



STRATEGIC PLAN

FISCAL YEARS 2013 & 2014
FY 2013 FIRST QUARTER REPORT

December 31, 2012

Gainesville City Hall
200 East University Avenue, Gainesville, FL 32601
(352) 334-5010

ELECTED OFFICIALS AND CHARTER OFFICERS

Mayor & City Commission

Craig Lowe, Mayor (At-large)
Thomas Hawkins, Commissioner (At-large)
Lauren Poe, Commissioner (At-large)
Yvonne Hinson-Rawls, Commissioner (District I)
Todd Chase, Commissioner (District II)
Susan Bottcher, Commissioner (District III)
Randy Wells, Commissioner (District IV)

Charter Officers

Russ Blackburn, City Manager
Brent Godshalk, City Auditor
Robert Hunzinger, General Manager-Utilities
Kurt Lannon, Clerk of the Commission
Nicolle Shalley, City Attorney
Cecil Howard, Equal Opportunity

EXECUTIVE SUMMARY

Gainesville is the largest city in north central Florida with a population of 125,000 residents and is an educational, cultural and business hub for the region with a large medical component. The City of Gainesville has a city-owned utility and provides a variety of municipal services, including law enforcement, fire rescue, development services, mass transit, and transportation infrastructure. The organizational vision for the city is to achieve national recognition as an innovative provider of high-quality municipal services.


At annual strategic planning retreats, the Gainesville City Commission identifies goals and initiatives that reflect the needs of the community. Although less severe than in other cities and counties, Gainesville is currently experiencing declining revenues due to property tax revisions and a general economic downturn in the state of Florida. The current scenario of declining tax revenues, decreasing state-shared funding, increasing fuel costs, and a stagnant housing market highlight the importance of developing a strategic plan that serves as an organizational roadmap through this challenging fiscal environment. The plan also enables the city to continue to provide high-quality, cost-effective services and still address strategic goals and initiatives as prioritized by the City Commission. In order to successfully implement the strategic priorities outlined by the City Commission, the city has drafted a strategic plan that guides the implementation of a systematic strategy to accomplish the City Commission goals through the most cost-efficient allocation of resources.

The City Commission has identified a number of strategic goals that encompass a variety of city services, including public safety, economic development and redevelopment, human capital, governance, infrastructure and transportation, neighborhoods, and the environment and energy. Each stated goal is supported by a series of initiatives for which progress updates are reported each quarter.

On an annual basis, city government refines its strategic goals and initiatives to ensure that they align with the needs of our residents. Our strategic planning and budgeting processes are linked to assure that the city's budget reflects the city's strategic priorities. Our residents tell us that Gainesville is a great place to live, work, learn and play, and we want to continue to improve Gainesville's livability in these areas.

The City of Gainesville wants our citizens to know that city government is responsive to its citizens and their needs, and that our highest priority is to provide them with appropriate service levels through the implementation of this strategic plan.

STRATEGIC GOALS AND INITIATIVES FY 2013/2014

GOAL		INITIATIVE
1. Public Safety <i>Maintain a safe and healthy community in which to live</i>		1.1 Develop and continue programs to reduce the causes of crime 1.2 Coordinate the effort to bring a center that promotes family safety to the City 1.3 Continue to evaluate public safety facilities as the city grows.
2. Economic Development and Redevelopment <i>Foster economic development and encourage redevelopment</i>		2.1 Implement the South East Gainesville Renaissance Initiative (SEGRI Project), Foster commercial & residential development In Eastern Gainesville 2.2 Continue Implementation of the Strategic Redevelopment Plan for Depot Park And The Power District 2.3 Ensure transparent, efficient and consistent regulation of land development in furtherance of the comprehensive plan 2.4 Continue to position the City to take advantage of innovation economy and implement the plan for innovation zone near UF & other surrounding areas 2.5 Improve coordination with Alachua County in order to more effectively plan and develop Gainesville's urban reserve area 2.6 Develop strategies to support small, minority and women-owned local businesses 2.7 Develop metrics for the Innovation & Economic Development Department
3. Human Potential <i>Assist every person to reach their true potential</i>	 	3.1 Continue implementation of the 10 year plan to end homelessness 3.2 Continue to address senior services and issues 3.3 Continue to address children & youth issues & services, along with their parents 3.4 Facilitate broader community support to improve the educational opportunities for City youth 3.5 Create a more diverse & skilled workforce; retain local talent & recent graduates 3.6 Address need for violence prevention and mental health services
4. Governance <i>Measure and improve the cost-effectiveness of government services</i>	 	4.1 Develop strategies for conducting successful annexation referendums 4.2 Implement Government 2.0 Strategy 4.3 Develop strategies to ensure the economic, environmental, and social sustainability of the City 4.4 Formalize relationships to build key partnership opportunities with UF and SFC
5. Infrastructure and Transportation <i>Invest in community infrastructure and continue to enhance the transportation network and systems</i>		5.1 Assess neighborhoods to determine need for infrastructure improvements for bike/pedestrian use. Continue to expand the network by at least 1 mi/year & expand ADA access 5.2 Support the reconstruction of transportation facilities to encourage redevelopment of 6th Street & Depot Avenue 5.3 Enhance storm water infrastructure in older neighborhoods & construct them as neighborhood amenities 5.4 Bring existing roadway stock up to 70% rating level, as established by the Army Corp of Engineers 5.5 Implement improved transit as described in the RTS Premium Service Report & develop an RTS capital replacement fund
6. Quality of Life <i>Improve the quality of life in our neighborhoods for the benefit of all residents</i>	 	6.1 Develop creative ways to measure progress in code enforcement 6.2 Ensure the quality and broad distribution of affordable housing throughout the City 6.3 Accelerate the identification and acquisition of conservation lands and complete WSPP capital projects 6.4 Actively participate in the clean-up and redevelopment of the Cabot/Koppers Superfund site 6.5 Identify steps of implementation for the Parks, Recreation, & Cultural Affairs master plan and continued acquisition of conservation land 6.6 Increase the cultural opportunities/offers in the City

7. Environment and Energy <i>Protect and sustain our natural environment and address future energy needs</i>	7.1 Protect the quality of drinking water in Gainesville
	7.2 Monitor compliance with recycling ordinances and identify a roadmap for achieving a recycling goal of 75%
	7.3 Monitor & report the progress of the coordinated response at the local level to address energy policy and climate change
	7.4 Improve the energy efficiency of GRU customers with an emphasis on low income homes

Public Safety

Maintain a safe and healthy community in which to live

INITIATIVE 1.1: DEVELOP AND CONTINUE PROGRAMS TO REDUCE THE CAUSES OF CRIME

Champion: Tony Jones, Police Chief

Sponsor: Yvonne Hinson-Rawls, Commissioner (District I)

1st Quarter Report (October 1, 2012 – December 31, 2012)

During the 1st Quarter of FY13, the Gainesville Police Department saw an overall decrease of -1.3 percent in Part 1 crime as compared to the previous quarter. The Uniform Crime Report (UCR) showed 1,605 total Part 1 crimes in the 4th Quarter of FY12 and 1,584 total Part 1 crimes for 1st Quarter FY13. The Gainesville Police Department is proud to show this reduction as we start another calendar year, but we are always looking to reduce this number even further. The Gainesville Police Department continues to enhance its partnership with the community by way of Community Oriented Policing in order to continue this reduction.

