

# Putting the Pieces Together:

- Blue Ribbon Advisory Committee for Economic Competitiveness
- Development Services Center
- Planning & Development Services Department



# Business

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## Blue Ribbon Committee on Competitiveness Begins Work

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20 Mar 15

Carroll, Mark

### Blue Ribbon Committee Task Force Helping To Make Gainesville The Best City To Do Business In

Gainesville, FL, March 20, 2015 -- CHW, north central Florida's leading planning, surveying, civil engineering, and construction services consultants, Robert J. Walpole, PE and Gerry Dedenbach, AICP, have been selected as members of the City of Gainesville's newly developed Blue Ribbon Advisory Committee on Economic

# Blue Ribbon Committee

- Formed to re-imagine economic development in the city and to make the City of Gainesville the most competitive in the State of Florida.

# Blue Ribbon Retreat

- How will a focus on being the most user-centered City in the world help us achieve economic competitiveness?



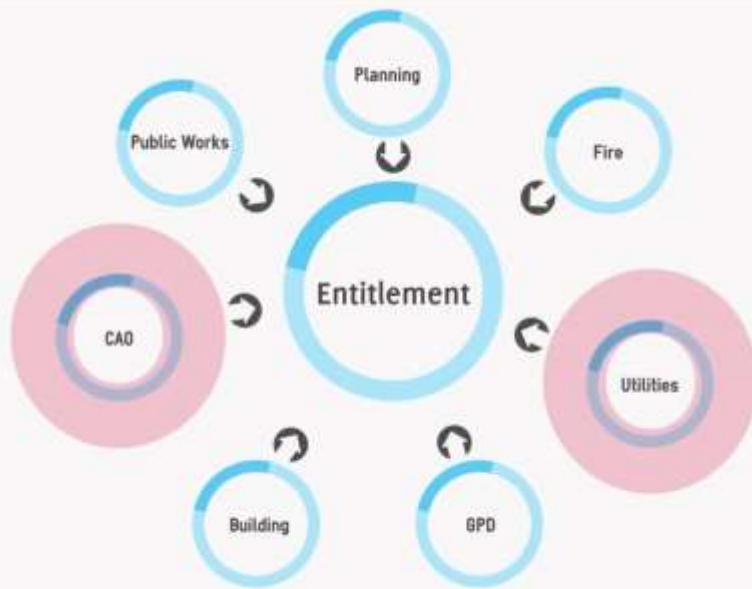
# Development Services Center

City explores implementing a Development Services Center to improve the consistency, timing, coordination, and accountability of development services.



# Development Services Center

On April 16<sup>th</sup>, the City Commission voted unanimously to approve the proposed DSC concept and authorized the City Manager to bring back a proposed budget and to add the initiative to the City Strategic Plan.



# Development Services Center Steering Committee

- Holds three meetings to discuss Development Services Center concept and location
- Focus: “Where do we put it?”

# IDEO

- The following week, Gainesville reps traveled to Silicon Valley with the goal of attracting business to the City of Gainesville.
- At that time, we visited IDEO, a human centered design and innovation firm.



