

City of Gainesville
 Quarterly Update of Strategic Goals and Objectives
 Period - May 2006 - July 2006

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STATUS UPDATE	GOAL/OBJECTIVE - FY 07	Champion	Team Members
	Transportation		
	Tier One Objectives <i>Enhance mobility: traffic signalization, transit enhancement, congestion mitigation, trails and sidewalks</i>	Teresa Scott (PW)	Milton Reid (GS), Teresa Scott (PW), Brian Kanely (PW)
May 22, 2006	Team is working with NCFRPC and County to develop Regional Transportation Area with Marion and Putnam Counties in order to be eligible for TRIP funding through FDOT. Meetings have been held with Marion County MPO and a presentation will be made to the MPO. Putnam Co. has given initial interest in participating as well. Letters have been sent to Alachua County requesting funding (\$3.3 M) and their application to FDOT for TRIP. They have sent a letter to FDOT requesting TRIP funding. UF has expressed interest in participating - their fair share has been determined to be \$4 M and will be a part of the discussion during the campus development agreement discussions. Staff has prioritized roadways/intersections and developed phasing plan as well.		
August, 2006	Progress is being made with the agreement with Marion County to develop the regional transportation area and plan. Agreement is being reviewed by legal staffs and presentations have been made to agencies involved. Alachua County has proposed to budget \$2.0 M and the UF Agreement provides \$3,789,300. Staff is preparing the scope of services for integration services and before/after studies work.		
	<i>Reconstruct transportation facilities to encourage redevelopment (6th Street, Depot Avenue)</i>	Teresa Scott (PW)	Matt Dube (CRA), Steve Phillips (P & R), Emery Swearingen, John Veilleux, Brian Kanely (PW)
May 22, 2006	Depot Avenue consultant selection process is underway. The Local Participation Agreement with FDOT for funding has been drafted and was deferred from the April 24 CC agenda due to the Commission's agenda control, but will be on a future agenda. Funding from FDOT is not available until July 1, therefore we cannot spend dollars until July 1. Several meetings have been held with FDOT to discuss the federalization and process required for this project to ensure we are following proper procedures. In addition, we have sent a letter to FDOT requesting that they advance the r/w acquisition phase associated with that r/w needed at the intersection of SW 11 Street/Depot Avenue using the funding the City has provided. The Depot Avenue and 6th Street projects are included in the request for funding through the CDA negotiations. The 6th Street Rail Trail Corridor is awaiting r/w acquisition by the state. Sam Bridges spent most of one day touring the DEP and TPL representatives along the corridor and discussing the importance of this project to the City's overall transportation. The DEP rep indicated that this will be his number one priority for completing this year.		
August, 2006	Depot Avenue - Consultant negotiations are wrapping up to ensure the work remains within budget allowance. The LAP Agreement with FDOT has been executed. 6th Street Corridor - The state is reviewing a draft scope of work for additional environmental field testing that they have requested be performed; several meetings have taken place between the state, city and environmental consultant to work out environmental issues/considerations. The northern limits of the project have shifted to NW 16 Avenue. A meeting is scheduled with all parties in the field on July 26.		

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	Economic Development		
	Tier One Objectives		
	Remove barriers (regulation review, project facilitation)	Barbara Lipscomb (CM) and Erik Bredfeldt (ED) (co-champions)	Tom Saunders (CD), Ralph Hilliard (CD), Les Auerbach (CD), Larry Abbott (Fac. Maint.), Rick Mellzer (PW), Bill Northcutt (GFR), Tom Saunders (CD),
May 22, 2006	A Development Process Review Team has been established with Barbara Lipscomb and Erik Bredfeldt serving as co-chairs. The Team is comprised of City staff, representatives from the Chamber of Commerce Small Business Council, GRU and a local engineering firm. Since January, approximately eight to nine meetings have been held. Review processes of various Departments/Agencies have been reviewed in order to establish a baseline regarding the regulatory regime. In addition, one day and a follow up meeting were utilized to analyze various automated solutions. Finally, an interim report to the City Manager regarding the Team's recommendations at this stage has been prepared and will be forwarded to the City Manager shortly.		
August, 2006	The Development Process Review Team's Interim Report was forwarded to the City Commission for review. The matter was referred by the City Commission to the Community Development Committee where a presentation of the Interim Report's findings was made to Committee members. In addition, an additional vendor presentation was made to the Team regarding a proposed development process automated solution. As a consequence, follow up meetings with City staff and this prospective vendor have been scheduled and funds have been proposed for the FY 07 and FY 08 General Government budget.		
	Position city to take advantage of innovation economy and identify plan for innovation zone near University	Erik Bredfeldt (ED)	Russ Blackburn (CM), Kate Parmelee (CRA),
May 22, 2006	A conceptual innovation zone has been prepared by Economic Development Department staff and endorsed by City Management and the City Commission. This zone has been reviewed by various institutional partners including Santa Fe Community College, the University of Florida and the Chamber of Commerce. Economic Development Department staff is working with Planning staff to insert the zone and supporting verbiage into the City's Comprehensive Plan. In addition, Economic Development Department staff is utilizing this conceptual innovation zone as the basis for its "grow your own" economic development efforts.		
August, 2006	The Innovation Zone was forwarded to the City Commission for review. The matter was referred to the City Plan Board for inclusion in the City's Comprehensive Plan. It is assumed that this matter will be taken up by the Plan Board in November. The Economic Development Director is completing a contract with the Gainesville Area Chamber of Commerce (CEO) regarding provision of services in the Innovation Zone. This is proposed to include marketing of the Innovation Zone as well as achievement of capital investment and job creation goals. The Economic Development Director has investigated prospects for participation in an Innovation Fund that could be pursued by the City to assist in the development of Innovation Industry. The Economic Development Director continues to work with GTEC as Managing Partner in developing tenant firms while also promoting graduates. Finally, the Economic Development Director has been engaged in prospects for redevelopment of the GRU property within the context of the Depot Park Master Plan RFP process.		

