



STRATEGIC PLAN

FISCAL YEARS 2015 & 2016 FY2015 FOURTH QUARTER REPORT

July 1, 2015 – September 30, 2015

Mayor & City Commission

Ed Braddy, Mayor (At-large)

Craig Carter, Mayor-Commissioner Pro Tem (District III)

Harvey Budd, Commissioner (At-large)

Helen Warren, Commissioner (At-large)

Charles Goston, Commissioner (District I)

Todd Chase, Commissioner (District II)

Randy Wells, Commissioner (District IV)

Charter Officers

Russ Blackburn, City Manager

Carlos Holt, City Auditor

Edward Bielarski, General Manager for Utilities

Kurt Lannon, Clerk of the Commission

Nicolle Shalley, City Attorney

Torey Alston, Equal Opportunity Director

EXECUTIVE SUMMARY

Gainesville is the largest city in north central Florida with a population of 125,000 residents and is an educational, cultural and business hub for the region with a large medical component. The City of Gainesville has a city-owned utility and provides a variety of municipal services, including law enforcement, fire rescue, development services, mass transit, and transportation infrastructure. The organizational vision for the city is to achieve national recognition as an innovative provider of high-quality municipal services.

At annual strategic planning retreats, the Gainesville City Commission identifies goals and initiatives that reflect the needs of the community. The plan enables the city to provide high-quality, cost-effective services and still address strategic goals and initiatives as prioritized by the City Commission. In order to successfully implement the strategic priorities outlined by the City Commission, the city has drafted a strategic plan that guides the implementation of a systematic strategy to accomplish the City Commission goals through the most cost-efficient allocation of resources.

The City Commission has identified a number of strategic goals that encompass a variety of city services, including public safety, economic development and redevelopment, human capital, governance, infrastructure and transportation, quality of life, the environment and energy, and community partnerships. Each stated goal is supported by a series of initiatives for which progress updates are reported each quarter.

On an annual basis, city government refines its strategic goals and initiatives to ensure that they align with the needs of our residents. Our strategic planning and budgeting processes are linked to assure that the city's budget reflects the city's strategic priorities. Our residents tell us that Gainesville is a great place to live, work, learn and play, and we want to continue to improve Gainesville's livability in these areas.

The City of Gainesville wants our citizens to know that city government is responsive to its citizens and their needs, and that our highest priority is to provide them with appropriate service levels through the implementation of this strategic plan.

STRATEGIC GOALS AND INITIATIVES FYS 2015 & 2016

GOAL		INITIATIVE
1. Public Safety <i>Maintain a safe and healthy community in which to live</i>		1.1 Create strategies to reduce gang violence 1.2 Coordinate with all other governing bodies to maximize programs for at-risk youth 1.3 Develop strategies to improve safety for all modes of transportation
2. Economic Development and Redevelopment <i>Foster economic development and encourage redevelopment</i>		2.1 Implement the redevelopment of the GTEC area and former Kennedy Homes sites to foster commercial and residential development in Eastern Gainesville 2.2 Implement the Strategic Redevelopment Plan for Depot Park and The Power District 2.3 Position the City to take advantage of innovation economy and implement the plan for innovation zone near UF & other surrounding areas 2.4 Increase the dollar amount on contracts between the City and small, minority and women-owned local businesses by 10%
3. Human Potential <i>Assist every person to reach their true potential</i>		3.1 Continue implementation and engage in the update of the 10 year plan to end homelessness 3.2 Renew the vision for the empowerment center and identify metrics and best practices for success 3.3 Improve educational, employment and re-entry opportunities for young persons (up to the age of 24) 3.4 Work collaboratively with community economic development and workforce partners to attract, retain and nurture a diverse and skilled workforce in order to strengthen the City's overall human capital capacity 3.5 Address the need for violence prevention through mental health services
4. Governance <i>Measure and improve the cost-effectiveness of government services</i>		4.1 Develop a shared governance model within City organization 4.2 Implement Government 2.0 Strategy 4.3 Develop tools/metrics for measuring strategies to ensure the economic, environmental, and social sustainability of the City
5. Infrastructure and Transportation <i>Invest in community infrastructure and continue to enhance the transportation network and systems</i>		5.1 Promote an integrated transportation system that is safe and accessible to all users and supportive of the city's economic development and sustainability efforts 5.2 Develop a Public Facilities Master Plan
6. Quality of Life <i>Improve the quality of life in our neighborhoods for the benefit of all residents</i>		6.1 Ensure the quality and broad distribution of affordable housing throughout the City 6.2 Develop a community partnership for long-term clean-up and revitalization of the Cabot/Koppers Superfund site and surrounding neighborhood 6.3 Identify steps of implementation for the Parks, Recreation, & Cultural Affairs master plan and continued acquisition of conservation land
7. Environment and Energy <i>Protect and sustain our natural environment and address future energy needs</i>		7.1 Protect the quality of drinking water in Gainesville 7.2 Improve the energy efficiency of GRU customers with an emphasis on low income homes
8. Community Partnerships <i>Engage with other governmental entities and community partners to enhance our economic position and plan for future service demand</i>		8.1 Develop long-term collaborative plan with BOCC that focuses on efficient delivery of high quality services as City and County demand grows 8.2 Develop new GRU governance and oversight model and implementation plan 8.3 Develop coordinated strategy with UF, Chamber and other stakeholders to market manufacturing and small business development

