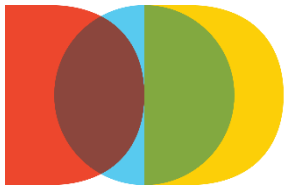
UX/UI

How Design Thinking Transformed Planning and Development Services into the Department of Doing

September 13, 2018



DEPT
OF
DOING

Blue Ribbon Committee

DEPT OF DOING

IDEO

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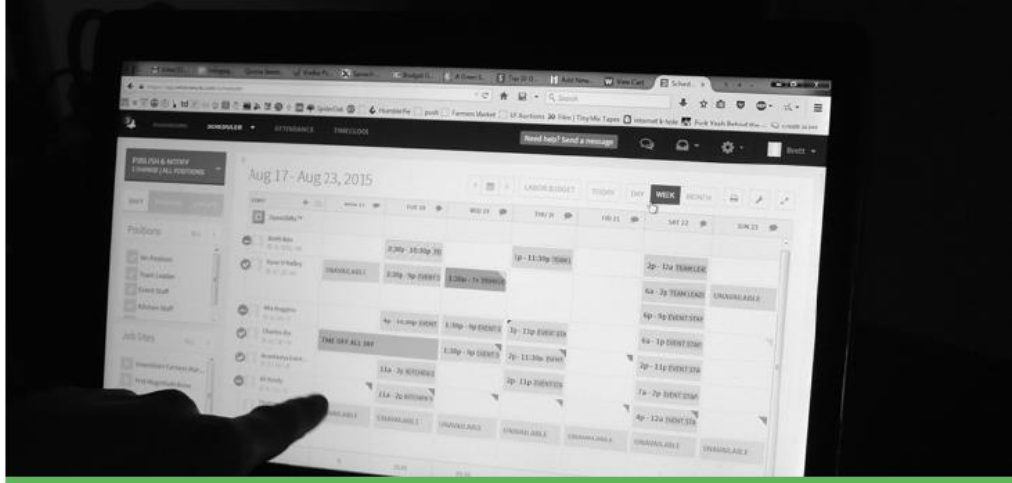
Design Thinking in Action

DEPT OF DOING

insights & themes

Lack of transparency and guidance.



Opaque processes restrict access to those with fund or experience.

What if getting started was inspiring, not a hurdle to overcome?

"Our clients and citizens are looking for a clear path, comprehensible Code, and a predictable timeline for their important projects."
Local Professional Consultant and Client Advocate

"You need a PHD to understand and to navigate the process."

Residential & commercial developer

"City made it hard for me."

Independent hair salon owner

"My service is 'information'."

CRA project manager

"For someone trying to set up a new business; one advice would be - 'Don't Give Up.'"

Independent Restaurant Owner

Rules, Codes, Regulations = Hurdles

No one likes compliance & regulations, but everyone wants safety and clarity.

"We work hard to change the code."

Residential & commercial developer

"I couldn't have set up the shop without the architect. He played the lawyer role too."

Independent Restaurant Owner

"Don't take 'NO' for an answer from someone who does not have the authority to say 'YES'."

Independent Restaurant Owner

"We help our customers by pointing out where to focus and what to ignore."

Residential & commercial developer

Right Connection

When it comes to starting a business, informal networks are most powerful.

How might we include all the players to be part of the process?

"Engaging all relevant departments and staff, from the initial First-Step Meeting, through the project's course, creates a stronger team and enhances the outcome of each project."

- Local Professional Consultant and Client Advocate

"Success in navigating government process is almost solely based on relationship."

Commercial developer

"It takes a lot of effort and long time to build trust."

Commercial developer

"I just got connected with the right people. It's luck how this (business) has happened."

Independent hair salon owner

One way relationship

No recognition for contribution to community.

The city needs small business to sustain and grow neighborhood. How might movement better support them?

"Becoming a facilitator, rather than a regulator, creates a collaboration between the City, staff, and the citizens it serves."
Local Professional Consultant and Client Advocate

"It wasn't hard work, it was a lot of work. There was no recognition for going through all the hurdles."

Independent restaurant owner

"In my eyes, I was doing a favor for the city by removing the second drive. I didn't get a thank you from them."

Independent restaurant owner

"My vision is to get East side of town healthier."

Independent hair salon owner

"So much red tape, it feels like the city doesn't want you to do it."

Independent restaurant owner

Launch pad for business

Gainesville is a good context for entrepreneurs.
- Talent pool
- Low expenses
- Cultural mix

How might the city facilitate the 'growing business' process to support on-going journey?

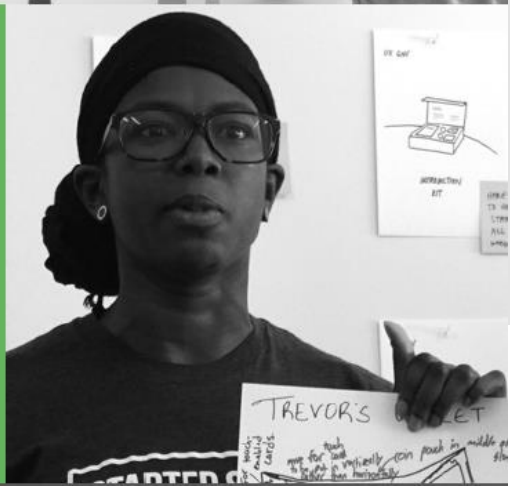
How does GNV become more of an incubator?

"Gainesville is the perfect place to set up a new business, the talent pool is amazing and it's affordable."

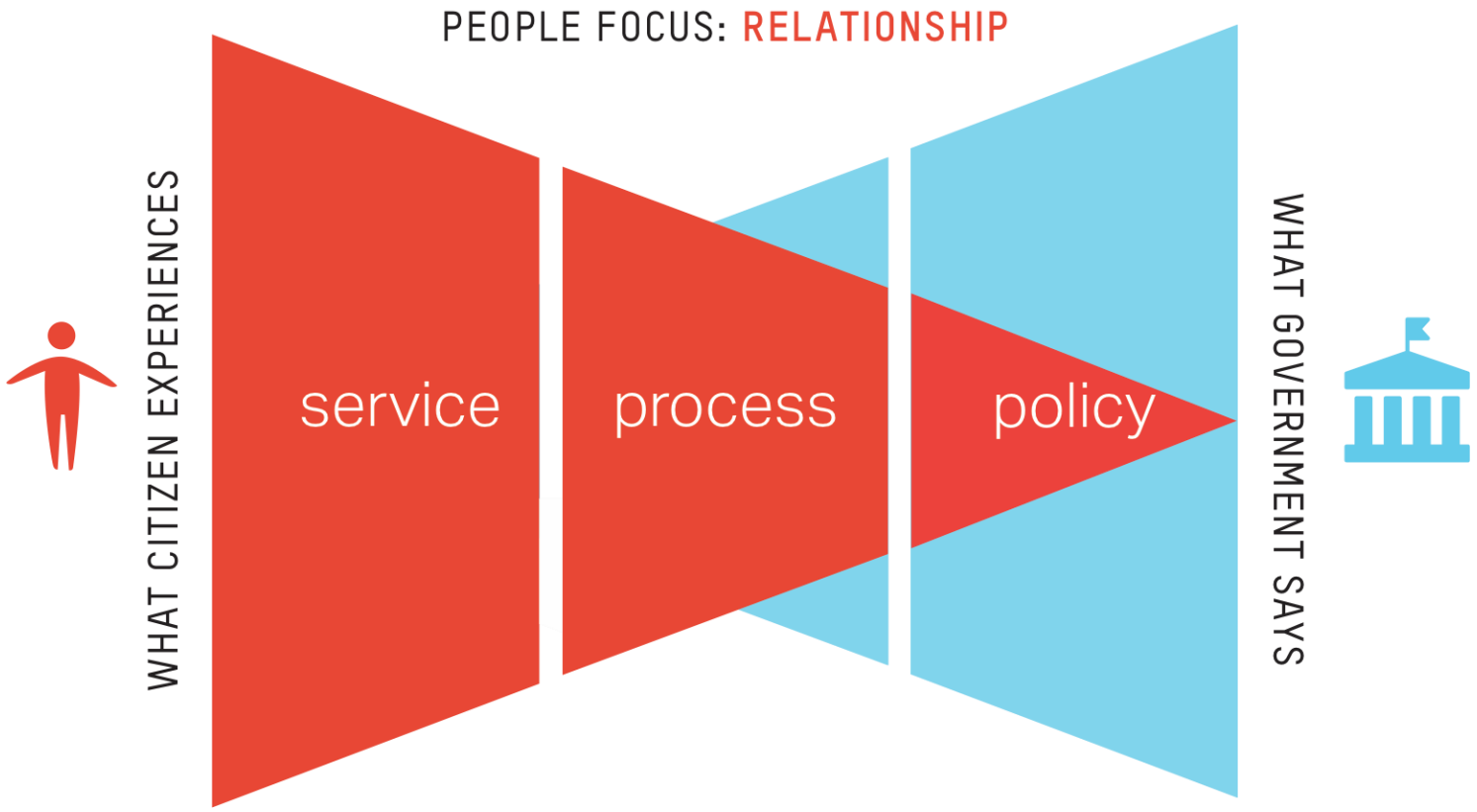
Entrepreneur

"To get right funding and mentorship, eventually I can imagine moving my company outside of Gainesville to grow successfully."

Entrepreneur



Enter a New Way of Thinking: Citizen Centered



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Where did we apply it?

FAST COMPANY

10.31.16

How One Florida City Is Reinventing Itself With UX Design

"Like great companies, great cities need to think about user experience."

The Department of Doing takes many forms including farmer market popups to make it easier for citizens to interact with the City. Sketch by IDEO Design Lead, Scott Paterson, Image courtesy of IDEO.

BY DIANA BUDDS LONG READ

When we think of urban design, it's often the physical that comes to mind–the parks, infrastructure, neighborhoods, and buildings that compose a city. But look a little closer, and you'll see that an intangible force is responsible for shaping all of those element–the hulking, opaque political machine. And it's ready to be redesigned.

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Hours of Operation

DEPT OF DOING

Recruiting

14.5 vacancies

Inviting applications for the role of:

The newly formed Department of Doing at the City of Gainesville is seeking: dynamic, innovative and forward thinking professionals who will embrace the organization's citizen-centered vision to provide top-notch development services to our community. The community, its elected leaders, and executive leadership team have embraced this vision.

