A large, stylized logo consisting of a teal 'P' and a teal 'i' with a white dot, positioned on the left side of the page. The 'P' is a simple block letter, and the 'i' has a white dot above it.

PUBLIC innovation

Pilot Project Design Brief

Public Innovation
*is a champion of
and catalyst for*
public sector innovation
in the Sacramento region.

Version 1.3
September 5, 2012

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// ABOUT THIS BRIEF

This design brief proposes a one-year pilot project to accelerate innovation across all levels of government within the Sacramento region.

Consider this document an open invitation to strengthen its foundation with your feedback.

The ultimate success of the project will depend upon our ability to cultivate and nurture a community of citizens, practitioners, and experts who will carry out its mission.

Thanks for taking time out of your day to think about Sacramento's public sector in a new way.

What if the Sacramento
region was a global
leader in public sector
innovation?



The Challenge

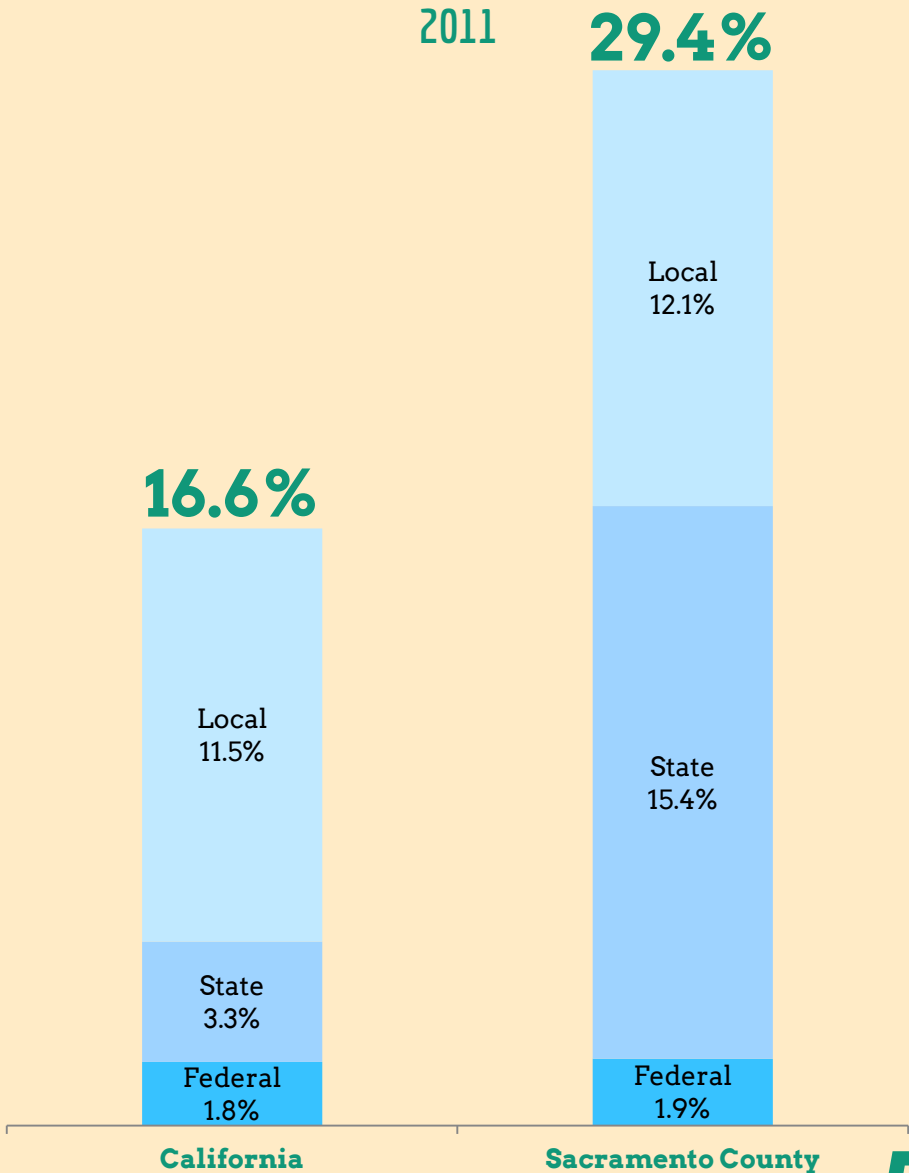
Nearly 30 percent of the Sacramento region's employment base comprises the public sector -- larger than any other region in the state. Over the next 10 years, that share is projected to remain constant. In contrast, the statewide portion of public sector employment is less by almost half at 16.6 percent.

