

Imagine Gainesville

City Commission Update
Thursday, January 14th

City of
Gainesville HR&A



Agenda

- 01 What we must do
- 02 How we will update the Plan
- 03 Where we need your help



What we must do

The City Commission has resolved to make racial equity “a core tenet” of the Comp Plan.

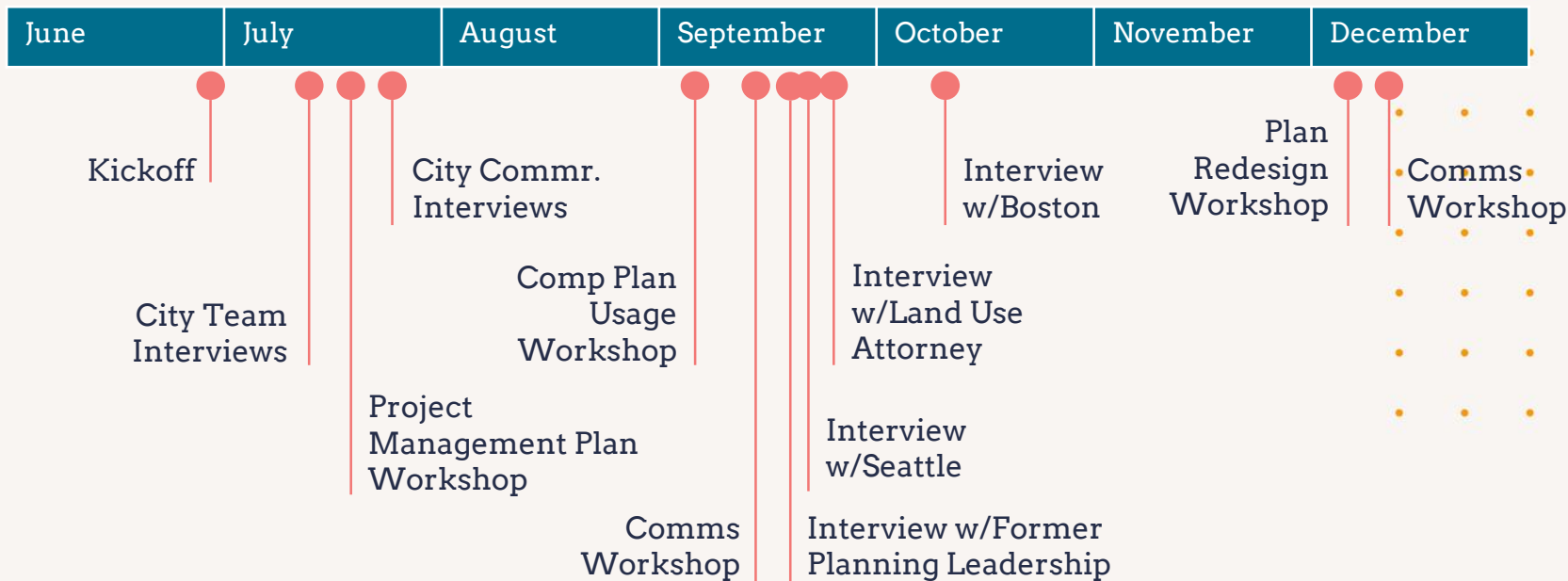
Per Resolution #190450, this should include, among other measures:

“Establishing equity goals and policies for all elements of Comprehensive Plan”

“[that] racial and social equity planning not only includes shared distribution of the benefits and burdens of growth and investments, but also partnership in the process resulting in shared decision-making and more equitable outcomes that strengthen the entire city”

“explicitly naming and addressing the historic and current impacts of institutional and structural racism in our policies, procedures, programming, initiatives, and budgetary decisions”

Interviews with City staff, Commissioners, and others from peer cities have provided guidance.



Commissioners' input has shaped priorities around Plan outcomes and process.

