

Leon County Board of County Commissioners

Cover Sheet for Agenda #15

May 8, 2012

To: Honorable Chairman and Members of the Board

From: Vincent S. Long, County Administrator 

Title: Approval of Agenda for the Virtual Town Hall Meeting

County Administrator Review and Approval:	Vincent S. Long, County Administrator
Department/ Division Review:	Alan Rosenzweig, Deputy County Administrator
Lead Staff/ Project Team:	Kim Dressel, Senior Assistant to the County Administrator Pat Curtis, MIS Director Jon D. Brown, Director, Community and Media Relations

Fiscal Impact:

This item has no fiscal impact to the County.

Staff Recommendation:

Option #1: Approve the proposed Agenda for the June 5, 2012 Virtual Town Hall Meeting, including any amendments made by the Board of County Commissioners.

Report and Discussion

Background:

At its November 15, 2011 meeting, at Chairman Akinyemi's request, the Board directed staff to prepare an agenda item regarding scheduling a virtual town hall meeting for Board consideration.

At its April 10, 2012 meeting, the Board approved scheduling the virtual town hall meeting for Tuesday, June 5, 2012, from 6:00 – 8:00 p.m. The meeting will be held in Board chambers.

The virtual town hall meeting will not be considered a regularly scheduled meeting of the Board, but will serve as another forum to receive citizen input. Expanding the Board's interaction with its citizens, by holding a virtual town hall meeting, aligns with the Board's Strategic Initiative – Governance: *"Implement strategies to further engage citizens, including: Develop and provide Virtual Town Hall meeting (G3)."*

A draft agenda for the virtual town hall meeting has been prepared for the Board's consideration (Attachment #1), as discussed in the April 10, 2012 agenda item (Attachment #2).

Analysis:

A proposed Agenda for the June 5, 2012 Virtual Town Hall Meeting has been prepared, and is presented for the Board's consideration.

- Public Input - The public will help shape the meeting agenda. The public may submit questions in advance, via the County's website, beginning Tuesday, May 22. Additionally, during the meeting the public may continue to access the County's website to post questions online, or they may physically come to the meeting and ask a question.
- Public Access - For those who do not otherwise have Internet access, computer terminals, with Internet access, will be set up at the main library and branch libraries to facilitate this process. The branch libraries close at 8:00 p.m., which correlates with the end of the meeting.
- Meeting Framework –
 - The County Administrator will facilitate the meeting, acting as a moderator to move the discussion between responding to questions raised by the public, and presentations on current topics of interest.
 - The focus of the meeting will be on the public's questions and responses to those questions. Presentations on current topics of interest will be interspersed, as time permits, between the questions/responses.
 - It is important to note that there will not be written agenda materials. As the focus of the meeting is to generate and respond to questions from the public, the presentations will be verbal, perhaps in combination with images or PowerPoint presentations.

- To the extent possible, responses to the public's questions will be provided during the virtual town hall meeting. Responses not provided during the meeting, due to time limitations or the need for research, will be posted online at the County's website. Staff will attempt to have responses posted online by June 20, ten business days after the meeting.
- The meeting will end at 8:00 p.m., even if responses have not been provided for all questions, or all presentations have not been made.
- Agenda – The focus of the proposed agenda for the June 5, 2012 Virtual Town Hall Meeting is responding to the public's questions. As time permits, presentations on current topics of interest will be interspersed between the questions/answers.

As requested during the April 10, 2012 meeting, proposed topics of interest for presentations include the following: (1) redistricting State of Florida Congressional and House districts; and, (2) 2011 changes to the Florida election code that may impact those who want to vote in Leon County in 2012.

Updates on the Leon County Sales Tax Committee, Public Safety Complex, FY 2013 Budget, Lake Jackson Branch Library and Sense of Place Initiative, and on the Design Studio may also be provided during the meeting, if time permits.

Time has been allotted for Commissioners' comments near the end of the meeting, beginning at 7:30. Commissioners are asked to limit their comments to no more than three minutes each. This will allow time to answer any final questions, and remind the public that responses to those questions not answered during the meeting will be posted online.

Options:

1. Approve the proposed Agenda for the June 5, 2012 Virtual Town Hall Meeting, including any amendments made by the Board of County Commissioners.
2. Do not approve the proposed Agenda for the June 5, 2012 Virtual Town Hall Meeting, including any amendments made by the Board of County Commissioners.
3. Board direction.

Recommendation:

Option #1.

Attachments:

1. Proposed Agenda for the June 5, 2012 Virtual Town Hall Meeting
2. April 10, 2012 Agenda Item, Request to Schedule a Virtual Town Hall Meeting for Tuesday, June 5, 2012 from 6:00 – 8:00 p.m.

Board of County Commissioners
Leon County, Florida
Agenda

Virtual Town Hall Meeting
Tuesday, June 5, 2012
6:00 p.m. – 8:00 p.m.

INVOCATION AND PLEDGE OF ALLEGIANCE

QUESTIONS, RESPONSES, PRESENTATIONS AND DISCUSSION

- Responding to the public's questions will be the focus of the meeting. Interspersed between the questions/answers, as time permits, will be presentations on current topics of interest that may include the following:
 - Status of Redistricting State of Florida Congressional and House Districts
(Supervisor of Elections)
 - 2011 Voting Law Changes that May Impact Those Who Want to Vote in Leon County in 2012
(Supervisor of Elections)
 - Update on the Leon County Sales Tax Committee
(Office of Economic Development & Business Partnerships/Special Projects/Intergovernmental Affairs)
 - Update on the Public Safety Complex
(County Administration; Public Works/Facilities Management)
 - Update on the FY 2013 Leon County Budget
(County Administration; Office of Financial Stewardship/OMB)
 - Update on the Lake Jackson Branch Library Construction and Sense of Place Initiative
(County Administration; Libraries/Public Works/PLACE)
 - Update on the Design Studio
(County Administration; Public Works/PLACE)
- Commissioners' Comments (3 minutes each)
(To begin at 7:30)

ADJOURN (The meeting will adjourn at 8:00 p.m.)

