



WE LIVE *Local*



Leo E. Longworth
President, Florida League of Cities
Mayor, City of Bartow

We Live Local Redesigning Resident Interaction

November 16, 2018



Agenda

- Essential Elements of an Educational Campaign
- Building Civic Understanding
- Building Civic Appreciation
- Building Home Rule Advocates



Meet Today's Panelists

- Matt Broffman, Innovation Director, City of Orlando
- Vernon Stewart, Public Information Officer, City of Pensacola
- Commissioner Carolyn Cooper, City of Winter Park



Getting on the Same Page

- Citizens, residents, business owners and visitors – all come to your municipality differently
- Understanding civics: not easy!
- From civic understanding to appreciation – the path
- From appreciation to advocacy – the ultimate goal



What Draws People to Cities

- Quality of Life characteristics
- Services they can't get elsewhere



What Keeps People in Cities

- Quality services
- Positive interactions



Building Civic Understanding



Digital Platforms and Service Design

Building trust in government



PLANNING DEPARTMENT

[REDACTED]

STREET ADDRESSING/NAMING

HOURS:

MONDAY – THURSDAY

8:00 - 12:00 (NO WALK-INS AFTER 11:30 A.M.)

1:00 - 3:00 (NO WALK-INS AFTER 2:30 P.M.)

CLOSED FRIDAY

400

ZONING CLEARANCE

OCCUPANCY PERMIT APPLICATION FORM
CITY OF SANTA CRUZ
DEPARTMENT OF
PLANNING AND COMMUNITY DEVELOPMENT

THIS APPLICATION FORM IS FOR ZONING CLEARANCE ONLY
AND DOES NOT AUTHORIZE OCCUPANCY WITHOUT FIRST
COMPLYING WITH ALL CITY REQUIREMENTS

TITLE OF APPLICATION	APPLICANT
RENEWAL	1, 2
CHANGE OF USE	1, 2
CHANGE OF ZONING	1
NEW OCCUPANCY	1

1. GENERAL INFORMATION

ADDRESS OF BUSINESS _____ PHONE _____
NAME OF BUSINESS _____
APN _____ BARRIO DISTRICT _____
NAME OF APPLICANT _____ PHONE _____
ADDRESS _____ STREET _____ OF _____
OCCUPATION OF BUSINESS _____
DATE OF OCCUPANCY _____ PREVIOUS USE _____

2. LOCATION INFORMATION

1. MAPS
a. 16-FLOOR _____
b. 14-FLOOR _____
c. 12-FLOOR _____
d. 10-FLOOR _____
e. TOTAL _____
2. SINGLE STORY MULTI-STORY
3. PARKING
a. ALL-UP-DRIVE STREET PARKING
b. SIDE _____
c. BACK _____
4. SIGNAGE
a. SIGNAGE _____
b. SIGNAGE _____
c. SIGNAGE _____

OTHER COMMENTS: SIGNAGE SECTION ALWAYS REFERS TO SIGN PERMIT REQUIREMENTS. SIGNAGE & SIGN PERMIT ARE NECESSARY AND APPLICATION MUST BE APPROVED PRIOR TO PLACEMENT OF ANY SIGNAGE. FAILURE TO COMPLETE SIGNAGE SECTION WILL RESULT IN DENIAL.

3. DECLARATION

I DECLARE UNDER PENALTY OF PERJURY THAT THE ABOVE INFORMATION WHICH I HAVE SET FORTH IN THIS APPLICATION IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE AND THAT I AGREE TO OPERATE THE ABOVE DESCRIBED BUSINESS IN STRICT COMPLIANCE WITH CITY ZONING REGULATIONS AND ORDINANCES.

