

Vision

Gainesville 2035 balances an equitable community for all and a sustainable community for the future. Gainesville 2035 is a world-class, life-long learning community, is a great place for neighbors to live and thrive and provides meaningful experiences for everyone. Gainesville 2035 has a vibrant downtown, a strong, resilient economy and mobility for all neighbors.

Mission

Gainesville’s mission is to build community by providing services responsive to neighbors and our community in a financially responsible and neighbor-focused manner in partnership with our neighbors while engaging neighbors and community builders.

Goals:



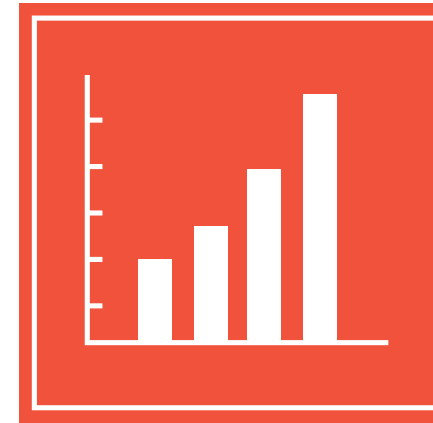
**Goal 1:
Equitable
Community**



**Goal 2:
Sustainable
Community**



**Goal 3: A Great
Place to Live &
Experience**



**Goal 4:
Resilient Local
Economy**



**Goal 5: “Best in
Class” Neighbor
Services**

Top Priority

**City Racial Equity
Policy and Plan**

**Comprehensive City
Public Health Policy
and Strategy/
Action Plan**

**Affordable
Housing Strategy**

**Downtown
Master Plan and
Development
Standards/Guidelines**

**Community
Policing/Use of
Force Report
and Zone
Implementation**

High Priority

**Food Desert
Elimination Action
Plan**

**Gainesville East
Incentivized
Development Plan**

**City Environmental
Goal – 100%
Renewable Energy**

**Exclusionary Zoning
Policy**

**Vision Zero Action
Strategy**

**Homeless City
Action Plan**

**Community
Broadband: Policy
Direction**

**Community
Engagement
Program
Enhancements**

Objectives:



Goal 1: Equitable Community

“Building equity and inclusivity”

1. Enhance access to city services, information, programs, facilities and activities
2. Expand multi-lingual capacity
3. Improve access to quality foods and reduce food deserts
4. Develop an equity tool
5. Have a city workforce that reflects our community’s demographics
6. Help create equitable access to healthcare



Goal 2: Sustainable Community

“Building bright futures for all”

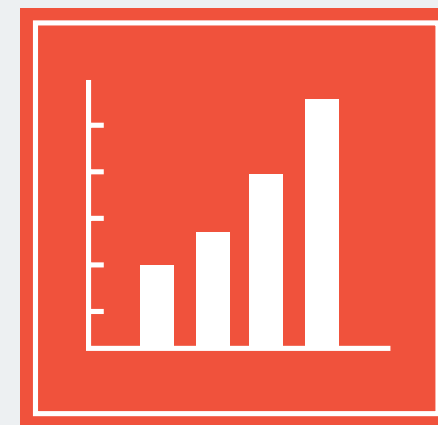
1. Increase the acreage of natural/conservation lands
2. Increase the city’s use of renewable resources with the goal of 100% by 2045
3. Transfer more neighborhoods off septic and on to city sewer system
4. Enhance water, wastewater and electric systems to improve environmental responsibility
5. Pursue zero waste goal
6. Reduce the city’s carbon footprint by 25%



Goal 3: A Great Place to Live & Experience

“Creating space for ingenuity”

1. Increase affordable housing opportunities (ownership and rental)
2. Develop a vibrant downtown with expanded residential and commercial opportunities
3. Revitalize eastside neighborhoods with expanded and upgraded housing, upgraded city infrastructure and more businesses
4. Have medical and healthcare services available in all neighborhoods and access for all neighbors, focusing on the eastside
5. Provide an affordable or free transit service with fixed routes and on-demand services accessible for all
6. Eliminate chronic homelessness and reduce transitional homelessness by 50% (point of time)



Goal 4: Resilient Local Economy

“Cultivating economic vitality”

1. Increase the number of successful and sustainable, small and locally-owned businesses
2. Reduce the poverty level in the Gainesville community by 25%
3. Have community broadband that is fast, reliable and affordable
4. Have a diverse local economy (industrial and business) insulated from economic trends
5. Attract new businesses to Gainesville consistent with our economic vision and “targeted” businesses
6. Develop a successful Minority/Women-owned Business Enterprise (MWBE) program



Goal 5: “Best in Class” Neighbor Services

“Our purpose is our people”

1. Maintain, hire, train and retain community builders dedicated to serving the Gainesville community
2. Develop an organizational culture that emphasizes professionalism, service, teamwork, results and performance accountability
3. Have all city departments working together without silos
4. Develop and enhance proactive city communications policies, strategies and tools to inform the community
5. Have a high level of neighbor satisfaction with city services and service response
6. Upgrade information technology systems – hardware and software - to better serve neighbors
7. Develop effective and usable performance metrics for evaluating service performance and value to neighbors