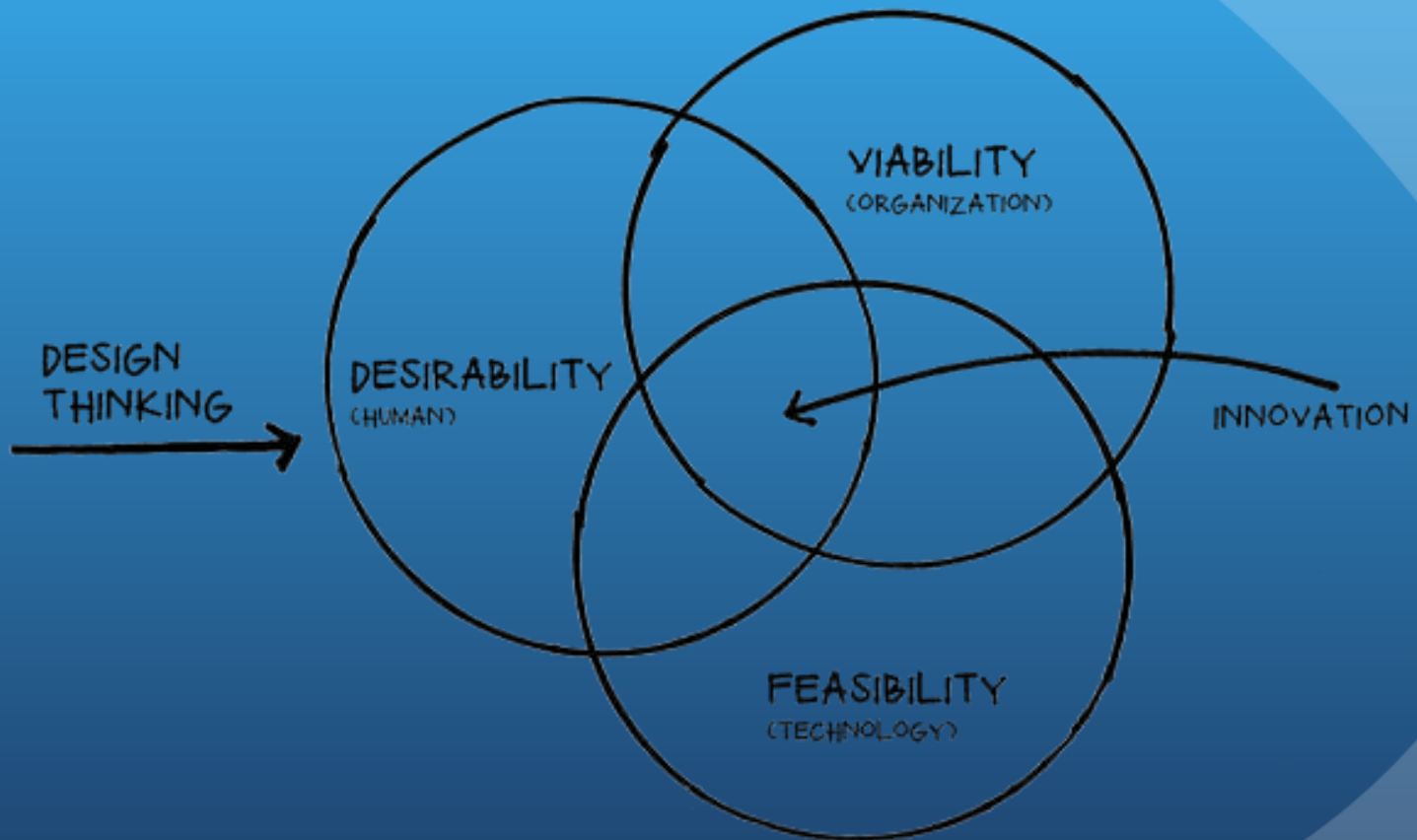
# IDEO



- A few weeks later, the Blue Ribbon Committee met with IDEO and talked about how the design and innovation firm could help Gainesville think through creating the best user experience in Gainesville.
- The Board approved fundraising to contract with IDEO.



# IDEO



# IDEO

- Opportunity to broaden scope
- Question of “where to we put the Development Services Center?” changes to “how do we design the most user-centered city?”

# Blue Ribbon Sub-Committees

1. The Citizen Experience or User Perspective
2. The Civil Servant Experience or Doer Perspective
3. The (Re)Framers or Quality Control for Citizen centered (Re)design

# Alignment of Blue Ribbon and DSC

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After Blue Ribbon Committee members met IDEO & sub-committee work, it became apparent that there needs to be alignment between the two if Gainesville is serious about having the best user experience.

