Executive Summary
Thank you for participating in the City of Gainesville Creative Series – Design Session. Below is a summary of the key highlights of your discussion. The subsequent pages of this Real Time Record provide the supporting details.

Why We Love Gainesville Today
There is a deep love for Gainesville. Four of the aspects identified were:
- The people – open, real, diverse mindsets.
- The natural beauty of the area – green spaces, parks, bike paths, the weather.
- The collaborations among government, businesses, etc.
- The great local businesses and food.

Our Vision for the Future of Gainesville
Gainesville is a hub where everyone can participate. We have economic diversity through school equity, local business ownership/entrepreneurship, and inclusion. We respect all citizens and foster the exchange of ideas that lifts everyone to their highest potential.

The “Big Questions” We Must Answer
- Achieving our ideal future will take courage and conviction:
  1. Are we willing to do whatever it takes to get where we want to go?
  2. Can we challenge the past conventions and embrace change?
- We must understand the barriers (through quantitative analysis/statistics and personal experience) and tackle them:
  1. What are the barriers to achieving job opportunities and equality?
  2. What are the barriers to equity now and how do we create opportunity for all?
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# Gainesville Creative Series – Design Session

August 30, 2016 4:00pm-7:00pm

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<td>As the group gathers, please add what you love about Gainesville to the posters around the room.</td>
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<th>4:00pm – 4:10pm</th>
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<td>Welcome: Mayor Lauren Poe</td>
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<td>Today’s Agenda and Collaborative Process: Alison Barlow, Collaborative Labs</td>
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<td>Participants will have an opportunity to share their organization’s Goals and personal Perspective about the community of Gainesville.</td>
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<th>5:30pm – 6:50pm</th>
<th>Envisioning the Future - Big Questions</th>
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<td>Participants will work in teams to describe their Ideal Future for Gainesville and the “Big Questions” that they would like to see addressed to achieve that future.</td>
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Welcome

Welcome: Mayor Lauren Poe
Today’s Agenda and Collaborative Process: Alison Barlow, Collaborative Labs

Mayor Lauren Poe, City of Gainesville: We’re making decisions much differently than we have in the past. We’ve invited some experts: the Collaborative Labs of St. Petersburg College. Approach this with a collaborative and open mind. Bring your creativity and love for Gainesville to this process. We don’t have any preconceived ideas about what the outcome will be. We have an incredible group of folks from every part of our community and everybody will bring value to this process.

Alison Barlow, Manager, Collaborative Labs, St. Petersburg College: I am with the Collaborative Labs at St. Petersburg College. We are a group that has been around for 11 years doing this kind of work with companies and organizations all around Florida. Our specialty is about making this conversation about you and what you envision for Gainesville.

First, I want to ask you a question: What do you love about Gainesville?

Celebrating Gainesville

As the group gathers, please add what you love about Gainesville to the posters around the room.

CollaborativeLabs@spcollege.edu
### What do you love about Gainesville?

- Sustainability
- Term limits
- So many places and so many ways for so many people to get together
- Ward’s
- Great food choices
- UF
- Winter Weather

### What do you love about Gainesville?

- More community gardens!
- Beautiful parks
- Great neighbors!
- Fruit trees in public spaces
- Local food – Yes!
- Greenspace
- Chief Jones
- Bike paths
- City Center
- Open people
- Happy people
- Bikeability & walkability
- Great local businesses
- Public transit
Speaker: The IQ of the people who live here. They are intelligent, diverse, and easy to talk to, the exchange of ideas and culture.

Speaker: Low prices.

Speaker: I like the trees.

Speaker: The collaboration. The businesses, the county, everybody connecting.

Speaker: Conversation.

Speaker: Diversity of the mindset. Anything you have an idea about – you can find others who think alike.

Speaker: Partnership between the City and colleges.

Speaker: Reality – basic and real about it. Authentic.

Speaker: Healthy community. Lots of interest in activities.

Speaker: Information hub. Community oriented resources.

Speaker: Parks.

Speaker: The Fire Department.
Alison: When we start talking about the future it is good to take a minute to talk about the strengths and successes. It’s called Appreciative Inquiry. We want to celebrate our successes. We’ll be talking about taking those successes to the next level.

Let me introduce the team. PJ is our technology lead. He’ll be helping with the software you’ll be using. One of the things that will come out of this conversation are the notes we’ll provide. Everything is being captured. Joyce will be putting it all together. We will send it to our partners with the City tomorrow.

How many of you are visual learners? This is Jonathan who is our artist. He’ll be taking the conversation you are having and putting it into a visual depiction. He’ll capture the themes you talk about.

Speaker: Can we have him come to a city Commission meeting?

Alison: We also want to arm you with some background information and statistics because it might help with your conversations. We’ll talk about your neighborhoods, your businesses and communities. Finally, we’ll talk about the future of the community all together.

