

***CITY OF ORMOND BEACH***

***THE OB LIFE COMMUNITY CONVERSATION SERIES***

***WRAP-UP & SUMMARY***

***January 22, 2019***

***MEETING SUMMARY***

Meeting facilitated and report prepared by  
The Florida Institute of Government at UCF

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## BACKGROUND

On January 22, 2019 the City of Ormond Beach hosted the program summary and wrap-up presentation for The OB Life community conversations series intended to provide input to the City Commission's update of the Ormond Beach Strategic Plan in the spring of 2019. The focus of this meeting was to summarize the results of meetings 1-6, and present tools for continuing public engagement in the future. Specific objectives of the workshop were to:

- Review results of The OB Life meetings 1 - 6
- Review and understand how to use new online transparency and citizen engagement tools
- Review next steps in the Ormond Beach Strategic Plan Update process

Over 60 residents of Ormond Beach and the immediately surrounding communities attended the workshop. The agenda as adjusted in the course of the session was as follows:

6:00 Welcome and introductions

- The OB Life community conversations series – *Joyce Shanahan, City Manager*
- Tonight's agenda and discussion guidelines – *Rafael Montalvo, Facilitator*

6:20 Summary of OB Life meetings 1 – 6

- Attendees and range of topics
- Meeting evaluation results
- Themes and priorities from each meeting
- Overview of strategic plan update process -- how the results will be used

6:45 Community Engagement Tools for the Future of Ormond Beach

- Financial Transparency
- Open Gov – citizen engagement

7:15 Real-time word clouds

- Think of Ormond Beach five years from now. What one word would you choose to describe the community you'd like to see?
- In one word, what did you find most valuable about The OB Life community engagement series?

Next steps

7:30 Adjourn

## **WELCOME AND AGENDA REVIEW**

Mayor Partington welcomed participants and thanked them for taking the time to attend and offer their input. He emphasized the importance of engagement by residents in updating the city's strategic plan and thanked participants for taking the time to attend. He then recognized other elected officials in attendance. He also emphasized that the Commission's intention was to familiarize itself with the input from all meetings in the series and use it to update the strategic plan.

City Manager Joyce Shanahan added her thanks and reviewed the topics for the wrap-up and summary presentation. She noted that although Commissioners did not participate in the earlier meetings in order not to unduly influence the outcome (instead, reviewing the meeting videos), they would be in attendance tonight to hear the summaries. She emphasized that although part of this meeting was devoted to summarizing the results of the already completed meetings 1-6, the second part looked forward, to the use by the Commission of the information already gathered, and to opportunities for continuing engagement and input on the part of interested residents.

Rafael Montalvo, facilitator with the Florida Institute of Government at the University of Central Florida, then reviewed the agenda, guidelines for the evening, and instructions for each activity.









## **FINANCIAL TRANSPARENCY AND OPENGOV**

The next section of the meeting was devoted to two web-based tools recently implemented by the City. Residents can use these tools to remain up-to-date on city activities, and continue to provide input on upcoming City issues and decisions.

### **FINANCIAL TRANSPARENCY**

Kelly McGuire, Finance Director for the City of Ormond Beach, presented an overview of the City's new Transparency website. The website allows residents to view city-wide expenditures, revenues, personnel, and capital costs for the current and previous years. Users can find, for examples, amounts spent on individual vendors or projects by department, personnel by department and position, and amounts and types of revenue. She noted that for most pages on the website, quick links are located at the top right of the page as an aide to navigation. She added that the Finance Department would be happy to help users navigate the site.

### **OPENGOV**

Gabriel Menendez, Director of Public Works for the City of Ormond Beach, provided an overview of the OpenGov platform on the City's website. He noted that the purpose of utilizing the software is to increase two-way communication with residents. The website will be used to highlight and provide information about important issues and events, gather input, opinions and ideas, and share the feedback and results.

He noted that the link to the platform will be located on the City's website at the bottom left of the home page, where The OB Life icon is currently located. He also noted that users would have to register and provide their address the first time they use OpenGov, but not upon subsequent visits. The addresses would only be used to allow the City to note whether input is being received from residents or non-residents. He emphasized that in addition to providing information on current issues, OpenGov allows the City to solicit feedback on issues in many different forms, including allocation of resources among possible projects or actions, prioritization of issues or projects, and unstructured comment.

Mr. Menendez demonstrated how the platform will be utilized in regards to the upcoming County-wide half cent sales tax initiative. On February 15<sup>th</sup>, residents will be able to access opengov to review a summary of the proposed sales tax initiative, access details about proposed projects in Ormond Beach that would qualify for funds under the initiative, and provide input regarding how residents would prioritize those projects.



## **NEXT STEPS**

The facilitator reviewed the next steps in the strategic planning process. He reminded participants that Commissioners had committed to reviewing and using the input from the six meetings in the Commission's development of strategic goals for the City. He noted that participants would be welcome to come and observe discussions during the Commission's strategic planning workshops.

