

**LEGISLATIVE #**

**120570B**

IN A CITY OF 124,354

**WHO CARES**

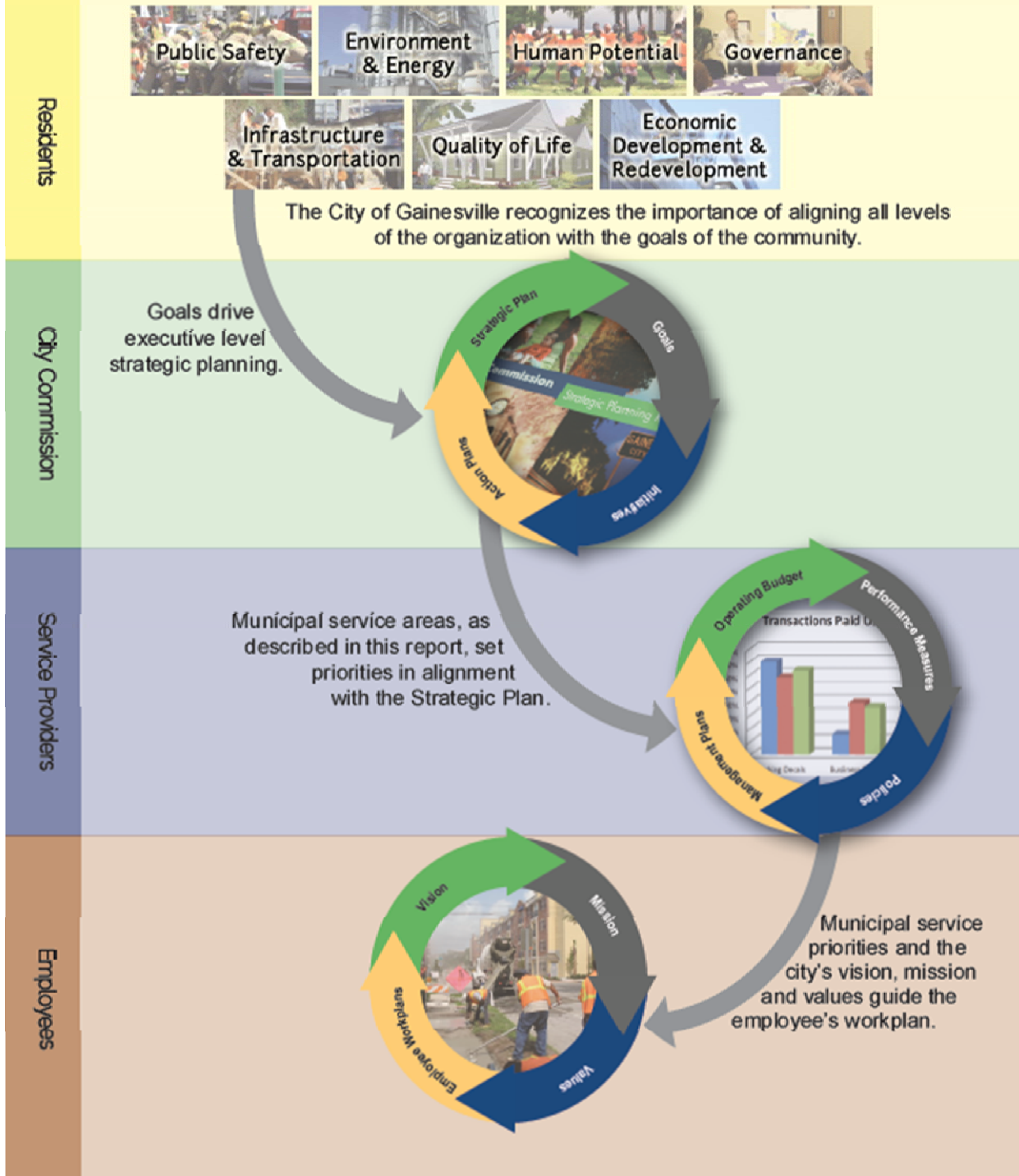
**WHAT YOU THINK?**



**WE DO!**



# Strategic Planning



# Strategic Plan Development

**November 7, 2011**

Community Forum: Focus on the Future

**February 6, 2012**

Community Forum: Focus on the Future

**August 21, 2012**

City Commission Strategic Planning Retreat

**September 26, 2012**

Department Head Retreat

# SEVEN STRATEGIC GOALS



PUBLIC SAFETY

ECONOMIC DEVELOPMENT & REDEVELOPMENT

HUMAN POTENTIAL

GOVERNANCE

INFRASTRUCTURE & TRANSPORTATION

QUALITY OF LIFE

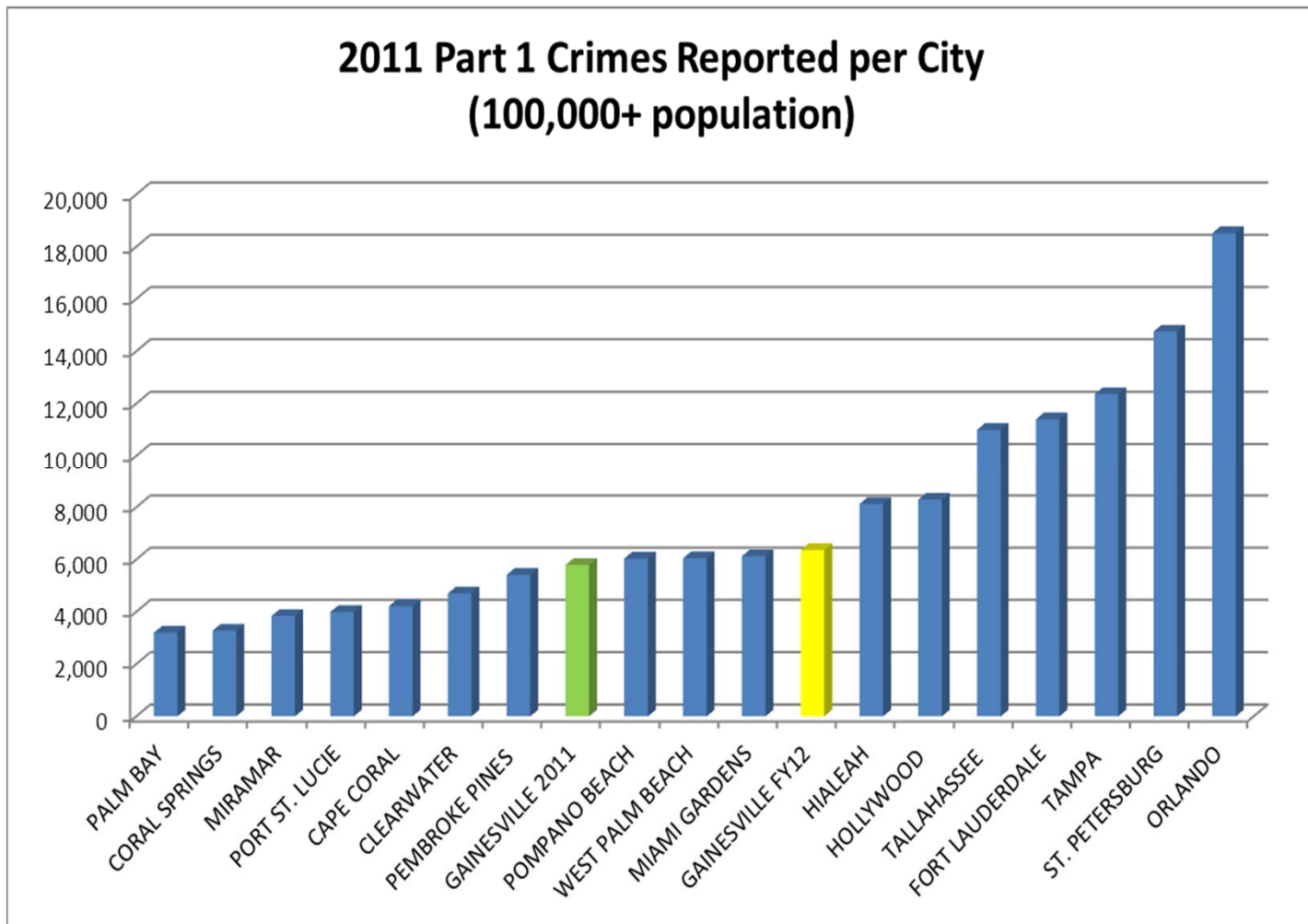
ENVIRONMENT & ENERGY



# Public Safety

*Maintain a  
safe and  
healthy  
community  
in which to  
live*

# 1.1 Develop and continue programs to reduce the causes of crime



Champion: Tony Jones, Police Chief  
Sponsor: Commissioner Hinson-Rawls



# 1.2 Coordinate the effort to bring a center that promotes family safety to the City of Gainesville



FLORIDA DEPARTMENT OF  
**CHILDREN  
& FAMILIES**



Champion: Lynne Benck, Police Captain  
Sponsor: Commissioner Poe

# 1.3 Continue to evaluate public safety facilities as the city grows



Co-Champions: Paul Folkers & Fred Murry, Assistant City Managers

# Economic Development & Redevelopment

*Foster economic development and encourage redevelopment*



## 2.1 Implement the South East Gainesville Renaissance Initiative (SEGRI Project); foster commercial & residential development In Eastern Gainesville



Champion: Kelly Fisher, Community Redevelopment Agency Director  
Sponsor: Commissioner Hinson-Rawls