Now, I’d like to introduce Samantha Wolf.
Setting the Stage

Participants will learn about Gainesville – the **Key Statistics** and what the community members say. This will set the stage for the rest of the discussions.

Samantha Wolfe, Senior Analyst, City of Gainesville: We appreciate your taking time out of your week to be here. We are striving to redefine our policies, procedures, processes and the way we provide services to the community.

We have reached out to citizens to get input from them. Phase Two is part of a different approach to solving community issues.

On June 9, we asked some tough questions. Is this our best Gainesville?

Make a positive change in the lives of our citizens. Learning to observe and incorporate new ideas. Try, fail and try again.
We start with Why? What is our purpose? To best serve the people of Gainesville.

Amber Cabrera, Strategic Planning Analyst, City of Gainesville: Who are the people? Median age is 24.9.

Higher density in these darker census blocks. By ages. Youth, school, working and retirement.
Age 17 and younger
Age 18 to 29

Age 30 and older
A lot of racial and ethnic diversity. Slides by % and location.

Caucasian – 57.8%
African-American – 23%

Race - Other – 19.2%
Occupancy

51,029 households

38% owner-occupied

62% renter-occupied

4:6 family:non-family ratio

Homeowners – 38%
Renters – 62%

Economic stats.

$32k
median household income

16%
without health insurance

18k
below poverty level

35.8%
no higher education
Samantha: We ask that you think about how you or your organization be a part of this effort.
The questions we ask ourselves will determine the type of city that Gainesville will become.
Understanding Community Goals

Participants will have an opportunity to share their organization’s **Goals** and personal **Perspective** about the community of Gainesville.

**Alison:** We’ll be putting you into some work groups. I’ll pass out some buckets with numbers in them. Take one and that’s your team assignment.

Understanding community goals: First, we’ll look at this from an individual perspective. My hat, my job, my world. Then the big hat is the Gainesville perspective.

Little hat is based on an individual or community perspective. What are your goals? What are you working on? What are you passionate about? What goals does my organization and/or I have for the future? We’ll ask you to type your answers into our software.

Appoint a keyboarder. They will not be filtering, just capturing the ideas. Then you will need a spokesperson who will speak for your group. I’ll ask that person to tell us the one idea from your group that had the most energy.

We play music as a cue to move. Also, take breaks as you need to.

Let’s look at the software. This is what you will see. First, what goals does my organization or I have for the future? You may want to put your organization’s name in parentheses. I’ve put an example in there. Whatever is key in your world. The neat thing is you will see what you are writing as well what the other teams are writing and each entry will have the Team number next to it.
I’m going to ask each team to pick one item that you want to present to the larger group. Click on it and move it to the “report out” bucket.

Let’s go to your teams.

## Understanding Community Goals- Team Reports

**Alison:** How did that go? There were a lot of conversations going on. We want to hear a little bit about your conversations. I’ll ask each team to have your spokesperson come up and share your ideas.

