

# An Unexpected Benefit of Civic Engagement

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ICMA Conference Presenter



# GAINESVILLE

Est. 1869



126k

citizens

44% between ages 20-35

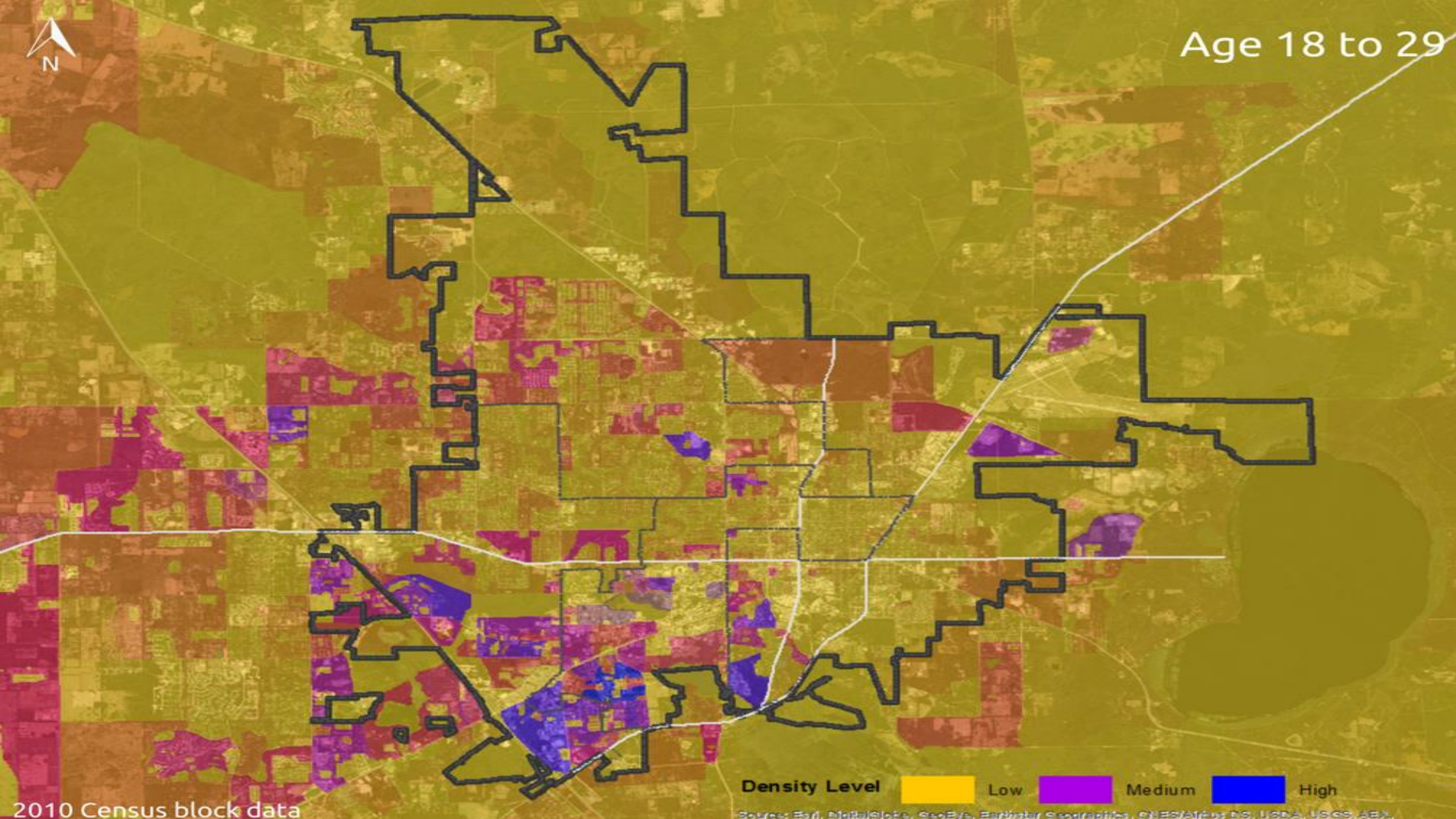