## 2.2 Continue Implementation of the Strategic Redevelopment Plan for Depot Park And The Power District



Champion: Kelly Fisher, Community Redevelopment Agency Director  
Co-Sponsors: Mayor Lowe & Commissioner Bottcher

## 2.3 Ensure transparent, efficient and consistent regulation of land development in furtherance of the comprehensive plan

T-5 URBAN CENTER



Champion: Erik Bredfeldt, Director of Planning and Development Services  
Sponsor: Commissioner Hawkins

## 2.4 Continue to position the City to take advantage of innovation economy and implement the plan for innovation zone near UF & other surrounding areas



Rendering by Chris Floyd

Champion: Erik Bredfeldt, Director of Planning and Development Services  
Co-Sponsors: Mayor Lowe & Commissioner Chase

## 2.5 Improve coordination with Alachua County in order to more effectively plan and develop Gainesville's urban reserve area

# Urban Village



Champion: Erik Bredfeldt, Director of Planning and Development Services



## 2.6 Develop strategies to support small, minority and women-owned local businesses



### **Small Business Workshop**

Co-Champions: Cecil Howard, EO Director & Sylvia Warren, EO Temp  
Sponsor: Commissioner Wells



## 2.7 Develop metrics for the Economic Development & Innovation Department



Champion: Economic Development & Innovation Director  
Sponsor: Commissioner Chase

# Human Potential

*Assist every person to reach their true potential*



### 3.1 Continue implementation of the 10 year plan to end homelessness



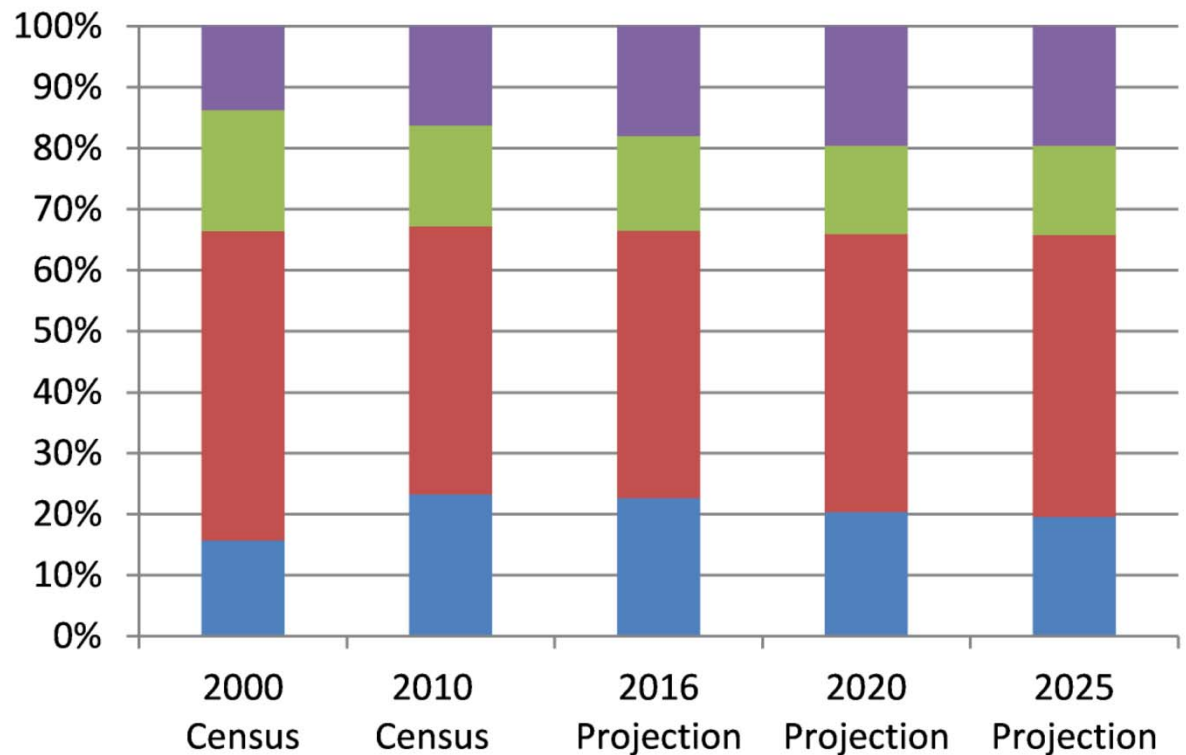
Co-Champions: Fred Murry, Assistant City Manager & Jackie Richardson, Housing Manager  
Sponsor: Commissioner Wells

