count!
Vote for annexation on
November 4th, 2008!

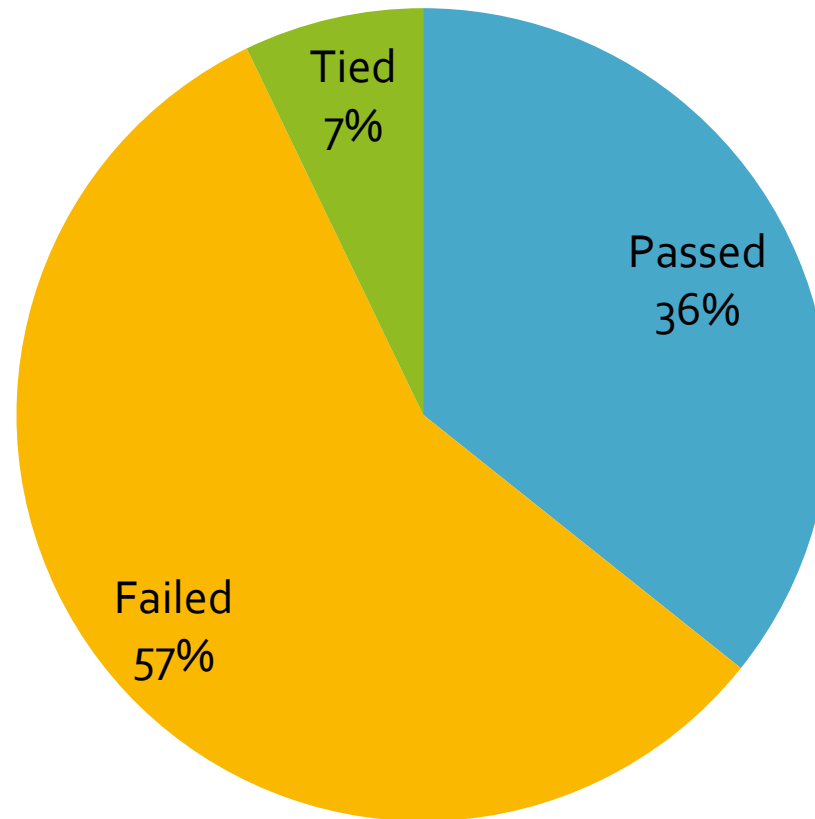
www.VoteForAnnexation.com
Pd. Pol. Advertisement by the City of Gainesville.



insights & themes

Past
annexation
referendums
have a 36%
success rate

History of Annexation Referendums 1985 - 2012



Outcome	# of ref.	% of total
Passed	10	36%
Failed	16	57%
Tied	2	7%
Total	28	100%

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Most benefits of annexing are not compelling to voters



Maintenance of neighborhood traffic signs and street markings



Maintenance of retention ponds

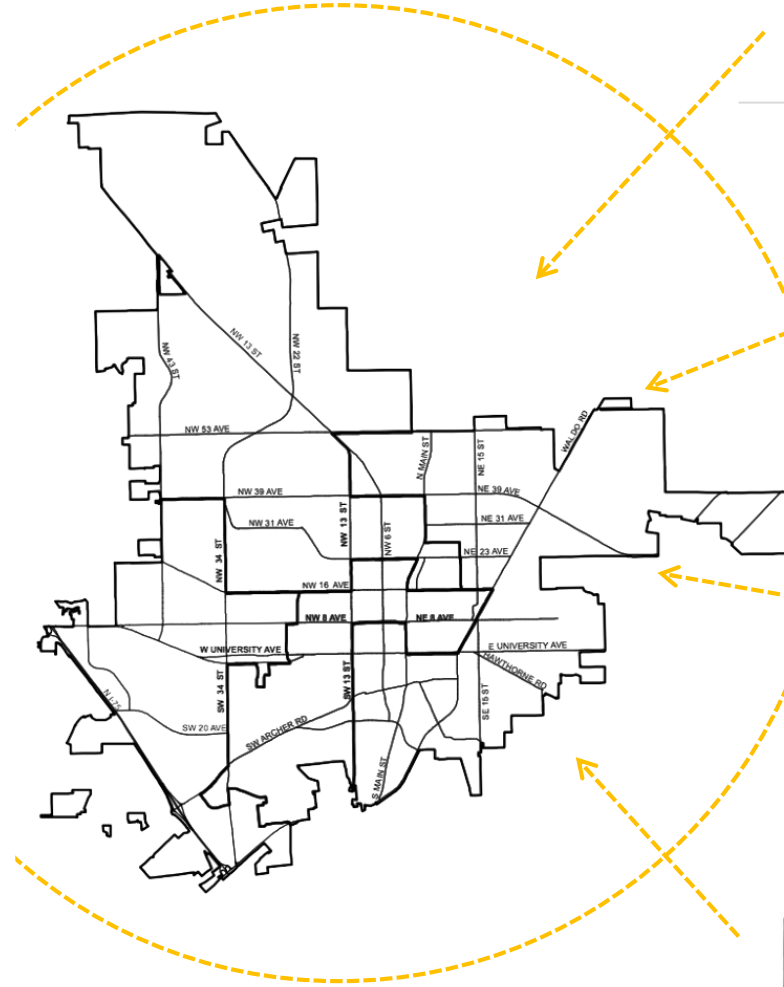
Maintenance of storm water network



Inclusion of public roads in pavement management program



Street sweeping



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Most benefits of annexing are not compelling to voters



