



*Citizen Committee for
Implementing
the Strategic Framework*

the
GAINESVILLE
framework

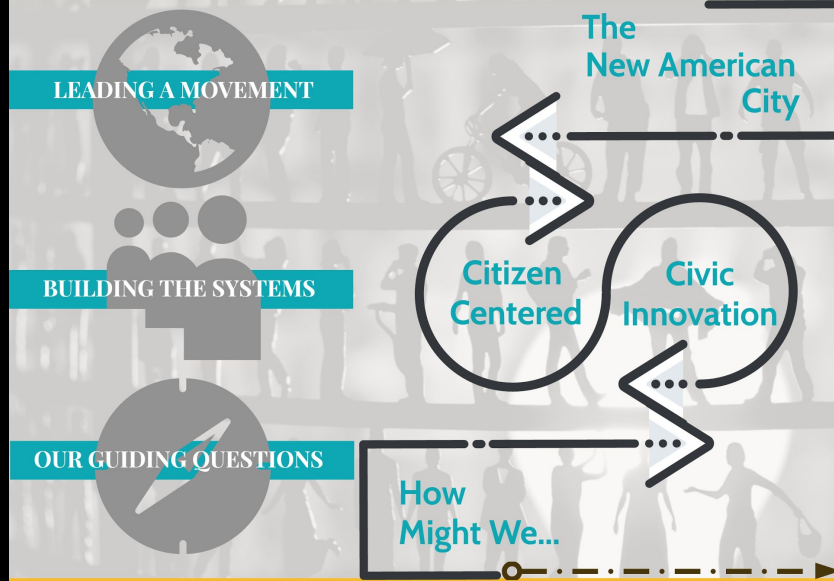
**BIG IDEA
RECOMMENDATIONS**

June 1, 2017

Today's Discussion

- ❖ **Strategic Plan Framework**
- ❖ **Citizen Committee**
- ❖ **Big Idea Recommendations**

the Purpose of our City is the People of our City



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.



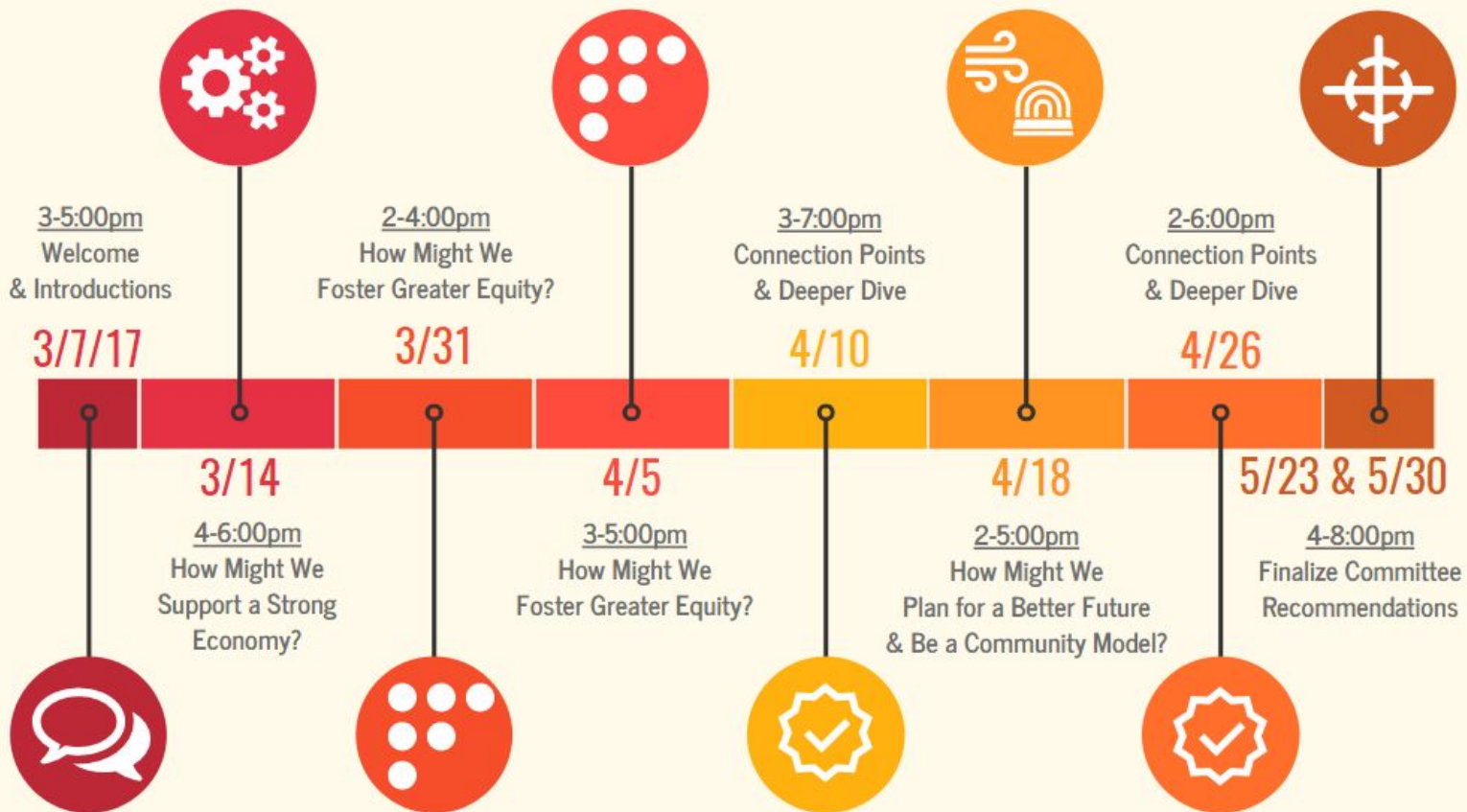
**Together,
we will become
our best
GAINESVILLE.**



