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ROADMAP

# Citizen Centered Gainesville

Legislative File ID  
#150568

## Suggested First Steps toward a Citizen-Centered Government

### NOW

Build the foundational skills and team to create a Citizen-Centered Gainesville.

Apply Design Thinking principles to begin implementing changes in the Blue Ribbon Committee Report.

### NEAR

Design, prototype and build new tools and workflows

### FAR

Expand and connect community of participants

Setup a design service to help and support other city staff



**NOW**

**NEAR**

**FAR**

**Phase 1:**  
**SKILLS** “Ready the Team”

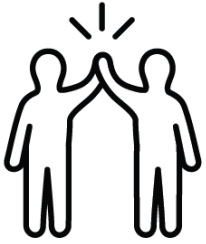
**Phase 2:**  
**SERVICE** “Practice New Formats”

**Phase 3:**  
**TOOLS & WORKFLOW** “Support new ways of working”

**Phase 4:**  
**NETWORK** “Connect the ecosystem”

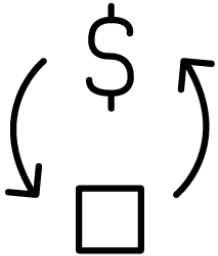
# SIX NEW WAYS TO WORK

1



We embrace a shared sense of purpose

2



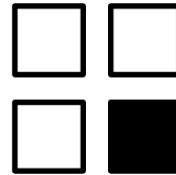
We're relational, not transactional

3



We adopt an entrepreneurial mindset.

4



We make it modular.

5



We show people where they are in the process.

6



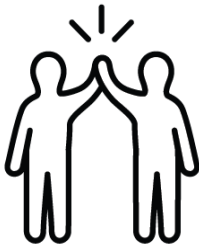
We empower citizens at every interaction.

## Phase 1: SKILLS “Ready the Team”

### Goals

Build the foundational skills and team to create a Citizen-Centered Gainesville.

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### Change 1: Our Commitment

*(the idea of orienting the city around its citizens is a serious one)*

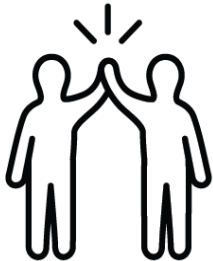
- Each Charter and their respective leadership teams will commit to the idea of a Citizen-Centered Gainesville.
- Employees will first be taught about the Blue Ribbon report and will receive training about the principles of a Citizen-Centered government prior to requesting this commitment.
- It is a hope that elected officials will also commit to the Citizen-Centered principles.

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## Change 2: One Band, One Brand

*(being the most citizen-centered city is also a story)*

- Utilize the draft brand from the Blue Ribbon report and finalize its design and application to the various Charter Offices.
- Formulate a strategy for engaging and communicating to the community the basic principles of the story behind the Blue Ribbon work.

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### Change 3: Our “Get It Done” Plan

*(across the organization strategic plan)*

- Change the timing of the strategic planning effort between General Government, Charters and Citizens
- Interview the City Commission
- Kick-off effort to be more participatory between the Charter Offices beginning in January (each Charter may have begun separately but will come together where appropriate).
- Encourage the strategic plan/budget/capital improvement plan to be included as one plan. Charter Offices to understand the impact of each and work together to coordinate where needed.

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## Change 4: The Talent to Win

*(readying the team)*

- Identify prime leads for each Charter and one for every department/division
- Charter Officers and their leadership teams, city commissioners (if agreed to) and the Learning and Development staff in the HR Department to take ‘Design Thinker’ course
- Learning and Development Staff to teach similar course to other employees of the organization as needed (prior to working on project)
- Alter current emerging leaders program
- Identify ways to involve employees at every level in design challenges and service improvements (project/program development)

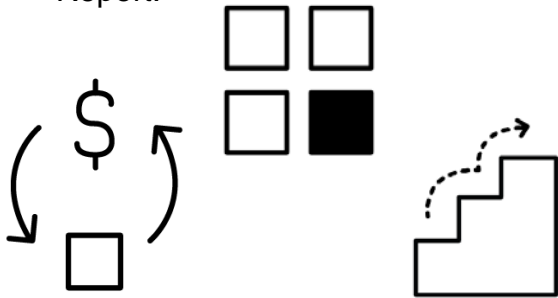


## Phase 1: SKILLS “Ready the Team”

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## Change 5: Our Front Doors

*(citizens need to know where to get started)*

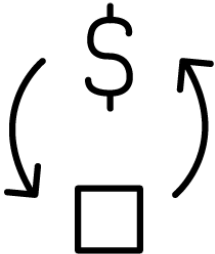
- Phone Tree - begin exploration of the 311 systems or similar system/staffing for a citizen experience.
- Entrance Spaces - Parking area at Thomas Center (entrance experience), Thomas Center lobby, wayfinding and front line support integration.
- Action Officer's - design the “prototype” role/responsibilities, etc.

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## Change 6: Policy-Making That Works

*(embrace an approach to policy making that works for citizens)*

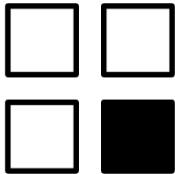
- Again, Design Thinker Course and further training for employees around design thinking.
- Research examples and ways to further citizen participation at City Commission meetings (i.e. ability to send comments through social media).
- Begin discussion around redesigning the City Commission chambers to be more citizen centered and collaborative.

