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CITY OF GAINESVILLE VIRTUAL PUBLIC COMMENT



A presentation from Kearns & West

FEBRUARY 19, 2021

KEARNS Z WEST

WHO WE ARE

- » Women-owned, small business since 1984 with offices across U.S.
- » Strong track record of success and trusted partner for programmatic and sensitive public comment. Examples include:
 - *In Florida:* Gainesville, Alachua County, Fort Lauderdale, Miami Beach, Florida City County Managers Association
 - Across the country: Salt Lake City Racial Equity in Policing, Gulf of Mexico Hypoxia Task Force, City of Fort Worth Litter Handbook, Fort Morgan Alabama
- » Leading provider of collaborative technologies and virtual engagement
- » Trusted independent neutral partner specializing in public comment
 - IAP2 Code of Ethical Conduct; ACR Ethical Principals

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Larry Schooler; Project Manager & Senior Facilitator

Designated Point of Contact



Adam Saslow; Senior Facilitator



Bethany Taylor; Public Comment Coordinator



Kearns & West's Bench of Facilitators & Technology Specialists

K E A R N S 🛪 W E S T Atlanta, GA Los Angeles, CA Portland, OR Riverside, CA Sacramento, CA San Diego, CA San Francisco, CA Washington, DC

SUBJECT MATTER EXPERTISE

» Firm-wide experience with issues addressed by City of Gainesville, including:

- » Land use/urban planning
- » Transportation
- » Public safety
- » Historic preservation
- » Racial equity/combatting systemic racism

KEARNS & WEST KEARNS & WEST OFFERS THE CITY OF GAINESVILLE...

- » Seamless coverage with the ability to manage public comment across all regularly scheduled and impromptu meetings of City Commission, Policy Committee, and advisory boards, as well as special called meetings
- » **Skilled and trusted facilitators** to manage relationships between the public and Gainesville's municipal leadership
- » A proven understanding of Gainesville's unique culture, its struggles, issues and character and dynamics between government officials in Gainesville and Alachua County
- » Fluency, flexibility, and comfort across multiple technology platforms
- » **Consistent, reliable services** responsive to any need for new approaches maintaining quality service to the City and Gainesville's citizens.

RELIABLE, TURNKEY SOLUTION

- » Consistency of service and operations since April 2020
- » **Proven, first-hand understanding** of the nuanced service requirements based upon:
 - » Anticipated call volume
 - » Public sentiment related to agenda items
 - » Stylistic differences among Executive Leadership including the Mayor, Commission Members, and Board Chairs
- » Handle all public comment responsibilities so City staff can focus on their duties – not ours.
- » Nimble and tailored approaches and staffing to meet Gainesville's specific needs all while being **cost efficient**.

ROJECT SCOPE OF WORK

Kearns & West brings together **state of the art technology** with excellence in **facilitation and collaborative engagement**

» Technology

- » Provide integrated technology to support live phone participation
- » Integrates with Zoom meeting platform and connectivity to a toll-free phone number
- » Generate detailed call logs

» Facilitation

- » Experienced moderators
- » Provide live screening, filtering, and moderating
- » Bench of call screeners, increased based on volume
- » Adaptive and ready to provide recommendations for process improvement

ROJECT SCOPE OF WORK CONTINUED

Capacity & flexibility to support range of meetings, durations, and call volumes

» Proactive Facilitation Planning

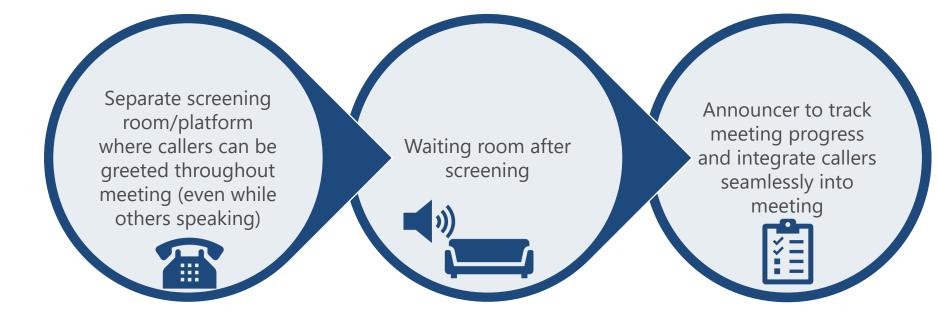
- » Templates & tools
- » Kick off and long-term scheduling coordination
- » Monthly schedule review coordination
- » Dress rehearsals

» Ready to Respond on Less Than 48-hour Notice

- » Deep bench of facilitators and public comment coordinators with nine proposed staff
 - » Four Senior Facilitators
 - » Five Public Comment Coordinators
- » Kearns & West can draw from roughly 60 facilitators and public comment coordinators and can adjust team as needed by the City

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DEMONSTRATION



Q & A Additional questions from Gainesville Questions from Kearns & West