City Manager Joyce Shanahan again thanked participants for attending and offering their perspectives, and noted that the first Commission strategic planning workshop was scheduled for February 27. Mayor Partington added his thanks, emphasized the value to the City and to the Commission of The OB Life meetings, and said that he and the Commission looked forward to using the input as they began formulating updates to the strategic plan.

**APPENDIX A: WORKSHOP EVALUATION**

**CITY OF ORMOND BEACH  
OB LIFE COMMUNITY CONVERSATION SERIES  
WRAP-UP  
January 22, 2019**

The ratings and comments below are based on responses received from 43 of the participants at the OB Life Wrap-Up meeting. The following statements were rated on a scale of 1 to 5, where 1 means totally disagree and 5 means totally agree.

	<b>Disagree</b>				<b>Agree</b>	
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5 = Avg</u>	
<b>1. Please assess the following aspects of the meeting.</b>						
The agenda packet was very useful.	0	1	2	7	33	= <b>4.67</b>
The presentations were clear and informative.	0	0	0	13	30	= <b>4.70</b>
The objectives for the meeting were made clear at the outset.	0	0	1	10	33	= <b>4.72</b>
Overall, I am very satisfied with the meeting.	0	0	0	12	31	= <b>4.72</b>
<b>2. Do you agree that each of the following meeting objectives was achieved?</b>						
Review results of The OB Life meetings 1-6	0	0	0	13	30	= <b>4.70</b>
Review and understand how to use new online transparency and citizen engagement tools	0	0	2	6	35	= <b>4.77</b>
Review next steps in the Ormond Beach Strategic Plan Update process	0	0	2	7	34	= <b>4.74</b>
<b>3. Please tell us how well the facilitators helped the participants engage in the retreat.</b>						
The facilitators made sure all perspectives were heard and respected.	0	0	1	5	37	= <b>4.84</b>
The facilitators helped us arrange our time well.	0	0	0	5	38	= <b>4.88</b>
<b>4. What did you like best about tonight's meeting?</b>						
<ul style="list-style-type: none"> <li>• General wrap up information</li> <li>• Review and state the reasons for each subject in the series</li> <li>• Summary of complete information</li> <li>• Seeing all the new website stuff and knowing and seeing all these meetings were in a report</li> <li>• Word cloud was very cool</li> <li>• Completion</li> <li>• Great prep!</li> <li>• Food</li> <li>• That was an excellent presentation on using the website</li> <li>• Information about new web pages on city web site</li> </ul>						

- Final wrap up was done well - tightly run, maximum info in minimum time
- Friendly
- Concise and to the point
- Word cloud information
- Concise, professional, good city presentations
- Demonstration of open.gov
- Summary of meetings
- Loved the interaction between technology and responses
- Handouts
- Summary of meetings and tools
- Everything
- Table mates were fun
- Word cloud was informative
- Quick and to the point
- Enjoyed summary and snacks
- Excellent speakers
- Food
- Seeing the results of the meetings
- Word clouds
- Good summary of all meetings
- Short and informative
- Well organized
- Intention of further communication between city/citizens
- Informative
- Word cloud tech
- Leaders concerned about community!
- Well organized and time efficient

**5. How could the meeting have been improved?**

- I do not know
- No way
- Just keep doing the same
- Nothing
- No recommendations
- A great job!
- Slightly shorter time
- Can't think of anything
- Shorter
- Some questions would have been welcome
- Everything was fine
- If it stays that way in the future = great
- It was a good way to wrap it up
- Public question and answers for all to hear and participate
- Not an election year

- Best presentation ever on such a subject
- Career screen for presentations

**6. Do you have any other comments that you would like to add (Please use back of form if needed)?**

- You should have new homeowner events to orient them to the city and all the resources available
- The food was very tasty
- Transparency and open.gov need to be presented to public, not just on website
- Thank you!
- Please tell your friends on the county council to raise the impact fees. Thank you.
- Well done - congrats to all who helped. Other cities should look to this model
- Thank you for doing this for the citizens
- The city did a fabulous job organizing and planning this series of meetings
- Greatly appreciated the city taking the time and putting forth the effort to engage and inform the community
- I think it would be a good idea for the city to add a note in our water bill with explanation of the new website and how to use it
- Greatly enjoyed the whole series
- Great series - was able to make all but one - due to out of town
- Thank you for public interest
- Still concerned that the city adds fluorides to the water along with fluorides dangerous chemicals are also added which require workers to wear hazmat suits. This was not addressed at the meeting on quality of water although several citizens brought it up at the meeting.
- A worthwhile experience
- Teach every one how to use microphone
- Wish all residents would attend through all presentations
- Keep up the good work!

## APPENDIX B: WORKSHOP AGENDA



**The OB Life**  
**CITY OF ORMOND BEACH**  
**WRAP-UP & SUMMARY**  
**JANUARY 22, 2019**

### Objectives

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