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## Change 7: The Citizen at the Center

*(go to the citizen rather than expect them to come to us)*

- Start to rethink how we put the citizen at the center of a confusing situation.
  - [ex.] CITY72 (One point for pre and post emergency services)



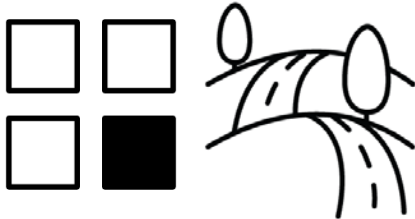
- Make the government more modular by pulling together multiple components to bring the citizen what they need rather than asking them to come to us.
  - [ex.] Twitter feeds, city Facebooks accounts, etc.

## Phase 1: SKILLS “Ready the Team”

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## Change 8: The Department of Doing

*(make it seamless for citizens to get the answers they need)*

- Continue work on redesigning the Thomas Center experience & Action Officer role
- Redesign First Step to serve all citizens
- Introduce new software to enable citizens to submit & track electronically
  - Electronic Plans Submittal and Review
- Hardware & software upgrades to get all Charter areas up to speed
- Gain a greater understanding of the Service Diagram
- Digital assessment tool
  - Look at San Francisco Business Portal to see what ideas can be incorporated



DREAM



PLAN



FINANCE



LEGALIZE



BRAND



SEARCH



SHAPE



BUILD



HIRE



TAXES



CELEBRATE



OPEN



GROW

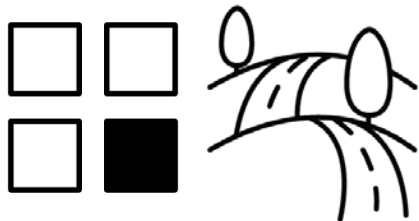
## Phase 1:

### SKILLS “Ready the Team”

#### Goals

Build the foundational skills and team to create a Citizen-Centered Gainesville.

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- Continue work on redesigning the Thomas Center experience & Action Officer role
- Redesign First Step to serve all citizens
- Introduce new software to enable citizens to submit & track electronically
  - Electronic Plans Submittal and Review
  - Enterprise Geographic Information Systems
- Hardware & software upgrades to get all Charter areas up to speed
- Gain a greater understanding of the Service Diagram
- Digital assessment tool
  - Look at San Francisco Business Portal to see what ideas can be incorporated



# Everything You Need to Succeed

Welcome to The San Francisco Business Portal – our City's primary online business resource. With comprehensive information and tailored tools, the Portal helps you easily navigate the steps to [start](#), [manage](#), and [grow](#) a business, quickly learn what it takes to be compliant, and obtain resources along the way. Ready to get started? Find the permits, licenses, requirements, and guidelines you need now.



## Start a Business

Starting a business can be challenging. Being prepared and well-informed will help. Learn what it takes to move your idea from dream to reality.

[Get started](#) ▶



## Manage Your Business

Your doors are open, so what's next? Educate yourself on important dates, laws, and local resources to help you succeed.

[Stay on track](#) ▶



## Grow Your Business

Business is good and it's time to expand. Discover the information and resources you need to grow your business and thrive.

[Grow smart](#) ▶



## FILTER BY CATEGORY

### ✓ BUSINESS TYPE

#### ✓ Auto

- Auto Body & Paint Shop
- Auto Dealer
- Auto Detailing
- Auto Wrecker
- Auto/Motorcycle Mechanic
- Brake & Tire Shop
- Parking Lots & Garages
- Smog Check Facility
- Towing Company

#### > Child & Elder Care

#### > Contractors & Construction

#### > Entertainment

#### > Food & Drink

#### > Healthcare

#### > Manufacturing

# Permit Locator

Start a Business

Manage Your Business

Grow Your Business

Permit Locator

Resources

2

Results (14)

Download all Add all to My Folder

### Seller's Permit



Permit required in order to sell or lease tangible personal property in the State of California.

### Automotive Repair Dealer License



Licenses business that work on motor vehicles and ensures state regulations and standards are enforced.

### Vehicle Repair Garage Permit, Minor



SFFD Permit to conduct Minor Vehicle Repair. Must visit the Fire Department to learn more.

### Vehicle Repair Garage Permit, Major



SFFD Permit to conduct Major Vehicle Repair. Must visit the Fire Department to learn more.

### Flammable/Combustible Finishes Permit, Limited Spray Painting, Application



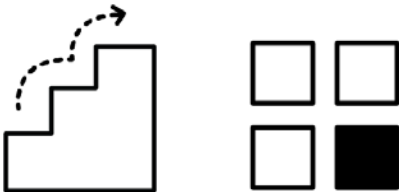
SFFD Permit to use Flammable/Combustible Finishes. Must visit the Fire Department to learn more.

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## Change 9: The Department of Measuring

*(what gets measured is what gets done)*

- Start looking at various measurement tools in both public and private sectors.
  - Look at what we have today
  - What are other government units using?
  - What can we learn from the private sector?
    - Yelp
    - Trip Advisor
    - Uber





## NOW

### Phase 1: SKILLS “Ready the Team”

- Begin implementation of Phase I changes with refinements as needed
  - Change 1: Our Commitment
  - Change 2: One Band, One Brand
  - Change 3: Our “Get It Done” Plan
  - Change 4: The Talent to Win
  - Change 5: Our Front Doors
  - Change 6: Policy Making That Works
  - Change 7: The Citizen at the Center
  - Change 8: The Department of Doing
  - Change 9: The Department of Measuring
- Establish a reporting framework to keep the Commission involved in the process



## NEAR + FAR

**Phase 2:**  
**SERVICE** “Practice New Formats”

**Phase 3:**  
**TOOLS & WORKFLOW** “Support new ways of working”

**Phase 4:**  
**NETWORK** “Connect the ecosystem”

- Identify preliminary steps to implement Phases 2, 3, and 4
- Provide a roadmap for the Commission for future phases

**THANK YOU**

