

**103.1 SUBJECT:OFFICE OF COMMUNICATIONS AND NEIGHBORHOOD  
EHANCEMENT ORGANIZATION AND POLICY**

:1 OBJECTIVE:

To preserve and enhance the quality of life in Orlando through effective communication, special events, citizen outreach and involvement.

:2 AUTHORITY:

This procedure adopted by City Council on September 10, 2001; amended December 3, 2001 (THIS IS FOR COMMUNICATIONS SECTION 102.1). This procedure adopted by City Council September 15, 2003.

:3 DIRECTION:

The Office of Communications and Neighborhood Enhancement Director, as an appointed official, serves at the pleasure of, and receives direction from the Mayor.

:4 FUNCTIONS:

A. Facilitate the development, maintenance, and revitalization of neighborhood organizations through the following areas:

1. Coordinate delivery of City services to meet the needs of citizens in our neighborhoods by a process that accurately reports neighborhood needs to City Commissioners and City departments.

2. Provide technical assistance, training, and information and referral, and host an annual Neighborhoods Summit for neighborhood leaders and volunteers.

3. Create innovative neighborhood empowerment models by doing research, working with neighborhood leadership and coordinating implementation of neighborhood improvements.

4. Assist citizens with identifying neighborhood needs and finding solutions. Responding to citizen service requests and facilitating neighborhood improvement efforts.

B. Provide funding to eligible neighborhoods associations and 501 (c) (3) organizations through the Mayor's Matching Grants program and technical assistance to neighborhood-based organizations to improve the quality of life in Orlando's neighborhoods.

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The Mayor's Matching Grants program include:

a. Mayor's Neighborhood Matching Grant (MNMG)

b. Mayor's Educational Partnership Grant (MEPG)

c. Mayor's Faith-based and Community Matching Grant (MFBCMG)

C. Coordinate the dissemination of public information regarding the operations and activities of the Mayor and City events through the efforts of three primary sections:

1. Audio-Visual
  - a. Ensure inventory, maintenance and proper operation of City Audio-Visual equipment.
  - b. Produce and air all City Council meetings.
  - c. Produce Orlando's TV show "Inside Orlando", "Restore Orlando" and the "S-Files".
  - d. Manage production of City programs to be aired on "Community Café".
  - e. Photograph and video tape all City events.

1. Creative Services

- a. Provide graphic support to all departments to ensure the highest quality of presentation and delivery.
- b. Design newsletters originated in the City.
- c. Produce daily web and television graphics.
- d. Review graphic materials produced by other departments to ensure City graphic image guidelines are met.

2. Media Relations/Public Affairs/Marketing.

- a. Ensure and maintain close contact with media.
- b. Provide marketing/public relations and media support to Mayor's Office and other city representatives.
- c. Provide event coordination, support and/or guidance for City events.
- d. Manage City's Emergency Communications Plan.
- e. Ensure the content of material on the City Internet reflects the highest quality and integrity of the City.
  3. Create and maintain a look for the web site.
  4. Research opportunities to improve the web site.
  5. Update the front page of the web site on a daily basis.
  6. Back-up web site.
  7. Record statistics.
  8. Help each department in conforming their pages to the City's style per Policy and Procedure 754.10 (Internet and Intranet Development).

D. Provide citizens and city employees opportunities to participate in community service projects and City programs that enhance and improve the quality of life in Orlando through volunteerism.

1. M.E.R.I.T.S EMPLOYEE VOLUNTEER PROGRAM

:1a). General

The City of Orlando encourages its employees to become personally involved in community service through volunteerism. Volunteerism positively impacts the community and the employee through personal gratification gained from giving, as well as contributions raised to assist non-profit community organizations, thereby improving the overall quality of life of people.

### 1. Volunteer Opportunities

Volunteers are needed in many different non-profit community organizations and schools. Employees may volunteer on a regular ongoing basis, or as the need arises. The non-profit community organization must be approved as an eligible agency in order for the employee volunteer to receive qualifying hours for the Rewards Plan. Approved organizations are either schools or organizations that hold a current 501 (c) 3 designation. Documentation may be required. The Office of Communications and Neighborhood Enhancement will provide specific information on volunteer opportunities available.

### 2. Rewards Plan

In order to qualify for rewards, employee volunteers must document their community service hours on a M.E.R.I.T.S. Employee Volunteer Program Time Sheet. The M.E.R.I.T.S. Employee Volunteer Program Time Sheet should be turned in quarterly to the Volunteer Program Coordinator in the Office of Communications and Neighborhood Enhancement within twoweeks after the end of each quarter. Volunteer hours of service performed during scheduled working hours cannot be included, unless performed as a part of Junior Achievement or public school volunteer effort, or approved by the Chief Administrative Officer.