12% born in foreign country

9% have a disability

5% veterans



Age 18 to 29



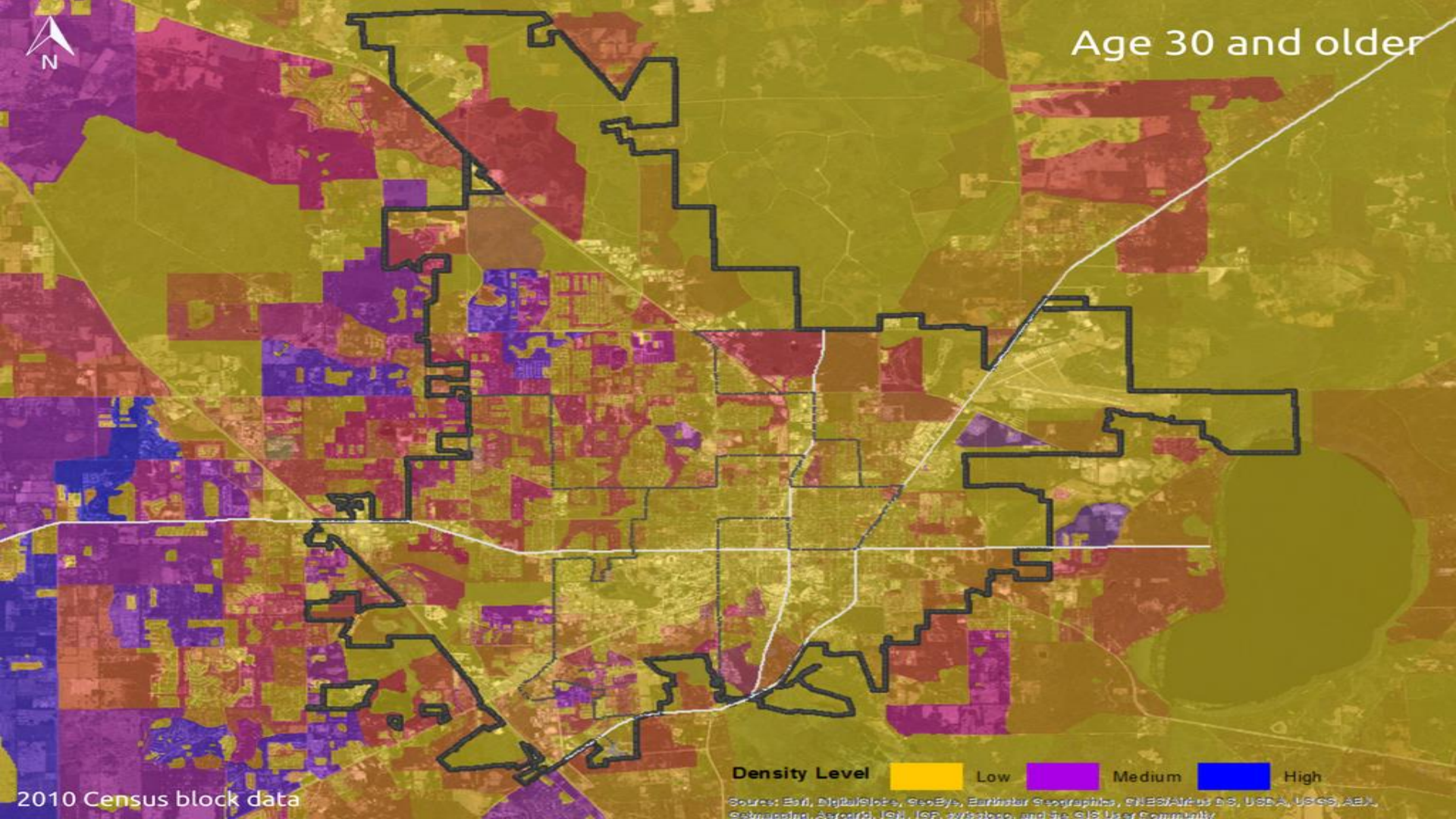
2010 Census block data

Density Level Low Medium High

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, Aero