Outcomes:

- Tell **a clear story about what the Comprehensive Plan is, why it matters, and how it addresses inequities**
- Translate the goals of equitable development and racial equity into **concrete, actionable policies**
- Make the plan **clear and accessible**

Process:

- Make sure the City **hears from people in historically underrepresented neighborhoods** and other groups who have not been part of planning processes
- **Collaborate with non-City stakeholders** and build partnerships in the process

Brand Identity



We have identified 3 pillars that will guide the *Imagine Gainesville* update and address gaps in the current plan.

01

Center Black
Gainesville and
Underrepresented
Residents

02

Involve the
Whole City
Organization

03

Generate
Accountability
and Action.

01. Center Black Gainesville and Underrepresented Residents



Black residents have been harmed by multiple discriminatory actions by government.

These actions have caused inequities in every aspect of life in Gainesville today.

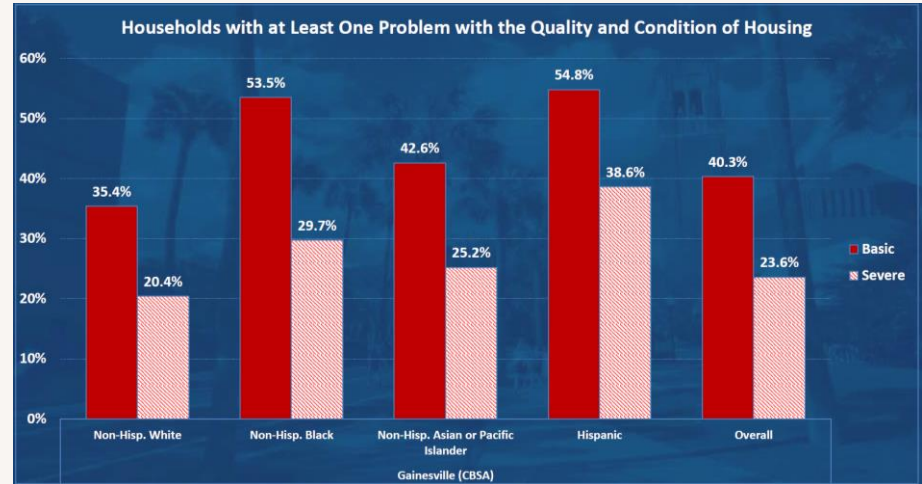
Despite these disparities, much of the Comp Plan does not explicitly consider race or apply a racial equity lens to City priorities.

The Plan fails to address racial equity despite historic injustices and current disparities.

The goal of the **Housing Element** is to “encourage a sufficient supply of adequate, decent, safe, sanitary, healthy and affordable rental and owner-occupied housing for all income groups.”

From a racial equity perspective, it fails to address:

- The history of exclusionary zoning and racial covenants in Gainesville
- Present-day residential segregation along racial/ethnic lines
- Disparities in homeownership and rent burden across race/ethnicity



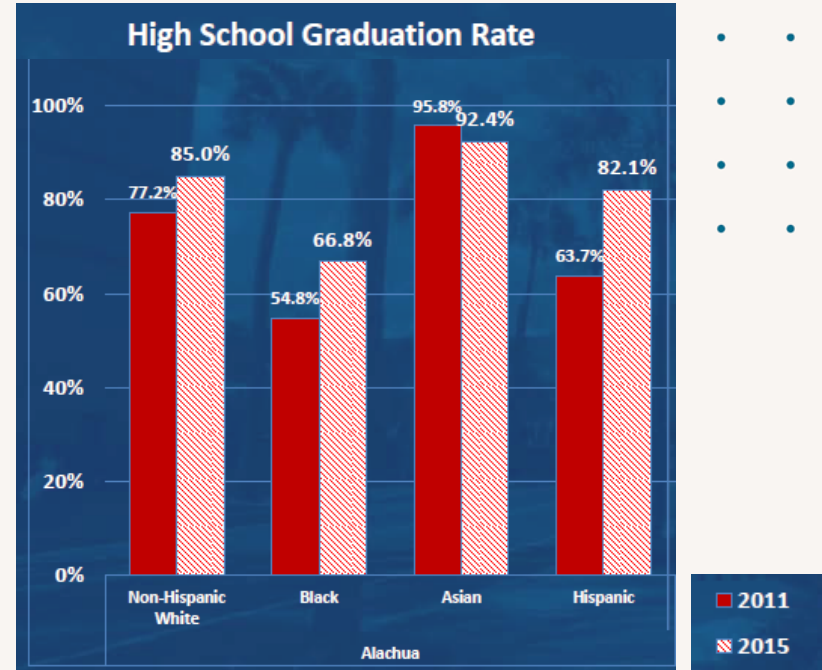
Source: UF Bureau of Economic and Business Research.

