

CITY OF GAINESVILLE VIRTUAL PUBLIC COMMENT



A presentation from Kearns & West

FEBRUARY 19, 2021

WHO WE ARE

- » Women-owned, small business since 1984 with offices across U.S.
- » Strong track record of success and trusted partner for programmatic and sensitive public comment. Examples include:
 - ***In Florida:*** Gainesville, Alachua County, Fort Lauderdale, Miami Beach, Florida City County Managers Association
 - ***Across the country:*** Salt Lake City Racial Equity in Policing, Gulf of Mexico Hypoxia Task Force, City of Fort Worth Litter Handbook, Fort Morgan Alabama
- » Leading provider of collaborative technologies and virtual engagement
- » Trusted independent neutral partner specializing in public comment
 - IAP2 Code of Ethical Conduct; ACR Ethical Principals

TEAM

Larry Schooler; Project Manager & Senior Facilitator
Designated Point of Contact



Adam Saslow; Senior Facilitator



Bethany Taylor; Public Comment Coordinator



Kearns & West's Bench of Facilitators & Technology Specialists

SUBJECT MATTER EXPERTISE

- » Firm-wide experience with issues addressed by City of Gainesville, including:
 - » Land use/urban planning
 - » Transportation
 - » Public safety
 - » Historic preservation
 - » Racial equity/combating systemic racism

KEARNS & WEST OFFERS THE CITY OF GAINESVILLE...

- » **Seamless coverage** with the ability to manage public comment across all regularly scheduled and impromptu meetings of City Commission, Policy Committee, and advisory boards, as well as special called meetings
- » **Skilled and trusted facilitators** to manage relationships between the public and Gainesville's municipal leadership
- » **A proven understanding** of Gainesville's unique culture, its struggles, issues and character and dynamics between government officials in Gainesville and Alachua County
- » **Fluency, flexibility, and comfort** across multiple technology platforms
- » **Consistent, reliable services** responsive to any need for new approaches maintaining quality service to the City and Gainesville's citizens.

RELIABLE, TURNKEY SOLUTION

- » **Consistency of service** and operations since April 2020
- » **Proven, first-hand understanding** of the nuanced service requirements based upon:
 - » Anticipated call volume
 - » Public sentiment related to agenda items
 - » Stylistic differences among Executive Leadership including the Mayor, Commission Members, and Board Chairs
- » **Handle all public comment responsibilities** so City staff can focus on their duties – not ours.
- » Nimble and tailored approaches and staffing to meet Gainesville's specific needs all while being **cost efficient**.

PROJECT SCOPE OF WORK

Kearns & West brings together **state of the art technology** with excellence in **facilitation and collaborative engagement**

» **Technology**

- » Provide integrated technology to support live phone participation
- » Integrates with Zoom meeting platform and connectivity to a toll-free phone number
- » Generate detailed call logs

» **Facilitation**

- » Experienced moderators
- » Provide live screening, filtering, and moderating
- » Bench of call screeners, increased based on volume
- » Adaptive and ready to provide recommendations for process improvement

PROJECT SCOPE OF WORK CONTINUED

Capacity & flexibility to support range of meetings, durations, and call volumes

» **Proactive Facilitation Planning**

- » Templates & tools
- » Kick off and long-term scheduling coordination
- » Monthly schedule review coordination
- » Dress rehearsals

» **Ready to Respond on Less Than 48-hour Notice**

- » Deep bench of facilitators and public comment coordinators with nine proposed staff
 - » Four Senior Facilitators
 - » Five Public Comment Coordinators
- » Kearns & West can draw from roughly 60 facilitators and public comment coordinators and can adjust team as needed by the City

DEMONSTRATION

Separate screening room/platform where callers can be greeted throughout meeting (even while others speaking)



Waiting room after screening



Announcer to track meeting progress and integrate callers seamlessly into meeting



Q & A

Additional questions from Gainesville

Questions from Kearns & West