

City of Gainesville

FY 2006 Goals and Objectives

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Goal:	Encourage Economic Development	
Goal:	Continue Our Commitment to Recreation/Park Services and the Environment	
Goal:	Improve and Develop City Infrastructure	
Goal:	Continued Focus on Neighborhoods through Community Development	
Goal:	Ensure Citizens the Highest Level of Public Safety	
Goal:	Foster Intergovernmental Cooperation	
Goal:	Improve Organizational Effectiveness	
Goal:	Community Care	
Goal:	Enhanced Sense of Place/Community	
Goal:	Evaluate Financial Sources	

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Encourage Economic Development										
Goal:	Objective	EB	RB	PH	CC	JD	CL	WN		
	Small business incubator.				✓					
	Tech Transfer opportunities- develop strategy to assemble properties to enhance economic development (near UF campus).							✓		
	Prepare our citizens to contribute to the economy and the community.					✓				
	Hold monthly meetings with different industry sectors.				✓					

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Continue Our Commitment to Recreation/Park Services and the Environment									
Goal:	Objective	EB	RB	PH	CC	JD	CL	WN	
	Active recreation park on NW side.		✓						
	Cone & Depot Parks*						✓		
	Park build-out plan that encompasses all of the parks.						✓		
	Develop funding source for acquisition of environment sensitive land (over & above ACF).						✓		
	Enhance active recreation program in cooperation with after-school programs, e.g. Teen Zone expansion		✓						

*- PARTIALLY FUNDED

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Improve and Develop City Infrastructure									
Goal:	Objective	EB	RB	PH	CC	JD	CL	WN	
	SW 2nd Ave*, Depot Ave*, W 6th St.							✓	
	Traffic Signals	✓							
	City communications system/ fiberoptic network/etc. (including Public Information Office, etc.)					✓			
	RTS enhancements (facilities, additional vehicles, etc.). Expansion of routes, more efficient routes.						✓		
	Street maintenance (partially funded).						✓		
	Small business incubator.							✓	
	Civic Center for community events							✓	

*- FUNDED

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Continued Focus on Neighborhoods through Community Development									
Goal:	Objective	EB	RB	PH	CC	JD	CL	WN	
	Distribute affordable housing throughout the City.				✓				
	Booker T. Washington/ Springhill neighborhood.				✓				
	SEGRI.			✓				✓	
	Develop aggressive redevelopment plans for Depot, SEGRI, Alachua General/ UF, 13th Street, 6th Street.			✓					
	In-fill policies with regard to single family neighborhoods.		✓						

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Ensure Citizens the Highest Level of Public Safety										
Goal:	Objective	EB	RB	PH	CC	JD	CL	WN		
	Fire rescue/ EMS response time in NW Gainesville/ fire station	✓								
	Joint-use facilities(in cooperation with the County, public-private partnerships/ etc.), e.g. RTS, Fire.			✓						
	Ensure citizens' engagement in improving public safety.					✓				

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Foster Intergovernmental Cooperation									
Goal:	Objective	EB	RB	PH	CC	JD	CL	WN	
	University-City- private sector partnership. "cement relationship".		✓	✓				✓	
	Become a better partner to the school board, e.g. more joint use facilities, joint meetings, Teen Zone expansion.		✓						
	Improve communication with the citizens/ enhance civic engagement.					✓			
	Promote sense of community pride through obtaining buy-in from county, School Board, UF and better communication/ cooperation.				✓				
	Safety City programs in cooperation with the School Board.	✓							
	Promote County & School Board Buy-in -"What's in it for me?" (Mike Kurtz).				✓				

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Improve Organizational Effectiveness									
Goal:	Objective	EB	RB	PH	CC	JD	CL	WN	
	Research best practices with regards to City commission meeting timing/ format.			✓			✓	✓	
	Monthly meetings with employees to give them an opportunity to provide feedback to the commission.				✓				
	Look at ways to reduce/ contain growth in city spending through right-sizing, best practices research, etc. (consider under umbrella of annexation strategy).	✓							
	Staff needs to take ownership in G`ville's transition to a new, higher level (21st Century City).							✓	
	Greater focus on best practices.							✓	
	Expand benchmarking beyond Economic Development.	✓							
	Re-evaluate internal business practices, e.g. revise the list of citizen advisory boards, revise timing/ format of CCom meetings, etc. ' Why are we doing this?'			✓			✓		
	Look at the Equal Opportunity program. (expand our vision of equal opportunity, promote culture of diversity).			✓					

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Address Utility Issues										
Goal:	Objective	EB	RB	PH	CC	JD	CL	WN		
	Future energy needs.		✓							
	Conservation programs:		✓							
	➤ PSA's to promote conservation		✓							
	➤ Home energy audits		✓							
	➤ PSA's on day-to-day conservation tips		✓							
	➤ Promote conservation by low-income households		✓							✓
	➤ Promote increased usage of conservation programs		✓							

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Community Care										
Goal:	Objective	EB	RB	PH	CC	JD	CL	WN		
	Homeless issue.		✓							
	Senior citizen issues.				✓					
	Develop comprehensive programs to transition citizens from homelessness/ prevent homelessness. Look at best practices.						✓			
	Develop housing for the homeless/ assist with closing financial gap (in cooperation with the county).				✓					

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Goal:	Enhanced Sense of Place/Community									
	Objective	EB	RB	PH	CC	JD	CL	WN		
	A place for sharing life stories (public access TV).					✓				
	Inter-church dialog.					✓				
	Overcome racial/geographic divides					✓				
	Bring different segments of City population to City Commission meetings to provide feedback to the Commission.			✓						

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Evaluate Financial Sources										
Goal:	Objective	EB	RB	PH	CC	JD	CL	WN		
	Identify CIP funding sources.			✓						
	Develop comprehensive annexation strategy (incentive).	✓								
	Limit spending growth in City government.	✓								
	Focus on commercial property as revenue source.	✓								
	Reduce red-tape for businesses.	✓								
	Streetlights & fire hydrants/ link to CIP							✓		
	Make sure County understands the need to address gas tax/ link to traffic signals.							✓		
	Review occupational license fee schedule/ dedicate increase in revenue to SEGR!							✓		
	Consider ad valorem millage increase dedicated by ordinance to improvements in recreational & conservation programs.							✓		