In November 2012, the Gainesville Police Department noticed a troubling spike in motorcycle thefts, specifically in the area of SW 20th Avenue. GPD investigators and crime analysts gathered information and prepared bulletins that were shared by all GPD officers. Patrol officers McCarthy, Bailey and Franklin responded to an unrelated call for service on the evening of Nov. 15. They remembered information shared by the crime analysts regarding the recent thefts. Their investigation revealed that the subjects involved in their call for service were involved in the recent thefts. As a result, GPD was able to clear at least eight of the motorcycle thefts. During questioning the involved suspects bragged that they could start a motorcycle within 30 seconds. After talking with these suspects, we gained valuable criminal intelligence that helps us prevent future thefts. GPD was able to share this information to the public in an effort to help them better secure motorcycles and prevent thefts. This investigation is still ongoing and we have seen a significant drop in the amount of motorcycle thefts since this arrest.

In the wake of the tragic school shooting in Connecticut, GPD teamed up with other local law enforcement agencies and the Alachua County School Board to form a joint work group to focus on school safety. GPD also responded to public requests from parents, students, teachers and administrators and have since placed officers into the elementary schools. This new assignment is more than just a show of security. It gives GPD the chance to be a positive role model for the children, which is at the core of Community Oriented Policing – which GPD has been practicing for many years. In addition, GPD can focus on the mental health aspect of tragic incidents. Having officers at the elementary schools gives us the opportunity to identify possible personality traits that may lead to future violence. By identifying these traits at a young age, we may be able to offer diversion and help prevent future violent acts. The response from the schools has been positive. Teachers and administrators are able to focus on teaching our young children without having to think about security. GPD officers work to be as transparent as possible while in the schools. This gives the parents and teachers a peace of mind, while allowing the students to concentrate on learning. GPD is committed to finding a long-term solution to the elementary school security issue, as it will go beyond school doors and help us ultimately reduce violence and crime in our community.

During the 1st Quarter of FY13, the Gainesville Police Department continued to enhance our relationship with the community through the Internet and social media. The Gainesville Police Department launched a completely re-designed website to replace our outdated site. The new site allows instant changes and customizations, allowing constantly updated content for our site visitors. The new website is also very user-friendly and easy to navigate. GPD formed a web design committee and solicited members from different areas within the department. As a result, the new website design was a collaboration of many different ideas. The Gainesville Police Department also uses Facebook and Twitter on a daily basis to communicate real-time with the citizens of Gainesville. GPD uses these social media outlets to offer traffic updates, crime reporting and they are a fantastic way for us to ask for the public's help to identify criminal activity. In the 1st Quarter of FY13, GPD was able to increase our social media audience by adding almost 700 new followers. By using social media, GPD is able to offer the opportunity to interact with the Internet-dependent public in another way. GPD received several tips and made arrests based on information shared via social media.

On Dec. 19, the Gainesville Police Department announced a new way to interact with us via text messaging, email and smart phones. The service, called TipSoft allows citizens to send anonymous tips online, by smartphone or by sending a text message. This new service allows GPD to have a two-way dialog with potential "tipsters" that is completely secure and anonymous. The service specifically allows text message tipsters to remain anonymous by encrypting the messages, assigning them a unique ID and routing them through secure servers to protect the personal details of the tipster. GPD has urged the community to use this service to report information about any non-urgent illegal activity. We realize that calling the police on the telephone may be a daunting move for a majority of the public. With TipSoft, citizens can feel like they are being less intrusive. TipSoft has already been instrumental in reducing crime. In one example, a tipster alerted us to a potential ongoing domestic violence situation. After an investigation, it was revealed that this single text tip revealed a pattern of domestic abuse against the victim, and the suspect was ultimately arrested. Another feature of the system allows GPD to send text or email alerts to the public. This service does require the user to sign up and agree to receive the alerts. Currently, GPD sends out traffic, Crime and Emergency alerts, similar to the UF Alert system. GPD took the system one step further – users can simply reply to the text alert with any information they may have about the case. Even though the use of TipSoft is still in its infancy, it is already proving to be a fantastic tool to reduce crime in the City of Gainesville.

The Gainesville Police Department continues to maintain great working relationships with local businesses. In November, GPD was awarded a \$20,000 donation from the Firehouse Subs Public Safety Foundation. GPD was one of 16 Florida agencies to receive a portion of a \$300,000 donation. GPD used the funds to purchase eight new Automatic External Defibrillators (AED) to be placed in to patrol cars. These AEDs will allow life-saving equipment to be more readily available to any location in the city. A portion of the funds were also used to purchase a new police K-9. GPD purchased a 1-year old Shepherd that was named "Axe" as a nod to the Firehouse Foundation. Officer Tony Ferro is Axe's new handler and they are still completing the state-required K9 training.

The Holidays are a fantastic time for the Gainesville Police Department to reach out to our citizens in many different ways. We participated in two programs of note during the 1st Quarter of FY13. On Friday, Dec. 12, GPD partnered with Target Corporation for our annual shopping event with local elementary age children and police officers. The program, titled "Heroes and Helpers," this year gave 23 elementary school children the chance to have a \$100 shopping spree at Target. The program was funded completely by donations. The children were selected by the schools based on merit and need. Each child was paired with a uniformed GPD officer. The children were picked up from school in a marked police car and driven to Target for the event,

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where they each received a gift card worth \$100. The children were able to purchase any items they wanted. Many of the children purchased Christmas gifts for their families. In many cases, the total purchases exceeded the allotted \$100. Without fail, GPD officers reached into their own pockets to cover any overages. Chief Jones attended the event and actually had a citizen approach him in the store and presented him with \$100. She asked that the money be used for any other overages. Events such as Heroes and Helpers are a powerful way to interact with the community. Each of the 23 children that participated now have a positive view of law enforcement, which will go a long way in preventing crime in the future.

The Gainesville Police Department has received a grant award from the Children’s Law and Policy Center (CCLP) to study the implications of minority overrepresentation of juveniles in the criminal justice system. The award was officially received in late summer 2012 and work began immediately with staff from CCLP to identify areas that further research could be conducted. In order to fully examine the practices utilized in our area, Chief Jones invited a group of representatives from the agency as well as community stakeholders representing the State Attorney’s Office, the Public Defender’s Office, Law Enforcement, the Court System, Alternative Sentencing Programs, the University of Florida College of Law and the Juvenile Assessment Center. Priorities for consideration include examination of policies and procedures relating to juveniles, detention/suspension practices in schools, training for area law enforcement officers who are recognized as the first point of contact for juveniles and school personnel, and those policies and procedures that are mandated by the courts. This timely award complements a state juvenile justice initiative that has been spearheaded by Secretary Wansley Walters of the Florida Department of Juvenile Justice. Secretary Walters’ initiative is examining state legislation and assessment practices currently in effect in order to improve those strategies dealing with prevention, intervention and treatment of juveniles before they enter the criminal justice system as well as those juveniles who enter the system.

