

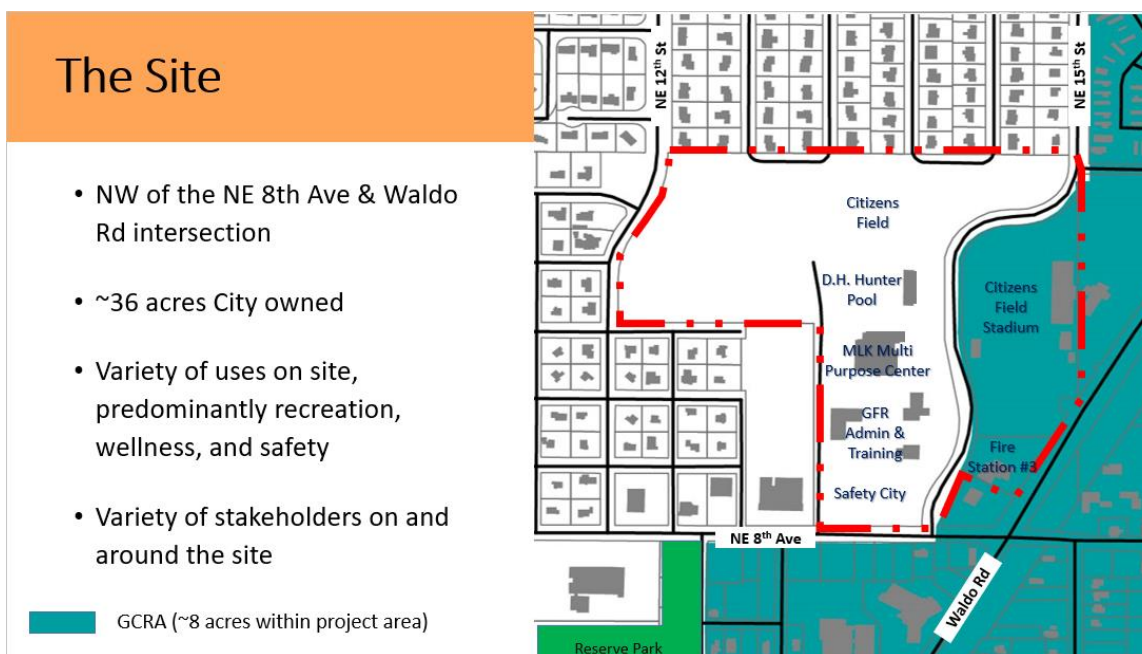
8th & Waldo Phase I Engagement Plan

April 15, 2021

Project Overview

The 8th & Waldo project site is located at the NW quadrant of the NE 8th Ave and Waldo Rd intersection and includes approximately 36-acres of City-owned land. The site is currently used for recreation and public safety amenities.

The 8th & Waldo site was identified in 2018 as a unique opportunity to catalyze economic development in east Gainesville. The *City of Gainesville 2020 - 2025 - 2035 Strategic Plan* identified 8th & Waldo Land Acquisition as a High Priority. The 2019 *Gainesville Community Reinvestment Area (GCRA) 10-year Reinvestment Plan* identified the 8th & Waldo area as an Economic Development Initiative Core.



