



STRATEGIC PLAN

FISCAL YEARS 2011 & 2012
FY 2012 SECOND QUARTER REPORT

March 31, 2012

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

ELECTED OFFICIALS AND CHARTER OFFICERS

Mayor & City Commission

Craig Lowe, Mayor (At-large)
Thomas Hawkins, Commissioner (At-large)
Lauren Poe, Commissioner (At-large)
Yvonne Hinson-Rawls, Commissioner (District I)
Todd Chase, Commissioner (District II)
Susan Bottcher, Commissioner (District III)
Randy Wells, Commissioner (District IV)

Charter Officers

Russ Blackburn, City Manager
Brent Godshalk, City Auditor
Robert Hunzinger, General Manager-Utilities
Kurt Lannon, Clerk of the Commission
Marion Radson, City Attorney
Cecil Howard, Equal Opportunity

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. 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 2011/2012

GOAL		INITIATIVE
1. Public Safety <i>Maintain a safe and healthy community in which to live</i>		1.1 Develop and continue programs to reduce the causes of crime
		1.2 Coordinate the effort to bring a center that promotes family safety to the city
		1.3 Develop a long-term plan for public safety facilities and personnel
2. Economic Development and Redevelopment <i>Foster economic development and encourage redevelopment</i>		2.1 Implement the SEGRI Project; foster development in eastern Gainesville
		2.2 Continue Implementation of the Strategic Redevelopment Plan for Depot Park and the Power District
		2.4 Ensure transparent, efficient and consistent regulation of land development in furtherance of the comprehensive plan
		2.5 Continue to position the city to take advantage of innovation economy and identify a plan for the innovation zone near UF
		2.6 Increase the amount of affordable and low cost housing throughout the city
		2.7 Improve coordination with Alachua County in order to more effectively plan and develop Gainesville's urban reserve area
		2.8 Formalize relationships to build key partnership opportunities with UF and SFC
		2.9 Develop strategies to support local small businesses
3. Human Capital <i>Assist every person to reach their true potential</i>		3.1 Continue implementation of the 10 year plan to end homelessness
		3.2 Address senior issues and services
		3.3 Analyze the availability and accessibility of child and youth programs and identify a role for city government including addressing the harmful effects of child and youth poverty
		3.4 Facilitate broader community support to improve the educational opportunities for city youth
4. Governance <i>Measure and improve the cost-effectiveness of government services</i>		4.1 Develop strategies for conducting successful annexation referendums
		4.2 Improve communication through increased use of available internet tools to improve the city's website portals
5. Infrastructure and Transportation <i>Invest in community infrastructure and continue to enhance the transportation network and systems</i>		5.1 Accelerate the identification and acquisition of conservation lands and complete WSPP capital projects
		5.2 Support the reconstruction of transportation facilities to encourage redevelopment of 6 th Street
		5.3 Support the reconstruction of transportation facilities to encourage redevelopment of Depot Avenue
		5.4 Bring existing roadway stock up to 70% rating level, as established by the Army Corp of Engineers
		5.5 Implement improved transit as described in the RTS Premium Service Report
6. Neighborhoods <i>Improve the quality of life in our neighborhoods for the benefit of all residents</i>		6.1 Develop creative ways to measure progress in code enforcement
		6.2 Assess neighborhoods to determine need for infrastructure improvements for bicycle and pedestrian use
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 and integrity of neighborhoods in Gainesville by actively participating in the clean-up and redevelopment of the Cabot/Koppers Superfund site
		7.2 Review the status of commercial recycling ordinances and enforcement thereof, and determine if changes are needed
		7.3 Refine the coordinated response at the local level to address energy policy and climate change
		7.4 Improve the energy efficiency of modest-income homes through weatherization

Public Safety

Maintain a safe and healthy community in which to live

INITIATIVE 1.1: DEVELOP AND CONTINUE PROGRAMS TO REDUCE THE CAUSES OF CRIME

Champion: Tony Jones, Police Chief

Former Sponsor: Jeanna Mastrodicasa, Former Commissioner (At-large)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



During the second quarter of FY12, the city of Gainesville experienced an overall decrease in crime by 12.14%, compared to the first quarter of FY12. The UCR has shown that there was a 21.92% reduction in motor vehicle thefts, a 0.15% decrease in burglaries, and a 13.13% decrease in thefts. Reducing violent crime remains to be a priority for the Gainesville Police Department; however, the UCR statistics for this quarter reflected the Gainesville Police Department's increased efforts and commitment to our goal to decrease all crime by 5%.

A new and improved version of Tactical Briefing was introduced, which includes a more interactive and robust approach to recognizing crime patterns/trends, crime prevention, and effective deployment of our sworn personnel. Tactical Briefing is now even more strategic, which requires a greater usage of intelligence led policing and greater accountability of staff. Additionally, representatives from the State Attorney's Office, crime analysts from the Alachua County Sheriff's Office, outside law enforcement professionals, and community members are invited to attend Tactical Briefing every week in order to preserve and maintain the open lines of communication that stretch outside of our agency. Soliciting external information and support from these valuable resources assists us greatly with our continuous fight against crime.

The Gainesville Police Department's new Zombie Campaign was developed this past quarter by one of GPD's Midnight Shift officers, Officer Mikel Mazlaghani. Like most cities, unlocked vehicle burglaries account for a significant portion of our property crimes. It is a constant effort for GPD to remind our citizens that taking the simple steps to lock their car and to remove items of value from view can have a substantial impact on the reduction of crime.

