



# Citizen Centered Gainesville Implementation Update

February 18, 2016

## Timeline Overview

March – December 2015

Blue Ribbon Committee deliberation & meetings

August – September 2015

Gainesville's Community conversation facilitated with IDEO

December 2015

Final Citizen Centered Gainesville Report delivered to the Commission

February 2016

First update to the Commission

# What?

## What? Citizen Centered Gainesville



We will design the city government so that it serves the needs of its people. In ways large and small, we will place the citizens of our city in the center of everything the city does, all the services the city delivers, all the information the city collects, all the decisions the city makes. We will be guided by a question that has to have one core and consistent answer: Does this serve the needs of the citizens of Gainesville?



## Why?



A citizen centered city is a more competitive one. It attracts the very best businesses, citizens and ideas, creating growth and new opportunities

# How? Blue Ribbon Recommended Changes

**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**

## The Talent to Win

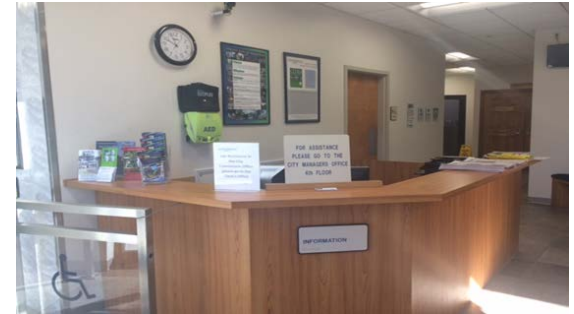
**We will create a collaborative environment that allows employees to reach their potential.**

- **New team structures working across City Departments**
  - Budget and Strategic Planning efforts**
  - Thomas Center Redesign**
  - Human Resources and Communications**
- **Design thinking training and ongoing training needs (\$35,000)**
- **Inventory existing training programs to integrate design thinking and lean processes**

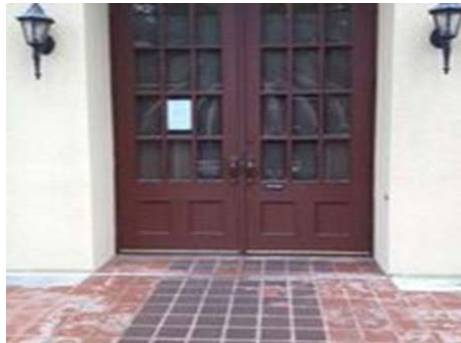


## Our Front Doors

**At any intersection where a citizen accesses the city, we need clear and easy to use front doors.**



- **Entrance Spaces.** High traffic areas such as Thomas Center B and City Hall (\$100,000)
- **Website.** Understanding citizens' needs (\$5,000)
- **People.** Embrace helpfulness.



## Action Officers

**We will identify and deploy individuals who work cross-functionally to meet citizen needs.**

- **First Action Officers in Redevelopment, Economic Development and Planning**
- **Prototyping responsibilities and attributes**







DEAR MR. LYONS,

MY NAME IS TOMMY DODD AND I AM  
DOING ALL THE SEWAGE FOR THE  
STANDARD PROCESS IN GADSDENVILLE.  
I HAD THE EXTREME PLEASURE TO  
BE ABLE TO WORK WITH ANDREW  
PERSONS. WORDS CAN NOT DESCRIBE  
HOW HAPPY, INSPIRED AND  
PROFESSIONAL HE WAS. I HAVE  
BEEN DOING MY JOB FOR 30

Tommy Dodd | 615-831-0790 phone | tommy@doddinc.com

YEARS AND ACROSS THE UNITED  
STATES AND MY EXPERIENCE  
IN THE CITY OF GADSDENVILLE  
WAS EXEMPLARY. I ASKED ANDREW  
IF THIS WAS ORDINARY FOR  
THE CITY AND HE SAID YOUR  
CITY'S MOTTO WAS "THE MOST  
CITIZEN CENTERED CITY IN  
THE WORLD"... MR. LYONS,  
I THINK YOU ARE GREAT JOB  
AND WELL DONE.  
Tommy Dodd

FEB - 1 2018

# The Get It Done Plan

**Create a single, unified plan that is aligned with resources.**

- **The strategic plan and budget will support each other to create meaningful impact**
- **Increase citizen input so that these documents reflect our community**