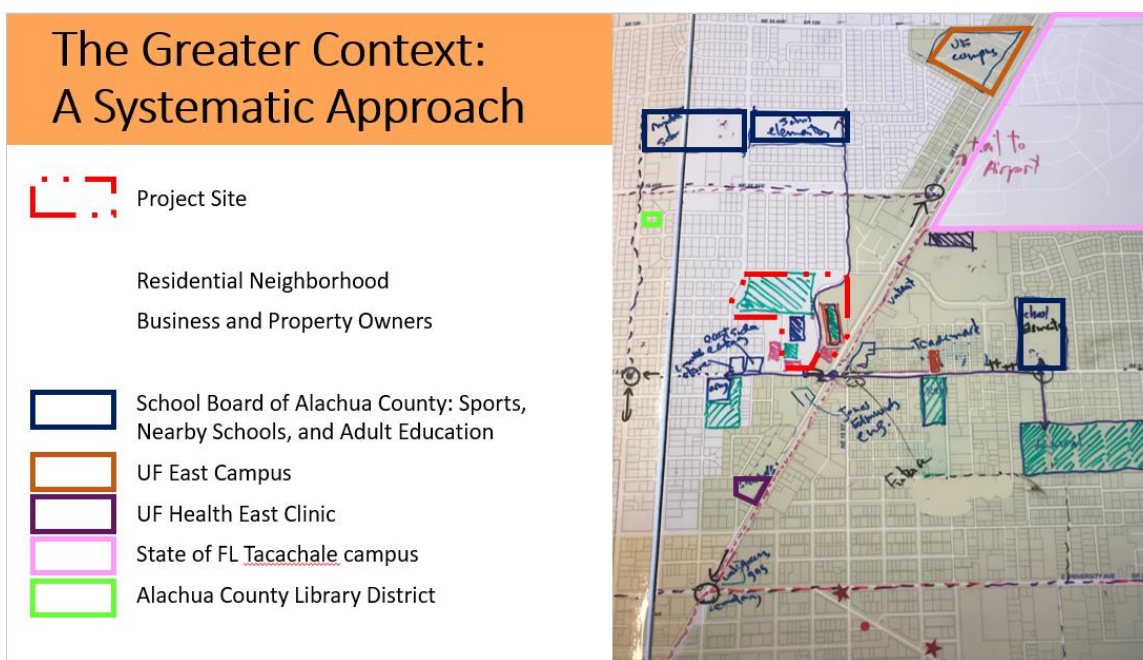
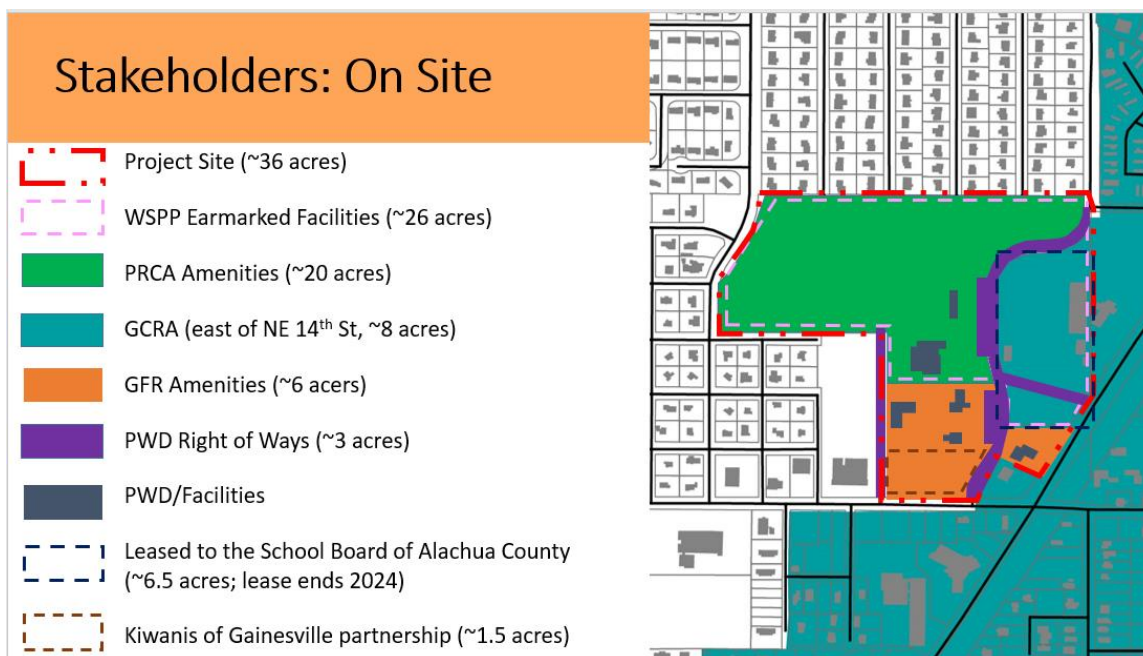
Engagement Goals and Objectives

The goals of this engagement process are

1. to introduce the project site, strengths and constraints to the community,
2. to set up clear and realistic expectations, including feasibility considerations, plan development process and roles, and implementation process, and,
3. to determine feasible community preferences and priorities for the future use of the site.

These community preferences, in concert with site constraints, strengths, market analysis and financial opportunities, will help shape a proposed master plan for the site. This master plan will be presented to the public, advisory Boards and City Commission for further discussion and approval.

It is our intent to engage with all stakeholder groups related to this site, including nearby communities, businesses and property owners, site users, potential partners, and other interested groups. It is our goal to reach stakeholders of all age, race, and other demographic attributes, reflecting the City's demographics, with the intent to engage with historically under-represented groups.



Success Measures

1. Stakeholders representative of all stakeholder groups related to this site, including nearby communities, businesses and property owners, site users, potential partners, and other interested groups, were engaged.
2. Stakeholders of all age, race, and other demographic attributes were engaged, reflecting the City's demographics.
3. Community's preferences and priorities for the future site use are clear and feasible.
4. Proposed master plan reflects the community's preferences and is accepted positively by the community, stakeholders, staff, advisory Boards and City Commission.

