1. Who are we?
What do we care about?
We are rooted in the Mayor’s Office for Economic Opportunity, which creates evidence-based programs and innovative methods to reduce poverty and increase equity.
New York City residents in poverty or near poverty

- **19.5%** New Yorkers who live in poverty
- **43.5%** New Yorkers who live in near poverty, below 150% of the poverty line

What “services” are we talking about?
Trash Collection
Food & Cash Assistance
Road Infrastructure
Shelters
Job Readiness Programs
Law Enforcement
We believe that if you improve experience, you also improve efficiency.
We’ve observed that public servants can feel like they are encumbered by processes and regulation, rather than enabled by them.
2. What is Civic Service Design?
Civic Service Design
Civic Service Design

The practice of understanding the real, lived experiences of the people who use + deliver government programs to inform our decisions about the policies, processes and systems that affect those experiences.
Design is about how things look work.
But visuals are important too!
Set the Stage
Talk to People
Front Line Staff
Connect the Dots
Focus on Impact
Try Things Out
New Yorker
We believe government services should be

Created with the people who use and deliver them

Accessible to all

Prototyped and tested for usability

Equitably distributed

Rigorously tested and evaluated for effectiveness and impact
8.5mil Residents
300,000+ Public Servants
125+ NYC Agencies + Offices
Service Design Studio
8.5mil
Residents

300,000+
Public Servants

125+
NYC Agencies + Offices

Service Design Studio

8 of us!
Super Simplified + UNOFFICIAL Organogram

The People!

Mayor

First Deputy Mayor

Deputy Mayor
Deputy Mayor
Deputy Mayor
Deputy Mayor

Mayor’s Offices

NYC Agencies
3. How are we embedding design in the City of New York?
Build Capacity
Build Capacity

Do the Work
Civic Service Design Tools + Tactics in Action WORKSHOP
Shelter Enhancements
Department of Homeless Services

How might we identify shelter practices that unintentionally create or reinforce trauma in families?
Together, let’s design better public services.

The Service Design Studio at the Mayor’s Office for Economic Opportunity (“NYC Opportunity”) is excited to present our first ever open call for partnership initiatives, called Designing for Opportunity.

Designing for Opportunity pairs the Studio’s designers with New York City government agencies and offices for 6-12 months on an initiative focused on improving the lives of low-to-moderate income New Yorkers. You can learn more at: nyc.gov/designingforopportunity

Service Design Studio 2018 Open Call for Partnership Application

APPLY BY Feb. 1st

What’s inside
02 About the Studio
03 Partnering with the Studio
04 Your Team
05 Your Initiative
06 Application Process
07 Application Questions
10 Evaluation Rubric

APPLICATION DATES
February 1, 2018

http://nyc.gov/designingforopportunity

3 days left to apply!

www.nyc.gov/assets/service/design/designing-for-opportunity-2018

Designing for Opportunity • 2018 Open Call for Government Partnerships

SUBMIT BY 5:00PM
Pathways to Prevention
Administration for Children’s Services

How might we make the process of matching families to child welfare services accessible and dignified?
Women in Rikers: Reentry
Mayor’s Office of Criminal Justice, Office of the First Lady

How might we plan for women to re-enter their communities after jail time in a strong and stable way?
4. What have we learned so far?
Service design energizes City employees

People describe our Office Hours like therapy sessions.

Our project partners have reported a notable increase in job satisfaction, stating that this process “reconnects us with what we really care about, which is serving our clients rather than tackling bureaucracy.”
Follow that energy

We take the time to listen and reflect on what we learn during Office Hours and throughout projects, and we tailor our offerings to fit those needs.

Measure early and check in often.

Celebrate your colleagues that are embracing design.
Office Hours

185 Office Hours
>28% NYC Agencies
(36 unique agencies)
323 Employees
26 Other Gov't's
Alaska, Arizona, California, Canada, Colorado, Illinois, Massachusetts, Mexico, Michigan, Minnesota, New York, Palau, Pennsylvania, Rhode Island, S. Korea, Taiwan, Texas, United Kingdom, Virginia, Washington DC
Office Hours: Common themes

Testing a program, service, or design concept

Creating enhancements that scale existing programs and services

Streamlining department processes and facilitating new ways of working

Planning communications campaigns for behavioral change

Building toolkits and guides that are useful to people

Building new digital products

Expanding capabilities and use cases for existing digital products

Co-designing trainings and workshops
We are so quick to think that an app will solve everything, but during my time with the Service Design Studio, I realized that technology can materialize in a number of ways. Good old paper can be technology too.

When I learned about service design, I was excited about using a strategy to surface the assumptions we make in our work, identifying and learning from perspectives we're missing, and using new insights to offer better public service.

I think service design offers an approach in which we can go out and talk to people with the goal of developing insights that will help us serve people better. If people feel heard, they'll feel included and more involved, continuing to be part of the conversation with the public.
Swag is effective

We spend a lot of time thinking about our visual presence, and it has been extraordinarily helpful in recruiting people to participate in our offerings.
Toolkits aren’t enough

Toolkits lack the ability to provide one-on-one coaching and hand holding. We’re working to make our toolkit more actionable and better connect with our offerings.

For best results, supplement with individual attention!
Designers have to balance adapting to the realities of government speed while demonstrating the benefits of working in different ways.
Design is a collaborative sport

It’s invaluable to have someone inside a partner agency that can leverage their institutional knowledge and experience to help you understand and navigate subject matter, bureaucratic, political, and legal complexities.
Experience is the best teacher

Helping public servants build their design capacity means modeling best-practices and processes while providing opportunities to learn by doing.

This helps people adopt and refine new skill sets, get comfortable with new processes, and grow into new roles.
Research respectfu...
“Our families do not hear enough that they are agents of change, and your conversations with them were a place where such energy starts.”
Big problems, smaller scope

Government services are designed and delivered by a collection of related but distinct teams, divisions, and agencies.

This means that you will surface pain points and opportunities outside of your scope of work, and you must prioritize and focus.
Hand off is hard!

For a government agency to reap the greatest benefits of a design process, our projects cannot have strict cut offs: the process must continue to grow and evolve in an iterative way.

Our position allows for this to happen easily, but it also makes it hard for us to know when to stop.
Thank you! Questions?

Learn more  nyc.gov/servicedesign

Email  cbauer@nycopportunity.nyc.gov

Twitter  @NYCOportunity

Apprenticeships, Fellowships + Jobs  buildwithnyc.github.io