### What goals does my organization and/or I have for the future?

1. EXAMPLE: Improve graduation rate for high school students (xxx foundation)
2. EXAMPLE: Education training for at-risk young adults (xxx organization)
3. Improve educational opportunities throughout Gainesville (Team 2)
4. Address the digital divide-training and access for every person (Team 2)
5. All citizens must have access to the digital environment to succeed (Team 2)
6. Housing opportunities in the urban environment (Team 2)
7. attract new employers with strong jobs like FedEx (Team 2)
8. educate the community about small business opportunities (Team 2)
9. Promote compact mixed use development (Team 4)
10. Forerunners Coalition: Establish a supreme foundation of student advocacy in Alachua County. (Team 1)
11. family with 7 grandkids - want them all to graduate and pursue higher ed (Team 10)
12. Reichert House/Bold Program: Creating positive opportunities for at risk males. (Team 1)
13. Make Gainesville a better place to live work and play. (Team 7)
14. Reduce family poverty (recognize that students are not included) (City Commission) (Team 4)
15. Support for local food system - healthy lives from both individuals and government (Team 10)
16. Citizen/Parent: Sustainability, Green Space, Community Garden, Wetlands Conservation, Local Food, Livability, Better Community Transit (Team 1)
17. Eliminate slum and blight (Team 7)
18. Our mission is to promote best practices in peace building to contribute to the promotion
of peace and to teach everyone how to peacefully resolve conflict (Team 8)
19. Make Gainesville most safe and enjoyable city in the state (Team 10)
20. RTS: Public transportation for the community (Team 1)
21. City Manager’s Office: Improve quality of life for all residents in the City of Gainesville. (Team 1)
22. Red Cross: (Team 5)
23. Gainesville fire Rescue: everyone working together, citizen centered at all times (Team 5)
24. Better distribution of all the good things/events happening in Gainesville (Team 5)
25. Reduce house fires (Team 5)
26. Improve financial confidence with education (Sun Trust Bank) (Team 4)
27. Expand and preserve affordable housing (Team 7)
28. Provide economic opportunity to everyone and encourage new businesses to Gainesville. Opportunity to bring new business development to grow the community. (Team 8)
29. more integrated Gainesville (Team 10)
30. more bike friendly - car free (Team 10)
31. Citizen: Broad representative government, NEVER AGAIN to be dominated by any particular interest. (Team 1)
32. Hope that GNV's McCrory community garden gets expanded. (Team 6)
33. more adaptable city - one that can think on its feet and make changes without waiting for strategic planning (Team 10)
34. Provide and maintain recreational natural and cultural programs and facilities (Team 7)
35. Implement the master plan for parks, recreation, and culture (Team 7)
36. Everybody works, growing business and jobs with a skilled workforce (Career Source) (Team 4)
37. opportunities for real time seamless interactions and communications with the city (Team 10)
38. place for ongoing conversation about citizen needs and ways to make those real (Team 10)
39. Healthier more active communities for EVERYONE. (Team 1)
40. Health safety and equity in the built environment (Building Division) (Team 4)
41. Improve university and city relations (Team 7)
42. breaking down silos and connect common goals to create synergy without duplication of effort (Team 10)
43. To improve relationships between people in general. (Team 3)
44. Children enter kindergarten socially and emotionally ready (P4G) (Team 4)
45. That GNV is known throughout the SE for a vibrant local food system that's inclusive and becomes a "hub" or economic driver for the city. Also that GNV provides food justice and security. (Team 6)
46. Energy equity for the citizens of Gainesville to reach best rate for the citizens. (Team 9)
47. When people have to choose between medicine, water, and electric. (Team 9)
48. Diversify the economy of Gainesville so it isn't as dependent on health care and university ops. (Team 3)
49. GRU conserves energy & resources and returns 70% of water to the aquifer. GRU is trying to get teams to use less of its products (Team 9)
50. Solving homelessness issue (Team 9)
51. Increase opportunities for non-traditional housing opportunities (container housing, etc.) (Team 8)
52. better resources for schools - books and technology (Team 10)
53. more experiential education and arts ed for youth (Team 10)
54. more vocational programs (Team 10)
55. more opportunities for disenfranchised (Team 10)
56. Better food choices in the schools. (Team 6)
57. Sustainability improvements to the city so that people can improve their livelihoods and lower the poverty levels of the city. (Team 9)
58. Teach people to have a portfolio of income sources (Career Source) (Team 4)
59. Make the City of Gainesville reflective of the community as it relates to jobs (Team 7)
60. program similar to Reichert House for girls (Team 10)
61. Promote the diverse communities in Gainesville (Team 1)
62. Do not sacrifice the feel of small town for new inappropriate growth (Team 8)
63. Promote multimodal transportation (Alachua County Comp Plan) (Team 4)
64. Driving entrepreneurial community with a focus on startups, job creation and retention of talent. (Team 6)
65. To develop a sense of community similar to after the crisis but before the crisis. (Team 3)
66. Improve physical mobility to achieve social mobility (Team 4)
67. Improvement in schools and new ways to teach subjects. Change some subjects that I am learning right now. (Team 8)
68. robust community food center for Gainesville that helps build economic opportunity, business ownership and celebration of food and culture (Team 10)
69. For the downtown core to become a vibrant place that attracts locals and out of towners alike. (Team 6)
70. Small, affordable, sustainable housing. (Team 1)
71. vibrant downtown, walkable, central core - keep this going (Team 10)
72. decentralized services and empowered neighborhoods to bring these to our citizens (Team 10)
73. More urban gardens for food source and community enhancements (Team 8)
74. GNV becomes a place where young people stay and pursue careers/family. (Team 6)
75. well supported and nurtured music scene (Team 10)
76. Public private alternative funding to create job opportunities (Team 4)
77. More local job creation; especially in vocational opportunities. (Team 6)
78. How to enhance independent community groups. (Team 3)
79. Opportunities from high school to PhD... (Team 6)
80. Preserve Gainesville's special standard of citizen engagement in policy making (Team 8)
81. empowerment for youth (Team 10)
82. embrace the Gainesville "vibe" greenspace, people, collaboration (Team 2)
83. pathway through education to many different types and levels of jobs (Team 2)
Report Out - Common/Energy
1. Provide more diverse opportunities for high school graduates other than college (Team 4)
2. good job opportunities with living wages or better for all citizens (Team 2)
3. City of Gainesville: improve technology services, information flow (Team 5)
4. Make the economy stronger as young people enter the work force (Team 7)
5. more investment in less fortunate neighborhoods - sidewalks, parks, housing (Team 10)
6. Support and promote all of the diverse communities and interests in Gainesville. (Team 1)
7. I want to see an economically diverse housing pattern. 8x more affordable housing. Spatially diverse. Infill opportunities to add affordable housing to new residential development and neighborhoods (Team 8)
8. Make GNV the most equitable city in the nation (Team 6)
9. Affordable housing with set asides for development (in regards to income set asides) (Team 9)
10. Preserving historical architecture and Gainesville sense of place and character. (Team 3)

Team 1

John: Support and promote all the diverse communities. The different kinds of dynamics, ages, education, jobs. How do we encompass all those areas and make it a place for everybody. It might not be my interest, but I appreciate that you have an interest in it.