The vision of the Department of Doing is to be a modular governmental unit that facilitates the many different steps in the process of starting or growing a business. We are looking for talented, dedicated and exceptional team members to help us deliver a less-talk-more action approach to service. Successful candidates will have the skills to evaluate visitors' needs and guide them in the appropriate direction, demonstrate empathy in times of stress and get a process started toward an outcome that exceeds citizens' expectations.

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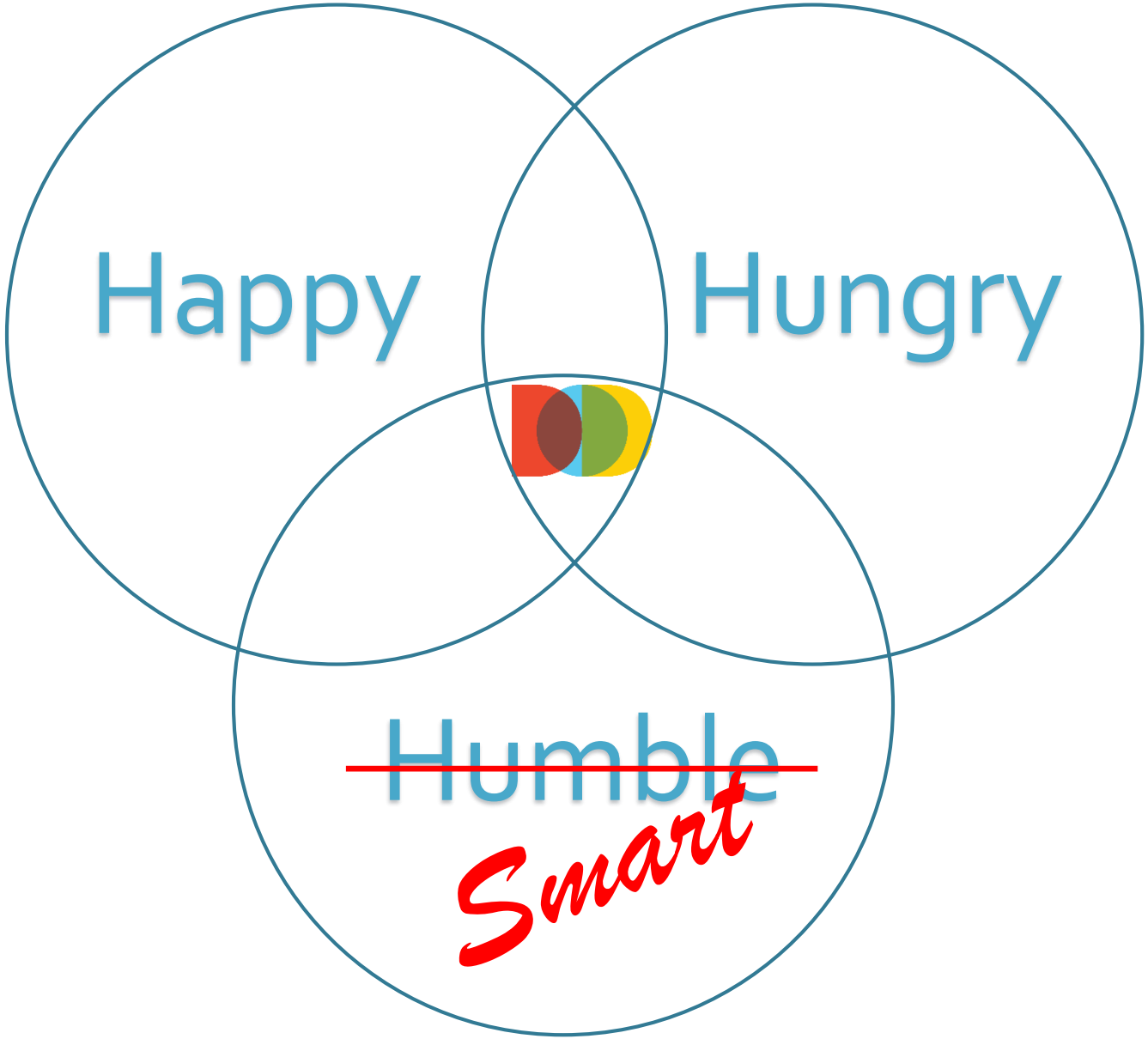
Sitting at the Intersection



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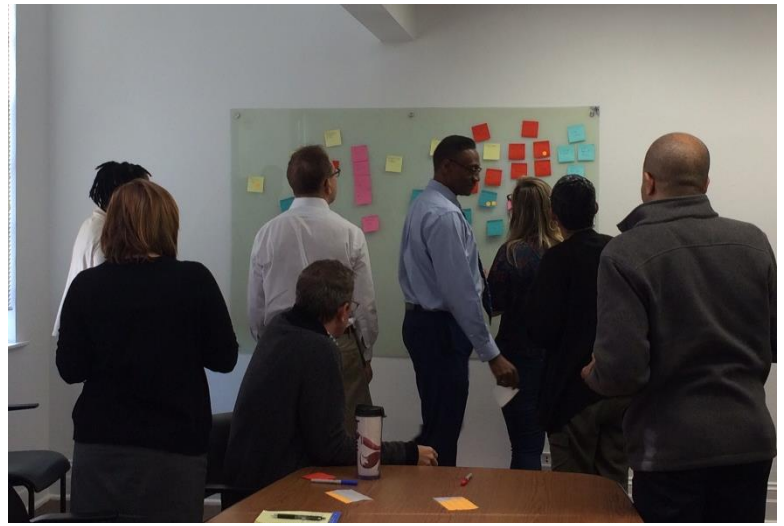
Onboarding

DEPT OF DOING

Modular Workspace

DEPT OF DOING

Building a Team



DEPT OF DOING

Employee Development Plans

DEPT OF DOING

11/3/17 11/3/2017
S.S. MJH

DEPT OF DOING

2018 Development Plan

Mike Hoge

Professional Competencies (*What skills need some improvement? Ideas for training opportunities and goals...)*

- Become proficient in ProjectDox
- Complete diversity training
- Issue Zoning Compliance permits within 24 hours, 90% of the time

Building Relationships (*What will I do to create, foster or build on relationship within the Department, within the organization and with the community?)*

- Encourage and participate in departmental activities
- Assure all Planning emails and voice messages are returned within 24 hours
- Attend one BANCF lunch (optional)
- Draft two press releases a year to communicate the work and progress of the Department
- Participate in bi-weekly staff meetings
- Participate in a ride along with a Building Inspector (optional)

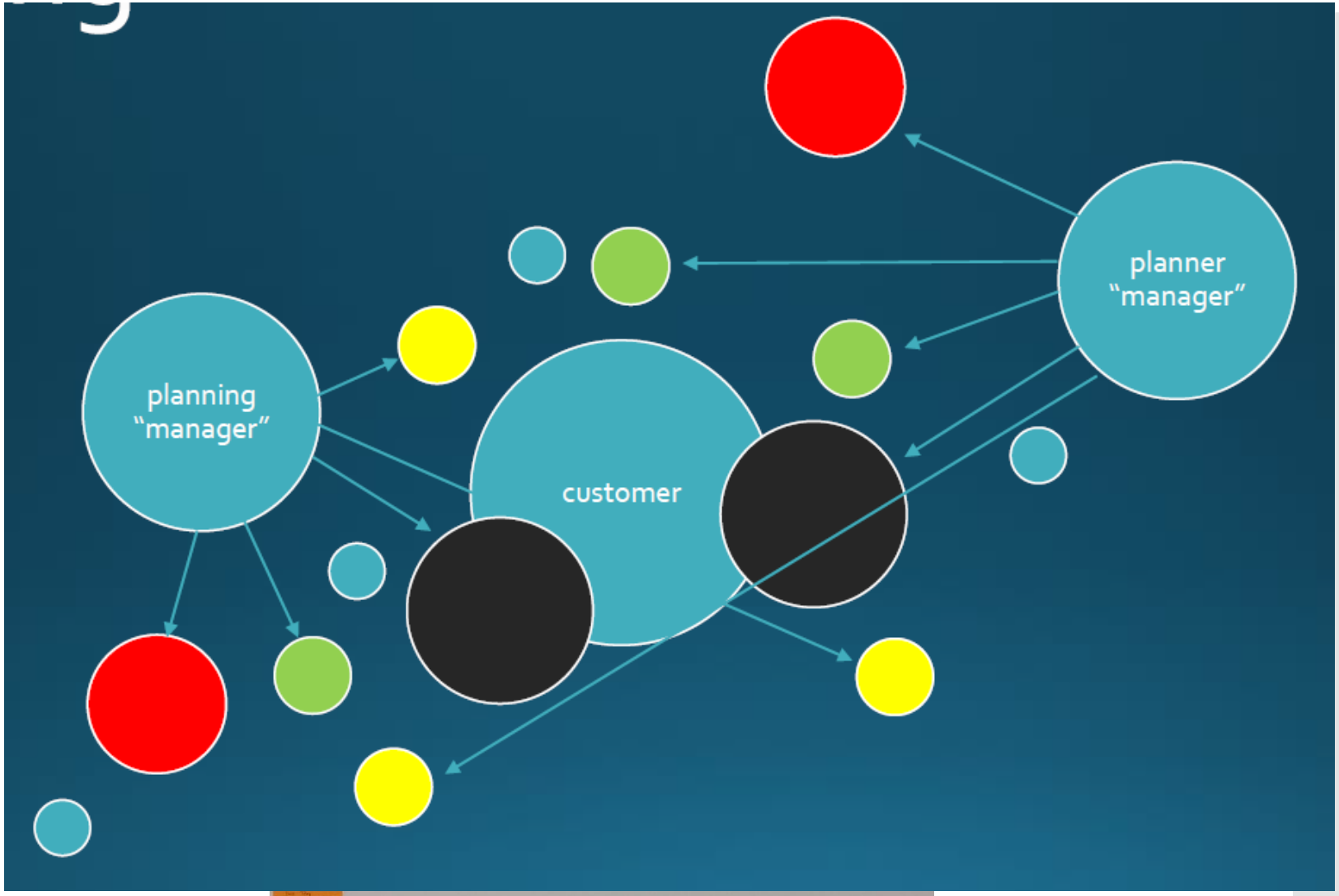
Process Improvement (*What will I do to improve our existing processes or develop ideas for complete new processes? Let's not continue to do the same thing just because that is the way we've always done it....)*

