



MOVING *Alachua County*
FORWARD

Legislative File ID #140191

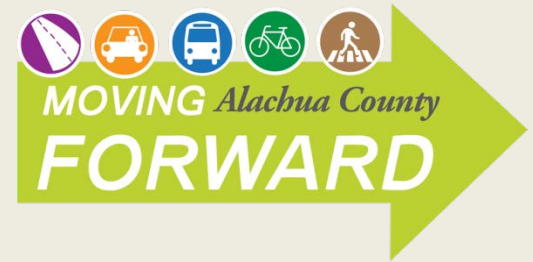
Gainesville City Commission Presentation
August 7, 2014

What is *Moving Alachua County Forward*?



- 1 Percent Transportation Sales Tax Voter Referendum
- November 4, 2014
- If approved, would fund transportation improvements for Alachua County and all nine municipalities

City Commission Action Regarding *Moving Alachua County Forward*



On July 17, 2014, the Gainesville City Commission approved:

- The revised project list for the 8-year Transportation Surtax Funding Plan with the addition of a Senior Transportation Initiative
- The Interlocal Agreement between the City and Alachua County for Use and Distribution of 1% of the Funds Generated by a Charter County and Regional Transportation System Sales Surtax To Be Used For Improvement and Maintenance of the Transportation Surtax Funding Plan
- Authorizing the Mayor to execute the Interlocal Agreement and any related documents, subject to approval by the City Attorney as to form and legality

City Staff Meetings Regarding the *Moving Alachua County Forward* Public Information Campaign



- On June 23, 2014, at the direction of the City Manager, City staff met to begin planning participation in the *Moving Alachua County Forward* Public Education Campaign.
- On July 1, 2014, at the direction of the City Manager, City Communications Staff met with County Communications Staff to discuss collaborative efforts regarding the *Moving Alachua County Forward* Public Information Campaign
- On July 29, City Manager staff met with the City Attorney to review applicable State law regarding public education campaigns and to receive legal opinion regarding public education campaign strategies and content. City Attorney staff will continue to review City initiated materials and outreach items prior to public use.

Planned City Staff Actions Regarding the *Moving Alachua County Forward* Public Information Campaign



At the direction of the City Manager, the City Communications Manager will:

- serve as liaison to the County Communications Office
- coordinate in-kind City staff communications activity related to the County-led *Moving Alachua County Forward* Public information Campaign

City communications staff will assist County communication staff development of:

- Key public information campaign themes, messages and responses to frequently asked questions
- Graphic design, broadcast production and other media operations as appropriate

Planned City Staff Actions Regarding the *Moving Alachua County Forward* Public Information Campaign



City public education efforts will focus on:

- Key campaign messages and themes of interest to city voters
- Selected City transportation projects that are eligible for funding if voters approve the *Moving Alachua County Forward* Sales Surtax
 - RTS transit eligible projects such as the Senior Transportation Initiative will be highlighted

The following City communication resources will be used to provide the public with factual information regarding *Moving Alachua County Forward* Sales Surtax including:

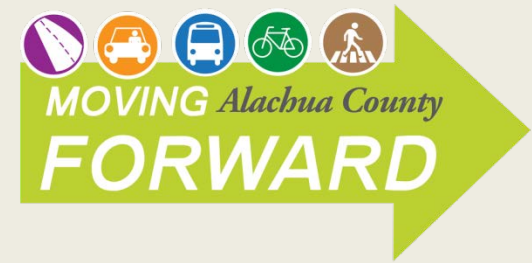
- Live telecasts of City meetings, videotaped Public Service Announcements (PSAs) and other educational programs during City programming hours on Community 12TV, a shared resource of City and County government

Planned City Staff Actions Regarding the *Moving Alachua County Forward* Public Information Campaign



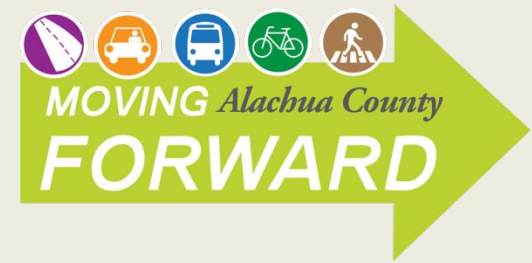
- Live video streaming of [Community 12TV program content online](#) via the City of Gainesville website portal
- City social media sites on FaceBook, Twitter, [YouTube](#), etc.
- Multiple links from pages on the [City of Gainesville website](#) portal to the *Moving Alachua County Forward* website portal
- Local signage:
 - Eligible selected city project locations (unfunded)
 - Rotate Public Works Electronic Message Boards to major eligible city project sites (i.e., SW 62nd Blvd)
 - RTS Interior PSA Cards
 - RTS Bus Stops

Planned City Staff Actions Regarding the *Moving Alachua County Forward* Public Information Campaign



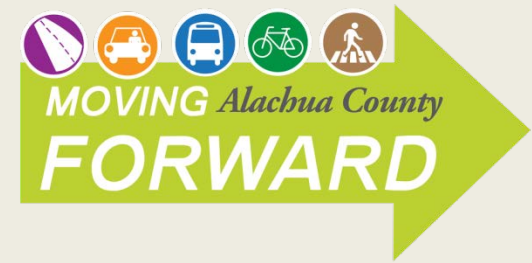
- City e-publications such as Municipal Minutes, City Manager Bi-Weekly Report, and selected departmental e-publications
- News release distribution to local news media outlets
- Appropriate civic engagement tools
- Direct email to city listserv groups
- Speakers Bureau/Community Event Opportunities
 - Elected Officials
 - City Staff

Planned Alachua County Actions Regarding the *Moving Alachua County Forward* Public Information Campaign



- Created a MOVING ALACHUA COUNTY FORWARD Facebook site and website
- Interview County and, if approved, City Staff on “Alachua County Talks”
- Create a 5 minute video piece for Channel 12, Facebook, and the website
- Create posters and printed materials for distribution at speaking engagements and meetings
- Speakers Bureau/Community Event Opportunities
 - Elected Officials
 - County Staff

Planned Alachua County Actions Regarding the *Moving Alachua County Forward* Public Information Campaign



- Create project signs to go on roads and bike/ped projects identifying them as projects that will be funded if surtax passes and make signs available to small cities
- Monitor media stories, editorials, and letters and actively clarify and correct non-factual or confusing information
- Actively encourage guest editorials and letters to the editor from elected officials, staff and citizens
- Create an interactive map with all of the County and cities projects identified



Questions?