Team 2

Speaker: Very interesting group of people. I’m an online educator. We had people from UF and Shands. A lot of diversity. It ends up being quality of life. We talked about the digital divide. Skills and education being available to everybody. Availability of good work. Employment, education and opportunity.
Team 3

Speaker: We do want to keep sense of place, character and our historic architecture. We need to grow, we need to do urban infill, but lots of trees.

Team 4

Speaker: Other opportunities for young and old that don’t always focus on college degree. It’s not for everyone. There are others who have different desires. More trade schools, more vocational training. Certainly within our school systems. There are other occupations that create high income that don't require a college degree. Also a path later to a college degree.

Team 5

Speaker: Most of the people on our team work for the City of Gainesville. There was concern about the growing edge of technology and the City not keeping up with it. Many citizens are not aware of it. My work is in communicate and personal growth, criminal justice and reducing violence. There are so many organizations, non-profits that are collaborative, but the general public are not aware of it. People are still in silos. The city would benefit from improved technology.
**Mayor Poe:** Making Gainesville the most equitable city in the nation. It encompasses goals we discussed. Entrepreneurial ecosystem. Job opportunities not oriented to start-ups but to vocational opportunities. GED entry point, not just PHD. Equitable food security. Better resources like community gardens. Better food options at school. Access to affordable and attainable housing so you have choices. All these specifics were really under the umbrella of equity in our City.

**Team 7**

**Speaker:** We had a diverse group. Parks to quality of life, light, affordable housing. Our high school student said improving the economy and job opportunities. Economy that is ready for our future generations.

**Team 8**

**Speaker:** We talked about economically diverse housing. The end of less fortunate neighborhoods. Tie to economic development. Disperse the services – enhanced bus route. So many things are addressed by having economically diverse housing. Inclusionary zoning. Get rid of poor, poor areas separated from rich areas.
**Team 9**

**Speaker:** We focused on four things. Sustainability issues, ensure the future for the young in our community. Economic equity in terms of GRU’s rate structure. Housing for the homeless in Gainesville. Affordable housing – critical for our community. Works for everyone. Escape the historical legacy that plagues this community in terms of housing. Incentives for developmental programs.

**Team 10**

**Speaker:** Broken window theory – how a neighborhood looks is how it is treated. If it looks good – better sidewalks, parks and housing.
Envisioning the Future - Big Questions

Participants will work in teams to describe their **Ideal Future for Gainesville** and the “**Big Questions**” that they would like to see addressed to achieve that future.

**Alison:** That got you started on the population. That was from the perspective of the “little hat.” I’d like you to change that hat to “big Gainesville.” The community as a whole. Come at your ideas from a new perspective.

The first question is, “What are the possibilities for the future?” Uninhibited. The second question is about the big questions that will move us to that future. You talked about career paths, equality. Those will be a big part of your conversations. We’ll show you how this will work.

You’ll be talking about the possibilities for the future of Gainesville. Again, I’ll ask you to pick your best idea. Move it over to the top idea bucket the same way you did before. After we talk, we’ll vote as individuals.

Then, you’ll talk about the big questions that will move us forward. We’ll remind you to move your best idea forward. We’ll do the same for the big questions. I’ll ask the Commissioners and guests to return to your same teams. For the rest of you, we’ll mix it up, so select numbers for team assignments. We’ll see you at your tables.
**Envisioning the Future - Big Questions – Team Reports**

**What are the Possibilities for the Future of Gainesville?**

What are the possibilities for the future of Gainesville?