SIGNED THIS _____ DAY OF _____ 20____
BY _____

4. FOR OFFICE USE ONLY

APPROVED BY PERM. _____ DATE REC. _____
DATE APPROVED _____ BY _____
DATE DENIED _____ BY _____
REASON FOR DENIAL _____
COMMENTS _____

ADMINISTRATIVE LAND USE PERMIT

TOWN OF LOS GATOS-COMMUNITY DEVELOPMENT DEPARTMENT

Civic Center: 110 E. Main Street, Los Gatos, CA 95030
Phone: (408) 354-6874 Fax: (408) 354-7593

Date Received: _____

Application No. _____

1. PROPERTY LOCATION:

Address of subject property: _____

2. APPLICANT REQUEST:

New Telecommunication Structure and/or Facility that does not require a Conditional Use Permit

Modification to a Pre-Existing and/or Non-Conforming Telecommunication Structure(s)
and/or facilities that does not require a Conditional Use Permit.

Microcell/Microw Telecommunications Facility

3. PROPERTY/ PROJECT SITE DETAIL:

Lot area _____ Zoning _____ APN _____

4. PROPERTY OWNER:

Name _____ Phone () _____
Address _____
State _____ Zip _____

I hereby certify that I am the owner of record of the property described in Box #1 and that I approve of the action requested herein.

SIGNATURE OF PROPERTY OWNER _____



City of Houston Health and Human Services Environmental Health Division Bureau of Consumer Health Generator Permit Application/Renewal/Replacement Form

Please fill one application for each interceptor on site.

Interceptor Information

Business Name:	TCEQ#:
Interceptor Address:	Zip Code:
Name of the Person Submitting Application:	

Service Design

My grandmother was complaining about how she couldn't use the remote so I grandma-ified it for her



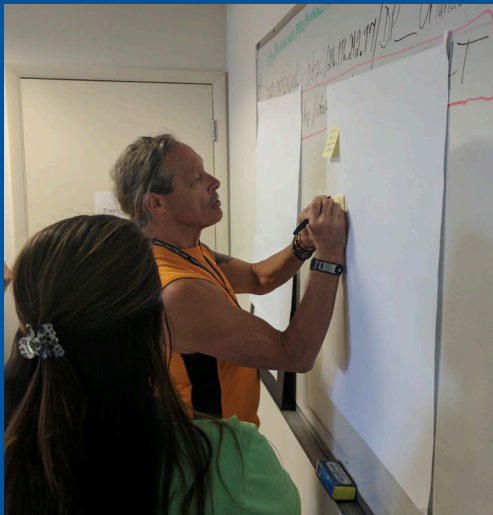
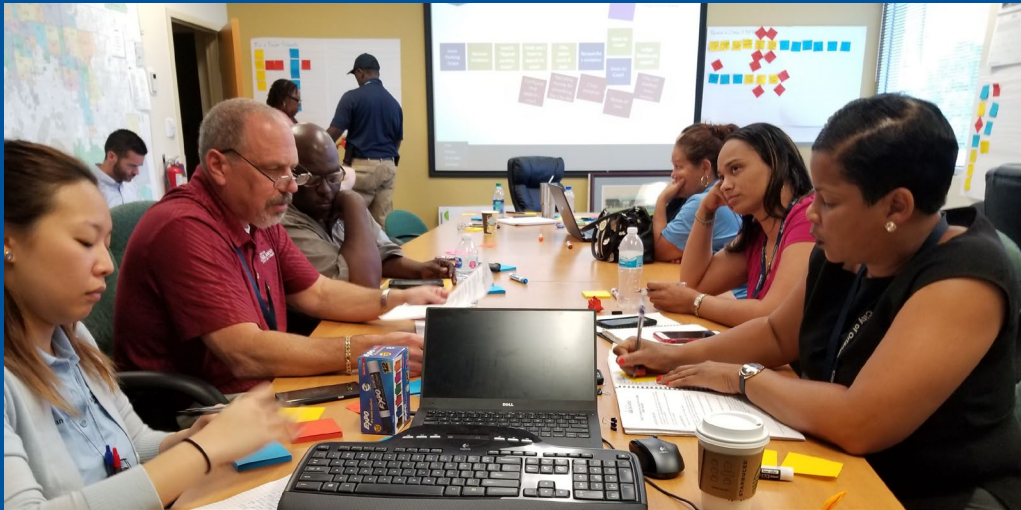
2.8K