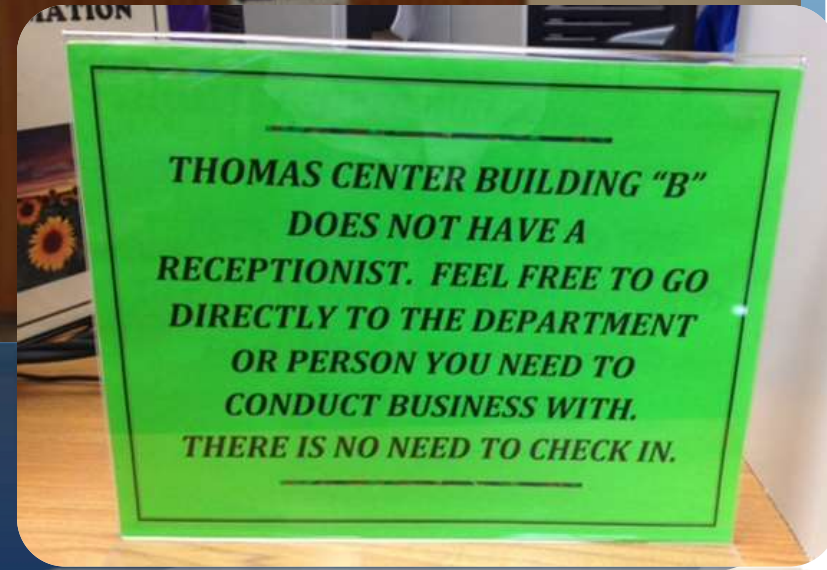


# Alignment begins

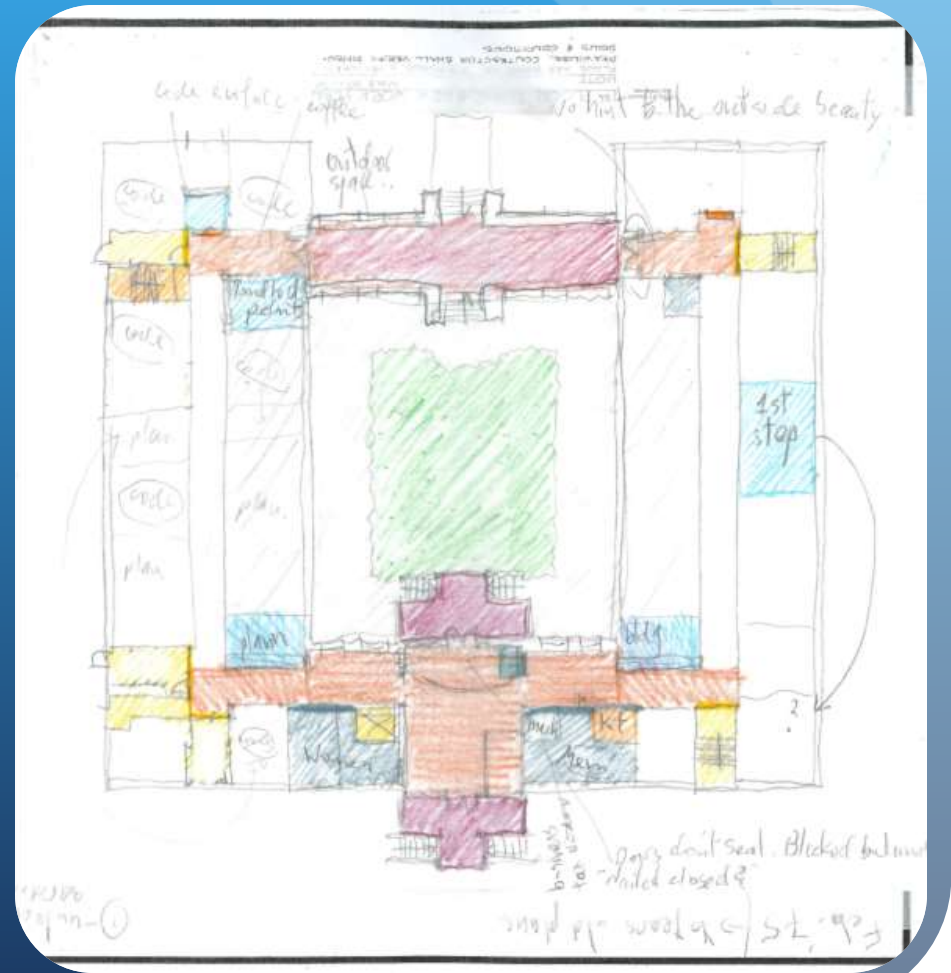
- The Executive Director of the Blue Ribbon Committee is named the new Director of Planning and Development Services Director in May 2015.
- The efforts of the Blue Ribbon Committee, the Development Services Center and Planning & Development Services begin to align.