Reduction in response time for fire services



Increased voting rights

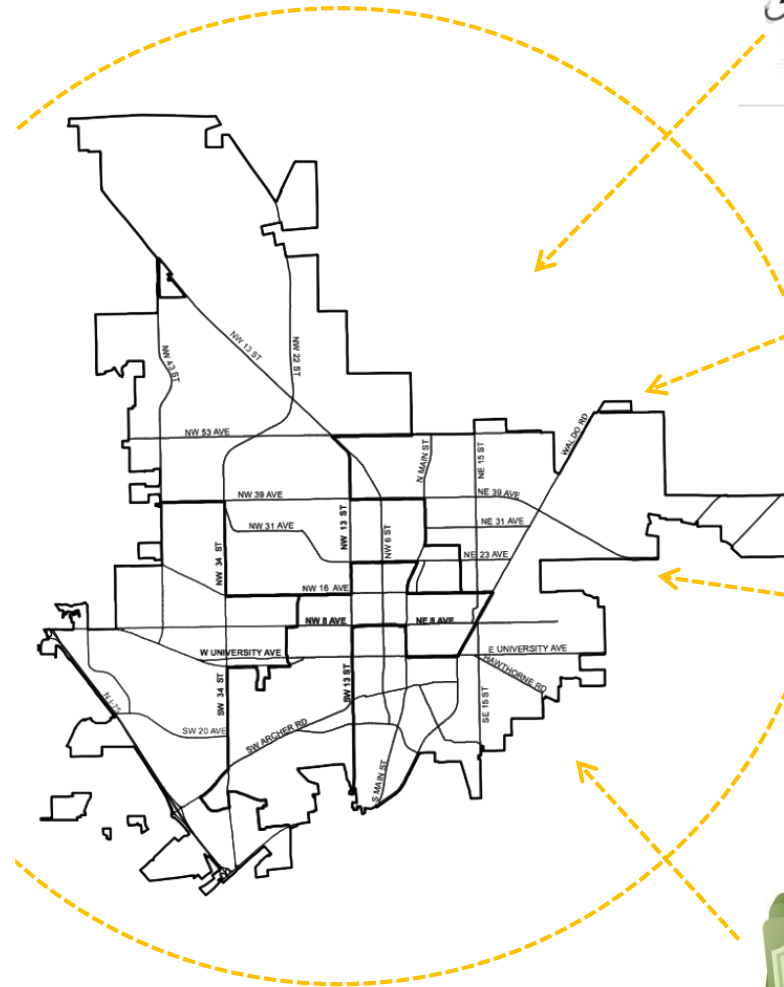


Mosquito control and abatement

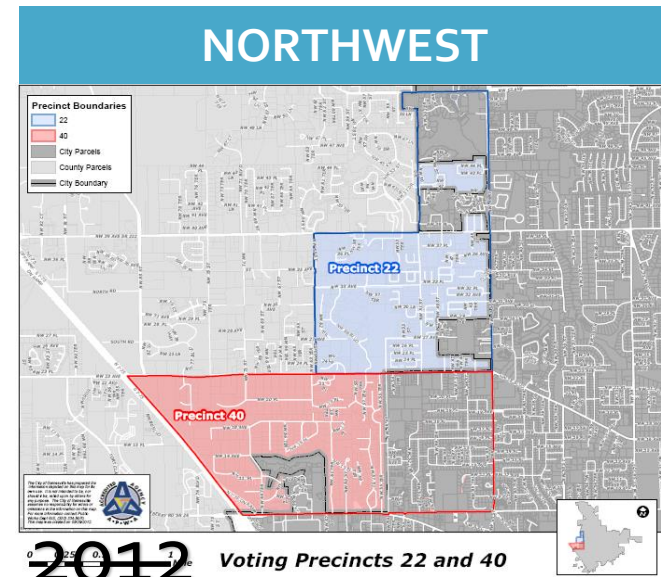
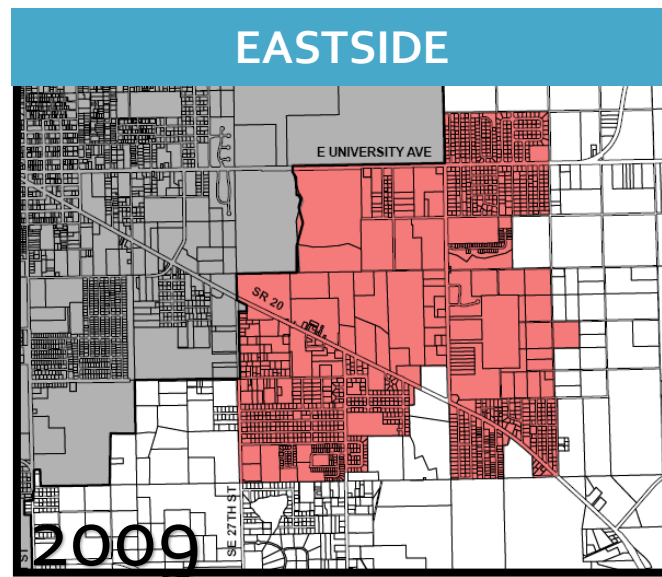
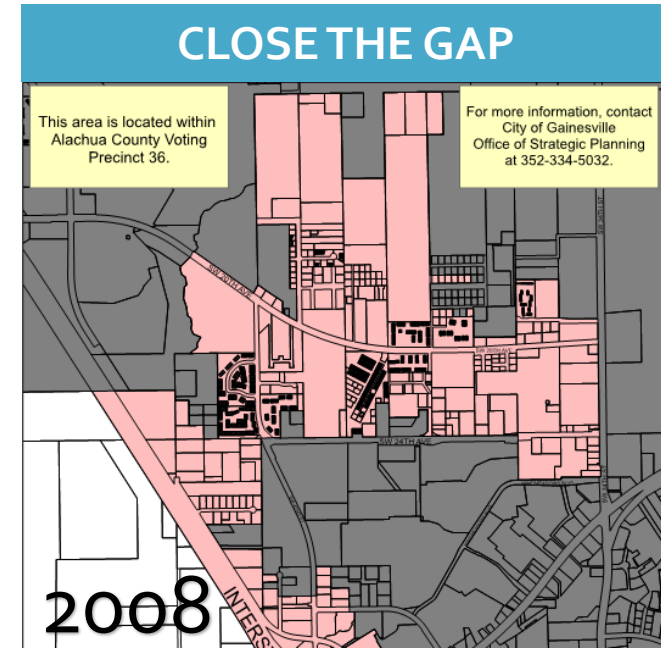
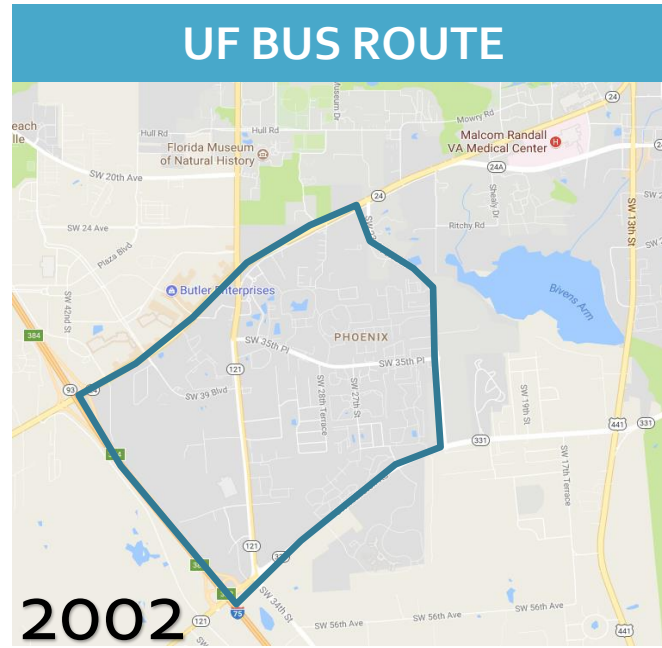


