



CRA Website Update

May 16, 2016 @ City Hall

CRA Board Meeting



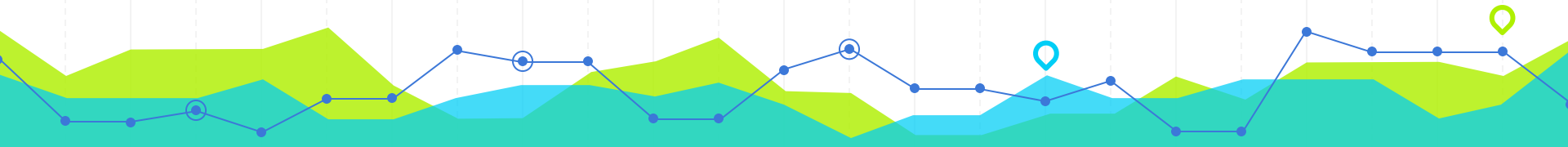
WEBSITE PRESENTATION FLOW:

WHY?

Before &
After

Feedback

www.gainesvillecra.com



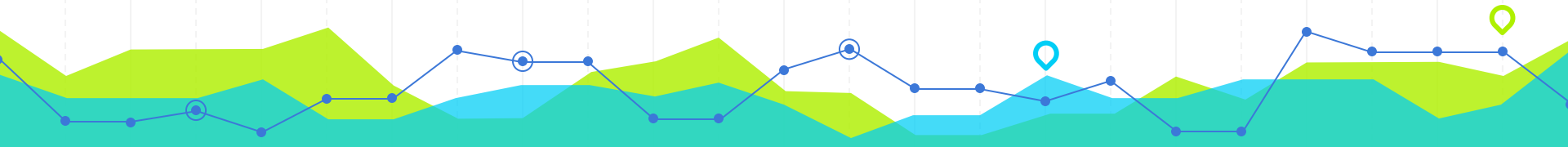
GOAL OF WEBSITE IMPROVEMENTS

1. Improve community accessibility & engagement
2. Match citizens' changing communication patterns
3. Better promote CRA districts



“Globally, mobile data traffic will grow 8-fold from 2015 to 2020, a compound annual growth rate of 53%.”

Source: Cisco Mobile Forecast 2015-2020



Old CRA Website

- Built on outdated Adobe Contribute software program, last updated in 2008
- Inefficient, required multiple clicks to access info
- No social media connectivity or mobile-optimization

GCRA
Gainesville Community Redevelopment Agency
a mix of **vision, creativity & hard work**

About the CRA
Redevelopment Areas
CRA Projects
Living in Our Community
Doing Business with the CRA
Investing in Our Community
Project Opportunities
Meetings Agendas & Minutes
News & Events

Designing a better Gainesville

UNCOVER GNV
2015 & 2016
ANNUAL REPORT

"Uncover GNV" with the Gainesville CRA's interactive FY15 Annual Report!

Citizens can see what progress was made on projects in East Gainesville, Downtown, Fifth Avenue/Pleasant Street and College Park/University Heights through a new decoder map that highlights signature projects! Click on the image above for a digital version of the report.

Capital City Bank Group Foundation contributes \$60,000 grant to Depot Park adventure play area!

Depot Park visitors will now have some much needed protection from the Florida heat! We're thrilled to announce that Capital City Bank's non-profit foundation has graciously contributed \$60,000 towards constructing a much-needed shade structure next to the Depot Park custom splash pad and adventure play area! Click on the photo for more info.

(pictured from left to right: City Manager Anthony Lyons; CRA Project Manager Nathalie McCrater; CRA Project Manager Candi Harvey; Capital City Bank Chairman, President, & CEO William G. Smith, Jr.; Interim CRA Director Sarah Vidal-Flores; CRA Board Chair & Commissioner Craig Carter)

UNIQUE 17-ACRE URBAN reDEVELOPMENT OPPORTUNITY

We won an international economic development award!
Click here for the October 2015 press release. Watch the video intro here. Learn why we're using cartoons to illustrate our redevelopment stories here: doorstep-gcra.com

