
STRATEGIC INITIATIVE # 4.3

GOAL: # 4: GOVERNMENT EFFECTIVENESS AND FISCAL RESPONSIBILITY

Continue to increase the effectiveness of local government and maintain a strong fiscal condition.

INITIATIVE 4.3: REVIEW ALTERNATIVES AND STRATEGIES TO INCREASE CIVIC ENGAGEMENT AND RESPONSIBILITY, AND CITY'S RESPONSIVENESS

Champion: Karen Billings, Strategic Planning Manager

Committee: Audit, Finance & Legislative Committee

Stakeholders: Citizens and Boards and Committees of the City Commission

Desired Outcome: See a measurable increase in Citizen Awareness for opportunities to become involved with their local government.

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, then adopted again on February 25, 2008 as an on-going initiative.

Progress to Date:

During 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 the spring of 2008, Karen Johnson, former General Manager for GRU began the process for modifying the member designation parameters for Boards and Committees.

Supporting Documentation:

- Boards and Committees Matrix
- [Streamlining Gainesville Government](#), May 2008

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Action Plan to Increase Civic Engagement for FYs 2009 – 2010

Action Steps	Estimated Completion Date:
1. Implement City-wide Citizen Survey on a biennial basis to determine Citizen's perception of Government	On-going
2. Increase outreach to citizens for their feedback on major projects/ plans prior to adoption by City Commission <ul style="list-style-type: none"> ▪ Have agenda items detail who stakeholders are, how they were involved, or asking who they want involved 	October 2008
3. Increase awareness of the Citizen's Academy and the number of academies we offer	On-going
4. Training on how to communicate effectively with City Commission through use of Granicus & TV 12	April 2009
5. Initiate Public Forums <ul style="list-style-type: none"> ▪ Through GPD / Community Resource Officers (CROs) ▪ Highlight a City Department ▪ Mayor's Night In / Out ▪ Neighborhood Chats ▪ Continuing District Meetings 	On-going
6. Establish "Guiding Principals" for the Organization that reflect our commitment to Citizen input and engagement	December 2008

Critical Success Measures

- Percent of residents who believe that the City of Gainesville welcomes citizen involvement
- Percent of public forums conducted during the fiscal year
- Action Items completed by estimated completion date
- Percent of residents who vote