The rewards that City employee volunteers are eligible to receive are:

3. \$20 MERITS Award Vouchers for 20 or more hours per quarter of documented volunteer work.
2. \$5 MERITS Award Vouchers for each approved M.E.R.I.T.S. volunteer team event (not including collection drives).

MERITS Award Vouchers may be redeemed at the Cashier's Office for a variety of gift certificates.

### 4. Alternate Reward for Employee Volunteer Service

In lieu of receiving MERITS Award Vouchers for volunteer work, any employee who has applied for and received a computer loan, may elect in the computer loan application and loan agreement to provide volunteer service to an eligible non-profit community organization or school in exchange for an interest-free computer loan from the City. Volunteer hours must be documented on the M.E.R.I.T.S. Employee Volunteer Time Sheet Reporting Form and submitted to the Volunteer Program Coordinator in the Office

of Communications and Neighborhood Enhancement. Participants must complete 15 hours of volunteer service per year for the life of the loan. If the volunteer hours have not been met at the end of the loan term, or if employment is terminated before volunteer hours are met, interest in the amount of three percent will be assessed for the entire computer loan amount by the Administrative Services Department (See 701.2, "Computer Purchase Plan" for more details).

### 5. Acceptable Community Service Opportunities

Community service activities performed for 501 (c) 3 organizations will be recognized for the Employee Volunteer Recognition Program and the Computer Loan Program. 501 (c) 3 documentation may be required. Volunteer hours must be turned in to the Volunteer Program Coordinator on a quarterly basis, and you must have at least 20 hours per calendar year quarter to receive MERITS Award Vouchers. (Employees should also submit any hours under 20 per quarter to be added to the tally for overall volunteerism.) Volunteer hours cannot be accumulated during work hours unless personal time is used, or it is a school program. Employees cannot get credit for M.E.R.I.T.S. Volunteer Events that have been submitted for \$5 MERITS Award Vouchers. (The employee can get event credit or quarterly credit, but not both). Volunteer hours cannot be part of the employees' job responsibilities, and cannot be earned within the employees' own city departments (other than Citizen Corps Training classes). People with computer loans can get computer loan credit for their first 15 hours of community service, and volunteer program credit, including MERITS Award Vouchers, for hours beyond the computer loan requirement. Board meetings and leadership of 501 (c)3 community organizations will be acceptable as community service. General participation in meetings (such as scouts, PTA, etc.) will not be considered community service.

## 2. CITIZEN VOLUNTEER PROGRAM

1. Recruit, screen, train, and place citizen volunteers in city departments, offices, agencies, and activities
2. Track and report citizen and employee volunteers for cost savings to the city. Volunteer hours are computed at a rate of \$16.05 per hour, which represents a significant cost savings to the city. The value of volunteer hours fluctuates, and is determined by Independent Sector, which is a nonprofit, nonpartisan coalition of more than 700 national organizations, foundations and corporate philanthropy programs.
3. Coordinate incentives, recognition, and rewards for all city volunteers (citizens and employees)
4. Coordinate efforts with departmental volunteer coordinators to share information, develop job descriptions, and assign volunteers

## 3. SPECIAL MAYORAL INITIATIVES

1. Coordinate special initiatives or projects that address specific needs based on mayoral, departmental, or community recommendations
2. Coordinate special events and/or volunteer efforts to meet timely community needs

:5 FORMS:

Web Site Guidelines, Logo Standards, Creative Services Request Form, Audio Visual Services Request Form, Web Site Services Request Form; Mayor's Neighborhood Matching Grant Application; Mayor's Educational Partnership Matching Grant Application; Mayor's Faith-base and Community Matching Grant Application; M.E.R.I.T.S. Employee Volunteer Program Time Sheet; M.E.R.I.T.S. Employee Computer Loan Time Sheet

:6 COMMITTEE RESPONSIBILITIES:

Mayor's Matching Grants Selection Committees, Mayor's Neighborhood Matching Grants Technical Review Committee, Mayor's Youth Academy, City Communications Committee, Veterans Parade Planning Committee, and Fourth of July Fireworks at the Fountain Committee, M.E.R.I.T.S. Employee Volunteer Committee

:7 REFERENCE:

For further Internet information see Policy and Procedure 754.10. Procedure adopted by City Council on September 10, 2001, amended December 3, 2001. (THIS IS FOR COMMUNICATIONS SECTION 102.1) This procedure adopted by City Council on September 15, 2003.

:8 EFFECTIVE DATE:

Procedure effective September 10, 2001, amended December 3, 2001. (THIS IS FOR COMMUNICATIONS SECTION 102.1). This procedure effective September 15, 2003.

**103.2 SUBJECT:**

103.3 SUBJECT: (MOVED TO OPD) (MOVED TO PARKS)