Elimination of surcharges for City parks, pools, and recreation sites

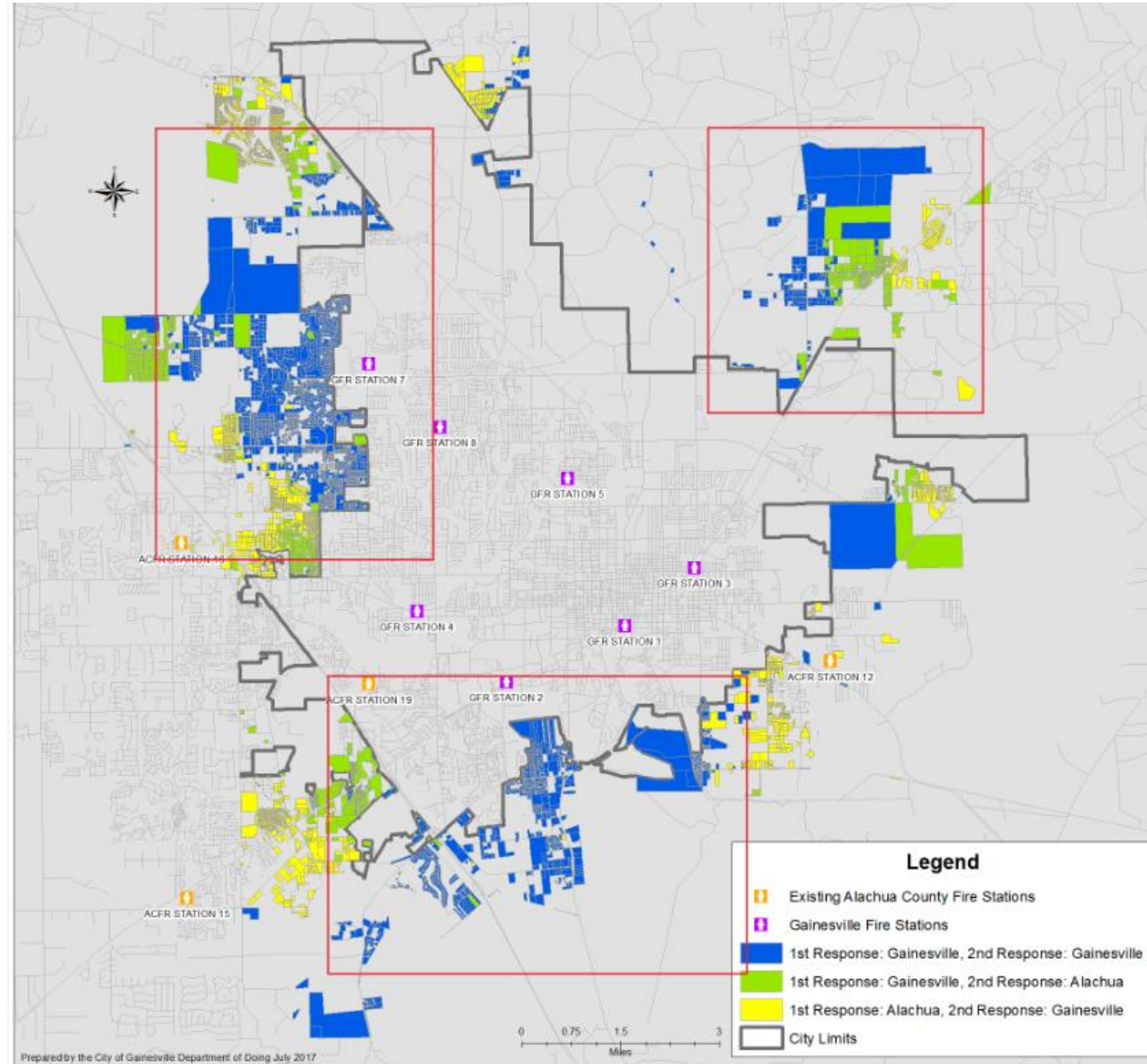
Elimination of GRU surcharge



Issue-specific annexation referendums are more likely to pass



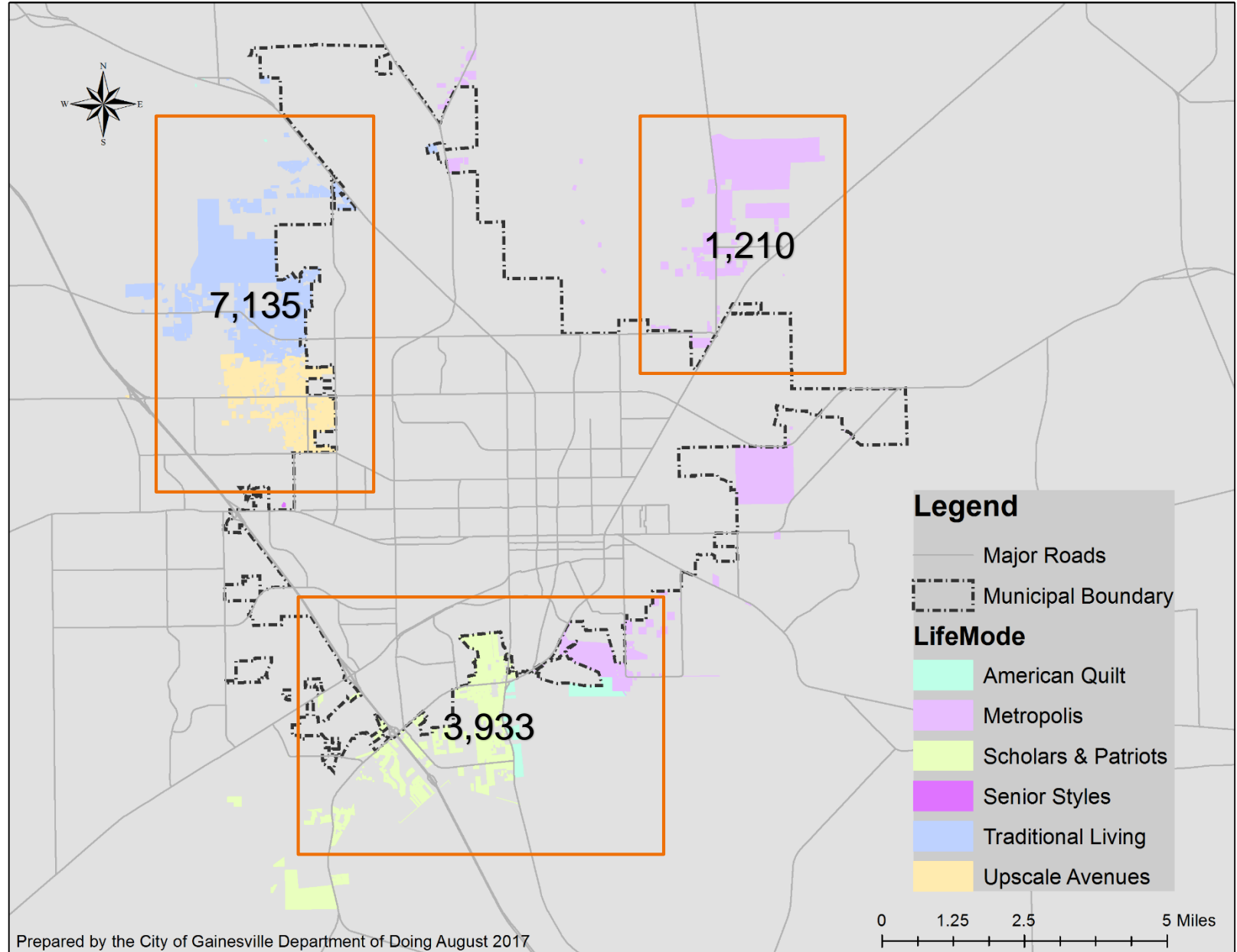
