



Legislation Text

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EO Advertising Campaign (B)

The Office of Equal Opportunity has worked with the City's Communications and Marketing Department to develop the "Office of Equal Opportunity Campaign." The purpose of the campaign is to raise awareness of the office and services that we provide to both Gainesville's citizens and City employees.

The primary focus of the campaign is positioning the office as a resource for the general public on equal opportunity matters and enforcement of the prohibition against discrimination in employment, housing, public accommodations, and credit, based on an individuals: race, color, gender, religion, national origin, age, disability, marital status, sexual orientation or gender identity. A focus relative to city employees will be positioning the office as a resource for equal opportunity and diversity matters and the prohibition against discrimination in employment, and access to our programs, services and activities based on race, color, gender, religion, national origin, age disability, marital status, sexual orientation or gender identity.

the City Commission: 1) hear a presentation from staff on the EO Advertising Campaign.