INITIATIVE 1.2: COORDINATE THE EFFORT TO BRING A CENTER THAT PROMOTES FAMILY SAFETY TO THE CITY OF GAINESVILLE

Champion: Lynne Benck, Police Captain

Sponsor: Lauren Poe, Commissioner (At-large)

1st Quarter Report (October 1, 2012 – December 31, 2012)

During the 1st Quarter of 2013, the Child Advocacy Center (CAC) core board met once for an extended session and went over the possible obstacles to this initiative getting off the ground. There was an open, frank discussion which resulted in the group being able to move forward as a team. There was also an evening event in November aimed at getting the heads of all involved agencies together in a less formal environment to further build rapport and foster conversation about the goal of a co-located center.

INITIATIVE 1.3: CONTINUE TO EVALUATE PUBLIC SAFETY FACILITIES AS THE CITY GROWS

Co-Champions: Paul Folkers, Assistant City Manager
Fred Murry, Assistant City Manager

1st Quarter Report (October 1, 2012 – December 31, 2012)

Preparation for construction of the new GPD building continued including preparations for the demolition phase. The search for property for a new Fire Station 1 progressed with two parcels identified totaling 1.5 acres just south of the current station. Acquisition of the property would need City Commission approval. GFR hopes to commence construction of a new Fire Station 1 in October 2014.

Economic Development

& Redevelopment

Foster economic development and encourage redevelopment

INITIATIVE 2.1: IMPLEMENT THE SOUTH EAST GAINESVILLE RENAISSANCE INITIATIVE (SEGRI PROJECT), FOSTER COMMERCIAL & RESIDENTIAL DEVELOPMENT IN EASTERN GAINESVILLE

Champion: Fred Murry, Interim Community Redevelopment Agency Director

Sponsor: Yvonne Hinson-Rawls, Commissioner (District I)

1st Quarter Report (October 1, 2012 – December 31, 2012)

The CRA continues to assist in the transition of GTEC management from the city to Santa Fe College. A grand opening for Southern Charm Kitchen was held Nov. 1, 2012 and the restaurant is up and running successfully.

An infrastructure assessment and corridor visioning was completed for the Hawthorne Road Corridor. Recommendations were presented to the Eastside Redevelopment Board, the CRA Board and at the Community Development Committee meeting. CRA staff is working with GRU and the city's Planning staff to address infrastructure upgrades and zoning issues to facilitate development and future growth along the corridor. CRA staff will continue to partner with city departments on accomplishing these goals. Next steps for the corridor include the designing of streetscape elements for Hawthorne Road that utilizes a "complete streets approach" by addressing multimodal transit, focusing on pedestrian and bicycle safety, enhancing aesthetics (landscape, hardscape and lighting) and providing a unique character for this important roadway.

INITIATIVE 2.2: CONTINUE IMPLEMENTATION OF THE STRATEGIC REDEVELOPMENT PLAN FOR DEPOT PARK AND THE POWER DISTRICT

Champion: Fred Murry, Interim Community Redevelopment Agency Director

Co-Sponsors: Craig Lowe, Mayor
Susan Bottcher, Commissioner (District III)

1st Quarter Report (October 1, 2012 – December 31, 2012)



DEPOT PARK

Rehabilitation of the Historic Depot Building and construction of the context area is now complete. A ribbon cutting is being planned for late winter 2013. A museum interpretive plan is being developed for the freight depot section. A public workshop was scheduled to gain public knowledge, stories, and artifacts regarding the building's history. The first Depot Day workshop was held Dec. 8, 2012 from 9 a.m. to 12 noon in the Depot Building. Completion of the Depot Park Phase II Design and Construction documents is now underway. Construction is scheduled to commence following the construction of the Public Works Department's stormwater pond project.



The CRA is on schedule to reach substantial completion for the Catalyst project by February 2013 and Prioria will take occupancy that month. A ribbon-cutting is being planned in coordination with Prioria to be held after they are settled. CRA is moving forward on revising and finalizing the master plan and rezoning for the Power District. That work is currently underway and will be ongoing through FY2013.

INITIATIVE 2.3: ENSURE TRANSPARENT, EFFICIENT AND CONSISTENT REGULATION OF LAND DEVELOPMENT IN FURTHERANCE OF THE COMPREHENSIVE PLAN

Champion: Erik Bredfeldt, Interim Director of Planning and Development Services

Sponsor: Thomas Hawkins, Commissioner (At-large)

1st Quarter Report (October 1, 2012 – December 31, 2012)

In the 1st Quarter, several stakeholder groups were contacted regarding the draft form-based code. Staff reviewed provisions of the Code and communicated concerns/suggested revisions to the city’s consultant for incorporation into the final draft. The final draft is expected to be published in the 2nd Quarter with formal hearings planned for the 3rd and 4th Quarters of the year.

Staff further refined several elements of the Comprehensive Plan in the context of the Evaluation and Appraisal Report (EAR) submission and had those adopted by the City Commission. The entire Comprehensive Plan update will be transmitted to the State Department of Economic Opportunity in the 3rd Quarter.

INITIATIVE 2.4: CONTINUE TO POSITION CITY TO TAKE ADVANTAGE OF INNOVATION ECONOMY AND IMPLEMENT THE PLAN FOR INNOVATION ZONE NEAR UF & OTHER SURROUNDING AREAS

Champion: Erik Bredfeldt, Interim Director of Planning and Development Services

Co-Sponsors: Craig Lowe, Mayor
Todd Chase, Commissioner (District II)

1st Quarter Report (October 1, 2012 – December 31, 2012)

The Planning and Development Services Director accepted a position as Economic Development and Innovation (EDI) Director in the 1st Quarter. Moving forward, the EDI Director will be involved more exclusively in economic development matters and will continue involvement in attempts to facilitate the Innovative Economy.

INITIATIVE 2.5: IMPROVE COORDINATION WITH ALACHUA COUNTY IN ORDER TO MORE EFFECTIVELY PLAN AND DEVELOP GAINESVILLE’S URBAN RESERVE AREA

Champion: Erik Bredfeldt, Interim Director of Planning and Development Services

1st Quarter Report (October 1, 2012 – December 31, 2012)

In the 1st Quarter, Planning and Development Services staff continued to work with the Butler Team on the proposed Comprehensive Plan and Planned Development amendment that will be reviewed by the Plan Board in the 2nd Quarter. These amendments are inclusive of coordination between the county and city on prospects and affected property owners for an I-75 flyover.