11K




Digital Service Academy



Redesign Content

DOWNTOWN ORLANDO I-4 ULTIMATE ORLANDO VENUES TRANSIT VISIT ORLANDO

 CITY OF ORLANDO

HOME COUNCIL DEPARTMENTS NEWS & EVENTS SERVICES RESIDENTS

[Home](#) > [Contest/Dispute A Ticket](#)

Please call or email our office at 407-246-2450 with any questions regarding your citation PRIOR to submitting the appeal paperwork and/or if your citation involves any of the following as a court appearance may not be necessary:

- A citation for an expired tag that had been renewed prior to citation being issued
- Possible meter or pay by phone malfunctions.
- Failure to display paid parking permit where you can provide proof of paid parking fees

If you feel that you have received a citation in error, you are required to complete a **notarized Appeal Form** and return it to the City of Orlando Parking Division within **14 calendar days** of issuance of the citation. You may dispute/contest the citation in-person, send by registered mail, email, or by uploading the complete notarized contest packet. All appeals are reviewed administratively and then processed by Orange County Clerk of Courts for a scheduled hearing time. You may submit an appeal via:


- **Email:**
Click here to email the Parking Violations Department your **notarized** Contest Packet
- **Deliver by Registered Mail or in person:**
City Of Orlando Parking Division
53 W. Central Blvd.
Orlando, Florida 32801
- **Online:**
Appeal forms can be downloaded and submitted online at www.citationprocessingcenter.com.

How to Get a Appeal Packet

- [Printable Appeal Packet](#)
- Pick up package at: 53 W. Central Blvd. from 8 a.m. to 5 p.m., M-F.
- Appeal forms can be downloaded and submitted online at www.citationprocessingcenter.com

Customer Service
If you need to discuss a citation with a specialist you may contact the Parking Division at 407.246.2450 between the hours of 8 a.m. and 5 p.m., M-F.



 CITY OF ORLANDO

[Home](#) / [Parking Tickets](#) / [Contest a Parking Ticket](#)

Contest a Parking Ticket

Get a parking ticket you don't think you deserve?

The City of Orlando allows residents to appeal their parking tickets in court and provides a quick and easy way to review cases prior to an appeal to avoid unnecessary court costs.

Online

- 1 View Photos of Your Citation**
You can view photos taken of the citation by the officer to better understand why you may have gotten a ticket.
[Lookup Citation Photos](#)
- 2 Find Out if Staff Can Review Your Citation**
Take this quick online questionnaire to determine if staff can review your Citation. The following are good examples where a staff review can avoid a court hearing:
 - A citation for an expired tag that had been renewed prior to citation being issued
 - Possible meter or pay by phone malfunctions.
 - Failure to display paid parking permit where you can provide proof of paid parking fees
[Complete Review Questionnaire](#)
- 3 Appeal Your Citation**
You can begin your appeal process online but it must be submitted within 14 days of your citation. You are required to complete and upload a notarized form.
[Look up your Citation to Appeal](#)

Contact Us

Phone
407.246.2155

Email
parkingticketdisputes@cityoforlando.net

Location
Parking Division
53 West Central Blvd.
Downtown Orlando
32801
[View Map](#)

Related Services

- [Pay your parking ticket](#)

Prototype a Digital Service

NOTE: ALL TICKETS MUST BE PAID WITHIN FOURTEEN (14) DAYS FROM DATE OF TICKET.

THE CITY OF ORLANDO
Plaintiff,
vs.
Defendant.

IN ORDER TO CONTEST A PARKING VIOLATION, YOU MUST COMPLY WITH THE FOLLOWING RESPONSIBILITIES.

