

Ascendant

Building and Sustaining *Design in Government*

Civic Design Conference
Stephanie Wade

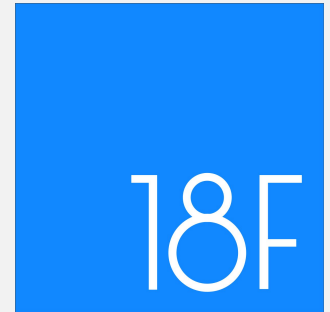
December 8, 2021

Design in government
is growing



Civic Innovation

National Trends



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Civic Innovation

State Trends



Civic Innovation

City Trends



Top innovation skill sets cities are hiring into city hall

Innovation requires a diverse set of skills. Here are the types of skills cities are bringing into city hall.



Project manager



Data scientist



Community engagement staff



Communication officer



Designer

Focus on building and
sustaining design



Civic Design

5 Tips To *Grow*

1. *Integrate* Design
2. *Measure* Impact
3. *Tell* Your Story
4. *Teach* Others
5. *Plan* Ahead



BUILDING CAPACITY

1. *Integrate* Design

Civic design is more impactful when it is integrated with other key innovation skills.

IMPACT EXAMPLES

Integrate design to: *Produce cost savings*

APPLY NOW: See if you qualify for lower taxes



Fill out:
The enclosed
application



Take photos of:
→ Signed **application**
→ **Driver's license**
or **state ID**



Email photos to:
propappex@muni.org
Or mail paper copies to the
address on the application



Anchorage, Alaska

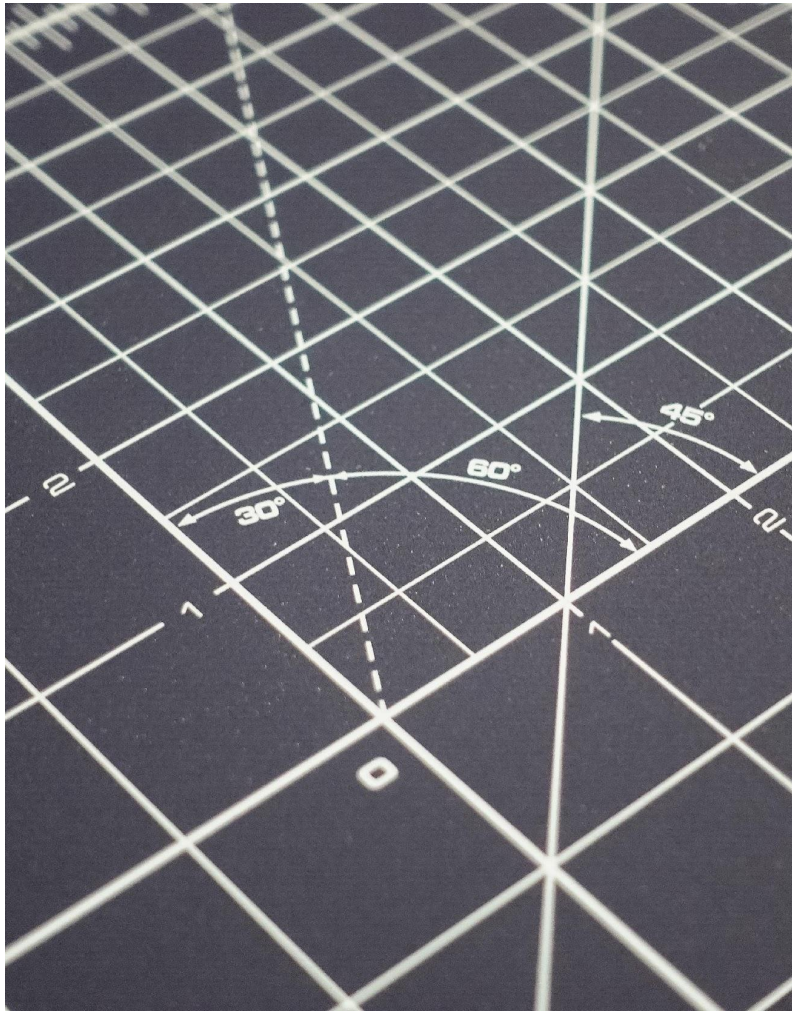
Developed mailings to,
save \$1.6M for exempt
Anchorage seniors.



Syracuse, New York



Generated \$1.47 million in cost savings
and revenue collection



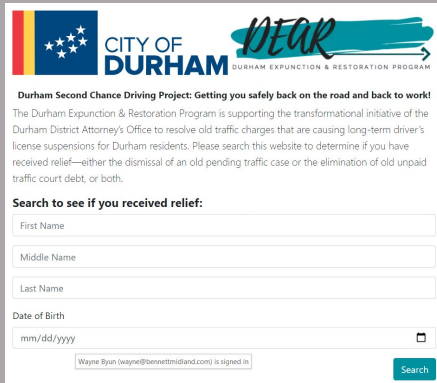
BUILDING CAPACITY

2. *Measure* Impact

Using a civic design approach to generate new ideas by itself is not enough, designers must go further and measure the impact those ideas have.

IMPACT EXAMPLES

Measure impact to: *Build equitable city services*



CITY OF DURHAM *DEAR*
DURHAM EXPUNCTION & RESTORATION PROGRAM

Durham Second Chance Driving Project: Getting you safely back on the road and back to work!

The Durham Expunction & Restoration Program is supporting the transformational initiative of the Durham District Attorney's Office to resolve old traffic charges that are causing long-term driver's license suspensions for Durham residents. Please search this website to determine if you have received relief—either the dismissal of an old pending traffic case or the elimination of old unpaid traffic court debt, or both.

Search to see if you received relief:

First Name

Middle Name

Last Name

Date of Birth

mm/dd/yyyy

Wayne Ryan (wayne@benrettmiddand.com) is signed in



Durham, North Carolina

Helped more than 7,600 residents get closer to restoring their drivers license and saved them \$2M in debt relief.



Mobile, Alabama



The City reduced the number of blighted properties by 53%.



BUILDING CAPACITY

3. *Tell Your Story*

Telling your story is one of the most important things civic designers can do to build long-term support for their work, and it is the one activity that is often the most overlooked.

IMPACT EXAMPLES

Tell your story to: *Improve crisis response*



Seattle, Washington
Helped design the front-end
customer interface of the
City's testing program.



Paris, France



Transformed the city's public
schoolyards into public shelters during
heat waves..

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BUILDING CAPACITY

4. *Teach Others*

By making the time to teach others how to apply design in a civic space, teams will build long-term capacity and support for sustaining this way of working in government.

IMPACT EXAMPLES

Teach others to: *Scale civic design*



Sioux Falls, South Dakota

After an initial training, they taught 72 additional staff in design, launched 7 additional projects and established an Office of Innovation and Technology.



Bratislava, Slovakia



After completing a pilot training, the city created an Office of Innovation and hired 6 new staff members to spread this throughout city hall.



BUILDING CAPACITY

5. *Plan Ahead*

Don't wait until the last minute to build institutional support for this way of working.

IMPACT EXAMPLES

Planning ahead to: *Expand their role*



Office of Performance & Innovation

CitiStat • Data Fellows • i-team



Baltimore, MD

Overcame three mayoral turnovers and have expanded into the new Office of Performance and Innovation.



Minneapolis, MN



After several compelling and impactful projects and surviving mayoral turnover, they have been given an expanded role leading the new Office of Performance and Innovation.

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Questions



Thank you

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