STRATEGIC INITIATIVE # 1.1

GOAL # 1: PUBLIC SAFETY

Maintain a safe and healthy community in which to live

Legistar #: 140442

INITIATIVE 1.1: CREATE STRATEGIES TO REDUCE GANG VIOLENCE

Champion: Tony Jones, Police Chief



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

Gang Unit/Gang Task Force Officer:

During the last quarter, Officers Marquitta Brown and Jesus Rivera have continued to serve as the Department's lead Gang Investigators. Both officers have extensive investigative experience, knowledge of gangs, and have great rapport with citizens in the community. Officer Rivera continues to represent the Gainesville Police Department on the FBI's Safe Streets Task Force. He primarily focuses on adults who're involved in gang activity. Officer Brown primarily focuses on youth gang intervention. She has continued to mentor the youth who participated in the GPD 2015 Summer Enrichment Program. She helped enroll two of the youth in Youth build. A third youth is being enrolled in Sidney Lanier's Transition to Life Program. All participants will receive MRT (Moral Recognition Therapy) training next quarter. Moral Recognition Therapy is a systematic treatment strategy that seeks to decrease recidivism among juvenile and adult criminal offenders by increasing moral reasoning. Its cognitive-behavioral approach combines elements from a variety of psychological traditions to progressively address ego, social, moral, and positive behavioral growth.

STRATEGIC INITIATIVE # 1.2

GOAL # 1: PUBLIC SAFETY

Maintain a safe and healthy community in which to live

Legistar #: 140443

INITIATIVE 1.2: COORDINATE WITH ALL OTHER GOVERNING BODIES TO MAXIMIZE PROGRAMS FOR AT-RISK YOUTH

Co-Champions: Tony Jones, Police Chief;
Shannon Keleher, Recreation Manager

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

GPD's School Resource Officers have traditionally facilitated G.R.E.A.T. training programs in area schools and will continue to do so in the future. Because there was no opportunity for G.R.E.A.T. training during the summer months, the SRO's helped facilitate HEATWAVE activities instead. HEATWAVE provides a place for youth to go during evening hours, with activities ranging from structured team sports to a Life Skills class that is mandatory for all youth to open lounges to socialize and play games. The SRO's helped with transportation needs for participating youth and also served as mentors. G.R.E.A.T. classes will resume next quarter.

STRATEGIC INITIATIVE # 1.3

GOAL # 1: PUBLIC SAFETY

Maintain a safe and healthy community in which to live

Legistar #: 140444

INITIATIVE 1.3: DEVELOP STRATEGIES TO IMPROVE SAFETY FOR ALL MODES OF TRANSPORTATION

Champion: TBD



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

This initiative was sunset at the strategic planning retreat. The staff champions of strategic initiative 5.1, promoting and integrated transportation model, are working to include specific action steps to improve safety.

STRATEGIC INITIATIVE # 2.1

GOAL # 2: ECONOMIC DEVELOPMENT AND REDEVELOPMENT

Foster economic development and encourage redevelopment

Legistar # 130490

INITIATIVE 2.1: IMPLEMENT THE REDEVELOPMENT OF THE GTEC AREA AND FORMER KENNEDY HOMES SITES TO FOSTER COMMERCIAL AND RESIDENTIAL DEVELOPMENT IN EASTERN GAINESVILLE

Champion: Sarah Vidal-Finn, Interim Community Redevelopment Agency Director

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

1717 SE 8th Avenue (aka Heartwood):

In Q4, CRA staff continued to work with a local marketing firm to help name the new 1717 SE 8th Avenue neighborhood “Heartwood.” The growth of a tree comes from its inner core or heartwood—this resilience exemplifies the strength and warmth of the Eastside community. Site marketing will help increase developer + residential interest in the site. A contract for foundational civil engineering work was approved by the CRA Board, an engineering firm began site design and permitting as well as the process of land use and zoning changes, and staff is moving forward with creating community-driven architectural standards for the future neighborhood.