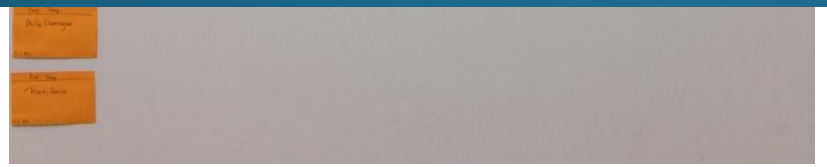
- Become proficient payment process for Planning projects
- Participate in replacement of permit/land management software
- Participate in Open Counter Business Portal Project to improve the zoning compliance and occupational license process

Culture

- Be Optimistic

Team of Teams





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Building a Team from the Inside Out

DEPT OF DOING

Spring Fling

DEPT OF DOING

Defining New Roles

DEPT OF DOING

The Team

DEPT OF DOING

Wendy Thomas
Director
352-393-8529

Lila Stewart
Strategic CX Manager
352-393-8588

Mike Hoge
Permit Expeditor
352-393-8699

Kara Paulson
Permit Expeditor
352-393-8648

Norma Figueroa
Staff Specialist
352-393-8620

Miranda Searing
Permit Expeditor
352-393-8604

Adam Carr
GIS Analyst
352-393-8685

Maria Thompson
Permit Expeditor
352-393-8634

John Freeland
Building Official
352-334-5050

Chip Howe
Plans Examiner
352-393-8352

Carson Huff
Plans Examiner
352-393-8638

Jimmy Flateau
Inspector
352-575-3090

Randy Harris
Inspector
352-316-0668

Roy Keene
Inspector
352-317-5957

Florence Buaku
Planner
352-393-8687

Lawrence Calderon
Planner
352-393-8680

Megan Echols
Planner
352-393-8691

Paul Myers
Plans Examiner
352-393-8660

Linda Patrick
Plans Examiner
352-393-8639

John Lake
Fire Protection Specialist
352-393-8644

Cliff Martin
Inspector
352-317-6036

Jed Mitchell
Inspector
352-316-4098

Steve Morris
Inspector
352-317-6140

Forrest Eddleton
Planner
352-393-8681

Bedez Massey
Planner
352-393-8684

Dean Mimms
Planner
352-393-8688

Dan Starbuck
Fire Protection Specialist
352-393-8643

Keifer Calkins
Inspector
352-317-6209

John Dawson
Inspector
352-317-5918

Pedro Rodriguez
Inspector
352-317-6147

Steve Sapp
Inspector
352-538-7448

Rick Schultz
Inspector
352-317-5988

Andrew Persons
Planner
352-393-5023

Jason Simmons
Planner
352-393-8697

Lili Kolluri
Urban Forestry Inspector
352-393-8188

Enter the 'New American City'

The Gainesville Sun

'New American city'

racial inequities, transportation, affordable housing and education, but aren't entirely sure how to get there just yet.

So what does a "new American city" look like? Is Gainesville considered one? And, if not, how do we get there? That all depends who you ask.

Over the past few weeks, The Sun has met with officials who hope to find solutions to those questions, while examining some of the city's accomplishments and shortfalls in recent years. Although everyone had different answers for what makes up a new American city, they all acknowledge that the city's leaders should and can do more to care for the residents they serve.

"New American city doesn't mean we are prescribing the solution to people," said Assistant City Manager Dan Hoffman.

Charlie Lane, top, senior vice president and COO at the University of Florida; Dan Hoffman, middle, the assistant city manager with the city of Gainesville; and Wendy Thomas, the director of the Department of Doing with the city of Gainesville are all working on making

"Leveraging Technology to spend more time with people."

DEPT OF DOING

Redesigning Our Front Doors

DEPT OF DOING

Physical Space Matters

DEPT OF DOING

Small Changes Can Make Meaningful Differences

DEPT OF DOING

We make it understandable

DEPT OF DOING

We make it understandable

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We make it understandable

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We make it understandable

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We make it understandable

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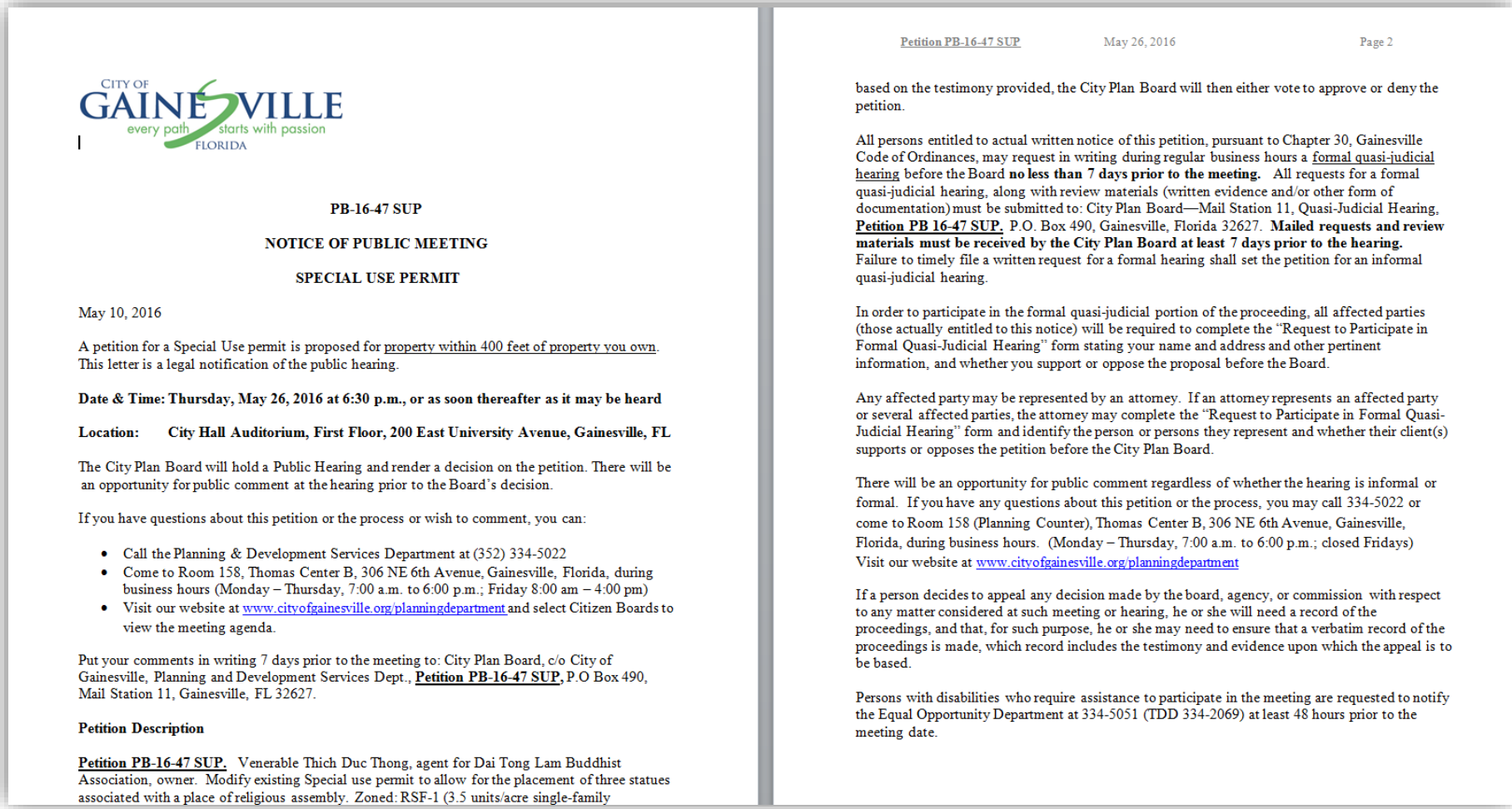
We make it understandable



CITY OF GAINESVILLE
every path starts with passion
FLORIDA

PB-16-47 SUP

NOTICE OF PUBLIC MEETING

SPECIAL USE PERMIT

May 10, 2016

A petition for a Special Use permit is proposed for property within 400 feet of property you own. This letter is a legal notification of the public hearing.

Date & Time: Thursday, May 26, 2016 at 6:30 p.m., or as soon thereafter as it may be heard

Location: City Hall Auditorium, First Floor, 200 East University Avenue, Gainesville, FL

The City Plan Board will hold a Public Hearing and render a decision on the petition. There will be an opportunity for public comment at the hearing prior to the Board's decision.

If you have questions about this petition or the process or wish to comment, you can:

- Call the Planning & Development Services Department at (352) 334-5022
- Come to Room 158, Thomas Center B, 306 NE 6th Avenue, Gainesville, Florida, during business hours (Monday – Thursday, 7:00 a.m. to 6:00 p.m.; Friday 8:00 am – 4:00 pm)
- Visit our website at www.cityofgainesville.org/planningdepartment and select Citizen Boards to view the meeting agenda.

Put your comments in writing 7 days prior to the meeting to: City Plan Board, c/o City of Gainesville, Planning and Development Services Dept., **Petition PB-16-47 SUP,** P.O Box 490, Mail Station 11, Gainesville, FL 32627.

Petition Description

Petition PB-16-47 SUP. Venerable Thich Duc Thong, agent for Dai Tong Lam Buddhist Association, owner. Modify existing Special use permit to allow for the placement of three statues associated with a place of religious assembly. Zoned: RSF-1 (3.5 units/acre single-family

based on the testimony provided, the City Plan Board will then either vote to approve or deny the petition.

All persons entitled to actual written notice of this petition, pursuant to Chapter 30, Gainesville Code of Ordinances, may request in writing during regular business hours a formal quasi-judicial hearing before the Board **no less than 7 days prior to the meeting.** All requests for a formal quasi-judicial hearing, along with review materials (written evidence and/or other form of documentation) must be submitted to: City Plan Board—Mail Station 11, Quasi-Judicial Hearing, **Petition PB 16-47 SUP.** P.O. Box 490, Gainesville, Florida 32627. **Mailed requests and review materials must be received by the City Plan Board at least 7 days prior to the hearing.** Failure to timely file a written request for a formal hearing shall set the petition for an informal quasi-judicial hearing.

In order to participate in the formal quasi-judicial portion of the proceeding, all affected parties (those actually entitled to this notice) will be required to complete the "Request to Participate in Formal Quasi-Judicial Hearing" form stating your name and address and other pertinent information, and whether you support or oppose the proposal before the Board.

