



**Gainesville.**  
Citizen centered  
People empowered

**2017-2018**  
University of Florida-City of Gainesville  
*Fellowship Program*



**2017-2018**  
**University of Florida-**  
**City of Gainesville**  
*Fellowship Program*

- Supports building the **Civic Innovation** system
  - Collaboration with the **Bob Graham Center**
  - **Design team** of diverse majors and colleges
-



**Real World Experience**

Analysis

Community Development

**Collaboration**

Exposure to Local Government

Professional Mentorship

**Tangible Deliverables**

“Art can change  
the world.”

-Kassidy Wallace  
*Visual Design Fellow*

Item #171008



# Community Resource Paramedics

**PRIMARY COLOR PALLETTE**

#E01B24 #FFFFFF #0F1B2B

**SECONDARY COLOR PALLETTE**

#F10432 #F4B36A #EC023C

#505043 #E18069 #3CF0C1

**CITY LOGOS**

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**CRP PRIMARY LOGOS**

**CRP**  
Community Resource Paramedics

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Community Resource Paramedics



## CHALLENGE

Address **health disparity** of community members that make frequent 911 calls

## PROCESS

**Produce materials** that elevate the Community Resource Paramedics (CRP)

## OUTCOME

**Increased visibility** and **efficiency** of materials helps citizens better navigate healthcare





“Smart cities need  
smart people.”

-Mateo Van Thienen  
*Digital Services Fellow*

Item #171008







“The goal of  
knowledge is  
service to others.”

-Logan Leonard  
*Research and Prototyping Fellow*

Item #171008



# Tom Petty Memorial

## CHALLENGE

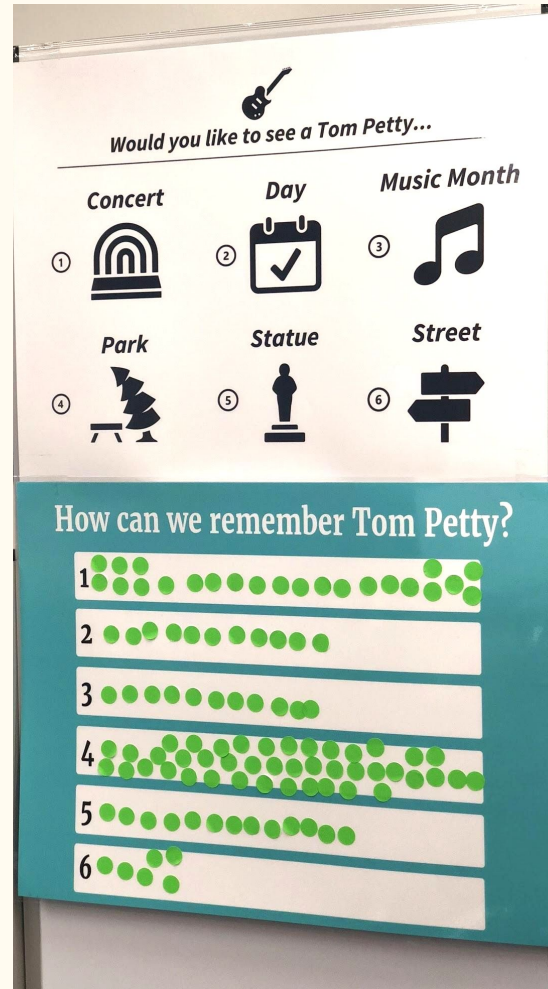
Citizens requested the city honor and remember one of its late icons, Tom Petty

## PROCESS

Survey the community for evaluation and contribution of ideas

## OUTCOME

Present analysis of ideas to the General Policy Committee



“Our partisan divide exists only between the engaged and the apathetic.”

