



## Memorandum

**Memorandum No:** 24-008

**Date:** January 12, 2024

**To:** Honorable Mayor, Vice Mayor, and Commissioners

**From:** Greg Chavarria, City Manager   
Greg Chavarria (Jan 12, 2024 16:49 EST)

**Re:** Update on the Reimagining City Hall Project

---

At the August 22, 2023 City Commission Joint Workshop with the Infrastructure Task Force (ITF) Advisory Committee, the City Commission directed staff to partner with the ITF to solicit feedback from the community on defining the guiding principles for the future city hall. Recognizing the importance of aligning the new City Hall with the diverse needs of residents and businesses, this initiative is being facilitated by Dickey Consulting Services, Inc., a local consulting firm with expertise in facilitating focus groups to obtain community input and executing projects that leverage public sector vision. The American Institute of Architects student chapter at Florida Atlantic University is also serving as a partner in this project to create a modern, resilient, and community-focused space.

### Engaging the Community

Through a series of five workshops, the City is seeking input to establish themes and insights that will guide the design of a reimagined City Hall building that meets the needs of today and tomorrow's neighbors and businesses. Each workshop, developed in conjunction with the ITF, reviews a different element of the visioning process such as spacing allocation, amenities, and financing and procurement options.

Obtaining targeted feedback is the cornerstone of this inclusive process. In addition to workshop participation, neighbor input is being collected via surveys to ensure that the City has the data needed to shape the principles that will guide the design and construction of the new City Hall. These surveys are distributed during the workshops, via the online Reimagining City Hall project page, and as a hard copy during civic participation events such as neighborhood association meetings and the City's upcoming Neighbor Support Night.

### Communication Tools

The City is implementing a robust communication plan to raise awareness, encourage participation, and create a transparent and collaborative process with the community. Postal communication was facilitated via a post card mailing and inserts in the water bill. Electronic communication is occurring via a social media campaign, email distributions, and inclusion in mayor and commissioner newsletters. Flyers and posters have been placed in high-traffic areas and media outlets have been invited to the workshops. This project is also being

promoted at civic association and homeowner association meetings. Full details of the communication plan can be found in Exhibit 1.

### **Reimaging City Hall Project Page**

The City's Reimaging City Hall Project page ([ftlcity.info/rch](http://ftlcity.info/rch)) serves as the central location for information and updates on this momentous undertaking. The site hosts information on upcoming workshops and a link to the latest workshop survey. Community members who have missed a workshop can also visit the site to view the workshop presentation materials and a summary of the feedback received during the workshop. Neighbors can also use this site to sign up for project updates. Images of the Reimaging City Hall Project page can be found in Exhibit 2.

### **Next Steps**

There are four workshops remaining (see attached flyer in Exhibit 3). After the completion of the workshops, Dickey Consulting Services, Inc., will compile a report to be shared with the Infrastructure Task Force and the City Commission that contains the themes and insights received from the public. This information will guide the recommended City Hall Guiding Principles that will be presented by the Infrastructure Task Force to the City Commission in June 2024.

Thank you for continuing to promote this initiative to your constituents. If you need any additional information, please contact Laura Reece, Director of the Office of Management and Budget at [lreece@fortlauderdale.gov](mailto:lreece@fortlauderdale.gov) or 954-828-5894.

Exhibit 1 - Reimaging City Hall Communications Plan

Exhibit 2 - Screenshots of the Reimaging City Hall Project Page

Exhibit 3 - Reimaging City Hall Flyer

c: Anthony G. Fajardo, Assistant City Manager  
Susan Grant, Assistant City Manager  
Thomas J. Ansbro, City Attorney  
David R. Soloman, City Clerk  
Patrick Reilly, City Auditor  
Department Directors  
CMO Managers

# Reimagining City Hall Communications Plan

The City of Fort Lauderdale aims to engage the public and gather valuable feedback regarding the design and construction of the new City Hall building through a series of workshops. The objective is to raise awareness, encourage participation, and create a transparent and collaborative process with the community.

## Communication Methods

### 1. Engage Page for Up-to-Date Information and Survey

An “Engage” page has been created dedicated to the project. This page will provide real-time updates, schedules, and a feedback survey.

### 2. Postcards

Design postcards with essential information about the workshops and mail them to all households in Fort Lauderdale. For those who are not able to attend in person, there will be a QR code to the “Engage” page to encourage participation in the survey.

### 3. Flyers at City Buildings and High-Traffic Areas

Place informational posters and flyers in city buildings, libraries, community centers, and other high-traffic areas.

### 4. City Website

Publish a detailed news post on the official City website with workshop schedules, topics, and other pertinent information.