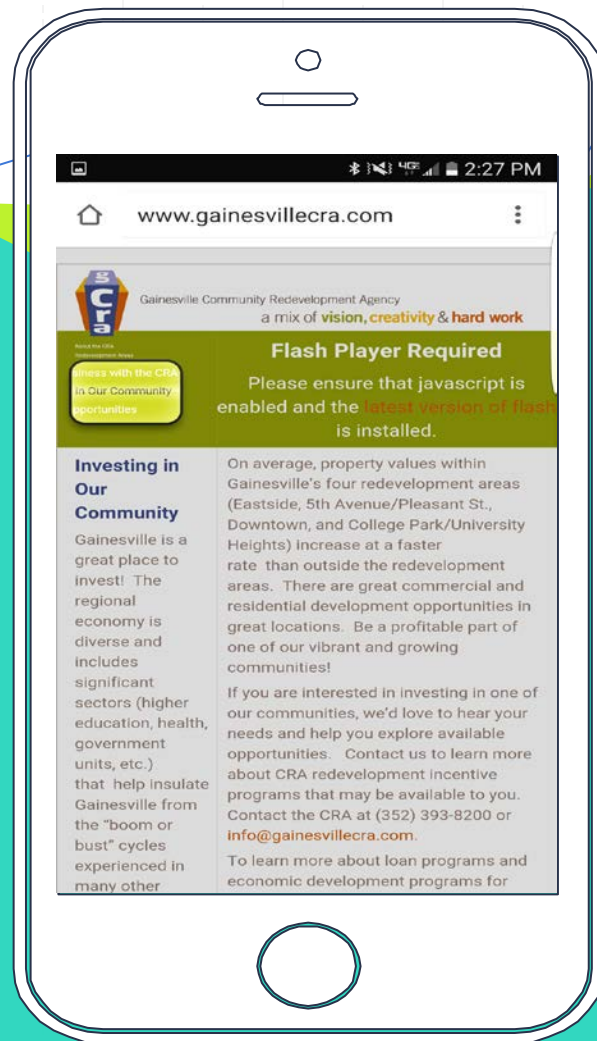
Discover the magic of transition out of the making

Is your property eligible for CRA programs?
Follow this link for an interactive GIS map indicating CRA districts, brought to you by the City of Gainesville Public Works Dept & Alachua County Property Appraiser Office.

NEW: audited FY15 financials!
Audited financials are now out. Click here to download GCRA's accounting balance sheets for the past year (October 1, 2014 to September 30, 2015).

Wanted: CRA advisory board members!
We're currently looking for passionate community members interested in serving on one of our advisory boards. Contact Stephanie Seavright at 352-393-8200 for more info.

Old-Website...
Mobile Unfriendly :(
Adobe flash player is not supported on iOS devices.
No automatic resizing for content!

