National Day of Civic Hacking
September 12, 2020

How do we create a social safety net to help make Gainesville a more livable community?

Today's Schedule

Need help during the event?
Jacqueline
designGNV@cityofgainesville.org

Jim (GNVConnect)
@jimsmell

Karissa
(352) 262-6075

Time	Activity	Zoom Link
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6pm	National Close	National Zoom
6:15pm	Local Pitches & Awards	C4GNV Main Breakout Room
7pm	Local Close	

Welcome! Please vote for your favorite logo.

The winning logo will be used for the Code For Gainesville Brigade and will be on goodie bag items that will be mailed to you.

https://www.polleverywhere.com/multiple_choice_polls/fctNmFljJuHvRVVBHwDyR?preview=true&controls=none

JS

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1pm Local Kick-Off

- Special thanks
- Logo Competition
- Code for Gainesville Brigade
- Local Actions
  - myGNV Resource Finder
    - Action 1: Design Audit for Seniors
    - Action 2: Asset Mapping
  - Covid19 Response
    - Action 3: Social Safety Net

Special Thanks To

AARP®

KR

C4GNV Logo Competition

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Code for Gainesville Brigade

Jim Smell
Brigade Captain
james.smell@gmail.com

- About
  - Product Manager at SharpSpring. Registered Architect. Love making stuff and never need persuading to eat ice cream or watch a movie.
- How to join
  - https://tinyurl.com/C4GNV2020

About Action 1 & 2: myGNV

Jacqueline Stetson
Program Manager for myGNV
stetsonjn@cityofgainesville.org

- What is myGNV?
  - www.mygnv.com – or download from app stores
- What is myGNV Resource Finder?
  - https://mygnv.herokuapp.com/

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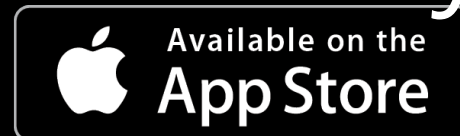
THE IDEA

Make it easier to live in the City of Gainesville.

myGNV

myGNV

Single front door to interact with the City.

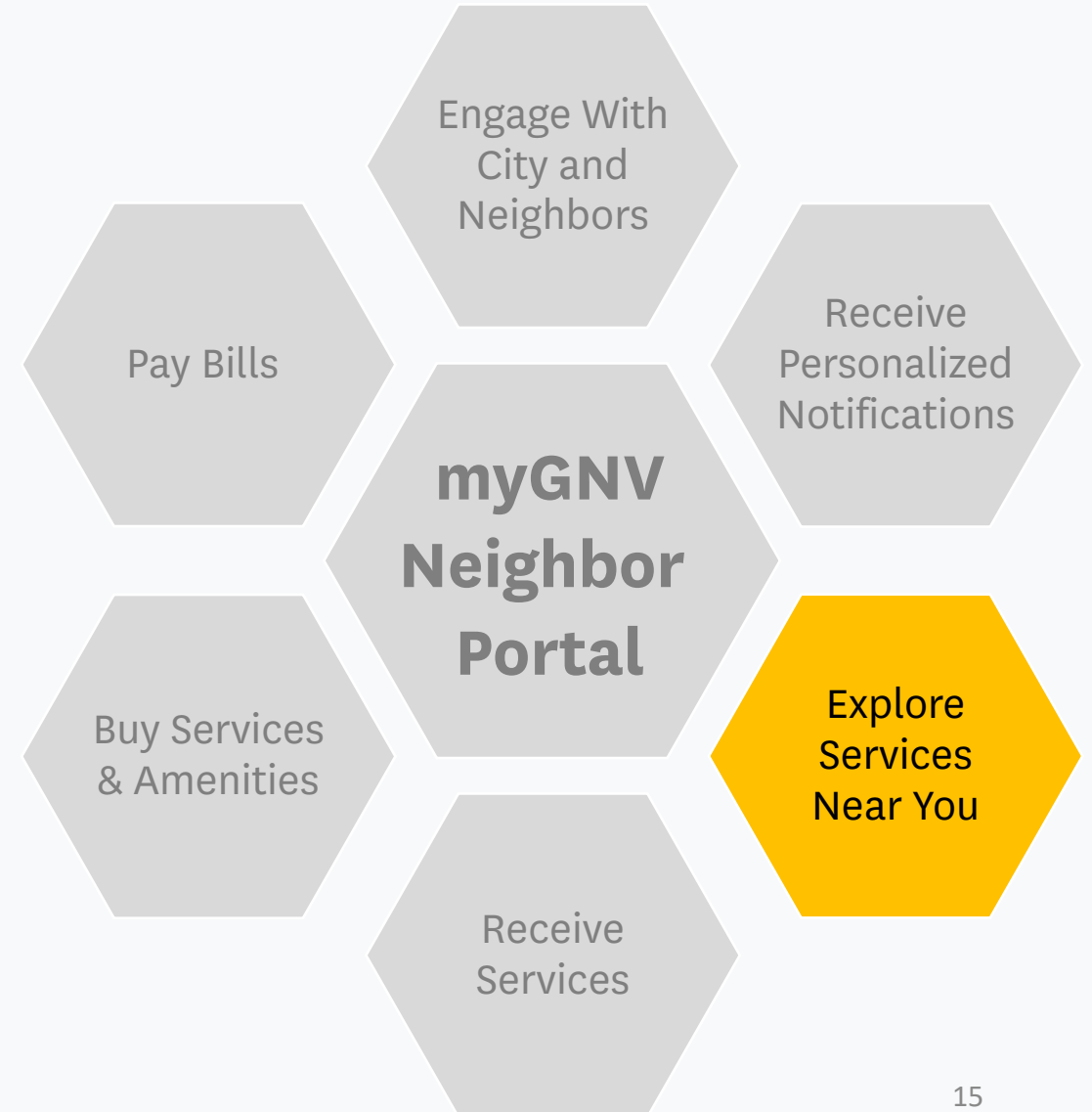**Personalized account that streamlines services and notifications.**

Update goes live 12/2020.