The Plan fails to address racial equity despite historic injustices and current disparities.

The **Public Schools Element** focuses on the City's collaboration with Alachua County school board to plan for public school capacity and does reference educational quality or outcomes.

From a racial equity perspective, the **Public Schools Element** fails to address:

- The history of residential segregation in Gainesville
- Current gaps in educational attainment and performance across race/ethnicity
- Equitable investment in school resources based on gaps and need



Source: UF Bureau of Economic and Business Research. Data shown for Alachua County.

02. Involve the Whole City Organization



Important elements of life in Gainesville are currently missing from the Comprehensive Plan.

The challenges facing residents are interconnected and require coordinated action by the City.

The need to engage agencies outside the Dept. of Sustainability was raised multiple times during conversations with the City.

The Plan should incorporate high priority issues and promote coordination across the City.

Top five resident priorities, per the 2020 Neighborhood Survey

Equitable access to basic needs

Providing living wages

Equitable access to housing

Equitable access to quality healthcare

Providing more employment opportunities

Has explicit callout in the Plan

No

No

Yes (Housing Element)

No

No

Requires coordination within/outside the City

Yes

Yes

Yes

Yes

Yes

03. Generate Accountability and Action



The Plan fails to identify responsible agencies and provides no measurable targets to track progress.

While the Plan itself includes bold goals and actions, the Land Development Code and other City levers fail to serve as an effective implementing mechanism.

The Plan lacks the clarity needed to determine whether a project is or is not in alignment with the Plan.

Seminary Lane provides an active case study for how the Plan could enforce resident priorities.



What if the Plan:

- Set clear targets for preserving and providing affordable housing?
- Identified agencies responsible for monitoring and tracking progress?
- Provided overarching principles that enable City staff to weigh competing goals?
- Provided clearer standards for what does/does not get built on private property?
- Guided decision-making on how public property is managed and disposed?
- Required the allocation of City resources to community outreach on a regular basis? Leading to outcomes that better reflect residents' concerns?

Imagine Gainesville will employ multiple strategies to incorporate these 3 pillars into the Plan.

01

Center Black Gainesville and Underrepresented Residents

1. Interrogate all Plan elements to identify where policies, actions, and omissions reinforce racial inequity
2. Develop new goals, policies, and programs to address racial disparities and center the priorities of underrepresented groups

02

Involve the Whole City Organization

3. Make the Plan truly comprehensive, going beyond land use and capital investment to touch all subjects that impact equity
4. Develop the Plan update in cross-agency groups to set up partnerships for implementation

03

Generate Accountability and Action

5. Define clear success metrics, targets, and mechanisms for keeping the City accountable
6. Be explicit about how the Plan impacts residents' lives and how to leverage the Plan
7. Tie development review and budgeting to Plan goals

Critically, *Imagine Gainesville* must include new ways to measure progress and create accountability.

Measure

- Define success metrics that can be updated regularly
- Engage community members to define metrics and share information

Report

- Publish metrics publically
- Empower “watchdogs” to report on City performance

Act

- Require Departments to align budgets and other priorities with Plan goals
- Establish “triggers” that require or limit City actions if goals are not met or disparities remain

How we will update the Plan

Imagine Gainesville will include 8 chapters organized around the major aspects of life impacted by the Plan.

