

# City of **Gainesville**

**Shelby Taylor**  
**City of Gainesville**

**Race & Equity Subcommittee Meeting**  
**January 11, 2024**



# Four Key Communications Steps



Step 1: Identify primary/secondary target audience(s)

Step 2: Identify channels for communication

Step 3: Develop key messages



Step 4: Monitor effectiveness & adjust as necessary

## of note. . .

Large scale policy and programming campaigns including: RethinkWaste, 2020 Census and Gainville150! have had dedicated communications resources for “assets” and research.

# Communications Tools



Campaign IDs



Web Design

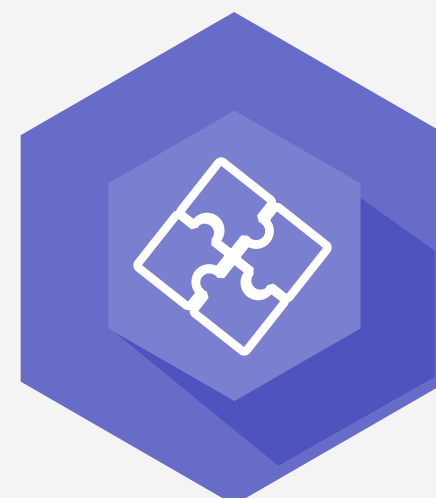


Templates

emails, power points, one page



Marketing  
Videos/Photos



Focus Groups & Surveys



Press Kit

# SWOT Analysis

## Strengths

- Community support
- Designated funding/staffing (Office of Equal Opportunity)
- CORE equity team
- GARE network/resources (starter key messages, words)
- Internal focus

## Weaknesses

- Lack of local data/metrics - equity index & assessments\*
  - Undefined operational strategic plan (short & long term)
  - Audience creep (internal focus first)
  - Defining equity (race, gender, economics)
- \*GARE says be explicit*

## Opportunities

- Communications consulting/specialist
- Inside/Outside Strategies (engagement)
- Engage the media in the work (Gainesville4All)
- Storytelling/Spokespeople (real people, partners)
- Operationalize
- Data driven approach and messaging

## Threats

- Vast scope
- Evolving messages
- Skepticism > ability & existence
- Honoring stories/remaining authentic
- Electoral shifts/competing priorities

# Step 1: Identify Audience

## Primary & Secondary (Inside/Outside)

- Leadership and Middle Management

embrace racial equity as part of their own work, become role models for their staff and implement action plans

- General Government/GRU employees

get buy-in (CORE Team), explain our action plan and integrate their ideas, make specific requests to enlist partnership

\*Media outlets

\*Community Members

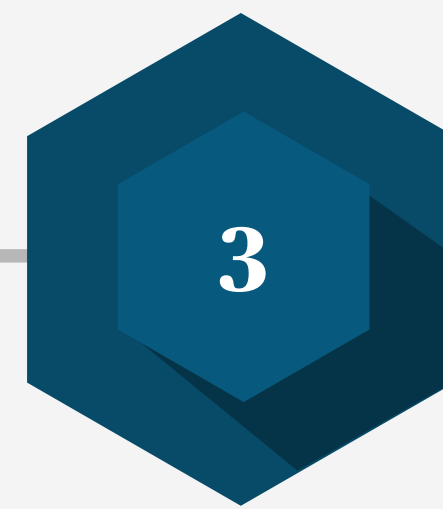
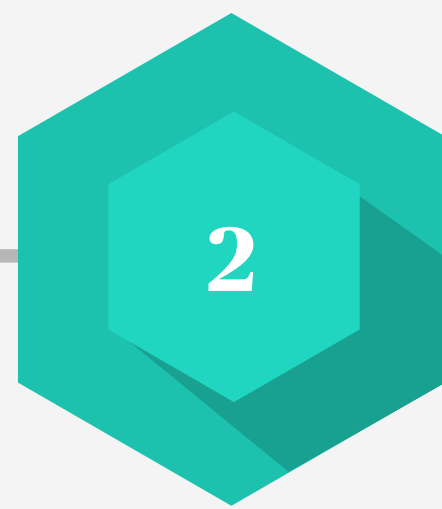
# Segmenting



