

City of Gainesville

Update of Strategic Goals and Initiatives from City Commission Strategic Planning Retreat (Dec. 3, 2007)

PROPOSED INITIATIVES

For the following 20 objectives, each City Commissioner chose those five initiatives that he/she consider to be the highest priority and need immediate attention.

	Goal	INITIATIVES	Date first Introduced	Total Score	Commissioner Comments
3	Economic Development and Redevelopment - Foster economic development and encourage redevelopment	Increase the amount of affordable housing and low-cost housing throughout the City	Dec. 2007	4	EB: How about housing affordability instead of government subsidies? RB: Encourage; concerned about mandates. SH: Emphasis of affordable housing should concentrate on first-time home buyers desiring to move up from their first home.
15	Human Capital - Assist every person to reach their true potential	Explore the potential for addressing senior issues and services	Dec. 2006	4	EB: Overdue SH: Our senior population is growing. We must be proactive in addressing senior issues and providing services.
7	Environmental - Protect and sustain our natural environment and address future energy needs	Explore legal action to recover the expense for clean-up of Cabot Carbon / Koppers Superfund site	Dec. 2007	3	EB: Thumbs up! PH: I am interested in talking to Earthjustice - re: suing EPA.
10	Environmental - Protect and sustain our natural environment and address future energy needs	Review the status of commercial recycling ordinances and enforcement thereof, and determine if changes are needed	Dec. 2007	3	JM: Also examine status of multi-family/apartment recycling.
4	Economic Development and Redevelopment - Foster economic development and encourage redevelopment	Re-examine, in conjunction with the CRA, the use of the downtown Plaza (Courthouse, County Office Building, and front of City Hall)	Dec. 2007	2	JM: Also continue the efforts of due diligence on 16-acre GRU site.
5	Economic Development and Redevelopment - Foster economic development and encourage redevelopment	Work with the Airport Authority to improve the quality and quantity of air services to Gainesville	Dec. 2007	2	EB: Mission creep JM: I am not sure that there is any city action which can facilitate this without funding!

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9	Environmental - Protect and sustain our natural environment and address future energy needs	Review current energy and water conservation programs and explore the possible addition of new and expanding programs	Dec. 2007	2	JD: Isn't this a GRU issue?
12	Government Effectiveness and Fiscal Responsibility - Continue to increase the effectiveness of local government and maintain a strong fiscal condition	Review the hiring and promotional processes at both GG and GRU to assess whether they represent the population and demographics of the community	Dec. 2007	2	JD: A job for EO? SH: I want to know why so few African Americans have been promoted through the ranks at GRU and GG.
16	Neighborhoods - Improve the quality of life in our neighborhoods for the benefit of all residents	Evaluate the effectiveness of changes in codes for rental properties	Dec. 2007	2	JM: Without evaluating the effectiveness, how can we be sure the 100 plus changes would be effective? Also, I work with a graduate student who designed a process to do the evaluation for a class. Contact me for the report. JD: A task for assignment, not an objective.
20	Public Safety - Maintain a safe and healthy community in which to live	Pursue legislative avenues to generate additional revenue to address alcohol consumption-related problems in the downtown/midtown entertainment districts	Dec. 2007	2	JM: And other legislative avenues, re: alcohol issues, e.g. drink specials, regulation. PH: Jeff McAdams to pursue state-wide FOP support.
1	Economic Development and Redevelopment - Foster economic development and encourage redevelopment	Extend economic reach of the Airport further into the Community rather than just in the immediate Airport vicinity	Dec. 2007	1	

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2	<i>Economic Development and Redevelopment - Foster economic development and encourage redevelopment</i>	<i>Identify additional / alternative strategies for funding redevelopment activities in light of the Strand case</i>	<i>Dec. 2007</i>	1	<i>EB: Leave the taxpayers alone! JD: Important and necessary task - but an objective. Wait until Court re-hears. SH: This is a must. To achieve the goals we've set for the CRA, we have to develop an alternative strategy.</i>
6	<i>Economic Development and Redevelopment - Foster economic development and encourage redevelopment</i>	<i>Hire a consultant to conduct an analysis on where economic opportunities exist, especially for entrepreneurial and micro level businesses</i>	<i>Dec. 2006</i>	1	<i>Commissioner Donovan expressed an interest in expanding this objective to include immigrant entrepreneurs.</i>
11	<i>Environmental - Protect and sustain our natural environment and address future energy needs</i>	<i>Create a citywide holistic structure for environmental programs, issues and energy usage</i>	<i>Dec. 2006</i>	1	<i>JD: Important - tie in with County study group.</i>
14	<i>Human Capital - Assist every person to reach their true potential</i>	<i>Establish equity scorecards and community scorecards</i>	<i>Dec. 2007</i>	1	<i>It was noted that this can only be accomplished if the EO Department identifies sources to accomplish this.</i>
18	<i>Partnerships/Intergovernmental Relationships - Champion effective and institutionalized relationships with other government entities and community partners</i>	<i>Explore additional opportunities with the non-profit sector</i>	<i>Dec. 2007</i>	1	<i>EB: Thumbs Up!</i>
8	<i>Environmental - Protect and sustain our natural environment and address future energy needs</i>	<i>Implement a procedure for consolidated environmental reports, especially on wetlands</i>	<i>Dec. 2007</i>	0	

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13	Government Effectiveness and Fiscal Responsibility - Continue to increase the effectiveness of local government and maintain a strong fiscal condition	Increase the integration of all Charter Officers into the long range planning efforts and visioning process	Dec. 2006	0	JD: Prefer to hold separate workshops (maybe 2 - 4 hours) for each charter office's goals. PH: JUST DO THIS! Shouldn't need to raise it to this level!
17	Partnerships/Intergovernmental Relationships - Champion effective and institutionalized relationships with other government entities and community partners	Approach the County about participation in the Transfer of Development Rights (TDR) program	Dec. 2007	0	JM: I look forward to hearing more about this. JD: A task for assignment, not an objective.
19	Partnerships/Intergovernmental Relationships - Champion effective and institutionalized relationships with other government entities and community partners	Monitor School Board expenditures to insure equitable investment in capital and instructional quality of schools located both inside and outside of the City Limits	Dec. 2007	0	EB: Mission creep. JD: A task for assignment, not an objective.