The segment of our population that is most frequently targeted by criminals is college-age students. Unfortunately, the college age population is also one of the most difficult groups to gain participation in crime prevention activities. GPD's Zombie Campaign took advantage of the recent popular zombie culture to promote a crime prevention message targeted at young adults. Utilizing a zombie theme, the Gainesville Police Department created and distributed a crime prevention flier aimed at getting college age students to lock their vehicles and secure their valuables. In order to proactively advertise our Zombie Campaign, the Public Information Officer highlighted the Zombie campaign by participating in numerous interviews with local media, a public service announcement was aired on several television networks and lastly, a segment on GPD's Police Beat television show was created and continuously broadcasted.

Not only have college age students enjoyed the Zombie Campaign, but older members of the city expressed their support of our efforts. It was a creative way to reach out to the young population and in doing so; GPD has set the stage to utilize the Zombie Campaign for other crime prevention measures.

At the beginning of January 2012, the Gainesville Police Department partnered with the city of Gainesville, Code Enforcement, Keep Alachua County Beautiful, the Alachua County Sheriff's Office, and the State Attorney's Office to begin a graffiti abatement program. The goals of the program were to increase public awareness about the crime of graffiti vandalism and to significantly reduce the amount of unwanted graffiti in our community, primarily in the downtown business areas and major connecting traffic arterials. With the assistance of the city of Gainesville, a public service announcement was filmed to inform the affected public that they should remove graffiti from their property and also immediately report the crime to GPD.

Chief Tony Jones tasked the Gang Intervention Unit with taking the lead on the investigations of graffiti (otherwise known as "tagging") within our city and soon thereafter, members of GIU identified and arrested 18 suspected taggers for crimes ranging from misdemeanor Criminal Mischief to Felony Burglary of a Structure. Some of the more aggressive taggers posted their "tags" over 200 times, causing literally thousands of dollars in property damage and clean-up. To ensure that these crimes are prosecuted to the fullest extent of the law, the State Attorney's Office has assigned a designated prosecutor to ensure that all of these cases are dealt with appropriately as they progress through the Alachua County court system.

The 2nd quarter of FY12 saw a significant expansion of GPD's Explorer program. With hands-on police interaction, the Explorer Program teaches our local youth the many facets of law enforcement, which includes leadership skills and public service to the Gainesville community. Membership has increased to 27 members, which is greatly due to the partnership with the Newberry High School Criminal Justice Program. Interaction with the students from this magnet program gave a number of dedicated young men and women the chance to not only become a GPD Explorer, but it also allowed them greater access to the Criminal Justice Academy, including its learning materials. The GPD Explorer program has incorporated Explorer members from throughout Alachua County, all of whom have the desire to gain more knowledge about law enforcement and its responsibilities. During this year alone, GPD Explorers have contributed over 2000 hours of community service and provided assistance to numerous large events such as University of Florida football games, the Medieval Fair, the Downtown Arts Festival, and the annual March of Dimes Walk.

The Gainesville Police Department's Strategic Plan is currently being reviewed by Chief Tony Jones for final approval and adoption throughout our agency. The Strategic Plan has several mileposts that GPD and the community anticipates being accomplished in a three year cycle, namely 2012 through 2015. Through a collaborative effort, each objective met in our Strategic Plan will bring us closer together to fulfilling our mission that, "Together as a community, we can foster order, safety, and freedom."

The Gainesville Police Department has recently applied to the Florida Department of Transportation Safety Office for three important grants. These grants include a Nighttime Seatbelt Enforcement grant (\$37,800), a Pedestrian High Visibility Enforcement grant (\$30,000), and a Speed and Aggressive Driving grant (\$40,000). GPD expects to be awarded the aforementioned grant funds during the month of July 2012. All three grants will assist the Gainesville Police Department in enforcing traffic laws, which in turn help keep our local roadways a safe place to be.

During this quarter, the Critical Incident Stress Management team was notified that it had been accepted for membership in the International Critical Incident Stress Foundation. Informational sessions will be held for our agency personnel for the purpose of acquainting them with the purpose and mission of the local CISM. Plans are underway to offer an additional training during the month of July 2012 for new members. Continuing education programming will be offered in July for all current team members on the topic of Suicide.

INITIATIVE 1.2: COORDINATE THE EFFORT TO BRING A CENTER THAT PROMOTES FAMILY SAFETY TO THE CITY OF GAINESVILLE

Champion: Lynne Benck, Police Captain

2nd Quarter Report (January 1, 2012 – March 31, 2012)

On February 24th, 2012 the CAC Core Agency Board met to discuss the furtherance of a co-located child victim services facility. It was decided that an outside provider would come in and facilitate a discussion about overcoming barriers and obstacles to co-location. On March 26th, 2012, the same Core Agency group plus a few others, attended the 4 hour workshop hosted by John Spence. A follow-up meeting to this workshop will take place next quarter.

INITIATIVE 1.3: DEVELOP A LONG-TERM PLAN FOR PUBLIC SAFETY FACILITIES AND PERSONNEL

Co-Champions: Paul Folkers, Assistant City Manager
Fred Murry, Assistant City Manager



2nd Quarter Report (January 1, 2012 – March 31, 2012)

A consultant was selected to perform the GPD staffing study and work on the study commenced. Work proceeded on the design of the GPD Headquarters with an update to the City Commission on April 19th. GFR continues to explore site options for replacing Fire Station 1.