1. To achieve a peaceful community (Team 8)
2. Reduce disparity (Team 8)
3. Quality housing for all (Team 8)
4. Sustainability for the seven generations in the future... (Team 8)
5. Downtown to be vibrant like it was back in the day (Team 8)
6. More spaces for cars downtown (Team 8)
7. Healthy families (Team 8)
8. Quality of life (decent incomes) (Team 8)
9. Diverse economy (Team 8)
10. More respect for the dignity of everyone (Team 8)
11. Living in place (like aging in place). (Team 8)
12. Economic sustainability (Team 8)
13. “Community living” w/ mentally ill living in community w/ others. (Not segregated). (Team 8)
14. school children anxious to go to school for learning (Team 10)
15. End of Poverty .... (Team 6)
16. Best small city in America. (Team 6)
17. Traffic circles-city where people drive with thoughtfulness and mindfulness. Reduce number of accidents. Compete for the best reduction of traffic accidents. (Team 3)
18. 100% Recycling rate (Team 5)
19. World class parks. (Team 6)
20. Improve the schools and create more equal access and opportunities for all students (Team 1)
21. Small farming and expanding community gardens (Team 10)
22. Adaptability without losing character of the city (Team 5)
23. Most fertile entrepreneurial climate in America (Team 6)
24. Maker Spaces for entrepreneurship for youth...build and explore ideas, share them (Team 2)
25. 100% employment (Team 5)
26. Most craft breweries in America (Team 6)
27. City needs to incorporate the entire urban area (annex all unincorporated areas in urban services boundary). (Team 4)
28. Government at different levels needs to clearly define its role. (Team 4)
29. Adopt rapid rehousing model in order to address homeless challenge. (Team 4)
30. Provide access to the internet for everybody in public spaces (Team 3)
31. The greenest city in the US (Team 7)
32. National leader in food security (Team 10)
33. Living wages and structure to support entrepreneurship growth (Team 2)
34. Creative ways for workforce mobility that we can elevate to the national level. (Team 6)
35. Addressing the digital divide to get internet to everybody. (Team 1)
36. Best schools in FL (Team 7)
37. Holding the Olympics here (Team 7)
38. Create a loving environment and supportive community. (Team 3)
39. Solidify Gainesville’s identity. (Team 1)
40. Communities designed for health and wellness for residents. (Team 6)
41. Achieve diversity that is ubiquitous. (Team 9)
42. Easiest place to start a business (Team 7)
43. Model for increasing equity within the community. (Team 3)
44. No more house fires (Team 7)
45. Become a city that lives within its means while growing sustainably (Team 6)
46. Reduction of vehicles/traffic (Team 5)
47. Create true mixed community that uses public/private funding and partnerships. (Team 3)
48. Free internet (Team 7)
49. Community that works together in all facets...a culture of a united front. (Team 6)
50. All children reach their potential. (Team 3)
51. Global hub of innovation and talent, with resources and opportunities accessible to all. (Team 9)
52. Expand and raise quality of sciences taught in school - science, biology, physics and chemistry, etc. (Team 10)
53. World class parks \ (Team 7)
54. Be known as the most creative community in the country (Team 6)
55. World-class technical systems for seamless access to information and services (Team 5)
56. Create better housing, more restaurants and opportunities on Eastside. (Team 3)
57. To better integrate the University in our city...town and gown (Team 6)
58. Highest percentage of college grads that stay in the community (Team 7)
59. Expand cool, hip downtown (Team 10)
60. Gainesville as a destination to raise a family (Team 7)
61. Be an intellectual city. Be known as an intellectual city. (Team 6)
62. School Equity - break the huge gap that exists between schools with regards to resources and support...what is causing this and how do we fix it? Is it geography? Faculty? Administration? Set a goal for our schools rather than having them just set by state legislators...support for special needs - behavior, etc..., hold to standard of UF and how do we connect our students here to the resources and minds at UF, experiential education that goes beyond the classroom and helps connect young people to their passion and the diversity of career opportunities (Team 2)
63. Gainesville is supportive community and where people can make their dreams come true (Team 7)
64. Get kids at every age doing what they love. (Team 3)
65. Local business support and help to ensure local business ownership so that $ stays
here and magnifier effect help to build a resilient and diverse community that is unique and empowers community members to start businesses... not just tech, but also bricks and mortar, cultural, food, and services... (Team 2)

66. Ending homelessness (Team 7)
67. Managed sustainable growth for the next 50 years. Recognizing long term protection of the environment and cultural diversity as essential to economic success. (Team 9)
68. Promote live music venues and art community (Team 6)
69. stop boundary inclusion - expand conversation to our fellow municipalities and larger county so there is understanding and connection and learning that passes between our whole larger local community (Team 2)
70. Surpass our historic musical heritage. (Team 6)
71. Act like a community after a crisis before the crisis (Team 3)
72. Elimination of racial disparities (Team 5)
73. Adequate funding to fix the identified problems (Team 10)
74. Teachers are more valued and help connect students to their interests (Team 3)
75. Pattern of development that creates a connected community that mixes housing types, businesses and social groups with a shared sense of community. (Team 9)
76. Supportive of family unit--how does Gainesville support the family unit? (Team 3)
**Top Idea**

1. Successes that others want to emulate e.g. highest high school graduation rates (Team 10)
2. Usable city (less intimidating) (Team 5)
3. Collaborate with all of the big stakeholder groups in Gainesville / Alachua county and land a large HQ or regional presence of some corporation. (Team 1)
4. City as a model for the world, including system of care, exchange of ideas to lift people to their highest potential. It starts with the people, empowered to work for the success of the community. (Team 9)
5. Equitable development/opportunity and access across the city (Team 5)
6. Establish Gainesville as the community of choice for all segments of the population with more social and physical mobility (Team 9)
7. Create greater job equity and opportunity through entrepreneurship and worker owned businesses and remove barriers to job creation. (Team 4)
8. Gainesville is a hub where everyone can participate - Economic diversity through school equity, local business ownership, inclusion - both people and places beyond our borders, entrepreneurial support for youth (Team 2)
9. Community mentoring system--provide more support to families in a collaborative way and become supportive of the family unit (Team 3)
10. A safe, vibrant, diverse, equitable, sustainable, healthy, peaceful community with respect for all citizens. (Team 8)

**Alison:** Everybody should have a polling device. These are the top ideas for the future of Gainesville. What is “Usable City?”