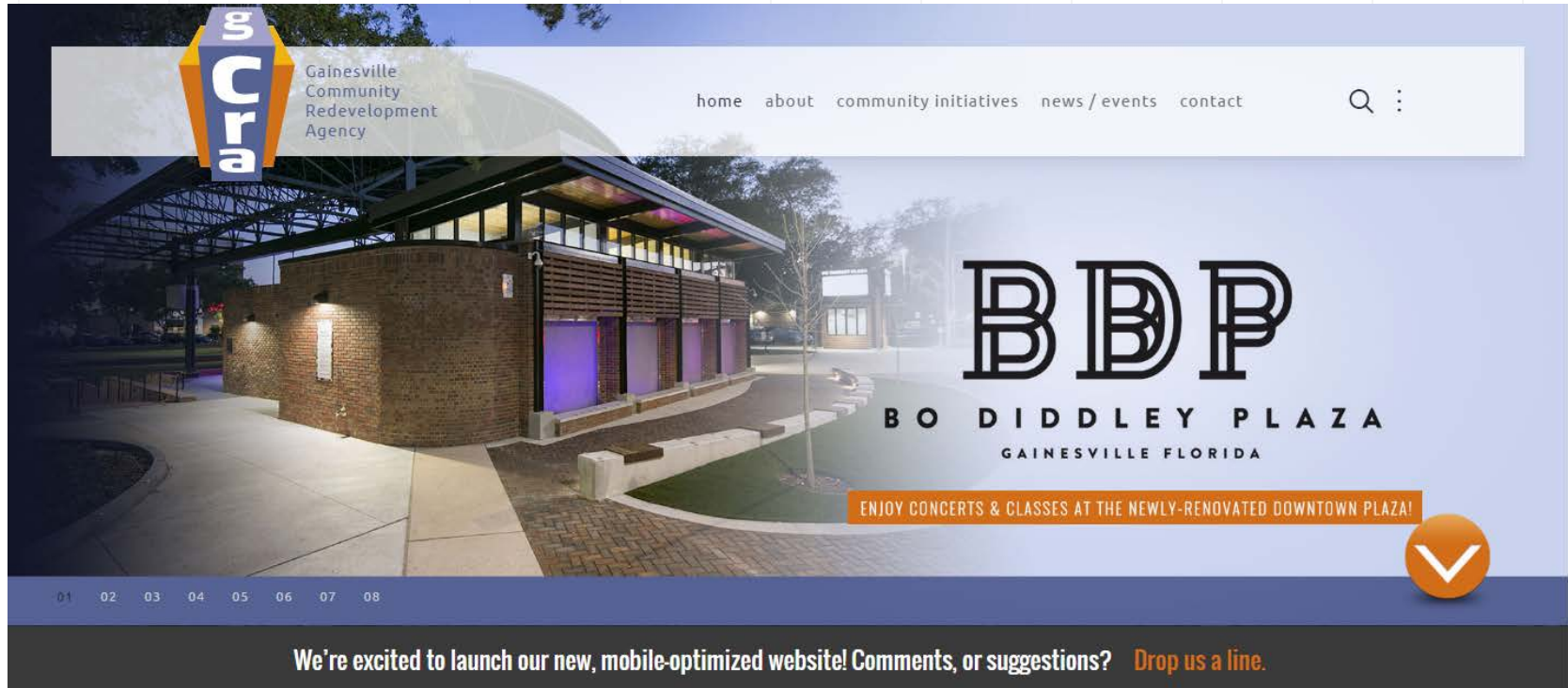




ex: FAPS main page

- Inefficient use of screen real estate
- Required **7+ clicks** to get all relevant information for the district

NEW 'Citizen-centric' CRA Website!



BETA!

Quick way for visitors to offer suggestions or report website bugs!

We're excited to launch our new, mobile-optimized website! Comments, or suggestions? Drop us a line.



WEBSITE FEEDBACK

We're excited to launch our new, mobile-optimized website! Comments, or suggestions?