Economic Development

Foster economic development and encourage redevelopment

& Redevelopment

INITIATIVE 2.1: IMPLEMENT THE SOUTHEAST GAINESVILLE RENAISSANCE INITIATIVE (SEGRI PROJECT), FOSTER DEVELOPMENT IN EASTERN GAINESVILLE

Champion: Kelly Fisher, Acting Community Redevelopment Agency Director

Former Sponsor: Scherwin Henry, Former Commissioner (District I)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



Interior build-out of the Southern Charm Kitchen (formerly referred to as the Hawthorne Road Café) began in March 2012 and the restaurant is anticipated to open summer 2012.

CRA staff continues to make incremental improvements in the facilities management and operations of GTEC. A focus group initiated by former Commissioner Scherwin Henry has been organized to explore the administrative and operational

direction for the incubator. Recommendations will be brought before the CRA board at a future meeting for consideration by the board.

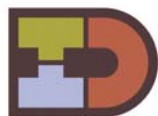
CRA staff requested the City to transfer property rights of Parcel “E,” adjacent to the GTEC property, for future redevelopment. That request was approved and the City is declaring the property as surplus so it can gratuitously convey the parcel to the CRA for redevelopment purposes.

INITIATIVE 2.2: CONTINUE IMPLEMENTATION OF THE STRATEGIC REDEVELOPMENT PLAN FOR DEPOT PARK AND THE POWER DISTRICT

Champion: Kelly Fisher, Acting Community Redevelopment Agency Manager

Former Sponsor: Jeanna Mastrodicasa, Former Commissioner (At-large)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



DEPOT PARK

Depot Park

Rehabilitation of the Historic Depot Building is 60% complete with substantial completion anticipated in July 31, 2012.

Construction of the context area has also begun with an estimated substantial completion July 31, 2012. At the April 2012 CRA board meeting, the board approved completion of the Depot Park

Construction Documents. That design work has been initiated and

incorporates the majority of the active use areas of the Park. Construction of the stormwater ponds is pending by the Public Works Department. The estimated completion of that project is February 2013. Coordination with the Cade Museum continues and the CRA is close to completing a Memorandum of Understanding so that planning can move forward.



Power District

The Catalyst Project is moving forward. Design is underway for the former warehouse building and negotiations with the selected company who will occupy the space are coming to a close. Next steps are finalizing the agreement and completing the build-out. A comprehensive approach to creating form-based zoning for the larger Power District will continue to move forward as well.

INITIATIVE 2.4: ENSURE TRANSPARENT, EFFICIENT AND CONSISTENT REGULATION OF LAND DEVELOPMENT IN FURTHERANCE OF THE COMPREHENSIVE PLAN

Champion: Erik Bredfeldt, Director of Planning and Development Services

Sponsor: Thomas Hawkins, Commissioner (At-large)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



The City Commission approved the consultant contract with LittleJohn Engineering for work on updating the Land Development Code based upon Form Based principles in the 2nd quarter (January, 2012). Within the 2nd Quarter, the Consultant held stakeholder interviews with a cross section of the community and participated in an initial workshop with interested parties in assessing and moving forward on proposed changes. LittleJohn will continue to work towards implementation of changes over the course of the next year.

The Community Development Review Committee (CDRC) presented their final report to the City Commission in the 2nd quarter. The recommendations of the report will be implemented in the successive calendar year (with several of the recommendations acknowledged as being implemented by staff already or in progress).

Proposed changes to the Land Development Code were presented to the City Commission and the Commission has provided direction to initiate the respective Petitions to the City Plan Board. These items will be coming forward to the City Commission in the 3rd quarter.

INITIATIVE 2.5 CONTINUE TO POSITION THE CITY TO TAKE ADVANTAGE OF INNOVATION ECONOMY AND IDENTIFY A PLAN FOR INNOVATION ZONE NEAR UF

Champion: Erik Bredfeldt, Director of Planning and Development Services

2nd Quarter Report (January 1, 2012 – March 31, 2012)



The EDUCC made two recommendations to the City Commission regarding Innovation Square: 1) to permit temporary parking in the Square as a primary use on vacant lots in order to allow an more orderly transition to an urban form over time; 2) to pursue further the idea of providing for a Business Improvement District (BID) in the greater Innovation District. These policy proposals will be taken up the City Commission in the 3rd quarter.

Strategic Plan Quarterly Report
City of Gainesville, Florida

The City Commission heard two Qualified Target Industry (QTI) incentive applications in the 2nd quarter. The first was for the Stadium Club project on W. University Avenue and involves the potential creation of jobs associated with the Roberts Company IT operation. The second was for Mind Tree, a software provider to be located in the Ayers Building located at 720 SW 2nd Avenue. Both were approved by the City Commission and various aspects of each project are each underway.

Staff began review of the Infusion Center project, an eight story building that is to be located immediately to the west of the Innovation HUB building on SW 2nd Avenue. A Special Use Permit will be reviewed by the Plan Board at the May, 2012 meeting and it is anticipated that plans will be approved shortly thereafter.

INITIATIVE 2.6: INCREASE THE AMOUNT OF AFFORDABLE HOUSING AND LOW-COST HOUSING THROUGHOUT THE CITY

Champion: Jackie Richardson, Housing & Community Development Manager

2nd Quarter Report (January 1, 2012 – March 31, 2012)



The HCD assisted 15 families with direct financial assistance, while also assisting 70 families with housing counseling assistance for a total of 85 households being assisted this quarter. Direct assistance was provided to low-income families through the

homeowner rehabilitation, roof repair program, mortgage foreclosure intervention and Down Payment Assistance (DPA) programs. Housing counseling assistance included homebuyer education and training for first-time homebuyers; and homeowner education and training for homeowners participating in the homeowner rehab programs, mortgage foreclosure intervention and credit counseling.