**Speaker:** 100% recycling, 100% employment – basically usable by all the citizens. Less intimidating.
**Speaker:** #3 - All the things we want to do are not going to happen in tiny steps. These are thousands of jobs. If that would happen, it would answer everybody’s needs. We put policies in place to promote growth and then put policies to stagnate it. We put Gainesville and Alachua County. If we don’t have someone that comes in with thousands of jobs...

**Speaker:** There is so much that exists in the City and Alachua County that is moving the needle – we have a lot of pieces. But how do we take a more collaborative approach. How do we create a system of care that is coordinated? We want to be an example for others to come to learn and share to lift people to their highest potential.

**Alison:** Team 9: Mentoring families?

**Speaker:** There are a lot of young families that need things and a lot of experts. Give the young more support. Create an atmosphere to help them.

**Speaker:** #7 – We talked a lot about jobs. More opportunity but also the quality of jobs. Attracting a large organization or encouraging people in entrepreneurship or to be self-employed. We talked about brain drain – how do we create an environment to attract and retain that talent?

**Speaker:** When I was traveling in Washington, I heard about the brain drain. For communities that don’t have universities, they think brain drain is when they leave to go to college. We think about college graduates leaving our community.

**Speaker:** #8 - Education disparity outside the university. Inclusion in people and places. Newberry – they are not experiencing what we are. Get some ideas. Create a space for young people to create their own businesses.
Alison: Let me explain how the voting works. You will have the opportunity to select the three ideas that are most appealing to you. They are weighted, so pick the three ideas in the order of importance to you. We’ll see where the energy is in the room today.

### Top 3 Possibilities for the Future of Gainesville - Polling

<table>
<thead>
<tr>
<th>Possibility</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Successes that others want to emulate e.g. highest high school graduation rates</td>
<td>5%</td>
</tr>
<tr>
<td>2. Usable city (less intimidating)</td>
<td>5%</td>
</tr>
<tr>
<td>3. Collaborate with all of the big stakeholder groups in Gainesville / Alachua county and land a large HQ or regional presence of some corporation.</td>
<td>9%</td>
</tr>
<tr>
<td>4. City as a model for the world, including system of care, exchange of ideas to lift people to their highest potential. It starts with the people, empowered to work for the success of the community.</td>
<td>16%</td>
</tr>
<tr>
<td>5. Equitable development/opportunity and access across the city</td>
<td>7%</td>
</tr>
<tr>
<td>6. Establish Gainesville as the community of choice for all segments of the population with more social and physical mobility</td>
<td>6%</td>
</tr>
<tr>
<td>7. Create greater job equity and opportunity through entrepreneurship and worker owned businesses and remove barriers to job creation.</td>
<td>12%</td>
</tr>
<tr>
<td>8. Gainesville is a hub where everyone can participate - Economic diversity through school equity, local business ownership, inclusion - both people and places beyond our borders, entrepreneurial support for youth</td>
<td>18%</td>
</tr>
<tr>
<td>9. Community mentoring system--provide more support to families in a collaborative way and become supportive of the family unit</td>
<td>5%</td>
</tr>
<tr>
<td>10. A safe, vibrant, diverse, equitable, sustainable, healthy, peaceful community with respect for all citizens.</td>
<td>17%</td>
</tr>
</tbody>
</table>

Alison: Any surprises?

Speaker: Nobody should be. That’s Gainesville.

Alison: #7 is about jobs. #3 – collaborating to drive economics. None of these are going to get lost. Let’s talk about the big questions you talked about.
### What are the big questions that will move us forward?