### 3.2 Continue to address senior issues and services

*The 55+ year old population in Gainesville is projected to increase from 16.3% in 2010 to 20.5% in 2025.*

- 55+
- 35-54
- 18-34
- <18

**Gainesville, Population by Age Segments**



### 3.3 Continue to address children & youth issues & services, along with their parents



Co-Champions: Tony Jones, Police Chief & Shannon Keleher, Recreation Manager  
Sponsor: Commissioner Hinson-Rawls

### 3.4 Facilitate broader community support to improve the educational opportunities for City youth



#### **Panel at 1st City of Gainesville Youth Summit**

Champion: Cecil Howard, Equal Opportunity Director  
Co-Sponsors: Mayor Lowe & Commissioner Wells



### 3.5 Create a more diverse & skilled workforce; retain local talent & recent graduates

Human Potential



Champion: Economic Development and Innovation Director



# Governance

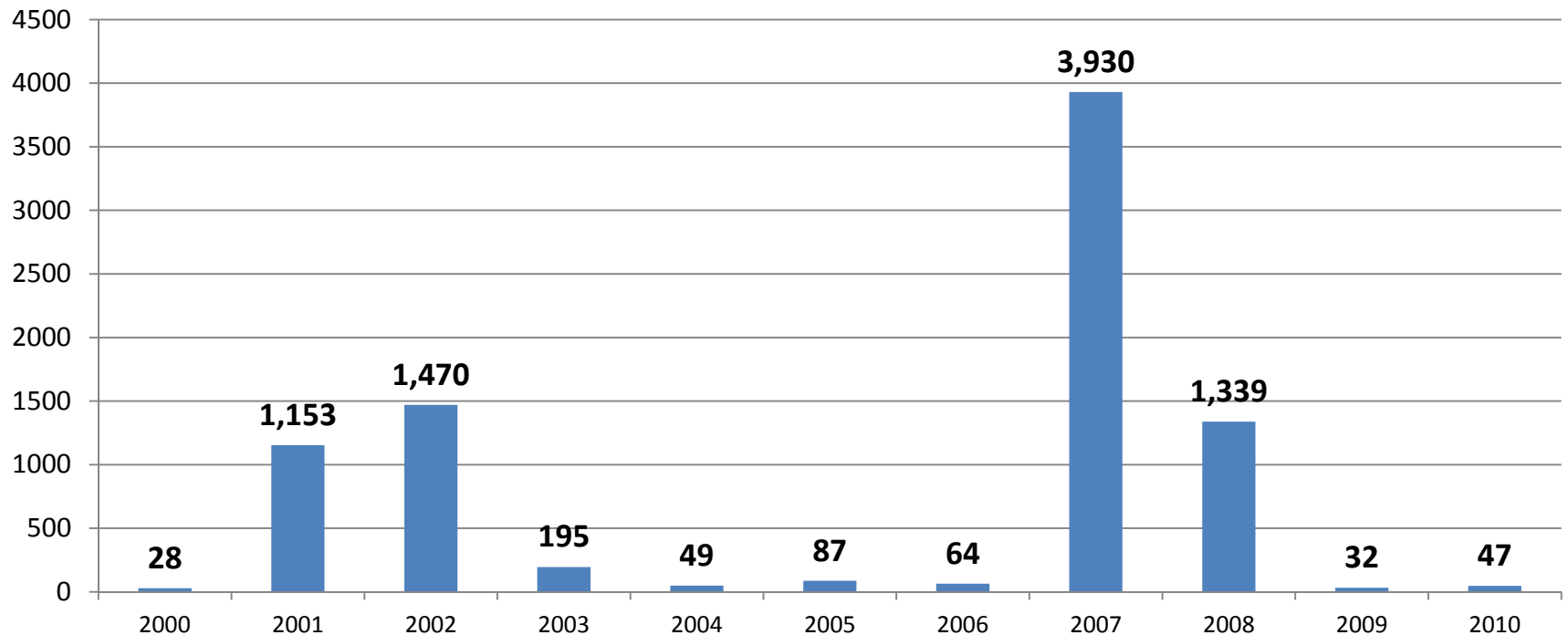
*Measure and improve the cost-effectiveness of government services*



# 4.1 Develop strategies for conducting successful annexation referendums

Governance

Number of Acres Annexed into the City of Gainesville (2000-2010)



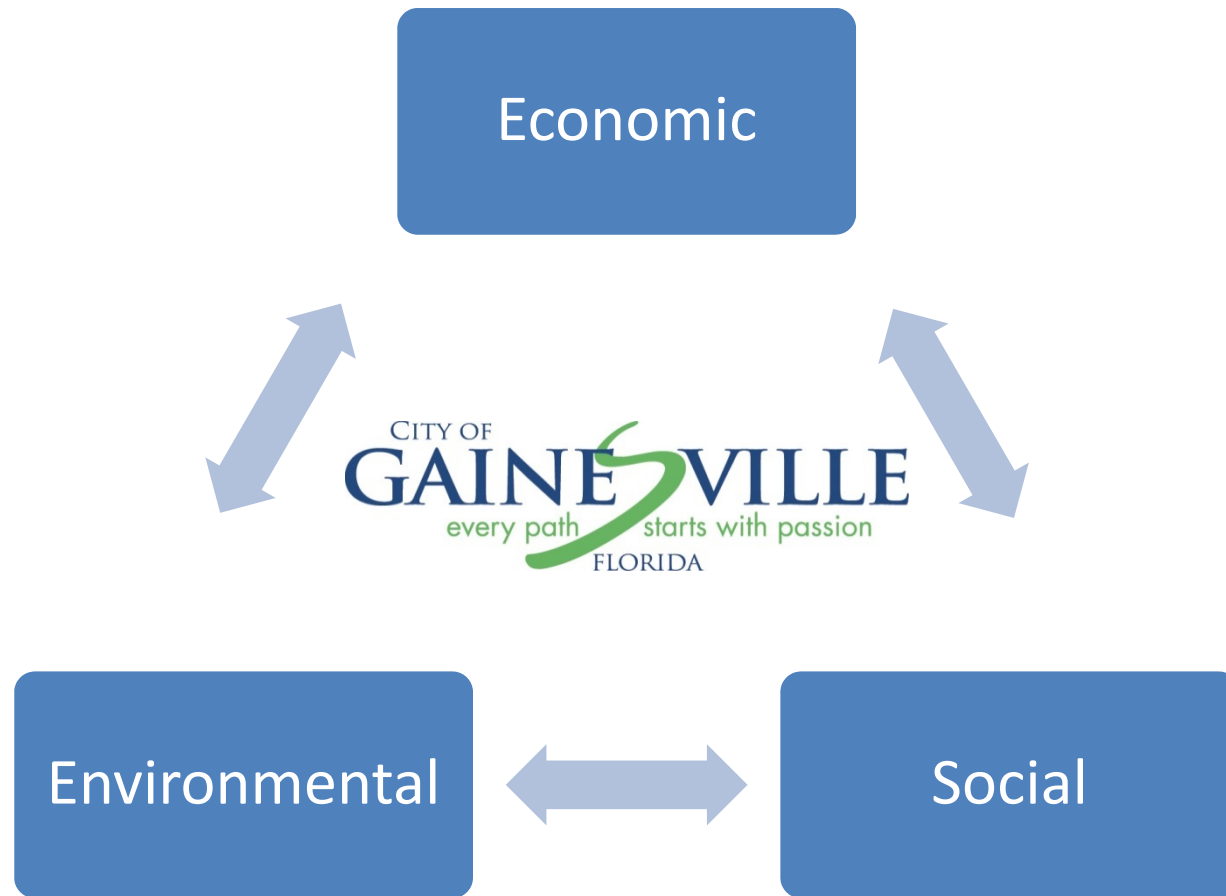
Champion: Lila Stewart, Senior Strategic Planner  
Sponsor: Commissioner Bottcher





