

LEGISTAR # 200937
Attachment C



**Gainesville Community
Reinvestment Area**

City of Gainesville

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Memorandum

To: Lee Feldman, City Manager & Members of the Gainesville City Commission
From: Chelsea Bakaitis, GCRA Project Manager
Via: Sarah Vidal, GCRA Director & Deborah Bowie, Assistant City Manager
Date: July 14, 2021
Re: OEI Recommendation for the "My Neighborhood Program"

The "My Neighborhood Program" went through a review by the City Attorney's Office in preparation for final review by the City Commission. The City Attorney requested the City Manager's office to have the Office of Equity and Inclusion (OEI) perform a review to confirm the program was equitable.

The following feedback was received from OEI on July 1, 2021 regarding the "My Neighborhood Program" and incorporated into the Program Guidelines for final approval from the City Commission.

- The program administration should not favor neighbors who are already knowledgeable with City and grant program processes. The process should not be difficult for those who are new to filling out these types of forms. Ideas to make administration of the program more equitable include:
 - Remove the "first-come-first-served" award format and create an application cycle.
 - Award grants on ranking/prioritization process that looks at applicant's income, and the number of years they have lived in the neighborhood.
 - Have a public engagement period each year to help applicants fill out forms one-on-one.
 - Host a pre-application instructional workshop.

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- Find ways to advertise that specifically target former long term residents and individuals that earn a low income to attend the workshop and fill out an application.
- Make sure the required financial literacy course is made accessible and easy to attend for all program recipients.

If the City Commission would like to adopt any of the OEI suggestions for the first year, they are welcome to accept any or all at the August 5, 2021 meeting and GCRA will work with OEI and the City Attorney's office to make those changes prior to finalization of the program.