Certain neighborhoods will see an increase in fire rescue response times upon the termination of the FSAA

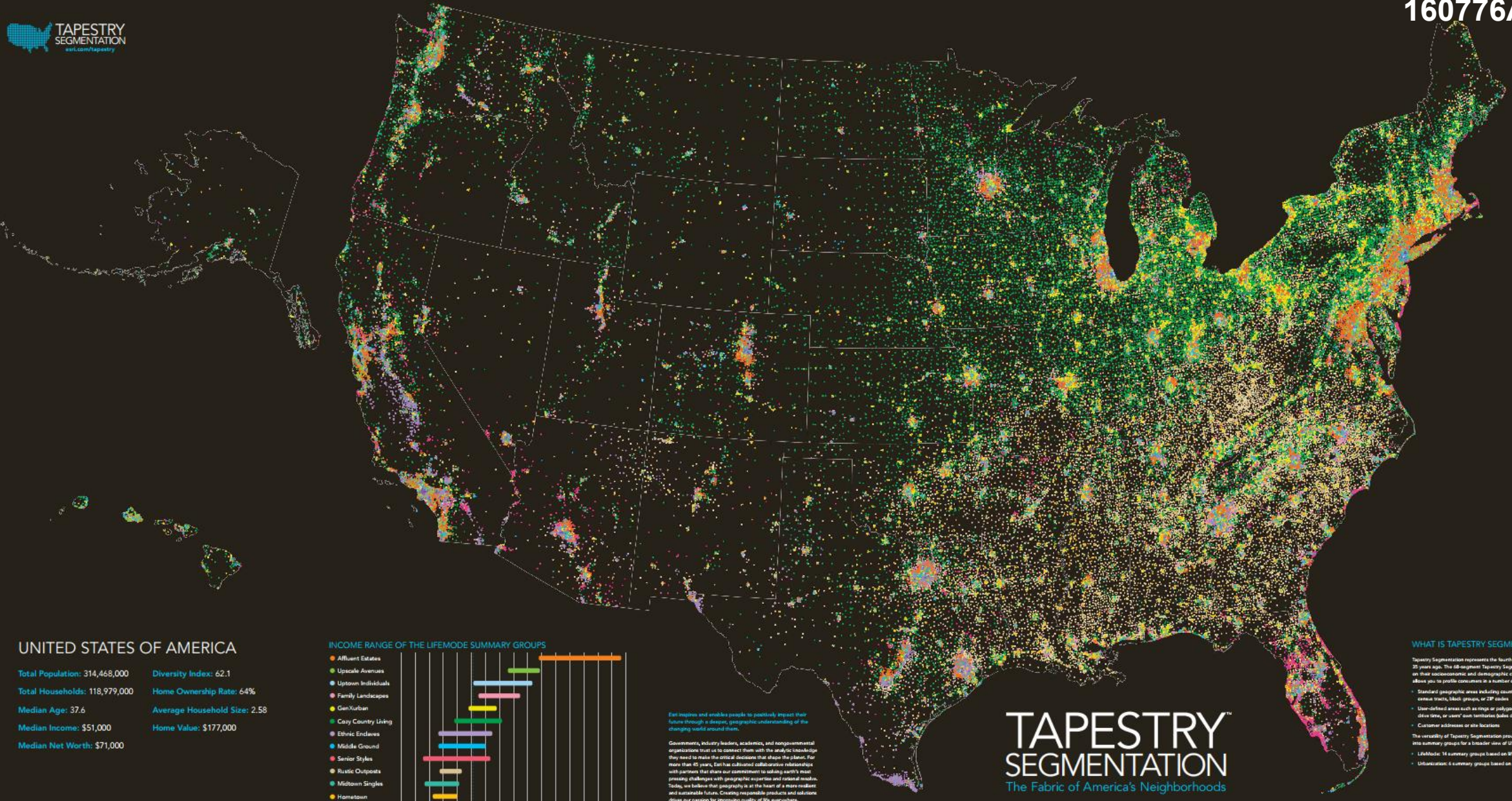


The County is proposing a fire assessment fee for the first time



In the neighborhoods most impacted, the population is ...