## 4.3 Develop strategies to ensure the economic, environmental, and social sustainability of the City

Governance



Champion: Paul Folkers, Assistant City Manager  
Co-Sponsors: Mayor Lowe, Commissioner Wells

## 4.4 Formalize relationships to build key partnership opportunities with UF and SFC



**UF Innovation Hub Groundbreaking**

Champion: Paul Folkers, Assistant City Manager  
Sponsor: Mayor Lowe

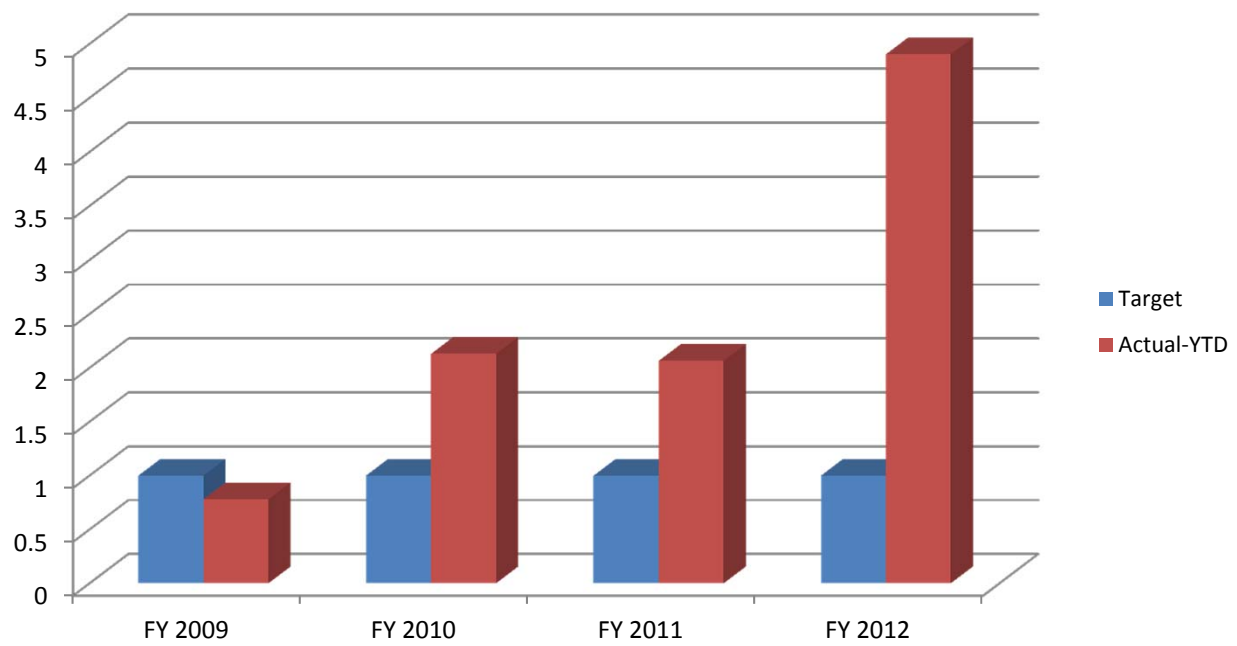
*Invest in community  
infrastructure and continue  
to enhance the  
transportation network and  
systems*



Infrastructure & Transportation

# 5.1 Assess neighborhoods to determine need for infrastructure improvements for bike/pedestrian use. Continue to expand the network by at least 1 mi/year & expand ADA access.

**Total miles added to the bicycle/pedestrian network**



Champion: Debbie Leistner, Planning Manager – Public Works  
Co-Sponsors: Commissioner Hawkins & Commissioner Wells

## 5.2 Support the reconstruction of transportation facilities to encourage redevelopment of 6th Street & Depot Avenue



Champion: Teresa Scott, Public Works Director  
Sponsor: Commissioner Bottcher





## 5.3 Enhance storm water infrastructure in older neighborhoods & construct them as neighborhood amenities



Co-Champions: Teresa Scott, PW Director; Stefan Broadus, Engineer Utility Designer 1

## 5.4 Bring existing roadway stock up to 70% rating level, as established by the Army Corp of Engineers



Champion: Jerry Hansen, Operations Division Manager

## 5.5 Implement improved transit as described in the RTS Premium Service Report & develop an RTS capital replacement fund