GTEC Area Master Plan & Phase 1 Development:

In Q4, the CRA Board approved the acquisition of a 0.55-acre highly-visible mixed-use property for sale at the corner of SE Hawthorne Road and SE 24th Ave/SE 8th Ave, on 2233 SE Hawthorne Road. The redevelopment of this site will complement the GTEC masterplan redevelopment area intent, and create a strong identity along SE Hawthorne Road corridor. The development of construction documents for the permitting of the master plan and Phase 1 construction on site is underway, with a fully permitted set anticipated by spring 2016. Staff has been working to foster full development of the site, combining tenant recruitment, marketing and physical improvements for a cohesive economic development strategy. The first phase of construction is anticipated to begin in spring 2016. Construction will include infrastructure preparations for the first new building on site (Building B), signage, landscaping and gateway features.

STRATEGIC INITIATIVE # 2.2

GOAL # 2: ECONOMIC DEVELOPMENT AND REDEVELOPMENT

Foster economic development and encourage redevelopment

Legistar # 130491

INITIATIVE 2.2: IMPLEMENT THE STRATEGIC REDEVELOPMENT PLAN FOR DEPOT PARK AND THE POWER DISTRICT

Champion: Sarah Vidal-Finn, Interim Community Redevelopment Agency Director

Sponsor: Craig Carter, Commissioner (District III)

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

Power District:

In Q4, staff continued work on the Power District's various independent yet interrelated tasks such as the: Building Needs Assessment, Infrastructure Analysis, Sweetwater Branch Creek Daylighting Feasibility Study, Existing Environmental Conditions Analyses and Remediation Action Plan development, Property Disposal Strategy, and short-term aesthetic site improvements. The CRA also worked with GRU and City staff to begin planning the first public event in the Power District: the GLAM indie craft show. The small, artist-focused event will take place in December. In Fall 2015, staff will provide the CRA Board with a comprehensive investment strategy presentation that will investigate various concepts, methods, projects, and opportunities to leverage existing CRA, General Government, GRU, and state/federal resources to position the Power District for private investment.

Depot Park

Construction on Depot Park began in Q4! CRA staff organized a groundbreaking ceremony that welcomed families and recognized state, county, city and community partners. A lease was signed with the Cade Museum for Creativity and Invention---which will be constructed on the west side of Depot Park. The City's Public Works Department made a modification to the Remedial Action Plan (RAPMOD), continued site work and led landscape maintenance in the conservation area, south of the main pond. This final series of site work to complete the contamination cap per FDEP requirements began in August. CRA staff worked closely with the City's Public Works Department to dovetail the CRA-led Depot Park Phase II construction into the remaining PWD site work. CRA staff worked also with Oelrich Construction, FDEP, GRU, PRCA and other partners to ensure a smooth start to park buildout. The park is anticipated to open in fall 2016.

STRATEGIC INITIATIVE # 2.3

GOAL# 2: ECONOMIC DEVELOPMENT AND REDEVELOPMENT

Foster economic development and encourage redevelopment

Legistar # 130493

INITIATIVE 2.3: POSITION CITY TO TAKE ADVANTAGE OF INNOVATION ECONOMY AND IMPLEMENT THE PLAN FOR INNOVATION ZONE NEAR UF & OTHER SURROUNDING AREAS

Champion: Erik Bredfeldt, Economic Development & Innovation Director

Sponsor: Todd Chase, Commissioner (District II)

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

The EDI Director participated in final meetings regarding for the allowance of transportation networking companies within the City of Gainesville and the governing ordinance was adopted by the City Commission in the 4th Quarter.

The EDI Director drafted a 2nd performance agreement with the Florida Institute for the Commercialization of Public Research and made the case for the Institute's funding within the context of the Commission's FY '16 budget consideration. In addition, the EDI Director requested the attendance of the Institute's CEO at an EDUCC meeting for further input and conversation on status and that occurred in August.

The EDI Director facilitated a meeting between CIED-GTEC Management staff and Comm. Goston at GTEC to review the mission of the facility and meet with facility tenants.

The EDI Director participated in meetings regarding future and current plans for the I2 and Power Districts.

STRATEGIC INITIATIVE # 2.4

GOAL# 2: ECONOMIC DEVELOPMENT AND REDEVELOPMENT

Foster economic development and encourage redevelopment

Legistar # 130494

INITIATIVE 2.4: INCREASE THE DOLLAR AMOUNT OF CONTRACTS BETWEEN THE CITY AND SMALL, MINORITY AND WOMEN-OWNED LOCAL BUSINESSES BY 10%.