Project Area Demographics (total population for the block groups that contain the project area)

- Census Tract 5 (Total Population 4973):
 - Non-Hispanic White: 3474
 - Hispanic or Latino: 484
 - Black or African American: 1002
 - Asian: 90
 - American Indian and Alaska Native: 0
 - Two or more races: 121
 - Native Hawaiian and Other Pacific Islander: 0
 - Some other race: 0
- Census Tract 6 (Total Population 4923):
 - Non-Hispanic White: 287
 - Hispanic or Latino: 38
 - Black or African American: 4574
 - Asian: 0
 - American Indian and Alaska Native: 0
 - Two or more races: 296
 - Native Hawaiian and Other Pacific Islander: 0
 - Some other race: 0
- Census Tract 7 (Total Population 6505):
 - Non-Hispanic White: 1502
 - Hispanic or Latino: 295
 - Black or African American: 4533
 - Asian: 0
 - American Indian and Alaska Native: 0
 - Two or more races: 31
 - Native Hawaiian and Other Pacific Islander: 0
 - Some other race: 34
- Total Population: 16,401; Total Hispanic or Latino Population: 817; total Black or African American Population: 10,109; Total non-Hispanic White population: 5,263

- Income
 - Census Tract 5 (West of Waldo Road): \$40,588.00
 - Census Tract 6 (Duval): \$30,817.00
 - Census Tract 7 (Lincoln Estates): \$37,430.00
- Poverty & Unemployment
 - Census Tract 5: 1228 people living below the Federal poverty line (24.7%), 239 people living in poverty are children; unemployment in this area is 3.3%
 - Census Tract 6: 1326 people living below the Federal poverty line (26.9%), 689 people living in poverty are children; unemployment in this area is 10.3%
 - Census Tract 7: 2193 people living below the Federal poverty line (33.7%), 448 people living in poverty are children; unemployment in this area is 10.5%
- Other relevant information
 - Census Tract 5: 12.3% of households have **no internet**; 7.8% have no smartphone, computer or tablet; 5.4% have no vehicle available
 - Census Tract 6: 36% of households have **no internet**; 20.1% have no smartphone, computer or tablet; 14.4% have no vehicle available
 - Census Tract 7: 39.3% of households have **no internet**; 33.4% have no smartphone, computer or tablet; 15% have no vehicle available

8th & Waldo Engagement Phase I: Preliminary Public Information-Gathering around Community Values and Priorities

1. Methods & Process (listed in chronological order)

- a. Four focus groups around values for redevelopment of 8th and Waldo, priorities for redevelopment, and specific amenities people would like to see there—youth focus group, senior focus group, surrounding neighbor focus group on both sides of Waldo road, organizational partner focus group. (2-3 hours of planning, 6-10 hours of meeting time over the span of 1 month)
 - Goal 1: To gain information about community values, priorities, and desired amenities to be included in the broader *survey.
 - Goal 2: To narrow the funnel of possibilities for future use of the site.
- b. Single meeting with one representative member of each of the above focus groups.
 - Goal 1: To better understand how the values and priorities of each group mesh with those of other groups.
 - Goal 2: To come up with a cohesive and inclusive set of potential options for values and redevelopment priorities to be included in the broader *survey. (5 hours of planning/scripting/scheduling, 2 hours of meeting)
- c. Use data from steps to come up with a simple *survey—e.g., rank the following options for amenities and updates to amenities. (2 hours of planning, 2-3 hours of analysis)
- d. Meet with Alachua County Public Schools (ACPS) leadership to hear their perspectives on redevelopment, share the focus group data/feedback with them, explain our process to them,

and to come up with a plan to maximize feedback on a brief survey to the community. (2 hours of planning, 2 hours of meeting)

- Goal 1: To build a partnership with ACPS for this project
 - Goal 2: To understand ACPS priorities and discuss community priorities with ACPS leadership/staff
 - Goal 3: To ask for ACPS support on the survey
- e. Conduct a very short community survey on the ranking of community values and priorities for 8th & Waldo (*open for 6 weeks*)
- Goal: To determine a ranking of community values and priorities for future redevelopment of the site
- f. Conduct 2 open meetings/listening sessions (*2 hours of planning, 2-4 hours of meetings*)
- Goal: To ensure that we receive feedback from especially interested community members who may not have been able to participate in focus groups.
- g. Analyze data and create a report to share back to all participants, GCRA Board, Commission, and potential redevelopment partners. Invite feedback on the data from all of the aforementioned. Incorporate this feedback into the report.
- Goal: To ensure that key decision-making bodies have heard the community's priorities and values

2. **Community Cultivator Participation**

Hire two Community Cultivators for this project. Cultivators can support with the coordination of focus group members, increasing the survey response rate, communicating engagement outcomes to the GCRA Board and Commission, and potentially participating in future phases of engagement around this project.

Data Collection Methods:

- a. Focus group interviews
- b. Survey data

Communication Plan ♦ Communication Methods ♦ Communication of Results (*will be completed upon completion of Environmental study/studies*)

8th & Waldo Engagement Phase II: Internal Engagement – Reassessment and Next Steps

- a. Regroup internally to assess how to proceed. Reassess goals, what's on the table to decide, and the future timeline.
- b. Create Phase III engagement plan.

8th & Waldo Engagement Phase III: Return to community using methods TBD based on previous engagement feedback and priorities.