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STATUS UPDATE	GOAL/OBJECTIVE - FY 07	Champion	Team Members
	Human Capital		
	Tier One Objectives		
	Adopt and implement 10 year plan to end homelessness (one stop center, review ordinances to increase beds, etc.)	Jim Hencin (CD)	Dave Flaherty (P & R), Jim Hencin (CD), Sadie Darnell (GPD)
May 22, 2006	The 10-year plan implementing committee provided its recommendations to the City and County Commissions. The City and County Commissions met jointly on April 13, 2006. The City Commission will discuss at the next meeting on May 22, 2006. The team has worked on identifying alternative meal locations to the Plaza so that more meals will be served at other locations.		
August, 2006	On May 22, 2006 the City Commission agreed to fund an Office on Homelessness under the Alachua County Housing Authority and a one-stop homeless assistance center jointly with Alachua County. The County Commission subsequently agreed to this agreement in a joint meeting with the City Commission on June 20, 2006. An inter-local agreement between the City, County and Housing Authority is being developed to continue the Office on Homelessness past October 1, 2006, and a draft RFP is being prepared to solicit proposals for setting up the one-stop center.		
	Receive and consider recommendations of Success by Six plan	Dave Flaherty (P & R)	Dave Flaherty (P & R), Shannon Keleher (P & R), Gail Jane-Dennard (Housing), Mary Broske (CM)
May 22, 2006	The team has begun holding programs such as Stroller Fit, Story Time, and Pre-school music. In addition, 2 new Pre-school curriculums are being considered: BabyGarten and Amanda's Place, in addition to looking at what other agencies are doing to gain ideas (Oak Hall, YMCA, etc.)		
August, 2006	The United Way has been contacted. They are transitioning a new person into the lead position for this program (Leah Zissimopoulos). Leah has been contacted by phone and by email. A more formal meeting will take place within the next 2 months. In addition to the programs above, karate will also be offered at Westside for this age group and we are looking to expand our "Shorty" leagues as well.		

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	Government Effectiveness		
	Tier One Objectives <i>Improve communication – increase use of internet for city services – website – strategic plan for e-commerce</i>	Doug Murdock (BI)	Gina Hawkins (PW), Doug Murdock (BI), Tim Hayes (GFR), Becky Rountree (ASD), Bill Taylor (PIO)
May 22, 2006	<small>The Development Review team is working on all automation, database and e-gov recommendations. Les Auerbach has submitted an increment request. This team coordinates closely with the Small Business Council. Doug Murdock participates on this team for Building Inspections.</small>		
August, 2006	<p>The Government Effectiveness Team has a meeting scheduled in August to address aspects of e-gov other than those already discussed by the Development Process Review Team. The Government Effectiveness Team will provide an update on progress for the next reporting period. Chief Hayes has been added to replace Tony Taylor, who relocated. The Development Review Team has addressed e-gov to date in the following respects: Vendor presentations on various E/gov-type products, and discussions on prices, have taken place. Staff from Computer Services, Buildings Inspections, Codes Enforcement and Occupational Licenses have met to discuss desired improvements, and further review of other packages are underway. Computer Services is also developing an in-house parking ticket payment system that is expected to go live before the end of the fiscal year. The parking ticket payment package requires integration with a number of different systems (i.e. credit card processing, the City's finance system, the T2 Parking Ticket system, and the SII cashier system), and should be completed soon.</p>		

