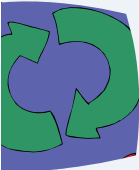




▶ GTEC PLANS FOR THE NEXT TEN YEARS..... 3

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Strategic Plan

Quarterly Report

ADDRESSING THE NEEDS OF GAINESVILLE RESIDENTS AND PLANTING THE SEEDS FOR A SUSTAINABLE FUTURE.

City Commission Refines Strategic Plan for Upcoming Year

The City Commission refined their strategic plan this fall to adjust to the changing needs of Gainesville residents. Major modifications to the plan include the recommendation to sunset two initiatives, the inclusion of two new initiatives, and the refinement of many existing initiatives based on feedback from Gainesville residents.

The two new initiatives aim to improve the energy efficiency of low-income homes and develop creative ways to measure progress in code enforcement. In the updated plan, Commissioners emphasized their commitment to promoting efficient and transparent regulation of development, mitigating the effects of child poverty, and working with the community to bring a family safety center to Gainesville.



INITIATIVE WATCH:



Effective July 2009, the Senate passed a Statute which prohibits the City from expending public funds for any communication which advocates for any item to be voted upon by the electorate. Senate Bill 216 will have a major impact on local government and elements of the City Commission’s strategic plan because we can no longer advocate for things like annexation and conservation land acquisition when they are ballot items.

For example, in November 2008, two ballot issues were voted on favorably by the electorate; to annex the area surrounding SW 20th Avenue and to levy a ½ cent sales tax to protect natural resources and improve public recreational facilities. Each of these ballot items were connected to City Commission strategic initiatives and were carried out with award-winning campaign strategies, such as “Close the Gap” and “Wild Spaces – Public Places.”

With the passage of Senate Bill 216, the City’s new approach to any local referendum is one of neutrality. The City will not advocate for or against any future local referenda.

Public Safety

Maintain a safe and healthy community in which to live.

Develop and continue programs to reduce the causes of crime



Tactical Briefing in the DataTrac Room at GPD

During the fourth quarter, The Gainesville Police Department (GPD) continued with "Tactical Briefing," the department's newest crime analysis program. This briefing is designed to use a quantitative approach to deploy limited resources to areas with recognizable

crime patterns based on crime analysis data. The day of the week and the time of day can be gleaned from statistical information allowing for surgical precision in placing resources dealing with Gainesville's crime issue. During the quarter, GPD conducted 12 Tactical Briefings.

Also, during this period GPD arrested 2,331 individuals and issued 5,998 traffic citations. GPD's Safety Kiosk Program provided safety and alcohol information to hundreds of college-

aged individuals. GPD's Party Patrol responded to 728 calls for service of which 604 of them were related to noise issues within the city.

The GPD Public Information Office produced three, thirty-minute television programs which

dealt with a wide range of crime prevention topics including an in-depth look at the issues regarding narcotic problems and party patrol activity in the City of Gainesville. Additionally, during the quarter, GPD broadcasted nine live one-hour radio shows involving all facets of crime prevention and community policing.

The department has received approximately \$2 million in grants. The bulk of the grants will be used for the continuation of the department's Internet Crimes Against Children unit, as well as numerous capitol purchases involving crime prevention.

During the quarter, GPD's Community Conflict Coordinator conducted four conflict mediations. These mediations were designed to deal with repeat community issues which have been unable to be solved through current law enforcement responses. The mediations have involved citizens, police, business owners and neighborhood associations.

Ensure that there are appropriate staff levels for police and fire and review the deployment of staff



This initiative was sunset at the end of FY09

Construction of Fire Station 8 has been delayed due to the requirement of a Fire Station Construction Grant GFR has applied for that prohibits applications where construction bids have been solicited. GFR will lose another member of the administrative staff through the early retirement incentive program. The ability to fill this position will be determined later. Staff is preparing a grant application for the SAFER Act that we hope will cover the cost of staff for the new fire station. GFR staff is working on conducting a Strategic Planning Process. The last process was conducted in 1994. This planning will provide a roadmap for GFR to use in working towards Accreditation.



