



As California's capital, our region is home to one of the largest subnational governments in the world. Yet, public agencies are defined by a culture of bureaucracy: rules, hierarchy, and specialization constrain the creative thinking needed to solve today's complex problems. And because our region's rate of public sector employment is nearly double the state average, our image as a "government town" inhibits our potential to be perceived as an innovation hub. Public Innovation is a civic startup that was founded in 2012 with a mission to make the Sacramento region a **global leader in public sector innovation** by 2020.

What We Do

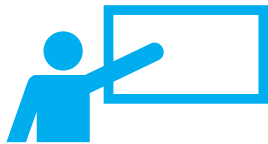
We're building a civic innovation and social entrepreneurship ecosystem to improve quality of life across the Sacramento region. Through the application of interaction design methods, we're transforming the civic experience so that public services meet the needs of citizens and organizations. We're also identifying opportunities to improve civic life by leveraging new technologies and connecting existing community assets.

How We Do It

We employ a six-part value chain, along which projects are initiated and solutions are deployed. Each component segments engagement among a diverse set of organizational partners and adds public value at each stage. A networked approach to the innovation process maximizes throughput and allows us to scale our impact across the Capital Region with replicable projects.

1. DISCOVERY

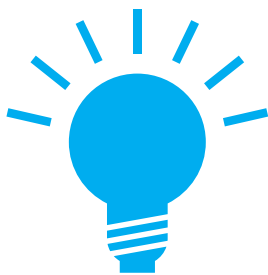
Identifying Unmet Needs and Opportunities



Either an organization approaches us with a problem or citizens identify an opportunity to improve their communities through our platform, **CivicExchange**. Although projects do not need to be initiated through this entry point, projects sought by proactive individuals and organizations will enjoy greater potential for impact.

2. CREATIVE IDEATION

Forcing Serendipitous Collisions to Generate New Ideas



At **CivicMeet Sacramento**—a monthly meetup for civic innovators from diverse backgrounds (including business, nonprofits, education, technology, and government), we co-design solutions to public problems. The more constraints, the more creative the ideas. This process also builds a community of citizens to support the successful adoption of the solutions they helped generate.

3. CO-PRODUCTION

Supporting the Development of Civic Innovations



At **Public Innovation Labs**—a civic innovation incubator—we design, build, and test improvements to the citizen experience and back-office process innovations for public agencies and social enterprises. We also provide resources and support to social entrepreneurs who want to voluntarily collaborate on civic projects.

4. INTRAPRENEURSHIP

Giving Public Servants the Tools to Evangelize Change

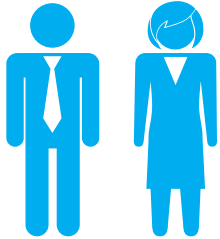
To prepare civic leaders and public administrators for emerging innovations, our **Civic Entrepreneurship Network** will support knowledge sharing and change management within government and social impact organizations. This will result in user generated content, best practices, and panel discussions among change agents who want to be catalysts for improving their organizations. We also seek to provide services and education to improve the culture within organizations throughout the region.



5. DEPLOYMENT

Deploying Solutions through Civic Entrepreneurship

Once refined, solutions are deployed by **Innovation Delivery Teams**—strategic partnerships among public agencies, nonprofits, and businesses. Crowdfunding and social impact bonds can help address resource constraints to sustain their implementation. These teams will support the diffusion of civic innovations and their composition will vary on a project-by-project basis.



6. STORYTELLING

Measuring Progress and Celebrating Success

Public Innovation is committed to nurturing development of the larger ecosystem through multichannel marketing and communications campaigns that highlight and reward creative problem solving. In addition to tracking and maintaining quality of life indicators, we produce compelling video stories to articulate the value proposition of civic entrepreneurship.



Planting the Seeds

Public Innovation currently seeks \$250,000 in Phase One seed funding to become a sustainable effort and begin to deliver on our mission. We hope to attract a diversified pool of tax-deductible, early-stage investments from the business community, foundations, and citizens. Future revenues will be generated by fee-for-service opportunities and civic ventures launched through our activities.

If you would like to help us get off the ground, please contact:



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“Knowing how specific interactions are experienced by people is fundamental. We must therefore never forget that it is by seeing and knowing people and the wholeness of their lives, as they experience them, that we discover the insights that might lead to new innovative solutions.”

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