Committee Objectives

- ❖ Assess the community's "big ideas"
- ❖ Prioritize ideas per feasibility & impact
- ❖ Provide big idea recommendations to the Commission

Committee Roadmap





How Might We Support a Strong Economy?

*Catalyze job diversity, entrepreneurship,
and small business vitality.*

- ❖ Private–Public Ambassador
- ❖ Conference Center
- ❖ Regional Air Travel

Establish a Private-Public Ambassador

Problem Statement

There are significant missed opportunities to improve the Gainesville community due to a lack of greater collaboration between the public and private sectors and internally within government operations.

The Problem

Big Idea

To further enhance community collaboration a Private-Public Ambassador would better connect public infrastructure projects and neighboring private development activity. The Ambassador would promote and encourage improved internal stakeholder cooperation and utilize partnerships within the private sector to enhance public investments.

The Solution

Establish a Private-Public Ambassador

First & Next Steps

- NOW – Request City Commission add an unfunded Private-Public Ambassador FTE to the FY2018 budget
- NOW – Former Committee Members will seek a one-year private funding commitment for the Ambassador
- NEAR – Ambassador will identify and inventory city infrastructure projects and look for coordination opportunities with adjacent property owners and nearby private development activity
- FAR – Former Committee Members will evaluate funding a similar Ambassador role to work in the private sector and collaboratively with the public counterpart

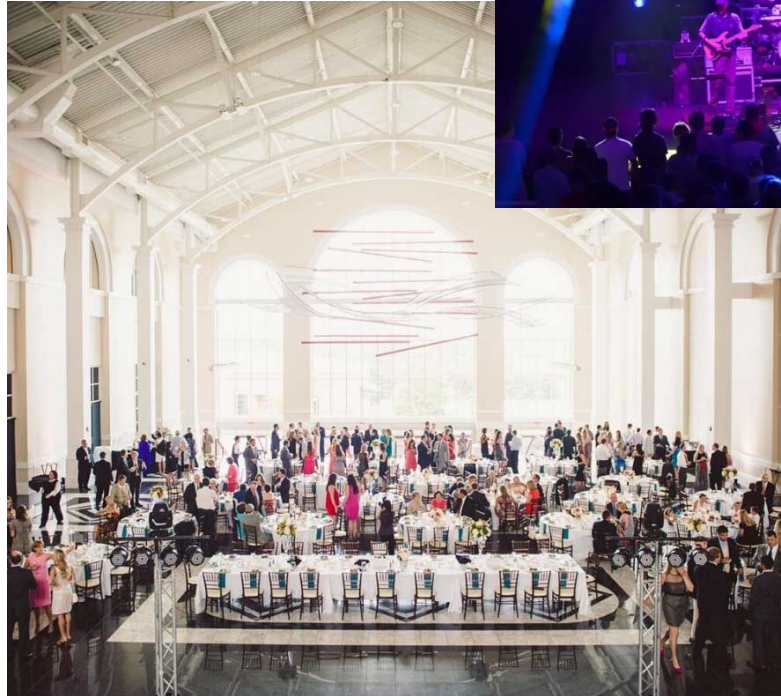
Lead the Development of a Conference Center

Problem Statement

Due to a significant gap in large meeting spaces, Gainesville is unable to host and attract local and regional conferences for the community or local partners.