<p>Gainesville Today*</p> <ul style="list-style-type: none"> • Demographic Trends • Economic Trends • Disparities & Gaps 	<p>Where We Live</p> <ul style="list-style-type: none"> • Housing • Historic Preservation • Future Land Use 	<p>How We Get Around</p> <ul style="list-style-type: none"> • Transportation • Transit 	<p>How We Work</p> <ul style="list-style-type: none"> • Economy* • Healthcare*
<p>Our Environment</p> <ul style="list-style-type: none"> • Capital Improvements • Conservation • Portable Water/Wastewater • Solid Waste/Stormwater • Energy & Sustainability* • Climate Resiliency* 	<p>Our Health, Education & Wellbeing</p> <ul style="list-style-type: none"> • Public School Facilities • Recreation • Health* • Safety* 	<p>Our Arts & Culture</p> <ul style="list-style-type: none"> • Cultural Affairs 	<p>Our City Government</p> <ul style="list-style-type: none"> • Intergovernmental Coordination • Racial Equity in Government* • Civic Engagement* • Tech & Innovation in Government*

City working groups will lead the Plan update over 6 mos.

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Phase 1
Evaluate & Prioritize
2.5 months

*How does the current Plan
reinforce disparities?*

*What goals and policies should
the Plan prioritize?*

Phase 2
Draft
2 months

*What commitments can we
make toward racial equity?*

How will we measure success?

Phase 3
Refine
1.5 months

*Does the Plan go far
enough?*

*How do we keep the
City accountable?*

Plan Update Milestones & Updates to the Commission

Community engagement will be central to the process and the ultimate plan. Success will mean:

01

We have built trust and stronger relationships between historically & presently marginalized groups and City staff.

02

Community capacity among historically & presently marginalized groups is stronger than it was before Imagine Gainesville.

03

The community sees their vision in action over time.

04

City staff gains experience using participatory planning processes to make decisions.

Community Conversations

Strategy: Bring the planning process to communities historically excluded from such efforts and forge new relationships between City staff and community residents.

Listening Sessions

3 virtual facilitated discussions with groups that can provide insight into the lived experiences of disadvantaged and underrepresented residents and discuss priorities to inform Imagine Gainesville.

Interviews

Targeted interviews with institutions and community groups representing interests impacted by the Comp Plan, in concert with City working groups.

Community-Led Discussions

“Meetings-in-a-box” that enable stakeholder groups to review potential Plan priorities, host independent discussions and submit input.

Digital Media Promotion

Strategy: Provide transparency into the planning process and an open platform for all Gainesvillians to learn about and provide input into the planning effort.

Website

A dedicated **project website** that provides an overview of Imagine Gainesville and the plan update process, shares project documents and media, and houses educational and promotional videos

Social Media

Social media and e-mail promotion run through the City's properties to promote events, videos, and opportunities to submit media content and provide public comment

Explainer Video

An **introductory video** that details why the Comprehensive Plan matters and how the planned update intends to address inequity and improve city life