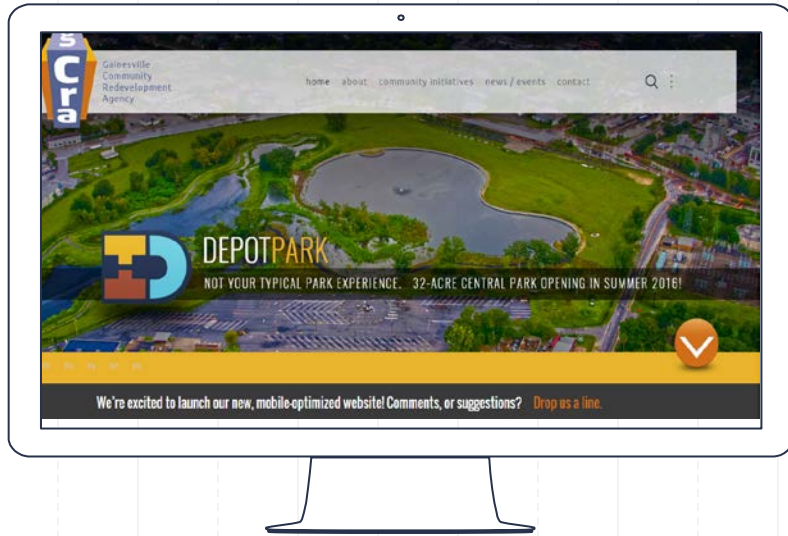
Name

Email

Comments, or suggestions

SUBMIT

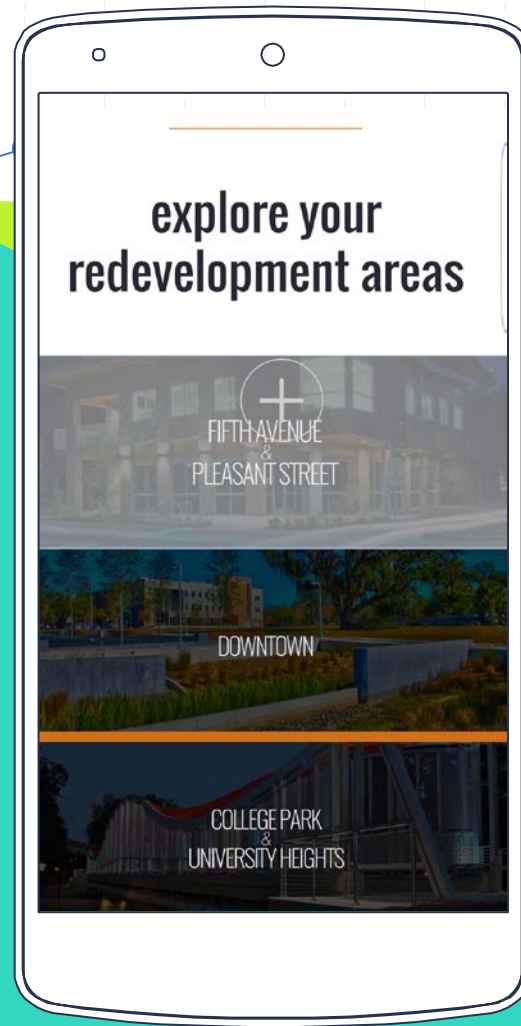
Improved Website Capabilities



- Beta version launched May 10th
- ☐ Mobile-optimized
- ☐ Built on Joomla
 - ☐ Can now update from the web anywhere in the world (instead of from a CD-installed desktop program!)
- ☐ Interactive GIS map!
- ☐ Google Analytics



New mobile-friendly
CRA Website! :)
Automatically resizes to fit
devices! No Flash player, so
no iOS issues.



Sample: Redevelopment Area Page

Only 1-2 clicks
needed to view
everything!



College Park / University Heights

The identity and future of the College Park/University Heights Community Redevelopment Area is intertwined with the University of Florida. As more students opt to walk and cycle to class, living close to campus becomes increasingly appealing. The diverse residential base and proximity to a center of higher education infuse an aura of freshness and activity in this district. Luxury row houses, apartments, and condominiums with attention to design are being constructed alongside established historic residences in these conveniently located neighborhoods. Perhaps the most exciting opportunity for College Park/University Heights is the redevelopment of under-utilized commercial and industrial districts, and the potential infusion of technology and medical-related spin-offs from the University. A mix of technology research and enterprise is planned for areas south and east of campus, providing jobs and support for additional mixed-use development. This would also encourage new and unique housing options for professionals and entrepreneurs who want to live, work, and play in College Park/University Heights.

DETAILED
MAP



Redevelopment Areas

FIFTH AVENUE / PLEASANT STREET
DOWNTOWN
EASTSIDE
COLLEGE PARK / UNIVERSITY HEIGHTS




All Projects

→ FIFTH AVENUE / PLEASANT STREET
→ DOWNTOWN
→ COLLEGE PARK & UNIVERSITY HEIGHTS
↓ EASTSIDE

Sample: Redevelopment Area Page & Project List

(just scroll)

KEY PROJECTS UNDERWAY

-  NW 1st Avenue Streetscape
-  South Main Street Streetscape
-  Innovation Square

COMPLETED PROJECTS

- ✓ Depot Rail Trail Improvements
- ✓ Helyx Bridge (13th Street Pedestrian Overpass Enhancement)
- ✓ Innovation Square Parking Analysis + Strategy Plan
- ✓ SW 5th Avenue Pocket Park
- ✓ SW 7th Ave Reconstruction Project
- ✓ University Ave. Medians
- ✓ SW 8th Avenue

