



# STRATEGIC PLAN

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FISCAL YEARS 2013 & 2014  
FY 2014 SECOND QUARTER REPORT

*June 5, 2014*

**Gainesville City Hall**  
200 East University Avenue, Gainesville, FL 32601  
(352) 334-5010

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**ELECTED OFFICIALS AND CHARTER OFFICERS**

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**Mayor & City Commission**

Ed Braddy, Mayor (At-large)  
Helen Warren, Commissioner (At-large)  
Lauren Poe, Commissioner (At-large)  
Yvonne Hinson-Rawls, Commissioner (District I)  
Todd Chase, Commissioner (District II)  
Craig Carter, Commissioner (District III)  
Randy Wells, Commissioner (District IV)

**Charter Officers**

Russ Blackburn, City Manager  
Brent Godshalk, City Auditor  
Kathy Viehe, Interim General Manager-Utilities  
Kurt Lannon, Clerk of the Commission  
Nicolle Shalley, City Attorney  
Cecil Howard, Equal Opportunity

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**EXECUTIVE SUMMARY**

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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. Although less severe than in other cities and counties, Gainesville is currently experiencing declining revenues due to property tax revisions and a general economic downturn in the state of Florida. The current scenario of declining tax revenues, decreasing state-shared funding, increasing fuel costs, and a stagnant housing market highlight the importance of developing a strategic plan that serves as an organizational roadmap through this challenging fiscal environment. The plan also enables the city to continue 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, neighborhoods, and the environment and energy. 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 FY 2013/2014**

GOAL	INITIATIVE
<b>1. Public Safety</b> <i>Maintain a safe and healthy community in which to live</i>	<b>1.3</b> Develop a Public Facilities Master Plan
<b>2. Economic Development and Redevelopment</b> <i>Foster economic development and encourage redevelopment</i>	<b>2.1</b> Implement the redevelopment of the GTEC area and former Kennedy Homes sites to foster commercial and residential development in Eastern Gainesville <b>2.2</b> Implement the Strategic Redevelopment Plan for Depot Park and The Power District <b>2.3</b> Ensure transparent, efficient and consistent regulation of land development in furtherance of the comprehensive plan <b>2.4</b> Position the City to take advantage of innovation economy and implement the plan for innovation zone near UF & other surrounding areas <b>2.6</b> Increase the dollar amount on contracts between the City and small, minority and women-owned local businesses by 10% <b>2.7</b> Capture metrics for the City's Economic Development and Innovation Department within a revised Strategic Action Plan for Economic Development
<b>3. Human Potential</b> <i>Assist every person to reach their true potential</i>	<b>3.1</b> Continue implementation of the 10 year plan to end homelessness <b>3.4</b> Improve educational, employment and re-entry opportunities for young persons (up to the age of 24) <b>3.5</b> 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 <b>3.6</b> Address need for violence prevention and mental health services
<b>4. Governance</b> <i>Measure and improve the cost-effectiveness of government services</i>	<b>4.2</b> Implement Government 2.0 Strategy <b>4.3</b> Develop strategies to ensure the economic, environmental, and social sustainability of the City
<b>5. Infrastructure and Transportation</b> <i>Invest in community infrastructure and continue to enhance the transportation network and systems</i>	<b>5.1</b> Assess neighborhoods to determine need for infrastructure improvements for bike/pedestrian use. Continue to expand the network by at least 1 mi/year & expand ADA access <b>5.3</b> Enhance storm water infrastructure in older neighborhoods & construct them as neighborhood amenities <b>5.4</b> Bring existing roadway stock up to 70 PCI rating level, as established by the Army Corp of Engineers <b>5.5</b> Implement improved transit as described in the RTS Premium Service Report & develop an RTS capital replacement fund
<b>6. Quality of Life</b> <i>Improve the quality of life in our neighborhoods for the benefit of all residents</i>	<b>6.2</b> Ensure the quality and broad distribution of affordable housing throughout the City <b>6.4</b> Actively participate in the clean-up and redevelopment of the Cabot/Koppers Superfund site <b>6.5</b> Identify steps of implementation for the Parks, Recreation, & Cultural Affairs master plan and continued acquisition of conservation land
<b>7. Environment and Energy</b> <i>Protect and sustain our natural environment and address future energy needs</i>	<b>7.1</b> Protect the quality of drinking water in Gainesville <b>7.2</b> Monitor compliance with recycling ordinances and identify a roadmap for achieving a recycling goal of 75% <b>7.3</b> Monitor & report the progress of the coordinated response at the local level to address energy policy and climate change <b>7.4</b> Improve the energy efficiency of GRU customers with an emphasis on low income homes