Age 30 and older



Density Level Low Medium High

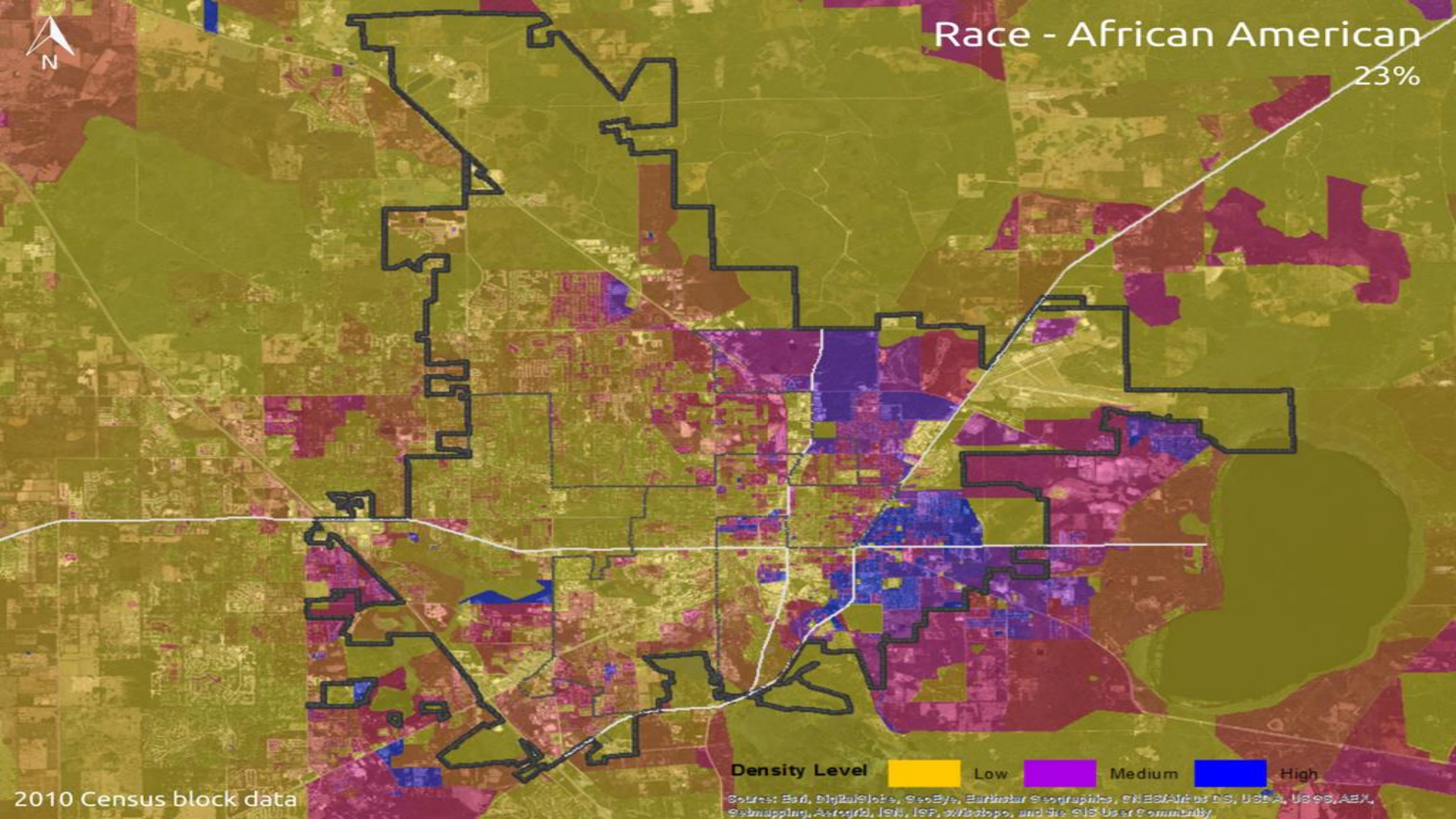
Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroX, GeoEye, IGN, ISP, CNR, and GeoEye User Community