SIGNATURE PROJECTS



 **INNOVATION SQUARE**
at the University of Florida

INNOVATIONSQUARE.UFL.EDU

Depot Park

LOCATION: SOUTH MAIN STREET AND DEPOT AVENUE

START DATE: 2007

KEY PARTNERS: CRA, GRU, PUBLIC WORKS, PARKS, RECREATION AND CULTURAL AFFAIRS STAFF, & MORE

ESTIMATED COMPLETION DATE: FALL 2016

AVAILABLE FUNDING: \$5.9M

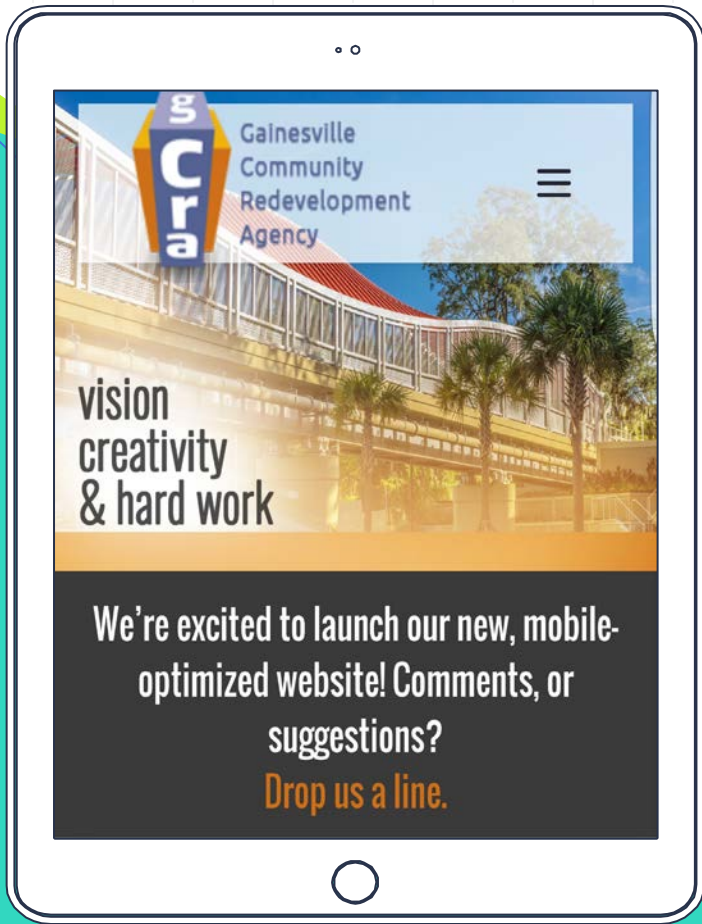


OBJECTIVE:

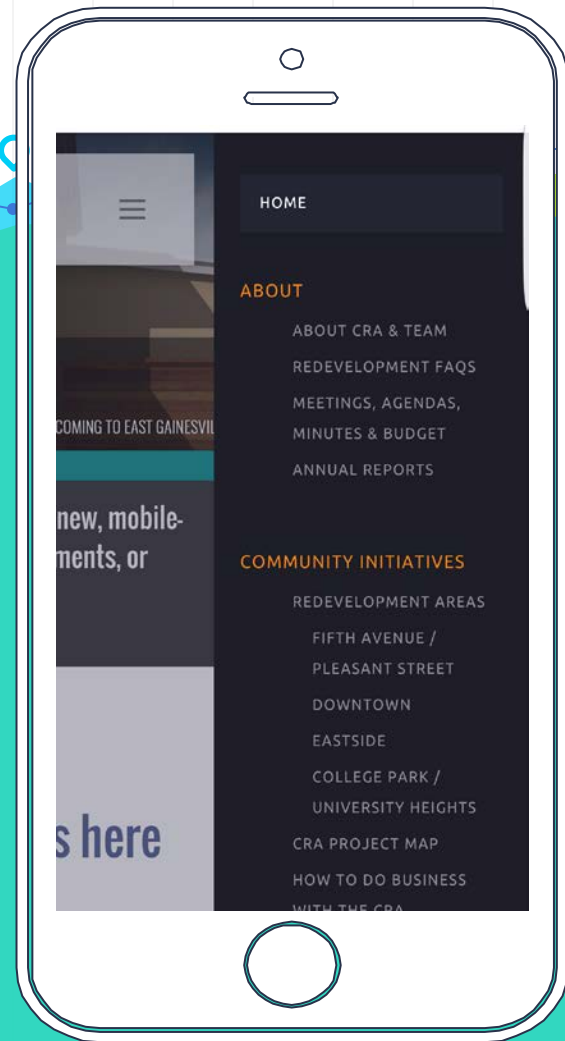
The vision for Depot Park is to create a contemporary public greenspace that will serve as Gainesville's "Central Park". As the signature city park located within downtown, it will be the gateway to central Gainesville and provide a space for public outdoor enjoyment unique to the city. The park will offer community residents opportunities to experience the renovated historic train depot, enjoy a system of walking paths, and participate in family activities at several children's areas. A feasibility study is also in progress to bring the Cade Museum to the site, which when built, will create a strong, positive draw that will establish Depot Park as an important city destination. The stormwater facility planned for the site is also an important feature in that it will enable cost-effective and environmentally sound stormwater management for downtown's evolving development pattern.

Example Profile-
Photos, Objective, Contact info,
Milestones, etc.





Sample views on a tablet & iPhone



SEARCH
bar

or
pop-ups

Search Keyword: PORTERS

SEARCH

Search for:

☒ All words ☐ Any words ☐ Exact Phrase

Ordering: NEWEST FIRST

Search Only:

☐ Categories ☐ Contacts ☐ Articles ☐ News Feeds ☐ Web Links ☐ Tags

Total: 8 results found.