## Public Safety

*Maintain a safe and healthy community in which to live*

### **INITIATIVE 1.3: DEVELOP A PUBLIC FACILITIES MASTER PLAN**

**Co-Champions:** Fred Murry, Assistant City Manager  
Gary Cothren, Facilities Manager

**Sponsor:** Yvonne Hinson-Rawls, Commissioner (District I)

#### 2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

Preliminary drafts of an RFP for acquiring consultant services in the development of a Public Facilities Master Plan in the City of Gainesville, FL have been developed by the General Services Director. Further development of this RFP will continue in the next quarter in anticipation of future approval of CIP funding to complete the development and implementation of the Public Facilities Master Plan.

# Economic Development

*Foster economic development and encourage redevelopment*

# & Redevelopment

## **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:** Anthony Lyons, Community Redevelopment Agency Director

**Sponsor:** Yvonne Hinson-Rawls, Commissioner (District I)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

### **Former Kennedy Homes**

CRA Staff hosted a project kick off meeting to mark the start of the Master Planning designs for the former Kennedy Homes in December of 2013. On January 29, staff hosted a series of design workshops with community stakeholders and the design team culminating with a large community visioning meeting on that evening. Staff received input from residents on items such as: What is/should be the character of the area? Do you think the neighborhood should be developed as a single-family neighborhood, a multi-family neighborhood or a mix of both? Do you think a retail or office component would work in the neighborhood? And is home affordability a top priority?

Participation was strong during both workshops and the community input was taken into consideration by the consulting team. The 30% master plan was submitted with three concepts for the redevelopment; all of the concepts were designed with the community's thoughts in mind. Each concept provides a potential mix of housing options (single family, multifamily), green spaces, and road grid for the redevelopment as well as a very general snap shot of the potential storm water placement. CRA Staff is presenting 30% Conceptual Master Plans to the CRA Board for approval at the April 21, 2014 Board Meeting.

### **GTEC Area**

In February 2014, a 30% Conceptual GTEC Area Master Plan was presented to the public and approved by the CRA Board. In addition to the design and community outreach efforts, CRA has been working with developers and companies to create private sector partnerships for building construction for companies interested in relocating to the master plan development area. In March, CRA Staff issued an RFP seeking qualified developers interested in constructing buildings to house office, commercial, wet-lab, retail uses on GTEC Area parcel numbers 11340-0-0 and 11341-0-0. These parcels are located east of SE 21<sup>st</sup> Street and makes up about 9.3 acres of the total master plan area. In the same month, the CRA Board approved a Phase 1 Construction Documents contract proposal from JBPro for Civil Engineering services for an infrastructure design project to support redevelopment on parcel numbers 11340-0-0 and 11341-0-0. The contract also included landscape architecture, electrical engineering, traffic engineering and environmental consulting services for the project, via sub-consultants to JBPro. A 60% Preliminary Master Plan was submitted to the CRA in March and is being presented to the public and CRA Boards in April. A 100% Final Master Plan document is scheduled for June and will be presented to the Eastside Redevelopment District Advisory Board and to the CRA Board.

The conceptual master plan creates an expanded business center, aiming to retain GTEC graduate companies in East Gainesville and attract additional economic activity to the area. In addition to the design and community outreach efforts, the CRA has been working with developers and companies with the goal of creating private sector partnerships for building construction within the expanded GTEC campus. The CRA issued an RFP seeking qualified developers interested in constructing buildings to house office, commercial, wet-lab, retail and other complimentary uses on the GTEC Area parcels 11340-0-0 and 11341-0-0. A total of four proposals were received from the following development firms and were ranked as follows: 1) Signet Development; 2) Concept Companies; 3) Gateway Development Services; and 4) NP International. All four firms have significant development experience and all were considered responsive and qualified.