- Your Full Name and Address
- Your Telephone Number
- Your Parking Violation Number
- Your Vehicle Tag Number
- Your Driver's License Number
- Your Email Address

The registered owner providing the information on page four.

Parking violation hearing Officer

trial. The officer who wrote the ticket represents the City of Orlando at the hearing. The Hearing Officer determines whether the alleged parking violation was committed, based upon the testimony and evidence presented at the hearing.

If the Hearing Officer deems you guilty, you must pay the fine with your permission) or deemed to have waived your right to a hearing. A fine of \$100.00 / \$250.00 plus costs may be imposed.

Once a hearing time is set, you must appear at the hearing. Failure to appear may result in a \$100.00 / \$250.00 plus costs hearing.

If you receive a notice including a hearing time and you wish to subpoena direct your request (s) to the Hearing Officer at (407) 836-2000.

You must provide the City of Orlando with a post office box address for the mailing of your parking violation notice if you provided on this form.

If you have not contested a parking violation from its issuance date, you must include the amount of the fine.

Failure to appear on the hearing date may result in a "no-show" and may result in a hearing.

PLEASE PRINT YOUR NAME

SIGNATURE / NOTARY PUBLIC, STATE OF FLORIDA

PRINT NAME (STAMP / SEAL:)

CITY OF ORLANDO
PARKING VIOLATIONS
53 W CENTRAL BLVD
ORLANDO FL 32801-2403
rev. 08/12 vjb



CITY OF ORLANDO

Find almost anything on our website

Home / Parking Ticket Review Questionnaire

Parking Ticket Review Questionnaire

Contest a Parking Ticket Screener

My Progress: 0%

Why do you want to contest your citation?

How many days has it been since your citation date?

6

What were you issued a ticket for?

- Meter expired
- Parking in a handicapped zone.
- Expired license plate registration decal
- No Parking/ Improperly parked vehicle (over the line, no parking zone etc)
- Overtime parking (You exceeded maximum stay)
- Blocking in a disabled access aisle

How did you pay?

- Coin or credit card in the meter
- ParkMobile App
- I didn't pay

Would you like us to verify your payment in the meter prior to submitting your appeal? We have records (down to the second) of all payments into City meters.

- Yes
- No

Back Save Submit

Powered by OpenForms

Test with users





Do It Online

Events



Report a Problem

Report graffiti, a problem tree or missed garbage pick up.



Building & Development

Report a code enforcement violation, apply for a permit and find your property's zoning category.



Parking & Transportation

Pay for a parking ticket, find parking downtown, report a traffic safety issue and report a pothole.



Trash & Recycling

View garbage pick up schedules, request a free composter and schedule a large item pick up.



Parks & the Environment

Find parks and neighborhood centers, report a problem tree and reserve a park.



Public Safety

Find a your local fire station, tour a fire station and request OFD for an event.



Our Government

Request a public record, apply for a city job and read the latest news from the City of Orlando.



Community Programs & Events

Learn about events, register for summer camp and volunteer with the City of Orlando.



Explore Your Neighborhood

Discover city parks & facilities, elected officials and garbage pick up days based on your address

Impact

- 65% Increase in Customer Service
- Identify shortfalls in services
- Close the loop
- Increase trust in government

Building Civic Appreciation



WELCOME TO

THE UPSIDE

City of Pensacola

We Live Local: Redesigning Resident Interaction

November 16, 2018



PENSACOLA
THE UPSIDE *of* FLORIDA

BUILD TRUST

- To build more trusted relationships with constituents public sector organizations must be open, honest and plain-spoken in how they engage with their followers and, via some targeted influencer engagement, the public at large

HOW PENSACOLA BUILDS TRUST

Extensive use of “The Upside”

Social Media

Pensacola Citizens Academy

Website and Apps

THE UPSIDE

WHAT IS THE UPSIDE?