SW 5th Avenue Streetscape

home about community initiatives news / events

BO DIDDLEY PLAZA



SEARCH RESULTS

BO DIDDLEY PLAZA
IMPROVEMENTS

REJUVENATED BO DIDDLEY
PLAZA WILL OFFICIALLY RE-OPEN
ON MARCH 1, 2016
THE CRA WILL BE HOSTING A RIBBON-
CUTTING FOR THE RENOVATED BO
DIDDLEY PLAZA ON THURSDAY MARCH
10TH...

SARAH VIDAL-FINN

DOWNTOWN

... BUSINESS ATTRACTION, AND
RETENTION. KEY PROJECTS UNDERWAY
BO DIDDLEY PLAZA IMPROVEMENTS ...

MORE RESULTS

ARK

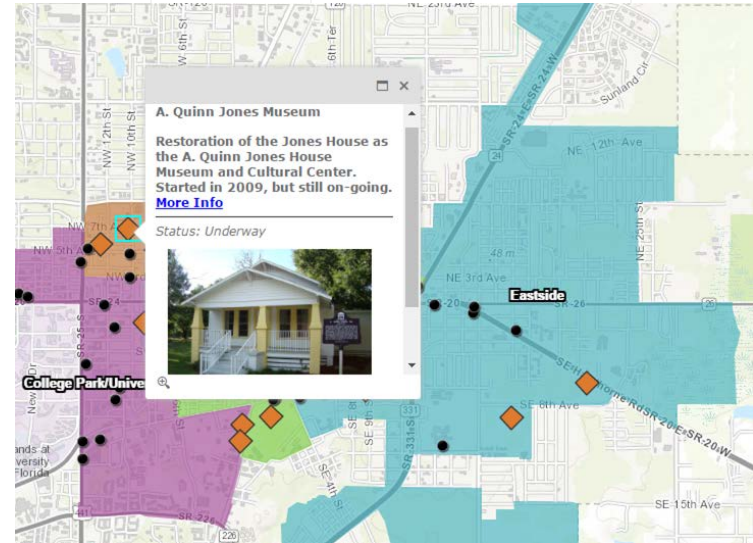
CAL PARK EXPERIENCE. 32-ACRE CENTRAL PARK

6!



NEW interactive GIS map!

- Showcases 74+ CRA projects.
- Partnered with Mary Bullington from the City's Planning & Development Services Department to create ESRI map!
- Special thanks to former CRA intern Valerie Voigt & Planning intern Kaysie Salvatore.



CITY OF
GAINESVILLE
every path starts with passion
FLORIDA



PROJECT MAP

We're excited to launch our new, mobile-optimized website! Comments, or suggestions? [Drop us a line.](#)

