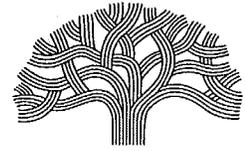


# CITY OF OAKLAND



CITY OF OAKLAND

## ADMINISTRATIVE INSTRUCTION

<b>SUBJECT/AGENCY</b>	<b>CIVIC DESIGN LAB PROJECT SELECTION CRITERIA</b>	<b>NUMBER</b>	<b>AI 182</b>
<b>REFERENCE</b>	<b>AI 150 (Professional and Specialized Contracts)</b>	<b>EFFECTIVE</b>	April 24, 2018
<b>SUPERSEDE</b>	NONE		

### I. PURPOSE

The purpose of this Administrative Instruction is to establish policies and procedures to select projects for participation in the Civic Design Lab (CDL) process; to define roles and responsibilities of all parties involved in project selection and delivery; to provide guidance to City Departmental staff about how to establish good communication plans and mutual expectations with partner Departments involved in project delivery.

### II. POLICY

The Civic Design Lab projects must:

- 1) align with one or more of the Resilient Oakland Playbook action areas;
- 2) align with the Civic Design Lab's core mission which is to serve as an incubator that enhances civic engagement by training, facilitating and working alongside those who use and deliver the City's critical social services.
- 3) be clearly defined with strategies for implementation;
- 4) be supported by senior City staff;
- 4) be designed for continuity, by including plans to ensure projects are sustainable into the future (i.e. maintenance, staffing, integration with city processes, etc.).

### III. DEFINITIONS

<u>Term</u>	<u>Definition</u>
Iterative	Referring to the continual feedback loop mechanism (as described in the Civic Design Lab's Service Design Process diagram's Co-Design phase of project) that allows for project development to be a successive and evolving process, allowing for service innovation to occur with introduction of new research data insights.
IRFP	Internal Request for Proposal for projects to participate in the Civic Design Lab process.
HCD Training	Human Centered Design (HCD) Training can be provided in various forms, including but not limited to: informal staff training events, as part of the project delivery strategy where the participating Department Staff works with the Civic Design Lab Staff on project strategy, when aforementioned parties convene on regular project sprints (standing meetings in an agile project development), field research activities (interviews, usability testing, workshops, design sessions, etc.), and other forms of training that allow Department Staff to become proficient agents of HCD on an ongoing basis to best meet the needs of the public.

### IV. PROCEDURES

<u>Responsible Party</u>	<u>Action</u>
City Department Staff	<ol style="list-style-type: none"><li>1. Develops a project proposal appropriate for the Civic Design Lab process.</li><li>2. If responding to an IRFP, verifies the validity of the project by comparing the project proposal to the IRFP requirements.</li><li>3. Verifies that the project objectives are aligned with at least one of the action areas as outlined in the Resilient Oakland playbook.</li><li>4. Verifies that the project scope sufficiently overlaps with current or future proposed programs, services, or policy undertaken by the City Department.</li></ol>

5. Attends an initial project briefing meeting with the Civic Design Lab staff to discuss the project proposal.
6. With the assistance of Civic Design Lab staff develops a work plan for the project that includes any HCD trainings necessary to deliver the project.
7. Forwards project proposal to Department Director for review and approval.
8. Once the Department Director has approved the project proposal, forwards project proposal to the City Administrator for approval.
9. If the project is approved by the City Administrator, works with the Civic Design Lab staff to complete the CDL process and the project, including a final project report to the City Administrator and Department Director.

#### Department Director

1. Reviews the project proposal and supporting documentation. Assesses whether the proposed project can be completed by Department Staff and that sufficient Departmental resources are available to support the project.
2. Ensures that appropriate coordination occurs with other City departments and/or staff with expertise and/or roles required to successfully implement the project as needed. This coordination should occur during the development of the project and throughout the implementation process. Examples include, but are not limited to the following: Race & Equity, Equal Access, Americans With Disabilities Programs, Information Technology, Communications, etc.
3. Approves the project proposal for submittal to the City Administrator for approval, then to the Civic Design Lab Director for implementation; or declines to approve the project moving forward.

#### Civic Design Lab Staff

1. Verifies the validity of the project by comparing the project proposal to the IRFP (if applicable).

2. Verifies that the project objectives meet at least one of the action areas as outlined in the Resilient Oakland playbook.

3. Verifies that the project scope sufficiently overlaps with Civic Design Lab's mission.

4. In partnership with the Department Director identifies potential City Department Staff as implementing partners

CDL Director and City Administrator

5. City Administrator and CDL Director assesses the proposed project's alignment with current or future City programs, services, or policy undertaken by that City Department and decides whether or not to approve the project.

Civic Design Lab Staff and Departmental Staff

6. If the project is approved, Civic Design Lab staff host an initial project briefing meeting with the City Department Staff and follow-up with the first draft of a shared and iterative proposal outlining Civic Design Lab's strategy and proposed direction for the project.

7. Civic Design Lab staff and City Department staff finalize the work plan including any additional training necessary to deliver on the project.

8. Conducts training on the Civic Design Lab's methodology and additional training for the City Department Staff as needed.

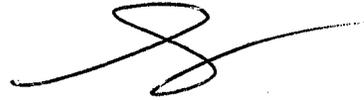
9. CDL Director leads the design process for project.

10. Provides regular updates on the existing project with respective internal and external stakeholders of the project.

11. Assists City Department Staff in providing final report on the project's outcomes to the City Administrator and Department Director.

**V. ADDITIONAL INFORMATION**

The City Administrator must approve any exceptions to this Administrative Instruction (AI). Please direct any questions regarding this AI to the City Administrator's Office at (510) 238-3301.



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Sabrina B. Landreth  
City Administrator