Engage With City and Neighbors

Receive Personalized Notifications

Pay Bills

myGNV Neighbor Portal

Buy Services & Amenities

Explore Services Near You

Receive Services

myGNV Resource Finder

Single front door to find out about services you are eligible for across agencies.

- **City**
- **County**
- **State**
- **Federal**
- **Non-Profit**
- **Community Based**

Engage With City and Neighbors
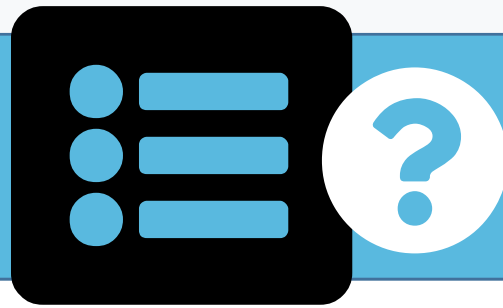
Pay Bills

Receive Personalized Notifications

myGNV Neighbor Portal

Buy Services & Amenities

Explore Services Near You

Receive Services

myGNV Resource Finder

Feature

Searchable Database

Description

Aggregates content across agencies into standardized fields.

Pain Point

Nobody speaks the same language.
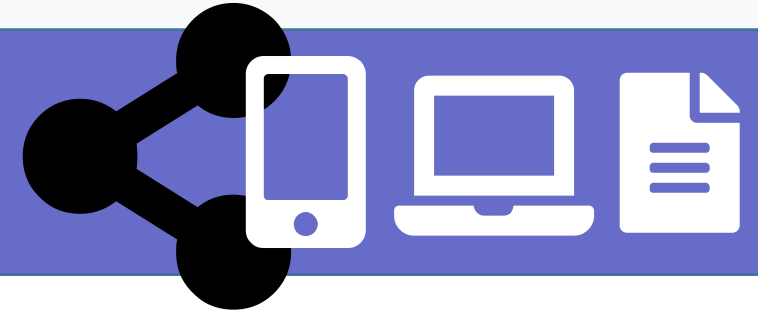
Feature

Personalized Results

Description

Interview wizard to discover all services you are eligible for.

Pain Point

You don't know what you don't know.

Feature

Open Source

Description

Platform for 3rd party integrations.

Pain Point

Don't reinvent the wheel.

DEMO TIME

www.myGNV.com

myGNV

Action 1: Design Audit

How might we redesign the myGNV Resource Finder to make it more usable to seniors?

Elisabeth Eder
Team Lead
elisabeth.eder@go.sfcollege.edu

- About: Studies sociology at Santa Fe College
- Ideas: Utilize strategic design thinking methodologies to optimize the usability of the myGNV Resource Finder.
- Focus: Accessibility, responsiveness, user retention, and multiple languages.

Action 2: Asset Mapping
How might we better connect neighbors to services with the myGNV Resource Finder?

Sanjay Ranka
Team Lead
@

- Ideas: wizard interview, word2vec

About Action 3: Covid19 Response

Karissa Raskin
Civic Collaboration Specialist
raskink1@cityofgainesville.org

- The power of collaboration… the safety net for our community is COMMUNITY.
- Problems: Food accessibility, volunteerism, transportation, remote schooling, loneliness

Action 3: Covid19 Response
How might we redesign the myGNV Resource Finder to make it more usable to seniors?

John Shea
Team Lead
jshea@ieee.org, @jmshea

Example topics and approaches:

- Food security/food access: interview widget to connect people with programs; geolocation service to connect people with foodbanks
- Renter's/eviction help: interview widget to help people understand current law/executive actions and programs for assistance
- Online education: connect kids to help with loss of social and peer learning; homework helper connects students to knowledgeable adults; big issues for all: how to make safe?
- Volunteerism during covid: tool to connect people to (coding?) projects based on interests, skills, and availability

Competition Info

Hackathon Goody Bags & Prizes

	1st Prize	2nd Prize	3rd Prize
Hackathon Goodie Bag			
Awesome Sticker MegaPack	✔	✔	✔
Practical Pen & Amazing Sharpie	✔	✔	✔
Always Useful Sticky Notes	✔	✔	✔
Super Cool C4GNV Tshirt	✔	✔	✔
Styling C4GNV Face Mask	✔	✔	✔
Donation To Local Charity	$500	$300	$200

Tell us your mailing address here: https://tinyurl.com/C4GNV2020-goodies

Local Charities & Non Profits

Partial list is here to show an example of types of organizations. Please pick your team charity partner from the full list.

FULL LIST: https://drive.google.com/file/d/11Q1fbOVyp_H6LChRB3a6YYK8stYEykQ9/view?usp=sharing

Public Services
ACORN Clinic
Black on Black Crime Task Force, Inc.
Cold Night Shelter
Elder Care of Alachua County, Inc.
Family Promise Center of Gainesville
Gardenia Garden, Inc.
Girls Place, Inc.
Girl Scouts of Gateway Council, Inc.
Helping Hands Clinic of Alachua County
Institute for Workforce innovation
Meridian Behavioral Healthcare, Inc.

