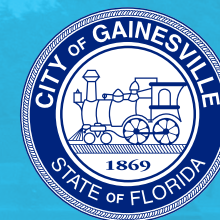


Downtown Gainesville

Strategic Plan

Community Engagement Brief





Purpose of the Downtown Strategic Plan

The Downtown Strategic Plan will consider the past, present, and future of Downtown and its surrounding neighborhoods, and strategically outline opportunities, preserve what makes downtown special, and move downtown forward for the next decade.

City Strategic Plan: Vision 2035 Principle 6: Alive/Vibrant Downtown

1. **Choice of a variety of residential opportunities** – types and price points
2. **Successful locally owned retail businesses**
3. **Destination for 18/7 living**, working and experiencing
4. **Equitable development** in adjacent neighborhoods
5. **Community gathering places** to hangout or to have events and festivals
6. **Well-designed**, well-maintained and attractive landscaping and buildings
7. **Additional “mid-rise” mixed-use buildings** providing office and residential opportunities
8. **Neighbors and guests feeling safe** with a well-lighted Downtown
9. **Diverse mix** of small locally owned retail, national retailer and entertainment/unique experienced-based businesses

Purpose of this Engagement Brief

This Engagement Brief outlines **an inclusive and equitable process to guide engagement** with the Gainesville community, which will serve as the foundation for the Downtown Strategic Plan.

Core Values for Community Engagement

We seek to ensure that individuals and groups most affected by a decision will be **involved in the decision-making process.**

1

We seek to ensure that the public's contributions will **influence the decision.**

2

We strive to make sustainable decisions by **recognizing and communicating the needs and interests** of all participants, including decision makers.

3

We seek out and facilitate the involvement of those potentially **affected by or interested in a decision.**

4

We seek input from participants in **designing how they participate.**

5

We will **provide participants with the information they need** to participate in a meaningful way.

6

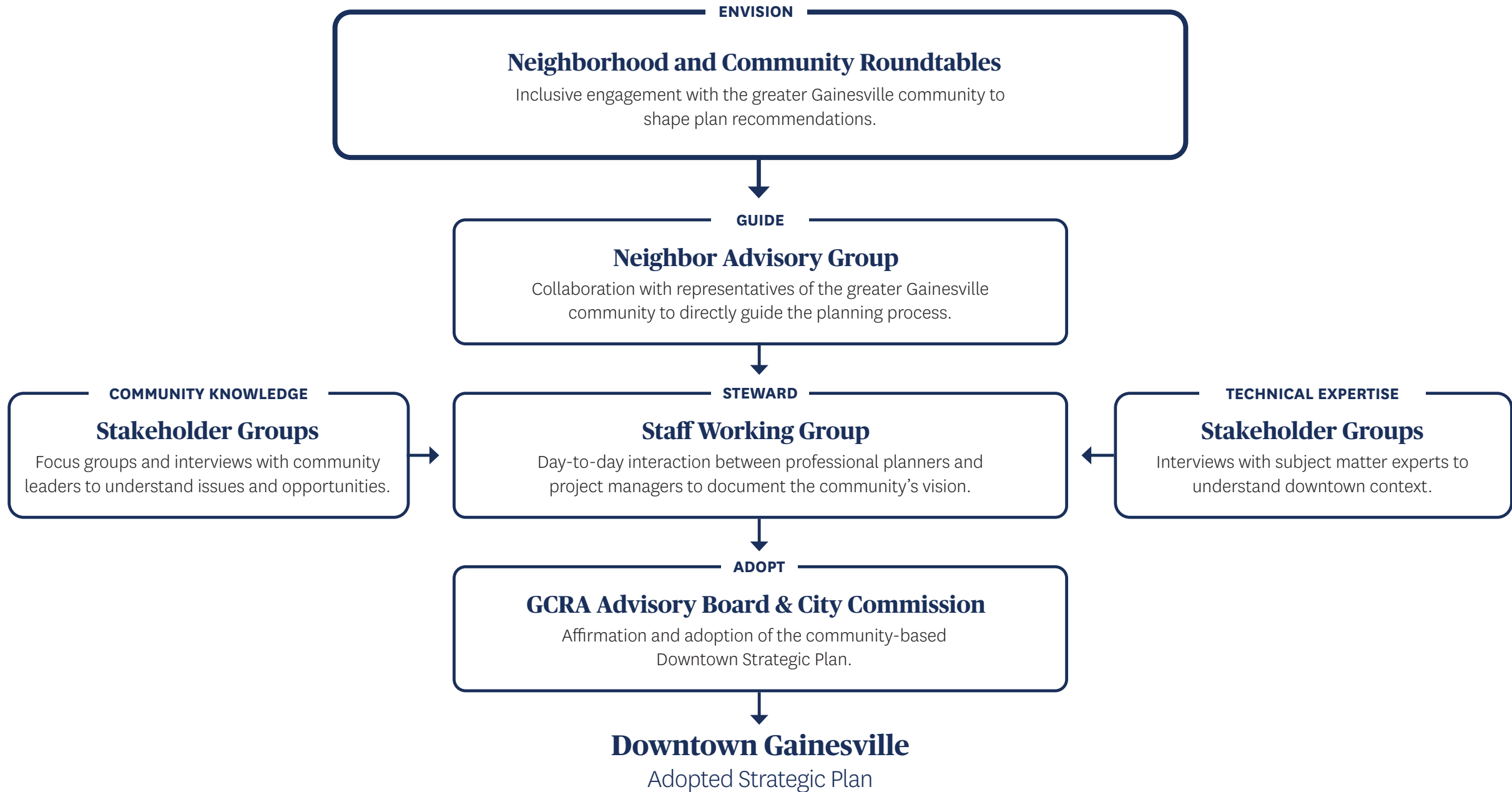
We will communicate to participants how their **input affected the decision.**