Two families assisted through the mortgage foreclosure intervention program were successful in securing loan modifications to prevent the foreclosure and make their new mortgage payments affordable; while one family working in the credit counseling program has successfully paid all delinquent/collection accounts and is now on the road for homeownership.

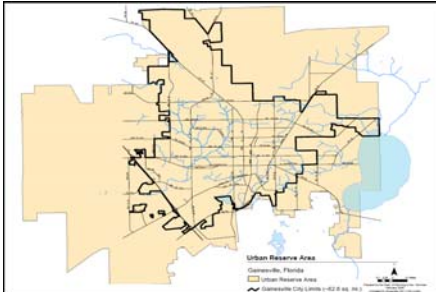
The HCD Division completed the Disaster Recovery Grant Program (DRG) on March 31, 2012. A total of 14 homeowners received roof replacements through this program.

The implementation of the Purchase Assistance New Construction Program (PNC) is underway as part of the City's Southeast Gainesville Renaissance Initiative (SEGRI) to revitalize southeast Gainesville, five new (5) homes were completed and closed during this quarter.

INITIATIVE 2.7: IMPROVE COORDINATION WITH ALACHUA COUNTY IN ORDER TO MORE EFFECTIVELY PLAN AND DEVELOP GAINESVILLE'S URBAN RESERVE AREA

Champion: Erik Bredfeldt, Director of Planning and Development Services

2nd Quarter Report (January 1, 2012 – March 31, 2012)



The Butler Plaza Planned Development Ordinance was approved by the City Commission on second reading in the 2nd quarter (January, 2012). As stated by the City Attorney, this is the largest and most complex project that the City has ever handled with regarding to land use and zoning and represents the conclusion of a five year annexation and entitlement process.

The property in East Gainesville that was identified in the 1st quarter as being in the process of annexation did receive approval from the City Commission in the 2nd Quarter to do so and staff is in the process of considering an appropriate land use/zoning framework moving forward.

The Planning and Development Services Director did participate with the Strategic Planning Office and the Executive Team in a review of the proposal to potentially annex property on the western side of the City in the vicinity of 43rd Street and 39th Avenue. This proposal was subsequently reviewed by the City Commission at a workshop in the 2nd quarter.

INITIATIVE 2.8: FORMALIZE RELATIONSHIPS TO BUILD KEY PARTNERSHIP OPPORTUNITIES WITH UNIVERSITY OF FLORIDA AND SANTA FE COLLEGE

Champion: Paul Folkers, Assistant City Manager

Co-Sponsors: Craig Lowe, Mayor
Todd Chase, Commissioner (District II)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



SFC -RTS Partnership:

RTS began two (2) new bus routes to Santa Fe College to improve service and enhance route connections. New Route 39 provides hourly service along 39th Avenue from the Santa Fe College Northwest campus east to the Gainesville Regional Airport. It connects with six (6) other routes. New Route 76 provides hourly service to new areas including Haile Market Square and SW 24th Avenue crossing Interstate 75. Route 76 connects to seven (7) other routes.

INITIATIVE 2.9: DEVELOP STRATEGIES TO SUPPORT SMALL LOCAL BUSINESSES

Champion: Shaad Rehman, Small & Minority Business Development Coordinator

Sponsor: Randy Wells, Commissioner (District IV);

Former Co-Sponsor: Scherwin Henry, Former Commissioner (District I)

2nd Quarter Report (January 1, 2012 – March 31, 2012)

The CRA passed new economic development initiatives to incentivize the creation of high-wage jobs and to assist technology companies with relocation costs. Additionally, the CRA continued handling administrative tasks associated with GTEC. In February, staff from CRA and the National Development Council met with local business owners to market the Grow Gainesville Fund loan program.

Human Capital

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 Manager

2nd Quarter Report (January 1, 2012 – March 31, 2012)



On January 12, 2012, the Development Review Board (DRB) approved the preliminary plat for the ADC Site, which will contain the GRACE One-Stop Homeless Assistance Center, with the Order being approved by the DRB on February 9, 2012. The project continues to move forward in the development approval process on its way to receive final plat approval. To achieve that goal, the project must still receive several permits and approvals from the following agencies: Public Works on the roadway, GRU on the utilities, St. John's River Water Management District (SJRWMD) on the stormwater system, and the U.S. Army Corps of Engineers (ACOE) for environmental and wetlands

impacts. The project was issued a permit by SJRWMD on February 10, 2012. The City is awaiting approval of the ACOE permit. GRU and PW are both preparing approval letters pending some minor changes being made to the roadway and utility plans.

The Cold Night Shelter Program (CNS) ended on March 31, 2012. The CNS provided assistance to 793 homeless persons during coldest winter months this year. The ACHA utilized the hotel/motel voucher program to provide cold night shelter to 19 homeless families with special needs. SFH provided temporary shelter and other support services to 774 homeless families at their shelter facility located on South Main Street.

The Homeless Medical Respite Care program has been operating for several months; and is anticipated to be completed by April 30, 2012. Thereafter, the MRP Committee will provide a report to the City and County Commission indicating the results of the program to determine if the MRP will continue in the future.