2010 Census block data





Race - African American  
23%



Density Level Low Medium High

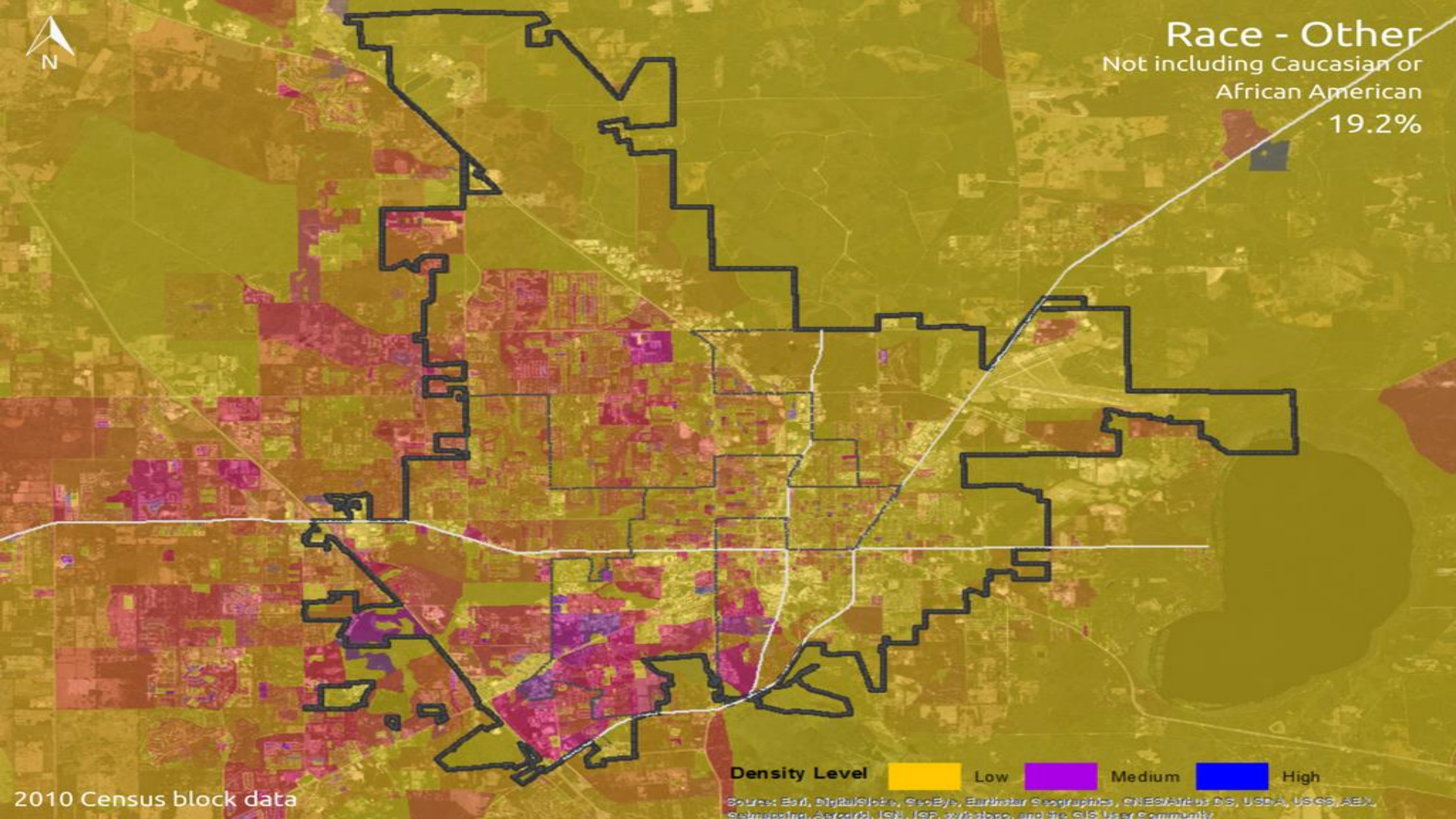
Sources: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, Aero, GeoMapping, AeroGRID, IGN, IGP, swisstopo, and the GIS User Community

2010 Census block data





**Race - Other**  
Not including Caucasian or  
African American  
19.2%



**Density Level** Low Medium High

2010 Census block data

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, Aero, GeoEye, IGN, GeoEye, and the GIS User Community