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

**Champion:** Anthony Lyons, Community Redevelopment Agency Director

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)



**DEPOT PARK:**

Depot Park Phase II Design and Construction: The Depot Park Phase II construction documents are now 60% complete. The construction documents will be completed once the stormwater pond and site remediation projects are completed by the Public Works Department and the site is available for survey. The design team is currently exploring equipment manufacturers to create a unique play environment, planned within Depot Park.

Stormwater Pond Construction: The stormwater pond, pump station, and final remediation capping is currently under construction by the Public Works Department. Substantial completion is anticipated Spring 2014.



**POWER DISTRICT:**

The CRA hosted a Neighborhood Workshop at 6PM on Tuesday, April 15 at the Historic Depot Building to provide a presentation for the proposed Land-Use Change and Rezoning for several properties within the Power District. The purpose of seeking land-use and zoning modifications is to execute the community’s vision, continue the implementation steps outlined in the plan, and to facilitate redevelopment of the area in accordance with the completed Power District Redevelopment Plan. This meeting was publically noticed in the Gainesville Sun, via 160+ mail-out invitations, as well as email distribution. Following the Neighborhood Workshop, CRA staff anticipates submitting all necessary application documents to the City Plan Board for their May 22<sup>nd</sup> Public Hearing.

**INITIATIVE 2.3: ENSURE TRANSPARENT, EFFICIENT AND CONSISTENT REGULATION OF LAND DEVELOPMENT IN FURTHERANCE OF THE COMPREHENSIVE PLAN**

**Champion:** Steve Dush, Director of Planning and Development Services

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

As our outreach efforts, embodied in our listening sessions/neighborhood meetings, have reached into the community there has been a great deal of interest. While the LDC update is comprehensive through its reorganization, compression of text into charts and tables, reconciling disparate sections of code, elimination of overlays, improving consistency and efficiencies without compromising quality, the most interest has been from the form based component of the code and associated zone changes proposed (the Transect Zones or “T” zones).

When the initial portion of the form based component was drafted, it included approximately 8.3% of the City acreage to be placed into the T-zones. After each of the listening sessions, staff would make modifications to reflect the input. Additionally, staff would conduct follow-up meetings with individuals and groups to continue the dialogue and then make more modifications. As a result of the outreach, staff has refined the intensity by reducing heights and densities of some of the proposed T-zones and has drafted an additional T-zone to better address transitional land uses. In addition, there have been areas eliminated from the initial T-zone map reducing the initial 8.3% to approximately 5.9% of the City acreage.

Staff continues to perform community outreach, evaluate and make modifications in anticipation of the City Plan Board’s May 6&7 hearings. Staff anticipates public hearing meetings with the Plan Board to continue to their regularly scheduled meeting in June. Following the Plan Board meetings and necessary clean up, staff anticipates that the LDC would be placed before the City Commission for public hearing in early Fall 2014.



**INITIATIVE 2.4: POSITION THE CITY TO TAKE ADVANTAGE OF INNOVATION ECONOMY AND IMPLEMENT THE PLAN FOR INNOVATION ZONE NEAR UF & OTHER SURROUNDING AREAS**

**Champion:** Erik Bredfeldt, Economic Development and Innovation Director

**Sponsor:** Todd Chase, Commissioner (District II)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

The 2<sup>nd</sup> Quarter involved quite a bit of work on the internal organizational Innovation Academy project. This project involved a team of employees with the EDI Director serving as team member and co-leader. The project was twofold and inclusive of the City sponsored Hoggetowne Hackathon and then a series of recommendations formulated to steer the City organization in the direction of an innovative culture. The Hoggetowne Hackathon was well received by local innovation economy entities and the public at large and resulted in the creation of several software applications designed to make City government more efficient in terms of provision of services. The innovation culture recommendations will be presented to the City Manager in the 3<sup>rd</sup> quarter for his review and potentially implementation over time. The EDI Director facilitated a tour of the Innovation HUB for team members in an effort to interact with HUB residents/staff and to learn about providing a collaborative/innovative operating environment.