GPD hired six (6) Police Officers, two (2) Crime Analysts, two (2) School Crossing Guards, one (1) Police Service Technician (PST), and one (1) paid Intern. All the FY 08/09 positions slated for the SW 20th Avenue annexation have been filled. As of September 30, 2009, there is one (1) Lieutenant vacancy, one (1) Sergeant vacancy, one (1) Corporal vacancy and two (2) Police Officer vacancies. A targeted 1.5% vacancy rate for the Police Department went into effect on October 1, 2009.

GAINESVILLE POLICE DEPARTMENT

New Hires in Fourth Quarter:

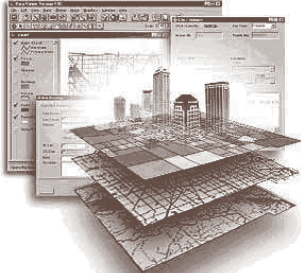
- 6 Police Officers
- 2 Crime Analysts
- 2 School Crossing Guards
- 1 Police Service Technician
- 1 Paid Intern

Economic Development

Foster economic development and encourage redevelopment

& Redevelopment

Ensure transparent, efficient and consistent regulation of land development in furtherance of the Comprehensive Plan



GIS Data Layer Representation

During the fourth quarter, the Planning and Development Services Department continued configuration and

implementation work

associated with the Innoprise Electronic Plan Management System. It is anticipated that the system will be operational and functional by the end of the calendar year.

Staff hosted the Planning and Development Services consultant, Planning Works, the week of September 28th for a meeting with community stakeholders and the Community Development Committee regarding upcoming updates to the Land Development Code and Comprehensive Plan. It is likely that a short term work project will be provided to the Plan Board and City Commission early in the 2nd quarter of FY 2010.

Planning and Development Services staff continue to coordinate and consult with the Builders Association of North Central Florida (BANCF) regarding upcoming proposed code changes and during the fourth quarter, reviewed provisions of the proposed SB 360

Comprehensive Plan amendment and focused on draft environmental regulations.

A GIS staff team is reviewing the City's GIS applications and particularly the Planning and Development Services and Public Works components and how they may be more efficiently integrated in the future. A draft preliminary report is due back to the Planning and Development Services and Public Works Directors early in the first quarter of 2010.

Continue to position City to take advantage of innovation economy and identify plan for innovation zone near UF



Local business owner participates in the start-up program at GTEC

Planning and Development Services staff has held preliminary meetings regarding the future redevelopment of the AGH site, particularly as it regards the UF proposed Innovation Hub. This facility will have a positive influence in the future on technological commercialization efforts for the

local economy.

The EDUCC reviewed and approved an agenda for the upcoming year. This agenda was endorsed by the full City Commission in the fourth quarter of FY 2009. The agenda is focused heavily on issues involving innovation economy.

A small group consisting of Planning and Development Services staff, GTEC Management, UF, local industry and the CEO met to review and refine GTEC's positioning in the next 10 years in light of the building of innovation economy critical mass.

Improve coordination with Alachua County in order to more effectively plan and develop Gainesville's Urban Reserve Area

In the fourth quarter of FY 2009, final approval was given to staff to pursue annexation of the Eastside annexation area. The annexation vote took place in early November 2009 and was preceded by community outreach efforts. The referendum failed with 669 votes against annexation and 49 votes for annexation.

The Plan Board and City Commission reviewed the transportation policies associated with SB 360 specifically the TCEA. The comprehensive plan amendment approved by the City Commission has been forwarded to the Department of Community Affairs (DCA) for review. These policies were reviewed by Alachua County staff and they provided valuable input in light of the County's long term transportation concurrency management system.

City staff worked with the Alachua County Environmental Protection Department (EPD) staff on re-writing provisions of the City's environmental regulations and the manner in which they work with regard to County Strategic Ecosystems.