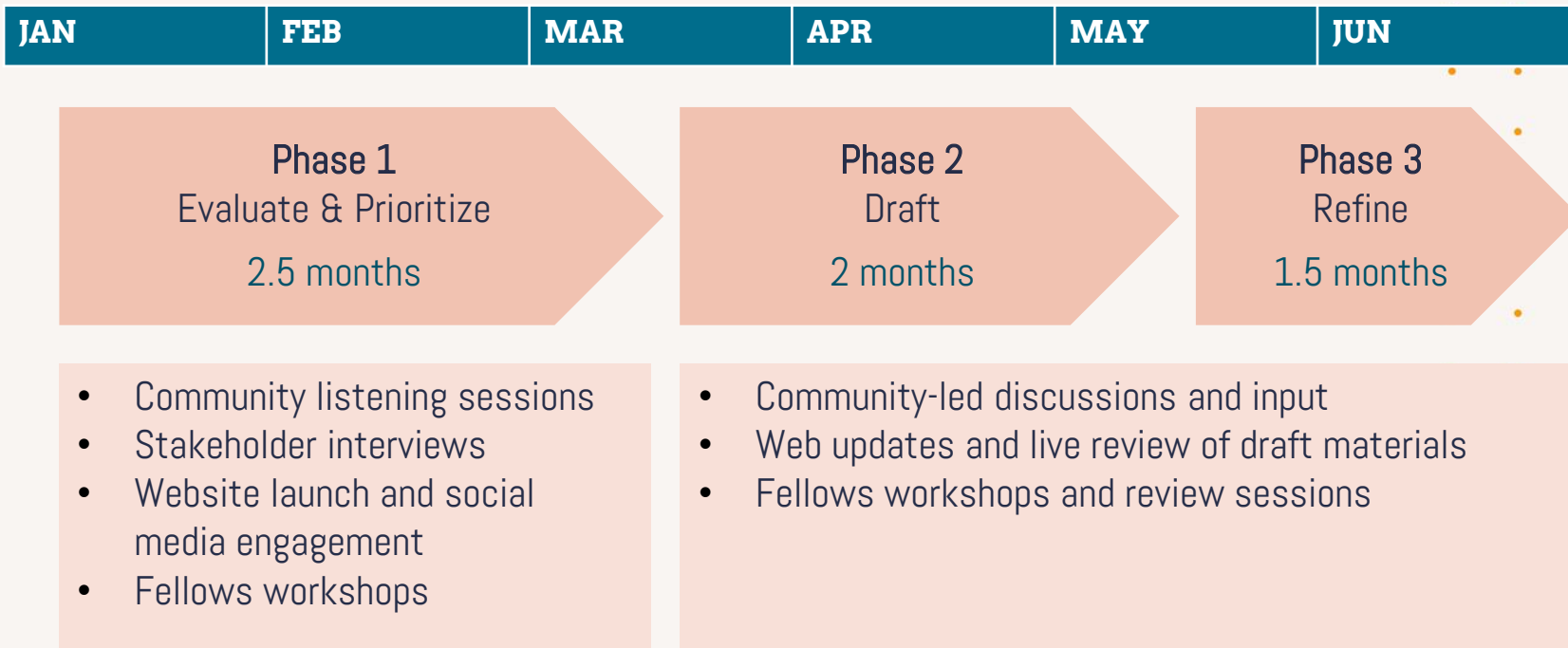
Fellowship Program

Strategy: Invest in a small but representative group to build planning capacity and knowledge, pilot a new model for participatory planning, and give lived experience a seat at the table.

Imagine Fellows

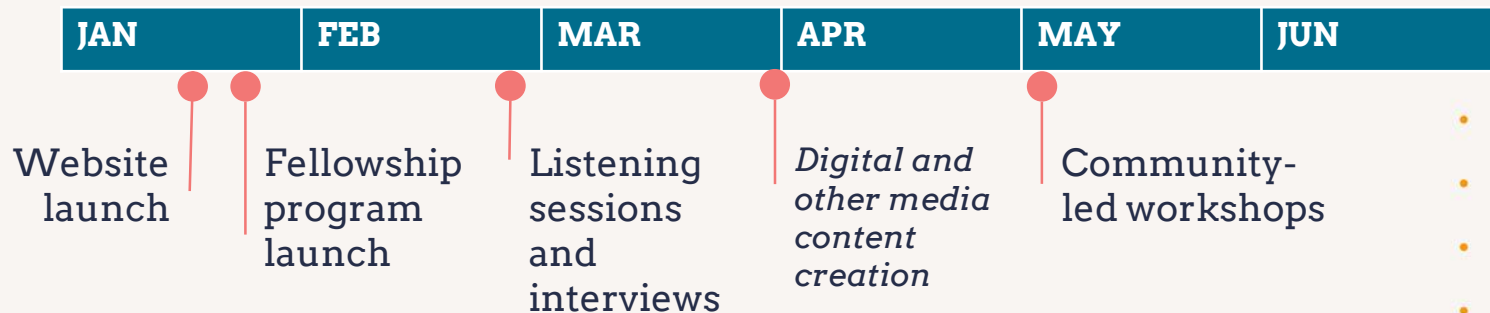
A **representative cohort of Gainesville residents** participating in a 5-month paid fellowship. The fellows will learn about the Comp Plan and City policymaking, work in collaboration with City staff to shape the Imagine Gainesville update, support engagement with the Gainesville community, and support long-term accountability toward the Comp Plan goals.

