01

Inspire

02

Design

03

Experiment

PRESENTED BY CITY OF GAINESVILLE
STRATEGIC PLANNING

please share on a board...

WHAT DO YOU LOVE ABOUT GAINESVILLE?

welcome

MAYOR LAUREN POE

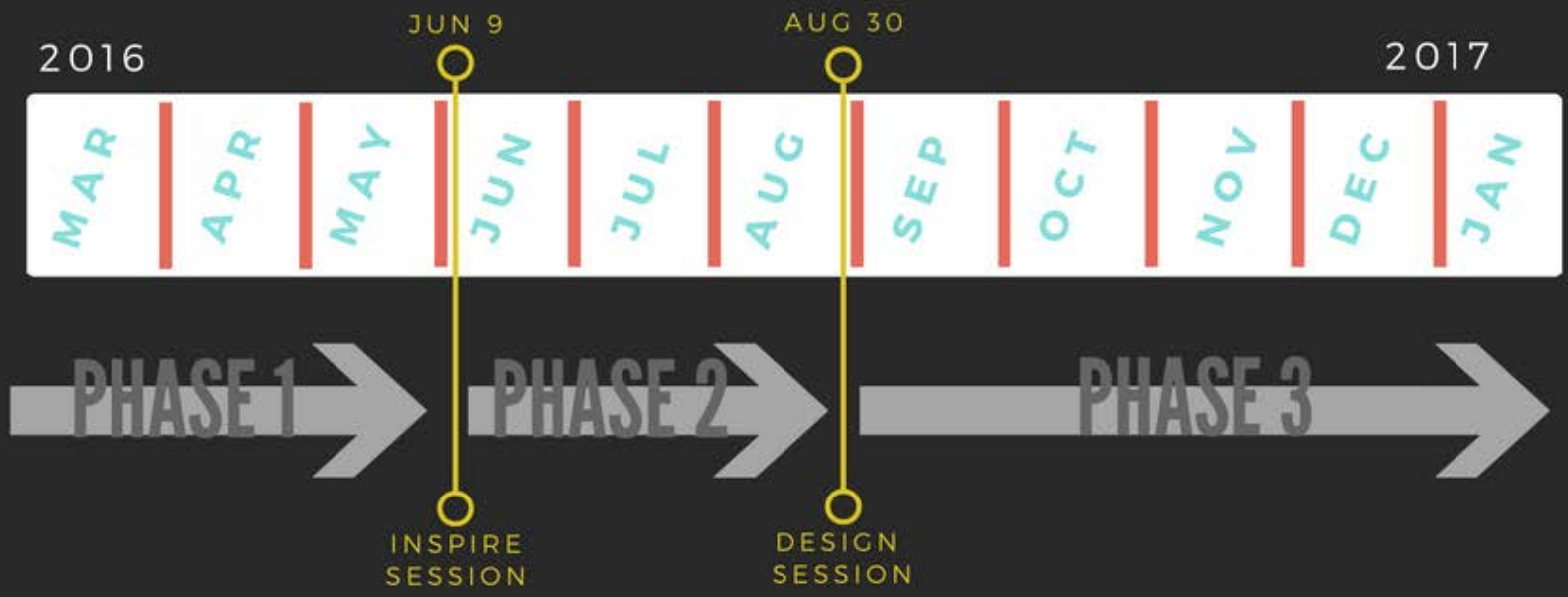
objectives

- CELEBRATING GAINESVILLE
- SETTING THE STAGE
- UNDERSTANDING COMMUNITY GOALS
- ENVISIONING THE FUTURE

celebrating gainesville

WHAT DO YOU LOVE ABOUT GAINESVILLE?

gainesville creative series



PHASE ONE

Citizen outreach

Commission & staff interviews

Insight statements

PHASE TWO

Shared purpose

Understanding community goals

Future Gainesville

PHASE THREE

Observing

Experimenting

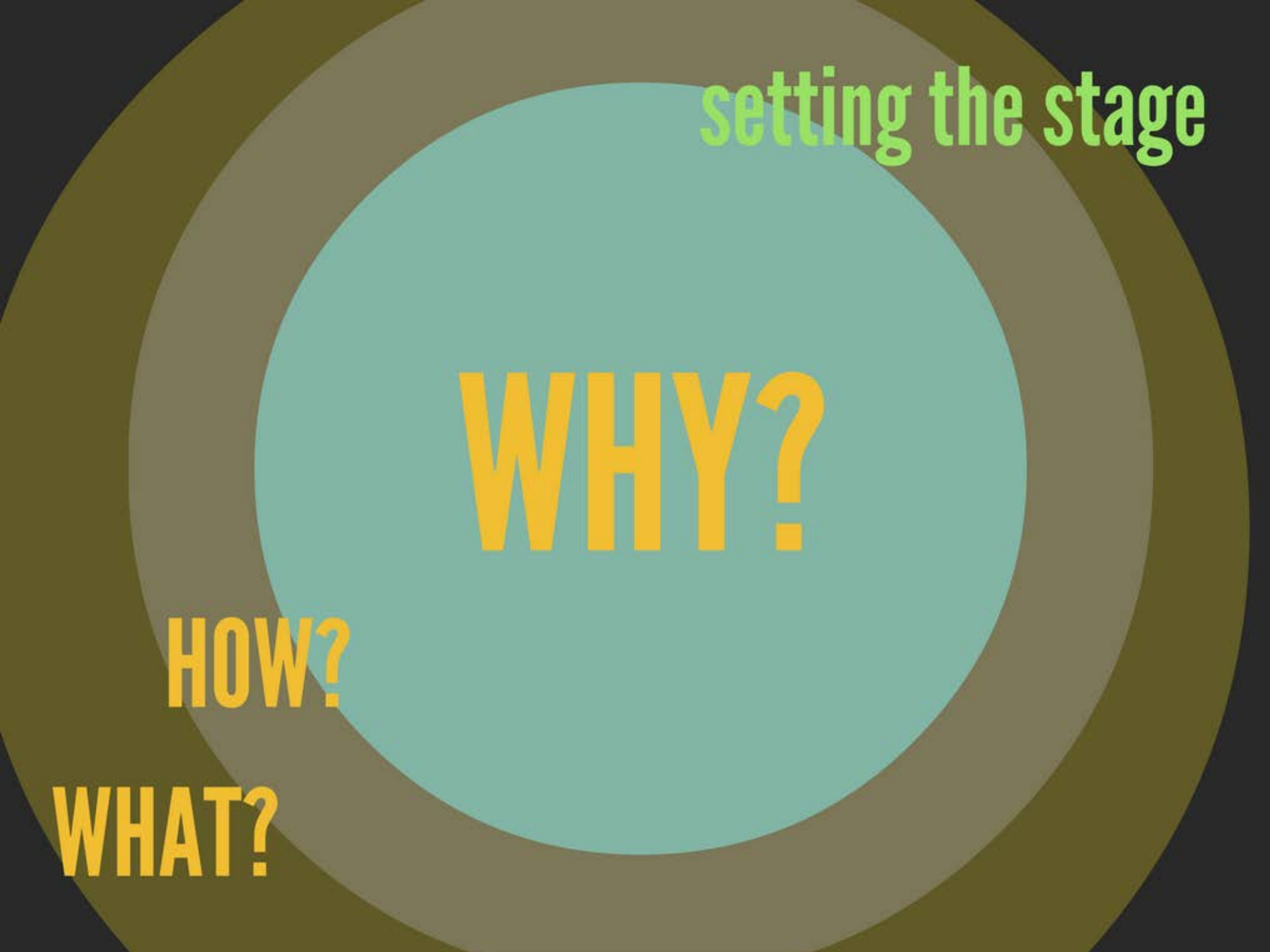
Implementing

setting the stage

HAS OUR STRATEGIC PLAN AFFECTED THE POSITIVE CHANGE DESIRED BY THE COMMUNITY?

setting the stage

HOW CAN WE APPROACH BIG CHALLENGES DIFFERENTLY SO POSITIVE CHANGE IS EVIDENT IN CITIZENS' LIVES?

