

## **Priority List of Department Key Issues**

### ***1. Capital Improvement Plan (CIP) Funding***

- a. Implement funding mechanism
- b. Major infrastructure and equipment replacement
- c. Top priorities: - \$12M Traffic Management System, Technology Issues

### ***2. Improve Financial Outlook***

- a. Develop, Expand & Implement New Revenue Sources
  - i. Fire Assessment Fee, Annexation Strategy, etc.
- b. Improve bond rating
- c. Establish appropriate reserve levels
- d. Best Practices, efficiency, enhance financial policies

### ***3. Review Current Service Levels***

- a. Eliminate/Reduce/Expand
- b. Staffing Issues – evaluate resources, efficiencies, reallocation, vacancy levels, OT, etc.
- c. Right sizing the organization, reorganizations, expense reductions

### ***4. Economic Development***

- a. Grow the pie
- b. Increase jobs
- c. Coordinate economic development, land use and transportation planning for opportunities to improve service delivery, economic health and quality of life
- d. SE Gainesville, CRA Master Plan, Event/Program evaluation

### ***5. Market the City of Gainesville***

- a. Branding, image
- b. Citizens' survey

### ***6. Enhanced Employee Focus***