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	Infrastructure		
	Tier One Objectives		
	Complete capital projects at parks – improve programs; Develop land conservation and acquisition program (biodiversity, passive recreation)	Mark Benton (Fin)	Mark Benton (Fin), Dave Flaherty (P & R), Steve Phillips (P & R)
May 22, 2006	The team has met and developed an outline defining the tasks to be completed, including a rudimentary time line.		
August, 2006	A draft process for identifying and prioritizing for purchase environmentally sensitive properties within the corporate limits of the city has been developed. This process will require participation from Community Development's GIS Division and the Nature Division of Parks, Recreation and Cultural Affairs Department. In addition, included in the proposed FY 07 and 08 budget is funding for the purchase of environmentally sensitive properties.		
	Continue progress toward state of the art telecommunications system	Les Auerbach (CSD)	Ed Posey (GPD), Gene Prince (GFR), Bob Woods (PIO), Phil Mann (PW), Les Auerbach (CSD), Jim Garrett (Codes)
May 22, 2006	The team has begun to meet and develop a strategy to address this issue.		
August, 2006	This committee has focused on solutions to address broadband wireless needs within the city. Staff has met with several vendors that provide such products, and have more presentations scheduled. The committee also discussed the need for an improved phone system, one that would not only enhance our ability to work internally, but also improve how staff communicates with people and businesses externally. Such a system was deemed important to a solid Teleworking implementation. The committee also centered on improving the city's web site, and how a citizen portal package, such as Sharepoint, would substantially enhance citizen's ability to locate information.		

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STATUS UPDATE	GOAL/OBJECTIVE - FY 07	Champion	Team Members
	Fiscal		
	Tier One Objectives Annexation to increase tax base	Barbara Lipscomb (CM)	Ray Weaver (GPD), Norm Botsford (GPD), Bill Northcutt (GFR), Ralph Hilliard (Planning) Becky Rountree (ASD), Dana Crosby (Attorney) Teresa Scott/Teresa Harrison (RTS), Bob Woods (PIO), Karen Snyder (OMB)
May 22, 2006	The team meets every Monday morning and is developing strategies to improve and expand annexation efforts. A sub team has been formed to handle the public information efforts of the Santa Fe Community College referendum. Voluntary annexations are being processed as received by OMB.		
August, 2006	<p>The Annexation Team continues to meet regularly to develop strategies to improve and expand annexation efforts. Various areas located adjacent to the city's current boundaries are being examined to determine if a strong case could be made for the property owner to voluntarily annex into the City. Staff continues to work with interested developers to assist with their annexation concerns. Strategic Planning has processed the following voluntary annexations: Dautel (11 acres), Alamar Gardens (40 acres), and Lowe/Boykin/Warren (7 acres). Additionally, Strategic Planning is working on Plum Creek (1800 acres), Bear Archery (26 acres), and City owned property around DeerHaven Power Plant (2300 acres).</p> <p>A referendum annexation of the SFCC area was attempted this spring but was not approved by the voters. Additionally, an updated report and other recommendations have been submitted to the City Manager, including information from the David Rusk report and the Transition of Services agreement.</p>		

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	Neighborhoods		
	Tier One Objectives <i>Review codes relating to rentals</i>	Tom Saunders (CD)	Rick Hanna (GPD), Ed Van Winkle, Jim Garrett (Codes), Dave Watkins (Codes), Mike Wohl (Codes), Dan Nee (legal), Dana Crosby (legal), Paul Alcantar (PW)
May 22, 2006	The team has met multiple times and developed 26 recommendations. The team has made its recommendations to the Community Development Committee. The Public Safety and Community Development Committees will discuss again at their next scheduled meetings.		
August, 2006	The Committee made their recommendations to the City Commission in July 2006. The Commission supported moving forward with the recommendations, but deferred discussion of the proposed fee increase. The proposed fee increase was discussed at budget meetings later in July, but the amount of the fee increase has not been decided. The proposed changes can be adjusted as appropriate depending on the amount of fee increase decided on.		