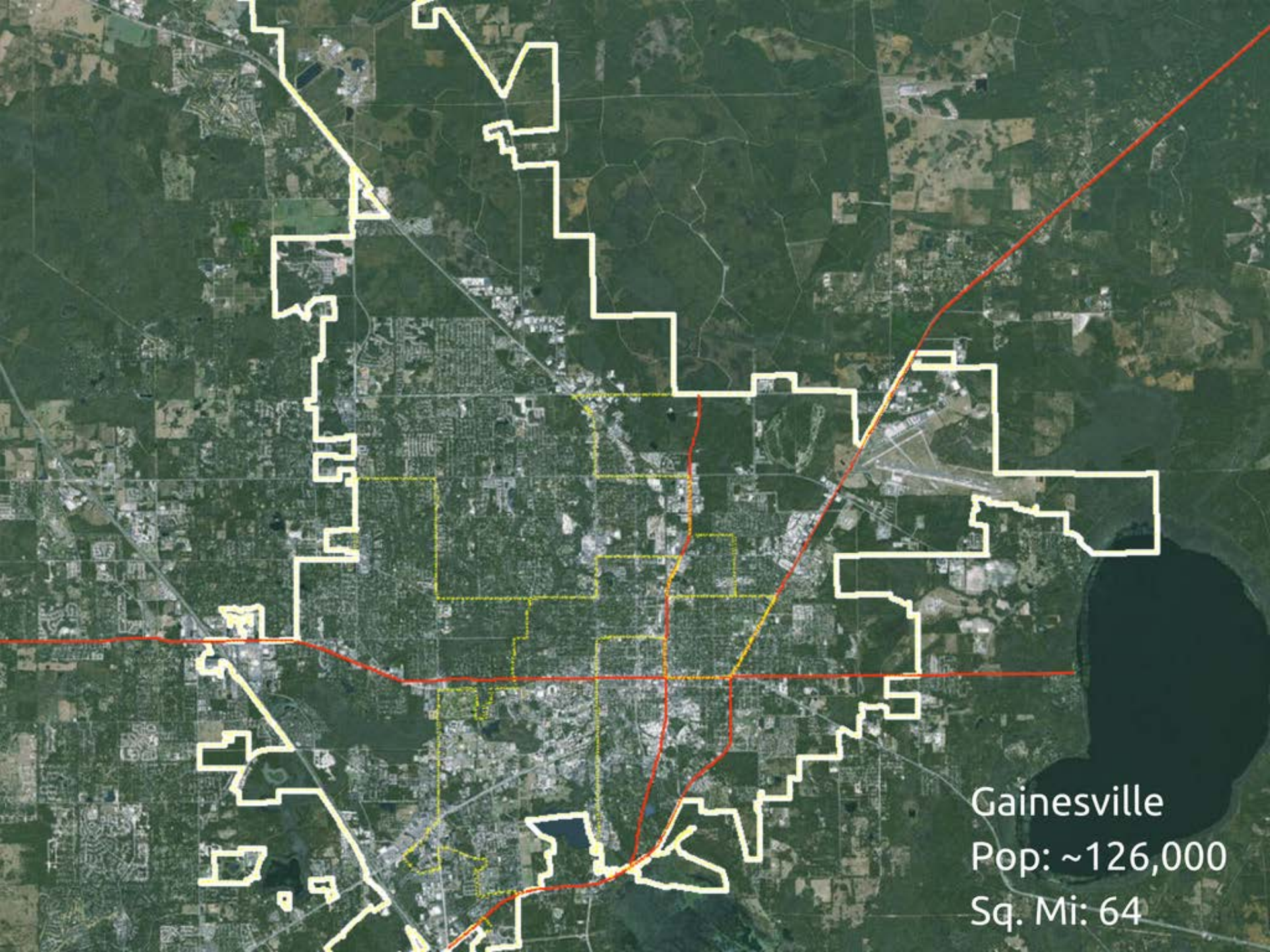

setting the stage
WHY?
HOW?
WHAT?

setting the stage

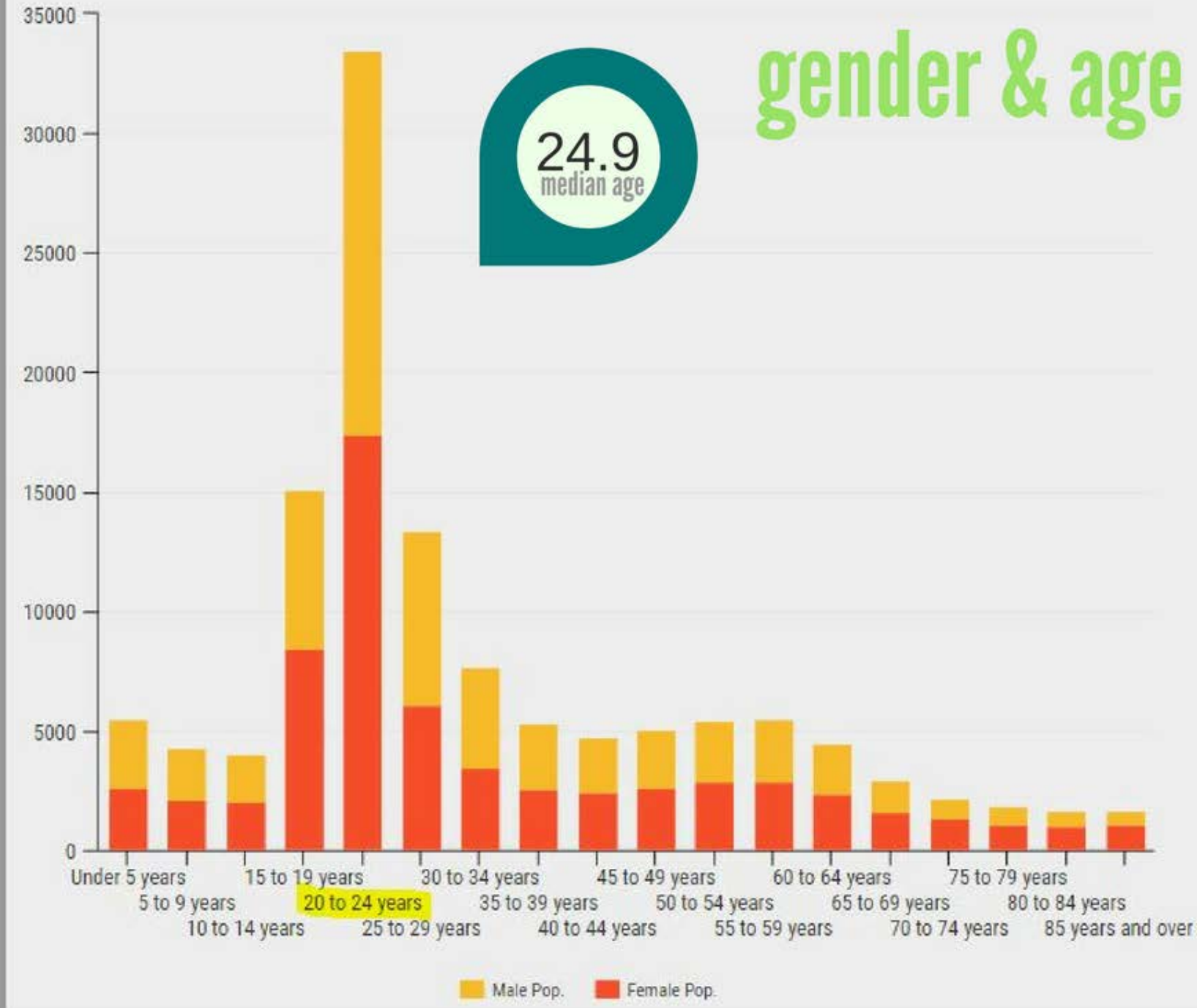
THE PURPOSE OF THE CITY IS THE PEOPLE OF THE CITY