View of the prairie while walking the boardwalk at La Chua
Photo Credit: Tarah Bigger

Economic Development

Foster economic development and encourage redevelopment

& Redevelopment

Complete the implementation of the SEGRI Project



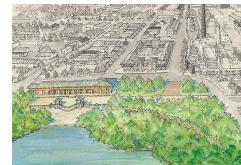
Conceptual image of SEGRI Area

Staff from the City Planning Department has made significant changes to the SEGRI Special Area Plan document originally compiled by consultants and the community. The item was approved by the City Plan Board in September 2009 and CRA staff will coordinate with Planning and the City Attorney's Office to finalize the wording prior to its hearing before the City Commission. The Kennedy Homes RFP did not receive a response, however the CRA will discuss the project with interested parties and other potential partners. CRA will assess the issue and formulate a strategy to continue moving forward with this redevelopment project. Final approvals are pending in the CRA's project to transform a vacant building along Hawthorne Road into a new café/small business incubator. Beautification projects along major corridors, which include fencing and landscaped medians, are also moving towards implementation.

Complete the implementation of the Strategic Redevelopment Plan for Depot Park

Rezoning is complete and design/construction documents are being compiled for rehabilitation of the historic Depot Building and surrounding context area. The building is scheduled to move back to its permanent location in early 2010. Park design has begun and the CRA has been hosting public workshops to receive community input on design and programming for the park and for the Depot Building. Due to remediation, the northern part of the park will be constructed first. This portion of the park will include, at least conceptually, the Depot Building, major park entrances, parking areas, bike areas, and an interactive fountain. Construction documents for this portion of the park should be complete in mid-2010. Environmental remediation of the park site and reconstruction of Depot Avenue are both underway.

Complete the implementation of the Strategic Redevelopment Plan for GRU Area



GRU Area

Staff is pursuing detailed surveys which will be integral in moving forward with determining phasing, land use/zoning, spatial, environmental, and other issues. Staff will use this information to implement a spatial master plan, which delineates the size and location for streets, blocks, lots and other components of both the public and private realm within the 16 acres of redevelopment property.

Increase the amount of affordable housing throughout the City

The SHIP Affordable Housing Advisory Committee (AHAC) continued its discussion on increasing the amount of affordable housing and low-cost housing throughout the City. Areas of concern included affordable housing issues affecting very low and low-income families in the City. The AHAC continued discussions regarding the reduction of the SHIP Program funding allocations and methods to address the future pending reduction of this funding.

The AHAC continues to participate in the Evaluation and Appraisal Report (EAR) process in preparation for their next Affordable Housing Incentive Report due in December 2011.

The AHAC formed a joint ad hoc committee with the Citizens Advisory Board for Community Development to jointly develop a new tenant relocation program. This program would address future apartment closures resulting in economic displacement of low-income tenant households. An area of concern is the impact of the recent closure of Seminary Lane Apartments and the possible closure of Glen Springs Manor Apartments.

The ad hoc committee plans to meet over the next couple of months to draft a plan, and then submit its plan to the City Commission for approval by February 2010.

At the beginning of the fourth quarter, the City Commission approved the City's Annual Action Plan that is submitted to HUD, which outlines the specific agencies and activities to be funded through CDBG and HOME in the next fiscal year. The total projected CDBG and HOME program expenditures for FY 2009-10 is \$2.3 million. This year, CDBG program funding was reserved for a City playground improvement project, the City's homeless capital initiative, and for cold weather shelter for the homeless.

In September 2009, the City advertised a new program, Florida Homebuyer Opportunity Program (FHOP), which is funded by the State of Florida through the SHIP Program. The FHOP, was signed into law to ensure that residents of the state derive the maximum possible economic benefit from the first time homebuyer federal tax credit created through the American Recovery and Reinvestment Act of 2009 (ARRA).

Human Capital

Assist every person to reach their true potential

Analyze the availability and accessibility of youth programs and identify a role for City government

During the fourth quarter, numerous programs for youth and teens were provided through a joint partnership between PRCA and GPD. The programs include, Summer Heatwave Basketball League, multiple Summer Day Camp sites, Girls to Young Ladies (G2YL) Teen program, and two Operation Respect Yourself Pool Parties. In addition, baseball, softball, swim lessons, aquatic camps, and Jr. golf programs kept youth and teens active during the summer months.

The Reichert House and PRCA teamed up to train Reichert House youth in lawn maintenance in an effort to provide future job skills and provide maintenance to the grounds of the Reichert House.

Keeping youth and teens engaged in positive activity while reducing juvenile crime is a top priority for GPD and PRCA. This next quarter youth advocate partners will reconvene to update the Youth Resources Guide, identify the program gaps and make recommendations to the City Commission on the role of city government in providing youth programs.



