Vision
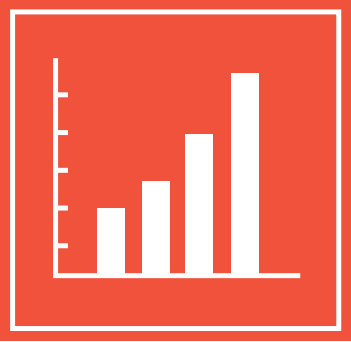
Gainesville 2035 balances an equitable community for all and a sustainable community for the future. Gainesville 2035 is a world-class lifelong learning community, is a great place for neighbors to live and thrive, and provides meaningful experiences for everyone. Gainesville 2035 has an alive/vibrant downtown, a strong, resilient economy, and mobility for all neighbors.

Mission

Gainesville city government's mission is to build community by providing services responsive to neighbors and our community in a financially responsible and neighbor-focused manner in partnership with our neighbors while engaging neighbors and community builders.

Goals

A Great Place to Live & Experience

Resilient Local Economy

Equitable Community

More Sustainable Community

"Best in Class" Neighbor Services

Critical Organizational Components

	Financial Stability		Technology & Facility Upgrades		Organizational Culture		Communications and Community Relations

Top Priorities

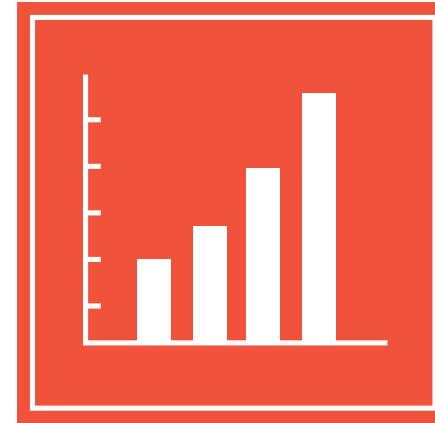| Affordable Housing and Homeless Support Services	Downtown Business and Community Revitalization	East Gainesville Transformational Development	Economic Development via Business Expansion and Job Growth
Equity Framework and Small Business Development	Public Safety, Public Health and Gun Violence Prevention	Natural and Built Environmental Improvements	Transportation, Trails and Mobility

A Great Place to Live & Experience

- Increase affordable housing opportunities [ownership and rental] for all neighbors
- Develop a vibrant, alive downtown with expanded residential, entertainment and commercial opportunities
- Revitalize eastside neighborhoods with expanded and upgraded housing, well-maintained city infrastructure and more businesses serving daily needs
- Have healthcare and mental health services available in all neighborhoods, focusing on the eastside
- Provide an affordable or free transit service with fixed routes and on-demand services accessible for all
- Eliminate chronic homelessness and reduce transitional homelessness by 50 percent (point of time 2019)
- Broaden availability of diverse cultural and recreational experiences for all

Resilient Local Economy

- Reduce the poverty level in Gainesville community in comparison with major university communities
- Develop a successful Minority/Women-Owned Business Enterprise (MWBE) program that is producing results (Disparity Study)
- Increase business development and growth on in east Gainesville
- Increase the number of successful and sustainable, small and locally owned businesses
- Expand and upgrade city infrastructure to support business development and economic investment

Equitable Community

- Create the neighborhoods that are food secure with access to quality foods
- Have a city workforce that is racially and culturally diverse at all levels that reflects community demographics
- Have equitable access for all neighbors to healthcare, mental health services and other neighborhood services
- Increase access to diverse cultural and recreational programs for all neighbors
- Be a welcoming and inclusive community for all, including the expansion of multi-lingual capacity
- Implement city equity tool
- Enhance the access to city services, information, programs, facilities and activities for all neighbors

More Sustainable Community

- Increase the city's use of renewable resources with the goal of net zero
- Pursue zero waste goal
- Reduce the carbon footprint of city facilities to achieve climate change goal without impacting equity
- Increase the acreage of natural/conservation lands/parkland for public uses
- Increase use of electric vehicles in the city fleet based upon data and return on investment
- Increase literacy on community sustainability and climate change

"Best in Class" Neighbor Services

- Develop an organizational culture that emphasizes professionalism, service, teamwork, performance accountability and trust
- Have one city government - all Charter Officers and departments collaborating and working together without silos
- Maintain and enhance proactive city communications policies, strategies and tools to inform the community and our neighbors
- Maintain, hire, train and retain professional Community Builders dedicated to serving the Gainesville community
- Maintain a high level of neighbor satisfaction with city services and services responses
- Maintain and upgrade city facilities and buildings to better serve our neighbors
- Develop effective tools/methodologies for benchmarking city services and processes

City of Gainesville

FY 2025 Strategic Plan Refresh