

Recommendations of the Citizen Committee for Implementing the Strategic Framework

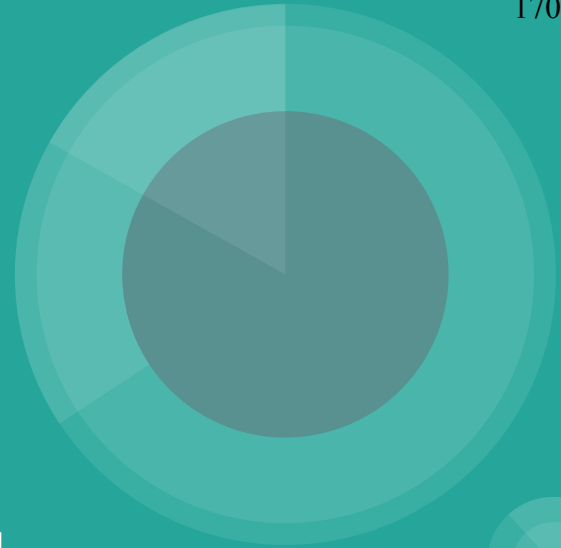
Staff Analysis

Samantha Wolfe

September 28, 2017



- **Strategic Framework**
- **Citizen Committee**
- **Staff Analysis of Big Ideas**
- **Next Steps**



GAINESVILLE

the Purpose of our City
is the People of our City

LEADING A MOVEMENT



The
New American
City

BUILDING THE SYSTEMS



Citizen
Centered

Civic
Innovation

OUR GUIDING QUESTIONS



How
Might We...



Support a Strong Economy?

Catalyze job diversity, entrepreneurship, and small business vitality.



Plan for a Better Future?

Promote opportunities for youth, families, and seniors and preserve our resources.



Foster Greater Equity?

Strengthen neighborhoods, provide equitable services, and support access to housing.



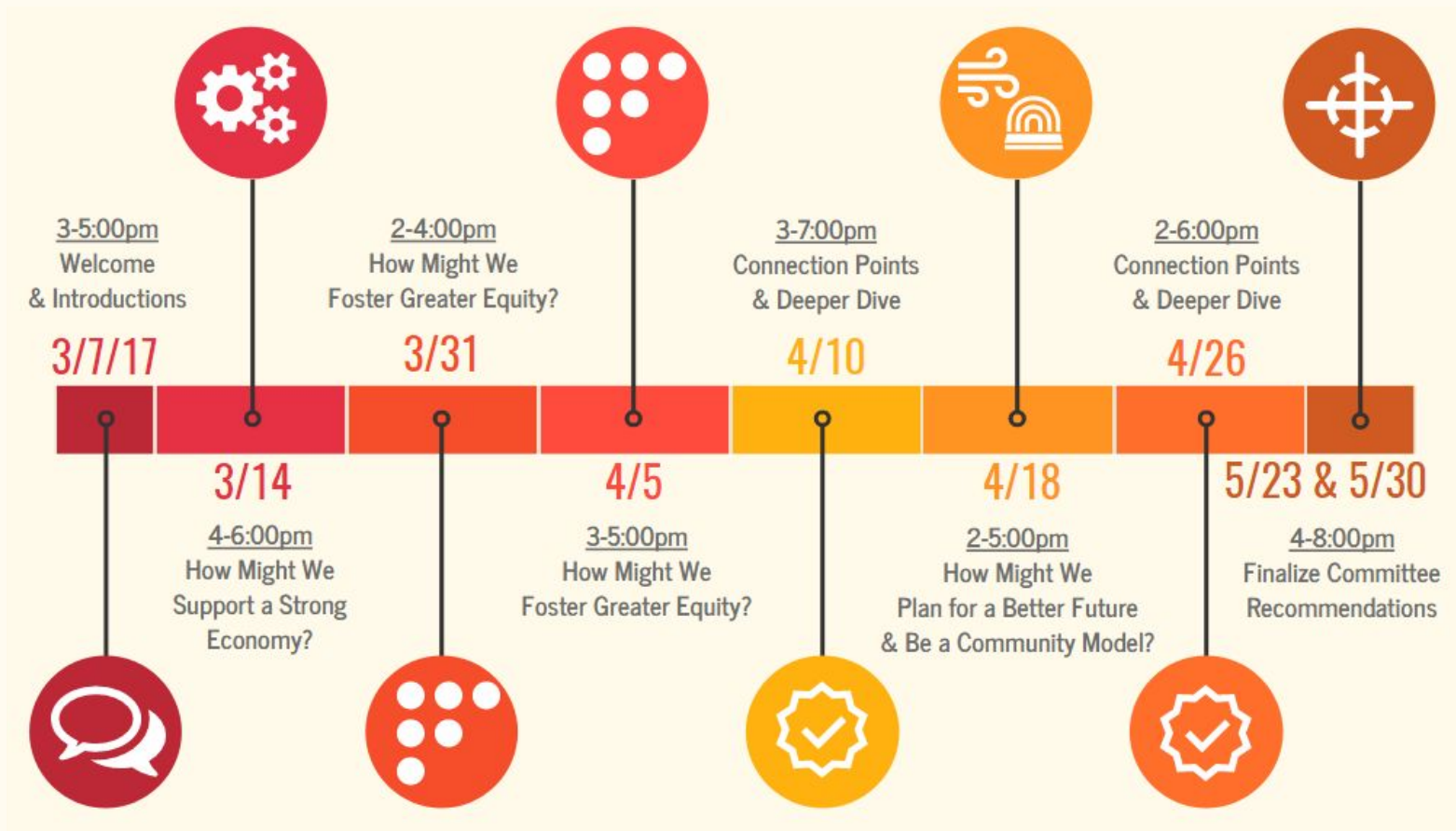
Be a Community Model?