INITIATIVE 2.6: DEVELOP STRATEGIES TO SUPPORT SMALL, MINORITY AND WOMEN-OWNED LOCAL BUSINESSES

Co-Champions: Cecil Howard, Equal Opportunity Director;
Sylvia Warren, Equal Opportunity Temp

Sponsor: Randy Wells, Commissioner (District IV)

1st Quarter Report (October 1, 2012 – December 31, 2012)

Since being given the responsibility of the Small Business Procurement Program (SBPP) and this initiative, staff is proactively working with project managers to ensure small, minority and women-owned businesses have equal access to city contracts. Staff is actively endeavoring to create awareness among project managers and other city staff of the importance of the involvement of small businesses who support the overall economic development of the City of Gainesville. Staff has taken a hands-on approach by getting involved on the front end of city projects and is communicating with projects managers and the various departments within the city regarding the use of small, minority, and women-owned businesses, as well as any efforts that have been made to increase the use of these particular business types. Staff has also created or enhanced tracking forms that will better facilitate us in tracking vendor information on active and completed projects. Staff has met, and is currently networking with various departments within the city, to brainstorm and share ideas on how to improve our methods of capturing and reporting essential data, use of small, minority and women-owned businesses, and ways to assist in the success, growth and development of our local small businesses. Moreover, staff is currently streamlining the process of collecting more specific vendor and business type information by incorporating forms requiring this information on the front end of projects for more accurate reporting of what the city spends as it relates to the said business types. SBPP staff is currently tracking five large scale city projects and the use of city dollars by regular correspondence with project managers and also updating the Equal Opportunity Committee monthly on the size, scope and the specific distribution of funds to vendors/material suppliers on these projects.

SBPP is partnering with GRU in sponsoring the University of Florida annual Small Business Conference and Trade Fair and will table at this event in March. Additionally, April 9, 2013 will be the launch date for our first 2013 Small Business Workshop. Emphasis will be placed on increasing vendors’ awareness of current opportunities within the city, as well as presenting a user-friendly way to ensure their understanding of the necessary steps to do business with the

city. Staff is also continuing efforts in providing information on other resources for local businesses (i.e. Santa Fe CIED, Bid Express, and Demandstar, etc.).

INITIATIVE 2.7: DEVELOP METRICS FOR THE INNOVATION & ECONOMIC DEVELOPMENT DEPARTMENT

Champion: Erik Bredfeldt, Economic Development and Innovation Director

Sponsor: Todd Chase, Commissioner (District II)

1st Quarter Report (October 1, 2012 – December 31, 2012)

The city's existing Strategic Action Plan for economic development was presented to the EDUCC for review and comment. This city adopted plan provides the framework for economic development activities moving forward and contains suggested metrics and benchmarks. It is anticipated that the committee will provide direction for revisions within the 2nd Quarter.

Human Potential

Assist every person to reach their true potential

INITIATIVE 3.1: CONTINUE IMPLEMENTATION OF THE 10 YEAR PLAN TO END HOMELESSNESS

Co-Champions: Fred Murry, Assistant City Manager
Jackie Richardson, Housing Manager

1st Quarter Report (October 1, 2012 – December 31, 2012)

The GRACE project has continued to move forward toward development of the ADC site. The city has been responding to the U.S. Army Corps of Engineers (USACOE) for additional information with respect to the city's application for a permit for the development of the site. On Jan. 17, 2013 the City Commission approved a request for extension to the time limit for submittal of the Design Plat.

On Nov. 1, 2012, the City Commission approved the designation of certain surplus properties to be considered by the City of Gainesville for green space targeted properties and/or its Human Capital Resources Program. The proposed designation encompassed approximately 181 acres. The City Commission directed staff to pursue 110 acres for the Green Space Program and 71 acres for the Department of Corrections (DOC) property off Northeast 39th Avenue including the adjacent 50 acre green space area. In addition, the City Commission directed staff to continue to pursue the permitting and construction of the One Stop Homeless Assistance Center located at the ADC site. The DOC facility, also known as the former Gainesville Correctional Institute (GCI), is a special use facility that the City of Gainesville wishes to obtain for various human services and neighborhood programs, including the One-Stop Homeless Assistance Center. Staff was directed to conduct a public tour of the DOC site scheduled on Jan. 12, 2013 to provide the community with an opportunity to see the project and to provide input about the possible future use of the property.

The Cold Night Shelter Program was implemented in mid- to late October 2012 due an early start of cold weather conditions. The Cold Night Shelter Program is jointly funded by the city and county to provide temporary emergency shelter services and other support services for homeless persons during the coldest winter months. A total of 835 homeless persons were assisted through Dec. 31, 2012.

INITIATIVE 3.2: ADDRESS SENIOR ISSUES AND SERVICES

Co-Champions: Fred Murry, Assistant City Manager
Michelle Park, Assistant Parks, Recreation and Cultural Affairs Director

Sponsor: Todd Chase, Commissioner (District II)

1st Quarter Report (October 1, 2012 – December 31, 2012)

The Parks, Recreation and Cultural Affairs Department Master Plan was approved by the City Commission on Nov. 15, 2012 with staff being directed to return at a later date to discuss funding options. The Master Plan Demographic information noted that the 55+ population was

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expected to increase from 16.3 percent in 2010 to 20.5 percent by 2025, 20,269 population in 2010 to 27,317 in 2025. This modest growth is good news for the city for planning purposes and indicates that the city does not need to spend a lot of resources planning for a large jump in population and instead can focus on growing programs for this population on a steady and realistic basis. Eldercare of Alachua County had a tremendously successful year of operation with 3,870 total members: 431 gym memberships, 15-20 different programs each month/ 5-7 programs daily and an average of 130-150 members per day (depending on activities. Zumba and Yoga boost attendance.).

Eldercare of Alachua County is anticipating celebrating the one year anniversary of the Gainesville - Alachua County Senior Recreation Center in Jan. 2013. City staff has been asked to participate in the celebration of the center.

INITIATIVE 3.3: CONTINUE TO ADDRESS CHILDREN & YOUTH ISSUES AND SERVICES, ALONG WITH THEIR PARENTS.

Co-Champions: Tony Jones, Police Chief
Shannon Keleher, Recreation Manager

Sponsor: Yvonne Hinson-Rawls, Commissioner (District I)

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This quarter, four after-school programs resumed after the summer break, providing positive recreation through character education and educational programming for children ages 6 to 12. The Reichert House continues to grow providing boys and teens with a safe, positive and structured education and recreation environment to enhance educational development and develop mentoring opportunities and service projects to give back to the community overall. Planning continues for the creation of the Teen Action Network (TAN) to seek information from teenagers on recreation, enrichment, and quality of life opportunities for teens in Gainesville. Additional meetings are scheduled for this quarter to develop a nomination/application process for teens to be selected for TAN.

INITIATIVE 3.4: FACILITATE BROADER COMMUNITY SUPPORT TO IMPROVE THE EDUCATIONAL OPPORTUNITIES FOR CITY YOUTH

Champion: Cecil Howard, Equal Opportunity Director

Co-Sponsors: Craig Lowe, Mayor;
Randy Wells, Commissioner (District IV)

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Staff is planning for the 2nd Annual Youth Summit to be held in May 2013.