Any affected party may be represented by an attorney. If an attorney represents an affected party or several affected parties, the attorney may complete the "Request to Participate in Formal Quasi-Judicial Hearing" form and identify the person or persons they represent and whether their client(s) supports or opposes the petition before the City Plan Board.

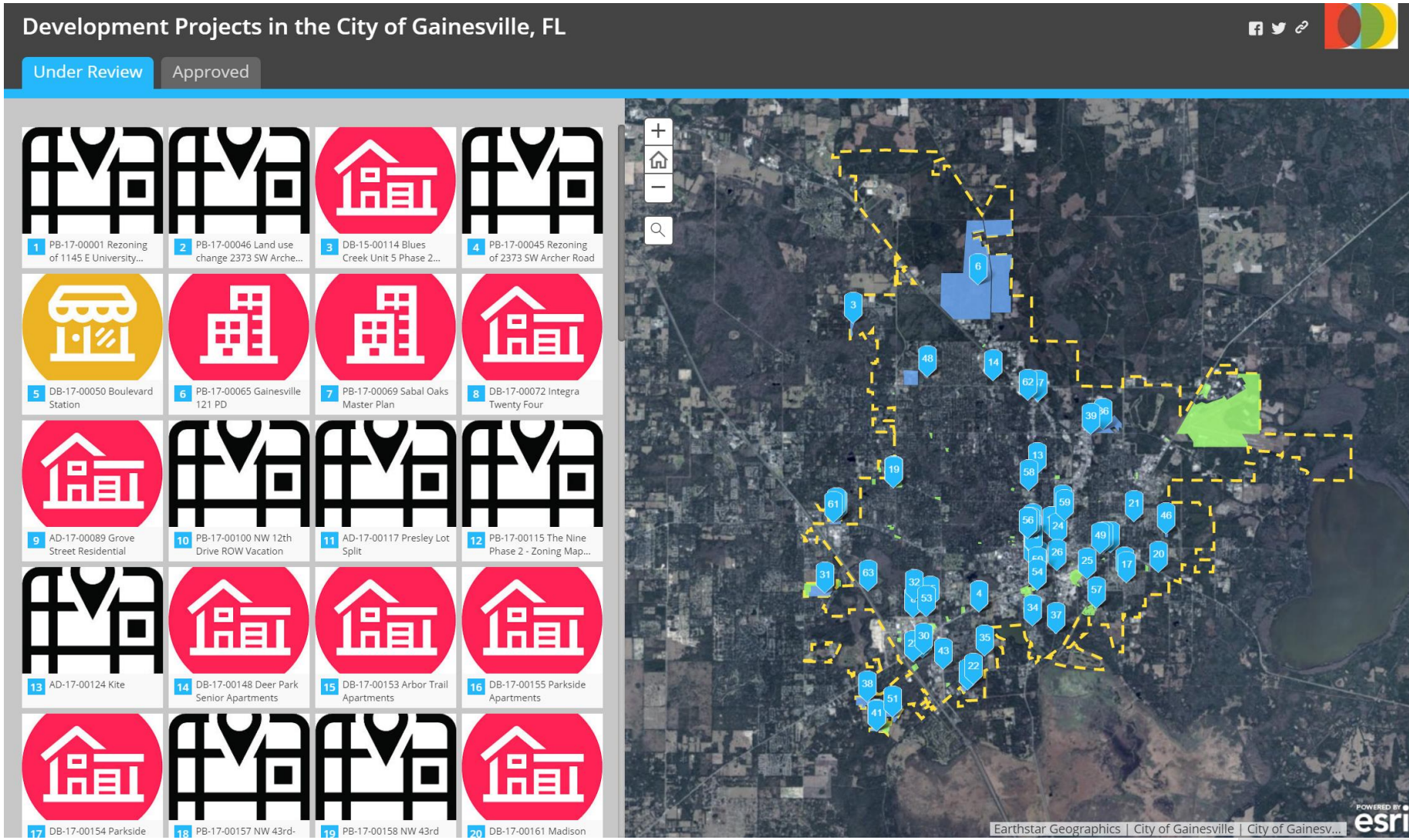
There will be an opportunity for public comment regardless of whether the hearing is informal or formal. If you have any questions about this petition or the process, you may call 334-5022 or come to Room 158 (Planning Counter), Thomas Center B, 306 NE 6th Avenue, Gainesville, Florida, during business hours. (Monday – Thursday, 7:00 a.m. to 6:00 p.m.; closed Fridays) Visit our website at www.cityofgainesville.org/planningdepartment

If a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

Persons with disabilities who require assistance to participate in the meeting are requested to notify the Equal Opportunity Department at 334-5051 (TDD 334-2069) at least 48 hours prior to the meeting date.

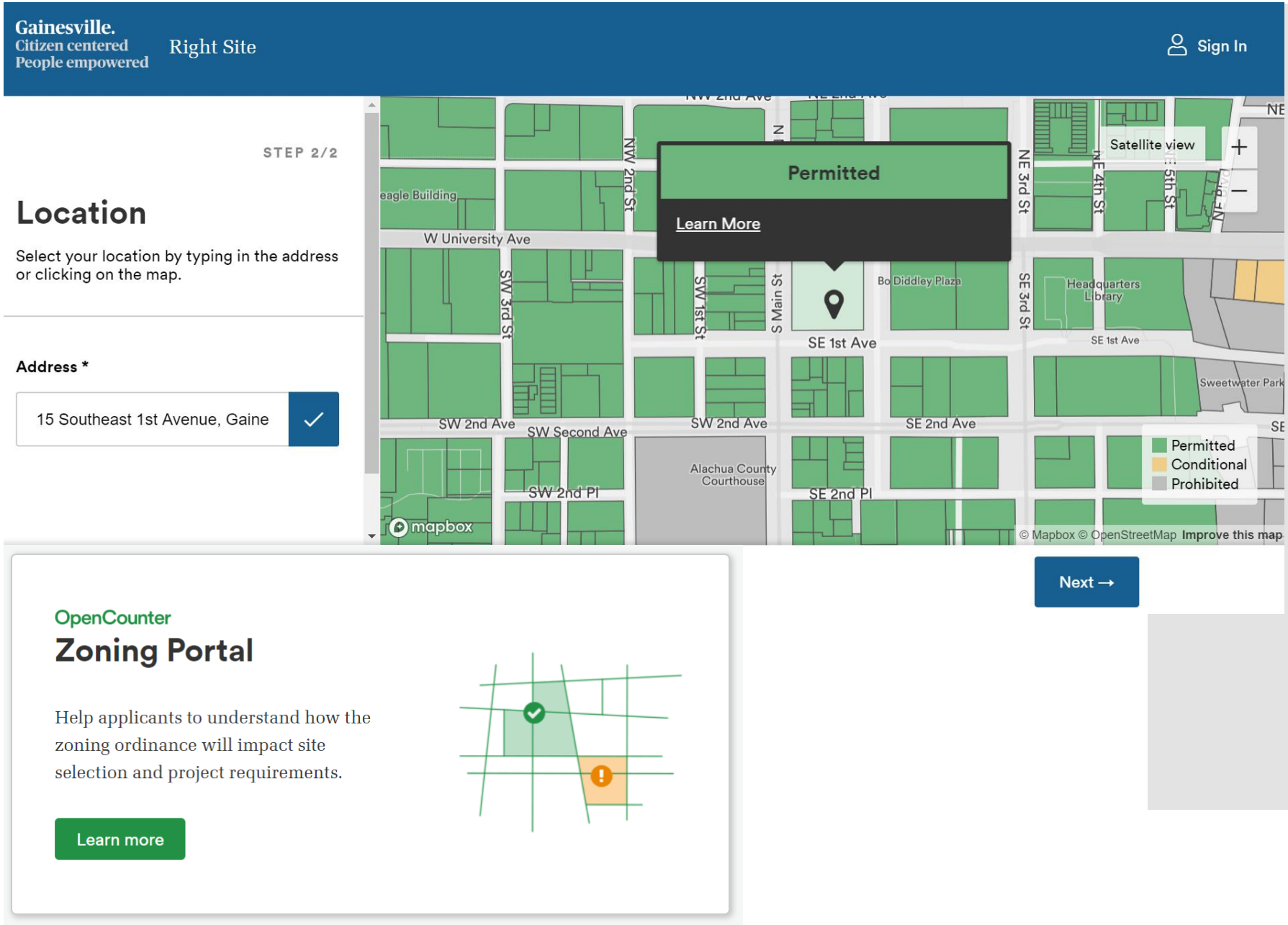
DEPT OF DOING

Development Project Map



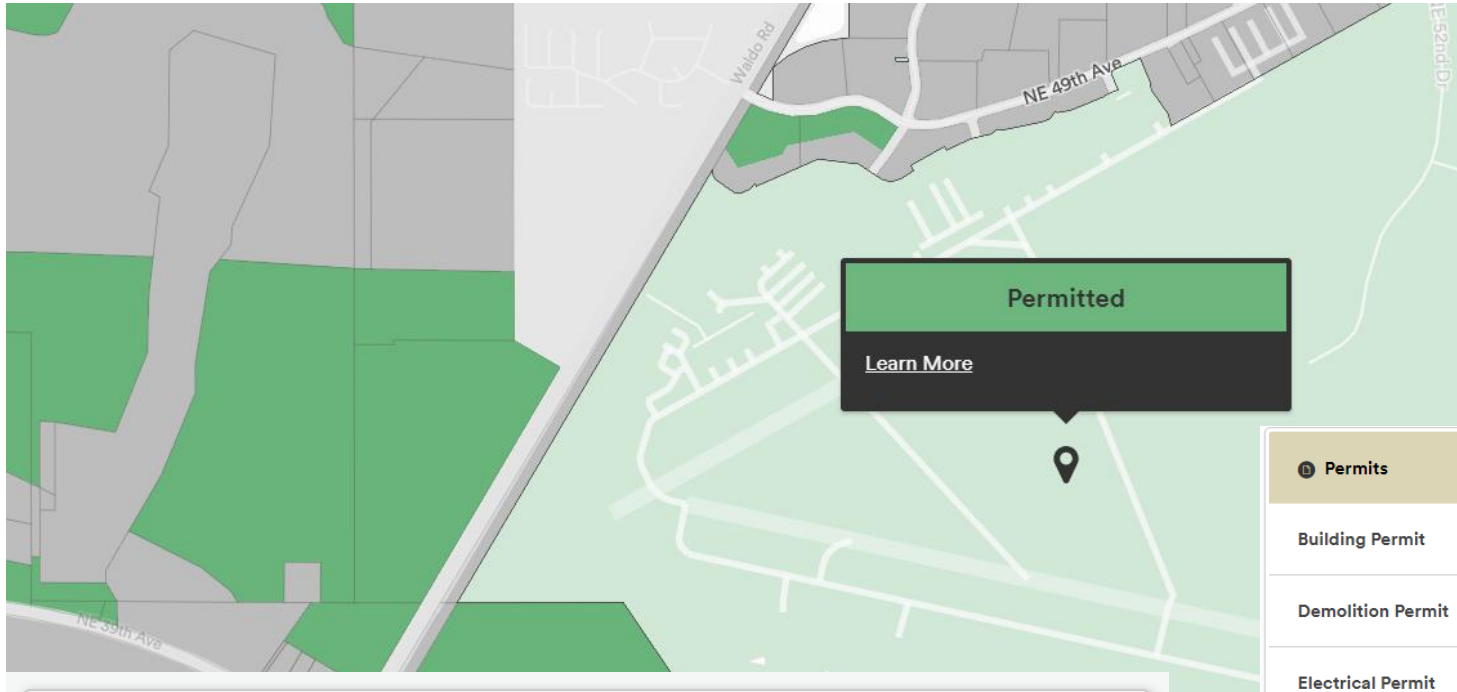
DEPT OF DOING

RightSite Zoning Portal



DEPT OF DOING

Business Portal



OpenCounter

Business Portal

Help entrepreneurs to understand the costs and requirements of starting a business.

Learn more

Permits	Fees
Building Permit	$377.74
Demolition Permit	$4.00
Electrical Permit	$246.00
Gas Permit	...
Local Business Tax Registration	...
Mechanical Permit	$246.00
Plumbing Permit	$246.00
Site Work Permit	$4.00
Total Initial Cost	$1,123.74

Your total cost will be more accurate as you answer more questions.

DEPT OF DOING

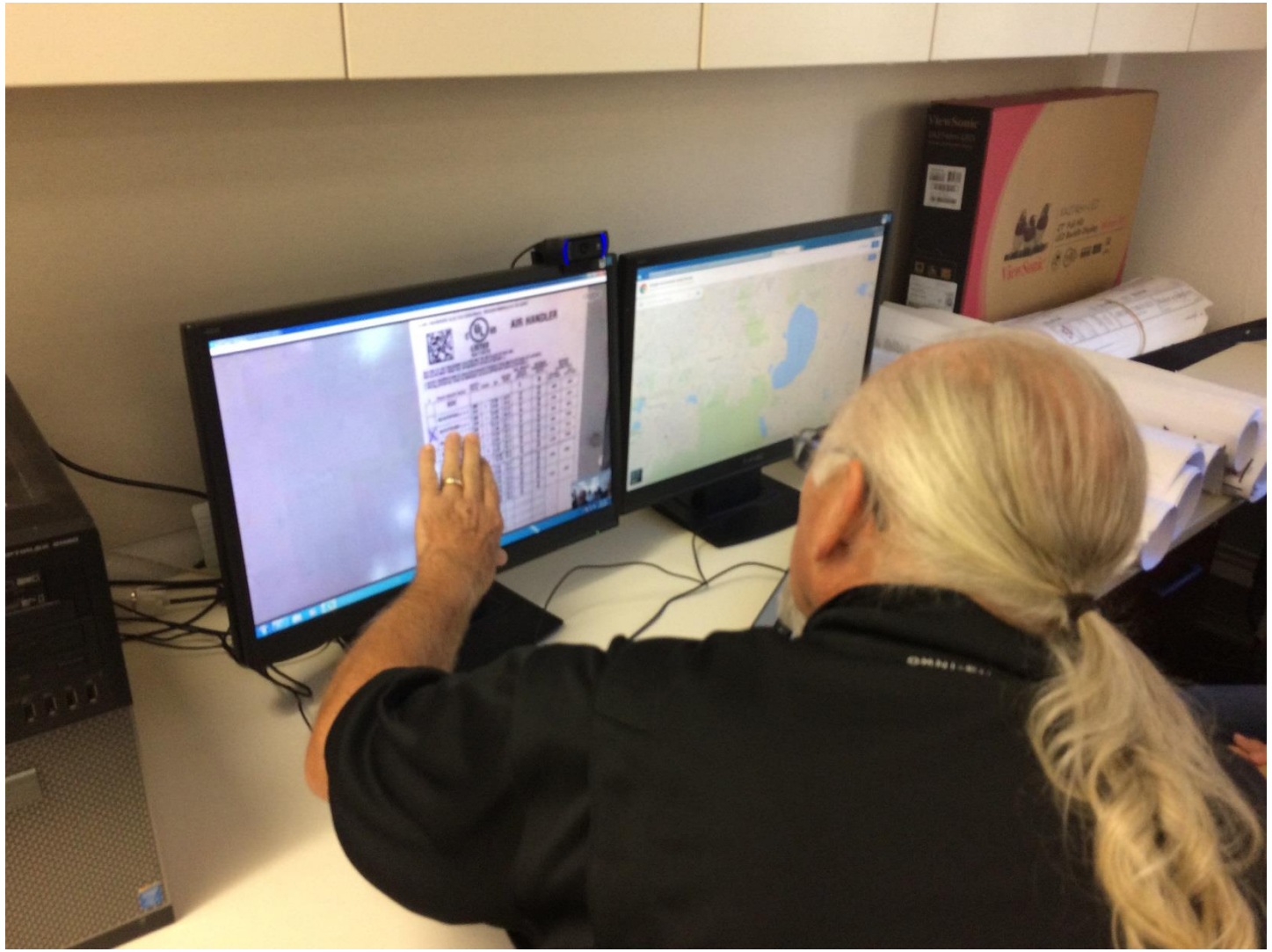
Citizen Centered Agendas

DEPT OF DOING

Citizen Centered Agendas

DEPT OF DOING

Virtual Inspections



DEPT OF DOING

Land Development Code Updates

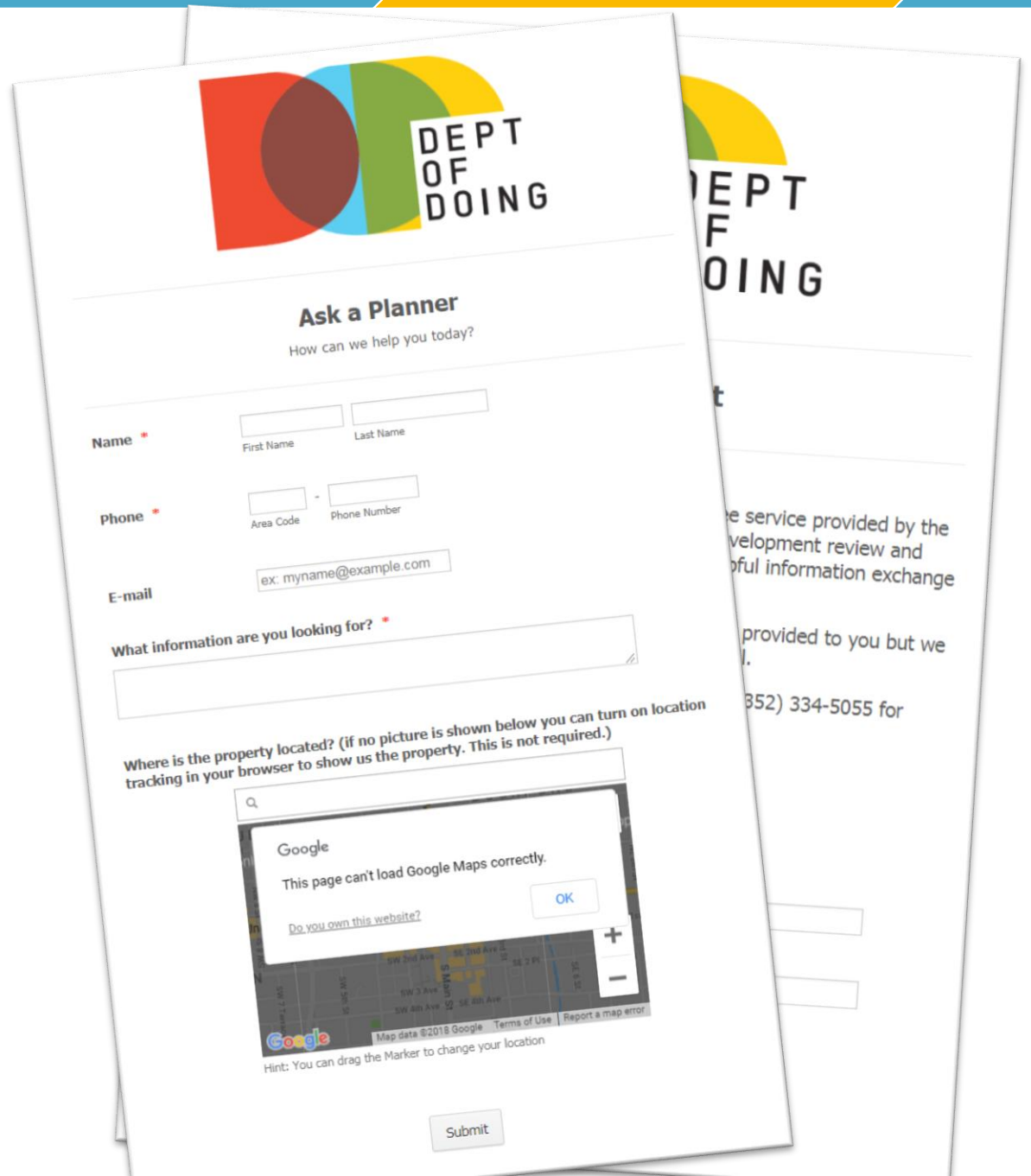
DEPT OF DOING

Section 30-4.15. Parking Requirements.

A. *Parking amounts.*

Transect	Min Vehicle Spaces		Min Bicycle Spaces		Min Scooter Spaces
	Nonresidential Use	Residential Use	Nonresidential Use	Residential Use	
DT	-	-	1 per 2000 sq.ft. of GFA	1 per 3 bedrooms	1 per 6 bedrooms
U9	-	-	1 per 2000 sq.ft. of GFA	1 per 3 bedrooms	1 per 6 bedrooms
U8	-	-	1 per 2000 sq.ft. of GFA	1 per 3 bedrooms	1 per 6 bedrooms
U7	-	1 per 3 bedrooms	1 per 2000 sq.ft. of GFA	1 per 3 bedrooms	1 per 6 bedrooms
U6	-	1 per 3 bedrooms	1 per 2000 sq.ft. of GFA	1 per 3 bedrooms	1 per 6 bedrooms
U5	-	1 per 3 bedrooms	1 per 2000 sq.ft. of GFA	1 per 3 bedrooms	-
U4	Per parking code				
U3					
U2					
U1					

Small Changes That Made a Huge Difference



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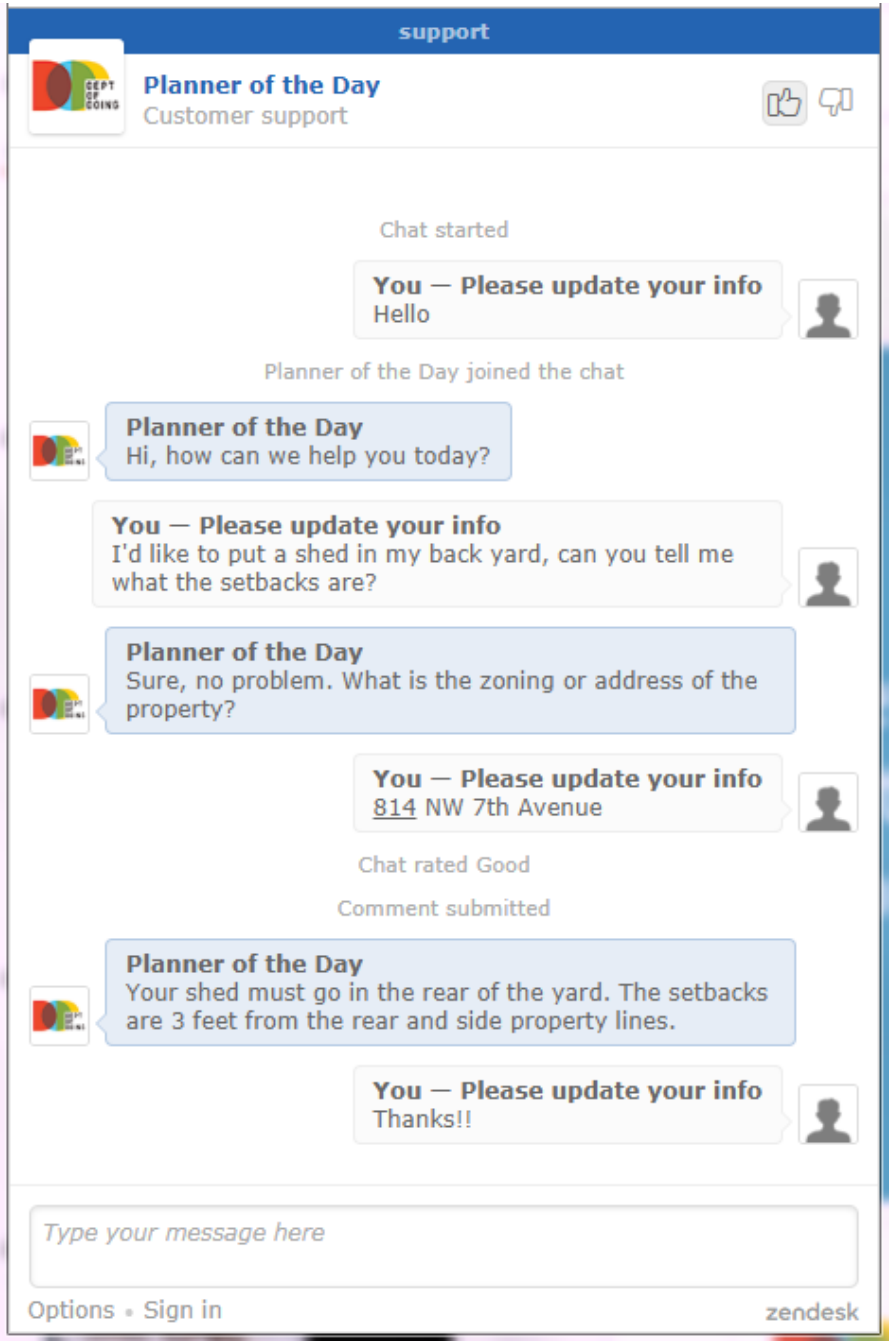
Instant Chat Messaging



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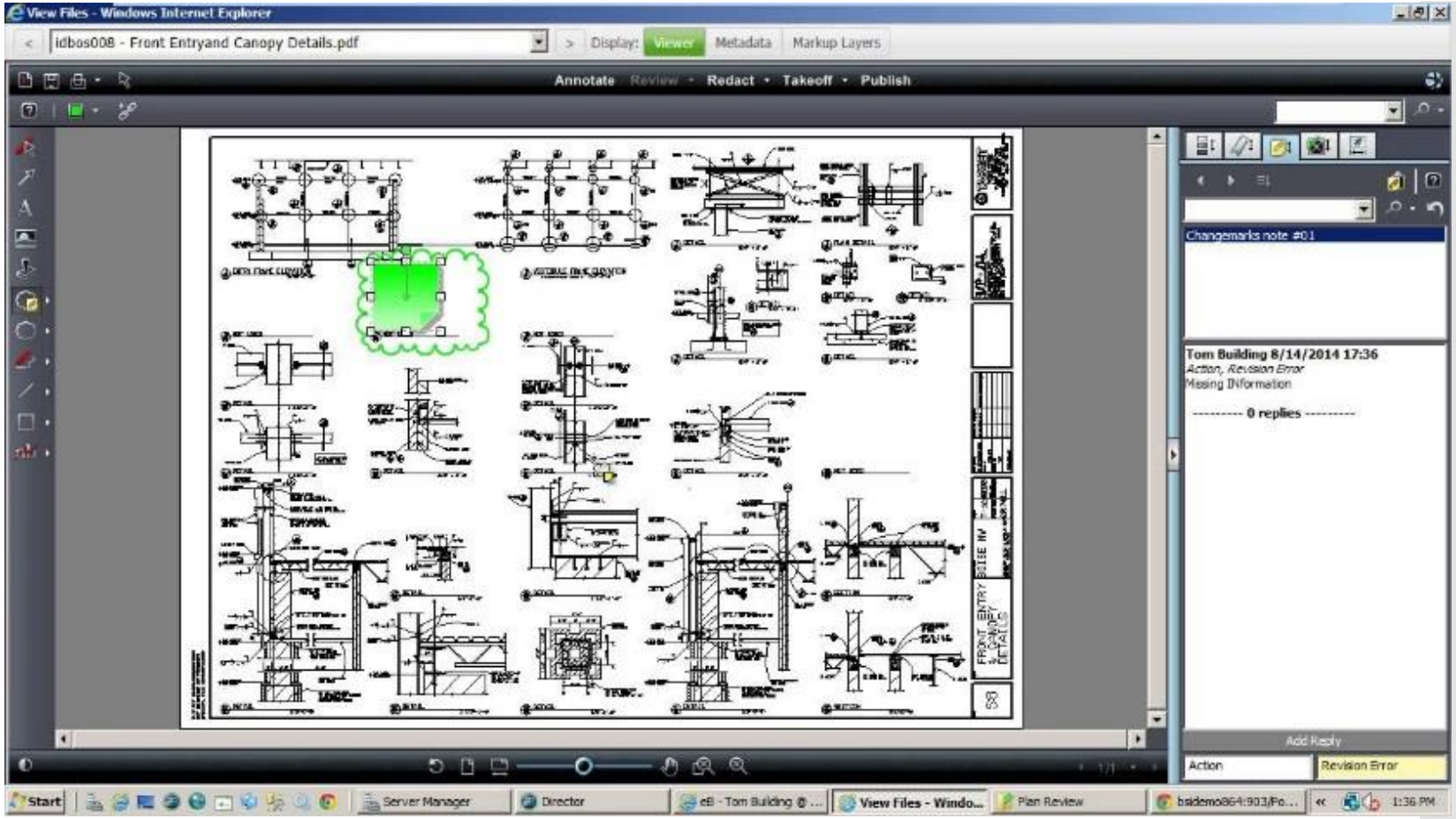
Electronic Plan Review



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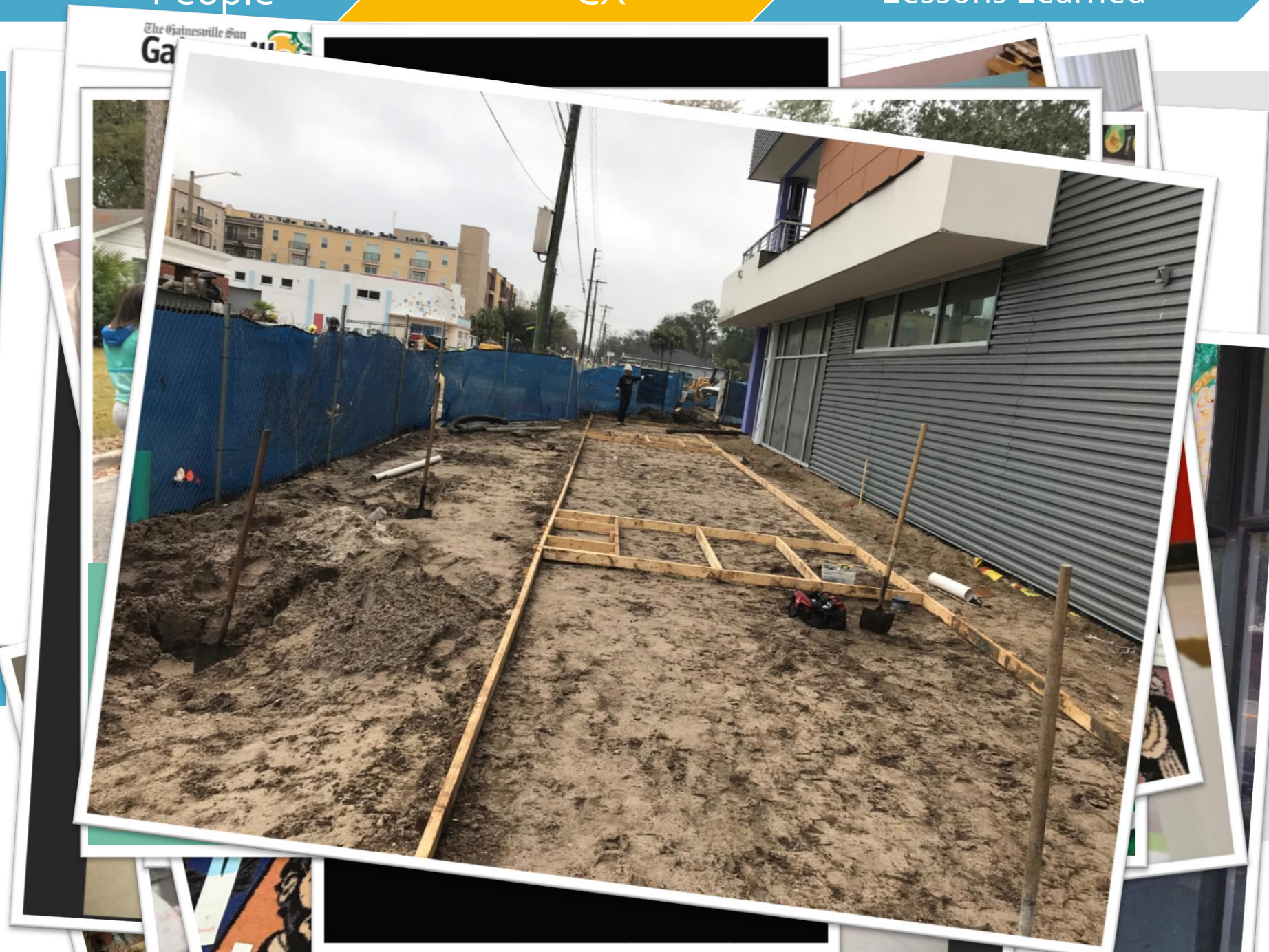
Getting out in the Community



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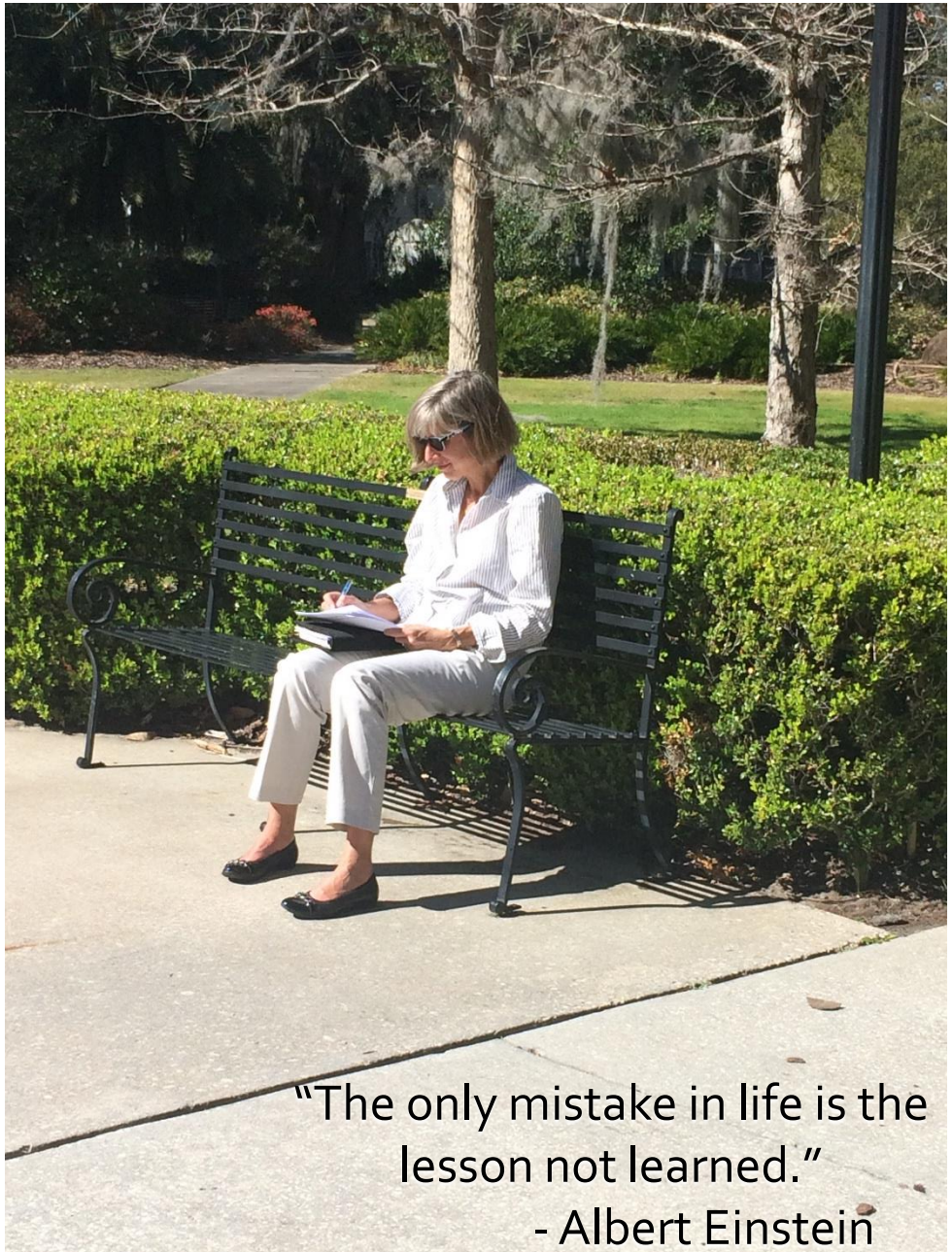
What we've learned

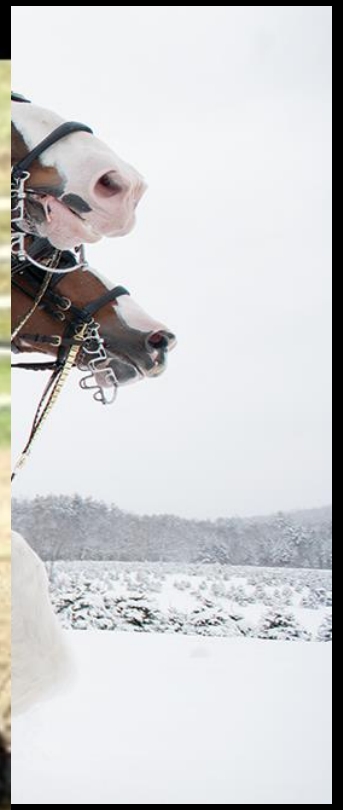


DEPT OF DOING

It isn’t cheap or easy

Throttle back, as needed

Internal systems were not ready for us



Organizational Vision Matters

Having a visionary at the top is critical to success

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Tags

art exhibition
biweekly report
cabot-koppers
city commission
city manager
community input concert
crowdfunding events
fire assessment
form-based code gfr

Newsroom

Latest News from the City of Gainesville

December Edition of Municipal Minutes Available Online

12/1/2017

Categories: Aquatics Bo Diddley Plaza City Commission Department of Doing Depot Park Events Family-Friendly Events Historic Thomas Center Holiday Events Holiday Information Jewel Box Concerts Kid-Friendly Events Latest News Morningside Nature Center Municipal Minutes Pools Public Works RTS Thomas Center Galleries Youth Programs

Municipal Minutes is an electronic newsletter for the community. The monthly e-newsletter provides information about upcoming activities, projects and events in the City of Gainesville. For more information about this e-newsletter, please contact the Communications Office at 334-5017.
Read More

The Standard at Gainesville Move-In Impacts

8/14/2017

Categories: Citizen-Centered Department of Doing

It is student move-in time in Gainesville! This year, that includes The Standard at Gainesville, located at the intersection of 13th Street and University Avenue, opening its doors to 1,200 students on Friday, Aug. 18. Given the location and number of students, the City of Gainesville is providing an unprecedented level of coordination to ensure the building and site are safe for students moving in, pedestrians and motorists.

Read More

City Receives Grant to Update Historic Guidelines and Survey Mid-Century Neighborhoods

6/29/2017

Categories: Department of Doing

The City of Gainesville has been awarded a Small Matching Category grant from the Department of State's Division of Historical Resources for fiscal year 2017-2018 in the amount of $40,600. The grant will be used to support a comprehensive survey of mid-century neighborhoods and buildings and to update the city's existing Historic Preservation Rehabilitation & Design Guidelines. The project will be a collaborative effort between the City of Gainesville Department of Doing, Planning Division, the University of Florida's Historic Preservation Program and local non-profit organization Gainesville Modern.

Read More

Right Site Zoning Portal Launched

5/17/2017

Categories: Citizen-Centered Department of Doing

The Department of Doing launched Right Site, a web-based zoning portal designed to help users research and explore the City of Gainesville's zoning ordinance. This new tool provides each applicant a customized map of the location of where their planned project is allowed to operate, and help them understand where uses are allowed "by right" or where they may need to go in front of a review board and/or the city commission. Right Site is available at https://zoning.cityofgainesville.org.

Read More

Interactive Map Showing Development Plans Launches May 4

5/3/2017

Categories: Citizen-Centered Department of Doing

The Department of Doing wants to make it easier for people to know what new development is being considered for Gainesville. On May 4, the department is launching a web-based map, showing all development plans that are under review or recently approved by the city. This allows users to know what is happening in or around their neighborhood, and shows the location of all new projects that are under review and approved.

For each project, the status, application date, project completion date and review cycle are shown with a drawing of the project. "This is part of an ongoing effort to make the development process transparent for our community," said Department of Doing Director Wendy Thomas. "Our goal is to ensure citizens know what development is occurring. Whether that is putting a sign on the site, putting an ad in the newspaper or creating a map-based notice."

The website may be accessed online here.
Read More

City Accepting Applications to Gainesville 101: the 2017 Citizens' Academy

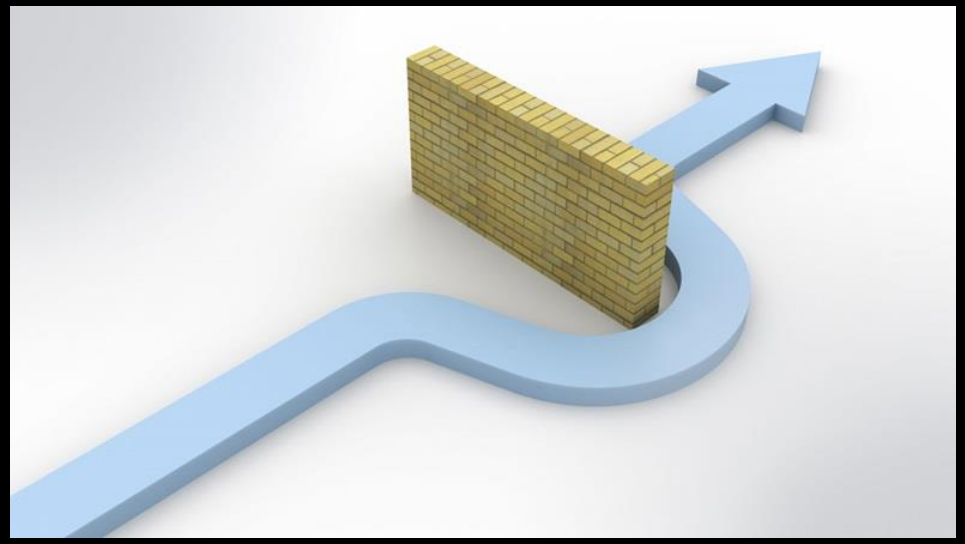
2/14/2017

Categories: City Commission Community Involvement Economic Development Equal Opportunity Fire Rescue GFR GPD Latest News Morningside Nature Center Department of Doing PRCA Public Works RTS Transit

Residents or students interested in a crash course on local government and city planning and management need look no further than the City of Gainesville itself. Gainesville 101: the 2017 Citizens' Academy is a seven-week program organized by the City of Gainesville Communications Office, and is designed to teach city residents about the inner workings of local government and city management.

Read More

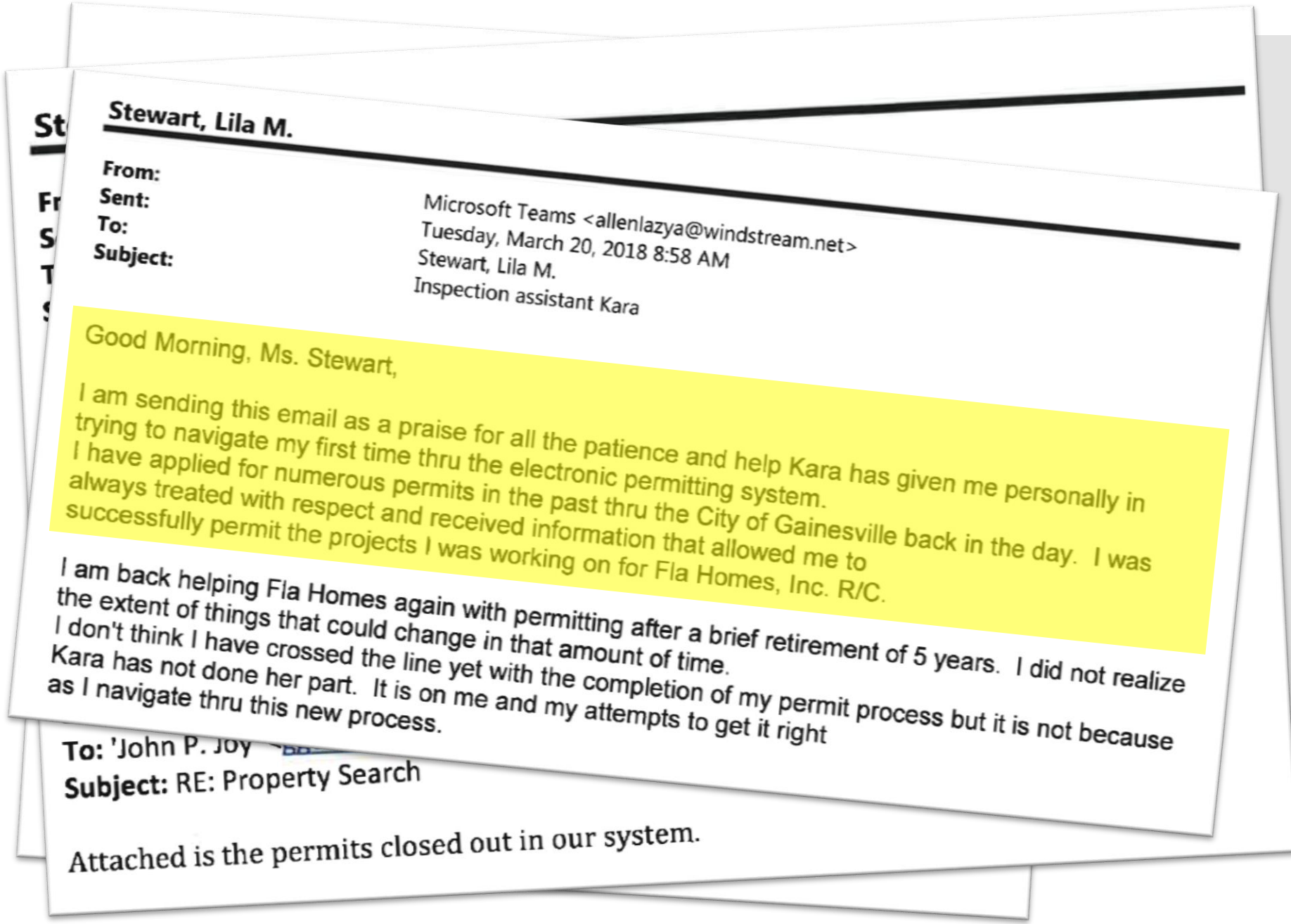
You have to tell your story



You have to be a creative thinker to think around systems

What does it all mean and how do we measure it?

DEPT OF DOING



Stewart, Lila M.

From: Microsoft Teams <allenlazya@windstream.net>
Sent: Tuesday, March 20, 2018 8:58 AM
To: Stewart, Lila M.
Subject: Inspection assistant Kara

Good Morning, Ms. Stewart,

I am sending this email as a praise for all the patience and help Kara has given me personally in trying to navigate my first time thru the electronic permitting system.
I have applied for numerous permits in the past thru the City of Gainesville back in the day. I was always treated with respect and received information that allowed me to successfully permit the projects I was working on for Fla Homes, Inc. R/C.

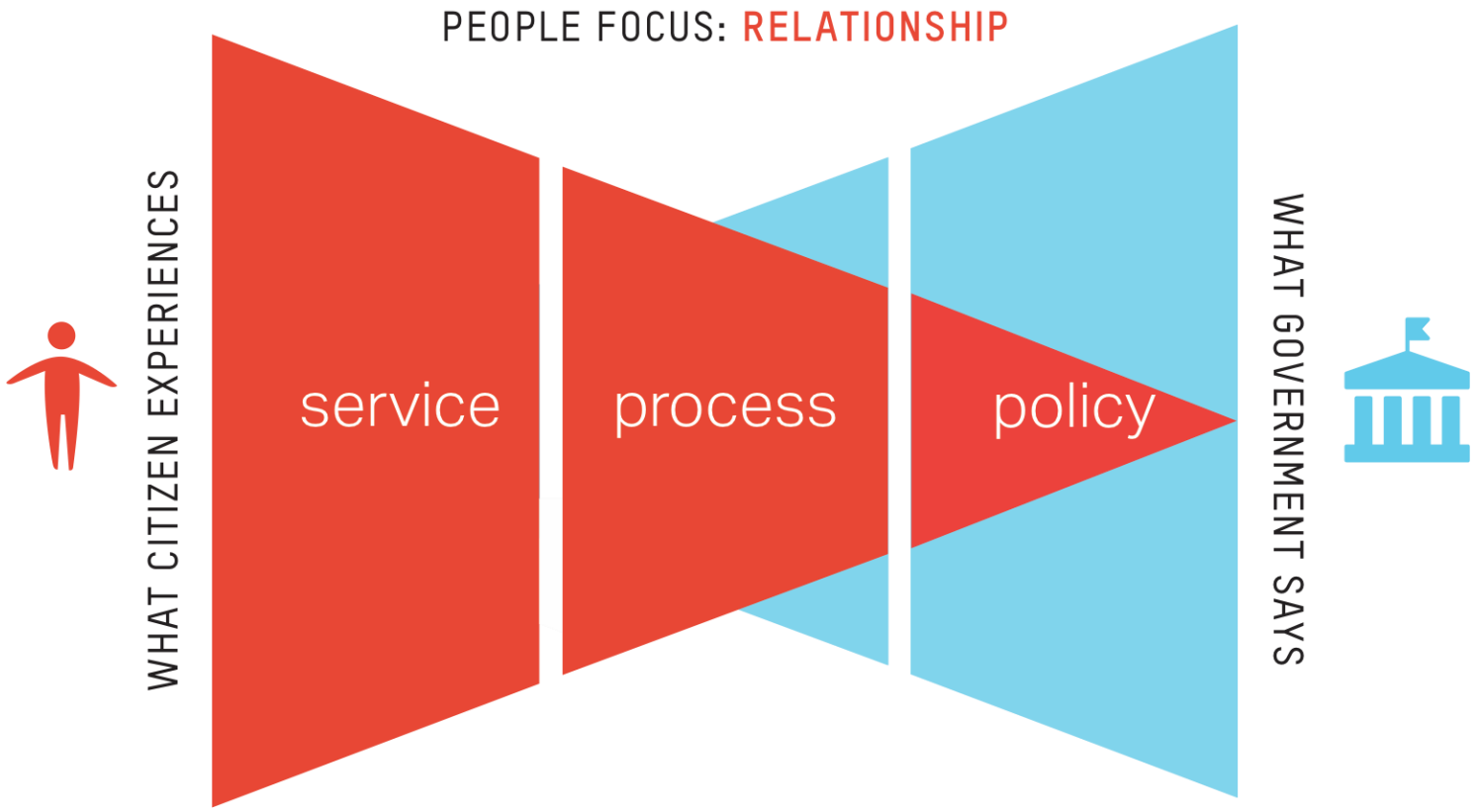
I am back helping Fla Homes again with permitting after a brief retirement of 5 years. I did not realize the extent of things that could change in that amount of time.
I don't think I have crossed the line yet with the completion of my permit process but it is not because Kara has not done her part. It is on me and my attempts to get it right as I navigate thru this new process.

To: 'John P. Joy'
Subject: RE: Property Search

Attached is the permits closed out in our system.

DEPT OF DOING

Full Circle



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