Legend

CRA Headquarters



CRA Projects



Community Redevelopment Areas

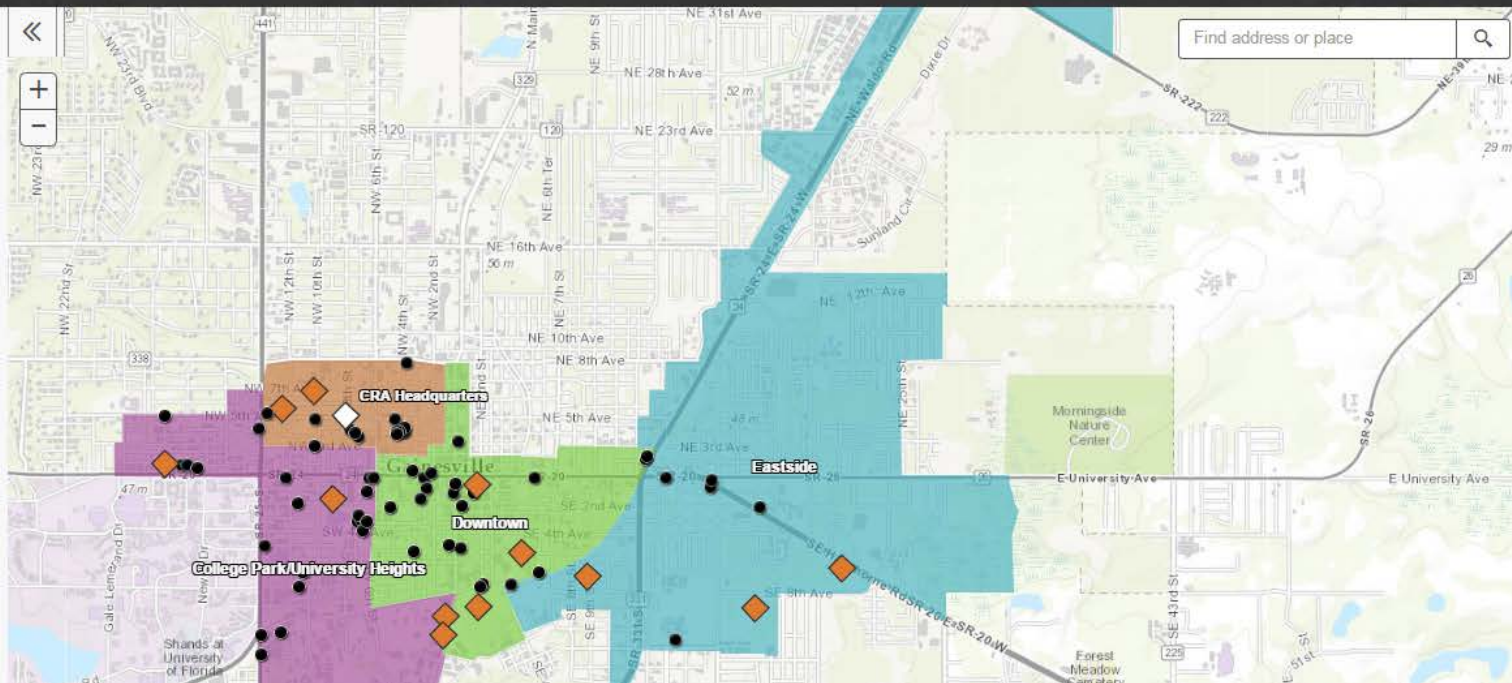


College Park/University Heights

Downtown

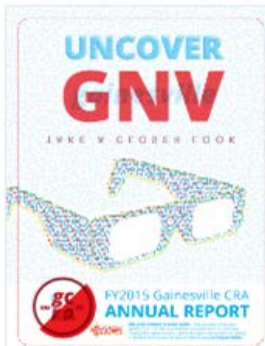
Eastside

Fifth Avenue/Pleasant Street



Annual Report Gallery

Easy to view
& download



2015

DOWNLOAD

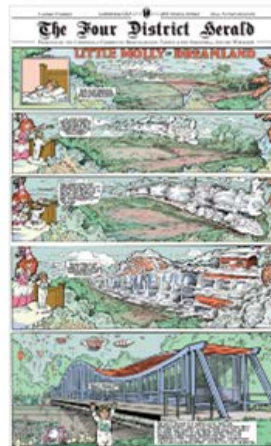


2012

DOWNLOAD

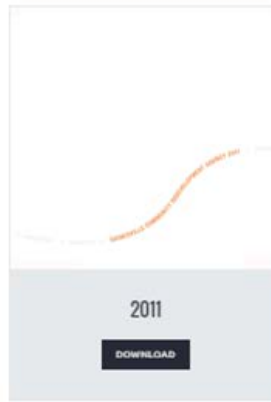


Gainesville Community
Redevelopment Agency
2009 Annual Report



2014

DOWNLOAD



2011

DOWNLOAD



2013

DOWNLOAD



2010

DOWNLOAD



2007

Gainesville Community
Redevelopment Agency
Annual Report

meet the team



Staff page - mouseover effect!



meet the team



Stephanie Seawright

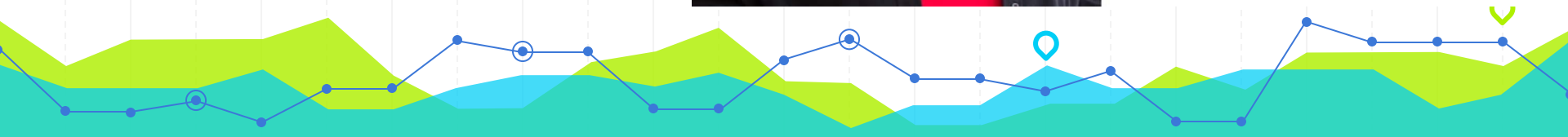
PROJECT MANAGER

Email: Stephanie@CRA.org
Office Number: 352-395-8201
Mobile Number: 352-672-7809

Stephanie grew up in Orlando, Florida. She moved to Gainesville to attend the University of Florida where she received her Bachelors of Science in Agricultural Operations Management. She then went on to become a Certified Public Housing Manager for the Gainesville Housing Authority for three years where she managed the day-to-day operations of 230 housing units. For nine years after that position she worked as a Management Consultant for BCN Associates, Inc. where she was responsible for all contracts, facilities operations and quality assurance oversight for the company. Stephanie utilizes what she learned from these agencies to assist religious organizations, non-profit organizations and small businesses with their business systems through her own small consulting company. She loves to travel both for pleasure and on mission trips. She is an avid reader and loves GOOD music.

