



Strategic Planning Division

City Commission Strategic Planning Workshop Results

February 25th, 2008

Background

- City Commission Strategic Planning Workshop was held on December 3rd, 2007 at Ironwood Golf Course
- Established Goals and Objectives for FY 2009/2010
- Facilitated by Marilyn Crotty, Director, Florida Institute of Government at University of Central Florida



Strategic Planning Division

***City Commission Strategic
Goals for Fiscal Years
2009/2010***

CITY COMMISSION GOALS

GOALS FY 2009/2010

Public Safety

Maintain a safe and healthy community in which to live

Economic Development and Redevelopment

Foster economic development and encourage redevelopment

Human Capital

Assist every person to reach their true potential

Government Effectiveness and Fiscal Responsibility

*Continue to increase the effectiveness of local government and
maintain a strong fiscal condition*

Infrastructure and Transportation

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

Neighborhoods

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

Environmental

*Protect and sustain our natural environment and address
future energy needs*

Partnerships

*Champion effective and institutionalized relationships with
other government entities and community partners*



Strategic Planning Division

***City Commission Strategic
Initiatives for Fiscal Years
2009/2010***

PUBLIC SAFETY INITIATIVES

GOALS FY 2009/2010

Public Safety

Economic Development
and Redevelopment

Human Capital

Government Effectiveness
and Fiscal Responsibility

Infrastructure and
Transportation

Neighborhoods

Environmental

Partnerships

ON-GOING INITIATIVES

- ✓ Develop and continue programs to reduce the causes of crime (ex. Dispute Resolution Center, Community-oriented policing)
- ✓ Continue appropriate staff levels for police and fire and review deployment of staff

STAFF ASSIGNMENTS

- ✓ Determine whether the Violent Crime Task Force (VCTF) is applied to "youth violent crime."
- ✓ Establish a work plan that addresses under-achievement, leading to youth crime and wasted talent.

ECONOMIC DEVELOPMENT AND REDEVELOPMENT INITIATIVES

GOALS FY 2009/2010

Public Safety

Economic Development
and Redevelopment

Human Capital

Government Effectiveness
and Fiscal Responsibility

Infrastructure and
Transportation

Neighborhoods

Environmental

Partnerships

ON-GOING INITIATIVES

- ✓ Continue implementation of the South East Gainesville Renaissance Redevelopment Initiative (SEGRI Project)
- ✓ Continue implementation of the strategic redevelopment plan for Depot Park and GRU area
- ✓ Continue to remove barriers (regulation review, project facilitation); Consolidate layers of regulation and consider expanding team to include outside representation
- ✓ Continue to position city to take advantage of innovation economy and identify plan for innovation zone near University

ECONOMIC DEVELOPMENT AND REDEVELOPMENT INITIATIVES

GOALS FY 2009/2010

- Public Safety
- Economic Development and Redevelopment**
- Human Capital
- Government Effectiveness and Fiscal Responsibility
- Infrastructure and Transportation
- Neighborhoods
- Environmental
- Partnerships

PROPOSED INITIATIVES

- ✓ Increase the amount of affordable housing and low-cost housing throughout the City

STAFF ASSIGNMENTS

- ✓ Have staff create a "timeline" or "key milestones" report for redevelopment projects that can be posted with the actual schedules. This would be helpful for the Southeast Gainesville Renaissance Initiative (SEGRI) and Depot Park (16 Acre Innovation Park) Project.

HUMAN CAPITAL INITIATIVES

GOALS FY 2009/2010

Public Safety

Economic Development
and Redevelopment

Human Capital

Government Effectiveness
and Fiscal Responsibility

Infrastructure and
Transportation

Neighborhoods

Environmental

Partnerships

ON-GOING INITIATIVES

- ✓ Continue implementation of the 10 year plan to end homelessness (one stop center, review ordinances to increase beds, etc.)

PROPOSED INITIATIVES

- ✓ Explore the potential for addressing senior issues and services

STAFF ASSIGNMENTS

GOALS FY 2009/2010

Public Safety

Economic Development
and Redevelopment

Human Capital

Government Effectiveness
and Fiscal Responsibility

Infrastructure and
Transportation

Neighborhoods

Environmental

Partnerships

- ✓ Conduct a needs assessment and/or gap analysis to identify the unmet needs for child care.
- ✓ Examine existing programs, camps, and after-school activities for environmental-based programs.
- ✓ Ask the Equal Opportunity Dept. to identify sources to accomplish the equity and community scorecards objective.
- ✓ Ask Cultural Affairs to investigate establishing a Network for Native American Heritage Parks in combination with UF, County, and Tourism.

