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

2016

MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN

2017

PHASE 1

INSPIRE SESSION

PHASE 2

DESIGN SESSION

PHASE 3

PHASE ONE

Citizen outreach
Commission & staff interviews
Insight statements

PHASE TWO

Shared purpose
Understanding community goals
Future Gainesville

PHASE THREE

Observing
Experimenting
Implementing
HAS OUR STRATEGIC PLAN AFFECTED THE POSITIVE CHANGE DESIRED BY THE COMMUNITY?
How can we approach big challenges differently so positive change is evident in citizens’ lives?
Setting the stage

The purpose of the city is the people of the city.
WHO ARE THE PEOPLE OF OUR CITY?
gender & age

Median age: 24.9

Age groups:
- 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
51,029 households

38% owner-occupied

62% renter-occupied

4:6 family:non-family ratio
16% without health insurance
$32k median household income
35.8% below poverty level
18k no higher education
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

- Purpose
- Community & Organization Goals
- The People of Gainesville
- Movement