1. The future of Gainesville could be University Ave is lined with high rises and creating a concrete canyon. (Team 7)
2. What does GNV want to be? (Team 8)
3. How do we make Gainesville more equitable? (Team 7)
4. How can we make this the best city for our children and grandchildren? (Team 8)
5. How do you harness the brain power at the University of Florida to help address local questions and needs? (Team 10)
6. Can we get all of the stakeholders to pull in the same direction? (Team 1)
7. What is the legislation/regulation that is holding back vocational schools and other education reform? (Team 10)
8. How to get everyone on the same page? (Team 5)
9. What are barriers to equity now? (Team 6)
10. How do we create opportunities for all (Team 6)
11. How to be effectively decentralized? (Team 5)
12. How to reach all citizens (with information)? (Team 5)
13. How to saturate information equitably throughout the city? (Team 5)
14. How can the City work to get young people interested in science and learning (e.g. Cade Museum, and UF partnership)? (Team 10)
15. How to get information to citizens the way they receive it best? (Team 5)
16. How do we break the traditional land development patterns that have created the many divisions in our community? (Team 9)
17. How do we involve all members of the community in the big conversations? (Team 6)
18. How to make a citizen feel like they have ownership in the city? (inclusion heard/appreciated) (Team 5)
19. How do we grow better not necessarily bigger? (Team 6)
20. How do we know what resources or assets that are available? and how to utilize them? (Team 9)
21. How to keep the character of the city? (not become Jax, Atlanta, Miami etc.) (Team 5)
22. How do you work well with people indifferent fields and disciplines? (Team 6)
23. What would happen in community centers? (Team 3)
24. What strengths are present in the community and how do we tap into those resources? (Team 3)
25. How to have smart & effective growth? (Team 5)
26. Grow up not out? How do we create a common vocabulary about how we grow as a community? Are we a college town, a business incubator, or what? (Team 9)
27. How do you identify which resources to go to for what? (Team 3)
28. How to teach your children well... about each organization and effort of all groups and programs going on in our local community.... localized and personalized civics classes. (Team 6)
29. How to not forget where we come from? (Team 5)
30. What strengths and weaknesses can we work on to improve ourselves? (Team 3)
31. How do you have a healthy community? (Team 3)
32. How can we get young people to engage in the community, to vote and participate in the public forums? (Team 9)
33. How do we create an inclusive and integrated community? (Team 2)
34. How do we break silos - both disciplinary but also cultural, racial, economic... not just talk about it, but actual break barriers? (Team 2)

Top Question
1. What are the barriers to achieving job opportunities and equity? (Team 4)
2. We want to retain what's great about GNV but at the same time we need to move forward... where is the balance? (Team 8)
3. What are the barriers to equity now and how do we create opportunity for all (Team 6)
4. How do we preserve the uniqueness of Gainesville (Team 7)
5. What are existing projects that help Gainesville become a leading community and how are they communicated? (Team 10)
6. What do families want or need? (Team 3)
7. Can we solve the digital divide and economic disparity in our community? (Team 1)
8. Are we willing to do whatever it takes to get where we want to go? Can we challenge the past conventions and embrace change? (Team 9)
9. How to have smart & effective growth while not forgetting where we came from? (Team 5)
10. What is the balance of job creation and business ownership - how do we support access to capital - both human and $$$ so that local companies can expand and create jobs instead of investing in outside biz? (Team 2)

Speaker: #1 - Talking about the jobs, the brain drain. What are the barriers to getting the jobs? It should read “equity.”

Speaker: #2 - We have a great city, things that we love. We want to retain those, but at the same time, we have to move forward. How do we strike that balance?

Speaker: #3 – Barriers to equity. That seems a lot like #1.

Speaker: What is preventing us from solving those things?
**Speaker:** How can representation in elections be more fair? Also, how do we get big money out of our elections?

**Speaker:** When you don’t have access to capital, you don’t have access to growth and the things you want to. Dr. Moore has access to a restaurant. If he had access to capital, he could build another one and provide more jobs. You can see the intangible become tangible. A lot of things in Gainesville are based on zip codes. People need to get out of their comfort zone and come see people who are not comfortable.

**Alison:** There’s the quantitative and the personal experience. #4 Uniqueness of Gainesville. What is unique?

**Comments:** Trees, parks, greenspace, creative, talent per square foot, values.

**Alison:** So how do you preserve those?

**Speaker:** #5 - What are the existing projects and how are they communicated to the citizens?

**Speaker:** A lot of the problems are coming out of the way we’ve created communities in the past. Duck Pond is a mix of people in housing and it works. An older model of how communities were built.

**Speaker:** We have to be honest with ourselves. We are all coming with a great intention to make our community great. Being people who are different from us. Are we willing to give something up? That’s at the crux of real change – to what degree am I willing to change and what am I not willing to give up? I think it’s a question that needs to be asked.

**Speaker:** When are we going to do the obvious right thing at a time when it’s not popular?

**Speaker:** What’s holding back District 1? It’s only 14%. Certain districts get funding and others don’t. This is something that needs to be changed. Everybody on the ballot. Each district on the ballot is represented. If they are not on the ballot, their name doesn’t get mentioned by the media.
**Speaker:** We had a lady who is a home educator and she wants something for seven generations. Quality of projects and construction that last. I’ve heard that it’s a trend that is America-wide – cheap construction. I’d like to change that.