INITIATIVE 3.5: CREATE A MORE DIVERSE & SKILLED WORKFORCE; RETAIN LOCAL TALENT & RECENT GRADUATES

Champion: Erik Bredfeldt, Economic Development & Innovation Director

Sponsor: Yvonne Hinson-Rawls, Commissioner (District I)

1st Quarter Report (October 1, 2012 – December 31, 2012)

In the 1st Quarter, staff met with a company located in east Gainesville that is interested in systematizing efforts at hiring outreach efforts for positions that are connected to research and development, but that are more production/assembly in nature. Staff will meet with this company in the 2nd Quarter and hopes to assist in meeting their needs while concurrently developing a template for future activities in line with this Strategic Initiative (to be utilized with other interested firms).

Governance

Measure and improve the cost-effectiveness of government services

INITIATIVE 4.1: DEVELOP STRATEGIES FOR CONDUCTING SUCCESSFUL ANNEXATION REFERENDUMS

Champion: Lila Stewart, Senior Strategic Planner

Sponsor: Susan Bottcher, Commissioner (District III)

1st Quarter Report (October 1, 2012 – December 31, 2012)

During the 1st Quarter, the city conducted an annexation referendum on the west side of Gainesville’s city limits in the unincorporated portion of voting Precinct 40. The annexation referendum failed with 91 percent of votes against annexation and 9 percent of votes for annexation. The results of this annexation referendum will be used to further refine the city’s annexation strategy for successful referendums.

The first and second readings of the Annexation Ordinances for the unincorporated portions of voting Precinct 22 went before the City Commission for adoption during the first quarter. The adoption of these ordinances gave staff direction to move forward with a special election for two annexation referendums on April 9, 2013.

INITIATIVE 4.2: IMPLEMENT GOVERNMENT 2.0

Co-Champions: Becky Rountree, Administrative Services Director
Jennifer Hunt, Chief Financial Officer, Utilities

Sponsor: Lauren Poe, Commissioner (At-large)

1st Quarter Report (October 1, 2012 – December 31, 2012)

During the 1st Quarter of FY2013, efforts have been focused primarily on discovery. Staff has attended webinars on the Open 311 concept, including demonstrations from various other municipalities, viewed open data platforms including data sets of other government entities, and received a demonstration from a provider of open data platforms. The purpose of this discovery stage is to explore the wide range of open data possibilities for future discussion for Gainesville.

INITIATIVE 4.3: DEVELOP STRATEGIES TO ENSURE THE ECONOMICAL, ENVIRONMENTAL, AND SOCIAL SUSTAINABILITY OF THE CITY

Champion: Paul Folkers, Assistant City Manager

Co-Sponsors: Randy Wells, Commissioner (District IV);
Craig Lowe, Mayor

1st Quarter Report (October 1, 2012 – December 31, 2012)

This is a new Strategic Initiative. A staff team has been meeting to draft a proposed framework for discussion with Strategic Initiative sponsors and then the EDUCC.

INITIATIVE 4.4: FORMALIZE RELATIONSHIPS TO BUILD KEY PARTNERSHIP OPPORTUNITIES WITH UNIVERSITY OF FLORIDA AND SANTA FE COLLEGE

Champion: Paul Folkers, Assistant City Manager

Sponsor: Craig Lowe, Mayor

1st Quarter Report (October 1, 2012 – December 31, 2012)

RTS discussed spring semester service changes with staff at UF and SFC and held public meetings to present information regarding service changes to routes 8, 11, 15, 24, 25 and 27. The City Commission voted to sustain service on route 2 and route 7 by covering funding decrements proposed by Alachua County.

Infrastructure & Transportation

Invest in community infrastructure and continue to enhance the transportation network and systems

INITIATIVE 5.1: ASSESS NEIGHBORHOODS TO DETERMINE NEED FOR INFRASTRUCTURE IMPROVEMENTS FOR BICYCLE AND PEDESTRIAN USE. CONTINUE TO EXPAND THE NETWORK BY AT LEAST 1 MILE/YEAR & EXPAND ADA ACCESS

Champion: Debbie Leistner, Planning Manager – Public Works

Co-Sponsors: Thomas Hawkins, Commissioner (At-large)
Randy Wells, Commissioner (IV)

1st Quarter Report (October 1, 2012 – December 31, 2012)

Staff continued to work on the Bicycle and Pedestrian Safety Action Plan; survey results were received at the end of December. The Bicycle Facilities Map was presented to Bicycle/Pedestrian Advisory Board (BPAD) for input and posted online for public comment; input received was incorporated and a final draft is being prepared. Staff commenced identification and evaluation of proposed bicycle boulevard corridors; a total of four candidate corridors were initially identified. Staff also identified three locations for installation of bicycle and pedestrian connectors to enhance the multimodal network. Staff is proceeding with plans to construct new sidewalks at: Southwest 43rd Street between Southwest 20th Avenue and Southwest 24th Avenue; Southwest 35th Place between Southwest 23rd Terrace and Southwest 34th Street; Southwest 38th Terrace between Newberry Road and Southwest First Avenue; Southwest 41st Place between Southwest 34th Street and Southwest 31st Drive; and Northwest 23rd Terrace between Northwest 34th Street and Northwest 62nd Avenue. The sidewalk projects are funded through a variety of sources including Capital Improvement Plan allocation, TCEA contributions and annexation funds.

INITIATIVE 5.2: SUPPORT THE RECONSTRUCTION OF TRANSPORTATION FACILITIES TO ENCOURAGE REDEVELOPMENT OF 6TH STREET & DEPOT AVENUE

Champion: Teresa Scott, Public Works Director

Sponsor: Susan Bottcher, Commissioner (District III)

1st Quarter Report (October 1, 2012 – December 31, 2012)

6th Street Rail Trail:

The bid package was assembled and sent to FDOT for concurrence. Minor revisions of the bid package and final plans between FDOT and Public Works have been ongoing in an effort to obtain approval to bid from FDOT. The project is expected to be bid and construction to start in early summer of 2013.

6th Street Rail Trail Landscaping:

Conceptual plans and cost estimates for landscaping the 6th Street Rail-Trail have been created for the section of the trail between Northwest Eighth Avenue and Northwest 16th Avenue. Once the preliminary concepts have been approved, the project will move toward final design.

SW 6th Street, SW 4th Avenue to University Avenue

Scope and fee negotiations were ongoing between Public Works and the design consultant. Once an acceptable scope and fee was reached, a contract was drafted and is being approved. Design is expected to start in early 2013.

Depot Avenue

Right-of-way acquisition is ongoing, and staff anticipates remaining on schedule.