7

We will continuously improve our awareness of power and culture so that we can respect the **diverse histories, experiences and needs** of local residents.

8

Engagement Groups & Process



Neighborhood & Community Roundtables



The Neighborhood and Community Roundtables will welcome the greater Gainesville community to participate in the planning process and shape decisions. A special emphasis will be placed on reaching under-represented populations and those most impacted by racial inequities.

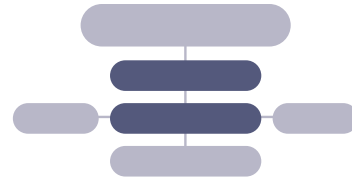
Roundtables may involve small group meetings as well as open, public community meetings.

Role: Partner, Collaborator, Decision-Maker

Meeting Frequency: 3 times throughout the process

Suggested Forum: Online or in-person roundtables (meeting state and local health requirements) led by the MKSK Team

Neighbor Advisory Group



Staff Working Group

The Neighbor Advisory Group will be a representative voice of the Gainesville community that will directly guide the process.

Members will provide critical feedback, establish the plan's guiding principles, and guide the direction for the planning process.

Members will serve as ambassadors of the project, actively communicating and advocating for the plan's shared vision.

Role: Critical Advisor, Advocate

Meeting Frequency: 4 times throughout the process

Members: 12 - 15 Members

Suggested Forum: In-person and/or online working meetings led by the MKSK Team

The Working Group will serve as the forum for day-to-day interaction between the consultant team and City staff.

The group will be composed of staff from the City of Gainesville, with participation from project partners.

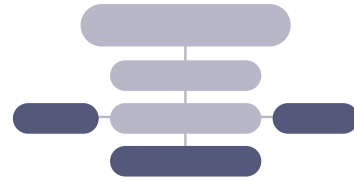
Role: Day-to-day project direction

Meeting Frequency: Bi-weekly (every two weeks)

Members: 2-7 Community Builders and Project Partners

Suggested Forum: Online working meetings led by the MKSK Team

Stakeholder Groups



GCRA Advisory Board & City Commission

The Stakeholder Groups will provide substantive local knowledge and technical information to inform plan recommendations.

Stakeholders will identify potential community members to act as project champions that help spread the word and distribute plan-related materials.

The consultant team and Staff Working Group will meet with various stakeholders at the outset of the project.

Role: Community Knowledge and Technical Expertise

Meeting Frequency: At the outset of the project

Suggested Size: 8-10 meetings of 12-15 people each

Suggested Forum: In-person and/or online working meetings led by the MKSK Team

The City Commission and GCRA Board will provide guidance at project milestones and serve as the local authority that adopts the final, community-based plan.

Elected officials will provide leadership and collaborate with local project partners in good faith to implement plan recommendations.

Role: Community Representative, Statutory Authority, Implementation Partner

Meeting Frequency: 3 times throughout the process

Suggested Forum: Regular Commission and Board meetings

Timeline