Co-Champions: Gwendolyn Saffo, Interim Equal Opportunity Director;
Sylvia Warren, Small & Minority Business Program Coordinator

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

The OEO is sponsoring its 6th Semi-Annual Small Business Workshop on October 22, 2015. We will be discussing what the City and GRU purchase as well as how to find purchasing opportunities for both General Government and GRU. We will also have a representative from the Small Business Administration who will be providing information on the 8A Business Development Plan as well as the Pre-8A Mentoring Initiative. SKANSKA will also partake in this workshop and discuss the Construction Management Building Block Program which is scheduled to take place here in Gainesville in 2016. There will be other agencies such as North Central Florida SCORE and the Florida Small Business Development Center who will also be present at our workshop. They will be tabling at our event and providing information about the services they offer to our local Small Business owners.

The OEO continues to operate in its satellite office every 1st and 3rd Tuesday at the Gainesville Housing Authority and will endeavor to add additional locations in the City in order to increase the awareness of our services and become more of a resource to Gainesville residents.

The OEO is at the close of its first 6-month training session for participants in the Small Business Mentoring Program. This new initiative allows Small, Minority, and Women-Owned businesses to be fostered by larger more mature businesses in order to enhance all aspect of their business operations which will in turn enable them to become more competitive and profitable. We are very grateful for SKANSKA, Oelrich, and Charles Perry Partners, Inc. for their participation in our program. They have paired with three very promising Mentee companies for the 6 month pairing period. A graduation ceremony will take place during a televised City Commission meeting after the training is completed for each participating small business.

Additionally, we will begin accepting applications for this program this month and are excited about the new small business owners that will participate in the City's first Small Business Mentoring Program.

Strategic plan 2.4 is 85% complete.

STRATEGIC INITIATIVE # 3.1

GOAL # 3: HUMAN POTENTIAL

Assist every person to reach their true potential

Legistar # 130496

INITIATIVE 3.1: CONTINUE IMPLEMENTATION AND ENGAGE IN THE UPDATE OF THE 10 YEAR PLAN TO END HOMELESSNESS

Co-Champions: Fred Murry, Assistant City Manager;
Jackie Richardson, Housing and Community Development Manager

Sponsor Randy Wells, Commissioner (District IV)

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

At the July, 2016 meeting, the City Commission directed staff to manage the Dignity Village Camping Area. Betty Baker, Project Manager, agreed to serve as the Interim Manager at Dignity Village.

The Oversight Advisory Board agreed to sponsor a workshop on September 21 to discuss services and programs provided to GRACE Marketplace and Dignity Village.

The Gainesville City Commission approved as a part of its FY 16 budget funding for GPD to provide two officers at Dignity Village beginning October 1st; in the meantime, GPD used overtime funds to provide services at Dignity Village.

City staff provided a presentation of the proposed rules for Dignity Village to the Oversight Advisory Board. The citizen's group provided their input to the rules and regulations. Rules and regulations for Dignity Village were implemented in late August, and City staff held a meeting with key volunteers and other residents to discuss the changes.

City and County Staff attend the Florida Housing Coalition Annual Conference in Orlando to hear what other communities are doing to address affordable housing and homelessness in their community.

The Florida Housing Coalition has agreed to provide technical support to the City of Gainesville, Alachua County Community Support Services Department, and Alachua County Coalition for the Homeless and Hungry on the implementation on the Rapid Rehousing Housing-First Model.

STRATEGIC INITIATIVE # 3.2

GOAL # 3: HUMAN POTENTIAL

Assist every person to reach their true potential

Legistar # 140446

INITIATIVE 3.2: RENEW THE VISION FOR THE EMPOWERMENT CENTER AND IDENTIFY METRICS AND BEST PRACTICES FOR SUCCESS

Champion: Fred Murry, Assistant City Manager

Sponsor: Randy Wells, Commissioner (District IV)



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

In July 2015, the City Commission approved and authorized Staff to go forward with construction activities on the Empowerment Center building. The work included replacing the roofs and exterior painting for ten (10) buildings, and purchase and installation of equipment in the kitchen; the cost was \$585,525.00. The State of Florida approved \$ 300,000 in FY 2015 for the painting, roofs, and kitchen equipment, however, the cost to complete the work was insufficient, and staff recommended that the City Commission approve the use of construction funds previously approved for the One Stop Homeless Center to complete the project. The work is expected to be completed in early October.

Betty Baker, Temporary Project Manager, is still acting as the Dignity Village Manager until recruitment has been completed. City Staff is expected to complete the recruitment and hiring process by the end of the quarter. The Facilities Management Division is preparing the former DOC Training Building for the Dignity Village Project Manager and officers from the Gainesville Police Department.

The City Commission approved the FY 2016 budget, which included funding for the Empowerment Center - ACCHH, GPD, and the Dignity Village Manager.

On September 21st the Oversight Advisory Board Citizen Work Group held a planning session to get public input on services provided at the Empowerment Center and Dignity Village.

