

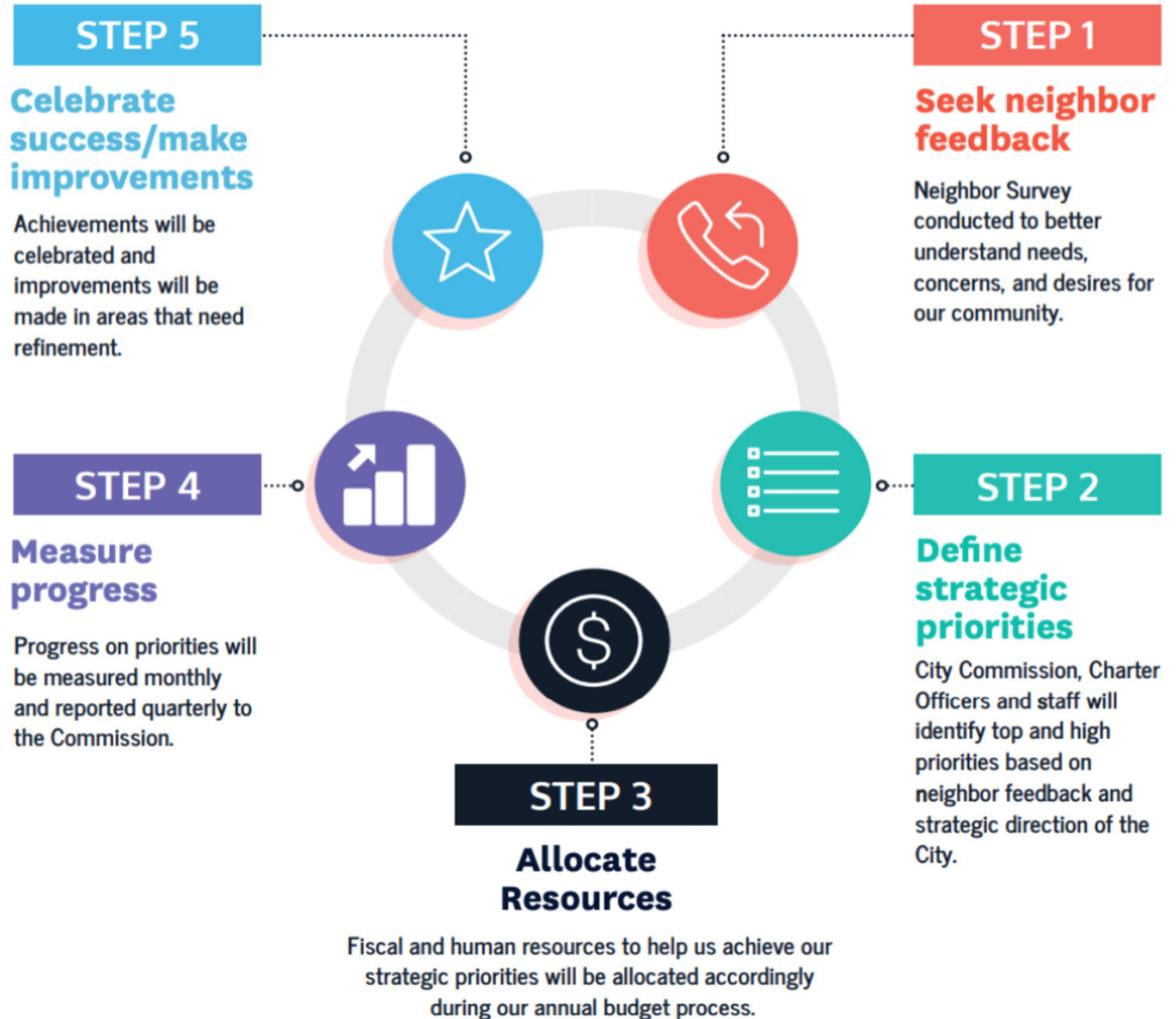


# City of Gainesville



## Strategic Planning Process

# Our Process



# Core Values

Team P.R.I.D.E  
*in serving neighbors and building community*



Team



Performance



Respect



Integrity



Dedication



Empathy

# Step 1:

## Neighbor Feedback

"Excellent" or "good" place to live

83%

"Excellent" or "good" place to work

71%

"Excellent" or "good" place to raise children

79%

Overall feeling of safety in Gainesville

77%

# Step 1:

## Neighbor Feedback

Respondents also listed the following priorities for city leaders to consider during the next two years:



Quality of life, including overall cost of living

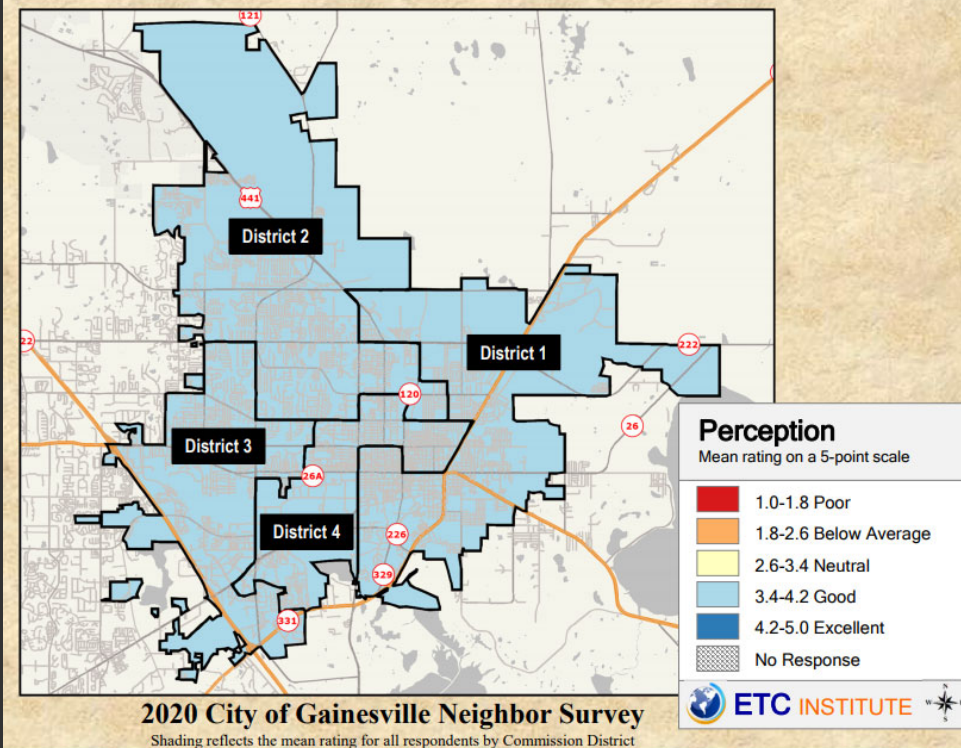


Availability of employment opportunities



Electricity and water services

Q1-01 Ratings of the City as a place to live





## Step 2: Setting Strategic Goals & Priorities

*Building equity and  
inclusivity*



**Goal 1: Equitable Community**

*Building bright futures for all*



**Goal 2: Sustainable Community**

*Creating space for ingenuity*



**Goal 3: A Great Place to Live & Experience**

*Cultivating economic vitality*



**Goal 4: Resilient Local Economy**

*Our purpose is our people*

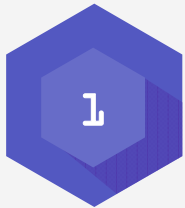


**Goal 5: “Best in Class” Neighbor Services**



# Equitable Community

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Have equitable access for all neighbors to healthcare and other neighborhood services



Enhance the access to city services, information, programs, facilities and activity for all neighbors



Have equitable access for all neighbors to healthcare and other neighborhood services



Reduce the neighborhoods that are food deserts with all neighbors having convenient access to quality foods.



Have a city workforce that is racially and culturally diverse in all city departments and at all organization levels reflecting community demographics, at a minimum

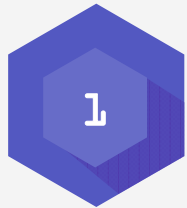


Expand the multilingual capacity of community builders enhancing services to our diverse neighbors



# Sustainable Community

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Increase the acreage of natural/conservation lands



Increase the city's use of renewable resources with the goal of 100% by 2045 or sooner



Have more neighborhoods on city sewer system, less number of failing septic systems



Enhance well-designed water, wastewater and electric systems operating in an environmentally responsible manner



Pursue zero waste goal



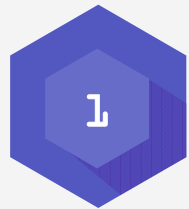
Reduce the city organization's carbon footprint by 25% to achieve the climate change goal





# A Great Place to Live and Experience

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Increase the affordable housing opportunities (ownership and rental) for all neighbors and throughout the Gainesville community



Develop a vibrant, alive Downtown with expanded residential and commercial opportunities



Revitalize eastside neighborhoods with expanded and upgraded housing, well maintained and upgraded city infrastructure and more neighborhood businesses serving the daily needs of neighbors