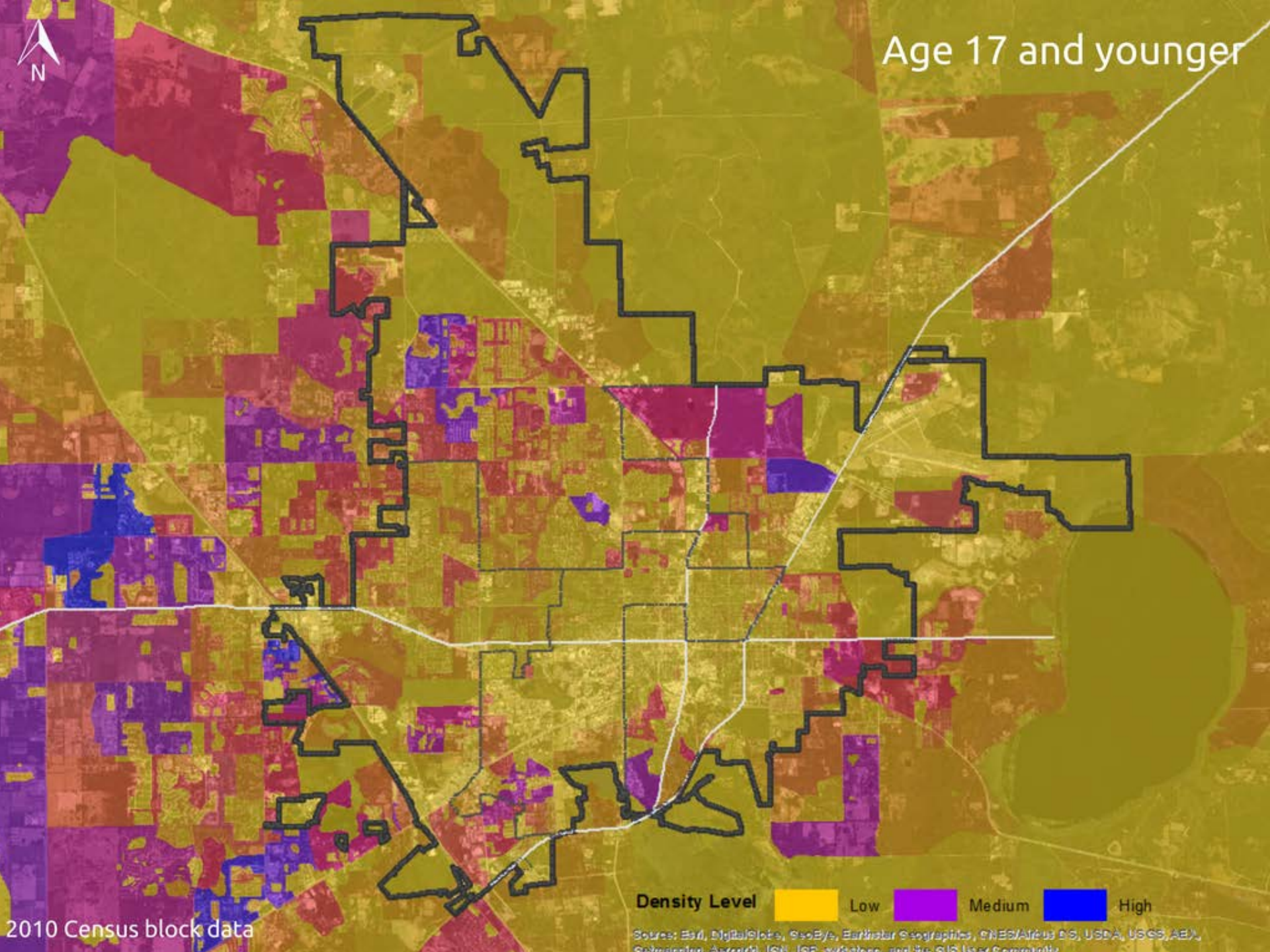
setting the stage

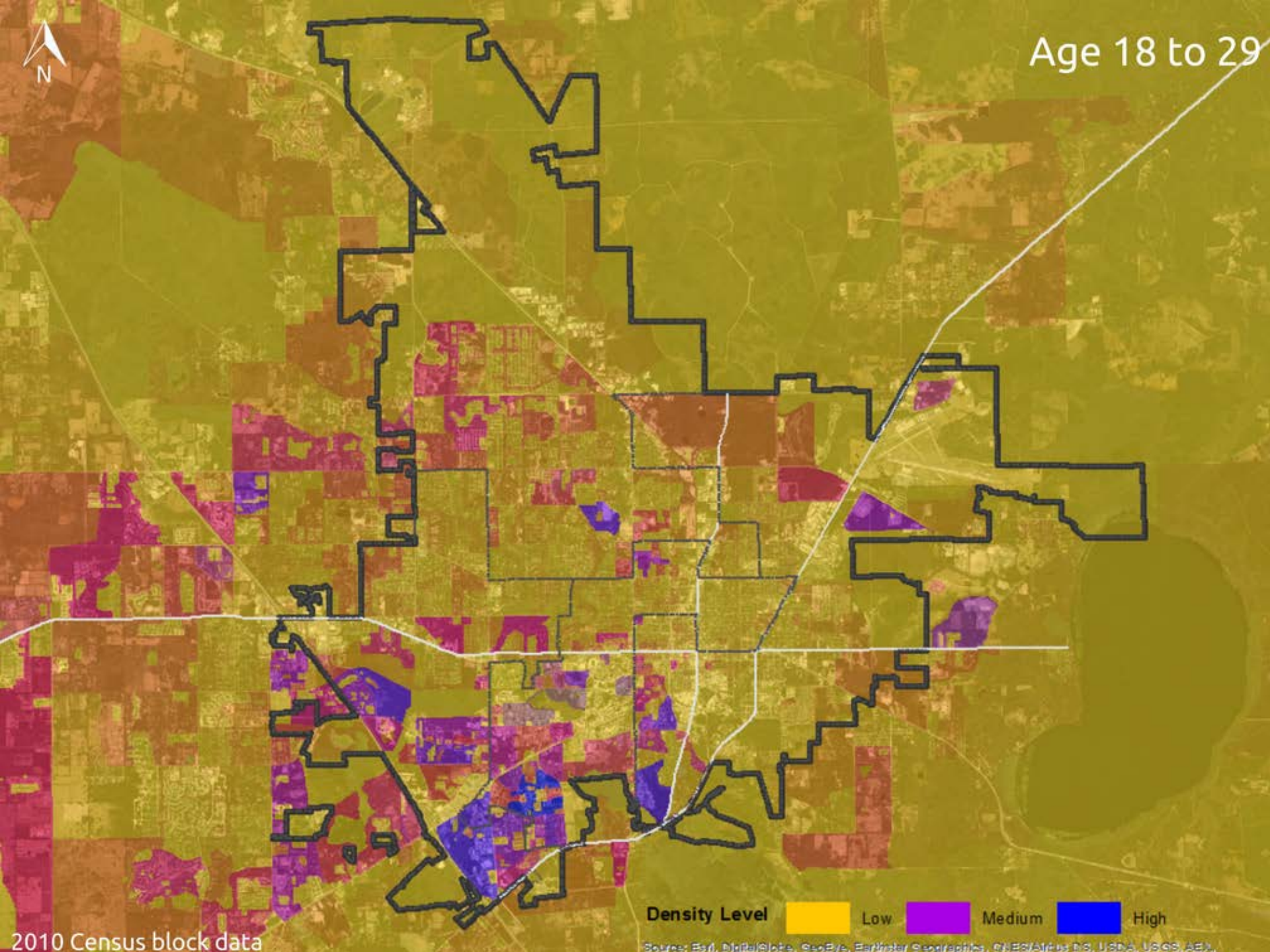
WHO ARE THE PEOPLE OF OUR CITY?

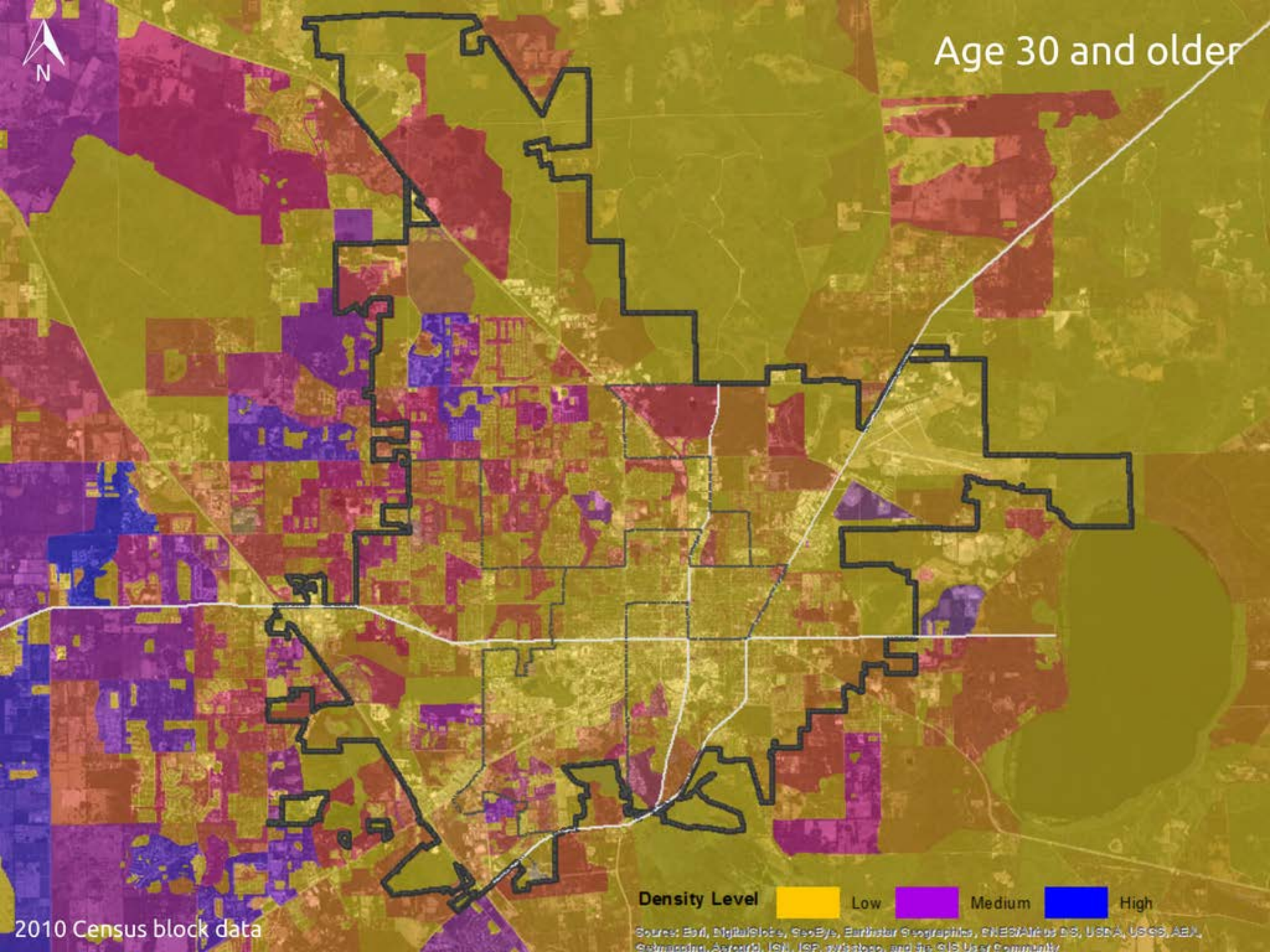

Gainesville
Pop: ~126,000
Sq. Mi: 64

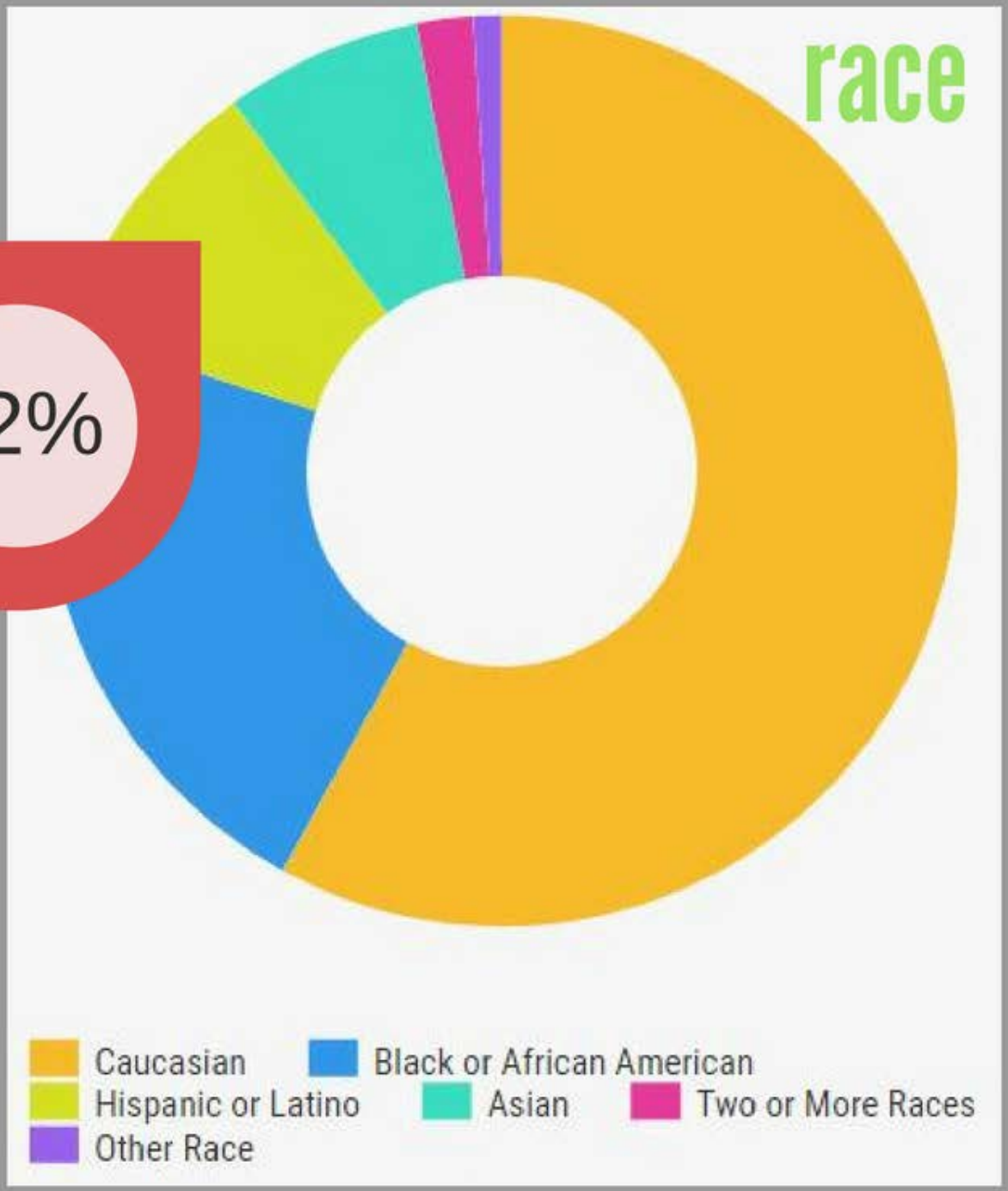
gender & age

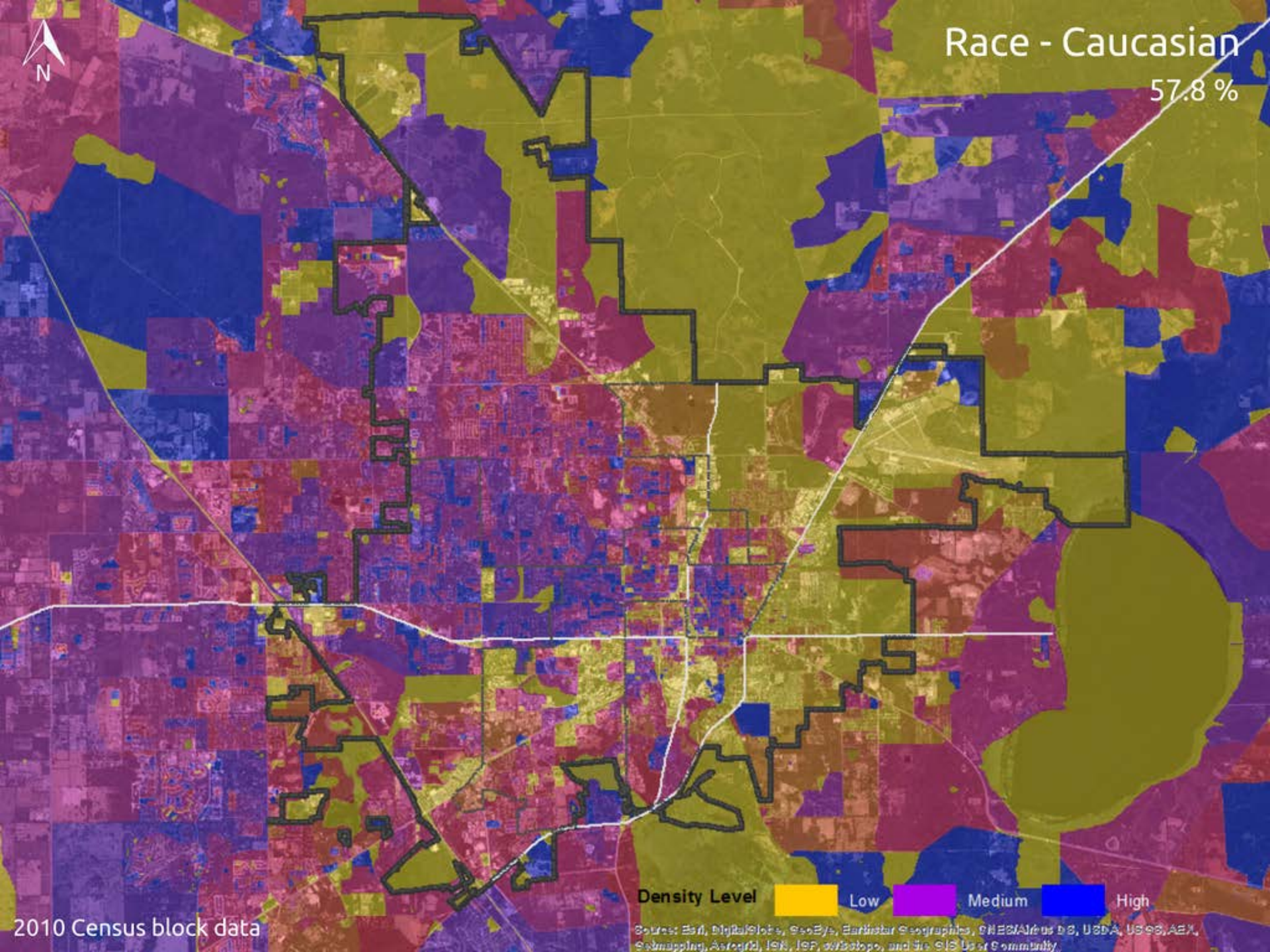

24.9
median age
35000
30000
25000
20000
15000
10000
5000
0
Under 5 years
5 to 9 years
10 to 14 years
15 to 19 years
20 to 24 years
25 to 29 years
30 to 34 years
35 to 39 years
40 to 44 years
45 to 49 years
50 to 54 years
55 to 59 years
60 to 64 years
65 to 69 years
70 to 74 years
75 to 79 years
80 to 84 years
85 years and over
Male Pop.
Female Pop.

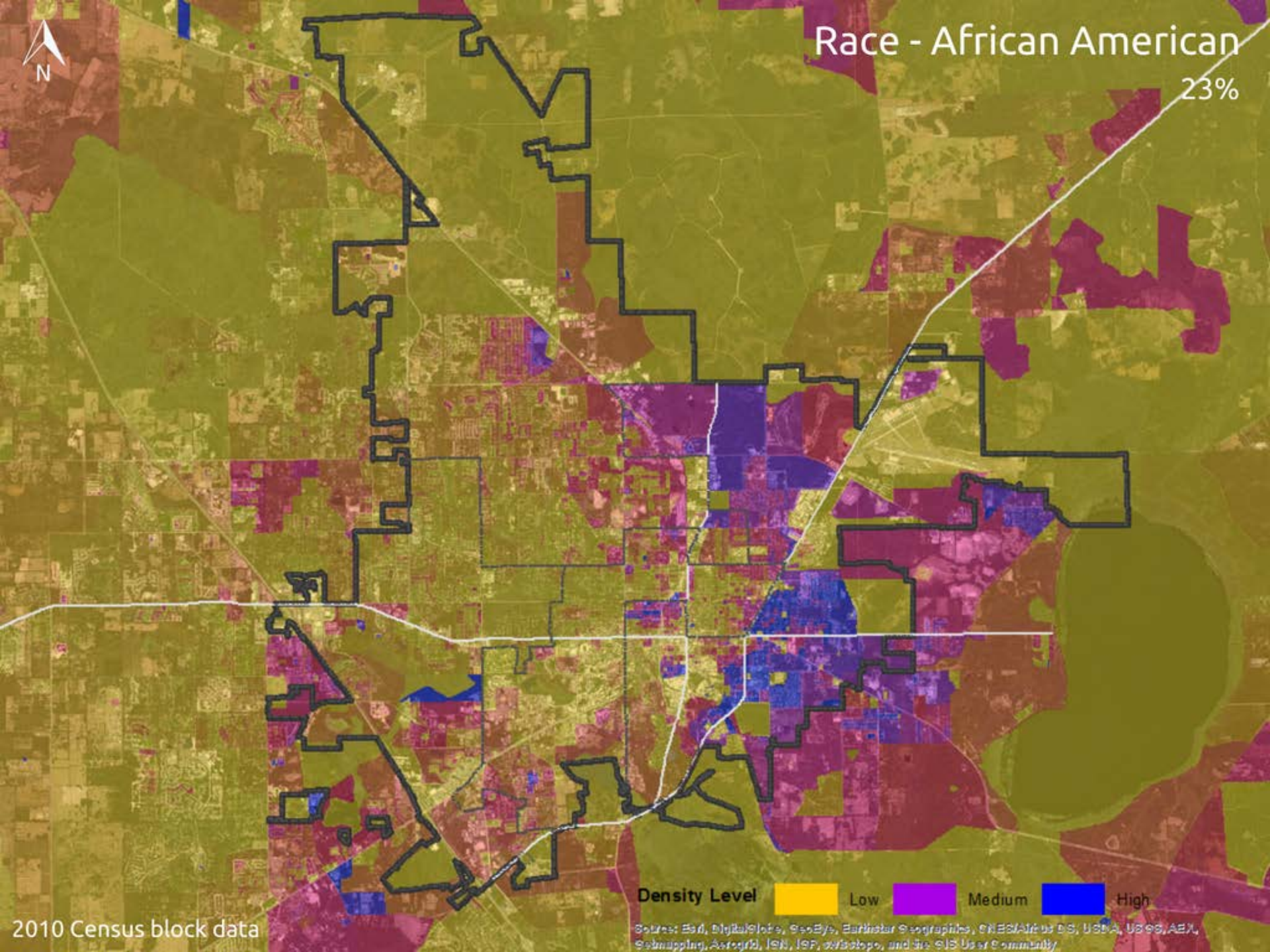

N
Age 17 and younger
Density Level
Low
Medium
High
2010 Census block data

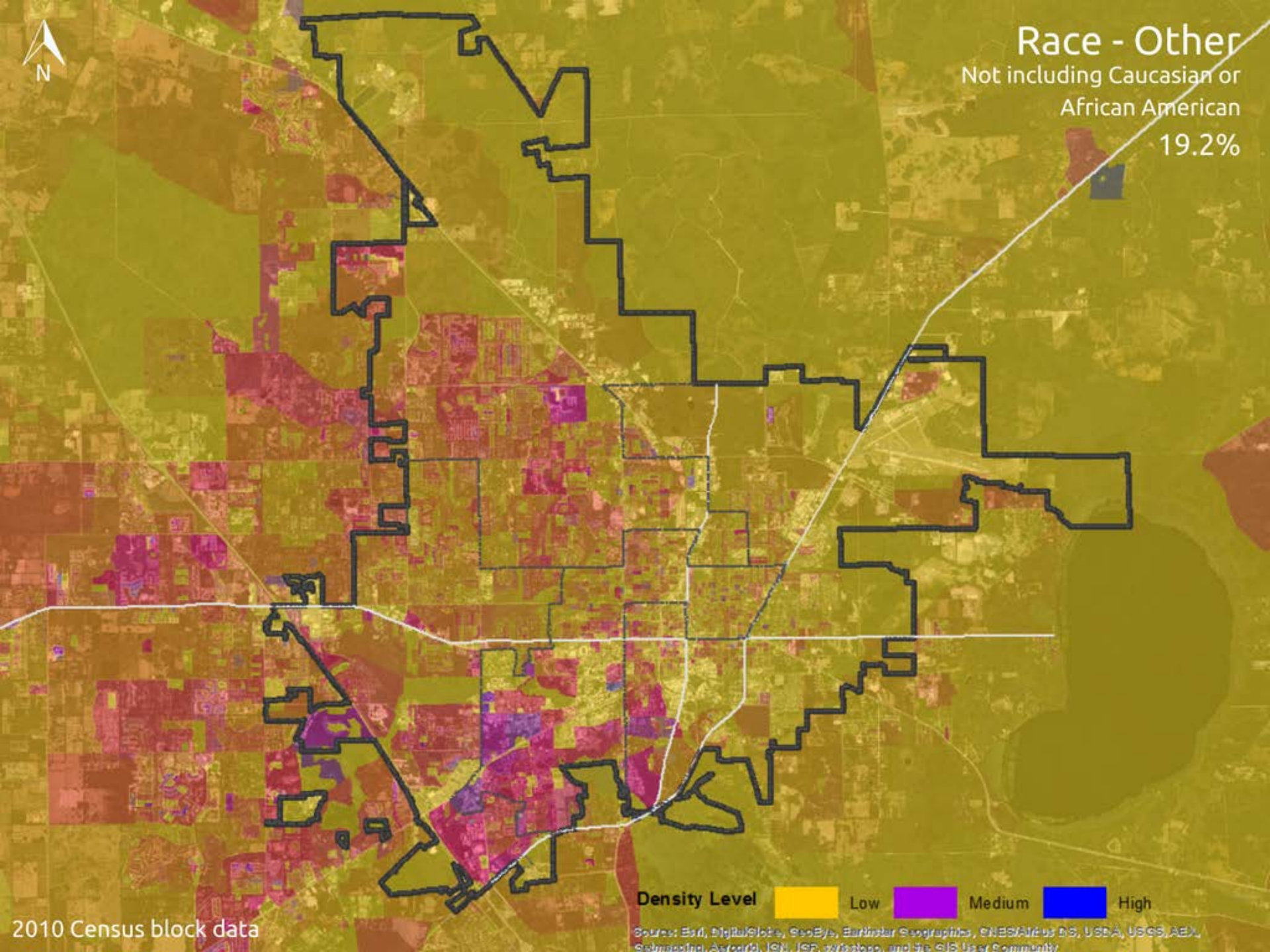

N
Age 18 to 29
Density Level
Low
Medium
High
2010 Census block data


N
Age 30 and older
Density Level
Low
Medium
High
2010 Census block data


race
42%
Caucasian
Black or African American
Hispanic or Latino
Asian
Two or More Races
Other Race


N
Race - Caucasian
57.8 %
Density Level
Low
Medium
High
2010 Census block data


N
Race - African American
23%
Density Level
Low
Medium
High
2010 Census block data


N
Race - Other
Not including Caucasian or
African American
19.2%
Density Level
Low
Medium
High
2010 Census block data

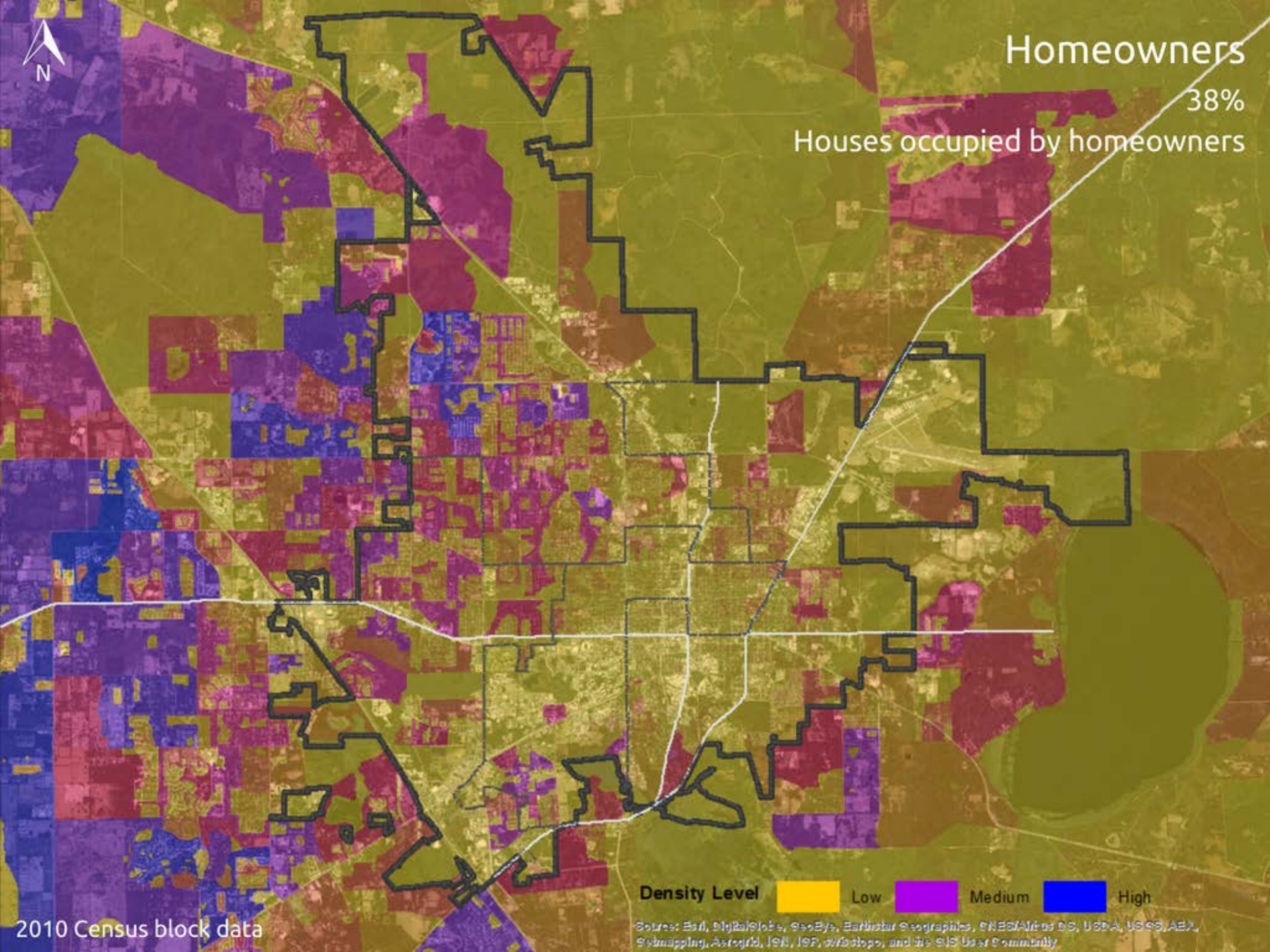
occupancy

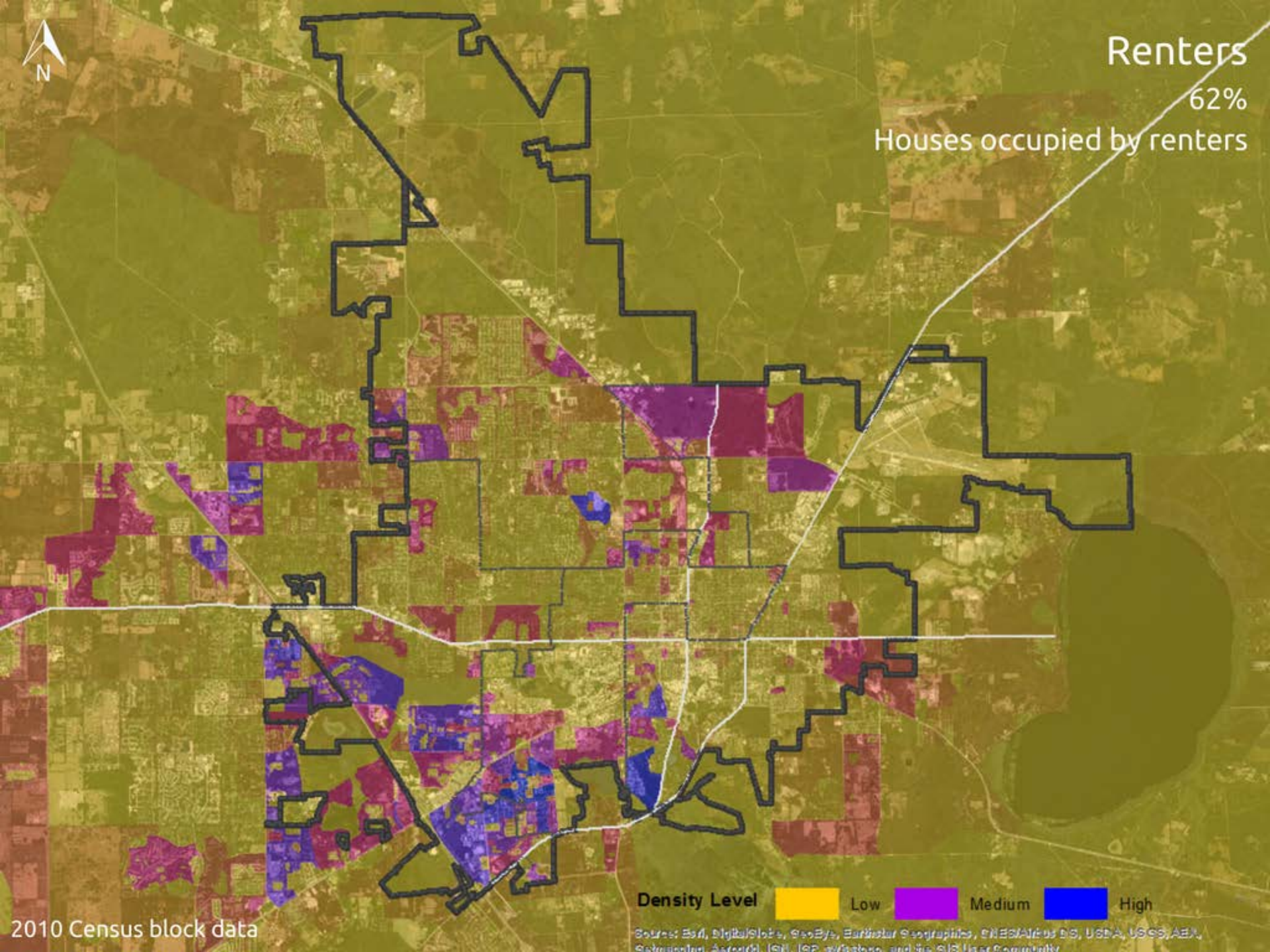
51,029
households

38%
owner-occupied

62%
renter-occupied

4:6
family:non-family ratio


N
Homeowners
38%
Houses occupied by homeowners
Density Level
Low
Medium
High
2010 Census block data


N
Renters
62%
Houses occupied by renters
Density Level
Low
Medium
High
2010 Census block data

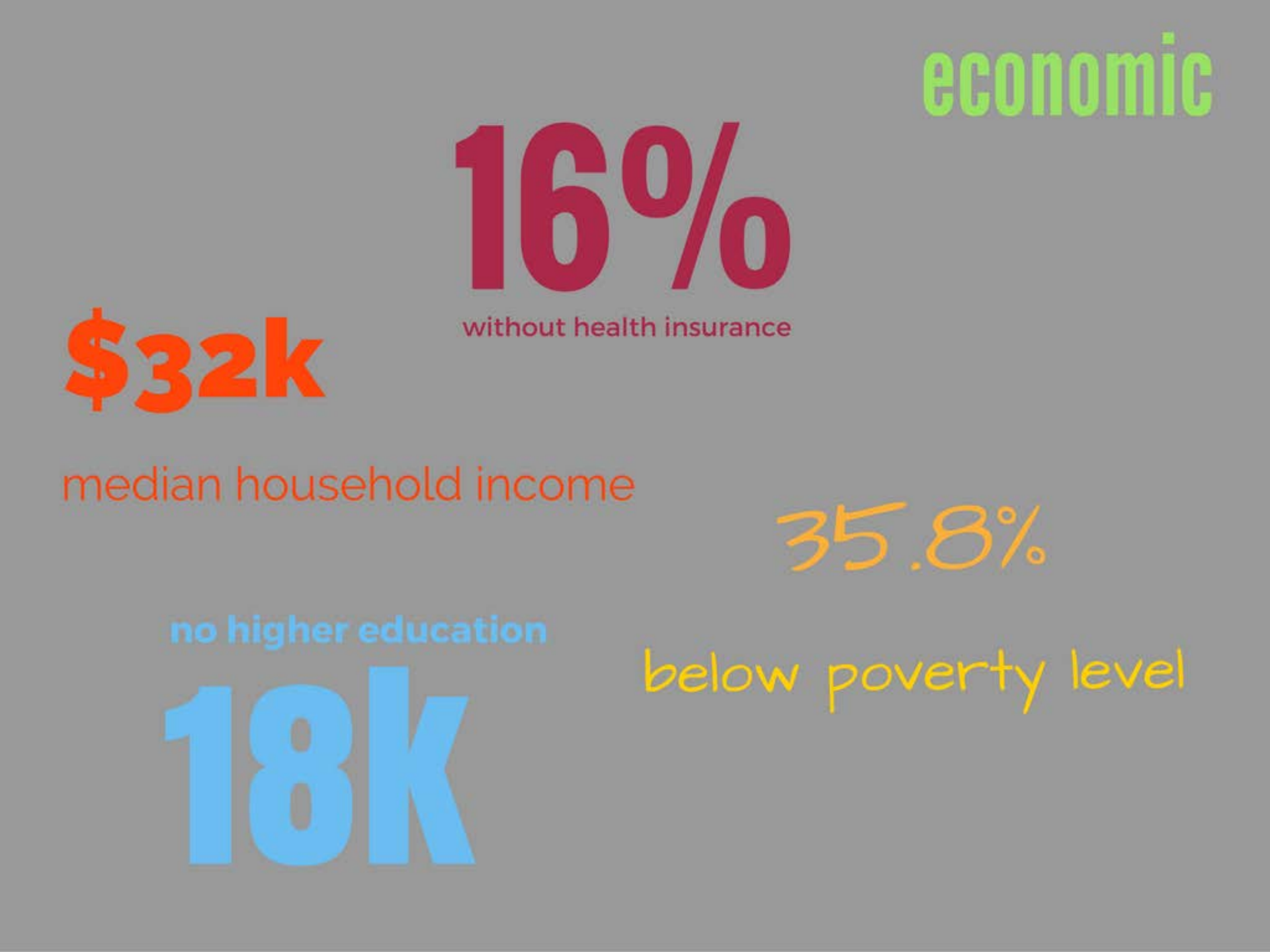

economic
16%
without health insurance
$32k
median household income
35.8%
below poverty level
no higher education
18k

Photo Credit: Cary Ader

How can we incorporate or support community goals?
What kind of city do we want Gainesville to be?
How can we foster one Gainesville?

"AT THE END OF THE DAY, THE QUESTIONS WE ASK OURSELVES DETERMINE THE TYPE OF CITY THAT GAINESVILLE WILL BECOME."

understanding community goals

WHAT GOALS DOES MY ORGANIZATION OR DO I HAVE FOR THE FUTURE OF GAINESVILLE?

understanding community goals

INDIVIDUAL PERSPECTIVE

"LITTLE HAT"

GAINESVILLE PERSPECTIVE

"BIG HAT"

understanding community goals

INDIVIDUAL PERSPECTIVE

"LITTLE HAT"

- Divide into teams
- Introduce yourselves - name, organization or perspective representing
- Share with the team - What goals does my organization and/or I have for the future?
- Type your answers into the brainstorming software

understanding community goals

COLLABORATIVE PROCESS

- Breakout into Teams
- Appoint a Keyboarder
- Appoint a Spokesperson
- Music = Movement!
- Take Breaks As Needed

understanding community goals

THINK TANK DEMO

envisioning the future

GAINESVILLE PERSPECTIVE

"BIG HAT"

- Divide into teams
- As a team answer two questions:
  What are the possibilities for the future of Gainesville?
  What are the big questions that will move us forward?
- Type your answers into the brainstorming software.

envisioning the future

THINK TANK DEMO

BIG QUESTIONS