**Speaker:** In our local politics, there is no room for moderation. Us versus them. It’s a lot like the country is divided. Every issue is the most important issue to someone. We can use some moderation in politics – it’s a full contact sport in the city and the county.

**Alison:** Bringing community groups together. Are there any you would like to combine before we vote? *Some items were combined.*

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## Top 3 big questions that will move us forward - Polling

Choose your Top 3 big questions that will move us forward

1. **What are the barriers to achieving job opportunities and equality?** / What are the barriers to equity now and how do we create opportunity for all – 17%
2. **We want to retain what’s great about GNV but at the same time we need to move forward... where is the balance?** – 10%
3. **How do we preserve the uniqueness of Gainesville?** – 11%
4. **What are existing projects that help Gainesville become a leading community and how are they communicated?** – 5%
5. **What do families want or need?** – 8%
6. **Can we solve the digital divide and economic disparity in our community?** – 7%
7. **Are we willing to do whatever it takes to get where we want to go? Can we challenge the past conventions and embrace change?** – 18%
8. **How to have smart & effective growth while not forgetting where we came from?** – 13%
9. **What is the balance of job creation and business ownership - how do we support access to capital - both human and $$$ so that local companies can expand and create jobs instead of investing in outside biz?** – 11%

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**Top 3 Big Questions that will Move Us Forward**

- Are we willing to do whatever it takes to get where we want to go? Can we challenge the past conventions and embrace change? – 18%
- What are the barriers to achieving job opportunities and equality? / What are the barriers to equity now and how do we create opportunity for all – 17%
- How to have smart & effective growth while not forgetting where we came from? – 13%
Alison: Any surprises or things that stood out?

Speaker: It seems like we are all interested in equity.

Alison: Why do you think that it is?

Speaker: The disparity.

Speaker: #7 is an easy statement, but a hard question. I hope you do it, but don’t involve me. I love that it’s #1.

Speaker: That’s the stretch. We have to start to grow and where we as people have to grow.

Speaker: Since I teach students, doing things by exception doesn’t make it equitable.

Speaker: It’s important that we invest our resources and time into young people. Those guys (the youth) are the future. They are going to embrace change. So 10, 15 years from now, Gainesville can be the capital of innovation.

Speaker: Where do we want to go? How can the legislators hear the voice of the people?

Speaker: I’m from Gainesville. Twenty years ago at a forum with Rev. Wright, we were talking about the same thing. What’s stopping this? Millennials are putting the ownership on themselves. They are willing to work together? So who is stopping us? It’s all of us. I don’t care which side of town you live on, everybody has some level of ownership.

Speaker: I would like to ask about #3, what is forward? They could be drastically different things.
Alison: It could have a lot of different answers. Let me ask Jonathan to explain what he heard you say.

Artwork

Jonathan Massie: I started in the middle with a tree. This tree of Gainesville. Partnerships, diversity, equality and equity. Diversity of people and thought. People working together. If you squint really hard, you have people working together. They are reaching out. Stronger economy as youth enter the workforce. More technology and services. Everybody reaching out. Welcome to Gainesville, who are we? We’re the hub, we’re safe and we’re diverse. Sort of an open-ended concept, reflective of the conversations.

Alison: I encourage you to come by to see the hidden nuggets in the picture. Also, the notes will be turned over to the city and they can take it from there.
Closing Remarks

Anthony Lyons, City Manager, City of Gainesville: I want to thank the City Commission. This is not a process that we typically go through, so I appreciate that the Commission let us do this. I want to thank Samantha and Amber and Carrie and St. Petersburg College.

I want to thank the citizens and organizations who participated. We invited 30 organizations and some neighborhood groups. After today, we will begin to think about what we learned today and formulate some questions for the Commission and get back to the organizations and citizens to figure out what to do with these questions.

This is a big pivot for the staff to do it this way. We’ll do the best we can to make it smooth. We want to take this information and eventually make it a budget for the Commission and turn it to the work we do on a day-to-day basis.

We are also watching intently the other organizations in the city. UF is also working on a development process. We want to see if there are some collaborations there and with other organizations.

I’ll let the Mayor close this up.
Mayor Poe: Thank you for participating. I hope you enjoyed the process. A lot of people came in here with no expectations of what we were going to do. Everybody was engaged with energy. There are some undeniable take-aways that we saw here. We need to take those seriously and incorporate them into what we do as a city and community. There is so much synergy here with other organizations.

Equity is on the consciousness in every aspect right now. Nothing is stopping us from achieving this but ourselves. We can say these things, and it sounds good, but are we willing to step forward to do it? It’s not easy work. Please keep engaged with this process. This isn’t a one-off thing – we need your organizations, your leadership and your voice as we move forward. I know it can be done by this group. We are the ones who have been given this opportunity at this time and we will be the ones to take it to the other side and have the lasting impact that we are looking for.

The Commission wants to hear from you. Contact us and let us know how we can take it forward. We are your servants and we are willing to take this forward.