The capital region's disproportionate share of public sector employment results from being the hub of state government. Although only 6 percent of workers in California reside in the Sacramento region, about one-quarter of state civil servants are based here. This fact is both a challenge and an opportunity.

While trust in all institutions has eroded over the past decade, trust in government has been particularly affected by this decline. Unfortunately, citizens view government as bureaucratic and inefficient. Yet, we're the ones who own and pay for it.

// IN SHORT

Share of Public Sector Employment by Level of Government

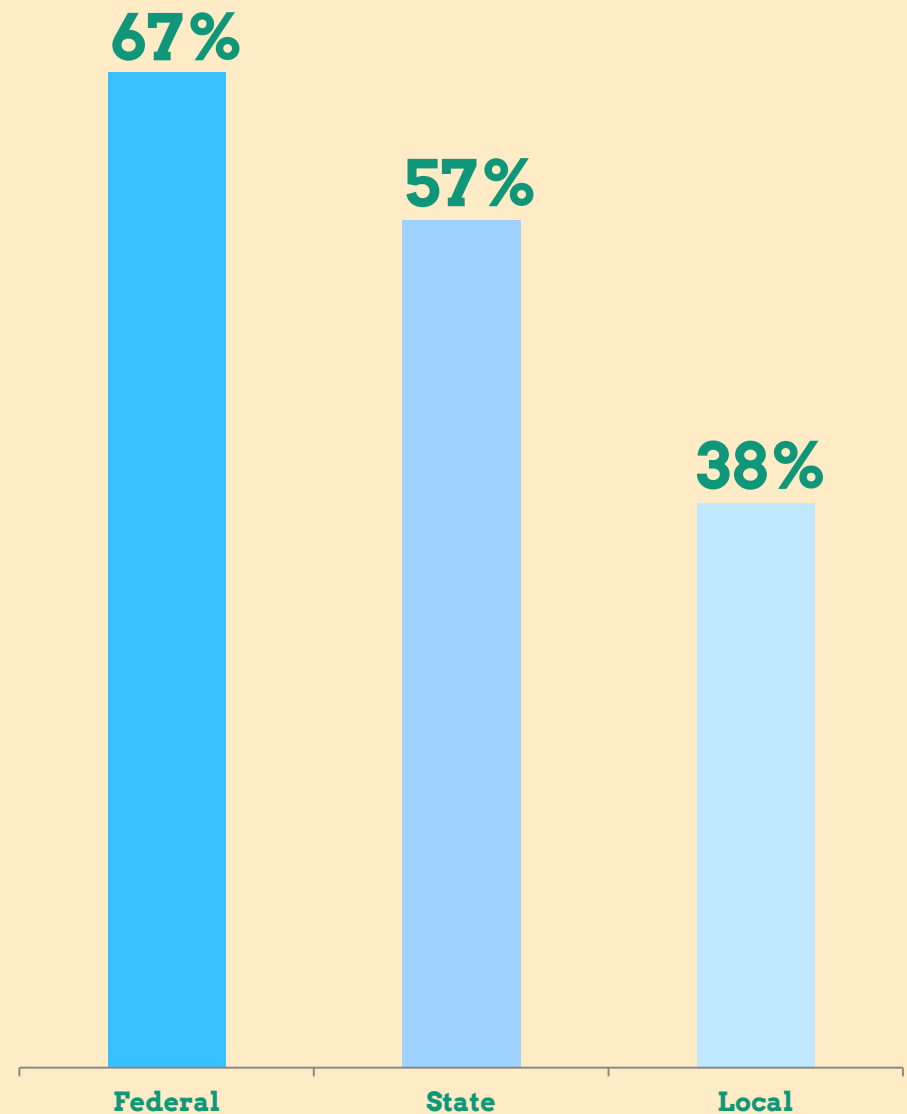


According to the Public Policy Institute of California, strong majorities of Californians believe that the federal and state governments “waste a lot of the money we pay in taxes.” And while the number is slightly lower for local government, four in ten Californians perceive the closest level of government to them as wasteful.

Combined, a high concentration of public sector employment and lack of trust in government have major implications for the Sacramento region. This is an issue for both the private sector that wants a burgeoning regional economy and the human dignity of the 225,000 government employees who call Sacramento their home.