Community voices will directly shape the plan update.



Where we need your support

Commissioners' support is critical to a successful community engagement effort.

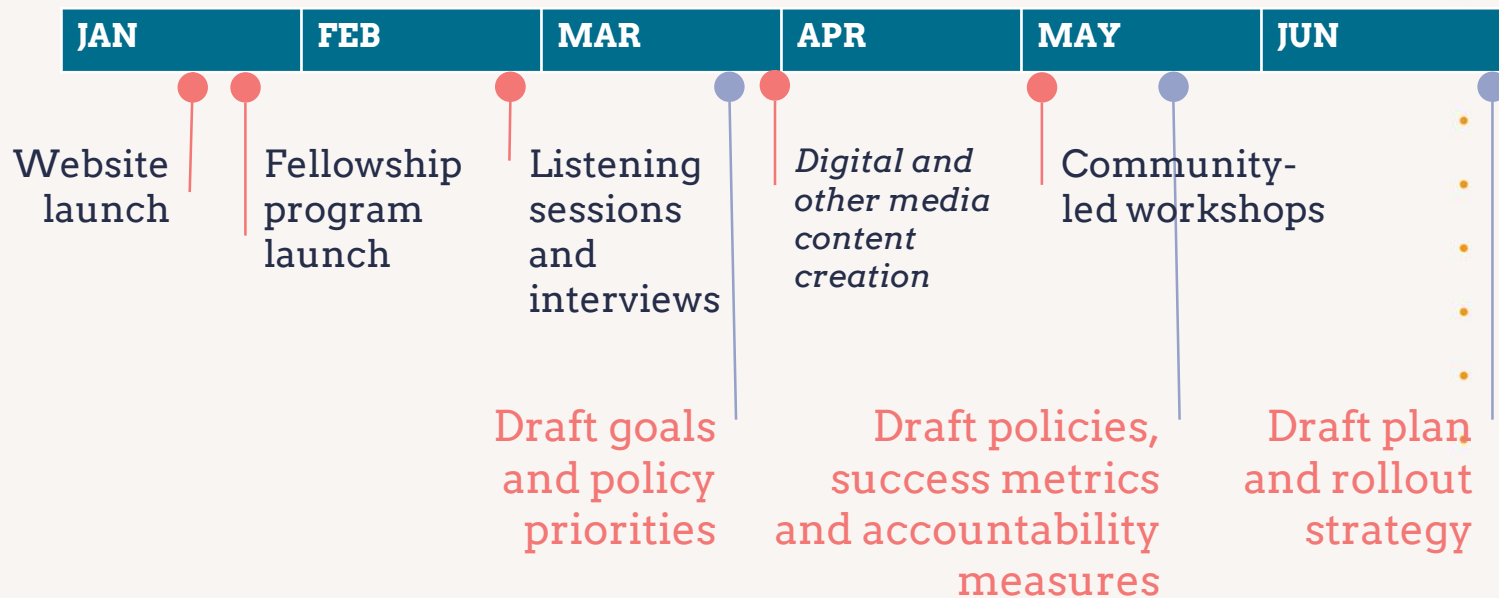


1. Reach: Promote digital media and community events, emphasize why Imagine Gainesville matters

2. Presence: Participate in community events

3. Voice: Contribute and engage with media content

Commissioners' guidance will be critical at key points in the update process.



Thank You

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