- City of Pensacola was losing residents due to strong competition from other cities and needed a more marketable brand
- New form of Government...new brand
- The UP and coming city in Florida
- Unified identity
 - Signage, sculptures, airport messaging, hashtags, newsletter, web show etc.

GROUPS AND IDENTIFIERS

- Military
- Sports
- Fraternities and Sororities



WHY PUSH THE TAGLINE

- A tagline serves as a bridge to gain further understanding and definition
- It's about instilling pride
- Became the identifier/brand

SOCIAL MEDIA

BY THE NUMBERS

- Pensacola has 55,000 residents
 - 17,070 followers on Facebook
 - 15,100 followers on Twitter
 - 23,600 followers on Instagram
 - **246,185** uses of #upsideofflorida on Instagram



DO NOT UNDERESTIMATE THE POWER OF IMAGES

- Beautiful. Evocative. Unstaged (sometimes). Engaging. At all times welcoming.
- Photography will focus on capturing the sights and experiences available in Pensacola in a genuine and authentic way.

TEAM UP WITH TRUSTED BRANDS

- Share local business owner videos and stories
- Share local celebrity success stories
- Partner with trusted brands

GROW THE SOCIAL ECOSYSTEM

- Partner with local influencers
 - Carry the message and drive awareness
- Tailor message to audience
- Utilize the entire social ecosystem to reach biggest audience



nationalflightacademy • Following

nationalflightacademy All U.S. Navy Blue Angels today as the NAS Pensacola Blue Angels Homecoming Air Show kicks off right in our backyard. Any of our AXP's going to the air show too? Tag us in your pics!
#nationalflightacademy #nfapensacola #stem #camp #aviation #blueangelsairshow #upsideofflorida #pensacola



122 likes

NOVEMBER 2

Add a comment...



Take advantage of events!!



pensacolapolice • Following
Long Hollow Neighborhood

pensacolapolice #pensacolasfinest
#upsideofflorida #dadlife
#parentingdoneright #pensacola #police

brandiagomez Love these two cuties!



jenmichho That baby is adorable!



themodernpapi Love this!



172 likes

OCTOBER 31

Add a comment...



Unified messaging..

Celebrate milestones!!

We Have Reached
50,000
#UpsideofFlorida
Tags!

PENSACOLA
THE UPSIDE OF FLORIDA

City celebrating 30,000 hashtags

From staff reports, pnj.com Published 1:55 p.m. CT May 26, 2015 | Updated 2:07 p.m. CT May 26, 2015



(Photo: Special to the News Journal)

[f](#) [TWEET](#) [LINKEDIN](#) [COMMENT](#) [EMAIL](#) [MORE](#)

The City of Pensacola is joining forces with Fiesta of Five Flags to celebrate reaching 30,000 #upsideofFlorida hashtags on Instagram. This celebration is combined with the return of the Juan Sebastian de Elcano tall ship by hosting an Instameet.

Instameet
May 29 / 6:30pm / Plaza de Luna
@CityOfPensacola | #UpsideOfFlorida | #VivaElcano
Celebrating the Fiesta of Five Flags & 30,000 photos of the #UpsideOfFlorida

URGENT CARE
just a click away.

