

STRATEGIC GOALS AND INITIATIVES FYS 2015 & 2016

GOAL	INITIATIVE
1. Public Safety <i>Maintain a safe and healthy community in which to live</i>	1.1 Improve lighting safety in areas of need or high risk 1.2 Coordinate with all other governing bodies to maximize programs for at-risk youth
2. Economic Development and Redevelopment <i>Foster economic development and encourage redevelopment</i>	2.1 Implement the redevelopment of the GTEC area and former Kennedy Homes sites to foster commercial and residential development in eastern Gainesville 2.2 Implement the Strategic Redevelopment Plan for Depot Park and The Power District 2.3 Position the city to take advantage of the innovation economy and implement the plan for innovation zone near UF and other surrounding areas 2.4 Increase the dollar amount on contracts between the city and small, minority and women-owned local businesses by 10% 2.5 Lead "Look East" marketing campaign to foster economic growth in the east Gainesville region – especially at the GTEC expansion site, Heartwood Neighborhood, and along primary corridors
3. Human Potential <i>Assist every person to reach their true potential</i>	3.1 Continue implementation and engage in the update of the 10 year plan to end homelessness and develop community approach to transitional housing, including rapid re-housing 3.2 Improve educational, employment and re-entry opportunities for young persons (up to the age of 24)
4. Government Effectiveness <i>Measure and improve the cost-effectiveness of government services</i>	4.1 Evaluate the information technology infrastructure and develop a strategic plan for hardware and software updates 4.2 Develop tools/metrics for measuring the economic, environmental, and social sustainability of the city including implementation of an internal control framework model across the organization 4.3 Identify barriers and challenges to human potential that are related to attracting and retaining quality employees 4.4 Evaluate and consider alternative work schedules to better serve citizens 4.5 Create a mechanism to revisit and evaluate "old" and "new" organizational activities 4.6 Redesign development services through Human-centered Design principles
5. Infrastructure and Transportation <i>Invest in community infrastructure and continue to enhance the transportation network and systems</i>	5.1 Promote an integrated transportation system that is safe and accessible to all users and supportive of the city's economic development and sustainability efforts 5.2 Develop a Public Facilities Master Plan and consider relocating the City Hall complex 5.3 Improve transportation options for seniors city-wide, including eastside, and explore partnerships for more flexible services

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6. Quality of Life <i>Improve the quality of life in our neighborhoods for the benefit of all residents</i>	<p>6.1 Evaluate the comprehensive plan and zoning code to accommodate flexible housing ideas, such as container housing and tiny houses</p> <p>6.2 Develop a community partnership for the long-term clean-up and revitalization of the Cabot/Koppers Superfund site and surrounding neighborhood</p> <p>6.3 Identify steps of implementation for the Parks, Recreation, and Cultural Affairs Master Plan and continued acquisition of conservation land</p> <p>6.4 Evaluate potential of providing high speed internet access for city residents</p> <p>6.5 Establish a world class biking and walking master plan for access to every part of the city, including designating 100 miles of inter-connected paths</p> <p>6.6 Develop and fund a model within the city organization including greater intra/interdepartmental collaboration to create and implement neighborhood capital improvement plans tied to the vision of the future for the city</p>
7. Environment and Energy <i>Protect and sustain our natural environment and address future energy needs</i>	<p>7.1 Assess the status of our natural spring systems within the city and develop a plan for the Glen Springs restoration project</p>
8. Community Partnerships <i>Engage with other governmental entities and community partners to enhance our economic position and plan for future service demand</i>	<p>8.1 Develop a long-term collaborative plan with the Board of County Commissioners and School Board of Alachua County that focuses on efficient delivery of high quality services as City and County demand grows, including shared use of facilities and other resources that support community goals</p> <p>8.2 Tie into culinary/local foods incubator interest for professional career path</p> <p>8.3 Develop a coordinated strategy with the University of Florida, the Chamber of Commerce, and other stakeholders to market manufacturing and small business development</p> <p>8.4 Assist in developing a master vision and a comprehensive funding plan to address community needs</p>