As regional leaders increasingly focus on innovation in the private sector to shape our future, we should not miss the opportunity to catalyze innovation in the public sector, too. In fact, no matter how innovative the Sacramento region becomes, the perception of Sacramento as a “government town” will damper our image unless we encourage and reward public innovators.

Percent who believe government wastes “a lot” of tax money

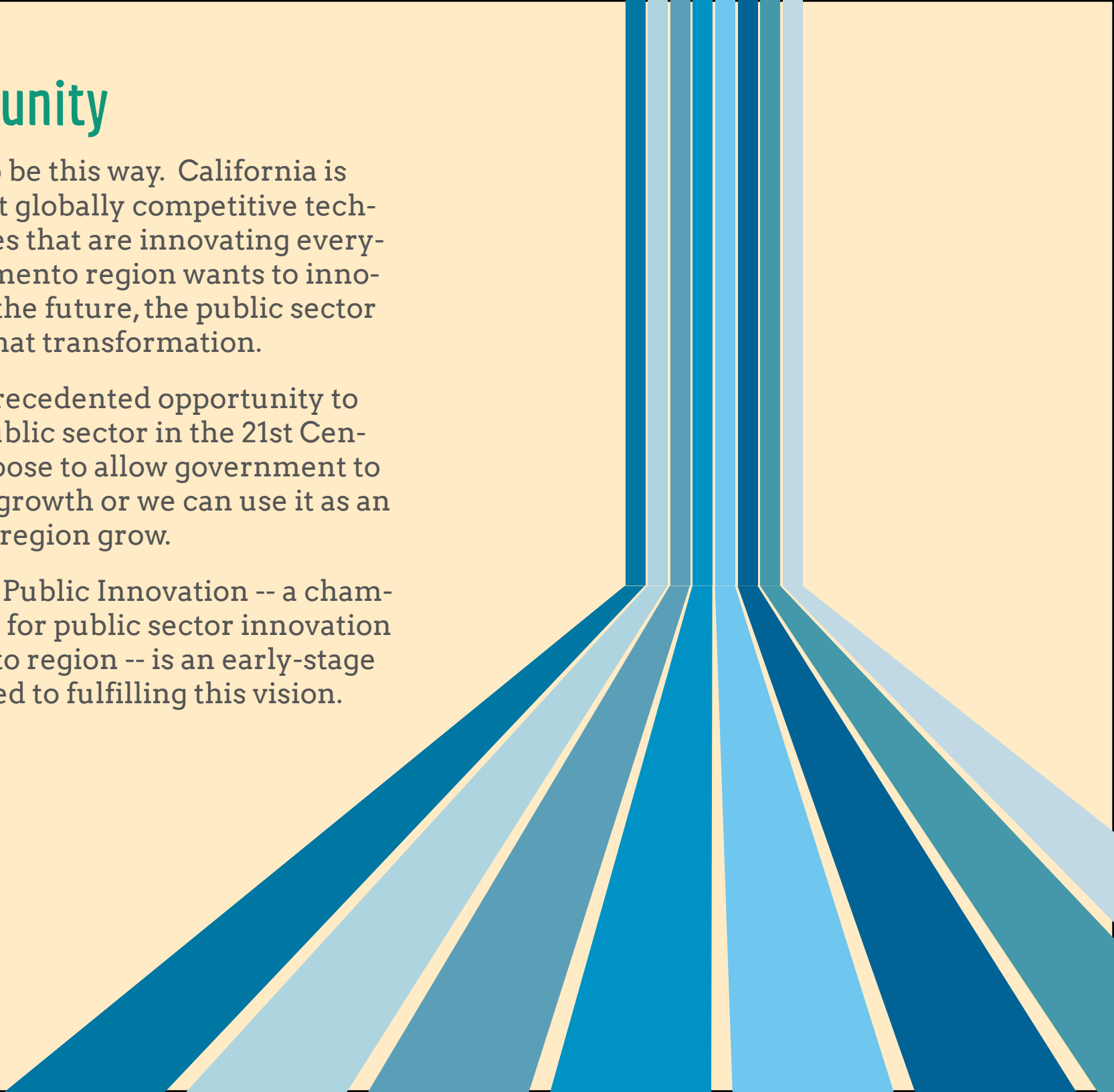


The Opportunity

It doesn't have to be this way. California is home to the most globally competitive technology companies that are innovating everyday. If the Sacramento region wants to innovate its way into the future, the public sector must be part of that transformation.