**Base**

“Sparkplugs”

activities & communication  
to stay motivated and  
energized



**Unsure**

Cautious ally

themes, messages and  
spokespeople that  
resonate to move

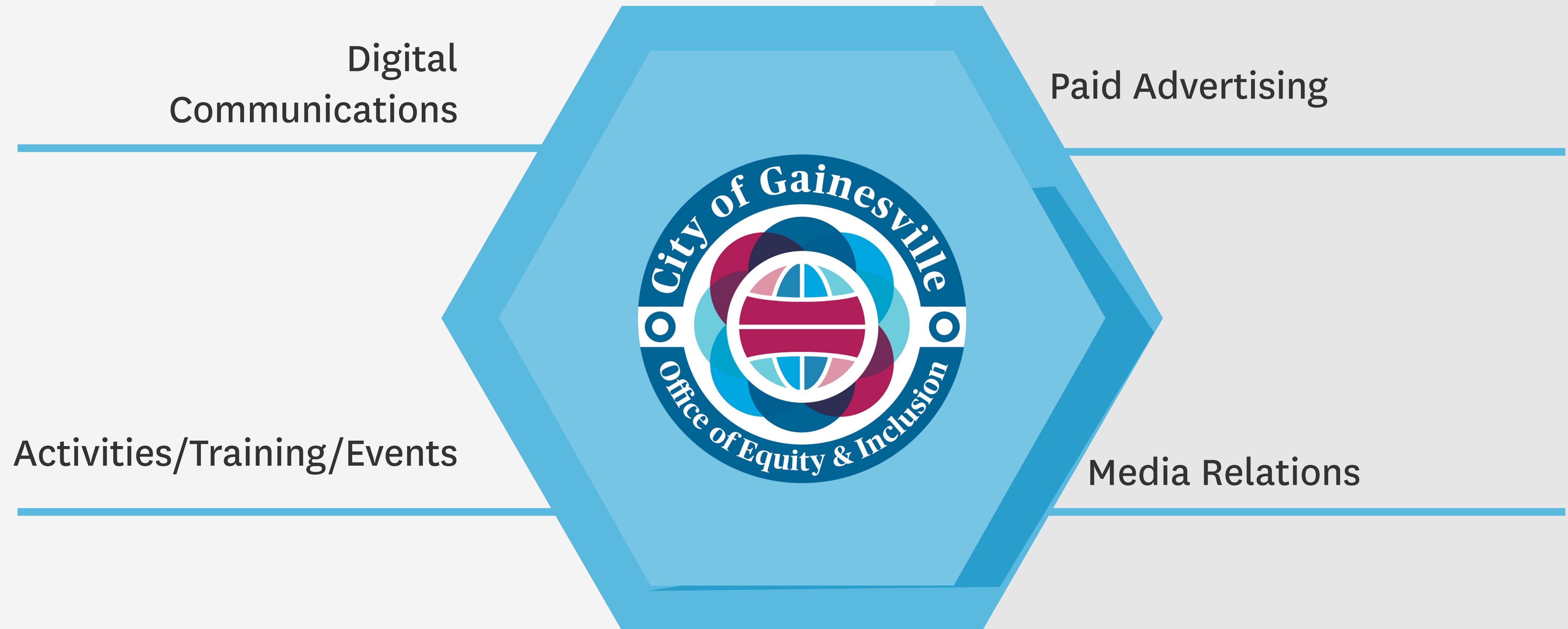


**Opposition**

Opposed

Neutralize with fact- based  
messages

# Step 2: Communications Channels

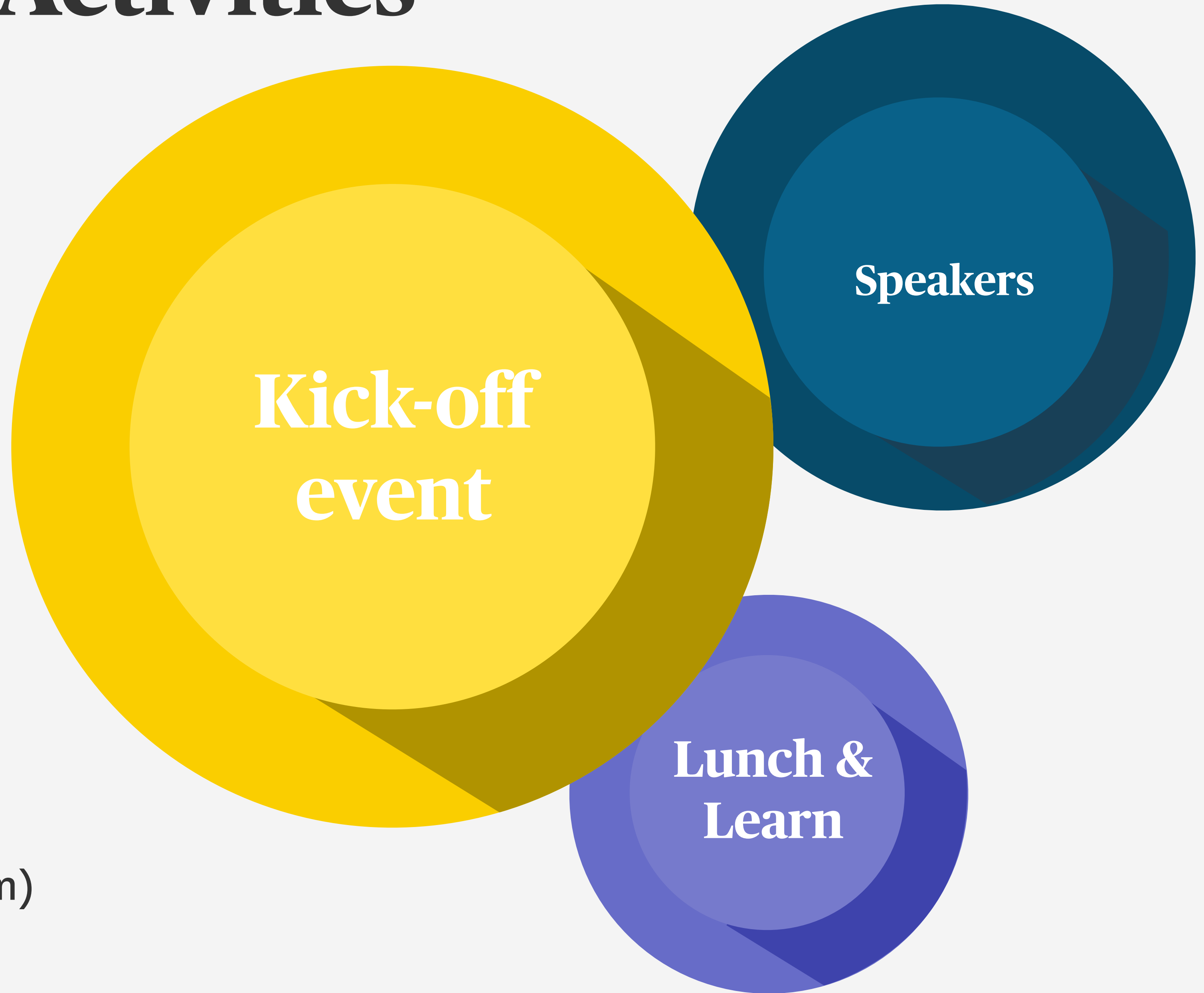




# Training/Events/Activities

Print collateral distribution  
Share data and talking points  
Inspire and secure buy-in

- Internal kickoff event
- Orientation
- Speakers
- Leadership meeting updates
- Lunch & Learns (growth mindset)
- Implicit bias training
- Documentary Screenings (Colorism)





# Media Relations



Video News Release, Print Press Releases, Editorial board visits



Op-eds:  
Leadership & Partners



PSAs: WUFT, COX &  
Channel12



# Digital Communications



## insideGNV: Building the Foundations of a More Equitable Gainesville

The City of Gainesville is working to create a more equitable community from contracting to hiring practices to understanding our own unconscious partiality. Join us for our equity kickoff Jan. 22 from 6-8 p.m. at Heartwood Soundstage as we expand our equity and inclusion work in 2020.