### 5. Social Media Campaign

Launch a social media campaign across platforms such as Facebook, Twitter, Instagram, and NextDoor. Regularly update with event details, share interactive content, and encourage users to share their thoughts and experiences.

### 6. Media

Issue press releases to local newspaper, TV, and radio stations to inform the broader public about the workshops. Invite media outlets to attend and cover the events.

### 7. Community Stakeholders

Reach out to Civic Associations as well as City advisory boards and committees directly via Strategic Communications and request their support in spreading the word to their members.

### 8. Partnerships (e.g., Riverwalk)

Collaborate with organizations like Riverwalk, Chamber, DDA and other community partners to promote the workshops. Leverage their networks and communication channels.

### 9. Email Distribution

Send out email newsletters to subscribers and include workshop details, “Engage” page link, and encourage them to forward the information to others.

**10. Mayor and Commissioner Newsletters**

Utilize the Mayor and Commissioners' newsletters to inform residents about the workshops. The newsletters can feature personal messages from the elected officials to emphasize the importance of community involvement.

**11. Water Bill**

Include workshop details and "Engage" page information on the back of the water bills, detailing the workshops and how to participate.

# Screenshots of the Reimagining City Hall Project Page

**CITY OF FORT LAUDERDALE**

## 1 Reimagining City Hall

**Guiding Principle Workshops**

As a result of the historic 1,000-year flood the City experienced in April 2023, the existing City Hall building was significantly damaged and needs replacement. The building, originally built in 1969, served as a central point for City business and engagement with public officials. However, the facility has been unable to evolve to meet the needed functions of a collaborative community and innovative staff. Additionally, due to the growth of the City and the staff serving it, the building was insufficient in size to house staff in a singular location.

This project seeks the input of City neighbors to establish a set of

**2 OPEN Workshop 2 - Spacing Allocation Survey**

**Closes: January 31, 2024 at 11:59 PM**

The City is interested in your input and feedback regarding a newly reimagined City Hall. Please take a brief moment to answer a few questions. Your responses will provide important information as the City and Infrastructure Task Force, along with other neighbors, establish a set of principles to guide the design and construction of a new City Hall.

**Participate Now** Approximate time 5 minutes

## 3 PROJECT TIMELINE

- Workshop 1 - Introduction  
December 2, 2023
- Workshop 2 - Spacing Allocation**  
January 13, 2024
- Workshop 3 - Amenities  
February 17, 2024
- Workshop 4 - Finance and Procurement Process  
March 23, 2024
- Workshop 5 - Review and Next Steps  
April 20, 2024
- Presentation of Guiding Principles to City Commission  
June 2024

## 4 Stay Informed

Get notified on upcoming engagements and the latest project related news.

**Sign up for notifications**

**SUPPORTING DOCUMENTS**

- [Workshop 1 Summary](#)
- [Workshop 1 Presentation History Of City Hall](#)

### Section 1:

Provides a summary of City Hall events, project purpose, and upcoming workshop information. Contact information is also available for workshop and participation questions.

### Section 2:

Outlines a “Project Timeline” that indicates which workshop the project is currently focused on. This timeline serves as a calendar of all upcoming workshops. Supporting documentation for previous workshops is also available for download.

### Section 3:

Contains the current **open** workshop survey. Each survey has a closing date and will not be available after the completion of its respective workshop.

### Section 4:

Allows users to sign up for notifications about the City Hall Rebuild project or all other City projects. Users will receive updates about upcoming engagements, reports and the latest project related news.





# Commission Memo 24-008 - Update on the Reimaging City Hall Project

Final Audit Report

2024-01-12

Created:	2024-01-12
By:	Amber Cabrera (AmCabrera@fortlauderdale.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAcNF3IQ3XhIhI-qN3UPwfQdkrW3yjs

## "Commission Memo 24-008 - Update on the Reimaging City Hall Project" History

-  Document created by Amber Cabrera (AmCabrera@fortlauderdale.gov)  
2024-01-12 - 8:46:28 PM GMT
-  Document emailed to Greg Chavarria (GChavarria@fortlauderdale.gov) for signature  
2024-01-12 - 8:46:56 PM GMT
-  Email viewed by Greg Chavarria (GChavarria@fortlauderdale.gov)  
2024-01-12 - 9:49:00 PM GMT
-  Document e-signed by Greg Chavarria (GChavarria@fortlauderdale.gov)  
Signature Date: 2024-01-12 - 9:49:51 PM GMT - Time Source: server
-  Agreement completed.  
2024-01-12 - 9:49:51 PM GMT