Baptist Medical Park – Airport
Baptist Medical Park – Nine Mile

EasySchedule



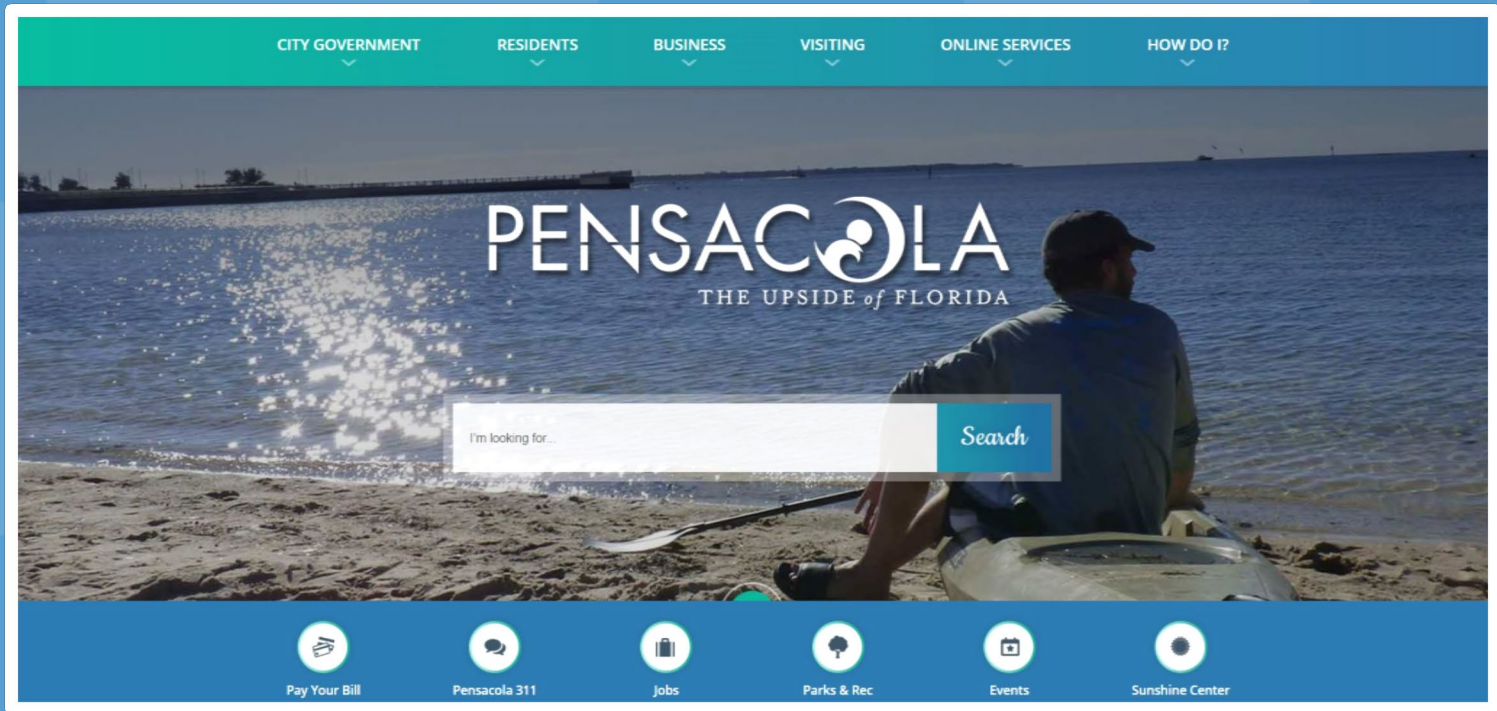
BAPTIST
HEALTH CARE

FROM THE USA TODAY NETWORK

CITIZENS ACADEMY



WEBSITE AND APPS



PENSACOLA

311



PHONE / WEB / MOBILE APP

In 2011, the City launched 311, a non-emergency citizen support line. Available 24/7, 311 is your one-stop shop for all City services.

- Parks grounds and equipment
- Street issues and potholes
- Damaged sidewalks
- Broken streetlights

PENSACOLA
THE UPSIDE of FLORIDA



BUILD TRUST AND PRIDE
ONE CLICK AT A TIME...

PENSACOLA

THE UPSIDE *of* FLORIDA

Turning Appreciation into Advocacy



Turning Appreciation into Advocacy



www.FLCities.com/WeLiveLocal/





Define it.



Localize it.



Tailor it.



We Live Local Resources

In the last two years alone, there have been

141 attacks on Home Rule.