We have an unprecedented opportunity to reimagine the public sector in the 21st Century. We can choose to allow government to be a drag on our growth or we can use it as an asset to help our region grow.

The time is now. Public Innovation -- a champion and catalyst for public sector innovation in the Sacramento region -- is an early-stage startup committed to fulfilling this vision.





// ARCHITECTURE

This brief proposes Public Innovation as a one-year pilot project that, if successful, would lead to a seven-year project with the following attributes:

Mission

To transform the culture of government by highlighting, encouraging, and rewarding innovations that result from creative thinking by elected leaders, public managers, and civil servants.

Vision

The Sacramento region will become a globally recognized public sector innovation hub by 2020.

Values

- Nonpartisan and not-for-profit
- Collaborative and inclusive
- Open and transparent

Goals

- Make the Sacramento region a global leader in public sector innovation by 2020
- Make working for government as attractive as working in Silicon Valley
- Improve public perception of and trust in government

Two Areas of Focus

1. Marketing and communications campaigns to drive awareness of innovations occurring at public agencies throughout the Sacramento region.
2. A catalyst that accelerates further innovations in government through demand creation, collaboration, crowdsourcing, knowledge transfer, in-house capabilities, and external partnerships.



// DELIVERABLES

Public Innovation would be launched as a one-year pilot project. During this phase, we would commit to being evaluated based upon our ability to deliver the following:

Marketing & Communications Community Building

To raise awareness, we will produce:

- A core website and social media assets
- 50 original blog posts
- 20 original video interviews
- Coverage in 3 regional print/online/TV stories
- Coverage in 2 national print/online/TV stories
- One op-ed in the Sacramento Bee

To cultivate a community-driven effort to shape the future of the public sector in our region, we will:

- Form an advisory board consisting of experts and practitioners
- Build a database of 1,000 contacts
- Establish a network of peer organizations
- Hold one interactive Town Hall event
- Sponsor one Hackathon
- Host two Panel Discussions and one all-day Innovation Summit

Proof of Concept: The Public Innovation Fellows Program

To demonstrate our proof of concept, we will launch a nine month Public Innovation Fellows Program to plant the seeds of innovation across the region's local governments. The inaugural class of 28 fellows will each represent one of either 22 cities or 6 counties that comprise our region. Following a competitive nomination and selection process, we will facilitate interagency and cross-sector collaboration among these emerging leaders in government.

Public Innovation Fellows will commit to attending biweekly gatherings that will consist of guest speakers, site visits, leadership development, academic seminars, and real-world problem-solving.

Ultimately, the class of Fellows will divide into several teams responsible for designing, prototyping, and implementing creative solutions with the potential for regional impact.

Future Public Innovation Fellows will include representatives from federal and state government.





// BUDGET

This brief proposes an initial pilot phase operating budget of \$160,000 for Fiscal Year 2013. This, of course, is just an estimate and the actual budget would be contingent upon input and direction from early-stage funders.

If the pilot project succeeds, Public Innovation would incorporate as a 501(c)(3) nonprofit.

Beyond compensation, the bulk of the pilot phase budget will be allocated to events. Public Innovation will be based out of a shared workspace environment to promote its community building goals.

Proposed Pilot Phase Budget FY2013

PEOPLE

Compensation & Benefits	110,000
Professional Services	5,000
Stipends	6,000
Total	\$121,000

OPERATIONS

Events	25,000
Workspace	3,600
Technology	2,400
Travel	2,000
Office Supplies & Printing	2,000
Miscellaneous	4,000
Total	\$39,000

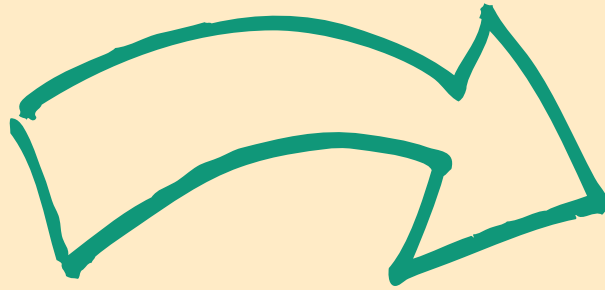
GRAND TOTAL \$160,000

// THEORY OF CHANGE



Outputs

- Multimedia Content
- Live Events
- Knowledge Sharing
- Organizational Partnerships
- Individual Relationships
- Civic Engagement
- Collaborative Problem Solving
- Technical and Marketing Assistance
- Leadership Development



