University of Florida + City of Gainesville

Gainesville.
Citizen centered
People empowered

2018 - 2019 Fellowship Program

2018 – 2019
University of Florida
+ City of Gainesville
Fellowship Program

- Bring diverse perspectives, talents, and experience
- Further collaboration with UF and the community
- Support city's strategic goals and operational priorities

Community Accessibility

Engagement

Adam Kozloski

B.A. in Political Science & Economics
Minors: Sociology, European Union Studies, & Business Administration
Certificate: International Relations
UF Class of 2020

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Outreach + Engagement

Challenge

- Identify engagement strategies
  - Understand community needs
- Collect citizen input

Outcomes

- Engagement events
  - Digital
  - In-person
- User experience surveys
- Collaborate with city departments

Research+Prototyping

Beatriz Ramon

B.A. in Political Science
Minor: Public Leadership
Certificate: International Relations
UF Class of 2019

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Volunteerism

Challenge

- Education & awareness
- Outreach
- Accessibility
- Facilitation

https://vimeo.com/327122223/ff8114de65

Outcomes

- Post-launch strategy
- Increase in registration
- Reverse matching page

- Marketing, PSA, social media, promotional video
- Collaboration

Visual Design

Andrea Mora

B.S. in Public Relations

Minor: Urban and Regional Planning

UF Class of 2019

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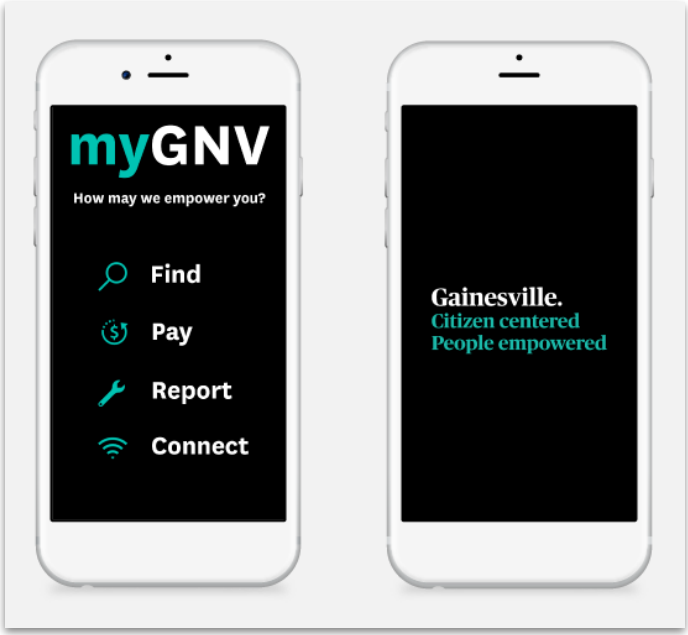
Service Requests

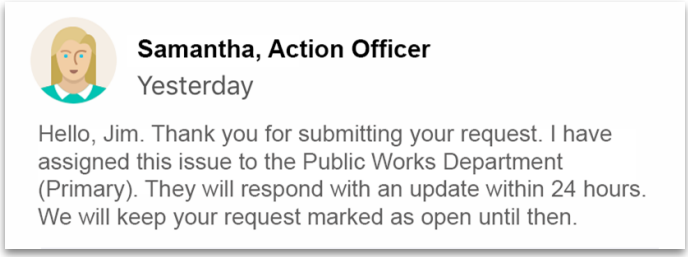
Challenge

- Citizen experience
- Awareness of 311GNV
- App design

Outcomes

- Opportunities for continued feedback
- Improved categories and features
- Re-design
- Citizen engagement





Digital Services

Nina Kumar

B.A. in Political Science and B.S. in Psychology
Certificate: International Relations
UF Class of 2019

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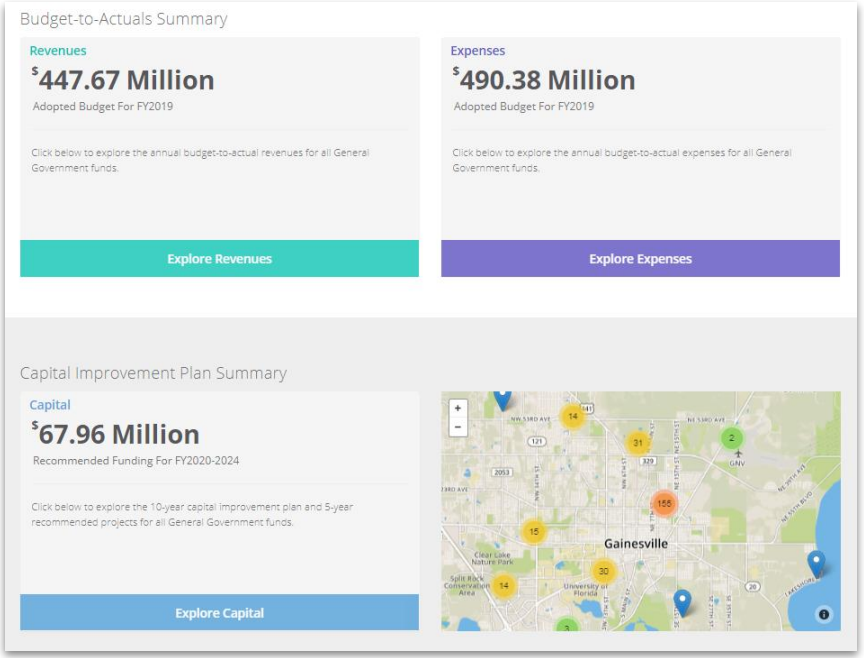
Data + Information