Cultural Arts Organizations
Annasemble Community Orchestra of Gainesville
Cultural Arts Coalition
Danscompany of Gainesville
Gainesville Environmental Film Festival/Cinema Verde
Gainesville Friends of Jazz
Gainesville Harmony Show Chorus
Gainesville Little Theatre/Gainesville Community Playhouse
Gainesville Youth Chorus
Latino Women's League

Professional Arts Producing Institutions
Dance Alive!
Hippodrome State Theatre Inc
Gainesville Symphony Orchestra

Each team picks one charity. The City of Gainesville will donate prize amounts to your chosen charities.

1st Place Donation: $500

2nd Place Donation: $300

3rd Place Donation: $200

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Competition Criteria

- Feasibility (25 points)
  How feasible is it for the C4GNV brigade to continue development after the hackathon?

- Innovation (25 points)
  How innovative is the solution? Did the team follow a human-centered design approach? Were all team members ideas incorporated into the solution? Is the solution accessible and impactful to all Gainesville neighbors?

- Matches theme (25 points)
  Does the solution address the hackathon's overall theme and unique actions?
    - Overall Theme: creating a social safety net to improve livability in Gainesville?
    - Unique Actions: Design Audit, Asset Mapping, Covid19 Response

- The Pitch (25 points)
  Did the team present their solution in a way that was clear and creative? Did the pitch have style and pizzazz?

PITCH TEMPLATE

Each team will get 15 minutes total to present their solution and have a Q&A with judges.

- Slide 1: Team & Charity
- Slide 2: Problem Statement
- Slide 3: Solution – The solution that your product will provide. How does it address your challenge theme?
- Slide 4: Method and Methodology - How did you come up with the solution? Were all team members' ideas incorporated into the solution being pitched?
- Slide 5: Value Proposition - Value that you will provide to your City. How is it unique?
- Slide 6: Product/Demo/Explain how it works – Feasibility components.
- Slide 7: Next Steps
- Slide 8: Summarize and Thank you.

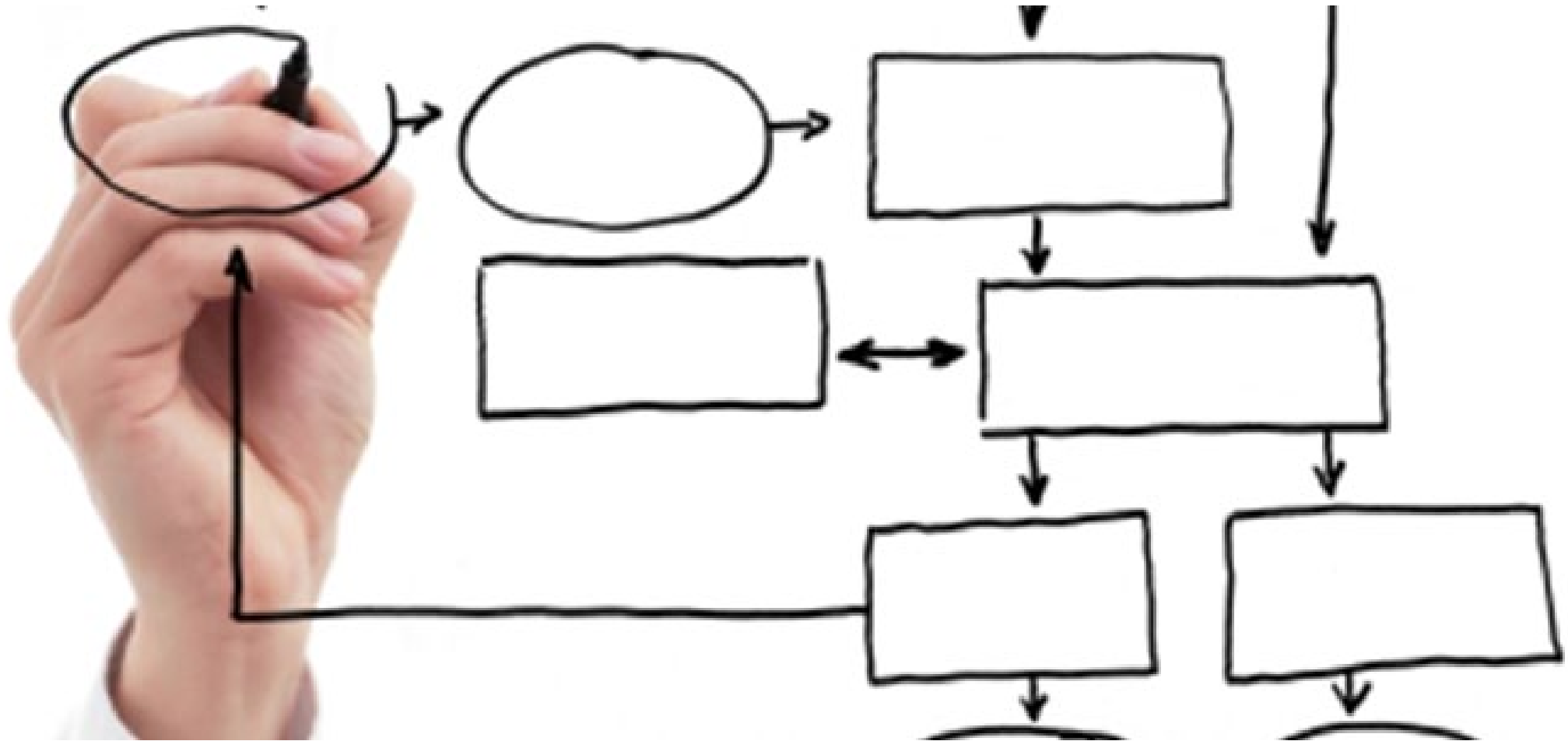# Introduce your team and the charity your team has selected.
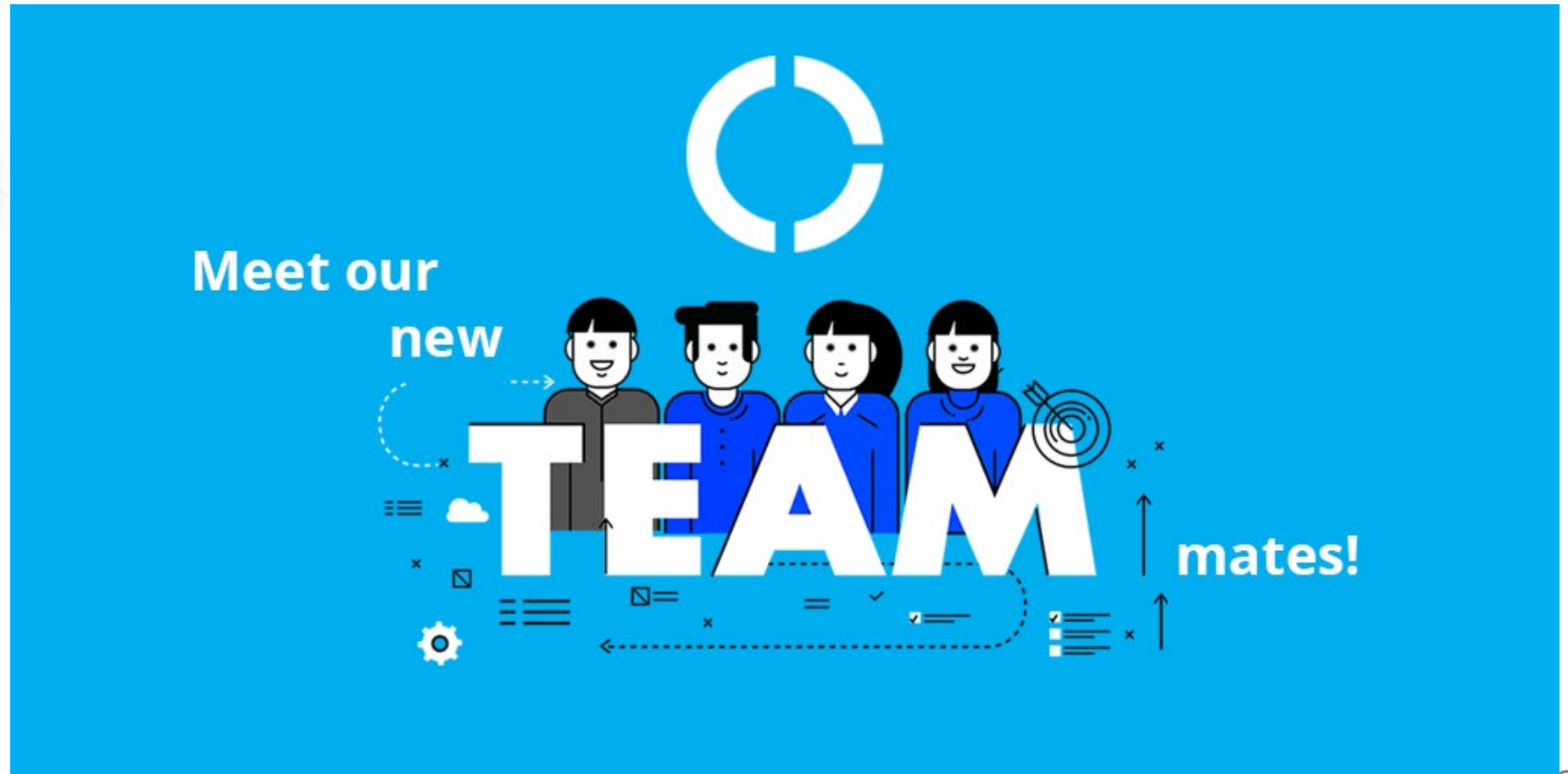
Methods and Methodology

