
STRATEGIC INITIATIVE # 4.3

GOAL # 4: GOVERNANCE

Measure and improve the cost-effectiveness of government services



INITIATIVE 4.3: INCREASE OPPORTUNITIES FOR CIVIC ENGAGEMENT

Champion: Lila Stewart, Strategic Planner, Sr.

Sponsor: Craig Lowe, Mayor

Committee: Audit, Finance & Legislative Committee

Stakeholders: Citizens and Boards and Committees of the City Commission

Desired Outcome: Solidify opportunities that strengthen the relationship between elected officials and Gainesville residents.

Background: This Strategic Initiative was first introduced by the City Commission in December, 2006 at the Strategic Planning Retreat. The Initiative was later adopted and added to the Strategic Plan on February 12, 2007.

Progress to Date:

In FY 2007, a team of employees representing various departments throughout the City was formed. The team compiled a matrix detailing the current opportunities for civic engagement. The matrix identified over 50 different boards, committees, and groups that offer citizens the opportunity to participate in City government.

In FY 2008, Karen Johnson, former General Manager for GRU began the process of modifying the member designation parameters for Boards and Committees. In addition, a meeting in each of the City Commission Districts was held to inform citizens of capital projects in their neighborhoods, provide Departmental updates, and relevant information on the City Budget. General Government also conducted a Citizen Survey to give residents the opportunity to provide feedback on the quality community and government services

In FY 2009, four town hall meetings were held in each of the City Commission Districts to discuss the upcoming budget and the Evaluation and Appraisal Report (EAR) for the City's Comprehensive Plan update. In addition, over 50 residents participated in the Citizens Academy, which provides education on topics such as public safety, energy supply, and infrastructure projects.

In FY 2010, the City continued to provide public forums for community engagement through the Citizen's Academy, public workshops and Town Hall meetings. In addition, the City was awarded a grant from the Center on Government Performance of the National Center for Civic Innovation to engage the public in their performance measurement and reporting process.

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Action Plan for FYs 2011 – 2012

Action Steps	Estimated Completion Date:
1. Community Focus Groups conducted by the Florida Survey Research Center (FSRC) as funded by the Trailblazer Grant <ul style="list-style-type: none">▪ Evaluate results of FSRC Focus Groups	February 2011
2. Present update to the AFL Committee and discuss direction for the coming fiscal year.	March 2011
3. Continue providing forums for the community to engage in public discourse and/or decision making: <ul style="list-style-type: none">▪ Neighborhood meetings▪ Crime watch meetings▪ Gainesville 101: Citizens Academy▪ GPD Citizens Advisory Council▪ Town Hall Meetings	On-going
4. Implement recommendations of FSRC and AFL Committee	August 2011

Critical Success Measures

- Number of Gainesville 101: Citizens Academy Attendees
- Number of attendees at town hall meetings, neighborhood meetings and crime watch meetings