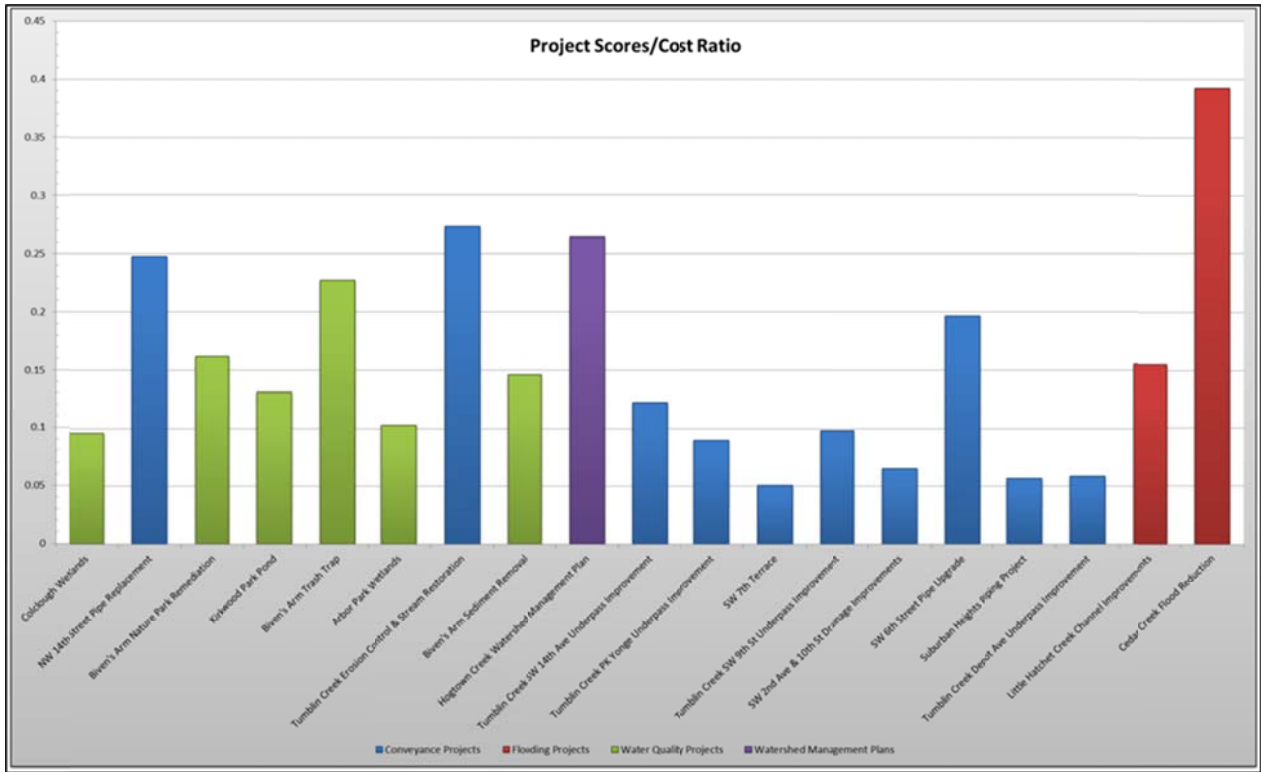
INITIATIVE 5.3: ENHANCE STORMWATER INFRASTRUCTURE IN OLDER NEIGHBORHOODS & CONSTRUCT THEM AS NEIGHBORHOOD AMENITIES

Co-Champions: Teresa Scott, Public Works Director
 Stefan Broadus, Engineer Utility Designer 1

1st Quarter Report (October 1, 2012 – December 31, 2012)

This quarter, the city’s Stormwater Management Master Plan was drafted. This is a governing document that details the city’s stormwater management goals and objectives. The master plan also serves as a framework for scoring potential projects from historical knowledge, citizen complaints, watershed management plans, and the capital improvement plan. The scoring systems weighs federal and state requirements, estimated project costs, extent of water quality improvement, amount of flooding alleviated, ease of implementation, and other factors that equate to a numeric result that quantifies the relative benefit the city would gain from implementing. Over 30 projects have been identified, researched, evaluated, and ranked to date.

Next quarter, sources of data will continue to be analyzed in order to identify additional, potential stormwater projects. The Stormwater Management Master Plan document will be reviewed internally within Public Works and revised based on input received.



INITIATIVE 5.4: BRING EXISTING ROADWAY STOCK UP TO 70% RATING LEVEL, AS ESTABLISHED BY THE ARMY CORP OF ENGINEERS

Champion: Jerry Hansen, Operations Division Manager

1st Quarter Report (October 1, 2012 – December 31, 2012)



During the 1st Quarter, the Public Works Operations Division completed several street resurfacing projects, totaling approximately 15,914 square yards or approximately 2.5 lane miles of roadways within the City of Gainesville. Streets scheduled for resurfacing included repairing the existing pavement base as needed, resurfacing of adjacent driveways to meet new street pavement grades, adjustments of water valves and manholes, repairing existing or installing new roadside curbs

along with sidewalk replacement where disturbed by curb repairs and the installation and upgrade of ADA handicap ramps.

Other general asphalt maintenance performed during the 1st quarter included asphalt utility cuts and minor asphalt repairs, totaling 33 square feet. Also, 138 pot holes were repaired throughout our city. The asphalt paving section has been busy with the total application of approximately 1,843 tons of asphalt for the first quarter of FY13.

**INITIATIVE 5.5: IMPLEMENT IMPROVED TRANSIT AS DESCRIBED IN THE RTS
PREMIUM SERVICE REPORT**

Champion: Jesus Gomez, Transit Director

Sponsor: Thomas Hawkins, Commissioner (At-large)

1st Quarter Report (October 1, 2012 – December 31, 2012)

RTS and project consultants met with the Alternatives Analysis or GO-Enhance RTS Study project technical committee and the project advisory working group in October and December to present the Public Involvement Plan, a draft of the Existing and Future Conditions Report and a draft of the Project Briefing Document. The project website (www.go-enhancerts.com) was launched during the quarter and workshops were scheduled for January.

Quality of Life

Improve the quality of life in our neighborhoods for the benefit of all residents

INITIATIVE 6.1: STRENGTHEN THE EFFECTIVENESS & TRANSPARENCY OF CODE ENFORCEMENT

Co-Champions: Fred Murry, Assistant City Manager
Chris Cooper, Code Enforcement Manager

Sponsor: Randy Wells, Commissioner (District IV)

1st Quarter Report (October 1, 2012 – December 31, 2012)

Staff has continued the implementation process for the Special Magistrate for Code Enforcement. The City Commission approved the concept and allocated funding in the FY13-14 budget, giving staff direction for implementation. Code Enforcement has worked with the City Attorney to outline the implementation process which will include drafting an ordinance for use of a Special Magistrate for Code Enforcement, issuing a Request for Proposals, and an installation timeline. During the first quarter, staff also worked on continuing initiatives related to demolition by neglect, residential parking and nuisance abatement. Each initiative involved other departments such as the Planning Department, Historic Preservation, Public Works and the Housing and Community Development Division, as well as many stakeholders.