Proposed solution

What is the value that will be delivered, experienced and acquired? SS

- Show your prototype

- Walkthrough your mock screens

- Demo the product/service

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2:30-3pm SME Breakout Sessions

designGNV Breakout Room (Design Questions)

Jacqueline Stetson
City of Gainesville, Director of Neighbor Centered Design

John Yohan John
City of Gainesville, Service Design Strategist

C4GNV Breakout Room (Developer Questions)

Boris Ermakov-Spektor
Lead Developer, Student – University of Florida

John Shea
C4GNV Tech Lead; Professor - University of Florida

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41

Team Pitches!

Challenge 1

Action 1: Design Audit

City of
Gainesville

How to make the myGNV Resource Finder more usable for seniors

CODE FOR
GAINESVILLE

Our Team Supports
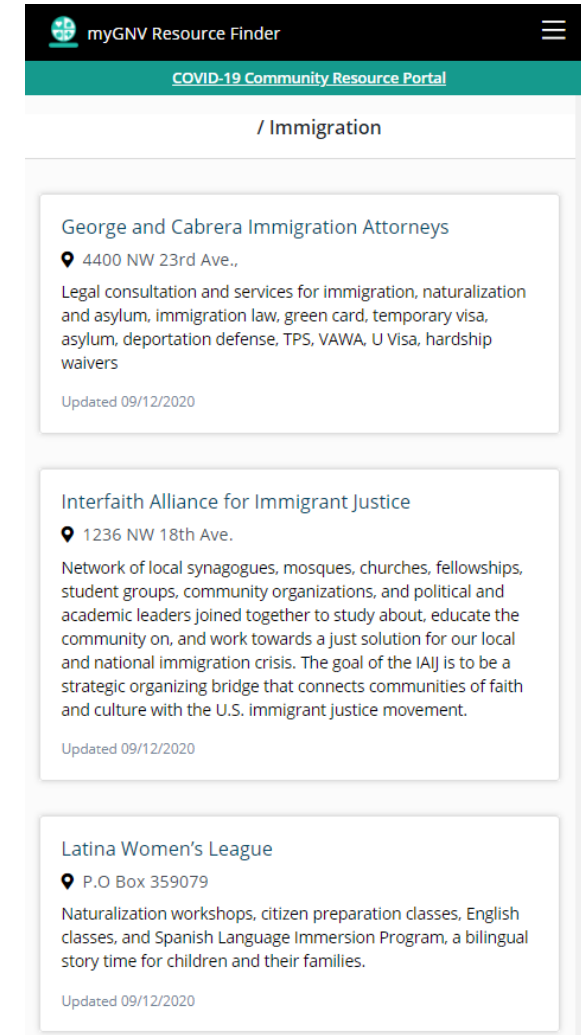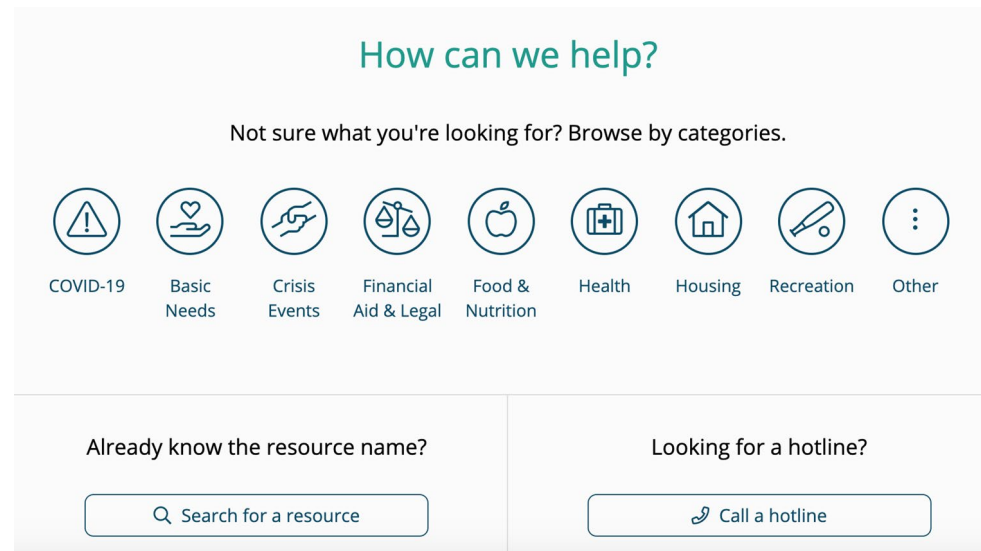Helping Hands Clinic for the Homeless

Elisabeth Eder, Drew Long, Davin Vu, and Rachel Wrobel

Problem Statement

The myGNV Resource Finder is not well-designed for seniors.

- Information is difficult to find
- Categories are confusing
- Results are unclear

Solution

1. **Visibility**
- Make important icons the focal point
- Larger font size and Updated color palette
- More visible search button
- Label on menu bar for mobile devices

1. **Content**
- Make categories of services more intuitive

1. **Functionality**
- Add a descriptive header to improve clarity
- Decluttered search results with button to expa
- Make search responsive to zip code
- Add a Home button to the menu dropdown
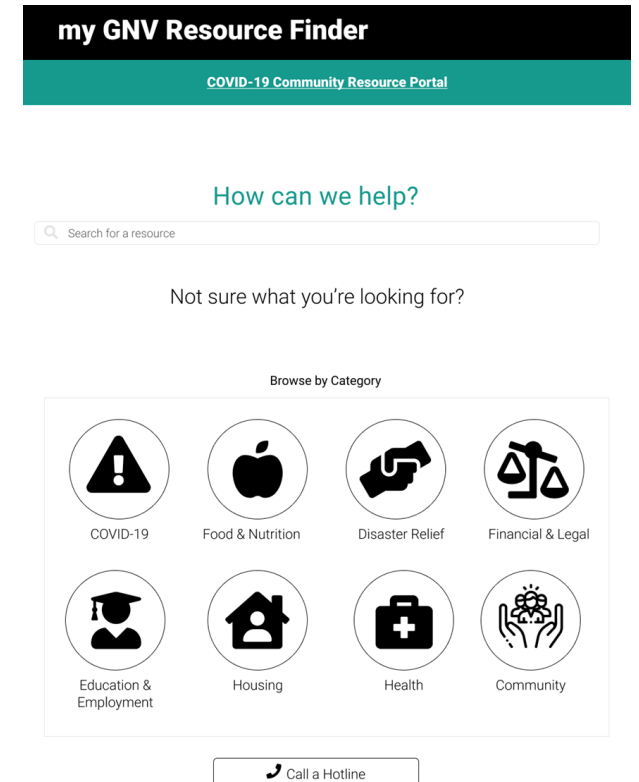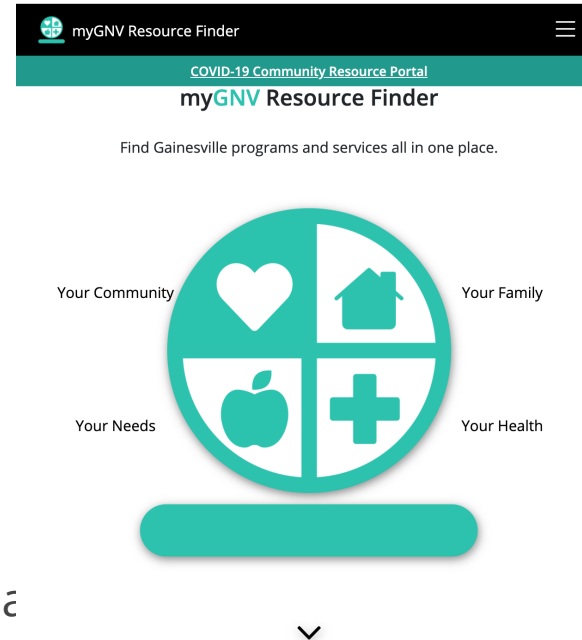
Method & Methodology

Observational Research

- Each member of the group analyzed the visibility, content, and functionality of the components of the website.
- After brainstorming and generating a list of the strengths and weaknesses of the website, we created a hierarchy of solutions to be implemented.