The Virtual Town Hall Meeting will end, and the meeting will adjourn, at 8:00 p.m., even if responses have not been provided for all questions, or all presentations have not been made. Responses to those questions not answered during the meeting will subsequently be posted online at the County's website (www.leoncountyfl.gov). Staff will attempt to post responses by June 20, 2012.

*The next Regular Board of County Commissioners Meeting is
Tuesday, June 12, 2012 at 3:00 p.m.*

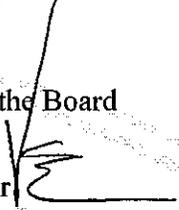
All lobbyists appearing before the Board must pay a \$25 annual registration fee. For registration forms and/or additional information, please see the Board Secretary or visit the County website at www.leoncountyfl.gov

Leon County Board of County Commissioners

Cover Sheet for Agenda #11

April 10, 2012

To: Honorable Chairman and Members of the Board

From: Vincent S. Long, County Administrator 

Title: Request to Schedule a Virtual Town Hall Meeting for Tuesday, June 5, 2012 from 6:00 – 8:00 p.m.

County Administrator Review and Approval:	Vincent S. Long, County Administrator
Department/ Division Review:	Alan Rosenzweig, Deputy County Administrator
Lead Staff/ Project Team:	Pat Curtis, MIS Director Jon D. Brown, Director, Community and Media Relations

Fiscal Impact:

This item has no fiscal impact to the County.

Staff Recommendation:

Option #1: Schedule a Virtual Town Hall Meeting for Tuesday, June 5, 2012 from 6:00 – 8:00 p.m.

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Report and Discussion

Background:

At its November 15, 2011 meeting, at Chairman Akinyemi's request, the Board directed staff to prepare an agenda item regarding scheduling a virtual town hall meeting for Board consideration.

Analysis:

The County has traditionally scheduled and conducted a variety of community meetings, including town hall meetings, throughout the County. These meetings have been conducted at community centers, public/private schools, and other local facilities. However, the attendance at these meetings may be limited by citizens' ability/desire to actually go to the location.

To expand the Board's interaction with its citizens, scheduling the proposed virtual town hall meeting would align with the Board's Strategic Initiative – Governance: *"Implement strategies to further engage citizens, including: Develop and provide Virtual Town Hall meeting (G3)."*

Staff will develop a proposed agenda for the virtual town hall meeting for Board consideration. The virtual town hall meeting would not be considered a regularly scheduled meeting of the Board, but would serve as another forum to receive citizen input. The regular June meeting schedule would remain unchanged.

After extensive review and evaluation of a number of different technologies, the following provides staff recommendations on conducting the meeting:

- The physical location of the meeting would take place in the County Commission chambers and would be open to the public to attend in person.
- The proposed date and time would be Tuesday, June 5, 2012, from 6:00 and 8:00 pm.
- Extensive advertising/outreach would occur prior to the meeting, including news advisories/releases, newspaper advertisements, "The Link," web-based promotions, outreach to neighborhood associations, and other civic groups.
- The meeting would be simulcast on Comcast Channel 16 and the County's website.
- A web address would be broadcast on the television screen during the entire time the meeting is being conducted. Citizens would be prompted to go to the website to participate in the meeting.
- At the website, citizens could watch the meeting or only utilize the interactive portion of the meeting (they could continue to watch the meeting on TV).
- At the website, citizens would have the opportunity to send in direct questions to the Board; this would be done through either a form on the website or via a dedicated email account.
- A staff member would be designated as the meeting facilitator to monitor the email account and web page, and would receive the real-time input from the citizens for Board and staff response.

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- Polling of online participants could be accomplished during the meeting. Depending upon the type of poll, two options would be available.
 - Pre-defined questions could be set up in advance and “revealed” throughout the meeting for the participants to respond. Results would be tallied and presented.
 - If, during the meeting, the Board would like a response to a question(s) from the participants, then the question could be verbally announced (as well as posted on the TV/web site) and citizens could email an instant response.
- Poll results would be displayed on the overhead screens in the Chamber, which could be displayed on the County’s website.
- Staff is reviewing and evaluating the potential utilization of the County’s Twitter account and/or Facebook page as a means to receive input during the virtual town hall meeting.

The proposed method allows citizens to be a part of the Virtual Town Hall meeting with minimal technical issues to the citizens and at no cost to the County. The review of other technologies found that there is often a requirement for other specialized software to be downloaded to an individual’s home computer or Internet-based electronic device (at a cost to the County for each participant). The approach recommended requires no special software to be downloaded to the citizen’s device and no concerns about the citizen’s user experience because of their connectivity type and speed, and the size/age/robustness of the user’s computer. Vendor-specific solutions may have service quality and functionality issues when impacted by large numbers of audience members.

Staff believes the proposed recommended solution is the best initial direction to immediately increase access to County townhall meetings for the citizens of Leon County. This direction provides the County a solid foundation to build upon for additional options with expanding technology in the future.

Options:

1. Schedule a Virtual Town Hall Meeting for Tuesday, June 5, 2012 from 6:00 – 8:00 p.m.
2. Schedule a Virtual Town Hall Meeting for an alternate date.
3. Do not approve to schedule a Virtual Town Hall Meeting for June 5, 2012.
4. Board direction.

Recommendation:

Option #1.

VSL/AR/PC/JB