51k

house-  
holds

62% renter occupied

40% families

7% occupied by senior  
resident living alone

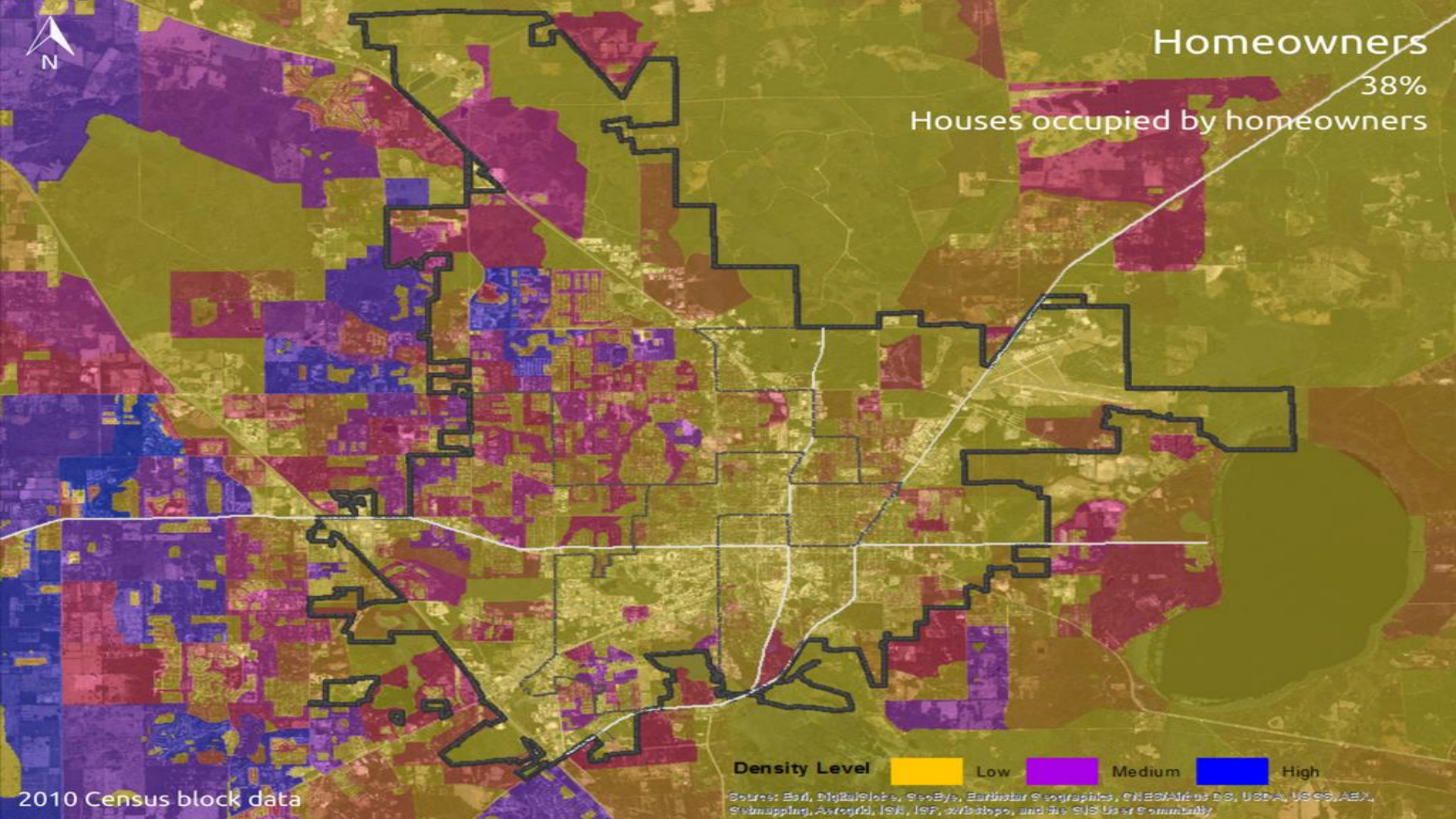




Homeowners

38%

Houses occupied by homeowners



Density Level Low Medium High

2010 Census block data

Sources: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroX, Swinapping, AeroGRID, IGN, IGP, swisstopo, and the GIS User Community