The EDI Director worked on two issues regarding signage involving Innovative Economy entities, one involving Mindtree and one involving Santa Fe College in its new role as the manager of the GTEC facility. In both cases, the EDI Director served as a facilitator in understanding the regulations and then ultimately moving forward to secure signage.

The EDI Director reengaged with the Gainesville Area Innovation Network (GAIN) through City sponsorship of the organization and attendance at various events. GAIN provides a networking opportunity for the City in terms of providing introductions to various innovative economy companies and their needs from a public perspective.

The EDI Director attended UF's Celebration of Innovation in the 2<sup>nd</sup> quarter and this was an opportunity to interact with individuals involved in developing companies utilizing UF research and technology as well as those who may be interested in investment prospects regarding company commercialization efforts.

**INITIATIVE 2.6: INCREASE THE DOLLAR AMOUNT ON CONTRACTS BETWEEN THE CITY AND SMALL, MINORITY AND WOMEN-OWNED BUSINESSES BY 10%**

**Co-Champions:** Cecil Howard, Equal Opportunity Director  
Sylvia Warren, Equal Opportunity Temp

**Sponsor:** Randy Wells, Commissioner (District IV)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

The Office of Equal Opportunity (OEO) continues to work collaboratively with the community and other business resource providers to ensure that the needs of our local small, minority, and women-owned business owners are being met. Staff will continue marketing and networking with these businesses in an effort to increase spending between these business types and the City of Gainesville.

The OEO sponsored its 3rd semi-annual Small Business Workshop on April 24, 2014. The OEO partnered with GRU, City of Gainesville Purchasing Department, Small Business Development Center (SBDC), and North Central Florida SCORE for this event. Emphasis was placed on doing business with the City and GRU including types of commodities purchased by General Government and GRU as well as the process for locating business opportunities. Staff from SCORE shared information regarding business growth and success, consulting, training, and other services that their agency offers. Additionally, Staff from the SBDC shared information regarding business growth and development, volunteer business mentors, free and confidential business counseling, free business tools, templates, and tips, as well as inexpensive and free workshops and webinars. The Small Business Workshop was a success and we had over 30 participants present. The tentative date for the next Small Business Workshop is set for October 2014.

**INITIATIVE 2.7: CAPTURE METRICS FOR THE CITY’S ECONOMIC DEVELOPMENT AND INNOVATION DEPARTMENT WITHIN A REVISED STRATEGIC ACTION PLAN FOR ECONOMIC DEVELOPMENT**

**Champion:** Erik Bredfeldt, Economic Development and Innovation Director

**Sponsor:** Todd Chase, Commissioner (District II)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

The EDI Director made a few refinements to the Revised Strategic Plan for Economic Development per EDUCC direction. Benchmarking cities are being examined in light of recent work being done on the Chamber’s Small Business Growth Recommendations as well and it is anticipated that the refinements to the Plan will be presented to the Committee in the 3<sup>rd</sup> Quarter of 2014.

## Human Potential

*Assist every person to reach their true potential*

### INITIATIVE 3.1: CONTINUE IMPLEMENTATION 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)

#### 2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

On February 6, 2014, the City Commission approved Service and License Agreements to provide homeless services at the Empowerment Center. On February 11, 2014, the City and the Alachua County Coalition for the Homeless and Hungry executed those agreements.

The City has requested its State Legislative Delegation to support legislation to provide \$300,000 in state funds to help pay the costs of fully developing the Center's Food Service Building and repairing the roofs on the remaining dormitories. In addition, in the City's Federal Legislative Agenda Packet, requested \$800,000 in funding for additional capital improvements at the Center. The Alachua County Commission has also asked its State and Federal Legislative Delegations to support the City's requests.

On January 11, 2014, the City of Gainesville hosted a Visioning Session to discuss the future development of the site for other uses. Seventy-nine (79) participants attended the Visioning Session, which Debbie Mason, President and CEO of the United Way of North Central Florida, facilitated. Several common themes emerged during the small group discussions at the session. Participants generated many potential names for the campus before they chose two to recommend. The Gainesville City Commission will hear a full report on the Visioning Session in April 2014.