Have medical and healthcare services available in all neighborhood and access for all neighbors, focusing on the eastside



Provide an affordable or free transit service with fixed routes and on demand services accessible for all



Eliminate chronic homelessness and reduce transitional homelessness by 50% (point of time)



# Resilient Local Economy

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1

Increase the number of successful and sustainable, small and locally owned businesses by % with ownership reflecting neighbors

2

Reduce the poverty level in the Gainesville community by 25% & ranking with major university communities

3

Have the technology/infrastructure/community broadband that is fast, reliable and affordable to support businesses and home offices(working from home)

4

Have a diverse local economy (industrial and business) insulated from economic trends

5

Attract new businesses to Gainesville consistent with our economic vision and "targeted" businesses

6

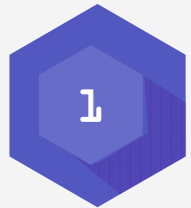
Develop a successful Minority/Women-Owned Business Enterprise

7

(MWBEO) program that is producing results for neighbors



# Best in class neighbor services



Maintain, hire, train and retain professional community builders dedicated to serving the Gainesville community



Develop a city organization culture that emphasizes professionalism, service, teamwork, results and performance accountability



Have all city departments working together without silos



Develop and enhance proactive city communications policies, strategies and tools to inform the community



Have a high level of neighbor satisfaction with city services and services response



Upgrade information technology systems - hardware and software - to better serve neighbors



Develop effective and usable performance metrics for evaluating the service performance and the value to neighbors