# Front door



# Creating a space that welcomes customers



# Work environment: Creating a shared workspace





# Creating a space that welcomes customers



# Hours of Operation

## OPENING HOURS OF BANKS



# Hours of Operation



Recommendation to  
base hours on user  
need.

# Paper-based system



# Plans submittal



# Cost of a paper-based system

- City of Gainesville is one of the only entities that still requires paper plans
- Estimate of cost to developer: \$100K/year



# Cost of a Paper-based system

Break-down from local developer:

- 1. Small/Medium Commercial Development**  
45 sheets per plan set = **\$5,000 - \$7,000**
- 2. Large Commercial Development**  
150 - 300 sheets per plan set = **\$45,000 - \$50,000**

# ePlan Submission and Review

- Cross-functional team established to implement ePlan Submission & Review.
- Goal is to provide consistency, transparency and affordability to developers.





# What's Now?

- Approval of budget
- Staffing/additions to team/space planning in Thomas Center
- Ramp up for arrival of IDEO in August
- Initiate marketing campaign

# Budget for one-time expenses and personal services

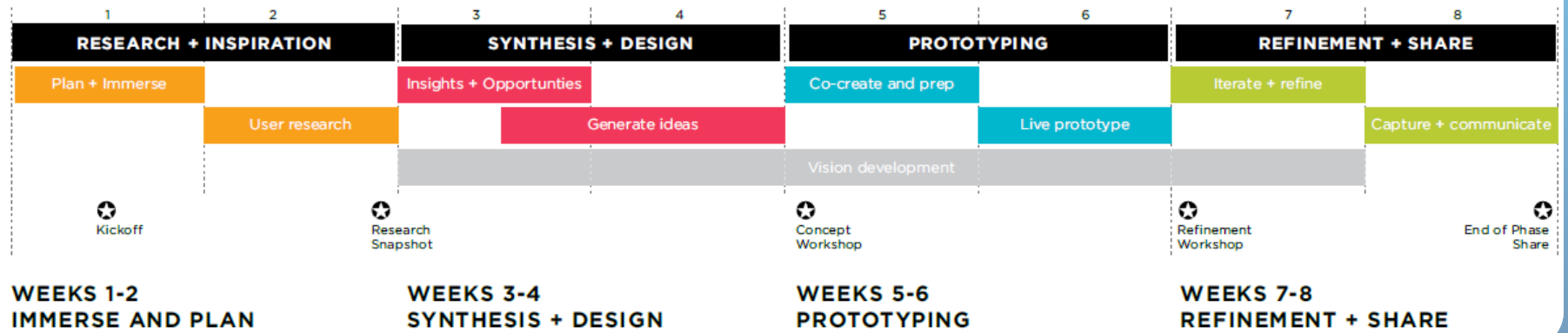
- Proposed budget will position us to create the capacity to move in the direction of a user-centered solution.
- Current gaps:
  - Electronic Development Review
  - Geographic Information Systems (GIS)
  - Work Flow Management
  - Upgrades for antiquated, in-house software programs for entitlements

# IDEO + Gainesville Goals

- Tangible vision for user-centered Gainesville
  - The vision takes two lenses: User-Centered Gainesville for residents, and for businesses.
- Permitting process
  - Rethink, redesign, and prototype the permitting process to start a new approach to increasing competitiveness.
- Welcome wagon
  - Rethink system for welcoming new individuals, families and businesses to Gainesville.

# IDEO Timeline

## PROJECT TIMELINE



IMMERSE AND PLAN  
WEEKS 1-2

SYNTHESIS + DESIGN  
WEEKS 3-4

PROTOTYPING  
WEEKS 5-6

REFINEMENT + SHARE  
WEEKS 7-8

# What's Next?

- Acquire retail storefront for open, inclusive, transparent process
- Marketing ramp-up
  - Internal and external communications
- Gathering workflows and documents of existing processes
  - Permitting information
- Engage community
  - Co-design with all stakeholders

# What's Next?

The most user-centered city in the world.