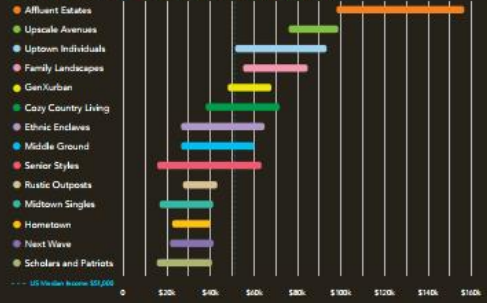


UNITED STATES OF AMERICA

Total Population: 314,468,000 Diversity Index: 62.1
 Total Households: 118,979,000 Home Ownership Rate: 64%
 Median Age: 37.6 Average Household Size: 2.58
 Median Income: \$51,000 Home Value: \$177,000
 Median Net Worth: \$71,000

* - Census Block Group

INCOME RANGE OF THE LIFEMODE SUMMARY GROUPS



Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Government, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 45 years, Esri has cultivated collaborative relationships with partners that share our commitment to solving earth's most pressing challenges with geographic expertise and robust technology. We believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.

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 380 New York Street | 1 800 447 2778
 Redlands, California | 909 793 2853
 12275 E. 160th Ave. | 909 793 2853

TAPESTRY SEGMENTATION
 The Fabric of America's Neighborhoods

Esri's Tapestry Market Segmentation is a geodemographic system that identifies 68 distinctive markets in the US based on socioeconomic and demographic characteristics to provide an accurate, comprehensive profile of US consumers.

WHAT IS TAPESTRY SEGMENTATION?

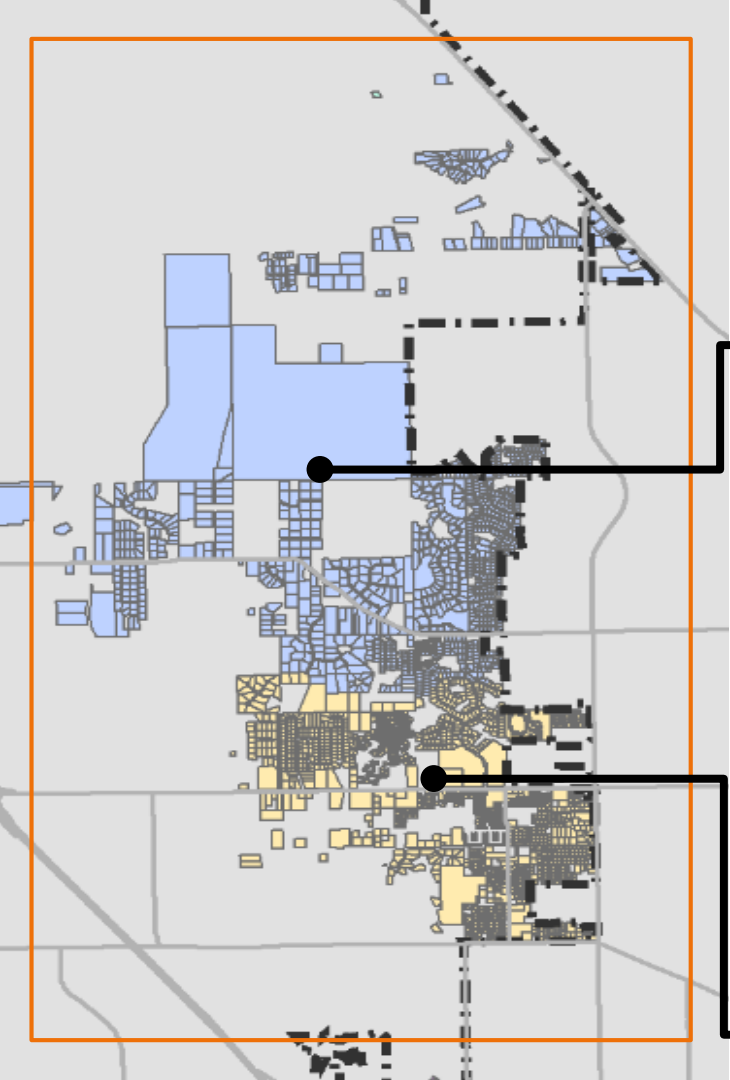
Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 68-segment Tapestry Segmentation system classifies US neighborhoods based on their socioeconomic and demographic composition. The power of Tapestry Segmentation allows you to profile consumers in a number of ways including:

- Standard geographic areas including counties, census tracts, block groups, or ZIP codes
- User-defined areas such as rings or polygons based on distance, drive time, or user-defined boundaries (districts, planning areas)
- Customer addresses or site locations

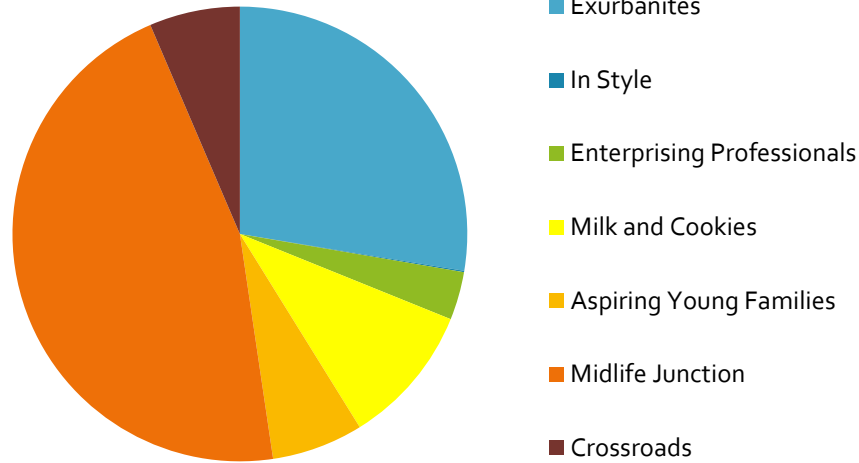
The versatility of Tapestry Segmentation provides several methods of combining the 68 segments into summary groups for a broader view of US consumer markets:

- LIFEMode: 14 summary groups based on lifestyle and life stage
- Urbanization: 6 summary groups based on geographic and physical features





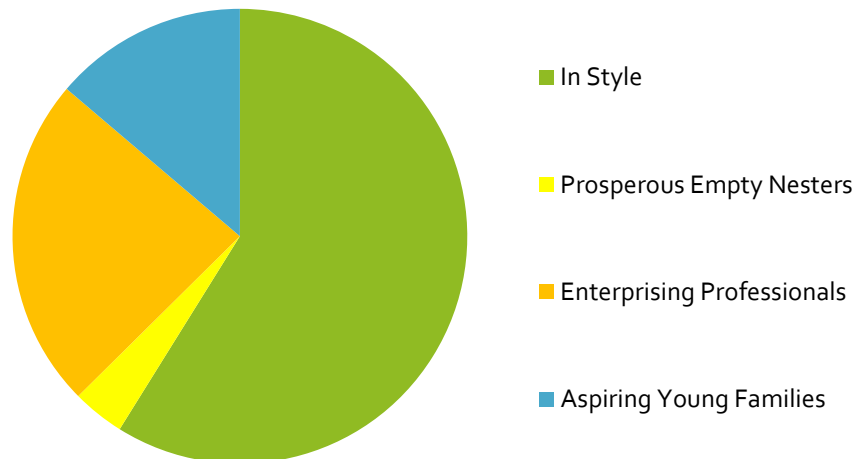
Traditional Living



Hardworking, settled families ^{160776A}

- The group's higher median age of 38.2 years
- They typically own single-family homes in established, slow-growing neighborhoods
- They rely on traditional media such as newspapers for their news

Upscale Avenues



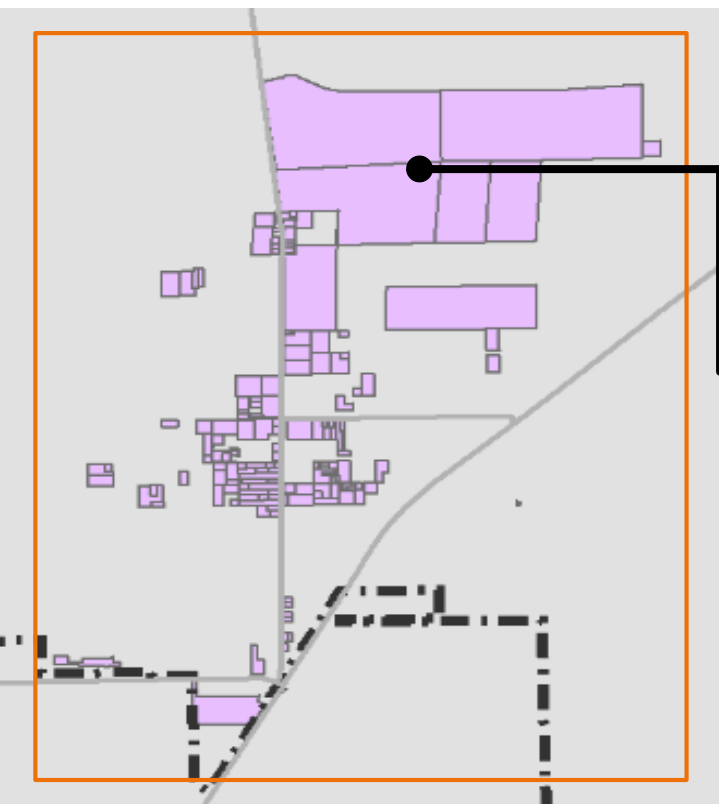
Have earned success from years of hard work

- Many in this group are also well educated with above-average earnings
- They have different housing choices, some have not settled on a home yet, such as the renters among *Enterprising Professionals*
- The median household income for the group is \$69,770, and their median net worth is \$182,330
- They play golf, lift weights, go bicycling, and take domestic vacations

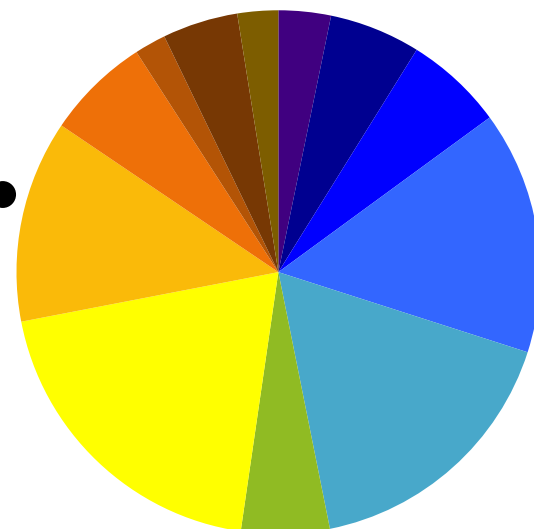
160776A

Live and work in America's cities

- They live in older, single-family homes or row houses built in the 1940s or earlier
- Workers in most of the *Metropolis* segments commute to service-related jobs
- The median value of their homes is \$139,511
- The *Metropolis* group reflects the segments' diversity in housing, age, and income
- Employment status also varies from well-educated professionals to unemployed
- The median household income of the group is \$43,234
- Their lifestyle is also uniquely urban and media oriented
- They watch a variety of TV programs, from news to syndicated sitcoms, and would rather see movies than read books