INITIATIVE 6.2: ENSURE THE QUALITY AND BROAD DISTRIBUTION OF AFFORDABLE HOUSING THROUGHOUT THE CITY

Champion: Jackie Richardson, Housing and Community Development Manager

Sponsor: Yvonne Hinson-Rawls, Commissioner (District I)

1st Quarter Report (October 1, 2012 – December 31, 2012)

In July 2012, the City Commission approved the submission of the 2013-2014 Annual Action Plan to the U.S. Department of Housing and Urban Development (HUD). The Annual Action Plan outlines the specific agencies and activities to be funded through the CDBG and HOME funding. The Annual Action Plan is underway, with the total FY13-14 CDBG and HOME Program funds budgeted in the amount of \$ 1,946,697. Additionally, in Dec. 2012, the HCD Division completed and submitted to HUD the annual CAPER. The CAPER reflects the CDBG/HOME program accomplishments of various agencies and city departments.

In HCD's ongoing efforts to preserve the existing housing stock through neighborhood revitalization, held its annual open application cycle beginning on Nov. 26, 2012. The influx of homeowners seeking assistance continues to demonstrate the urgent need for housing assistance to very low and low-income families in the City of Gainesville. Housing rehabilitation provides decent, safe and affordable housing opportunities to aid in the improvement of the quality of life for income eligible residents in Gainesville.

The HCD Division assisted 125 families by providing housing services to the citizens of Gainesville. Such housing services included both indirect assistance, as well as direct financial

assistance for the homeowner rehabilitation program, roof replacement program, downpayment assistance program and the mortgage foreclosure intervention program.

Through indirect services, 21 first-time homebuyers attended HCD's Downpayment Assistance (DPA) Homebuyer Education & Training workshops; with eight current homeowners attending a Homeowner Education & Training (HOT) workshop and one family completed a credit repair one-on-one workshop. Other indirect services included the receipt of 73 applications for the minor/major rehabilitation programs, six applications for the ongoing roof replacement program and two families received general housing counseling under the indirect umbrella for temporary relocation assistance.

Direct financial assistance was provided to 14 families residing within the corporate city limits of Gainesville. Seven families received financial assistance through the Roof Replacement Program; five homeowners were assisted through the Minor/Major Rehabilitation Programs and two first-time homebuyers received downpayment assistance to aide in the purchase of their first home.

INITIATIVE 6.3: ACCELERATE THE IDENTIFICATION AND ACQUISITION OF CONSERVATION LANDS AND COMPLETE WSPP CAPITAL PROJECTS

Champion: Steve Phillips, Director of Parks, Recreation and Cultural Affairs

Sponsor: Craig Lowe, Mayor

1st Quarter Report (October 1, 2012 – December 31, 2012)

Wild Spaces-Public Places (WSPP) half-cent sales tax funding generated approximately \$12 million for city projects of park development and renovations, as well as environmentally sensitive land acquisition. Re-roofing and solar panel installation at Citizens Park/Northeast Pool Building was initiated during the first quarter. Work on Northeast Park renovations for the restroom facility, concession renovation, parking lot refurbishing and tennis court controls continued, and are anticipated to be completed by mid-summer 2013. Once these two projects are complete, the last remaining WSPP capital project will be Smokey Bear Park, which is scheduled to begin construction as soon as land acquisition is realized.

During this quarter, Parks, Recreation and Cultural Affairs Department staff continued to develop Hogtown Creek Headwaters Nature Park, which is a project partially funded by WSPP. Development work in this quarter included the clearing of a new trail. In addition, non-WSPP projects were started. The permitting process for the restoration of Beville Creek at Cofrin Nature Park and contracting with an aerial herbicide applicator for sandhill restoration efforts at Boulware Springs Nature Park began. New fencing was also installed at Loblolly Woods Nature Park to partially fulfill obligations from donated funding.

The department acquired 228 acres of conservation land during the quarter. The "Cone Park Southwest" acquisition closed on Oct. 15, 2012, and added 75 acres of land adjacent to Cone Park at a cost of \$630,000. Lake Forest Creek tributaries run through the forested wetland and remnant flatwoods habitat. Maintaining the property in a natural state will contribute to improved water quality for Newnan's Lake and improved flood control for the neighboring community. The parcels can be utilized for walking trails in conjunction with the existing Cone Park developed and undeveloped land. Palm Point Park has now been expanded by 153 acres due to the acquisition of the "Newnan's Lake Southwest Corridor" which closed on Dec. 17,

2012. This project will allow the Parks, Recreation and Cultural Affairs Department to offer additional waterfront access and meet an important goal of the department's Master Plan. Possible recreational improvements may include a fishing pier, canoe/kayak launch, nature trails and additional parking. The acquisition cost \$615,000.

INITIATIVE 6.4: ACTIVELY PARTICIPATING IN THE CLEAN-UP AND REDEVELOPMENT OF THE CABOT/KOPPERS SUPERFUND SITE

Champion: Fred Murry, Assistant City Manager

Sponsor: Craig Lowe, Mayor

1st Quarter Report (October 1, 2012 – December 31, 2012)

The Cabot Corporation's consultants, Gradient and Weston Solutions, released a draft report of their test findings of the soil gas investigations outside the building structures at the Northside Shopping Center located on the former Cabot Carbon site at the corner of N. Main Street and NW 23rd Ave. Based on the data in this consultants draft report, the concentration level of hydrocarbon compounds in the soil gas did not appear to be high enough to cause unacceptable risks to human health in the indoor air in the shopping plaza. The LIT had some questions about the calculations used in the draft report and some of the wording of conclusions and Cabot agreed to revise and update the draft report before release of the final report. Cabot's consultants feel strongly that the data indicate there is a very low risk of any concerns to indoor air quality and that there is no further need for additional sampling. USEPA is still reviewing the draft report and has not provided their comments or conclusions about the report.

Materials Storage Yard (MSY) - The US Environmental Protection Agency (EPA) has issued a finding that the source of the contaminants for the MSY is the Koppers Superfund Site. This announcement makes Beazer East, Inc. the responsible party for developing and implementing a work plan to clean up the City's MSY impacted by the adjacent site. In addition, the City has issued precautionary safety procedures for staff working on the site. The MSY is scheduled to close with the completion of the new Fleet Garage and MSY site in first quarter of FY 2014.

In May 2012, the EPA conducted sampling of indoor dust from homes near the Koppers site. They had also sampled a control group of "background" homes not near the site, where previous soil sampling has indicated no dioxin concentrations in the soils above state residential standards. Based on letters sent on November 29, 2012 by EPA to homeowners who participated in the study describing the dioxin test results on their homes, the EPA has concluded that dioxin levels in the indoor dust do not pose an unacceptable risk to human health. The Florida Department of Health (FDOH) is analyzing the indoor dust results and is conducting its own analysis of the human health risks. The completed draft FDOH report is not expected to be available until approximately March 2013. The EPA has not released the completed sampling and analytical report for review to the general public. Dr. Pat Cline the technical advisor for Protect Gainesville Citizens (PGC) is also reviewing the results of the dust study and conducting additional statistical analyses. It is not known currently when Dr. Cline's analysis will be completed.