Value Proposition

- Renders a vast database of services into a quickly accessible resource even on mobile devices
- Improves functionality by reducing visual and information overload
- Created a more usable social safety net to help make Gainesville a more livable city.
- Easily accessible and user friendly service that would help alleviate the tensions of Covid 19.
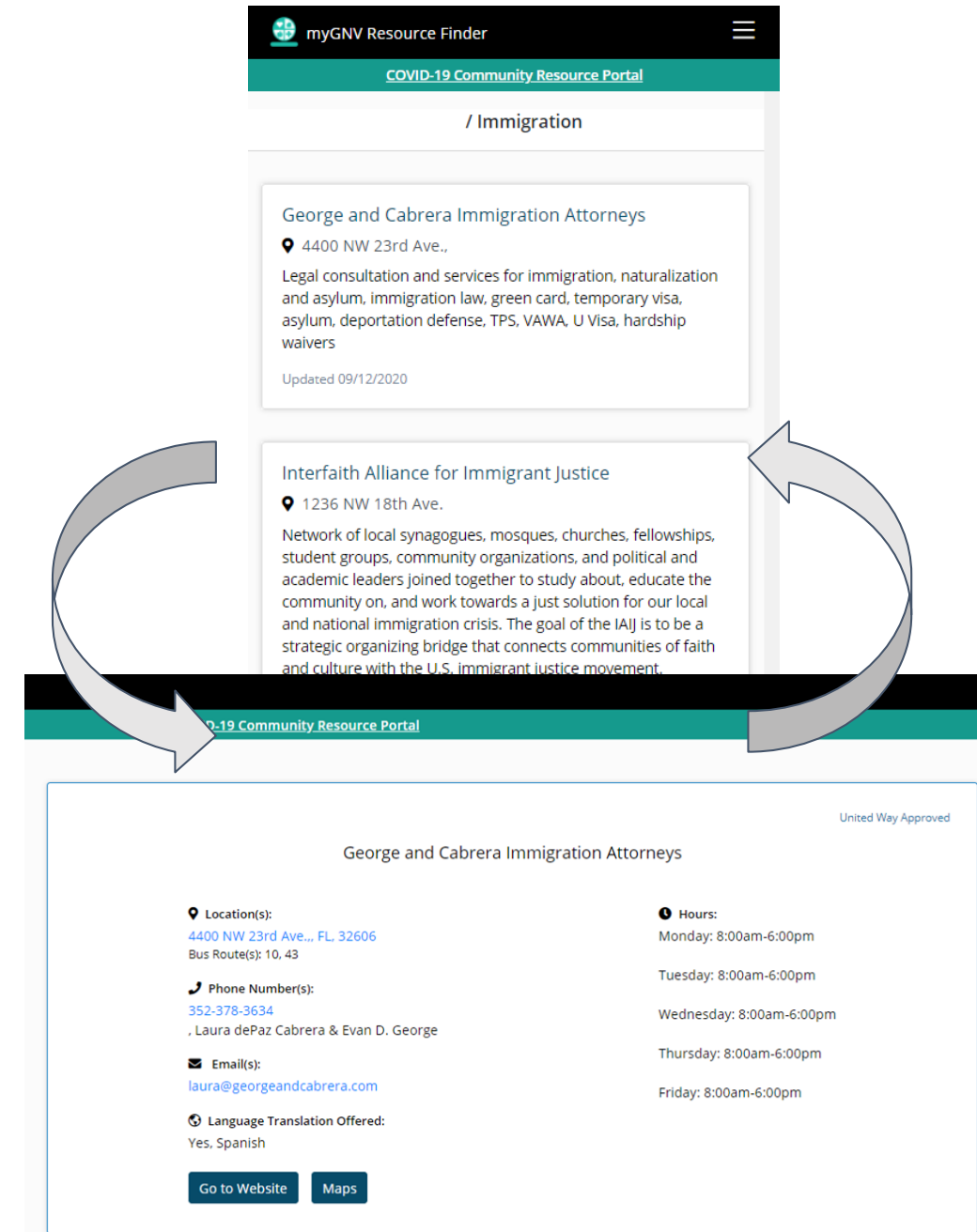
Product Demo