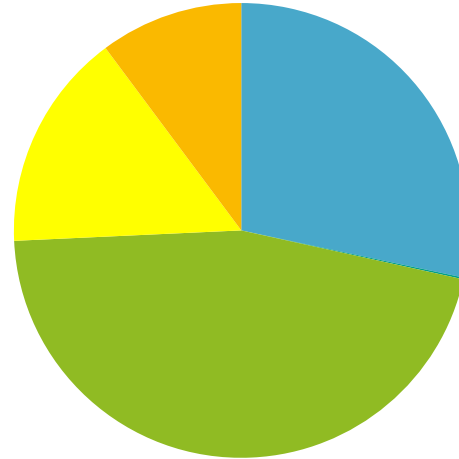
Metropolis



- Metropolitans
- Midland Crowd
- Rustbelt Traditions
- Crossroads
- Rooted Rural
- Great Expectations
- Metro City Edge
- Inner City Tenants
- College Towns
- Rural Bypasses
- Simple Living
- Unclassified



American Quilt

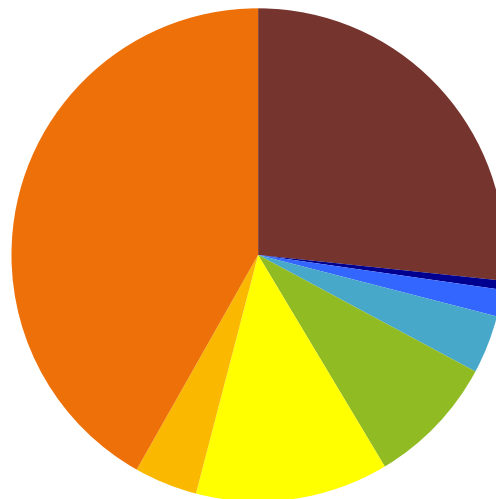


- Prosperous Empty Nesters
- Green Acres
- Rural Resort Dwellers
- Midlife Junction
- Senior Sun Seekers

Live in America's small towns and rural areas
160776A

- Manufacturing and agriculture remain part of the local economy, but *American Quilt* also includes workers in local government, service, construction, communication, and utilities
- The *Rural Resort Dwellers* segment indicates an older population that is retiring to seasonal vacation spots
- Households in *American Quilt* are also more affluent, with a median household income of \$45,501, and more are homeowners
- They like fishing, hunting, power boats, pickups, and country music

Scholars & Patriots



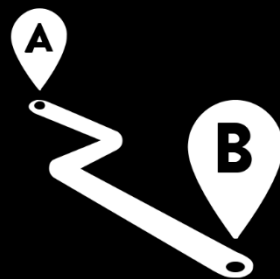
- In Style
- Prosperous Empty Nesters
- Green Acres
- Metropolitan
- Midlife Junction
- Young and Restless
- College Towns
- Dorms to Diplomas

Shared traits include youth, with the attendant lower incomes, and atypical environments such as college life or military service

- Their home ownership rate is low
- Most live in townhouses or apartments, although one-quarter reside in single-family homes
- *College Towns* and *Dorms and Diplomas*, are predominantly students who are pursuing college degrees
- Students tend to work part-time at low-paying jobs to support themselves while attending school
- *Scholars and Patriots* residents' eclectic tastes in sports range from yoga to football
- They have wireless Internet connections, notebook computers, iPods, and digital cameras



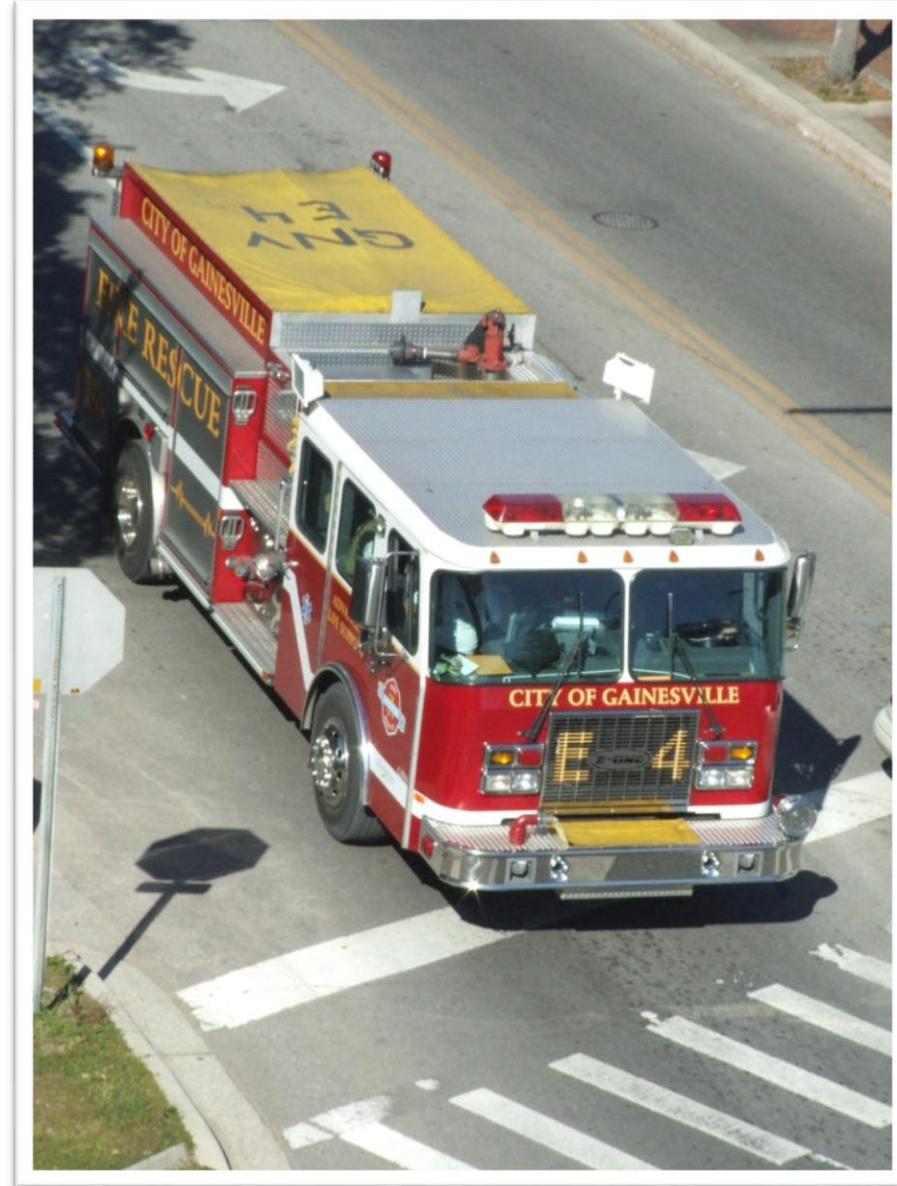
DEPT
OF
DOING



some early
PROVOCATIONS

What if:

...longer fire
response times
motivates
neighborhoods
to vote to
annex?