-Heather Ryan  
*Engagement Fellow*





# Volunteer Portal



## CHALLENGE

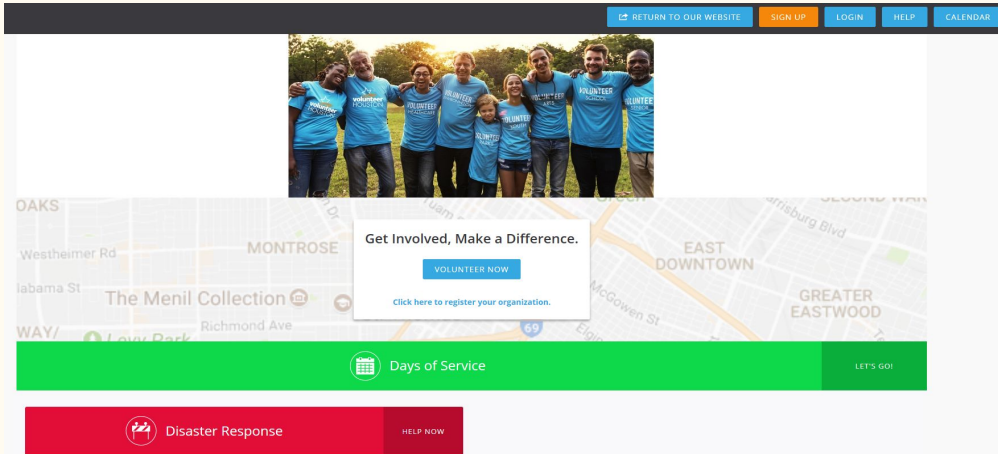
**Disconnection** and overlap between volunteers and nonprofit organizations throughout Gainesville

## PROCESS

**Evaluated** software vendors and **engaged** various organizations as partners to participate

## OUTCOME

A **unified software platform** that enables citizens and local organizations to connect and address the community's greatest challenges



# Collaboration





# Business Portal

Code for Gainesville  
Department of Doing



# Internal Champions

Department of Doing  
Gainesville Police Department  
Human Resources  
Public Works  
Regional Transit System

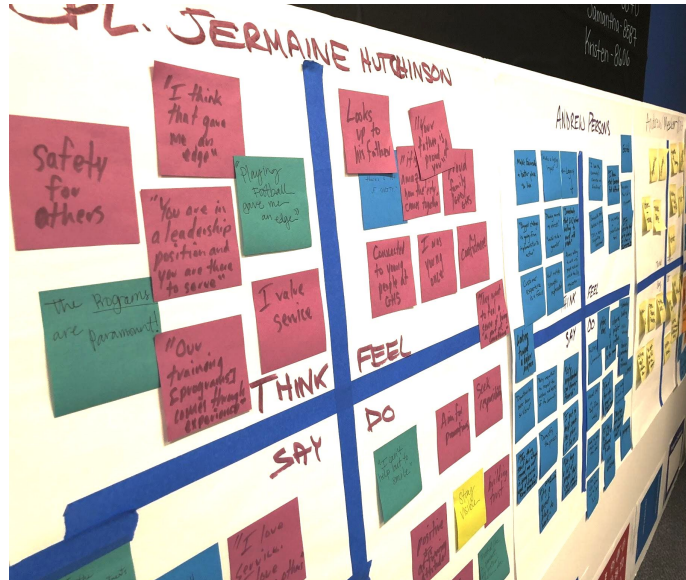
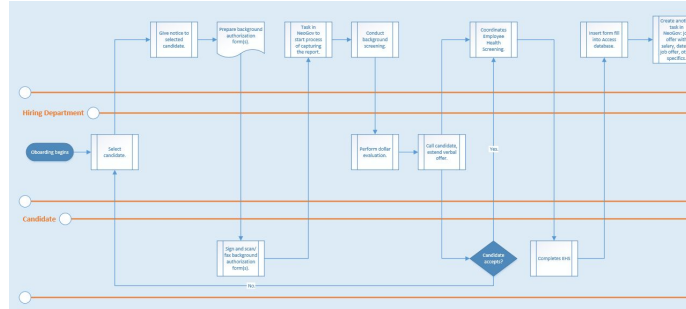


# Process & Empathy Maps

Citizen-Centered Gainesville  
 City Attorney's Office  
 Department of Doing  
 Gainesville Fire Rescue  
 Human Resources  
 Parks, Recreation, and Cultural Affairs

# Special Events Permit

Community Redevelopment Agency  
 Gainesville Police Department  
 Public Works



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## Event Form

Takes 5-10 minutes to complete.

Event Name \*

Event Date \*

Time

Hour  Minutes  AM  Until Hour  Minutes  AM

Short Description of the Event \*



# Wayfinding Map

City Attorney's Office  
Department of Doing  
Regional Transit System

# New Branding

Communications Department  
Citizens



# Contributions

Improved visual literacy

Added new data visualizations

Facilitated vital research

Improved civic health

Boosted organization culture/morale

Outsider views on local topics

Preeminent partnership

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# Impact

Completed 20+ projects

Collaborated with every general government department

Connected across charters

Contributed unique skills and strengths where gaps exist

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# Thank You

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