VACATION RENTALS



Allowing unruly mini-hotels to operate in our neighborhoods

UNFUNDED MANDATES



Passing policy on to us with no funding to support it

SMALL CELL EQUIPMENT



Letting corporate interests decide what our streetscapes look like instead of us

Let's Talk About Home Rule



MAYOR CLAUDIA CUBILLOS, VILLAGE OF PALM BEACH

2017 2018 PRESIDENT / MIAMI-DADE COUNTY LEAGUE OF CITIES

Tell STATE LAWMAKERS



0:42

WE LIVE Local

Localize It: How to ... Develop a Local Impact Response to Proposed Legislation

When we use local examples to talk about the impacts of proposed legislation, we make the connection with lawmakers and with each other. When we use local examples to talk about the impacts of proposed legislation, we make the connection with lawmakers and with each other. When we use local examples to talk about the impacts of proposed legislation, we make the connection with lawmakers and with each other.

Part of our campaign to educate Floridians about the impacts of proposed legislation is to build our team of advocates. We are looking for people who are interested in the driving force behind the issue. When proposed legislation has a negative impact on our community, we must be able to describe the impact in a way that is meaningful to our neighbors. We must be able to describe the impact in a way that is meaningful to our neighbors.

- STEP 1: Identify what issue the legislature is solving.** Determine what event, personal experience, or interest is the driving force behind the issue.
- STEP 2: Know who the key players are and a timeline.** Look at who the primary sponsor is. If it has a companion bill in the other chamber, the committee the bill has been assigned to, and process the bill is currently. The bicameral and limited timeline state lawmakers have a significant role in the trajectory of proposed legislation.
- STEP 3: Explain what the bill does in your own words.** Explain what the bill does in your own words. Use the resources the League provides to help you. Use the resources the League provides to help you. Use the resources the League provides to help you.
- STEP 4: Inventory objections.** Before you ask me to support an issue, make sure it is one that affects the fiscal bottom line of a city's operations.

It is time that we, the people of Florida, live local, so we should c

What is HOME RULE?

Local decision-making. Self-government. Citizen-centered solutions.

We have 400+ cities, towns and villages in the State of Florida. All are different, with unique needs and services. Some of the common services include:



Home Rule gives us the power

Our quality of life is under attack

State lawmakers, however, they do not. But they are listening. There have been 141 attacks:

- ▶ VACATION RENTALS: Allowing unruly mini-hotels to operate in our neighborhoods
- ▶ SMALL CELL EQUIPMENT: Letting corporate interests decide what our streetscapes look like instead of us
- ▶ LOCAL ELECTIONS: Telling our neighbors that we are not listening
- ▶ PREEMPTIONS: Tying our hands so we cannot solve local problems
- ▶ UNFUNDED MANDATES: Passing policy on to us with no funding to support it

It is time that we, the people of Florida, live local, so we should c

WE LIVE Local

Tips for Talking About Home Rule with... RESIDENTS

It is tough for everyday people to have their voices heard by a state government that is miles away and meets infrequently. This is precisely why local government is so effective! But in today's climate of state interference, it is more important than ever to engage as many local residents as possible in the statewide fight to protect and respect Home Rule. Business owners, community leaders and everyday residents are all tremendous assets. We must prepare ourselves and our neighbors to take a stand to support the right to self-govern.

4. STAY IN TOUCH. Too often we call on each other only when we want action. And too often the sparse communications results in missed messages. Just like we must cultivate relationships with state lawmakers year-round, so too with each other. Always provide immediate follow-up whenever you issue a call to action - even the simple stuff. Highlight responses in digital communications, via social media and during council meetings.