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	Environmental		
	Tier One Objectives		
	<i>Review having city perform its own environmental reviews</i>	Barbara Lipscomb (CM)	Ralph Hiliard (Planning), Teresa Scott (PW); Ann Bigelow (P & R)
May 22, 2006	Analysis of the existing Environmental Services review process has been analyzed and alternatives have been developed with funding needs identified. Budget increment has been submitted to provide a combination of in-house review with consultant services budget for special environmental service needs. The new position would be a Habitat Naturalist that could be housed in the Nature Operations Division or Public Works Dept.		
August, 2006	City Manager's proposed budget includes funding for a FTE to provide environmental review services in-house with additional funding for consultant services to assist in dealing with environmental issues outside the expertise of the person holding the position. A letter was forwarded to the County Manager alerting the County that the City is considering termination of the Environmental Review Agreement effective October 1, 2006.		

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	Redevelopment		
	Tier One Objectives <i>Initiate S E Renaissance project</i>	Tom Saunders (CD)	Jackie Richardson (CD), Andra Davis (CD), Barbara Lipscomb (CM), Jeff Look (Codes), Kate Parmelee CRA), John Wachtel (CD), GPD (to be represented at next stages of planning), Jim Hencin (CD)
May 22, 2006	Staff meets bi-weekly. Staff is pursuing acquisitions (three offers made, one executed subject to due diligence before closing). Code Enforcement enforces key corridors. Block Grant preparing Neighborhood Revitalization Strategy. Blight findings RFP issued for expansion of Eastside CRA District. Neighborhood planning underway in 3 neighborhoods. Planning and housing preparing RFP for master planning/financial consulting. Staff maintains plan and notebook of current SEGRI projects.		
August, 2006	The staff team continues to meet bi-weekly. The City has negotiated and executed a contract with AIMCO and completed extensive due diligence. AIMCO has extended closing until Nov. 06. Planning staff has prepared SEGRI design guidelines and the petition has been approved. Block Grant staff has prepared a neighborhood revitalization strategy, so HUD funding will support mixed-income housing. Code Enforcement is conducting demos, lot clears and property changes in the area. Housing and Neighborhood Planning have prepared an RFP for a SEGRI Master Plan. CRA has adopted blight findings to extend the eastside CRA to include SEGRI and staff is drafting the redevelopment plan.		
	<i>Strategic plan for Depot Park and GRU area</i>	Kate Parmelee (CRA)	Art Adkins (GPD), Tom Saunders (CD), Matt Dube (CRA), Dean Mimms (CD), Stu Pearson (PW); Dave Flaherty (P & R)
May 22, 2006	RFP has been prepared, comments have been received by legal. Changes will be made and RFP will be sent to purchasing for release.		
August, 2006	The Depot Park Area Master Plan RFP was released and six firms submitted proposals. The selection committee reviewed and ranked proposals. The top ranked proposal's cost came in at over \$300,000. This amount well exceeded the amount budgeted by the CRA (\$80,000) and any anticipated smaller contributions from the City and GRU. As a result, staff is reworking the scope of work and adding the price of the proposal as a factor when ranking the proposals. The RFP will then be released again.		

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	Partnerships		
	Tier One Objectives Educational Institutions:	New Assistant City Manager	Steve Varvel, Dean Mimms, Kelly Lofland (Codes)
	•K-12 – infrastructure sales tax – renovation;		
	•University of Florida – joint visioning/planning (including fire services)		
	•Santa Fe – downtown campus, workforce training		
	None at this time.		
May 22, 2006	The City Manager and City Attorney, assisted by Teresa Scott and Tom Saunders, recently completed negotiations with the University of Florida for the Campus Development Agreement. The Agreement provides approximately \$15 million dollars in funding for City transportation and infrastructure improvements. For the first time, the University of Florida has recognized a responsibility for the University's impact on fire services. The Campus Development Agreement includes a new fire ladder truck to offset the impact of proposed physical plant growth.		
August, 2006			

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	Tier Two Objectives		
	Develop plan for tourist development facility in City	Goal Economic Development	
	Support and expand facilities and programs for all ages – cultural, recreational (vocational – Reichert House)	Human Capital	
	Review and improve government policies and procedures – commission meetings, advisory boards	Government Effectiveness	
May 22, 2006	Economic corridors for mixed use economic development (Waldo, 13th, etc.)	Redevelopment	CD - Staff provided update to City Commission on revitalization of NW 13th Street Corridor. Staff is working with Wal-Mart and other developments on review process for redevelopment of Waldo Road corridor. PW - Resurfacing and construction of sidewalks along SW 13 Street is underway by FDOT. Landscape plan for SW 13 Street is under design by FDOT.
May 22, 2006	Enhanced codes enforcement (innovative mechanisms, "Hall of Shame")	Neighborhoods	CD - Staff is coming forward with 26 recommendations for change, including higher LLP fees, more officers, and various significant changes to ordinances and programs. PW - Solid waste violations are being incorporated into the landlord points system to ensure those violations are included in the historical track record for properties.