Area youth play at Parks & Rec. event

Continue implementation of the 10-year plan to end homelessness

City staff provided both the City and County Commission updates on the status of the One Stop Homeless Assistance Center in August 2009. The City of Gainesville authorized staff

to prepare a Section 108 HUD Loan Application. The first draft of the Section 108 HUD Loan Application was submitted to the City Attorney and Finance Department for review in September, 2009. A public hearing with the Citizen's Advisory Committee for Community Development is scheduled for October, 2009.

impacted by the evacuation of Tent City ended in July, 2009. The "emergency" declaration allowed St. Francis House to exceed shelter capacity in order to provide services to homeless residents.



Volunteers serve meal at St. Francis House

The City Commission and Alachua County Board of County Commissioners agreed to fund the Office on Homelessness and various emergency shelters throughout the City for the next two years (FY 2010 and FY 2011).

Emergency services for homeless residents

The Homelessness Prevention and Rapid Re-Housing Program (HPRP) contract between the City of Gainesville and the Alachua County Housing Authority (ACHA) in the amount of \$567,404 for a two year term was approved by the City Commission on September 17, 2009.

Explore the potential for addressing senior issues and services



Photo Credit: Bettianne Ford

During the fourth quarter, city staff continued to outline the cost for services to be offered to senior citizens, and identified three levels of service that could be provided.

In August, 2009 the City of Gainesville Purchasing Department received 13 proposals from Design / Build firms for the Senior Recreation Center. Eight firms were selected to provide oral presentations on their experience/design qualifications to build the

Senior Recreation Center. After hearing presentations from each firm in September, the evaluation committee ranked the firms for consideration by the City Commission. A contractor was then selected and the design phase of the project has begun.

Streamline the efforts of those agencies providing child victim services throughout the City

During the fourth quarter, Police Captain, Lynne Benck had two meetings with CAC Director Sherry Kitchens to finalize a suggested floor plan for a Center for Family Safety. The second meeting was with City Commissioner Lauren Poe and the floor plan was presented to him at that time. Commissioner Poe suggested that GPD and CAC begin to search for grant funding for this initiative.

Government Effectiveness

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

& Fiscal Responsibility



Mayor Hanrahan presents the Mark Wellner & Massey Award

Increase civic engagement

During the fourth quarter of FY 2009, the Office of Strategic Planning initiated the National Citizens Survey to receive feedback from City residents on life in Gainesville. A random sample of residents received the survey, which asks questions such as the perception of neighborhood safety, quality of life within the city, and service delivery expectations. Results will be available in the spring of 2010.

The Communications Office opened up the fall session of "Gainesville 101" for enrollment. This six week course teaches residents about local government operations and procedures.

As part of the Orderly Annexation Plan agreed upon between the City and the County, the Eastside Annexation kicked off during the fourth quarter. This referendum enabled 2,070 voters to choose whether to incorporate into the City limits, or remain in Alachua County's unincorporated area. To make voting more convenient and accessible, and thus increase voter turn out, the referendum was conducted by mail. The Alachua County Supervisor of Elections Office facilitated the election for the City of Gainesville.

Develop a strategy for e-commerce



This initiative was sunset at the end of FY09

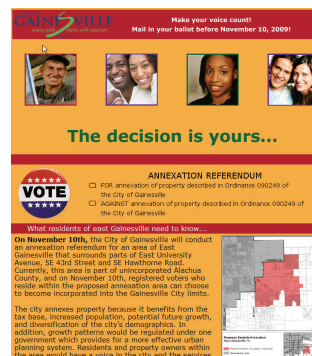
During the fourth quarter of FY 2009, the Project CLIC team completed a final report of the project team's findings. The key findings include:

While there has not been an overall strategy for developing a city-wide e-commerce solution prior to FY 2009, several e-commerce applications have been developed and implemented. For example, the Parking Citation Payment application and the Business Tax Portal were both developed in FY 2007. In addition, web-based applications to pay Parking Decals and Landlord Licensing Permits were released to the public during FY 2009.