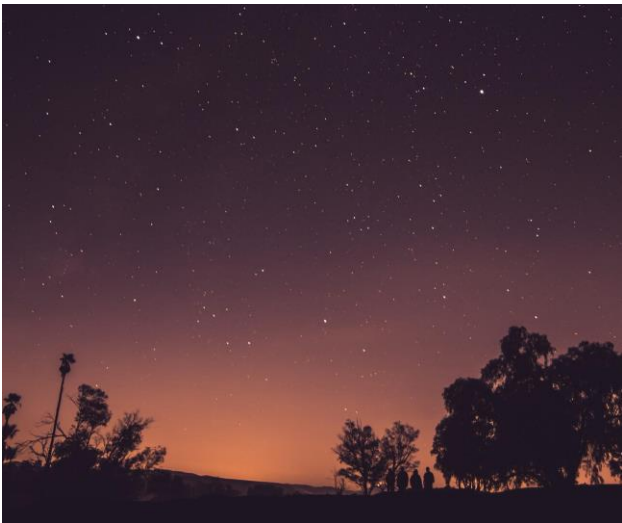
4.3% unemployment rate

\$32k median annual income

36% below poverty level

18k with no higher education





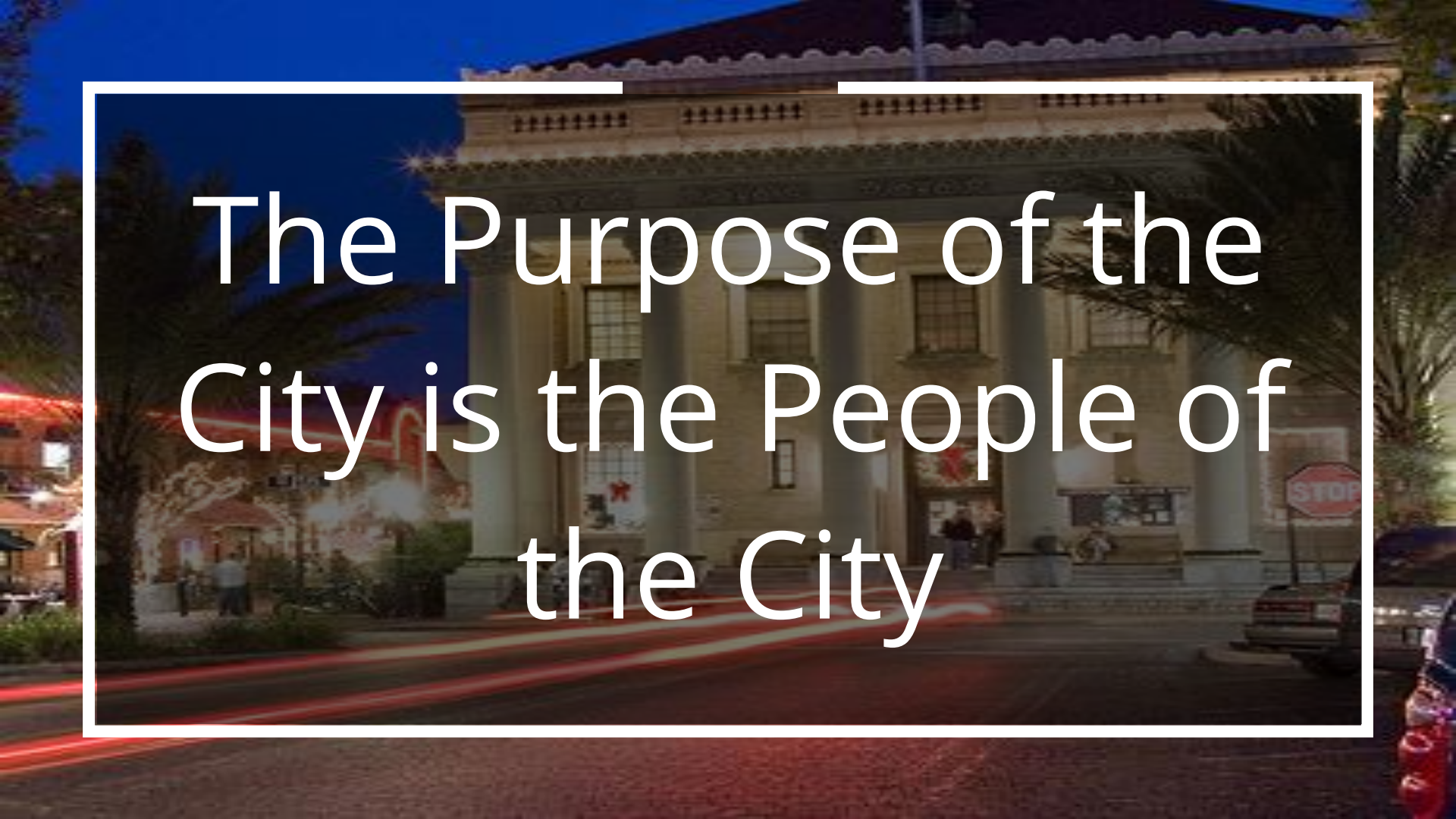
Is this  
our best  
Gainesville?



# Citizen-Centered Gainesville







The Purpose of the  
City is the People of  
the City



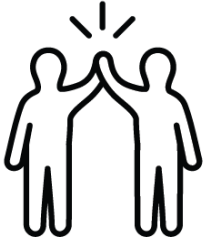
“Preeminence isn’t  
about rankings.

**It’s about our shared  
purpose to create a  
better world.”**

**UF**

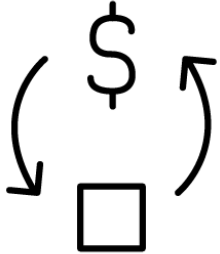
# SIX NEW WAYS TO WORK

1



We embrace a shared sense of purpose

2



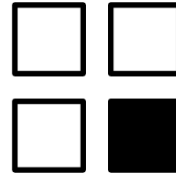
We're relational, not transactional

3



We adopt an entrepreneurial mindset.

