
STRATEGIC INITIATIVE # 4.1

GOAL # 4: GOVERNANCE*Measure and improve the cost-effectiveness of government services*

Legistar #080473

INITIATIVE 4.1: DEVELOP STRATEGIES FOR CONDUCTING SUCCESSFUL ANNEXATION REFERENDUMS**Champion:** Lila Stewart, Strategic Planner, Sr.**Sponsor:** Scherwin Henry, Commissioner (District I)**Committee:** Community Development Committee**Stakeholders:** Property-owners and residents, Developers, Alachua County**Desired Outcome:** Continued growth and diversity of properties within Gainesville's corporate limits.**Background:** While annexation has always been a function of the City, City Commission increased the priority level of annexation activity and introduced it as an Initiative at the December, 2006 Strategic Planning Retreat. The Initiative was later adopted and added to the Strategic Plan on February 12, 2007.**Progress to Date:**

In FY 2007, the Joint City / County Orderly Annexation Team met regularly to develop strategies to improve and expand annexation efforts. In March 2008, the team presented a progress update at the Joint City/County Commission Meeting. The update included a background of the collaborative efforts between the City and County on annexation, the identification of 14 areas in Gainesville's Urban Reserve Area for further evaluation, and a proposal to survey residents in the 14 areas to better understand the residents' service delivery needs and interest in annexation.

In FY 2008, Butler Plaza, a large commercial/retail area, along with numerous surrounding properties completed the voluntary annexation process, effective June 1, 2008. Shortly after, staff held a "Meet & Greet" for the area business owners. City and County staff continued work on the ATA and the Orderly Annexation Plan during this time.

In FY 2009, a referendum on annexation was held on November 4, 2008 and passed with overwhelming voter approval. This referendum incorporated an area surrounding SW 20th Avenue in June 2009. This annexation complied with the first annexation that would be conducted under the Orderly Plan for Annexation. In December 2008, the City Commission approved the Orderly Plan for Annexation as required by the ATA, and extended the ATA until 2014. The County Commission approved the same plan and extension in April 2009.

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In FY 2010, the City continued in accordance with the Orderly Plan for Annexation, as required by the ATA, and conducted an annexation referendum on the eastside of the County. The referendum was held in November 2009 and failed by more than 90%. New legislation in FY10 now restricts local governments from advocating for or spending public dollars on any item that would be voted on by residents. Due to this legislation, economic factors, and the outcome of the 2009 referendum it is necessary to develop a strategy going forward.

Action Plan for FYs 2011 – 2012

Action Steps	Estimated Completion Date:
1. Discuss possible strategies with the Community Development Committee	January 2011
2. Communicate strategy to County staff and amend the Orderly Annexation Plan within the ATA as appropriate	April 2011
3. Implement strategy	On-going
4. Evaluate implementation strategy	On-going

Critical Success Measures

- Increase in acreage due to annexation activity
- Increase in population due to annexation activity
- Percent increase in ad valorem revenue as a result of annexation
- Percent of the urban reserve area that is incorporated