Through partnership with the North Central Florida Continuum of Care, the City of Gainesville was awarded a HUD Supportive Housing Program (SHP) grant in the amount of \$204,048. Grants under SHP are awarded through a national competition held annually. The SHP is designed to promote, as part of a local Continuum of Care strategy, the development of supportive housing and supportive services to assist homeless persons in the transition from homelessness and to enable them to live as independently as possible. The City sponsors two projects, for which the City serves as the grantee: 1) Meridian Behavioral Healthcare, Inc., "HOPE" Program. This project provides supportive services and transitional housing for mentally ill and dually diagnosed homeless individuals at leased scattered sites; and 2) VETSPACE, Inc., "VETSPACE": to provide supportive services and transitional housing for

homeless veterans in leased scattered sites. These transitional housing programs will be implemented from April 1, 2012 - June 30, 2013.

INITIATIVE 3.2: EXPLORE THE POTENTIAL FOR ADDRESSING SENIOR ISSUES AND SERVICES

Co-Champions: Fred Murry, Assistant City Manager
Michelle Park, Assistant Parks, Recreation and Cultural Affairs Director

Sponsor: Todd Chase, Commissioner (District II)
Former Co-Sponsor: Sherwin Henry, Former Commissioner (District I)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



The City drafted and began reviews of a Memorandum of Understanding with Eldercare outlining joint usage of the Senior Recreation Center. Usage continues to grow at the new facility. Since opening in September 2011, free membership has increased to 2,302; weekly programs include Card Games, AARP presentations-monthly, Yoga, Zumba, Crafts, Scrabble, Quilting, Bridge, Lunch and Learns, Fitness, Healthy Living, Chess, Wii, Ballroom dancing class and socials. In addition, Outdoor exercise stations have been installed directly southeast of the center and adjacent to the tennis courts. New windscreens have been installed on the tennis courts which are gaining in popularity with the older adult population.

Go to the online calendar at: <http://eldercare.ufandshands.org/> for up-to-date information.

INITIATIVE 3.3: ANALYZE THE AVAILABILITY AND ACCESSIBILITY OF CHILD AND YOUTH PROGRAMS AND IDENTIFY A ROLE FOR CITY GOVERNMENT INCLUDING ADDRESSING THE HARMFUL EFFECTS OF CHILD AND YOUTH POVERTY

Co-Champions: Tony Jones, Police Chief
Michelle Park, Assistant Parks, Recreation and Cultural Affairs Director

Former Sponsor: Scherwin Henry, Former Commissioner (District I)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



As a result of the ongoing statistical research the State Attorney's Office provides on juvenile crime and the positive results recorded the past 3 years showing a reduction in juvenile crime during the summer months, PRCA and GPD submitted an education session proposal to the National Recreation and Park Association (NRPA) 2012 Congress. The session is titled "*An Effective Youth Development Partnership for Reducing Juvenile Crime*" and will be presented on October

16, 2012 in Anaheim, CA by GPD Chief Jones and PRCA Assistant Director, Michelle Park. The session focuses on how enhanced teen programming, primarily Operation Respect Yourself, HeatWave and the Summer Teen Lounges, has led to this successful crime reduction statistics.

Strategic Plan Quarterly Report
City of Gainesville, Florida

The partnership between these two City departments is unusual and will be used as a Best Practice Model for other communities across the country to replicate. Staff will discuss integral roles and responsibilities of the Police Department as mentors and role models and PRCA staff program and facility coordinators in a number of teen programs and provide models for implementing the same in other communities.

Planning continues for the creation of the Teen Action Network (TAN) to seek information from teenagers on recreation, enrichment and quality of life opportunities for teens in Gainesville. Meetings will be scheduled this summer to develop a nomination process for teens to be selected for the TAN.

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

Co-Champions: Cecil Howard, Equal Opportunity Director
Paul Folkers, Assistant City Manager

Sponsor: Craig Lowe, Mayor

2nd Quarter Report (January 1, 2012 – March 31, 2012)



The OEO traveled to Washington, DC and participated in the National Mentoring Summit. The Office of Equal Opportunity participated in the proposal for All-America City-Community Solutions Action Plan for United Way. The office of Equal Opportunity has provided in Kind Support to United Way. The OEO is an active participant in the Alachua County Community Planning process. The OEO has requested sponsorships to several commercials for GEM (Bank of America, Wells Fargo, Target, Sprint, Capital City, Wal-Mart). The OEO participated in mentoring activities related to Take Stock in

Children. The OEO participates in the Mentoring Coalition.

The OEO launched Gainesville is **READY!** (Reading Excites And Develops Youth) in March 26th 2012 literacy initiative. OEO partnered with several nonprofit community organizations.

The OEO has partnered with UF Alliance and is the planning process of The City of Gainesville's Youth Summit related to dismantling racism, college access, mentoring and professionalism.

Governance

Measure and improve the cost-effectiveness of government services

INITIATIVE 4.1: DEVELOP STRATEGIES FOR CONDUCTING SUCCESSFUL ANNEXATION REFERENDUMS

Champion: Lila Stewart, Senior Strategic Planner

Sponsor: Susan Bottcher, Commissioner (District III)

Former Co-Sponsor: Scherwin Henry, Former Commissioner (District I)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



During the 2nd quarter, the City Commission held an annexation strategy workshop where three annexation scenarios were considered for inclusion on the general election ballot this November based on the financial impact to property owners and the cost of providing urban services to those areas. The general consensus of the City Commission at the conclusion of the workshop was to pursue one of the three scenarios, with specific direction for staff to bring an agenda item to an upcoming Commission meeting for a vote.