4



We make it modular.

5



We show people where they are in the process.

6



We empower citizens at every interaction.

*Inspire*

*Ideate*

*Implement*

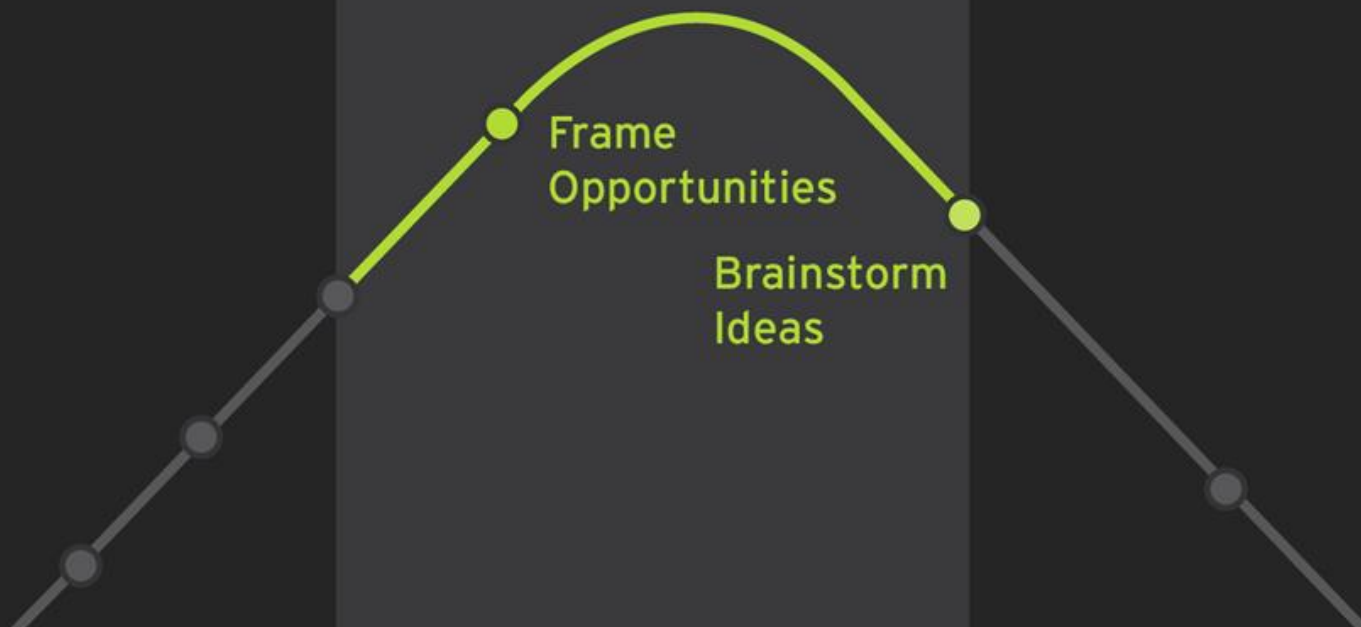




*Inspire*

*Ideate*

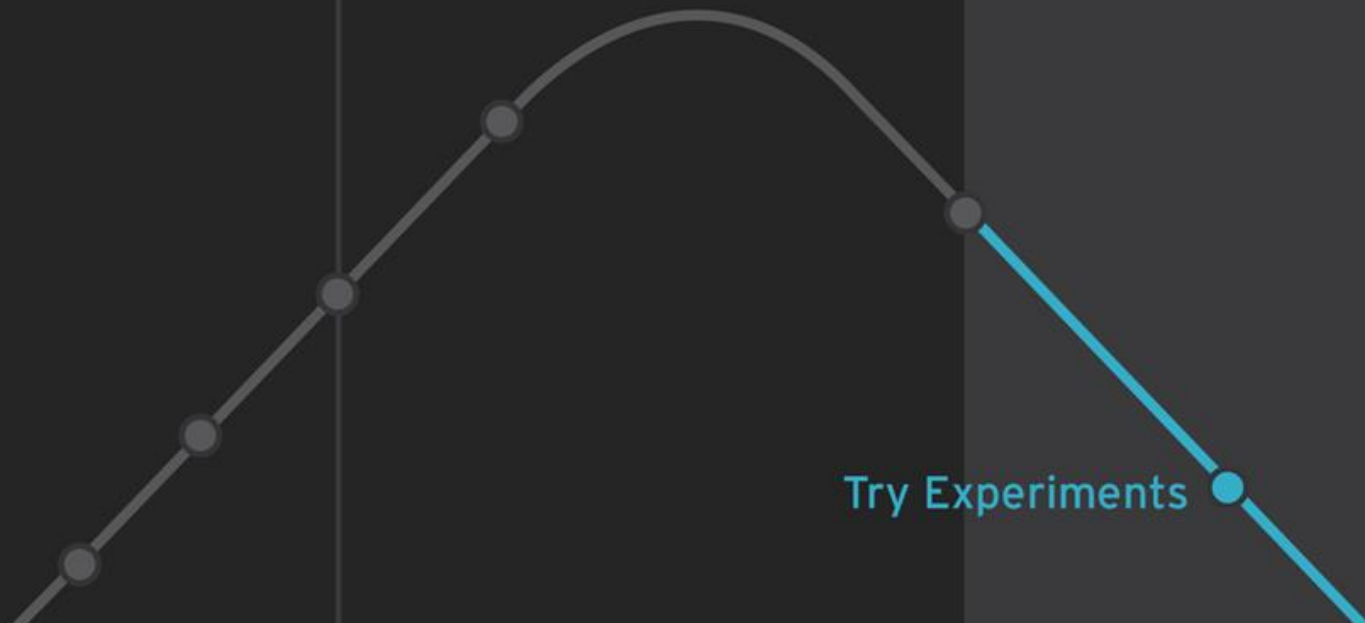
*Implement*



*Inspire*

*Ideate*

*Implement*



An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and a river. The image is framed by a white octagonal border. The quote is overlaid on the image in white text.

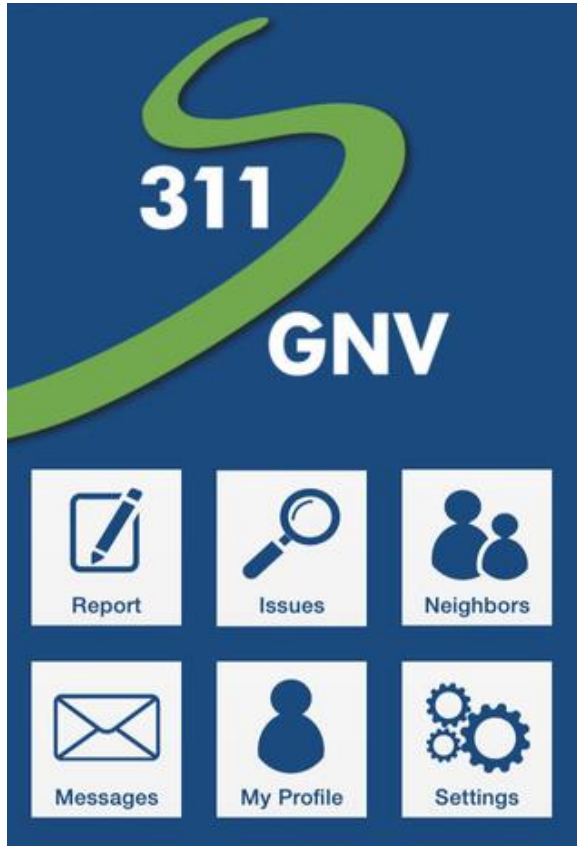
YOUR FUTURE  
IS CREATED BY  
WHAT YOU  
**DO TODAY**  
**NOT TOMORROW**

-Robert Kiyosaki



# what's next?

- aligning community & operational goals with resource allocation
- improving communication & collaboration
- enhancing & embracing technology



enhancing &  
embracing  
technology

# SIMULATION





**The town of **Los Verdes**'  
recycling program has stalled.**

# Los Verdes Background



>> Mayor Brian Johnson introduced residential recycling when he came into office two years ago.

>> Los Verdes is not densely populated; recycling efforts are expensive and energy intensive.

>> The state university, which is home to 10,000 students, recycles 75% of its waste, the highest level of recycling in town.

>> In an effort to accelerate success, Mayor Johnson has created a project for our innovation teams.

DEFINE THE  
CHALLENGE



Given the background information of Los Verdes and the goals for Mayor Johnson, which of the following will lead to the best outcome for Los Verdes?

1

Increase participation in Los Verdes' recycling program from 40% to 50%

2

Make Los Verdes the recognized green leader by solving all of its current and future environmental problems.

3

Increase sustainable behavior among Los Verdes' citizens.

# BRAINSTORM





Photo Credit: Cary Ader