



Legislation Text

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CRA Community Vitality Report Introduction (B)

The 2013 CRA Strategic Planning session was guided by the question “How do we get out of this business?” During this time, the importance of inventorying and evaluating completed projects was recognized as key to the process of planning initiatives with the greatest potential for community impact. Staff proposed a deliverable called the ‘Community Vitality Report’ that involved community engagement, suggestion boxes, social media, and comprehensive initiative evaluations. As part of the FY15-16 Workplan, Staff reiterated the need to take inventory of completed projects and their effect on the area and quality of life in the Districts overall. Accordingly, the CRA is conducting a Community Vitality Report in FY17-FY18-an evaluation that will be divided into four stages:

- 1) *Introduction.* A general overview of the Vitality Report objectives, scope, and timeline
- 2) *What’s been accomplished to date?* A deep dive into the history and progress of the Community Redevelopment Agency, considering the impacts and outcomes of CRA projects in each district.
- 3) *What’s left to do?* A critical comparison between the CRA’s inventory of completed projects and the four redevelopment plans, identifying gaps and opportunities for increased focus.
- 4) *What’s the CRA’s role in carrying out those initiatives?* A consideration of ways to address what’s left to do, developing strategies to leverage the CRA’s resources to further catalyze redevelopment and foster community vitality.

The evaluation framework developed during this process will recognize that the success of the CRA cannot be measured simply by increased property values. The analysis will draw upon the original Findings of Necessity reports, the Redevelopment Plans, and Workplans for each district.

During each stage of the Vitality Report, Staff will engage the community by organizing workshops, hosting guest speakers, and using social media. The next community engagement opportunity will be during the Active Streets Gainesville event on February 26th, 2017 from 11am - 3pm.

Staff will provide updates to Advisory Boards and solicit feedback throughout the project. Once completed, a report with vetted recommendations for each district will be presented to the Advisory Boards. The anticipated completion date for the Community Vitality Report is August 2017.

At today’s meeting, staff will introduce each stage in greater detail and provide opportunities for feedback.

None.

CRA Executive Director to CRA Board: Hear presentation from Staff