Following the workshop, staff learned that the existing precinct boundaries were changing too dramatically for the Commission to move forward with a vote on the proposed annexation area due to the redistricting process. Staff anticipates having a clearer picture of which precincts will be contiguous to the existing city limits in the 3rd quarter.

During the 2nd quarter, the City Commission adopted Ordinances 110505 and 110680, annexing an area referred to as “East Side Properties”. The owner of this property is Mary Demetree and family and is located east of Cone Park and south of Morningside Nature Center. The property is currently vacant and comprises approximately 146 acres.

INITIATIVE 4.2: IMPROVE COMMUNICATION THROUGH INCREASED USE OF AVAILABLE INTERNET TOOLS TO IMPROVE THE CITY'S WEBSITE PORTALS

Champion: Bob Woods, Communications and Marketing Manager

Co-Sponsors: Craig Lowe, Mayor
Susan Bottcher, Commissioner (District III)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



In January, Communication staff began planning coordination with Strategic Planning staff for public information activities and promotional support of the City Commission Community Forum scheduled for February 6th. The Communications Office also provided logistical planning and coordinated broadcast support the State of the City Address held on January 24, 2012. Communications staff also

began coordination of a graffiti prevention and awareness campaign with GPD and Keep Alachua County Beautiful. Staff continued organization planning for the website Design Upgrade Team. Communications staff also initiated planning for the spring 2012 session of Gainesville 101: The Citizens' Academy.

In February, staff provided broadcast support for the Community Forum held on February 6th and assisted in initial planning for the City Manager New Commissioner Orientation process scheduled for April. Communications staff provided coordination and broadcast support for the "State of District 1" Community Meeting on March 8th. The Communication Manager participated in PRCA interviews to select and hire a new Marketing Technician. Communications staff met with UF Housing and Residence Education Office to coordinate distribution of city public information on ResTV, the student housing television channel. The Communication Manager participated in a Community Editorial Planning meeting to coordinate city participation in the May edition of US Airways magazine featuring Gainesville as a destination location. Communication staff coordinated and supported regularly scheduled meetings of the General Government Website Design Update Team.

Website Design Update Team and US Airway Magazine coordination meetings continued through March. Communications staff initiated the Communications Manager provided support for the CRA Director Candidates search and interviews. Communications staff began the spring 2012 session of Gainesville 101: The Citizen's Academy on March 14th. Communications staff assisted internal promotion of the TEAM Employee Rally on March 22nd.

Infrastructure & Transportation

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

INITIATIVE 5.1: ACCELERATE THE IDENTIFICATION AND ACQUISITION OF CONSERVATION LANDS AND COMPLETE WSPP CAPITAL PROJECTS

Champion: Steve Phillips, Director of Parks, Recreation and Cultural Affairs

Former Sponsor: Scherwin Henry, Former Commissioner (District I)

2nd Quarter Report (January 1, 2012 – March 31, 2012)

During the 2nd quarter, the City completed several projects funded through the Wild Spaces Public Places ½ cent sale tax funding, which generated approximately \$12 million for park development and renovations as well as environmentally sensitive land acquisition. One of the major projects completed was the development of the Fred Cone Park. This included the construction of an 8-laned rubberized track, multipurpose field development to include areas designated for shot put and discus throw, high and long jump and javelin throw. Also included as part of the development were basketball courts, restroom facilities, and an expanded parking area and picnic facilities. This coupled with the Agreement and placement of a modular unit for the Alachua County Library at the site has been well received and utilized. The Nature Operations division was able to complete all the boardwalk projects including the removal and reconstruction of the boardwalks, overlooks and bridges at Alfred A. Ring Park as well as the installation of a new addition to the playground area. Also during this quarter a contractor was hired to begin the park development at the Hogtown Creek Headwaters Park. Construction began at Greentree Park with restroom renovations. Another project, energy efficient lighting at neighborhood parks, was completed at Greentree, Kiwanis Challenge, Albert “Ray” Massey Westside, and Northside Parks, and also at the TB McPherson Recreation Center. Plan permitting began for re-roofing and solar installation at Citizens Park/Northeast Pool Building.

Regarding the environmentally sensitive land acquisition, an agenda item was submitted to the City Commission for early April, requesting approval to expand the priority land acquisition list so staff can pursue additional lands not previously considered.

INITIATIVE 5.2: SUPPORT THE RECONSTRUCTION OF TRANSPORTATION FACILITIES TO ENCOURAGE REDEVELOPMENT OF 6TH STREET

Champion: Teresa Scott, Public Works Director

Sponsor: Thomas Hawkins, Commissioner (At-large)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



Sixth Street Rail-Trail, Phase 2, is in the final stages of design. The plan is to have the section located within the GPD campus completed with the construction of the GPD project. The Sixth Street Rail-Trail project was scheduled to go out to bid by the end of May.

The Porter's Connections have been substantially completed.

Strategic Plan Quarterly Report
City of Gainesville, Florida

INITIATIVE 5.3: SUPPORT THE RECONSTRUCTION OF TRANSPORTATION FACILITIES TO ENCOURAGE REDEVELOPMENT OF DEPOT AVENUE

Champion: Teresa Scott, Public Works Director

Sponsor: Susan Bottcher, Commissioner (District III)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



Segment 2: Southwest 11th Street to Main Street

- Utility design and right of way acquisition is continuing.