Champion: Jesus Gomez, Transit Director  
Sponsor: Commissioner Hawkins



# Quality of Life

*Improve the quality of life in our City for  
the benefit of all residents*

# 6.1 Strengthen the effectiveness & transparency of code enforcement

Florida Benchmarking Consortium

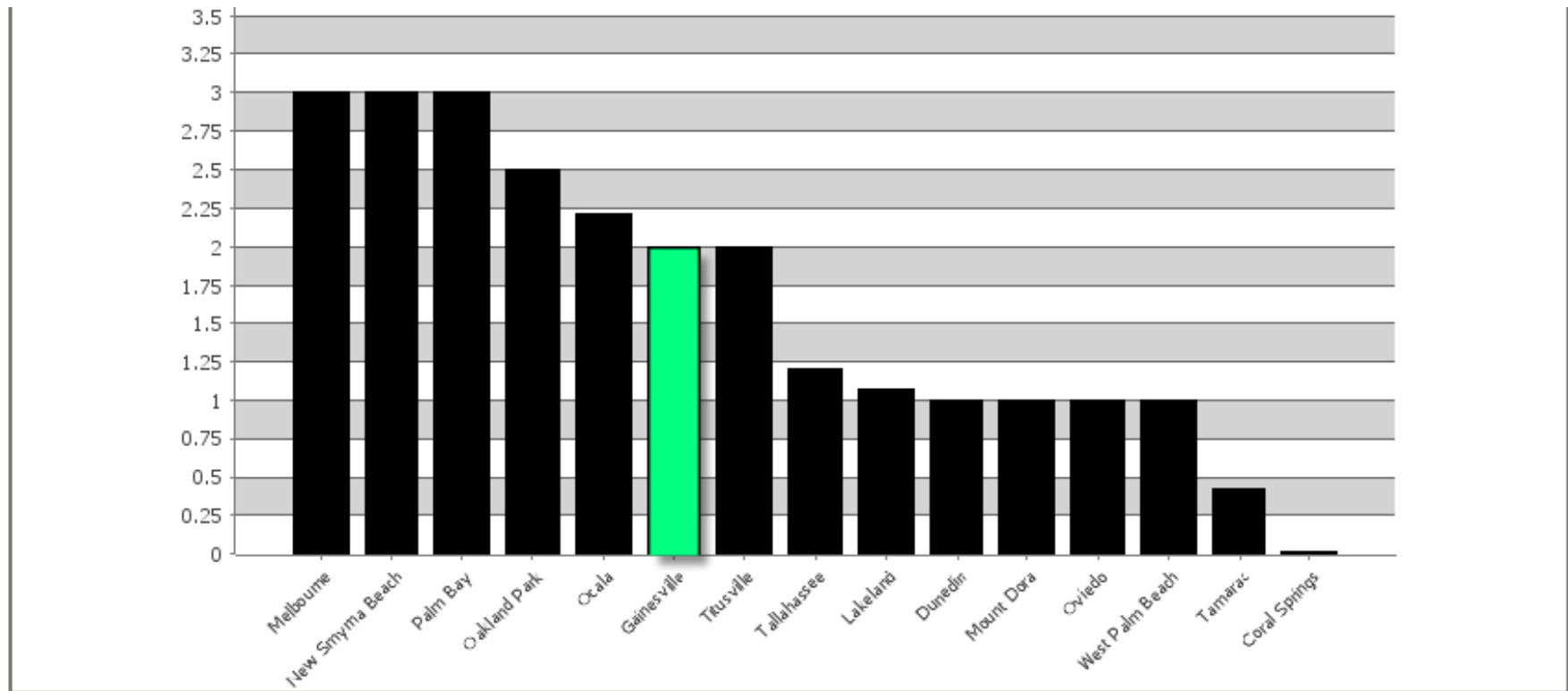
FY10/11 Annual Services Report

Code Enforcement (CE)

ci.CE019

Units:

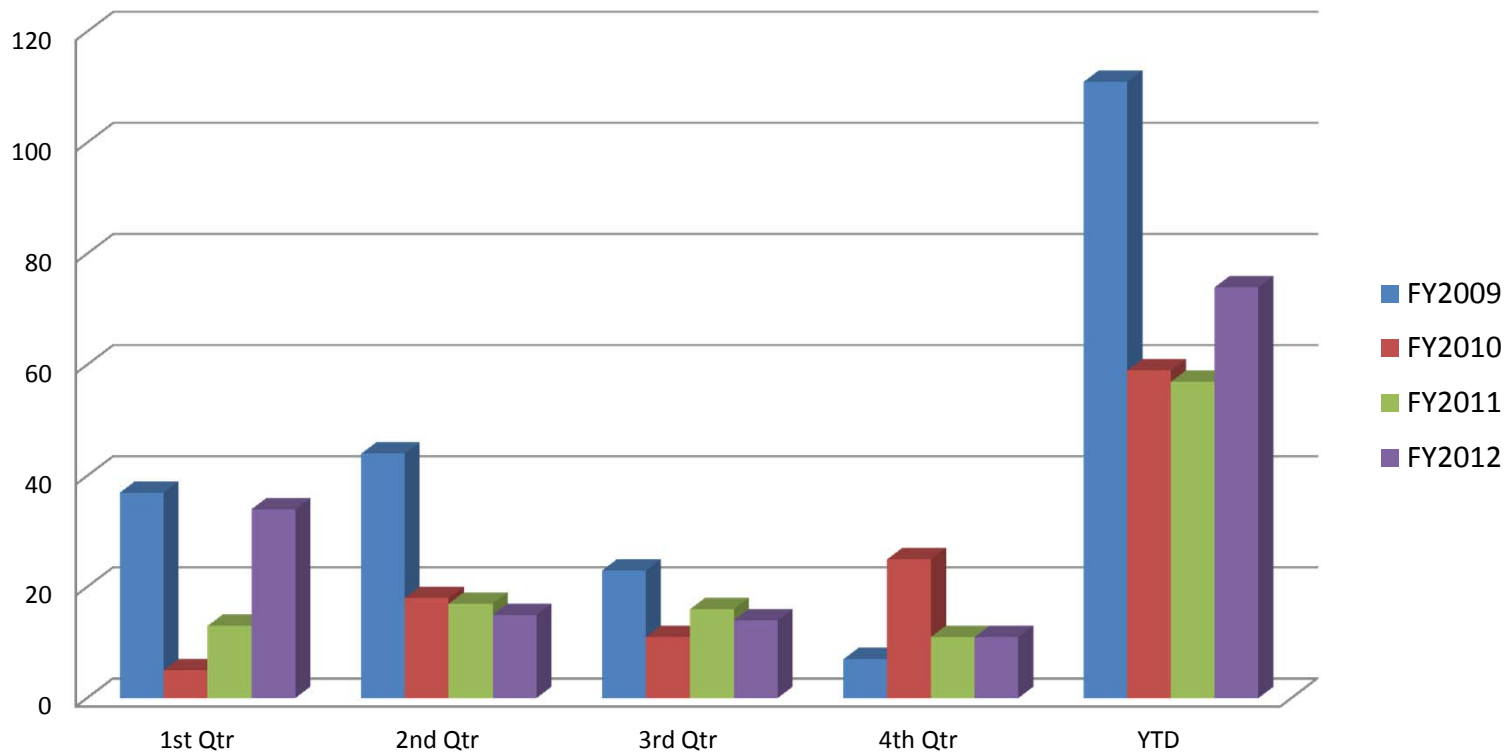
Avg. days from complaint to first inspection  
Days



Co-Champions: Fred Murry, Assistant City Mgr & Chris Cooper, Code Enforcement Mgr  
 Sponsor: Commissioner Wells

## 6.2 Ensure the quality and broad distribution of affordable housing throughout the City

Number of families served through Rehab, New Construction, Down Payment & Mortgage Foreclosure Assistance Programs