- Homescreen does not require scrolling

- Icons take prominent visibility on desktop and mobile homescreens
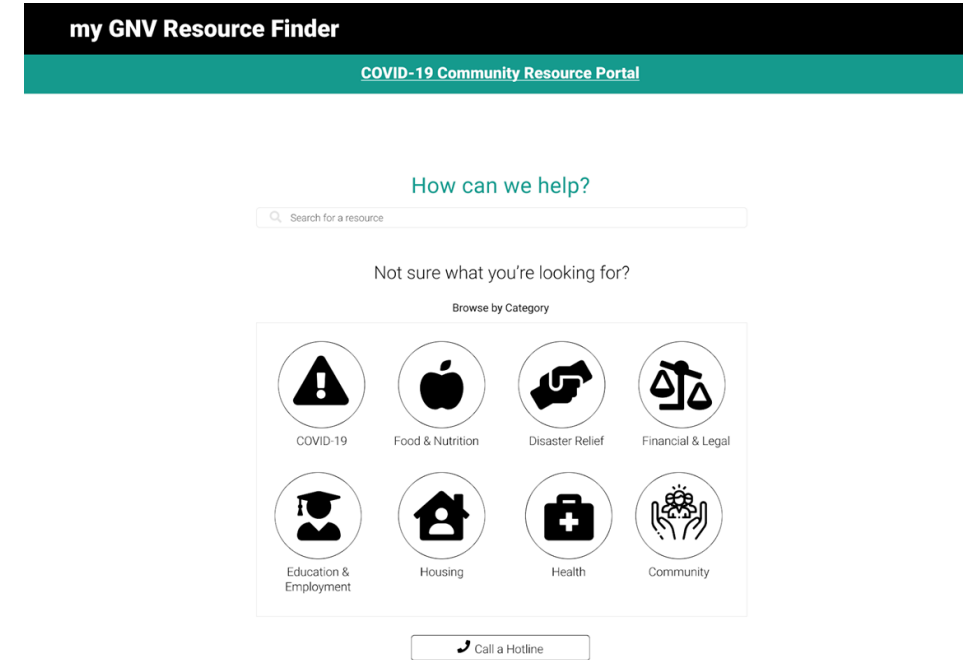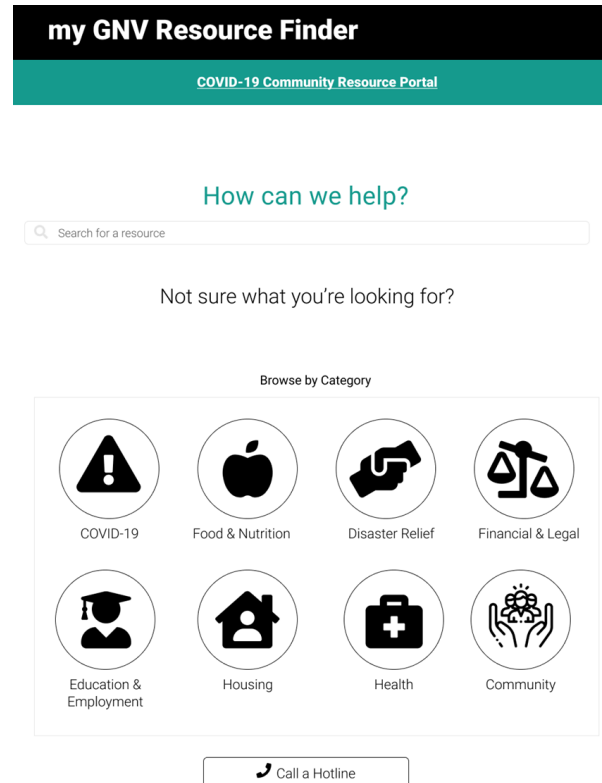
Next Steps

- Integrate Google Translate
- Text-to-speech API
- Reduce information overload in resource listings:
  - display, at first view, only basic info: location, hours, services

Summary and Thank You!

How do we make the myGNV Resource Finder more usable for seniors?

1. Visibility
2. Content
3. Functionality

Challenge 2

NATIONAL DAY OF
CIVIC HACKING
CODE for AMERICA

<C4GNV/>

Asset Mapping Team:
Luna Melora
Tucker Shea
Thomas Storey

Charity: Grace Marketplace

? ? ?

How might we better connect neighbors to services with the myGNVResource Finder?
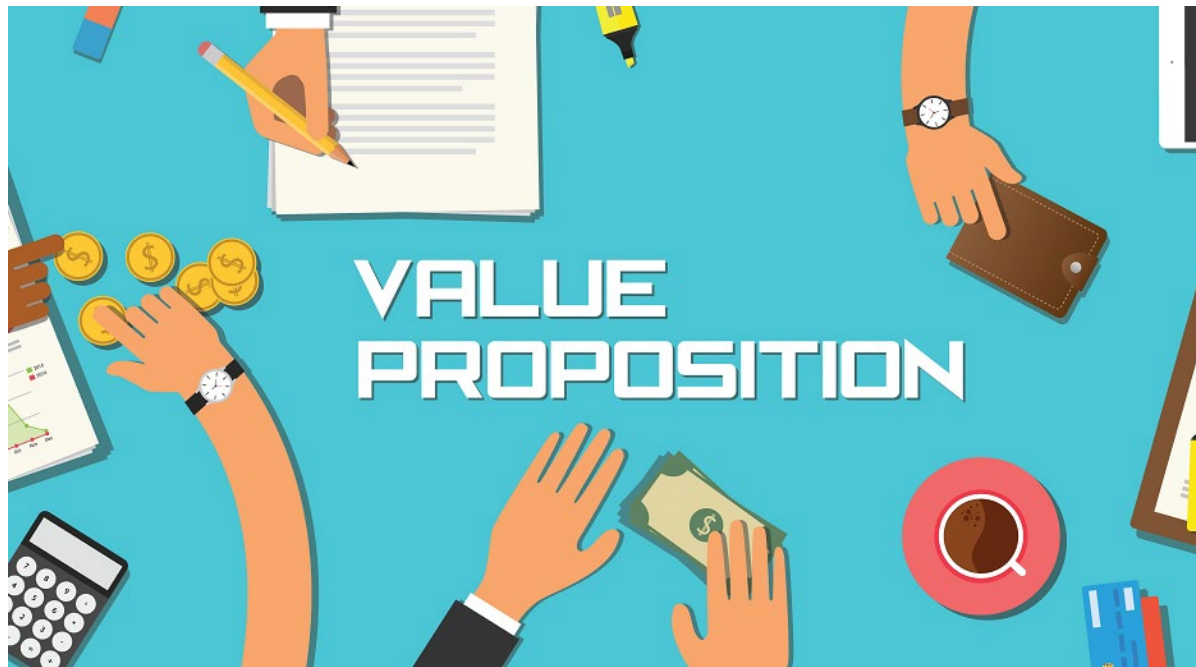
<C4GNV/>