Segment 4: Southeast 7th Street to Williston Road

- 100% Right of Way map work underway.

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

Champion: Jerry Hansen, Operations Division Manager

2nd Quarter Report (January 1, 2012 – March 31, 2012)



During the 2nd quarter, the Public Works/Operations Division completed several Street Resurfacing Projects, totaling approximately 17,532 square yards or approximately 2.8 lane miles of roadways 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 where

disturbed by curb 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 2,180 square yards. Bike path repairs and maintenance totaling 752 square yards and patching of 938 pot holes throughout our City. The asphalt paving section has been very busy and very productive during this past quarter with the total application of approximately 2000 tons of asphalt material for the 2nd quarter.

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

Champion: Jesus Gomez, Transit Director

Sponsor: Thomas Hawkins, Commissioner (At-large)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



During this quarter, RTS released a bid requesting qualifications for planning and engineering services consultants to conduct an Alternatives Analysis for bus rapid transit.

RTS began two (2) new bus routes to Santa Fe College to improve service and enhance route connections. New Route 39 provides hourly service along 39th Avenue from the Santa Fe College Northwest campus east to the Gainesville Regional Airport. It connects with six (6) other routes. New Route 76 provides hourly service to new areas including Haile Market Square and SW 24th Avenue crossing Interstate 75. Route 76 connects to seven (7) other routes.

Neighborhoods

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

INITIATIVE 6.1: DEVELOP CREATIVE WAYS TO MEASURE PROGRESS IN CODE ENFORCEMENT

Co-Champions: Fred Murry, Assistant City Manager
Chris Cooper, Interim Code Enforcement Manager

Sponsor: Randy Wells, Commissioner (District IV)

2nd Quarter Report (January 1, 2012 – March 31, 2012)

In the 2nd quarter staff continued to pursue 1st quarter initiatives related to performance measurement, nuisance abatement, and community outreach and education. Code Enforcement staff presented an item to the Community Development Committee to streamline and formalize the processing of requests to separate secondary property liens from primary properties. The process that has been developed will take into consideration the future use of the property, the condition of the property, and any existing city ordinance violations before a request to remove the secondary lien is submitted to the City Commission for approval. This CDC item initiated a new referral to address requests to reduce or rescind administrative liens which will be presented to the CDC for consideration.

INITIATIVE 6.2: ASSESS NEIGHBORHOODS TO DETERMINE NEED FOR INFRASTRUCTURE IMPROVEMENTS FOR BICYCLE AND PEDESTRIAN USE

Champion: Debbie Leistner, Transportation Planning Manager

Sponsor: Randy Wells, Commissioner (District IV)

2nd Quarter Report (January 1, 2012 – March 31, 2012)

Sidewalk needs were prioritized; *Figure 1* indicates the needs citywide. The prioritization system takes into account roadway conditions, connectivity, socio-economic conditions and access to major pedestrian oriented destinations. A Capital Improvement request for the establishment of a sidewalk construction fund was submitted for consideration during the upcoming budget cycle.

Work on the bicycle facilities map update is in progress. Staff continues to work with the Bicycle and Pedestrian Advisory Board and other cycling groups. The scope of work includes printed maps; website update and development of a mobile application pending availability of funds. Staff is pursuing funding options that include coordination with the Recreation and Cultural Affairs Department and the Alachua County Visitors Bureau.

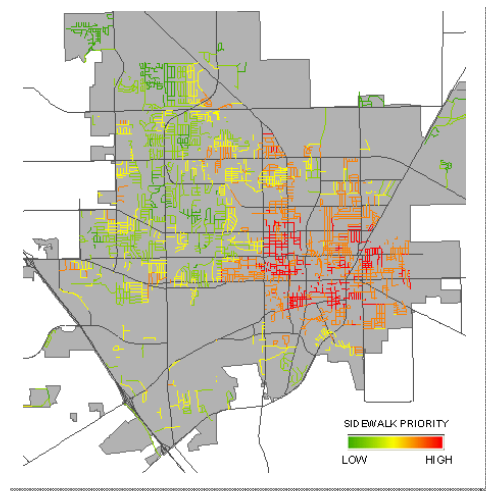


Figure 1 – Sidewalk Priorities Map

Project update:

- NW 22nd St- design underway; expect to initiate construction by August 2012.
- Sixth Street trail connectors – completed; connector paths were installed at SW 6th Ave and SW 7th Ave.
- NE 25th St – completed; 5 ft sidewalks were installed on both sides of the road; on-street bicycle lanes were also added.
- NW 15th St (between NW 5th Ave and NW 7th Ave) – new sidewalk segment under construction along the west side of the road.
- NE 15th St – project is pending authorization of CDBG staff for utilization of funds.
- Approximately 0.1 miles of new sidewalks were installed by the private sector during the first and second quarters in association with land development projects.

Environment & Energy

Protect and sustain our natural environment and address future energy needs

INITIATIVE 7.1: PROTECT THE QUALITY OF DRINKING WATER AND INTEGRITY OF NEIGHBORHOODS IN GAINESVILLE BY ACTIVELY PARTICIPATING IN THE CLEAN-UP AND REDEVELOPMENT OF THE CABOT/KOPPERS SUPERFUND SITE

Co-Champions: Fred Murry, Assistant City Manager
Rick Hutton, P.E. Supervising Utility Engineer

Sponsor: Craig Lowe, Mayor

2nd Quarter Report (January 1, 2012 – March 31, 2012)

The Consent Decree is still being negotiated between the USEPA and Beazer East, Inc.