The City of Gainesville Race and Equity Subcommittee, at-large City Commissioner Gail Johnson and Equal Opportunity Director Teneeshia Marshall invite you to:

- Hear an update about the work the City has been doing to address racial equity;
- Introduce the framework for the expansion of this work into the community and with our large institutions;
- Co-create a community wide resolution committing to racial equity in Gainesville;
- Hear real-life examples from other government entities utilizing the Government Alliance on Race and Equity (GARE) racial equity framework;
- Discuss best practices and lessons learned from those engaged in this work;
- Better understand our own implicit biases and systemic racism;

Confirmed speakers include Kimberlee Archie, director of the Office of Equity & Inclusion in Asheville, NC and Kate A. Ratliff, assistant professor of psychology at UF and executive director of Project Implicit Inc.

This event is open to the public and light refreshments will be provided.



## Equity and Inclusion Kickoff 2020

Ratliff will lead the audience through a social cognition exercise that will help people identify feelings and thoughts that may exist outside of conscious awareness. The goal is to provide new ways of understanding attitudes, stereotypes and...

[Read more](#)  
spark.adobe.com


[View Facebook Page](#)

and grateful to everyone at the City of Gainesville.”-  
e Replacement Recipient

## Housing Rehabilitation Program Cultivating Equity sing and Community Development Division



Save the Date



Building the foundations  
of a more equitable  
Gainesville

Wednesday, Jan. 22 from 6-8 p.m.  
Heartwood Soundstage  
619 S Main St.

## Building the Foundations of a More Equitable Gainesville

The City of Gainesville is working to create a more equitable community from contracting to hiring practices to understanding our own unconscious partiality. Join us for our equity kickoff Wednesday, Jan. 22 from 6-8 p.m. at Heartwood Soundstage (619 S. Main St.) as we expand our equity and inclusion work in 2020.

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- Listen to an update about the work the city has been doing to address racial equity
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- Hear real-life examples from other government entities utilizing the Government Alliance on Race and Equity (GARE) racial equity framework
- Discuss best practices and lessons learned from those engaged in this work
- Better understand our own implicit biases and systemic racism

Kimberlee Archie, director of the Office of Equity & Inclusion in Asheville, NC, will engage in discussion on her experience overseeing this work over the last year in North Carolina, including a realistic look at the successes and challenges faced.

Kate A. Ratliff, assistant professor of psychology at UF and executive director of Project Implicit Inc., will lead the audience through a social cognition exercise that will help people identify feelings and thoughts that may exist outside of conscious awareness.

There will be light hors d' oeuvres and supervised activities for kids.