Leverage partnerships and innovation to transform our city.



Leveraging Gainesville's unique and valuable community assets and partnerships

- Fellowship Model
 - Volunteer Corps
 - Smart Cities Lab
 - Collaborative Planning
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**Support a Strong Economy?**

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**Be a Community Model?**

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A lens to prioritize solutions to Gainesville's greatest challenges

- Citizen Impact
- Guiding Questions
- City Leadership

 Support a Strong Economy? <i>Catalyze job diversity, entrepreneurship, and small business vitality.</i>	Potential Citizen Impact	Support of Guiding Questions	City Leading Big Idea
Establish a Private-Public Ambassador	Targeted	Indirect	Feasible
Lead the Development of a Conference Center	Targeted	Indirect	Challenging
Evaluate Opportunities to Bolster Regional Air Travel	Targeted	Indirect	Challenging



Support a Strong Economy?

*Catalyze job diversity, entrepreneurship,
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Staff Analysis

Establish a Private-Public Ambassador

- Evaluate establishing an Action Officer dedicated as an ambassador
- Identify private partnership and funding support



Lead the Development of a Conference Center

- Continue participating in the University of Florida's visioning of the Gateway Corner and its connection to the community
- Invite the Chamber of Commerce to present past community studies, analysis and recommendations

Evaluate Opportunities to Bolster Regional Air Travel

- Seek support from the Chamber of Commerce in leading and facilitating discussions with the airport

 Foster Greater Equity?  <i>Strengthen neighborhoods, provide equitable services, and support access to housing.</i> 	Potential Citizen Impact	Support of Guiding Questions	City Leading Big Idea
Evaluate & Support the Gainesville For All Blueprint for Change Recommendations	Broad	Direct	Challenging
Ideate & Implement Long-term Strategies to Improve Training & Employment Opportunities for Gainesville's Youth	Broad	Direct	Challenging
Dedicate & Catalyze Investment in East Gainesville	Targeted	Direct	Feasible

 Foster Greater Equity?  <i>Strengthen neighborhoods, provide equitable services, and support access to housing.</i>	Staff Analysis
Evaluate & Support the Gainesville For All Blueprint for Change Recommendations	<ul style="list-style-type: none"> ➤ Request presentation of GNV-4-ALL recommendations and proposed initiatives ➤ Receive and evaluate the community-led racial inequity study and report ➤ Evaluate existing operational transformations which support both reports
Ideate & Implement Long-term Strategies to Improve Training & Employment Opportunities for Gainesville’s Youth	<ul style="list-style-type: none"> ➤ Continue supporting Santa Fe College's expansion of the Downtown Campus through the legislative agenda

- ● ● **Foster Greater Equity?**
- ● *Strengthen neighborhoods, provide equitable services, and support access to housing.*
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Dedicate & Catalyze Investment in East Gainesville

Staff Analysis

- Continue seeking state funding for a RTS transfer station located in east Gainesville
- Develop an enhanced incentive package for the expanded Enterprise Zone area
- Enhance support for the CRA community initiatives like Heartwood, Cornerstone, and the Gainesville East campaign

 Plan for a Better Future? <i>Promote opportunities for youth, families, and seniors and preserve our resources.</i>	Potential Citizen Impact	Support of Guiding Questions	City Leading Big Idea
Reimagine the City Hall Campus as a Civic Innovation Square	Broad	Direct	Feasible
Connect the University Campus through Downtown with a Linear Park and Art Line	Targeted	Indirect	Feasible
Be a Leader of Improved Intergovernmental Cooperation	Broad	Indirect	Feasible



Plan for a Better Future?

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Reimagine the City Hall Campus as a Civic Innovation Square


- Funding approved in FY 2018 budget for a feasibility study
- Staff will facilitate community outreach and develop a scope of work inclusive of the community's ideas
- Capital funding approved in FY 2019 to begin redesign and construction

Connect the University Campus through Downtown with a Linear Park and Art Line

- Partnership developing between the University of Florida, the CRA, Department of Doing, and Parks, Recreation and Cultural Affairs as part of Wild Spaces Public Places

Be a Leader of Improved Intergovernmental Cooperation

- Led by priorities of the City Commission

 Be a Community Model? <i>Leverage partnerships and innovation to transform our city.</i>	Potential Citizen Impact	Support of Guiding Questions	City Leading Big Idea
Design Unique and Creative Doorways into our Community	Broad	Indirect	Challenging
Develop a Model for Hiring Citizens in Need	Broad	Direct	Challenging

**Be a Community Model?**

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**Design Unique and Creative Doorways into our
Community****Develop a Model for Hiring Citizens in Need****Staff Analysis**

- Continue the South Main Street redesign project, which includes two supportive Guiding Principles: making South Main Street a destination with an identity, and improving its visual character
- Continue discussions with the University of Florida to establish civic spaces between the campus and community
- Existing open RFP for GRACE Marketplace

➤ **Commission Evaluation
& Priorities Discussion**