On February 10, 2014, the City Commission held a Town Hall Meeting at the Gainesville – Alachua County Senior Center. At that meeting, citizens provided input on (among other things) the development of the Empowerment Center, including the governance structure. The Citizens in attendance suggested an 11-member board, which included representatives from the City and County Commissions, the contracted managing entity, a homeless or formerly homeless person, a business community representative, and a member from the faith-based community.

On March 24, 2014, the City and County Commissions held a Joint Meeting to discuss the Empowerment Center. At that meeting, they heard an update on the status of the physical renovation of the buildings. They also discussed the Center's financial situation and the initial services the Center will provide.

Regarding the Center’s governance, in separate unanimous votes, both Commissions expressed a preference for forming the following three boards:

- **A five member “Governing or Oversight” board.** This board would consist of two City Commissioners, two County Commissioners and one member chosen by a majority of the four Commissioners. This board would have the most responsibility for the development and operation of the Campus, but would not have authority to enter into contracts or expend funds; in that respect, this board, essentially, would be an advisory board to the Commissions;
- **An Advisory board.** This board would consist of seven to seventeen members. Generally, their duties would include advising the governing board and fundraising; and
- **A Users board.** This board would provide ideas and feedback from the people who use the services provided at the Center.

The Commissions asked staff to bring back specific details regarding the duties of the both Commissions and each of the three boards.

In January and February 2014, the Cold Night Shelter Program provided 1,966 person/nights of shelter.

**INITIATIVE 3.4: FACILITATE BROADER COMMUNITY SUPPORT TO IMPROVE THE EDUCATIONAL OPPORTUNITIES FOR CITY YOUTH**

**Champion:** Cecil Howard, Equal Opportunity Director  
 Tony Jones, Police Chief

**Sponsor:** Todd Chase, Commissioner (District II)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

The Office of Equal Opportunity (OEO) will host its next Annual Youth Summit in the fall of this year. Youth will continue to be taught valuable life skills as well as additional training on diversity and race relations.

The OEO continues to accept children’s books from the public. These books will be distributed to our local youth as a part of our (READY!) Reading Excites And Develops Youth Initiative.

**INITIATIVE 3.5: 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:** Yvonne Hinson-Rawls, Commissioner (District I)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

The EDI Director attended the HOBNOB career fair event sponsored jointly by the Gainesville Area Chamber of Commerce and Starter Space on February 13<sup>th</sup>. This event was an opportunity to showcase the City's upcoming hackathon but also to interact with approximately a dozen local companies and prospective employees interested in pursuing local employment opportunities. This was an important event for the City to participate in as it showcased the City as being interested in efforts summarized in this strategic initiative as well as providing information about the City to individuals in terms of potential employment.

**INITIATIVE 3.6: ADDRESS NEED FOR VIOLENCE PREVENTION AND MENTAL HEALTH SERVICES**

**Champion:** Chief Tony Jones, Gainesville Police Department

**Sponsor:** Lauren Poe, Commissioner (At Large)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

We implemented Mental Health First Aid using Meridian's current curriculum, which is generic to the general public as well as first responders, and we had approximately 48 officers attend. Once the class was going, based on the feedback from the officers, the instructors determined that the type of training needed really should be geared specifically to law enforcement. The Meridian team, after consulting with Dr. Labarta (President/CEO), decided to postpone the training. There is a national model training curriculum geared specifically to law enforcement that is in the final stages of development. Once the training staff at Meridian is certified in the new curriculum, then Mental Health First Aid training for GPD will resume. A tentative time for that will be this summer or early fall. The GPD personnel that completed the training in March are, or will be, certified and will not have to attend again. The GPD officers who are CIT (Crisis Intervention Team) certified will not have to attend either. The new law enforcement specific course is still eight (8) hours in length. Mrs. Houston was very complimentary of GPD and the professionalism of our officers and reiterated that Meridian is committed to providing us with the training and resources needed to successfully deliver mental health intervention techniques in times of crisis to the public.