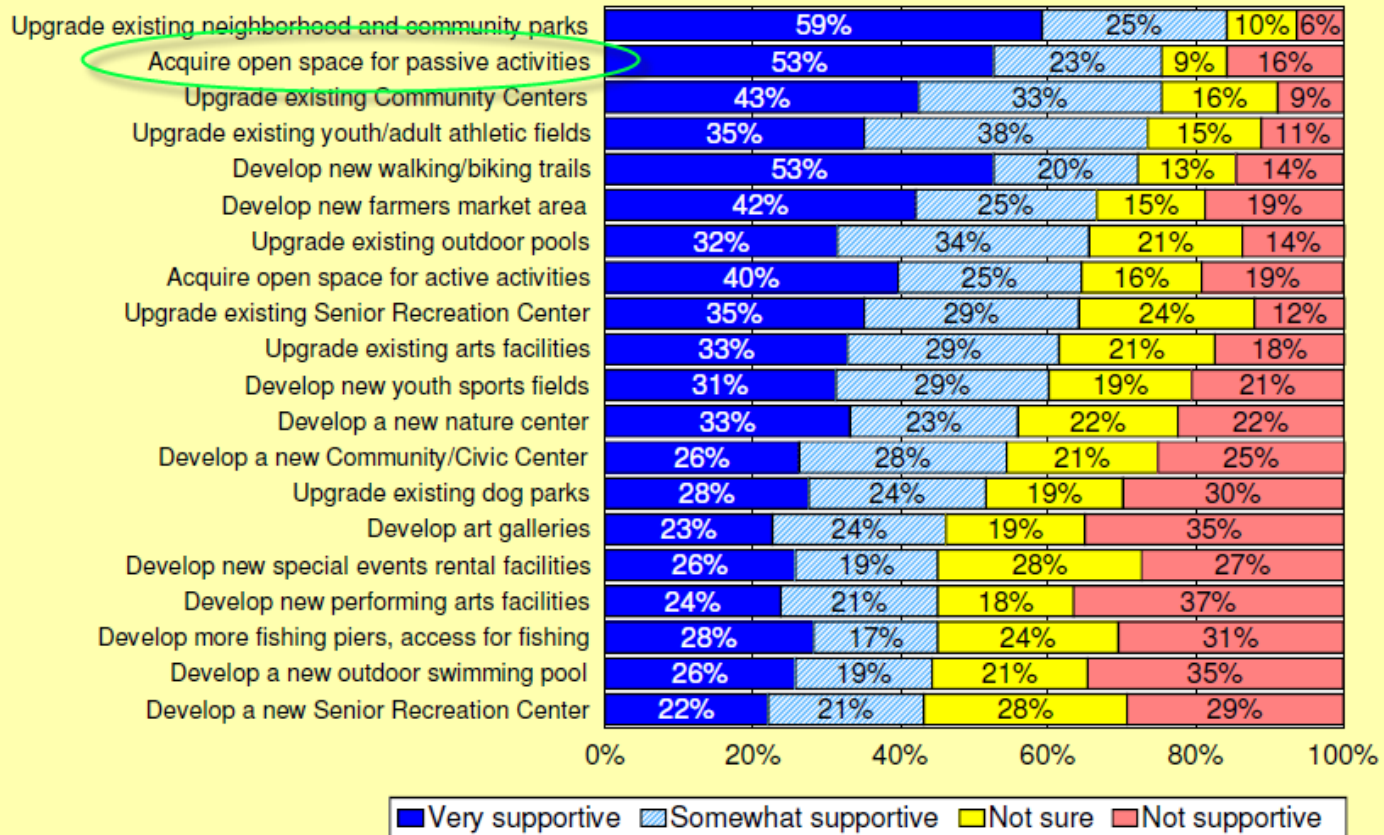


Champion: Jackie Richardson, Housing and Community Development Manager  
 Sponsor: Commissioner Hinson-Rawls

## 6.3 Accelerate the identification and acquisition of conservation lands and complete WSPP capital projects

### Q14. Level of Support for Certain Improvements to Gainesville Parks, Recreation and Cultural Services

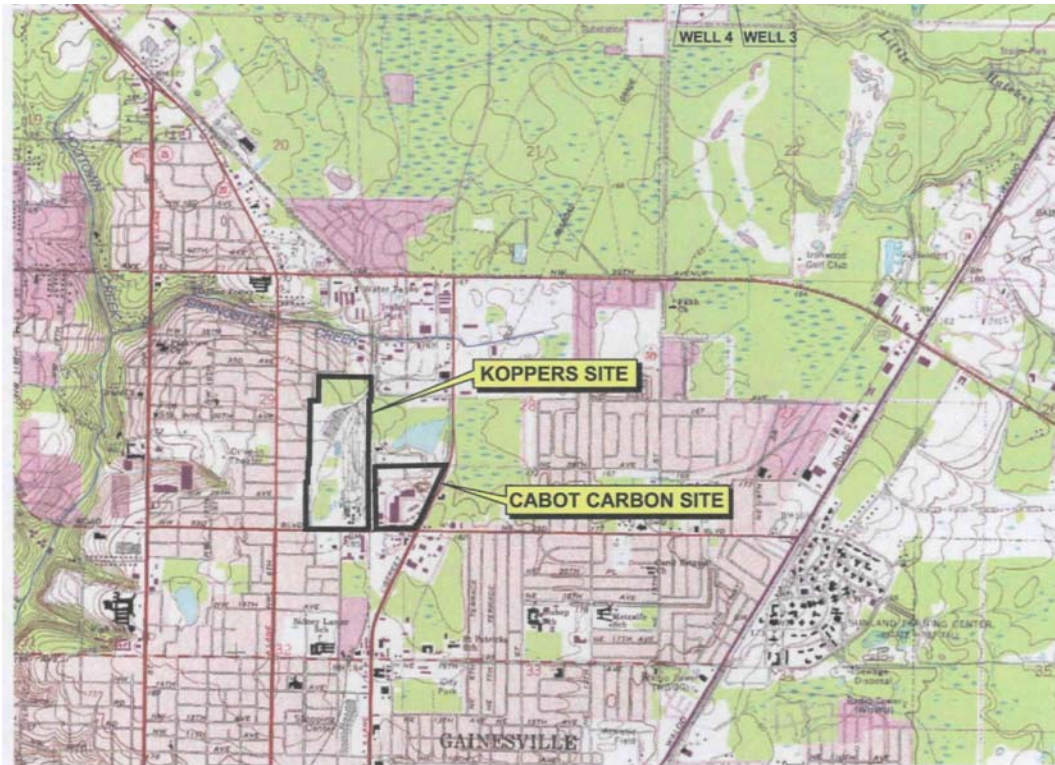
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

Champion: Steve Phillips, Director of Parks, Recreation and Cultural Affairs

# 6.4 Actively participate in the clean-up and redevelopment of the Cabot/Koppers Superfund site



SOURCE: U.S.G.S. QUADRANGLE GAINESVILLE  
EAST, FLA 1966 (PHOTOREVISED 1988)



Figure 1  
Site Location Map  
Cabot Carbon/Koppers Superfund Site, Gainesville, Florida