Big Idea

Leveraging key local partners, lead the development of a conference center to accommodate and eventually attract meetings, conferences, events, and expos, enabling diverse job opportunities and creating a significant economic impact to the entire community.



Lead the Development of a Conference Center

First & Next Steps

- NOW – Request City to facilitate a joint meeting with UF to collaboratively evaluate a partnership potential
- NEAR – Collect, compare and review past studies to better understand feasibility, size, location, amenities, and other critical success factors
- NEAR – Update past findings, as needed, and make formal recommendations to the City Commission, UF and key local partners

The Logistics

Evaluate Opportunities to Bolster Regional Air Travel

Problem Statement

There are limited regional air travel options, availability and flexibility, which frequently results in decreased usability and poor user experience.

The Problem

Big Idea

Begin collaborative discussions and an evaluation process to identify opportunities for bolstering regional air travel usability and experiences. Striving to create more adequate and affordable options for the local community, businesses, and academic partners, evaluate feasibility and the economic impact for combined services with regional partners.

The Solution

Evaluate Opportunities to Bolster Regional Air Travel

First & Next Steps

- NEAR – The City Commission participate in a 12-month process to evaluate the feasibility and economic impact of combined regional air services, aiming to maintain the Gainesville Regional Airport as a private facility

The Logistics



How Might We Foster Greater Equity?



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



-
- ❖ GNV4ALL Recommendations
 - ❖ Youth Training and Employment
 - ❖ East Gainesville

Evaluate and Support the GNV4ALL Blueprint for change Recommendations

Problem Statement

Great disparity remains in the Gainesville community and collaboration is critical to reaching equitable solutions to our greatest challenges.

The Problem

Big Idea

Evaluate the city's role in supporting the GNV4ALL Blueprint for Change recommendations and initiate cooperative strategies while setting the example for other key community partners' involvement.

The Solution

Evaluate and Support the GNV4ALL Blueprint for change Recommendations

First & Next Steps

- NOW – Request the Commission to invite GNV4ALL representatives to formally present the Blueprint for Change Recommendations
- NEAR – Commission to request an analysis by all Charter Officers on which recommendations the city could play a role in addressing, which are already in process, and which have been accomplished
- FAR – Commission to formally support by adopting the GNV4ALL recommendations which the city can lead and implement as change agents

Ideate & Implement Long-term Strategies to Improve the Training & Employment Opportunities for Gainesville's Youth

Problem Statement

Diverse job opportunities are missing and desperately needed for non-college bound youth to reduce economic disparity and to enable greater participation in the Gainesville community.

The Problem

Big Idea

Ideate with the community and key local partners long-term strategies to improve the training and employment opportunities for Gainesville's youth, identifying a future co-located resource center for middle and high-school aged students. Meanwhile, promote job opportunities for teens and young adults at the city and with local partners.

The Solution

Ideate & Implement Long-term Strategies to Improve the Training & Employment Opportunities for Gainesville's Youth

First & Next Steps

- NOW – Request the Commission provide grants for local employers in the trade or technical industries to provide apprenticeship jobs for local high-school aged students (ex: construction-related, cooking and working foods, computer coding and software development)
- NEAR – Request the City Manager and General Manager to offer job placement opportunities for local high-school aged students in trade and skill-oriented positions beginning in FY2018 (ex: meter readers, customer service representatives, maintenance and custodial workers)
- NEAR – Pursue a partnership with Santa Fe College to offer dual-enrollment opportunities that focus on vocational or trade training at a satellite campus piloting with construction and computer coding and software development
- FAR – Collaboratively develop a long-term vision and implementation strategies for a co-located space or facility to host and provide non-traditional education opportunities, training, and certifications for local middle and high-school aged students

Dedicate and Catalyze Investment in East Gainesville

Problem Statement

The East Gainesville community struggles with equitable access to services, a lack of amenities, and investment and development activity from the private sector.

The Problem

Big Idea

The East Gainesville community would significantly benefit from direct public investment. Identifying locations for transit-oriented development to include park and ride features would serve as a catalyst for private development for improved access to affordable housing, diverse job opportunities, and retail amenities.

The Solution



Dedicate and Catalyze Investment in East Gainesville

First & Next Steps

- NOW – Collaboratively with key local partners and the East Gainesville community identify locations for transit-oriented development
- NEAR – Identify funding opportunities from the CRA and RTS for public infrastructure investments
- FAR – Cooperatively promote and market amenities like park and ride features for residents and commuters to catalyze private development activity

The Logistics



How Might We Plan for a Better Future?