# Governance

*Measure and improve the cost-effectiveness of government services*

## **INITIATIVE 4.2: IMPLEMENT GOVERNMENT 2.0 STRATEGY**

**Champion:** Becky Rountree, Administrative Services Director

**Sponsor:** Lauren Poe, Commissioner (At Large)

### 2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

Gainesville’s Open Data Portal, branded dataGNV, was officially launched in January 2014 with over 100 datasets, GIS shapefiles, and other visualizations including graphs and charts. In support of this strategic initiative, the Innovation Academy Team hosted Gainesville’s first public hackathon, Hoggetowne Hack, to bring awareness to the portal as well as the open data movement. Around 50 local technology experts competed in an app development challenge and 14 teams presented app prototypes and ideas. Also, several Gainesville citizens attended education sessions and provided ideas for additional datasets which could enhance the portal.

In March, staff began the internal implementation of Gainesville’s GovStat Performance Measurement Dashboard, branded statGNV, with Public Works and their various divisions serving as the pilot department. A soft launch of the external dashboard is expected to occur in the third quarter.

## **INITIATIVE 4.3: DEVELOP STRATEGIES TO ENSURE THE ECONOMIC, ENVIRONMENTAL, AND SOCIAL SUSTAINABILITY OF THE CITY**

**Champion:** Paul Folkers, Assistant City Manager

**Sponsor:** Lauren Poe, Commissioner (At Large)

### 2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

The City Commission’s Strategic Plan includes strategies to ensure the economic, environmental and social sustainability of the City. Staff is seeking intern support to further the City’s efforts to achieve gold certification as a green local government. One suggestion being explored is the idea of developing sustainability metrics that can be used to help evaluate proposed projects.

# Infrastructure & Transportation

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

**INITIATIVE 5.1: ASSESS NEIGHBORHOODS TO DETERMINE NEED FOR INFRASTRUCTURE IMPROVEMENTS FOR BICYCLE/PEDESTRIAN USE. CONTINUE TO EXPAND THE NETWORK BY AT LEAST 1 MILE/YEAR & EXPAND ADA ACCESS**

**Champion:** Debbie Leistner, Planning Manager – Public Works

**Sponsor:** Randy Wells, Commissioner (District IV)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

Sidewalk construction was completed along SW 6<sup>th</sup> Avenue between SW 12<sup>th</sup> Street and SW 9<sup>th</sup> Street on both sides completing gaps in the network; and along SW 9<sup>th</sup> Street between SW 6<sup>th</sup> Avenue and SW 8<sup>th</sup> Avenue along the east side. Construction of sidewalk along SW 35<sup>th</sup> Place between SW 23<sup>th</sup> Terrace and SW 34<sup>th</sup> Street is underway. Construction of the Sixth Street trail is also underway. The inventory of ADA facilities was completed. A list of transportation priority projects, including sidewalks and bike facilities, was submitted to the City Commission for funding consideration under the sales tax proposal.

**INITIATIVE 5.3: ENHANCE STORM WATER INFRASTRUCTURE IN OLDER NEIGHBORHOODS AND CONSTRUCT THEM AS NEIGHBORHOOD AMENITIES**

**Co-Champions:** Teresa Scott, Public Works Director  
Stefan Broadus, Engineer Utility Designer 1

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

Survey work has been completed and design work has been initiated for the following projects:

- Duval Heights
- Hoopers Subdivision
- NW 7th Avenue

Design and permitting was completed for the following projects:

- Oak Glad Headwall Rehabilitation

Construction was completed for the following projects:

- Springhill Park
- SW 9th Street
- Pinkoson Pond

**INITIATIVE 5.4: BRING EXISTING ROADWAY STOCK UP TO 70% PCI RATING LEVEL, AS ESTABLISHED BY THE ARMY CORP OF ENGINEERS**

**Champion:** Jerry Hansen, Operations Division Manager

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

During the 2nd quarter, the Public Works/Operations Division completed several Street Resurfacing Projects, totaling approximately 5,894 square yards within the City of Gainesville. Streets scheduled for resurfacing included repairing the existing pavement base as needed, resurfacing of adjacent driveways to meet new street pavement grades, adjustments of water valves and manholes, repairing existing or installing new roadside curbs along with sidewalk replacement and/or repairs and the installation and upgrade of ADA handicap ramps.