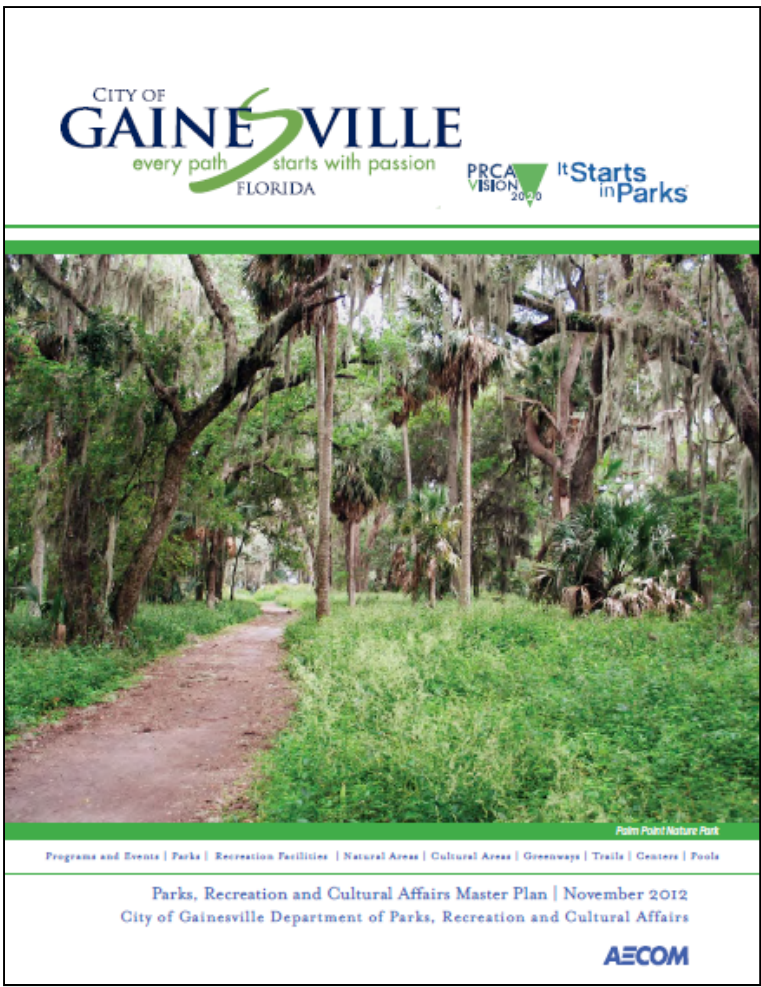
Champion: Fred Murry, Assistant City Manager  
Sponsor: Mayor Lowe



**NEW!**

# 6.5 Identify steps of implementation for the Parks, Recreation, & Cultural Affairs Master Plan and continued acquisition of conservation land

Quality of Life



## Parks, Recreation and Cultural Affairs Master Plan, November 2012

Co-Champions: Steve Phillips, PRCA Director & Michelle Park, Assistant PRCA Director  
Co-Sponsors: Commissioner Poe & Commissioner Bottcher



## 6.6 Increase the cultural opportunities/offerings in the City

Quality of Life



Thomas Center  
Gallery *REGION 4:*  
*Transformation*  
*Through*  
*Imagination*  
exhibition opening

Champion: Russell Etling, Program Coordinator

# Environment & Energy

*Protect and sustain our natural environment and address future energy needs*



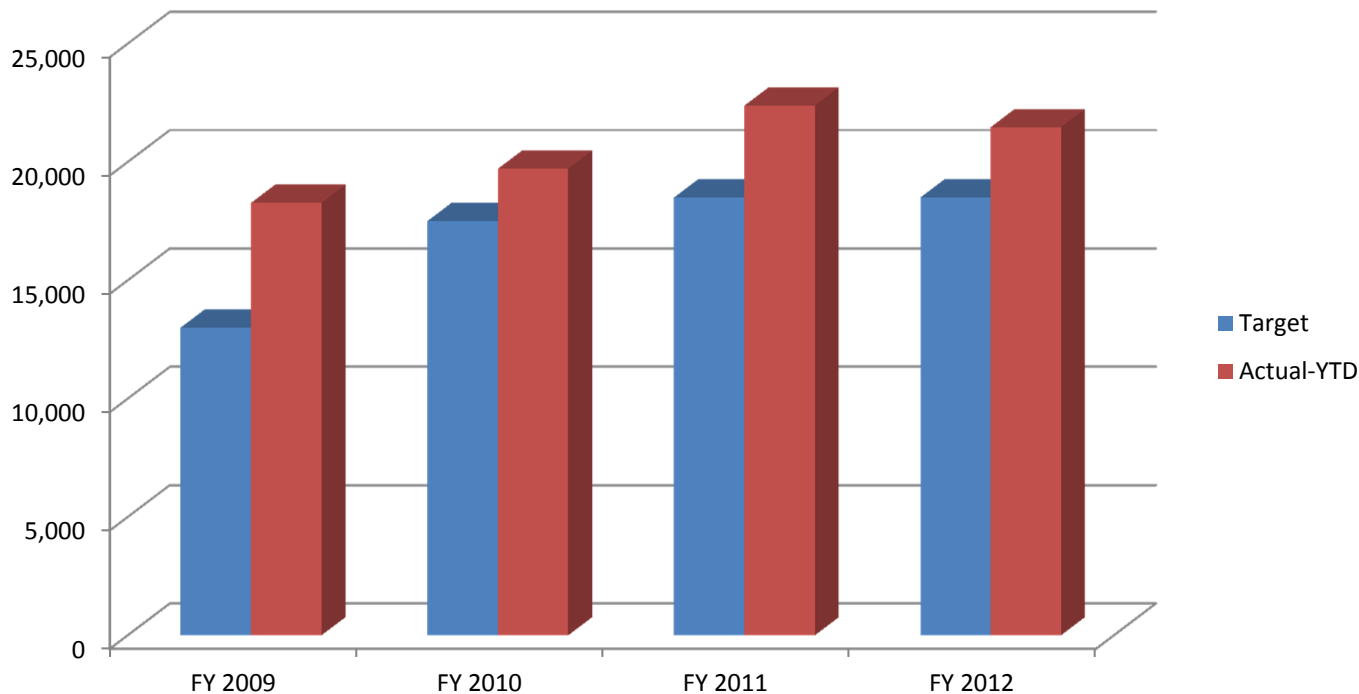
## 7.1 Protect the quality of drinking water in Gainesville