STRATEGIC INITIATIVE # 3.3

GOAL # 3: HUMAN POTENTIAL

Assist every person to reach their true potential

Legistar # 130497

INITIATIVE 3.3: IMPROVE EDUCATIONAL, EMPLOYMENT AND RE-ENTRY OPPORTUNITIES FOR YOUNG PERSONS (UP TO THE AGE OF 24)

Co-Champions: Gwendolyn Saffo, Interim Equal Opportunity Director;
Tony Jones, Police Chief

Sponsor: Helen Warren, Commissioner (At-large)

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

Department of Juvenile Justice Re-Entry program:

Officer Marquitta Brown and William Halvosa represented GPD during monthly DJJ's Re-Entry meetings. This program assists juvenile offenders when returning to the community from state juvenile commitment facilities. During the re-entry conference the returning juvenile offenders meet with Law Enforcement, community providers, parents, case managers, and Juvenile Probation Officers in an attempt to assist the child with returning from confinement. Assessments of the juvenile's physical, psychological and legal needs are established with the involved stake holders assisting in ensuring that these needs are met.

Police/Youth Dialogue:

GPD facilitated one Police/Youth dialogue and one community summit during this past quarter. Dialogue sessions are designed to promote trust and understanding between youth in the community and Law Enforcement. Ten youths participated. Some were DJJ referrals. The others were A. Quinn Jones referrals.

Community summits are designed to do the same with citizens between the ages of 21 and 30. Twenty one citizens attended. This group was targeted because of the influence that they have on the youth. The summit is also designed to promote trust and understanding between citizens and Law Enforcement.

STRATEGIC INITIATIVE # 3.4

GOAL#3: HUMAN POTENTIAL

Assist every person to reach their true potential

Legistar # 130498

INITIATIVE 3.4: WORK COLLABORATIVELY WITH COMMUNITY ECONOMIC DEVELOPMENT AND WORKFORCE PARTNERS TO ATTRACT, RETAIN AND NURTURE A DIVERSE AND SKILLED WORKFORCE IN ORDER TO STRENGTHEN THE CITY'S OVERALL HUMAN CAPITAL CAPACITY

Champion: Erik Bredfeldt, Economic Development & Innovation Director

Sponsor: Randy Wells, Commissioner (District IV)



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

The EDI Director provided support for the City's Job Fair held on September 1st both in terms of outreach to the business community and on-site assistance during the Fair.

The EDI Director attended a meeting of the GRACE steering committee on workforce development at GRACE marketplace and sponsored GRACE management. Attendees from a number of community providers were present and it was agreed that a pilot program would be launched sometime in October.

STRATEGIC INITIATIVE # 3.5

GOAL#3: HUMAN POTENTIAL

Assist every person to reach their true potential

Legistar # 130499

INITIATIVE 3.5: ADDRESS THE NEED FOR VIOLENCE PREVENTION THROUGH MENTAL HEALTH SERVICES

Champion: Tony Jones, Police Chief



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

The following mental health trainings and related activities during the last quarter for GPD employees:

- 1) During the week of Aug 17th two GPD police officers and the GPD Victim Advocate, assisted with the 40-hour CIT training.
- 2) On July 30th, 14 GPD personnel received Mental Health First Aid Training from Meridian trainer, Leah Vail.
- 3) During the last quarter, Lt. W. Stout has served on the local CIT Steering committee, and has acted as the liaison between GPD, Meridian, Shands Behavioral Health Care and the Behavioral Health Care Unit at North Florida Hospital.
- 4) Lt Stout attended a CIT state coalition meeting on July 17th in Orlando.
- 5) Lt Stout has advised the VA on an upcoming summit they are preparing and has met with them bi-weekly.
- 6) Lt. Stout has attended 2 meetings for a planned CIT fundraiser.

STRATEGIC INITIATIVE # 4.1

GOAL#4: GOVERNANCE

Measure and improve the cost-effectiveness of government services

Legistar # 140448

INITIATIVE 4.1: DEVELOP A SHARED GOVERNANCE MODEL WITHIN CITY ORGANIZATION

Champion: TBD

Sponsor: Todd Chase, Commissioner (District II)



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

At the strategic planning retreat, the Commission re-focused this initiative on developing neighborhood master plans and utilizing inter/intradepartmental collaboration to accomplish and implement. This initiative is being moved to the Quality of Life goal category.

STRATEGIC INITIATIVE # 4.2

GOAL#4: GOVERNANCE

Measure and improve the cost-effectiveness of government services

Legistar # 130500

INITIATIVE 4.2: IMPLEMENT GOVERNMENT 2.0

Champion: Becky Rountree, Administrative Services Director



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

On July 21st, [311GNV](#) was launched as an online system for citizens to submit service requests through the city's website or a mobile application. Through the end of the fourth quarter, 300 issues had been submitted by citizens through 311GNV.