Stephanie's love for her community and heart for ministry led her to the CRA. She is currently a Project Manager whose projects include the construction and development of the A. Quinn Jones Museum & Cultural Center; oversight for the Cotton Club Museum & Cultural Center and the Downtown Area Residential Paint program. She serves in a dual role as the CRA Secretary for the CRA Board where she is responsible for all the administrative functions for the Board and its four area Advisory Boards.

Quote of the Year: "When someone shows you who they are, believe them the first time" - Maya Angelou
Favorite Food: Mango (in any form; stand alone, sorbet, chutney, juice, etc.)



More easily promote news about CRA projects!

hot off the press



Depot Park earns \$60,000 Capital City Bank grant for Adventure Play Area

WRITTEN ON WEDNESDAY, 27 APRIL 2016

Depot Park visitors will now have some much needed protection from



Power District RFQ!

WRITTEN ON MONDAY, 25 APRIL 2016

After years of community engagement and advanced technical studies, the City of Gainesville is seeking partners to redevelop 17-



Rejuvenated Bo Diddley Plaza will officially re-open on March 1, 2016

WRITTEN ON TUESDAY, 16 FEBRUARY 2016

The CRA will be hosting a ribbon-



CRA recognized for Southern Charm Kitchen partnership & Porters Community Improvements

WRITTEN ON MONDAY, 02 NOVEMBER 2015



MAY

2016

16
MON

03:00 PM

CRA Board Meeting

City Hall, 200 E University Ave, Gainesville, FL 32601



CRA Board consistently meets on the 3rd Monday of every month at 3pm at City Hall.

[READ MORE](#)



JUNE

2016

1
WED

05:00 PM

CPUH

UF Alumni Hall, 1938 W University Ave, Gainesville, FL 32603

Dedicated
event page

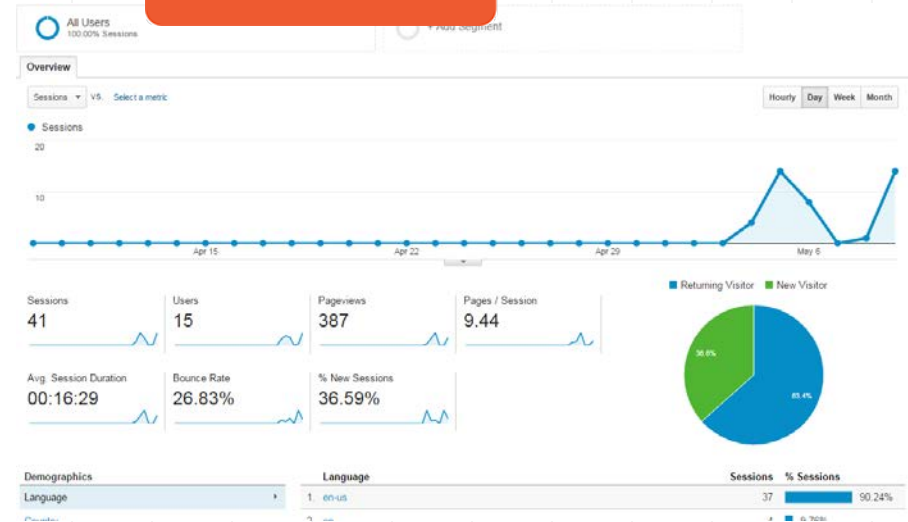
Post up-coming
board meetings
& workshops

Website Analytics

- Data insight that can improve how we promote our re-investment opportunities
- EX: Demographics; average length of time spent on website; which pages receive the most views; etc.



Google
Analytics





Gainesville
Community
Redevelopment
Agency

[home](#) [about](#) [community initiatives](#) [news / events](#) [contact](#)



keep up with us



Facebook



Twitter



Instagram



YouTube



Google Plus



meanwhile in the twitterverse



RT @seanplemons: First #freefridaysgnu concert of the year at The BDP

Social media connectivity

Homepage auto-
refreshes with
@GainesvilleCRA
tweets

THANKS!

Any questions? Feedback?
Nathalie McCrate, CRA Project Manager
mccratena@gainesvillecra.com
Or call 352-393-8213!



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