Champion: Rick Hutton, P.E. Supervising Utility Engineer

# 7.2 Monitor compliance with recycling ordinances and identify a roadmap for achieving a recycling goal of 75%

Tonnage of Recyclable Material Collected

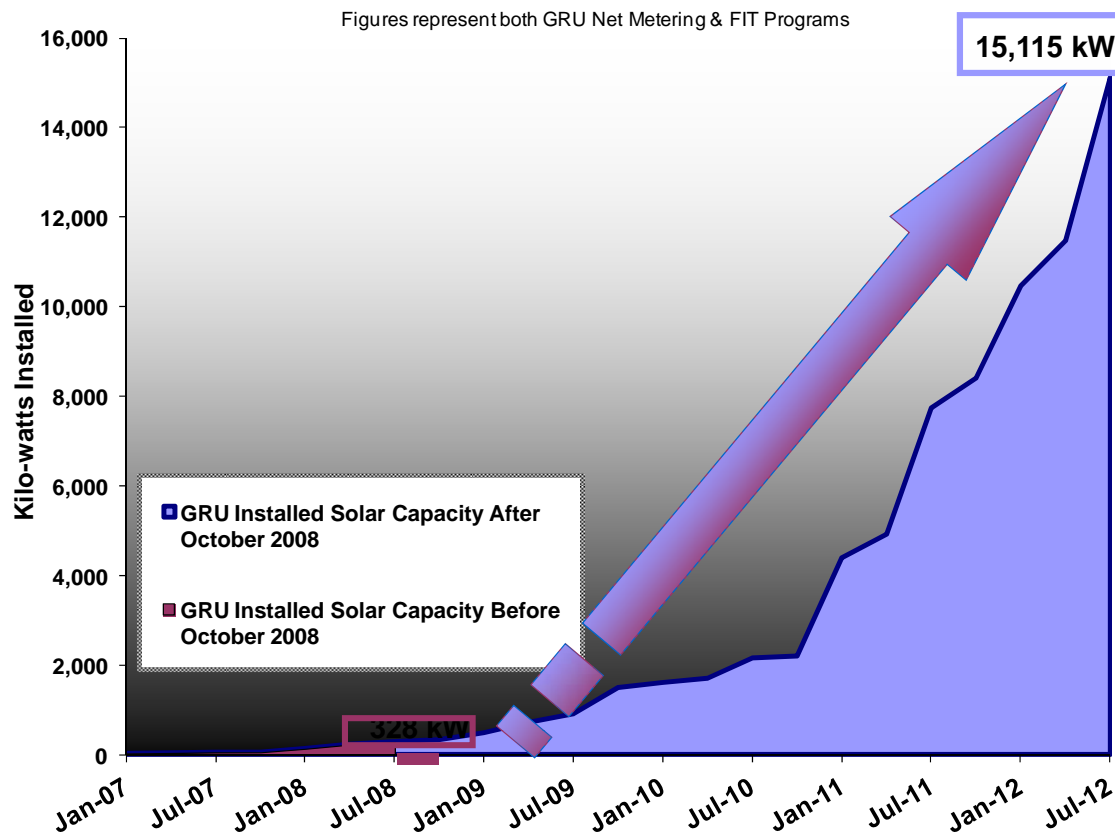


Champion: Steve Joplin, Solid Waste Manager

# 7.3 Monitor & report the progress of the coordinated response at the local level to address energy policy and climate change

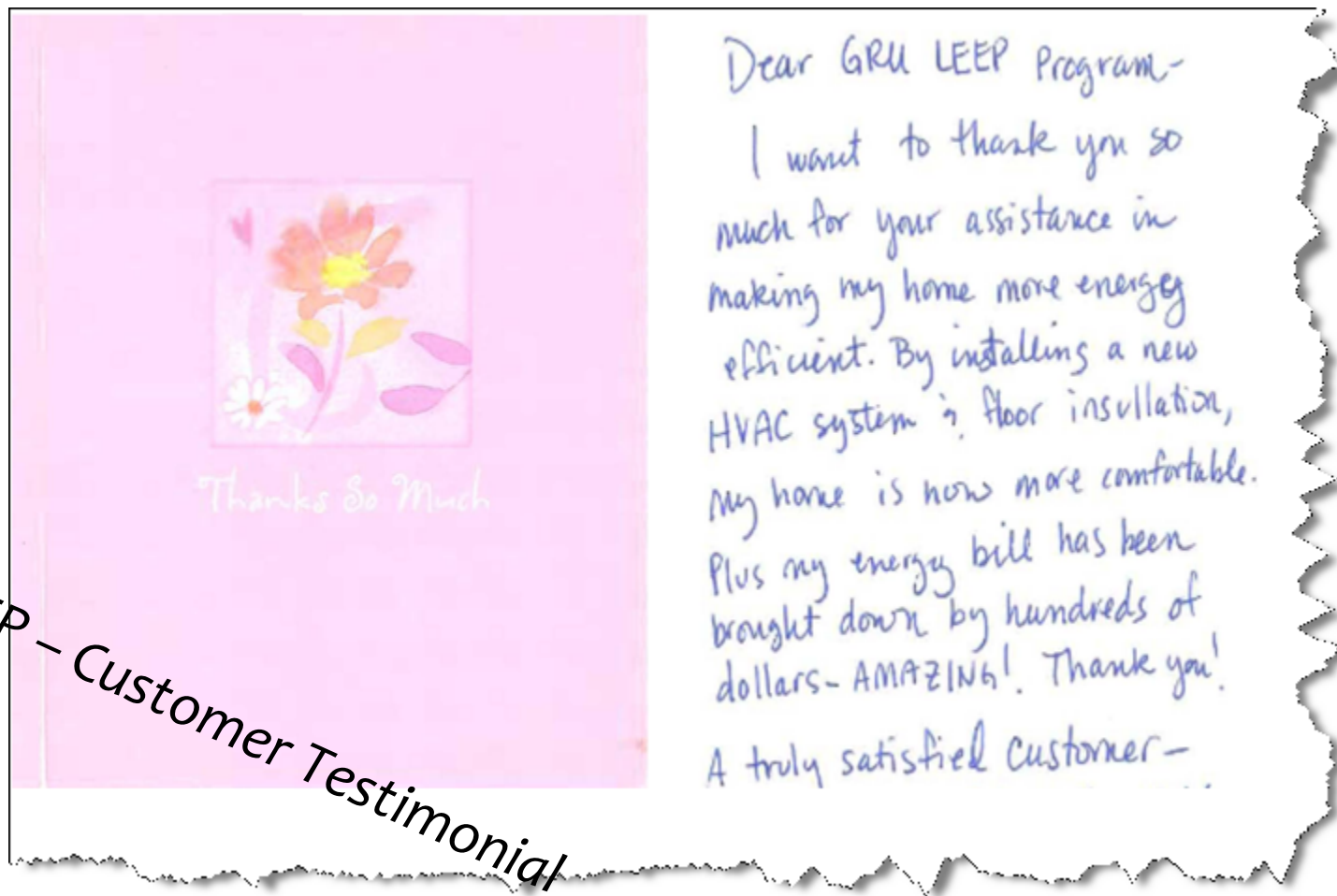
### GRU Installed Solar Growth

Figures represent both GRU Net Metering & FIT Programs



Co-Champions: Lewis Walton, Marketing Mgr Utilities & Paul Folkers, Assistant City Mgr  
Sponsor: Mayor Lowe

## 7.4 Improve the energy efficiency of GRU customers with an emphasis on low income homes



Co-Champions: Kathy Viehe, AGM for Customer Services & Lewis Walton, Marketing Mgr  
Sponsor: Commissioner Wells