Outcomes

- More Effective Public Administration
- Shared Understanding of Challenges
- New Solutions to Old Problems
- Increased Public Sector Capacity
- Greater Public Trust in Government
- Global Recognition as a Public Sector Innovation Leader
- Elevated Perception of Sacramento Region
- Happier People :-)

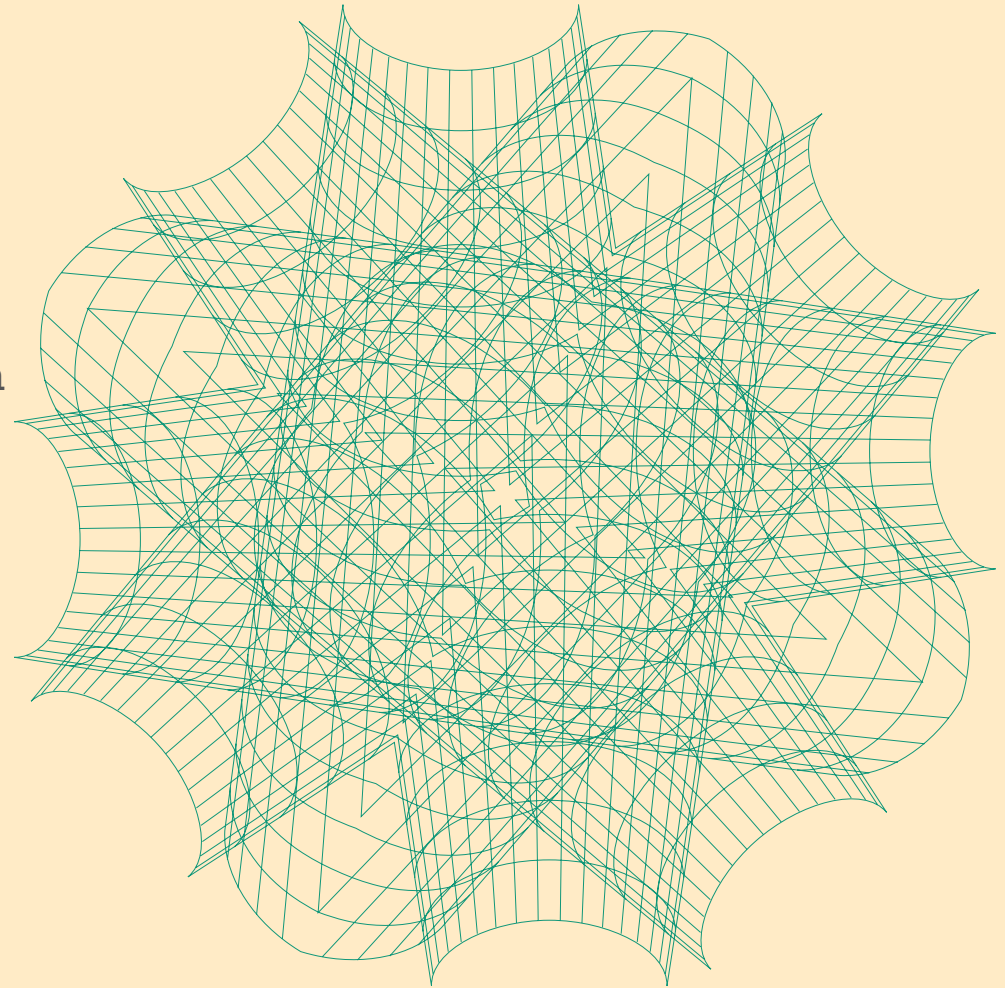


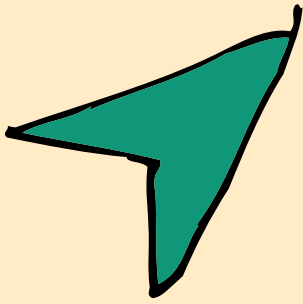
// A NEW CULTURE

The goal of Public Innovation is to change the culture of government. In an era when public coffers are increasingly constrained, creative problem solving has never had greater potential to make a difference in the lives of citizens.

Changing the culture won't be easy. But it also won't take rocket science. It starts with changing hearts and minds, and spreads with infectious ideas that empower people to create good.

The way we view government needs to change, but so does the way government views us.