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

- ❖ City Hall Campus
- ❖ Linear Park & Art Line
- ❖ Intergovernmental Cooperation

Reimagine the City Hall Campus as a Civic Innovation Square

Problem Statement

The City Hall campus and nearby municipal-owned facilities, like the Thomas Center, are not being utilized for the best and highest value for the benefit of all Gainesville citizens and visitors.

Big Idea

Reimagining the highest and best use of the City Hall campus and consolidated nearby staff from areas like the Thomas Center would promote an enhanced delivery of citizen-centered services. Transforming the campus into a mixed-use amenity would allow for a greater array of citizens to utilize downtown amenities.



Reimagine the City Hall Campus as a Civic Innovation Square

First & Next Steps

- NOW – Facilitate community workshops to ideate around the highest and best use of the City Hall campus
- NEAR – Develop a general scope of work that incorporates the community's ideas and feedback
- NEAR – Distribute a RFQ to redesign the City Hall campus
- FAR – Co-locate city staff from areas like the Thomas Center and reevaluate the highest and best use of unused office space, identifying alternatives like a historic hotel combined with the public cultural amenities and gardens

The Logistics

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

Problem Statement

There is a lack of connectivity between the university campus, downtown and the surrounding amenities, limiting the unification of Gainesville citizens with university students, faculty and staff.

Big Idea

Supporting the development of a Linear Park along Southwest 2nd Avenue would better connect campus to downtown and activate more cultural opportunities for all citizens. Further, establishing an Art Line between downtown and Depot Park would create a unique citizen experience and build upon preserving and celebrating the urban core character and unifying the campus and community.



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

First & Next Steps

- NEAR – The Commission request staff within 24 months to facilitate joint planning workshops with the University of Florida and downtown representatives to cooperatively plan for a linear park and art line experience
- FAR – The CRA Board prioritize the project and begin identifying a scope of work and funding mechanism

The Logistics

Be a Leader of Improved Intergovernmental Cooperation

Problem Statement

Necessary for long-term strategic, successful planning for the future of our community is consistent and ongoing coordination between the elected representatives of the city, county and school board.

Big Idea

Serve as a leader for improving cooperation between partner regional intergovernmental agencies like the county and school board for a more cohesive and positive regional impact.

The Problem

The Solution

Be a Leader of Improved Intergovernmental Cooperation

First & Next Steps

- NOW – The City Commission request staff to add a “Regional Impact” section to agenda items to encourage and promote evaluating the community impact of potential policy decision-making
- NEAR – The City Commission invite the County Commission and School Board to an annual joint meeting, directing respective staff to collaboratively plan the agenda around items of mutual concern
- FAR – The City Commission evaluate funding a position similar to an Ambassador who’s role is to facilitate ongoing collaboration amongst the intergovernmental agencies



How Might We Be a Community Model?

Leverage partnerships and innovation to transform our city.

- ❖ Community Doorways
- ❖ Citizen Hiring Model

Design Unique and Creative Doorways into our Community

Problem Statement

Lacking a unified brand or cohesive marketing strategy, Gainesville citizens, neighbors, visitors, and passing tourists are unaware of and missing out on opportunities to enjoy the wealth of history, culture, natural amenities and unique assets offered by our community.

Big Idea

Collectively with representatives from all areas of the community, utilize public art to create unique doorways into Gainesville along the major corridors surrounding the city such as the interstate and Waldo Road.



Design Unique and Creative Doorways into our Community

First & Next Steps

- NOW – The City Commission establish a committee representative of citizens from all parts of the city to develop within 12 months a strategy of branding and marketing the community's unique amenities and assets on the overpasses on the interstate and along the Waldo Road corridor

The Logistics

Develop a Model for Hiring Citizens in Need

Problem Statement

A portion of our community is chronically unemployed and faces significant barriers to further contributing and being a part of our society while struggling to escape their past or overcome personal challenges.

The Problem

Big Idea

Identify opportunities to develop a local model for supporting training and employment placement for our chronically unemployed citizens.

The Solution

Develop a Model for Hiring Citizens in Need

First & Next Steps

- NOW – Include in the upcoming RFP an initiative to develop and facilitate a local model to support training and employment placement at GRACE Marketplace
- NEAR – Request the City Manager and General Manager to identify employment opportunities such as on-call, day-laborer or small contract positions to systemize the GRACE Works pilot initiative

The Logistics

First Steps

**Accept the Recommendations
of the Citizen Committee
for Implementing the Strategic Framework**