What if:

...residents were surveyed and interviewed to better understand what issues are important to them?



... it's citizen driven?

What if:





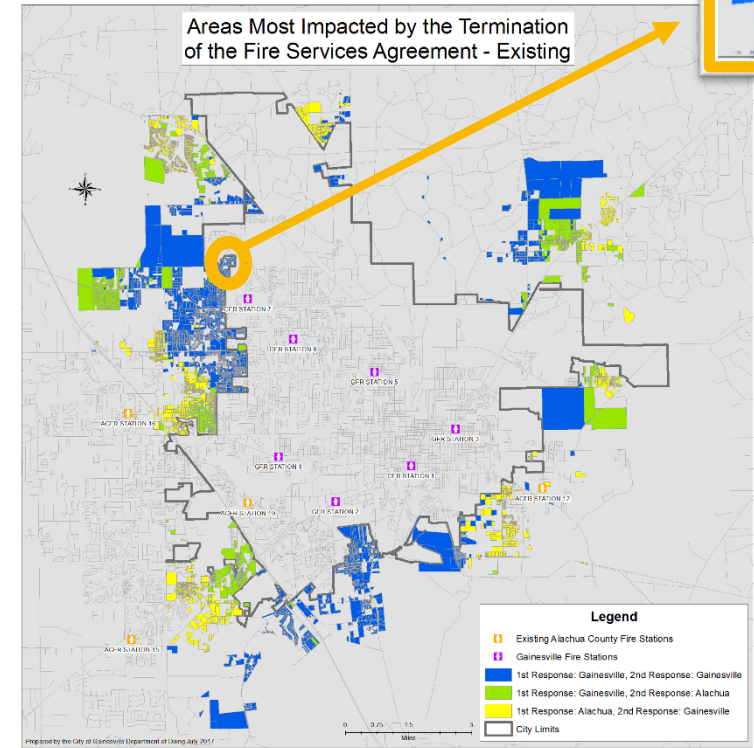
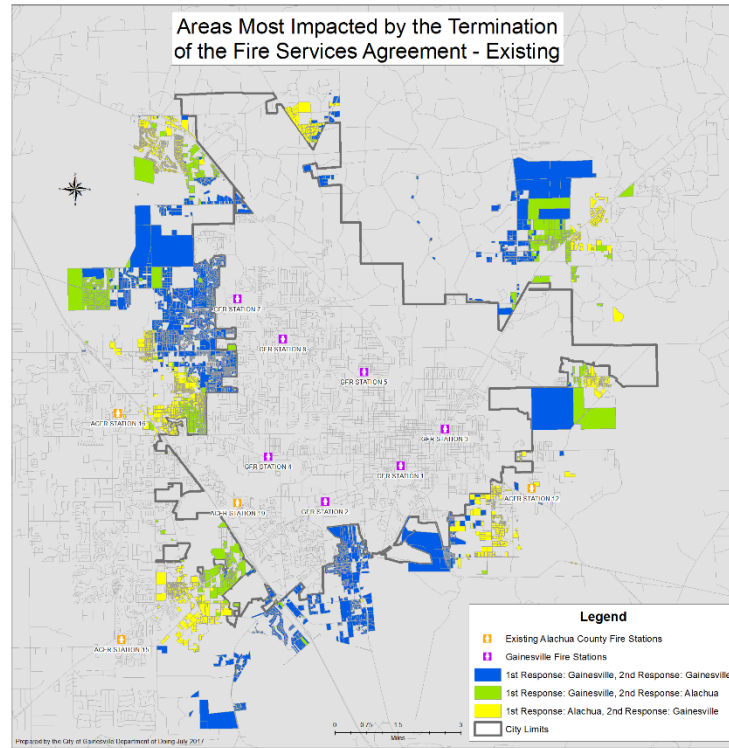
Discussion

Scope

Big + One-time

Or

Small + Incremental



Driver

City-initiated

Or

Citizen-initiated

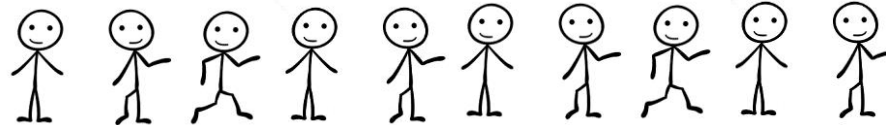


Resource allocation:

SW 20th Ave Example



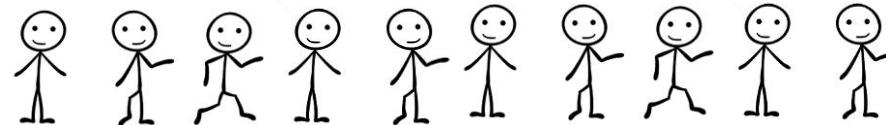
- Strategic Planning Division ~ 4.5 FTEs for 6-8 months spending 100% of time on annexation



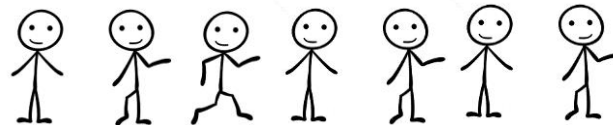
- Annexation team ~ 11 FTEs for 5 months spending 40% of time on annexation



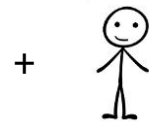
- Communications team ~ 3 FTEs for 5 months spending 30% of time on annexation



- Leadership team ~12 FTEs for two months spending 10% of time on annexation



- City Commission ~ 1 Mayor and 6 Commissioners for one day holding signs



- Design Consultant ~ 1 Graphic Design contract



What we need from you:

