

CRA STRATEGIC PLANNING FY19-FY23

CRA Board

Introduction | October 16, 2017



TODAY'S INTRODUCTION

- 2013 Strategic Planning to Present Day
- Vitality Report to Strategic Planning
- Process and Schedule
- Framing the CPUH Discussion
- Next Steps



2013 STRATEGIC PLANNING TO PRESENT DAY

THE PROCESS

Alan Webber's Rule No. 3 "Ask the last question first."

HOW DO WE GET OUT OF THIS BUSINESS?

1. How did we get into this business?
2. How long have we been in this business?
3. How has our scope increased?
4. **How do we measure success?**
5. How do we spend our budget?
6. How do we spend our time?
7. What else do we do?



2013 STRATEGIC PLANNING TO PRESENT DAY



THE COMMUNITY TOLD US...

- What the CRA does best is...
create, inspire and get things done
- CRA needs to do more of...
simplifying solutions and making connections

2013 STRATEGIC PLANNING TO PRESENT DAY

What did we really do during/after Strategic Planning?

- Emptied the CRA suitcase and repacked together...
- Began speaking a new language that put community first
 - Community Initiatives, Community Partnerships, Community Engagement, Process Efficiencies and Transitional Activities
- Projects became focused on strategic economic drivers
- Budget simplified and realigned to support the Workplan
- Staff reorganization to PM I-4 and Manager(s)

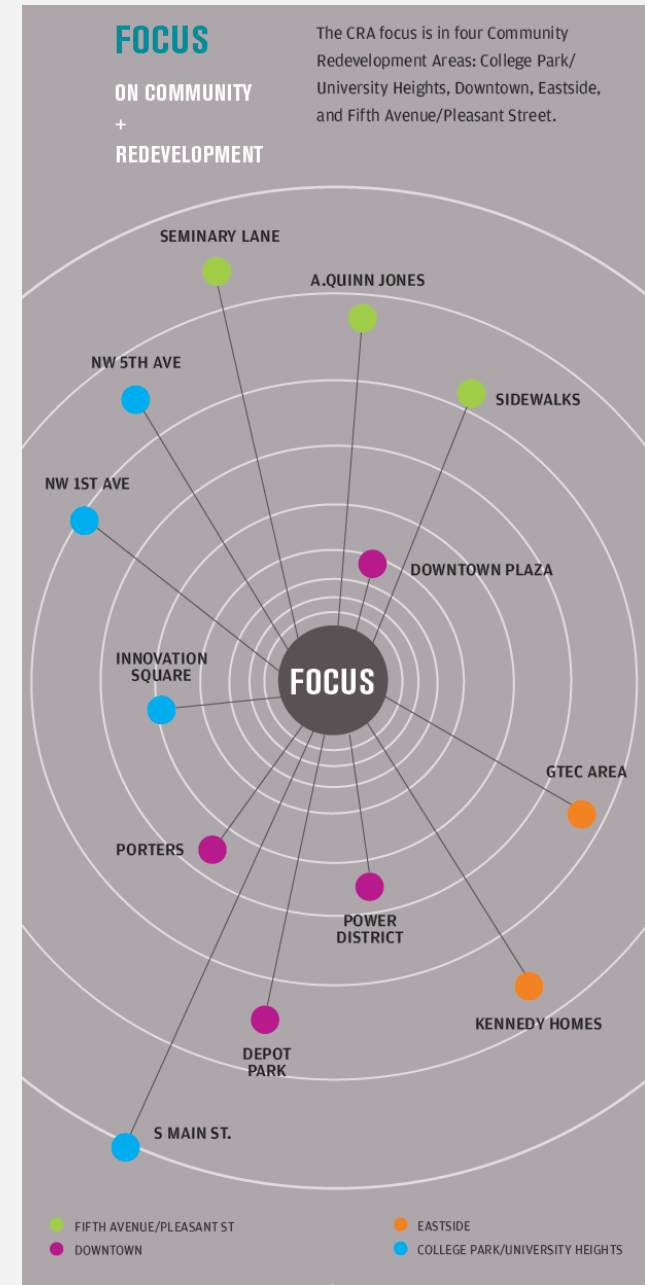


CRA ALIGNED FOR A NEW PARADIGM

2013 STRATEGIC PLANNING TO PRESENT DAY

WHAT HAVE WE ACCOMPLISHED?

- *Community Initiatives* – Economic drivers for each area completed and underway
- *Community Partnerships* – Unprecedented collaboration, leveraging CRA resources
- *Community Engagement* - Balance of online and person to person and engaging in creative ways
- *Process Efficiencies* – Budget supporting community initiatives and new alignment of talent
- *Transitional Activities* – Getting out of long-term maintenance and operations while balancing an appropriate project by project transition



2013 STRATEGIC PLANNING TO PRESENT DAY

What have we learned?

- CRA is set up well to focus and execute a Workplan
- Partnering and collaboration greatly benefits our work but we need to stay in our lane (We build awesome things that matter)
- Balancing digital engagement with neighborhood level, meaningful interaction is required to do our job well and to sustain our work
- Complex projects require gifted talent and we must remain competitive to attract the right team
- Transitioning our work is delicate and not one-size fits all



2017 COMMUNITY VITALITY REPORT

How do we define success? Not just one indicator

- Economic potency (taxable value)
- Community Vitality (quality of life)

2017 Community Vitality Report

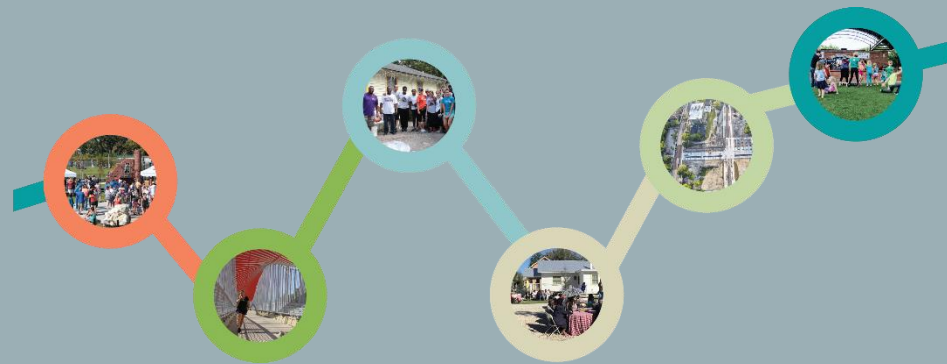
- Process- Surveys, Stakeholder Interviews, Digital Outreach, GIS
- Outcomes- Community identified 6 important themes

More information:

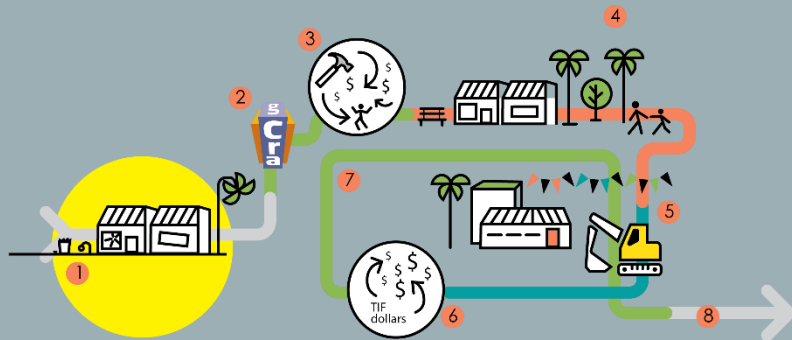
gainesvillecra.com/vitality

Share your thoughts:

ideas@gainesvillecra.com



WHAT KIND OF SUCCESS IS SUSTAINABLE?



Interaction between economic potency + community vitality

- How do we balance the two?
- How do we translate one into the other?

Urban 3 – Joe Minicozzi

- County wide economic land-use analysis
- Drill down on 4 CRA districts
- Value per acre

IT'S TIME TO CHANGE THE STORY... AGAIN.



CPUH + SUCCESS

- Look at planned/desired community initiatives and time/resources needed
- Define what success “looks like” for CPUH specifically (Vitality Report + Urban3 Analysis)
- Discuss several scenarios for future of CPUH
- Include recommendations from the Advisory Board for CRA consideration

NEXT STEPS

- Discuss and receive input on projects planned/desired in each Redevelopment Area
- Assess resources available for FY19-23
- Workshop date to be confirmed in November (29th or 30th)
- Advisory board presentations in November/December
- Online engagement with EngageGNV
- ideas@gainesvillecra.com

RECOMMENDATION

CRA BOARD MEETING
OCTOBER 16, 2017

Hear Presentation.