Over 60 performance measures are being reported through [statGNV](#) and the site averages 8,400 page hits per month.

The [dataGNV](#) site experienced more than 130,000 page hits during the fourth quarter, bringing its monthly average of page hits to over 37,900.

Since inception, [engageGNV](#) has received 580 statements posted to 14 topics of discussion. This equates to approximately 26 hours of public comment received through the virtual town hall meeting forum. The engageGNV site is averaging over 120 page hits per month.

STRATEGIC INITIATIVE # 4.3

GOAL#4: GOVERNANCE

Measure and improve the cost-effectiveness of government services

Legistar # 130501

INITIATIVE 4.3: DEVELOP TOOLS/METRICS FOR MEASURING THE ECONOMICAL, ENVIRONMENTAL, AND SOCIAL SUSTAINABILITY OF THE CITY

Champion: Paul Folkers, Assistant City Manager

Sponsor: Randy Wells, Commissioner (District IV)

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

Future meetings will be held with the City Auditor and Budget and Finance staff to revise this Strategic Initiative and bring it back to the City Commission for approval per the additional direction received at the strategic planning retreat.

STRATEGIC INITIATIVE # 5.1

GOAL # 5: INFRASTRUCTURE AND TRANSPORTATION

Invest in community infrastructure and continue to enhance the transportation network and systems

Legistar # 130502

INITIATIVE 5.1: PROMOTE AN INTEGRATED TRANSPORTATION SYSTEM THAT IS SAFE AND ACCESSIBLE TO ALL USERS AND SUPPORTIVE OF THE CITY'S ECONOMIC DEVELOPMENT AND SUSTAINABILITY EFFORTS

Co-Champions: Teresa Scott, Public Works Director;
Debbie Leistner, Planning Manager – Public Works

Sponsor: Randy Wells, Commissioner (District IV)

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

Sidewalk construction plans were completed for SW 3rd Ave between SW 12th St and SW 10th St; SW 10th St between SW 3rd Ave and SW 4th Ave; NW 20th Dr. between W University Ave and NW 3rd Ave; NW 21st Ave north of NW 31st Ave); NW 36th Ave east of NW 19th St; and SW 7th St between W University Ave and SW 2nd Ave. The sidewalk projects include new and upgrades ADA ramps, and accessibility improvements to transit stops along the corridors. The projects are scheduled for construction in the first quarter of FY16. Enhanced crosswalks were installed along NE 8th Ave between N Main St and NE 5th St including pedestrian activated beacons, and along NW 2nd Ave as part of the east/west bicycle boulevard. The latter also included a new connector to the Sixth Street trail and the installation of a bike repair station. The first installation of the LED lighting upgrades to enhance pedestrian safety was completed along SW 9th Rd between SW 13th St and SW 11th St; the project improved illumination and uniformity along the corridor, and also is projected to reduce energy consumption by approximately 17% when compared to the HPS light fixtures. RTS released a bid for construction of the 31 stop improvements identified in the previous quarter and is currently working on design and permitting of an additional 32 stop improvements, 26 bus shelters and benches, and 4 bus racks.



STRATEGIC INITIATIVE # 5.2

GOAL # 5: INFRASTRUCTURE AND TRANSPORTATION

Invest in community infrastructure and continue to enhance the transportation network and systems

Legistar #: 130489

INITIATIVE 5.2: DEVELOP A PUBLIC FACILITIES MASTER PLAN

Co-Champions: Fred Murry, Assistant City Manager;
Edward Gable, Facilities Manager

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

City Staff continues to identify and review good prototype Facility Master Plans from other communities and update the anticipated task timelines. Examples include Castle Rock, CO and Omaha, NE. The process can include a range of tasks from an initial facility condition assessment to long range comprehensive planning efforts. The City Facility Manager position was filled on September 1, 2015.

STRATEGIC INITIATIVE # 6.1

GOAL# 6: QUALITY OF LIFE

Improve the quality of life in our City for the benefit of all residents

Legistar # 130506

INITIATIVE 6.1: ENSURE THE QUALITY AND BROAD DISTRIBUTION OF AFFORDABLE HOUSING THROUGHOUT THE CITY

Champion: Jackie Richardson, Housing and Community Development Manager



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

The Housing and Community Development division (HCD) continues to assist families by providing an array of housing services, including financial assistance and housing counseling services. This has become part of HCD's normal operations and although this initiative is being sunset by the Commission, HCD continues to offer the Homeowner Rehabilitation Program and the Housing Counseling Program for city residents.