Other general asphalt maintenance performed during the 2nd quarter included asphalt utility cuts and minor asphalt repairs, totaling 780 square feet. Also 784 pot holes were repaired throughout our City. The asphalt paving section has been busy with the total application of approximately 700 tons of asphalt for the 2nd quarter of FY2014.



**INITIATIVE 5.5: IMPLEMENT IMPROVED TRANSIT AS DESCRIBED IN THE RTS PREMIUM SERVICE REPORT**

**Champion:** Jesus Gomez, Transit Director

**Sponsor:** Lauren Poe, Commissioner (At-Large)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

1. RTS and project consultant presented Locally Preferred Alternative (LPA) to City Commission.
2. RTS and project consultant completed two (Operating Plan and Technologies) of the four remaining streetcar conceptual study sections.
3. RTS continued to review and submit comments on key development projects in the community that affect multi-modal network implementation, including Butler Plaza and Celebration Pointe.
4. RTS and project consultant completed proposed route and schedule restructuring proposal for Comprehensive Operational Analysis (COA).
5. RTS and project consultant continues the process of updating the state-mandated Transit Development Plan (TDP). The TDP will incorporate the efficiency and effectiveness recommendations of the COA and conclusions of the BRT and streetcar studies, as well as explore operating and capital expense funding strategies and ridership projections for the next 10 years.
6. RTS and project consultant finalized ITB for Americans with Disabilities Act (ADA) improvements for 23 bus stops.
7. RTS submitted ITB for bus stop amenities.

## Quality of Life

*Improve the quality of life in our neighborhoods for the benefit of all residents*

### **INITIATIVE 6.2: ENSURE THE QUALITY AND BROAD DISTRIBUTION OF AFFORDABLE HOUSING THROUGHOUT THE CITY**

**Champion:** Jackie Richardson, Housing and Community Development Manager

**Sponsor:** Yvonne Hinson-Rawls, Commissioner (District I)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

During 2<sup>nd</sup> Quarter, the Housing and Community Development Division assisted families by providing an array of housing services. Total of (92) families were provided with housing assistance. The HCD directly assisted (12) families with financial assistance and indirectly assisted (80) families through the Community Development Division Program.

Direct financial assistance were provided to extremely low, very low and low income families through the homeowner major rehabilitation program (4), minor rehabilitation program (2), roof replacement program (6). Through the housing counseling program, (27) homeowners attended the mandatory Homeowner Education & Training (HOT) workshops, (50) families received training through the down payment assistant (DPA) workshop for first time homebuyers, (1) family received general housing counseling and (2) families were temporarily relocated (up to 120 days) during the repair construction of their home as part of the homeowner rehabilitation program.

### **INITIATIVE 6.4: ACTIVELY PARTICIPATE IN THE CLEAN-UP AND REDEVELOPMENT OF THE CABOT/KOPPERS SUPERFUND SITE**

**Champion:** Fred Murry, Assistant City Manager

**Sponsor:** Randy Wells, Commissioner (District IV)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

The City of Gainesville held community meetings on January 18<sup>th</sup> and February 18<sup>th</sup>. At both meetings staff reviewed the most current schedule and discussed frequently asked questions. Representatives from Alachua County, Beazer East, and US Environmental Protection Agency also attend the meeting on February 18<sup>th</sup>.

Early February staff began distribution of weekly email updates to the community. These updates are emailed every Friday and include project schedule updates, useful contact information and links, as well as any other relative information for the affected residents.

Beazer East began work in the off-site remediation area on Monday, February 24<sup>th</sup>. Soil replacement and landscaping has been completed for all properties north of NW 30<sup>th</sup> Avenue. Tree and fence removal has begun for properties south of NW 30<sup>th</sup> Avenue. Representatives have made contact will all of the residents in the remediation area and in the process of developing landscape plans for properties at the southern end of the remediation area.

**INITIATIVE 6.5: 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

**Sponsor:** Lauren Poe, Commissioner (At Large)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

Staff worked on finalizing the bid for playground equipment purchase & installation at the City-owned portion of Smokey Bear Park. There were no land acquisitions during this reporting period.