Currently, there are several e-commerce applications in development, including Innoprise which handles planning and building transactions such as fees, permits, and codes; and ActiveNet a facilities rental application for transactions by the PRCA such as renting the Thomas Center.

After considering the scope of transactions that are either already on-line or will be in the near future, there is not a significant volume of transactions remaining to justify the development and maintenance of an on-line application. Based on these findings, this initiative was sunset at the end of FY 2009.

Continue annexation efforts in the urbanized area to maintain social, economic, and financial diversity



In accordance with the Interlocal Agreement between Alachua County and the City for orderly annexations, the City conducted an annexation referendum on the eastside in November 2009. The referendum area was redefined during the legislative process, and the final area proposed for annexation was approximately 1,200 acres, with an estimated population of 3,000. The annexation referendum failed with 669 votes against annexation and 49 votes for annexation.

The Office of Strategic Planning is also processing voluntary annexations for City-owned property to help improve service delivery along NW/NE 53rd Avenue. In addition, there has been an increase in annexation inquiries during the fourth quarter, including the possible voluntary annexation of a 400 unit subdivision.

Improve communication through increased use of the Internet for City services

During the fourth quarter of FY 2009, the Communications Office focused on legal issues which pertain to City governments' use of social media sites. In coordination with the City Attorneys Office, Communications staff researched the impact of Florida Public Records and Sunshine Laws which impact government use of social media. The Communications Office also gave a presentation to the Gainesville Leadership Forum to ensure that managers understand issues associated with government use of social media websites.

Infrastructure & Transportation

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



Complete capital projects at parks—improve programs; Develop land conservation and acquisition program

During the fourth quarter, staff worked with Alachua Conservation Trust to draft an agreement for land acquisition services under the Wild Spaces, Public Places (WSPP) program; this is currently under review. A number of modifications were suggested and coordinated with all the parties involved. City staff has continued to work closely with Alachua County's Environmental Protection Department on the possible joint City/County acquisition of several parcels through an Interlocal Agreement. These parcels are still pending during this fourth quarter period.

An update regarding the Capital Improvement Project list that is funded by the WSPP One Half Cent Sales Tax was pre-

sented to the City Commission in September. City staff received approval to proceed with those projects on a preferred prioritization list. The list obligates funding to all high priority portions of each project recommended, and includes \$1,275,000 for Cone Park improvements, with any remaining funds going back to secondary priority projects.

Capital projects other than those funded by WSPP include Bivens Arm Nature Park renovation of the boardwalks and bridges, lighting at the NE Park ball fields, and fencing at Possum Creek to protect the environmentally sensitive wetland areas adjacent to the active park development.

Support the reconstruction of transportation facilities to encourage redevelopment of Depot Avenue

This project is divided into the following segments and progress will be reported by segment:

Segment 1: *SW 13th Street to just west of SW 11th Street*
No further progress to report this quarter.

Segment 2: *SW 11th Street to Main Street*
Final design and ROW acquisition are underway.

Segment 3: *Main Street to just west of SE 7th Street*
Construction is underway.

Segment 4: *SE 7th Street to Williston Road*
The design plans are currently 30% complete. Final Design and ROW acquisition began in the fall of 2009.



Depot Avenue

Support the reconstruction of transportation facilities to encourage redevelopment of 6th Street

The construction bid for Phase One for the 6th Street Rail Trail was released on September 17, 2009 with the bids due on October 19, 2009. The schedule for the completion of the design and construction of Phase Two remains unchanged with design completed by April 1, 2010, with bidding and construction to follow after July 1, 2010.

The acquisition of the final right of way parcel for the roundabout at SW 6th Street/2nd Avenue continues. Construction bids are scheduled to be released in November/December 2009.

Environment & Energy

Protect and sustain our natural environment and address future energy needs

Develop a coordinated response at the local level to address energy policy and climate change



Technician working on traffic signal

The Traffic Management System (TMS) Phase I field hardware installation is 100% complete and 78.5% are online communicating with the Traffic Management Center (TMC). Phase II is 80% complete and 39% are online and communicating with the TMC. Phase III is 77% complete and 38% are online and communicating with the TMC. Phase IV is 42% complete and 5% are online and communicating with the TMC. Overall, 76% of the field hardware has been completed and 48.5% of the signals are online in the TMC.