Challenge

- Data automation
- Frequency & reliability
- Efficiency

Outcomes

- Improved data accessibility
- Enhanced visualizations & dashboards



Youth Accessibility

Research + Inspiration

City of Gainesville

- Foster greater equity & accessibility
- Plan for a better future

University of Florida

- UF BEBR Report: *Understanding Racial Inequality in Alachua County*
  - Income
  - Education
  - Resources

Gainesville Community

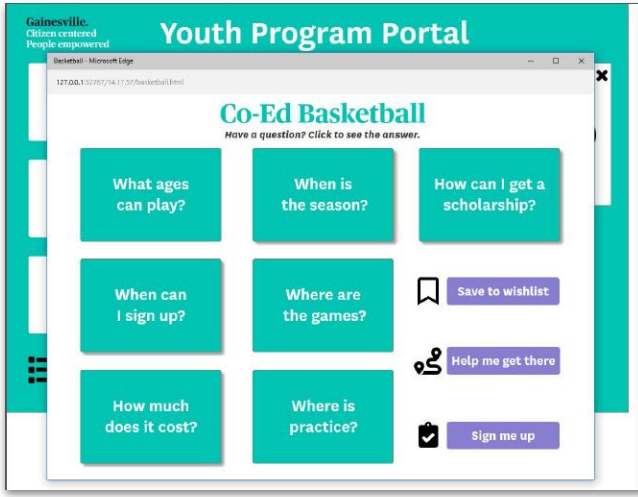
- Long-term benefits of accessibility to youth programs

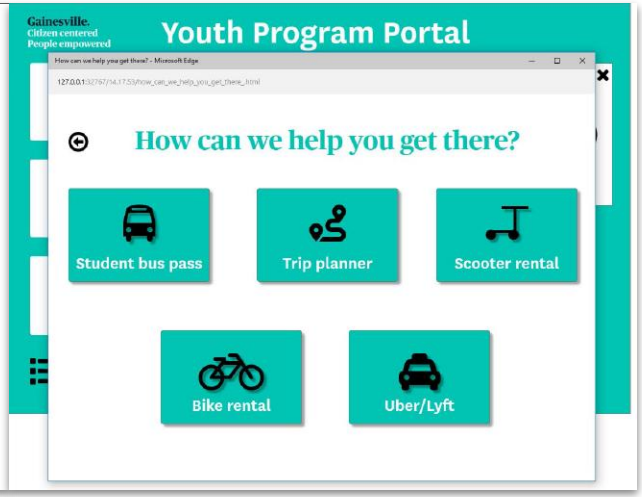
How might we improve access to city programs for at-risk youth?

Ideas + Prototypes

- Youth perspectives

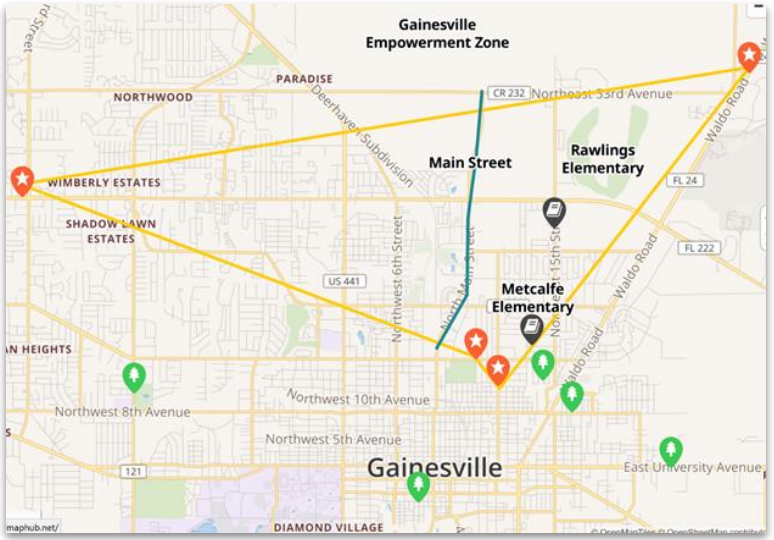
- Determine barriers to access and why:
  - Awareness
  - Cost
  - Transportation





Insights

- **Questions and Insights**
  - Transportation methods
  - Past involvement and awareness
  - Scholarship information and need
  - Interaction with prototype



Experience + Impact

- Support where gaps exist
- Collaboration on important community issues
- Improving access for a more equitable and accessible Gainesville

Thank You!

medium.com/@UFfellows