Staff continued to present options for funding the Master Plan to the Recreation, Cultural Affairs and Public Works Committee. In February, direction was given to staff to create the list of projects listed by priority with more detailed costs. Staff was also asked to develop a mechanism for adding projects to the plan and describe how often the plan will be reviewed and updated. Lastly, the PRCA Development and Partnership Coordinator was hired, with responsibilities to assist in developing funding resources for PRCA projects including the Master Plan.

## Environment & Energy

*Protect and sustain our natural environment and address future energy needs*

### **INITIATIVE 7.1: PROTECT THE QUALITY OF DRINKING WATER IN GAINESVILLE**

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

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

Beazer has initiated pilot testing of the ISGS technology at the Koppers site. Baseline monitoring was performed by measuring the amount of creosote collected from creosote recovery wells in the area known as the former process area. ISGS solution was injected at several locations in the surficial and upper hawthorn group in this area. Monitoring will be performed over several months to determine if this treatment reduces the amount of creosote collected in the recovery wells. In addition soil cores samples will be taken. If the pilot study is successful, the ISGS will be implemented on a full-scale demonstration basis in that area.

GRU staff and consultants have been monitoring and observing the progress of the pilot study and will remain engaged throughout full-scale implementation.

### **INITIATIVE 7.2: MONITOR COMPLIANCE WITH RECYCLING ORDINANCES AND IDENTIFY A ROADMAP FOR ACHIEVING A RECYCLING GOAL OF 75%**

**Champion:** Steve Joplin, Solid Waste Manager

**Sponsor:** Randy Wells, Commissioner (District IV)

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

Haulers reported 3,393 tons of commercial recycling collected this quarter, compared to 2,709 tons for the same quarter last year.

**INITIATIVE 7.3: REFINE THE COORDINATED RESPONSE AT THE LOCAL LEVEL TO ADDRESS ENERGY POLICY AND CLIMATE CHANGE**

**Co-Champions:** Lewis Walton, Marketing & Business Solutions Director  
 Paul Folkers, Assistant City Manager

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

**GRU Update**

GRU remains committed to helping customers lower their bills through education programs and Speaker’s Bureau events. Increased communications about the free Energy and Water Surveys, and the change in seasons brought about a marked increase in energy surveys of 139% more than the first quarter of FY14 and 177% more than FY13.

GRU sponsored a free spring break camp in March for middle-school aged students called Camp EmPower. There were 16 enthusiastic participants who learned the basics of our utility and the various jobs that may be of interest to them in the future, beginning with conservation-related positions.

Cooperative efforts between GRU, Alachua County, Department of Energy’s ENERGY STAR® Program, UF and the St. John’s River Water Management District (SJRWMD) continue.

- The water conservation competition between Sorority and Fraternity houses, done in cooperation with the UF Greek Community and Alachua County Environmental Protection Division (EPD), was a great success. Participation included 13 sororities and 10 fraternities - nine of which chose to have energy and water surveys. The winners were Sigma Nu fraternity and Delta Zeta sorority. There will be a copy of the report from Alachua County EPD available by next quarter.

**General Government Update**

Pedestrian level LED lights were completed along 1<sup>st</sup> Avenue from SE 3<sup>rd</sup> Street to SW 2<sup>nd</sup> Street. The lights have received positive reviews from downtown businesses and will provide a 50% reduction in energy usage. The LED lights along Main Street have been activated and are being fine-tuned. Funding is being sought to continue the conversion of downtown pedestrian level lights to LED.

**INITIATIVE 7.4: IMPROVE THE ENERGY EFFICIENCY OF GRU CUSTOMERS WITH AN EMPHASIS ON LOW-INCOME HOMES**

**Co-Champions:** Kathy Viehe, Assistant General Manager for Customer Services  
Lewis Walton, Marketing & Business Solutions Director

2<sup>nd</sup> Quarter Report (January 1, 2014 – March 31, 2014)

During the second quarter, the following results have been achieved:

- 45 New Applicants in Queue (100 total for the fiscal year-to-date)
- 20 Additional Homes pre-inspected
- 42 Total number of Homes completed this fiscal year

There was an increase in marketing during this quarter which included a direct mail letter and application to 2500 customers. Also, revisions to the LEEP application, Administrative Guideline 8.16 and GRU webpage were made to change the eligible age of single family homes built from 1993 to 1997.