Representing 69% of the overall total of indications, over 5,500 LED traffic signal indications have been installed and 55.5% of the traffic signals have been converted to LED.

Staff is awaiting funding approval from the Department of Energy to proceed with the Energy Efficiency and Conservation Block Grant (EECBG) projects including the pilot outdoor lighting project, final funding to complete installation of remaining LED traffic signal indications and energy audits for additional City facilities. General Services initiated the \$1.2 million project to increase energy efficiency at City facilities including City Hall.

Monitor the progress of the clean-up of Cabot Carbon/Koppers Superfund Site

A Joint City of Gainesville Commission and Alachua County Board of County Commissioners meeting was held on August 31, 2009. Staff from the City of Gainesville (GRU & GG), Alachua County Environmental Protection Department (ACEPD), Alachua County Health Department (ACHD), and the United States Environmental Protection Agency (EPA) provided updates on the status of the Cabot-Koppers site. Information included findings and reports on creek sediment, soil sampling, health risk assessment, and proposed feasibility study.

On August 29, 2009, EPA submitted copies of the proposed feasibility study to the City of Gainesville, ACEPD and the ACHD for review and comments. Comments are due to the EPA by November 15, 2009.

A Joint City of Gainesville Commission and Alachua County Board of County Commissioners meeting is planned for October 29, 2009 to present staff's recommendations/comments on the proposed feasibility study. A public discussion is scheduled on October 19, 2009 for staff to meet with the public and receive input on the preliminary draft comments.



Water Treatment Plant, Interior View, Koppers

In September 2009, EPA submitted additional reports (Dust/Air Studies and the Creek Sediment Study) for City and County review and comments; comments are due immediately upon completion of the review.



Review the status of commercial recycling ordinances and enforcement

During the fourth quarter, both the City and County Solid Waste management staffs were involved with successfully negotiating the new residential solid waste collection contract. This effort includes language that should allow the City and County to address any issues that might be generated by the upcoming State requirements to meet a 75% recycling effort by 2020. The County's revision to its franchising contracts will not go before its Commission until January 2010, thereby pushing back the City's schedule as well.

Partnerships

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

Formalize relationships with other community partners



RTS Trip Planner Logo

Key Partnerships Opportunities for Transit

The ongoing support of UF allowed RTS to recently restore some previously suspended weekday and Saturday transit services. A new bus route also began in August due to UF contributions. RTS continues to collaborate with UF on several key projects such as expanding coverage of the “Gator Locator,” or real-time GPS bus location system, which is available to all transit customers via the World Wide Web. In addition, RTS continues to evaluate the bio-diesel project with the possibility of expanding the use of bio-diesel on all RTS routes. RTS will meet with UF staff, students and faculty in the upcoming quarter to discuss transit improvements for FY 2011.

Key Partnerships Opportunities for Hospitality Districts

After discussions between the City and UF, the University Police Department (UPD) initiated expanded services covering the College Park Business District across from the UF campus on Wednesday through Saturday nights. In addition, UPD is providing officers to support Party Patrol which provides dedicated officers to respond to complaints about noise in single-family neighborhoods. UPD is providing these services on a pilot basis throughout the fall. It is the City’s hope that UPD services addressing off campus areas frequented by students will continue.



Bicyclists at Depot Park

Key Partnerships Opportunities for Sustainability

The community sustainability forum has continued to grow. The second meeting of the group was held in August 2009 at Santa Fe College and focused on sustainable procurement. City staff is following up on ideas shared at the meeting to explore opportunities to place a greater focus on sustainable procurement for City products and services. The third meeting of the group was in November 2009 and focused on managing solid waste.

Increase involvement of the City in improving the quality of City schools

In October 2009, the City Commission received a presentation on the effort at the City of St. Petersburg to support local schools. St. Petersburg officials shared their model and initiatives to support local schools and student achievement. The Alachua County Public Schools Foundation also made a presentation at the workshop. All community partners were notified about the workshop and encouraged to attend.

Staff will seek feedback and guidance from our community partners and the City Commission to provide guidance on the direction of this strategic initiative.



Gainesville High School Cafeteria

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