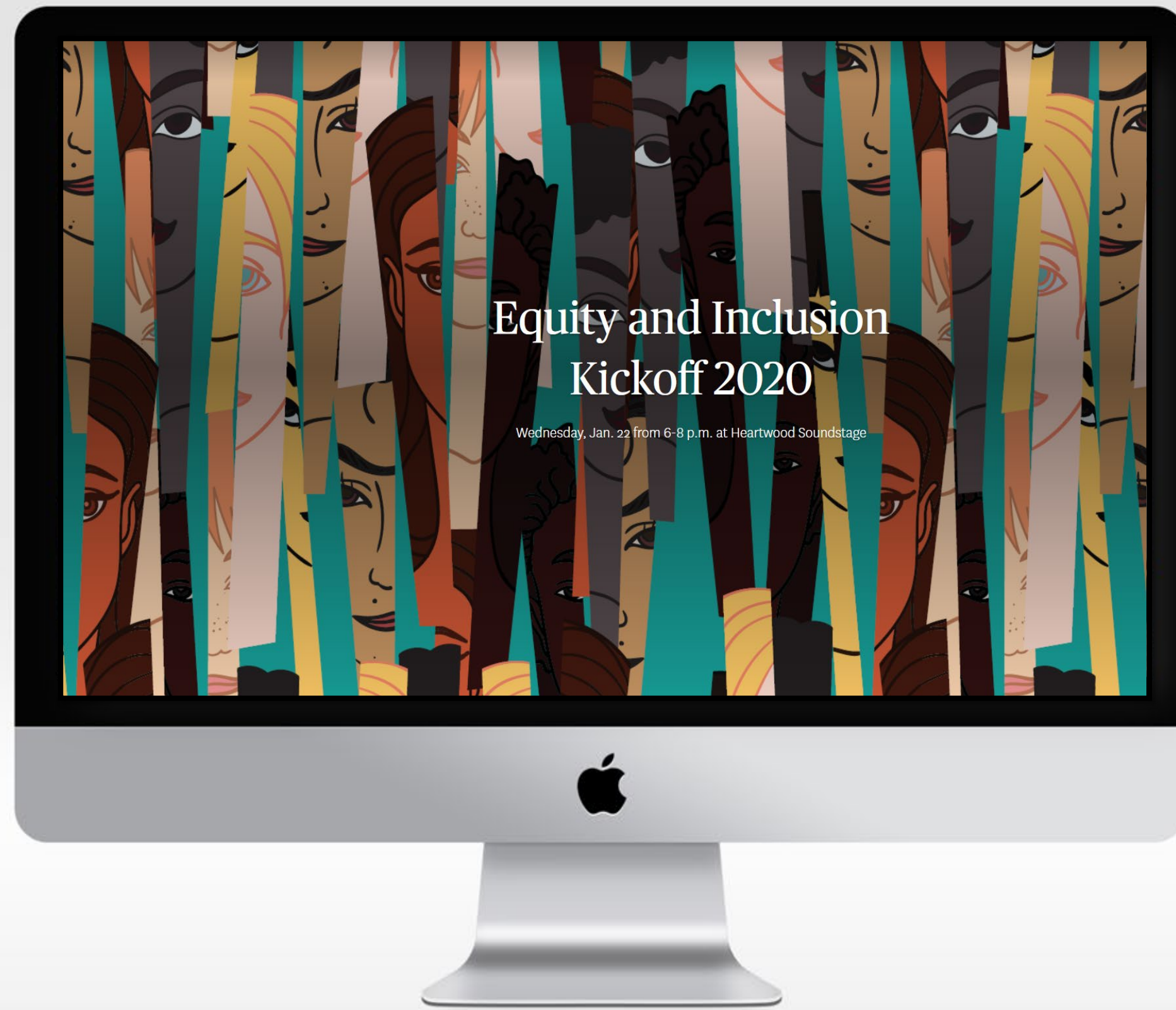
SHARE

Connect with us

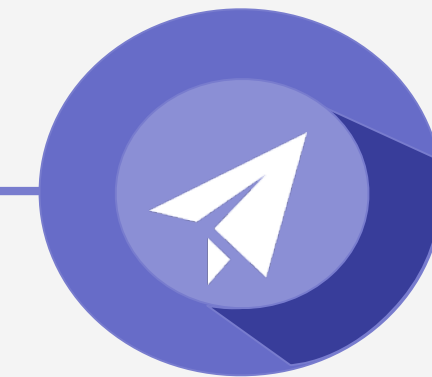




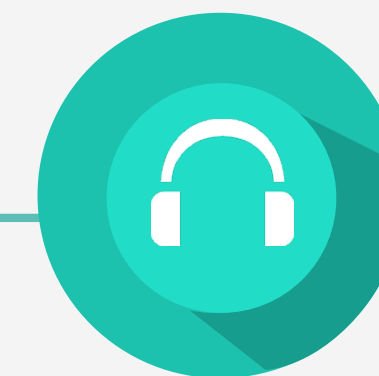
# Adobe Spark



Provide a centralized space for campaign materials



Custom URLs, embed capability, social sharing



Videos, FAQs, Timelines



# Paid Marketing

Bus Wraps

Pole Signs

TV & Radio Spots

Digital Ads

Gainesville.



Building equity & inclusivity

Creating space for ingenuity





Cultivating economic vitality



Shaping bright futures for all



Our purpose is our people.