// ABOUT THE FOUNDER

Ash Roughani is *Chief Evangelist* of Public Innovation.

Ash is a creative change agent and systems thinker with a capacity to solve complex problems. He works as a content and experience designer, specializing in videography and digital marketing. He most recently tried to launch the California Moderate Party to address political gridlock, but was ultimately unsuccessful. Prior to that effort, he spent 3.5 years at California Forward as Senior Associate and was an Executive Fellow at the Business, Transportation and Housing Agency.

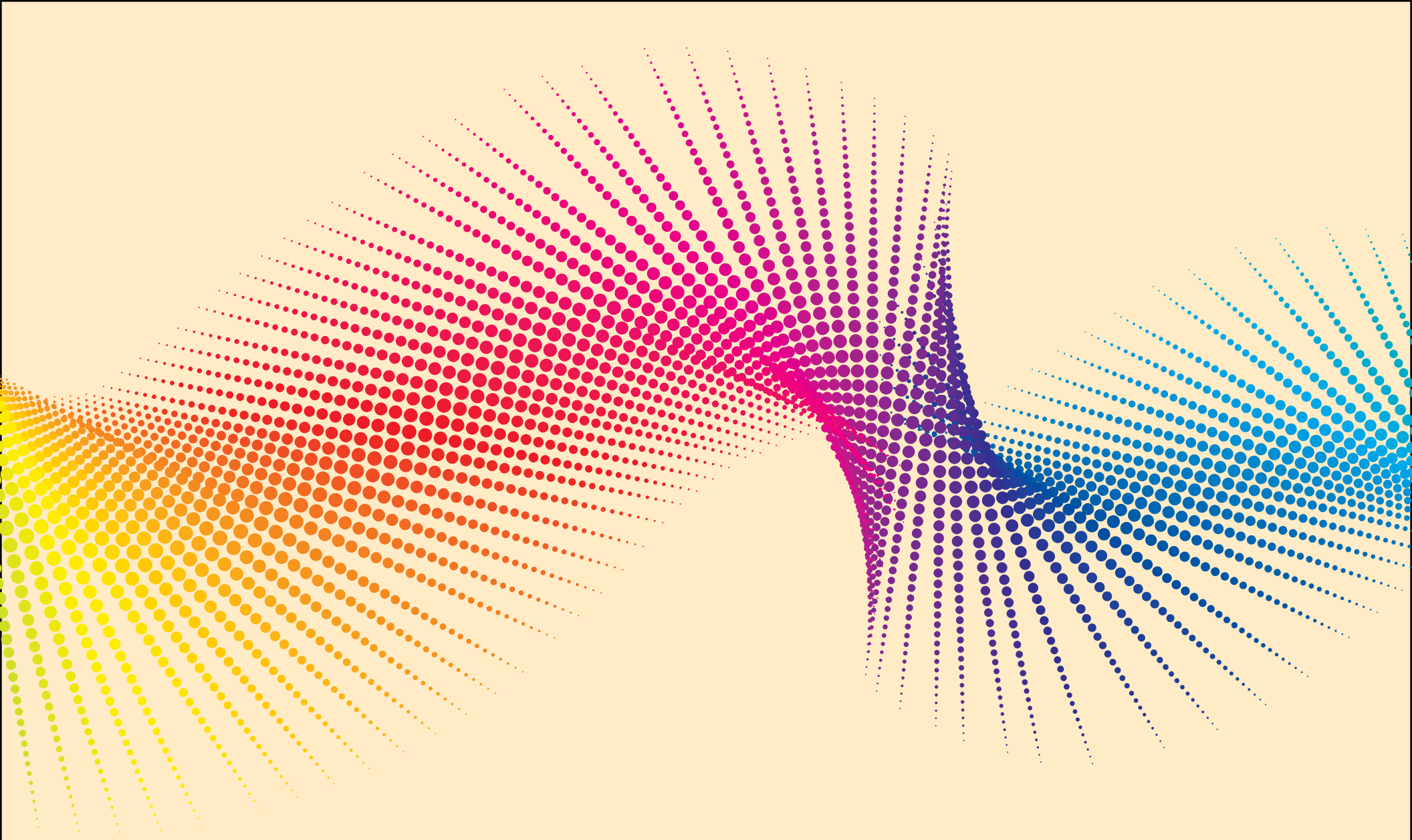
Ash is an MBA candidate at the UC Davis Graduate School of Management and holds an MPPA from CSU Sacramento.

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