GOVERNMENT EFFECTIVENESS AND FISCAL RESPONSIBILITY INITIATIVES

GOALS FY 2009/2010

Public Safety
Economic Development and Redevelopment
Human Capital
Government Effectiveness and Fiscal Responsibility
Infrastructure and Transportation
Neighborhoods
Environmental
Partnerships

ON-GOING INITIATIVES

- ✓ Continue annexation initiatives to increase tax base
- ✓ Continue to improve communication through increase use of internet for city services, improve the City's website, and develop a strategy for e-commerce
- ✓ Continue to review alternatives and strategies to increase civic engagement and responsibility, and city's responsiveness

STAFF ASSIGNMENTS

- ✓ Change the day of the City Commission Meetings to Wednesday or Thursday
- ✓ Review and revise commission meeting-related policies and procedures
- ✓ Review all city activities and determine if there is a more cost effective way to accomplish them without sacrificing service levels.
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INFRASTRUCTURE AND TRANSPORTATION INITIATIVES

GOALS FY 2009/2010

Public Safety
Economic Development and Redevelopment
Human Capital
Government Effectiveness and Fiscal Responsibility
Infrastructure and Transportation
Neighborhoods
Environmental
Partnerships

ON-GOING INITIATIVES

- ✓ Complete capital projects at parks – improve programs; Develop land conservation and acquisition program (biodiversity, passive recreation)
- ✓ Continue supporting the reconstruction of transportation facilities to encourage redevelopment (6th Street, Depot Avenue)

STAFF ASSIGNMENTS

- ✓ Gather information on privatization of roadways/leasing.
- ✓ Improve reporting of Capital Projects.
- ✓ Investigate whether recent County decisions will exacerbate westward sprawl and, if so, engage the County on a reassessment.

NEIGHBORHOOD INITIATIVES

PROPOSED INITIATIVES

GOALS FY 2009/2010

Public Safety

Economic Development
and Redevelopment

Human Capital

Government Effectiveness
and Fiscal Responsibility

Infrastructure and
Transportation

Neighborhoods

Environmental

Partnerships

No proposed or continuing initiatives at this time

GOALS FY 2009/2010

Public Safety

Economic Development
and Redevelopment

Human Capital

Government Effectiveness
and Fiscal Responsibility

Infrastructure and
Transportation

Neighborhoods

Environmental

Partnerships

PROPOSED INITIATIVES

- ✓ Explore legal action to recover the expense for clean-up of Cabot Carbon / Koppers Superfund site
- ✓ Review the status of commercial recycling ordinances and enforcement thereof, and determine if changes are needed

STAFF ASSIGNMENTS

- ✓ Provide an update on Gainesville's sustainability given build-out under existing land use and zoning.

PARTNERSHIP INITIATIVES

GOALS FY 2009/2010

Public Safety

Economic Development
and Redevelopment

Human Capital

Government Effectiveness
and Fiscal Responsibility

Infrastructure and
Transportation

Neighborhoods

Environmental

Partnerships

ON-GOING INITIATIVES

- ✓ Continue formalization of relationships with other community partners, especially UF and Santa Fe Community College, in regards to the downtown area and the Innovation Zone (K-12 – infrastructure sales tax – renovation; Santa Fe – downtown campus, workforce); Increase involvement of City in improving quality of City schools (ex. Raising Canes program)

STAFF ASSIGNMENTS

- ✓ Have staff research activity in St. Petersburg (spearheaded by Mayor Baker) to increase efforts to support public school improvements.

INITIATIVES

GOALS FY 2009/2010

ON-GOING INITIATIVES

PROPOSED INITIATIVES

STAFF ASSIGNMENTS

COMPLETED INITIATIVES

Public Safety

2

2

Economic Development and Redevelopment

4

1

1

Human Capital

1

1

4

1

Government Effectiveness and Fiscal Responsibility

3

4

Infrastructure and Transportation

2

3

3

Neighborhoods

2

Environmental

2

1

1

Partnerships

1

1

Total - 33 Items



Strategic Planning Division

..Recommendation

The City Commission 1) Receive the summary report prepared by Ms. Crotty, the proposed staff assignments, and the completed objectives for FY 2008; and 2) adopt the proposed objectives and on-going objectives for FY 2009 and FY 2010.

Alternative Recommendation:

The City Commission 1) Receive the summary report prepared by Ms. Crotty, the proposed staff assignments, and the completed objectives for FY 2008, 2) discuss the proposed objectives and on-going objectives and make any agreed upon changes, and 3) adopt the proposed objectives and on-going objectives for FY 2009 and FY 2010.