- 1. PROVIDE LOCAL EXAMPLES.** What issues have our council successfully addressed in the recent past? What solutions are we working on now that our neighborhoods care about the most? How are special interests driving state policy development instead of local interests? And what are the negative impacts of those proposals on our community? Localizing the issues gives us a reason to become passionate advocates for Home Rule.
- 2. IDENTIFY AND UTILIZE INFLUENCERS.** Messengers matter. When recruiting more voices to get involved, be sure to share the message with likely advocates. Reinforce that local decision-making is the best way to resolve local challenges, and share this information with neighbors. When we engage the right business, civic and religious leaders and community activists, the message of protecting Home Rule will resonate throughout our city.
- 3. START SMALL.** One of the easiest ways to overwhelm an advocate is to demand too much action too early. Start by offering easy ways to get involved: Sign up for more information, share a message on social media, take a pledge. Then up the ante with more involved actions: Craft an individual message for a specific legislator, make a personal phone call or meet face-to-face with a state lawmaker in his/her office or committee.

WHERE TO FIND KEY LEADERS IN OUR COMMUNITIES

Ask to speak at meetings or events hosted by:

- ▶ Chambers of Commerce
- ▶ Civic groups like Kiwanis or Rotary
- ▶ Faith-based organizations
- ▶ Home Owners Associations and neighborhood organizations
- ▶ Senior centers

Or host your own:

- ▶ Coffee with a Commissioner
- ▶ Morning Walk with the Mayor

These are all great ways to connect with each other on issues that celebrate our ability to solve local problems and spur innovation.



Designed for Residents

- We Live Local Resident Sign-up
 - Citizen Action Guide
 - Periodic email correspondence letting you know about local issues
 - Periodic calls to action during the 2019 Legislative Session based on indicated preferences

WeLiveLocalFL.com



We are glad you are interested in learning more about Home Rule and actions you can take to protect it in your local community. Community engagement plays a vital role in preserving the quality of life in our cities.

Signing up below gives you the following:

- Immediate access to our "We Live Local" Citizen Action Guide.
- Periodic email correspondence letting you know about local issues
- Periodic calls to action during the 2019 Legislative Session based on your indicated preferences below

Please complete the following:

Name*

Email*

Address*

Profession/industry*



To-do for City Officials

- Identify your local examples to make the connection
- Present *We Live Local* message at community organizations and events
- Utilize ready-made League resources & tailor the rest
- Share your local stories via social media
- Refer residents to learn more and/or serve on a citizen strike team
- Set up your calendar to engage, repeat and reinforce messages



Building Home Rule Advocates



Citizen Advocates

Making a Difference

May 29, 2018



Greetings!

Last legislative session your advocacy defeated bills designed to take control away from local government and give it to the state. Those bills addressed municipal elections, local Impact fees, local Community Development Agencies, vacation rentals, and even tree trimming in Winter Park. Your advocacy made a huge difference! We expect to see some of these bills return during the next legislative session. We want to be ready!

Join Our Mailing List!



From where I sit...

IMPORTANT DATES:

Cooper's Perspective

Keep Local Decisions Local

Aug 20, 2017

Greetings!

As your representative, I am increasingly frustrated by the restrictions the state legislature is placing on Winter Park's authority to make decisions directly impacting our community. **I am asking for your help.**

I believe that your local elected representatives, not the state legislature, are in the best position to set policy for governing Winter Park. We understand your priorities, we hear from you daily and we are directly accountable to you, the taxpayers. Most importantly, we are your neighbors and like you, we must live with the consequences of our decisions.

In 1968, Floridians voted to amend the state Constitution to grant municipalities broad authority to enact our own ordinances and self-govern on any matter that is not in conflict with state and federal law. This right and privilege is referred to as *Home Rule*.

WE LIVE  *Local*



Commissioner Carolyn Cooper
City Commissioner
City of Winter Park
October 2018

HOME RULE

Local Decision Making

Self Government

Citizen Centered Solutions

50th Anniversary of Home Rule

For more information about Florida Home Rule, please visit the following links:

Florida League of Cities:
[The History of Home Rule in Florida](#)

League's Legislative Issue:
[Brief on Local Self-Government](#)

Florida Bar Journal's: [The Effectiveness of Home Rule](#)



Citizens Advocating for Home Rule



Questions?



Closing Thoughts

Engage...

Inform...

Build an advocacy network of **Home Rule Supporters!**