STRATEGIC INITIATIVE # 6.2

GOAL # 6: QUALITY OF LIFE

Improve the quality of life in our city for the benefit of all residents

Legistar # 130507

INITIATIVE 6.2: DEVELOP A COMMUNITY PARTNERSHIP FOR LONG-TERM CLEAN-UP AND REVITALIZATION OF THE CABOT/KOPPERS SUPERFUND SITE AND SURROUNDING NEIGHBORHOOD

Champion: Fred Murry, Assistant City Manager

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

City staff (GRU and General Government) and members of the Local Intergovernmental Team (LIT) continue to monitor the work on the Cabot - Koppers Superfund Site.

On August 6, 2015, the consulting firm Tindale Oliver and Associates presented its Community Redevelopment Agency (CRA) Findings of Necessity Report to the City Commission. The report determined that the Study Area, which includes the Cabot-Koppers Superfund Site, met the statutory requirements to be eligible to be a CRA Area. The Commission accepted the report, but decided not to establish a CRA Area on the site; instead, they directed staff to bring other redevelopment tools and options for the City Commission to consider for the area.

The Public Works Department continues to work on the Scope of Services for Infrastructure Work for the Stephen Foster Community. They are considering paving of the roads and replacing water and wastewater pipes in the area. This project is being paid from the Settlement Agreement funds between the City and the Beazer East, Inc. The work is projected to start in July 2016.

On September 17th, the City Commission heard a presentation from Scott Miller, Remedial Manager United States Environmental Protection Agency (USEPA), and Mitchell Brouman, Project Engineer for Beazer East, Inc., on the status of the Cabot-Koppers site remediation project. Several questions were asked that could not be immediately answered after the presentation, and Staff has been directed to provide responses. In addition, Staff was directed to provide periodic updates to the community on the status of the project.

On September 18th, Beazer East, Inc. agreed to provide a tour of the Cabot-Koppers site for the Gainesville City Commission. Commissioner Helen Warren and Commissioner Randy Wells participated in the tour of the site. Several members of the community, City staff, and representatives from USEPA participated in the tour as well. The purpose of the tour was to provide an onsite review of the progress of the remediation work on the site to interested parties.

City Staff will continue to review and provide input on technical plans related to the remediation work on site.

STRATEGIC INITIATIVE # 6.3

GOAL # 6: QUALITY OF LIFE

Improve the quality of life in our city for the benefit of all residents

Legistar # 130508

INITIATIVE 6.3: IDENTIFY STEPS OF IMPLEMENTATION FOR THE PARKS, RECREATION & CULTURAL AFFAIRS MASTER PLAN AND CONTINUED ACQUISITION OF CONSERVATION LAND

Co-Champions: Steve Phillips, Director of Parks, Recreation and Cultural Affairs;
Michelle Park, Assistant Parks, Recreation and Cultural Affairs Director

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

As approved by the City Commission in the contract with the Trust for Public Land (TPL), TPL raised the funds to cover the cost of conducting a citizen opinion poll to determine the level of citizen support for funding the Vision 2020 Master Plan. The poll was conducted July 17 – 19, 2015. The results were presented to the RCAPW Committee on August 13, 2015 and to the full City Commission on September 17, 2015. The results showed that 61% of our citizens would vote in favor of a ½ mill property tax increase if it was on the ballot in 2016.

On August 10, 2015, staff made a presentation to the Joint City/County Commissions giving an overview of the Vision 2020 Master Plan. Both commissions appointed representatives to a task force to discuss and recommend a preferred funding source. The Task Force met September 16, 2016 and recommended that the Board of County Commission (BoCC) send a letter to all municipalities in the county asking them for their position on proposed referendum ballot language that was used for the previous Wild Space Public Places issue in 2008. The proposal is for one half-cent sales tax collected for 10 years.

The PRCA Land Acquisition Project List was reviewed and approved by the RCAPW Committee on June 11, 2015 and subsequently on July 21, 2015 by the City Commission.

Plans for the October 29th Virtual Town Hall meeting are underway to seek additional input and feedback on how best to fund the Vision 2020 Master Plan.

STRATEGIC INITIATIVE # 7.1

GOAL # 7: ENVIRONMENT AND ENERGY

Protect and sustain our natural environment and address future energy needs

Legistar # 130509

INITIATIVE 7.1: PROTECT THE QUALITY OF DRINKING WATER IN GAINESVILLE

Champion: Rick Hutton, P.E. Supervising Utility Engineer



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

Beazer performed the full-scale ISGS injection in the surficial and Upper Hawthorn intermediate aquifer in the former process area of the Koppers site in July and August. This effort consisted of injecting ISGS solution into 253 injection points at depths ranging from 3.5 ft. to 66.5 ft. The goal of the effort is to provide contact of the ISGS reagent with the creosote in order to immobilize the creosote. Follow-up monitoring will be performed over the next several months in order to determine the effectiveness of the treatment.