# Top Priorities



Downtown Master  
Plan and  
Development  
Standards &  
Guidelines



Community  
Policing/Use of  
Force Report and  
Zone  
Implementation

Affordable  
Housing Strategy



Comprehensive  
City Public Health  
Policy and  
Strategy/ Action Plan



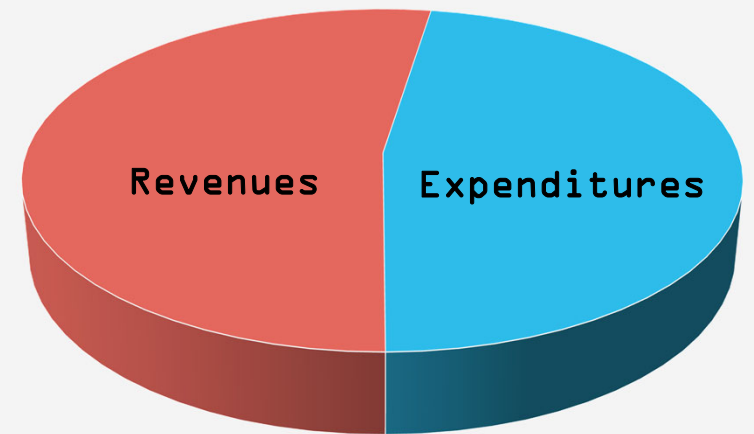
City Racial Equity  
Policy and Plan

# High Priorities



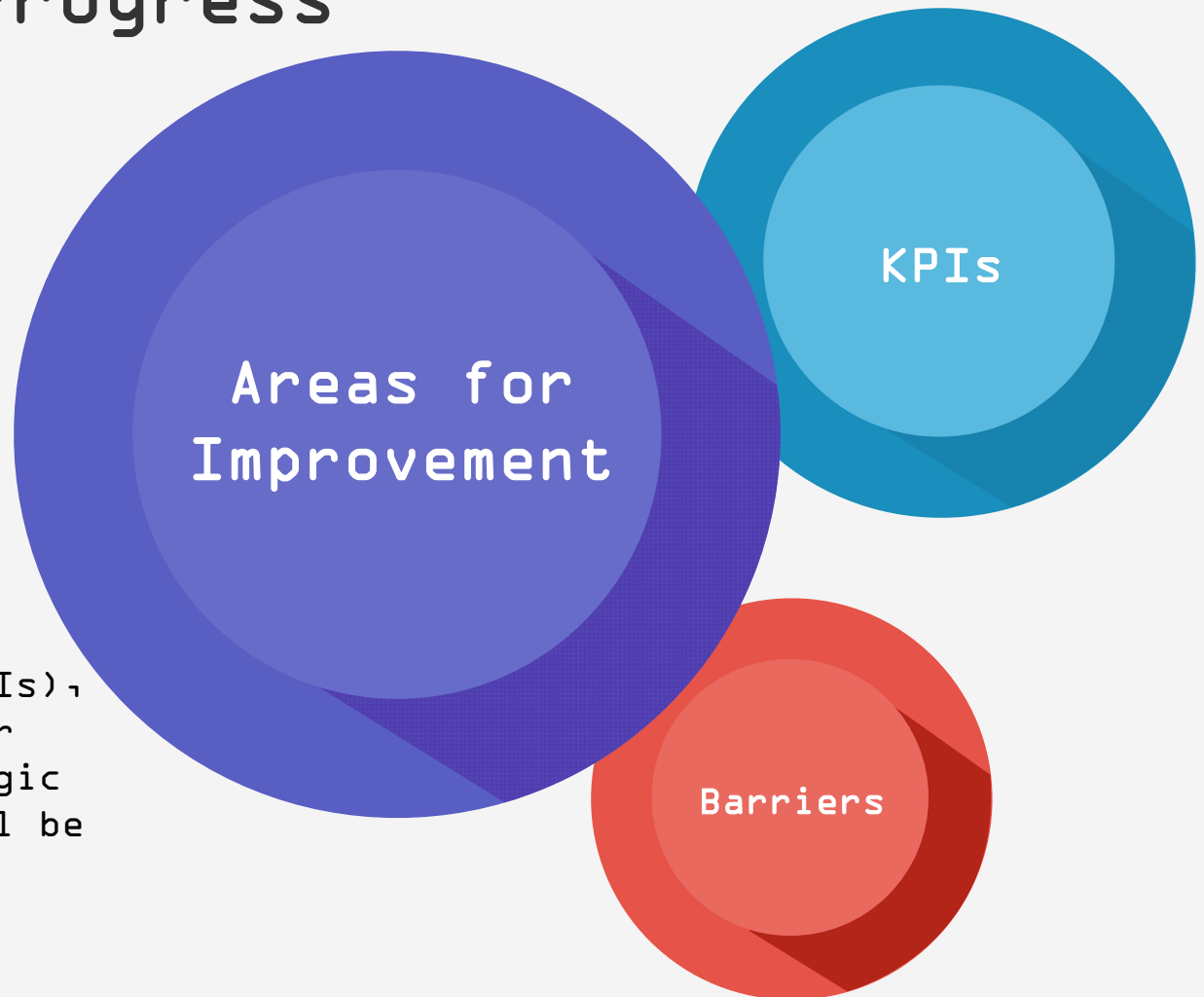
## Step 3: Allocate Resources

Revenues	Expenditures
430.66M	\$477.78M
Adopted Budget for FY2020	Adopted Budget for FY2020





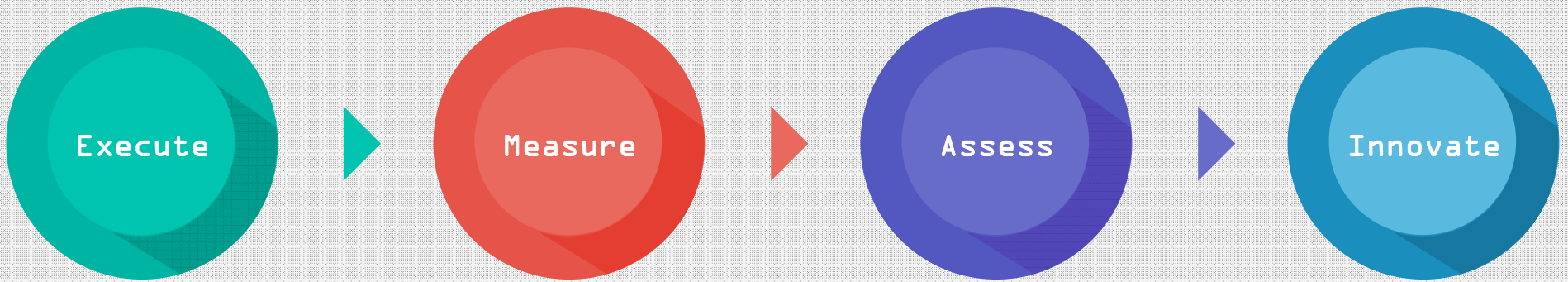
## Step 4: Measure Progress



### PerformGNV

Key Performance Indicators (KPIs), will be utilized to measure our success in implementing strategic plan. Key to this activity will be the development of “areas for improvement,” which will be addressed collectively and collaboratively by the senior leadership team through a process

## Step 5: Celebrate Success & Improve



Execute on annual action priorities (commission-adopted policies and programs) based on the strategic goals.

Key Performance Indicators (KPIs) will be utilized to measure the implementation of the strategic plan and the CAAP.

Development of areas for improvement and barriers to achievement through PerformGNV process.

Improvement areas collectively and collaboratively addressed by the senior leadership team

City of  
**Gainesville**  
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