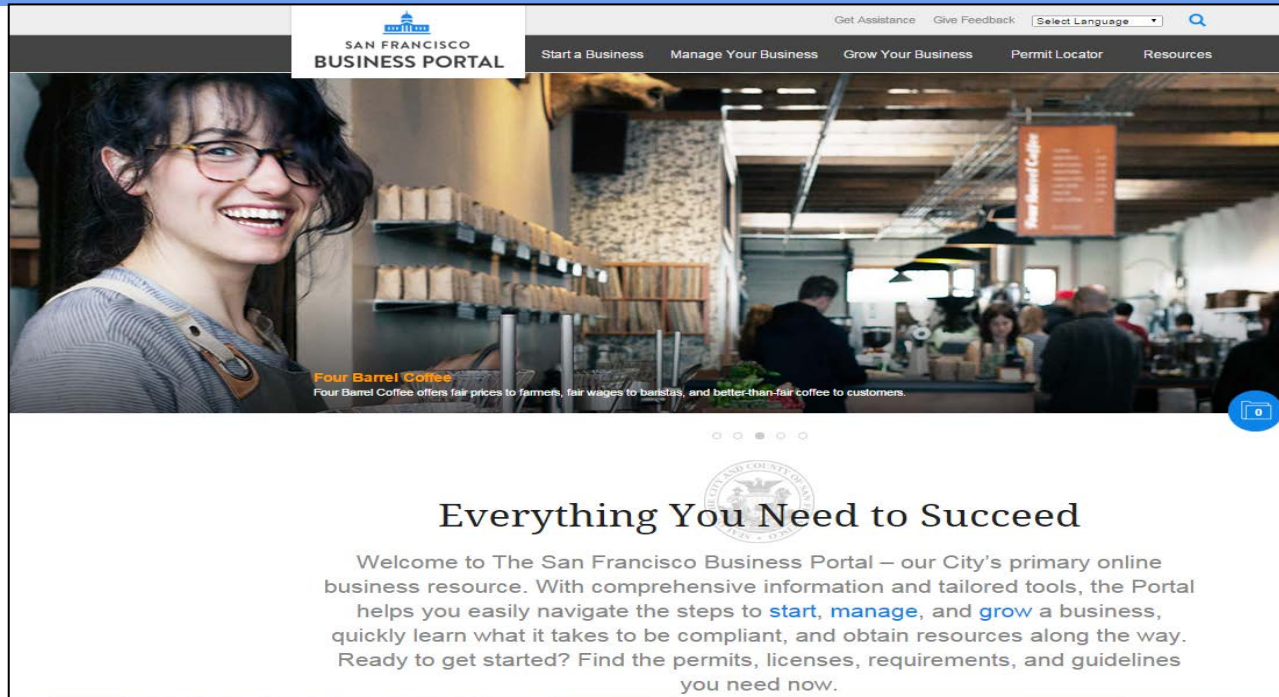
# The Department of Doing


## Creating a one-stop shop to start or grow a business.

- Redesigning First Step
- Electronic Plan Submittal and Review
- Thomas Center physical space and workflow improvements
- Gainesville Business Portal (\$15,000)



# San Francisco Business Portal




Get Assistance Give Feedback  

SAN FRANCISCO BUSINESS PORTAL

Start a Business Manage Your Business Grow Your Business Permit Locator Resources

**Four Barrel Coffee**  
Four Barrel Coffee offers fair prices to farmers, fair wages to baristas, and better-than-fair coffee to customers.



## 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.

## Citizen at the Center

### Rethink how the city works from a citizen's point of view.

- Increase transparency by making data widely available
- Increase citizen involvement in workgroups, citizen surveys and the strategic planning/budget process (\$12,000)
- Make city facilities welcoming and informational (\$50,000)
- Connect people to resources and information, especially in confusing situations (\$15,000)



# Emergency Management Platform



## **An effective preparedness platform customizable to your city.**

City72 is an open-source emergency preparedness platform that promotes community resilience and connection. This Toolkit is designed specifically for emergency preparedness organizations and provides the information and resources to create a customized City72 site for any city or region.

It includes: how to create localized content, access to the code to build and install your City72 website, and tips for how to manage and promote your site.

# Proposed Funding and Accountability for FY 16

## Use of existing funds

**\$100,000 from CIRB 2005 capital projects fund (unallocated interest earnings)**

**\$50,000 from the Building Code Inspection Fund**

**- To fund citizen centered capital improvements**

## New funding request

**\$100,000 to implement citizen centered initiatives, including organizational training, increased citizen involvement/outreach, website and technology initiatives and design work**

## Accountability

**Quarterly reporting to the Commission**

## What's Ahead?

- **New ideas coming forward from our city team**
- **Research to identify best methods and practices**
- **Comprehensive communications strategy**
- **Technical expertise in technology, design, and process improvements**
- **Integrated design work and information enhancements in city facilities**
- **Performance measurement system/analytics**





# Thank you



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