Cabot started the installation of a Floridan Aquifer monitoring well on the Cabot site. This well had been requested by GRU and Alachua County in order to fully determine the extent of contamination at the Cabot site. Recent testing at Cabot indicated contamination in the Lower Hawthorn Group (lower intermediate aquifer) at the site. The Floridan Aquifer well will determine if contamination from Cabot has reached the Floridan Aquifer.

STRATEGIC INITIATIVE # 7.2

GOAL # 7: ENVIRONMENT AND ENERGY

Protect and sustain our natural environment and address future energy needs

Legistar # 130512

INITIATIVE 7.2: IMPROVE THE ENERGY EFFICIENCY OF LOW-INCOME HOMES THROUGH WEATHERIZATION

Champion: Bill Shepherd, Chief Customer Officer

Sponsor: Helen Warren, Commissioner (At-large)



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

This year's target of improving 123 homes was successfully accomplished. During the 4th quarter, influxes of applications were received as a result of proactive community outreach efforts and direct mail correspondences conducted in the prior quarter. Next year's goal is to assist 100 customers and already 29 customers have been approved into the Program; nonetheless, marketing efforts will take place year-round to evade the lag in application submittals experienced during FY 15.

To date LEEP^{plus} has helped 1,317 customers with home improvements that increased energy-efficiency, lowered electric bills and improved comfort. On average, participants see significant long term savings through a 14.5% reduction on their utility bills which equates to \$24 per month. This analysis will be recalculated in FY 16 to account for additional participants' usage and savings one year after LEEP^{plus} repairs have been completed.

STRATEGIC INITIATIVE # 8.1

GOAL # 8: COMMUNITY PARTNERSHIPS

Engage with other governmental entities and community partners to enhance our economic position and plan for future service demand

Legistar # TBD

INITIATIVE 8.1: DEVELOP LONG-TERM COLLABORATIVE PLAN WITH BOCC THAT FOCUSES ON EFFICIENT DELIVERY OF HIGH QUALITY SERVICES AS CITY AND COUNTY DEMAND GROWS

Champion: Paul Folkers, Assistant City Manager

Sponsor: Craig Carter, Commissioner (District III)

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

Additional guidance was provided to staff by the Commission at the Strategic Planning Retreat, which included focusing on the shared use of facilities and other resources that support community goals. Staff recently met with representatives from the Alachua County School Board to begin discussing the shared use of their facilities for recreational programs.

STRATEGIC INITIATIVE # 8.2

GOAL # 8: COMMUNITY PARTNERSHIPS

Engage with other governmental entities and community partners to enhance our economic position and plan for future service demand

Legistar # 140445

INITIATIVE 8.2: DEVELOP NEW GRU GOVERNANCE AND OVERSIGHT MODEL AND IMPLEMENTATION PLAN

Champion: Nicolle Shalley, City Attorney

Sponsor: Todd Chase, Commissioner (District II)



Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

The City Commission, at its regular meeting on September 17, 2015, referred the topic of GRU Governance and Representative Perry's draft bill to the General Policy Committee.

STRATEGIC INITIATIVE # 8.3

GOAL # 8: COMMUNITY PARTNERSHIPS

Engage with other governmental entities and community partners to enhance Gainesville's economic position and plan for future service demand

Legistar # 140441

INITIATIVE 8.3: DEVELOP COORDINATED STRATEGY WITH UF, CHAMBER AND OTHER STAKEHOLDERS TO MARKET MANUFACTURING AND SMALL BUSINESS DEVELOPMENT

Champion: Erik Bredfeldt, Economic Development & Innovation Director

Sponsor: Craig Carter, Commissioner (District III)

Fiscal Year 2015 Quarterly Updates:

4th Quarter Report (July 1, 2015 – September 30, 2015)

The EDI Director participated in an Advanced Manufacturing Forum with the Chamber in the 4th Quarter.

The SiVance project was approved by staff and the EDI Director played a role in facilitating the project.

The EDI Director held a GTEC semi-annual review meeting with CIED-GTEC Management staff and it was reported that GTEC now has approximately 15 business entities occupying space.

The EDI Director attended over fifteen (15) 1st Step and GRU Project meetings on a number of projects being proposed by small and large business entities in the community.

The EDI Director attended the International Council of Shopping Centers (ICSC) in Orlando and made contact both with local development interests and prospective retailers.

Finally, the EDI Director made plans to attend the trip to Greenville, SC sponsored by the Gainesville Area Chamber of Commerce in October.