Based on information from the EPA, staff anticipates that the Consent Decree will be released in the second quarter of FY13. Once the Consent Decree has been approved by USEPA and Beazer East, it has to be approved by the US Attorney General's office. The schedule for

approval is completely up to the Attorney General. EPA cannot speculate on the US Attorney General's schedule. Once approved by the US Justice Department, the Consent Decree will be lodged in the Federal District Court in Alachua County. There will then be a 30-day public comment period, after which time USEPA must submit a response to the comments. Then the District Court judge will decide to either; a.) enter the consent decree, b.) decline it or c.) hold a public hearing prior to deciding. The judge can decide to either approve or decline the consent decree in its entirety; he/she cannot modify it. The EPA indicated that they will be working on scheduling a public meeting to occur during the public comment period to discuss the Consent Decree.

INITIATIVE 6.5: IDENTIFY STEPS OF IMPLEMENTATION FOR THE PARKS, RECREATION & CULTURAL AFFAIRS MASTER PLAN AND CONTINUED ACQUISITION OF CONSERVATION LAND

Co-Champions: Steve Phillips, Director of Parks, Recreation and Cultural Affairs;
Michelle Park, Assistant Parks, Recreation and Cultural Affairs Director

Co-Sponsors: Lauren Poe, Commissioner (At-large);
Susan Bottcher, Commissioner (District III)

1st Quarter Report (October 1, 2012 – December 31, 2012)

The Parks, Recreation and Cultural Affairs Master Plan, Vision 20/20, was adopted by the City Commission on Nov. 15, 2012 with staff being directed to return to the commission at a later date to discuss funding scenarios. The plan has been disseminated through the city's website and email blasts and social media outlets. Planning for a Jan. 28, 2013 Prioritization and Funding Workshop and a public open house on that same evening to acquire additional information occurred during this quarter.

INITIATIVE 6.6: INCREASE THE CULTURAL OPPORTUNITIES/OFFERINGS IN THE CITY

Champion: Russell Etling, Program Coordinator

Sponsor: Yvonne Hinson-Rawls, Commissioner (District I)

1st Quarter Report (October 1, 2012 – December 31, 2012)

During the first quarter, PRCA staff collaborated with the University of Florida's College of Fine Arts and the College of Design, Construction and Planning on the development of a grant application to the National Endowment for the Arts' (NEA) "Our Town" program. The objective of the application is to create the Gainesville Metropolitan Arts Partnership (G-MAP). NEA will announce funding awards in July 2013. Goals of the project include:

- Create a comprehensive cultural inventory of arts and cultural community members and stakeholders for the city and county,
- Provide support for a series of charettes to create an updated "Cultural Master Plan" for the city and county, and
- Develop a mechanism to continue the process of exchange between stakeholders and facilitate implementation of the plan.

The department identified mechanisms to expand its Free Friday concert series, previously a May through September series, into April and November. Staff also continued to develop a new program for the spring, “Jest Fest.” This new program includes four events during the month of April at the Bo Diddley Community Plaza, with opportunities for audience participation and a diverse array of entertainers. Staff also continued to participate in the development of the PRCA Vision 2020 Master Plan process, establishing the following long-range goals for cultural facilities and programs:

- Establish Gainesville as the cultural center of Florida
- Develop a destination outdoor performing arts facility
- Increase staffing capacity to implement the plan
- Increase promotion and marketing efforts

Environment & Energy

Protect and sustain our natural environment and address future energy needs

INITIATIVE 7.1: PROTECT THE QUALITY OF DRINKING WATER IN GAINESVILLE

Champion: Rick Hutton, P.E. Supervising Utility Engineer

1st Quarter Report (October 1, 2012 – December 31, 2012)

Beazer completed field testing of the process area of the Koppers site. This effort included completion of a number of borings in a grid pattern over the area, followed by three-dimensional mapping of the location of underground creosote using specialized software. This information will be used in designing the ISGS demonstration study and in selecting locations of monitoring wells and creosote DNAPL (dense non-aqueous phase liquid) recovery wells. These wells are critical in assessing the effectiveness of the ISGS treatment. Beazer proposed locations of these wells. GRU and the Alachua County Environmental Protection Department have commented on the proposed locations and are awaiting additional information before well locations can be finalized. Once these wells are installed, they will be monitored for several months before the ISGS injection in order to establish baseline data.

Cabot Corporation completed testing of the former Cabot lagoons via electrical resistivity. This tool provides a preliminary mapping of underground pine tar DNAPL, and will help in deciding where Cabot will perform borings to better characterize the site. Stakeholders will meet in January to review these results.

INITIATIVE 7.2: MONITOR COMPLIANCE WITH RECYCLING ORDINANCES AND IDENTIFY A ROADMAP FOR ACHIEVING A RECYCLING GOAL OF 75%

Champion: Steve Joplin, Solid Waste Manager

1st Quarter Report (October 1, 2012 – December 31, 2012)

Haulers reported 2,657 tons of commercial recycling collected during the first quarter, compared to 2,617 tons for the same quarter last year.

INITIATIVE 7.3: REFINE THE COORDINATED RESPONSE AT THE LOCAL LEVEL TO ADDRESS ENERGY POLICY AND CLIMATE CHANGE

Co-Champions: Lewis Walton, Marketing & Business Solutions Director
Paul Folkers, Assistant City Manager

Sponsor: Craig Lowe, Mayor

1st Quarter Report (October 1, 2012 – December 31, 2012)

General Services began installation of LED lights in City Hall and will then proceed to the Old Library Building. Other facilities that have been converted to LED lights include the Oscar Lewis Center and Rosa Williams Center. Other facilities will be converted to LED

lighting over time. Significant energy savings are expected and will be reported in future updates.

INITIATIVE 7.4: IMPROVE THE ENERGY EFFICIENCY OF LOW-INCOME HOMES THROUGH WEATHERIZATION

Co-Champions: Kathy Viche, Assistant General Manager for Customer Services
 Lewis Walton, Marketing & Business Solutions Director

Sponsor: Randy Wells, Commissioner (District IV)

1st Quarter Report (October 1, 2012 – December 31, 2012)

GRU's Low-Income Energy Efficiency Program (LEEP) goal this year is to retrofit 150 homes. During this quarter, the following items were achieved:

- Approved 29 new applicants
- Improved eight homes
- Pre-inspected 59 homes
- Vouchered 41 homes
- Post-inspected 23 homes

Since LEEP applications are accepted year-round, there are currently 70 customers in the queue. To increase customer participation even further, the Marketing Department developed and implemented these promotions:

- Direct mail to 4,000 customers
- Flyers in the Guardian and The Gainesville Sun
- Web banner on the The Gainesville Sun website

There are also plans to run other promotions in the spring to obtain our remaining target goal.