A photograph of a Bank of America building. A tall black pole stands in front of the building, holding a vertical sign that reads "Gainesville." and displays a collage of images. The building has a "Bank of America" sign on its facade. A shadow of a person is cast on the sidewalk in the foreground.

nager safeGNV login CCG Login Pexels CoG FB Purchasing



# Step 3: Develop Key Messages



Counter myths and misunderstandings  
Use data driven messages



Secure buy-in  
Point towards clear solutions



Inform and inspire  
Tell stories in a broad context & how it all  
works together  
(affirmative stories with data)



# Start with shared values

Equality



The benefits and burden of society should not depend on what we look like

Mobility



Where we start in life should not determine where we end up.

Voice



We should all have a say in the decisions that impact us

Redemption



We all grow and change. We must allow people the opportunity to rebuild

Community



We share a responsibility for one another and for the common good

Security



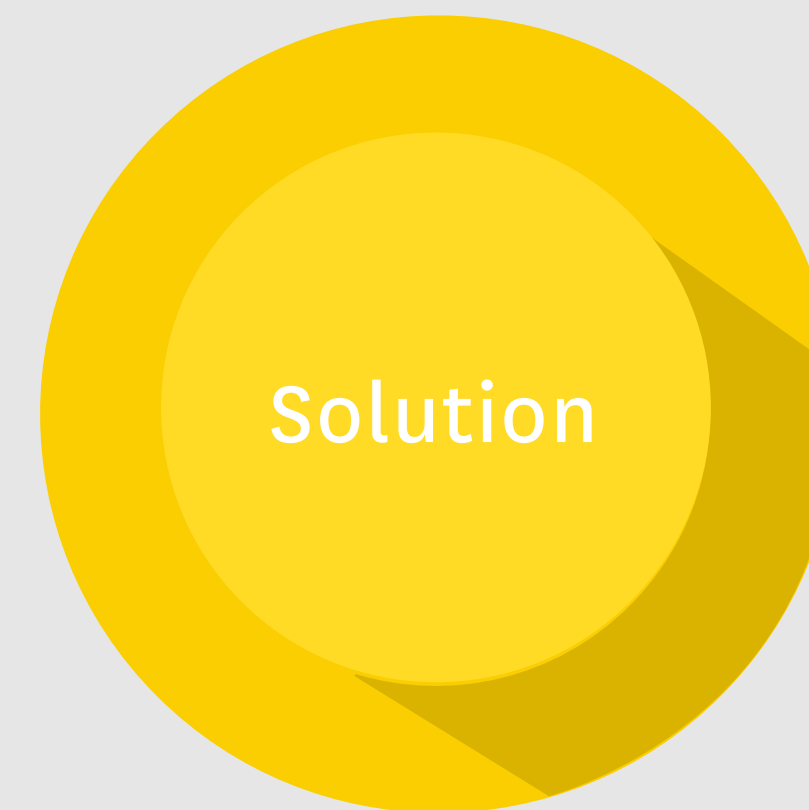
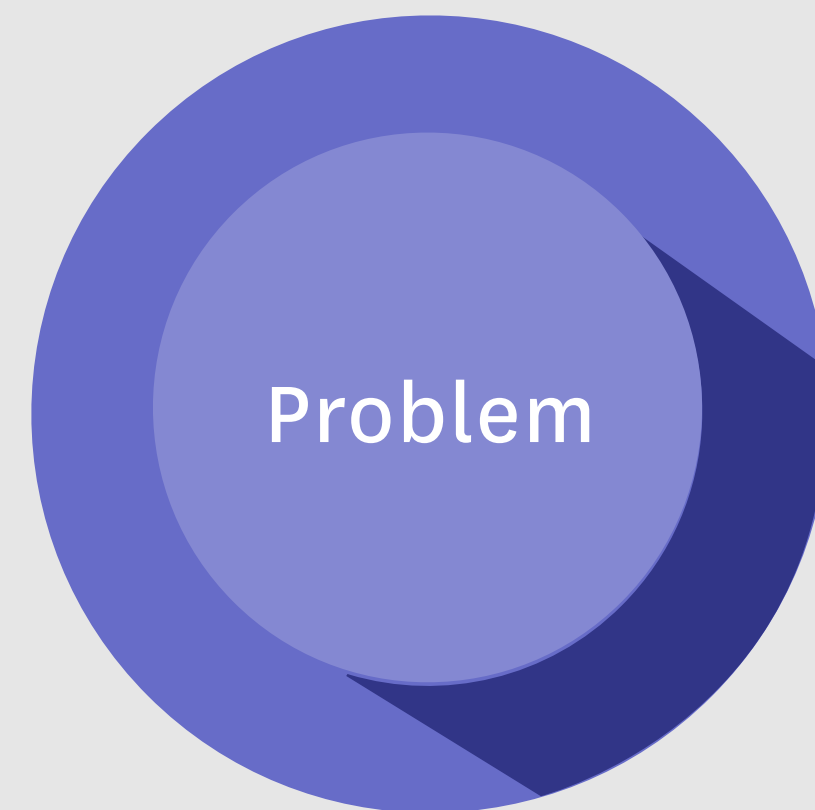
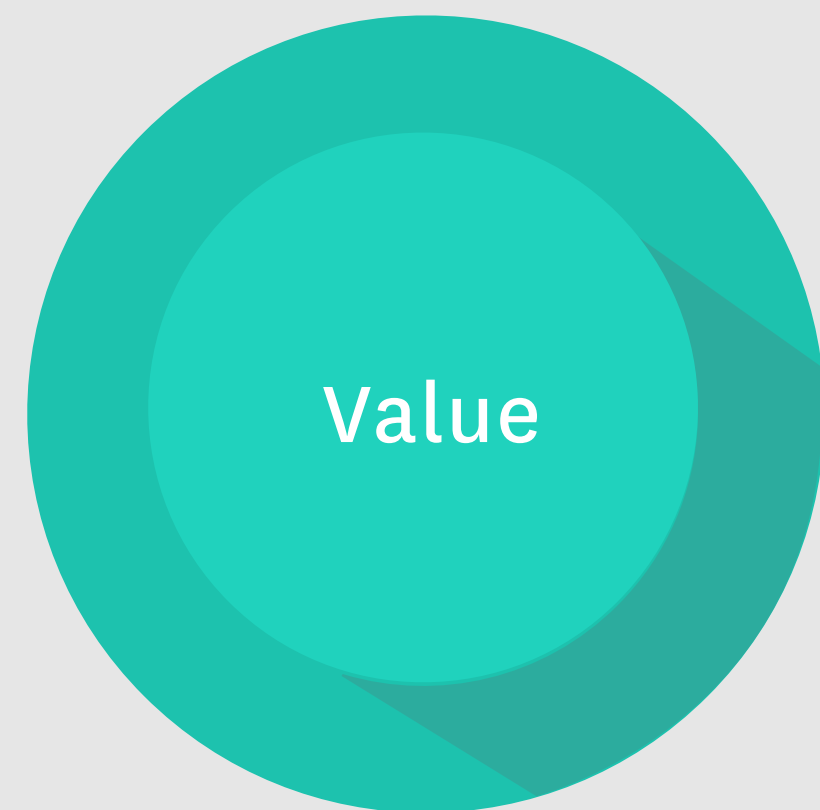
We all deserve the tools to meet our basic needs and the needs of our family.

# Example

AFFIRM

COUNTER

TRANSFORM



Hiring must be based on individual experience and credentials, not stereotypes.

Too often, implicit bias and other cultural factors play into our hiring decisions.

City of Gainesville employees need clear processes to help avoid the pitfalls of implicit biases.

All city of Gainesville employees will receive implicit bias training and names will be removed from application packages



# Complimentary campaign messages

## *the overarching themes*



Cultivating job diversity and economic vitality in Gainesville.



Shaping a bright future for all individuals in Gainesville.



Building equity and vibrant neighborhoods in Gainesville.



Office of Equity and Inclusion  
New name. New commitment.