The LIT is working with the PGC Technical Advisor, Dr. Pat Cline, and the EPA to implement an Indoor Dust Study for homes impacted by the source area. In addition, the Indoor Dust Study area will include homes not directly impacted by the source area for background information and comparable data for the study. The LIT is still looking for at least fifteen (15) property owners not in the source area to participate in the study. Twenty four (24) property owners directly impacted by the source area have agreed to participate in the Indoor Dust Study.

The Gainesville City Commission authorized staff to coordinate and develop landscaping guidelines and a redevelopment plan for the Stephen Foster Neighborhood. City staff will work with community and neighborhood representatives including local landscaping experts to develop and provide recommended guidelines for the neighborhood. Staff will be responsible for scheduling a meeting with Beazer East, Inc representatives to discuss the landscaping plan for the neighborhood impacted by the source area.

The City of Gainesville and Alachua County Environmental Protection Agency submitted comments to USEPA and Cabot Corporation, Inc on the Vapor Plan for the Northwest Shopping Center. City and County Staff expressed their concerns about the Community Outreach Plan. The Vapor Assessment Plan is still under review by all parties.

Beazer East, Inc. published a revised ISGS demonstration study work plan, in response to comments to the previously proposed work plan. It is anticipated that in summer 2012, additional testing will be performed in the former process area of the Koppers site to further define the location and extent of contamination in that area. Discussions on how the ISGS test will be evaluated are on-going.

The City and County staff continue to provide feedback and monitor the Cabot/Koppers site.

INITIATIVE 7.2: REVIEW THE STATUS OF COMMERCIAL RECYCLING ORDINANCES, AND DETERMINE IF CHANGES ARE NEEDED

Champion: Steve Joplin, Solid Waste Manager

Sponsor: Thomas Hawkins, Commissioner (At-large)

2nd Quarter Report (January 1, 2012 – March 31, 2012)



Haulers reported 1,934 tons of commercial recycling collected, compared to 1,874 tons for the same quarter last year. Organics, steel, concrete and other construction and demolition material accounted for 74 tons this quarter. Solid Waste inspectors also wrote warning notices at several businesses for failing to recycle; all of which were brought into compliance without having to issue fines.

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

Champion: Paul Folkers, Assistant City Manager

Sponsor: Craig Lowe, Mayor

2nd Quarter Report (January 1, 2012 – March 31, 2012)



- RTS submitted a purchase for three new hybrid electric buses with Federal Transit Administration funds under the Clean Fuels Program. The new hybrid electric buses will run with Biodiesel B20 and are expected to be delivered by February 2013.
- Transit ridership for the second quarter was 3,110,677 – an 8.6 percent increase in ridership compared to the second quarter of FY11.
- The Traffic Management System (TMS) has 201 of 230 traffic signals countywide online (87 percent) providing significant improvements in traffic flow, reductions in traffic congestion and vehicle emissions.
- The LED Pedestrian Streetlight Pilot Program on SE 1st Street continues in the monitoring phase. Informal feedback from downtown businesses has been positive. LED lighting is being incorporated into the lighting plan for the Main Street Streetscape Project which will provide an opportunity to gain experience with full LED streetlights as well as additional pedestrian level streetlights. Staff is looking into options to accelerate installation of LED lighting to conserve energy and provide ongoing maintenance and utility savings.

INITIATIVE 7.4: IMPROVE THE ENERGY EFFICIENCY OF LOW-INCOME HOMES THROUGH WEATHERIZATION

Co-Champions: Kathy Viehe, Assistant General Manager for Customer Services
Lewis Walton, Marketing Manager Utilities

Sponsor: Randy Wells, Commissioner (District IV)

2nd Quarter Report (January 1, 2012 – March 31, 2012)

The LEEP Program made improvements to 99 homes during the second quarter. In addition to the improvements made, LEEP participants were required to partake in an “in-home training,” which consisted of an energy efficiency walk-through to learn how to apply conservation measures tailored to their lifestyle and home. Some of the common measures taught included setting the thermostat to 68°F in the winter and 78°F degrees in the summer, inspecting and changing the central air conditioning and heating system’s filter as needed, lowering the thermostat on the water heater to 120°F or less, turning off lights and ceiling fans when not in use, converting incandescent light bulbs to compact fluorescent lighting (provided by GRU), programming thermostats, controlling heat pump use, etc.

Not all homes are easy to upgrade nor can the LEEP allotment per home bear the cost. As part of the Community Weatherization Coalition, GRU, along with other assisting agencies collaborate their efforts on homes with multiple, costly repairs. During the second quarter, GRU teamed up with two agencies, Rebuilding Together North Central Florida (RTNCF) and Central Florida Community Action Agency (CFCAA) to help a family in dire need of multiple improvements. The improvements consisted of a complete roof repair, attic insulation, sealed ducts, double-paned windows with sunscreens, sliding glass doors, water heater replacement, a new refrigerator and a central air conditioning and heating system. A small “Shell Reveal” took place on February 16, 2012, with Commissioner Wells in attendance along with the media, several volunteers and participating agencies.

For details and photos, please visit:

<http://www.gainesville.com/article/20120216/ARTICLES/120219589?p=1&tc=pg> or
<http://rebuildingtogetherncf.org/news-feed/shell-reveal>.

Year to date, 202 applications have been approved, 186 homes pre-inspected, 180 acquiring estimates, 138 jobs vouchered and 104 homes retrofitted.