Solution = Local cookies

Client-side solution: Cookies will be stored on user computer and user has option to delete cookies after session.
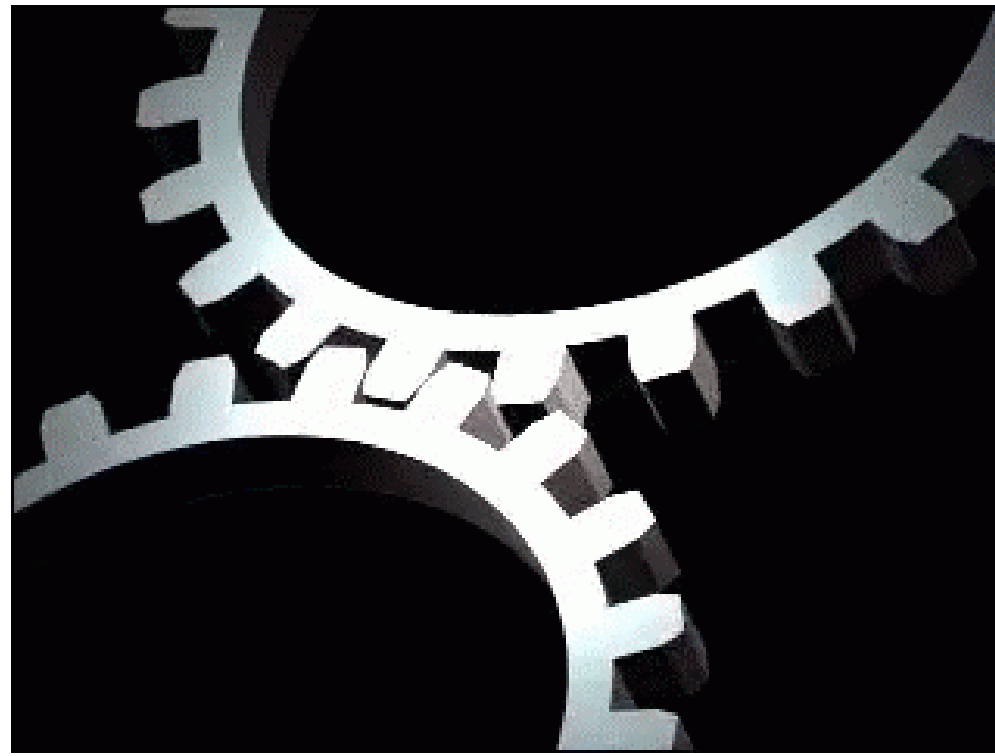
Method and Methodology

Client-side solution

Value Proposition

- **Usability: user inputs & saves info**

- **Privacy: user controls cookies**

- **Client-side: does not interfere with server-side**

<C4GNV/>

<C4GNV/>

- **eligibility parameters**

- **Google Map resource information**

So Long,and Thanks
for All the Fish!

<C4GNV/>

Challenge 3

Connecting COVID-19+ Gainesville Residents to Resources

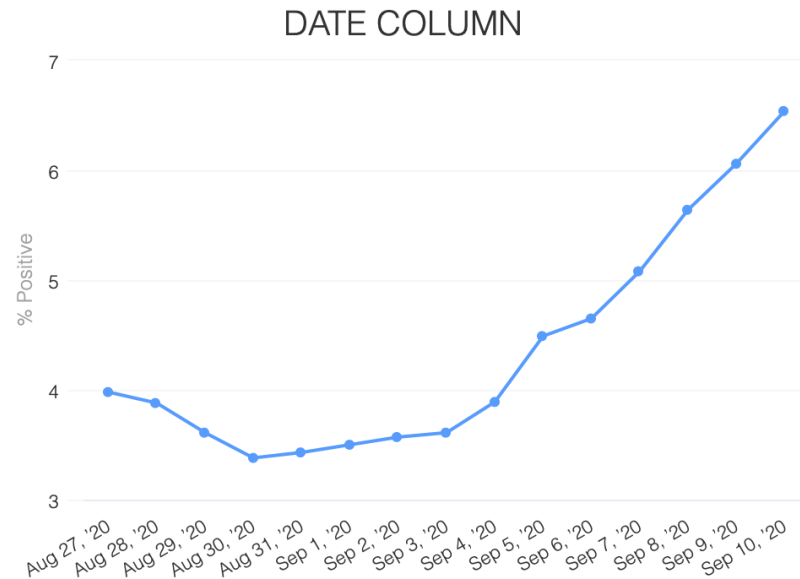# Team & Charity

Action 3: COVID-19 Response

John Shea, Bjorn Stanger, Greg Jones, Amy Wu, Jane Phipps, Josh Gardner, Brooke Bernstein

Grace Marketplace

Problem Statement

Percent Positive (Last 14 Days)

DATE COLUMN

Source: Alachua County Covid-19 Response Dashboard

Tested at the Student Health Care Center

1,349	323	23.9%
Students With or Without Symptoms Tested for COVID-19	Students With or Without Symptoms Confirmed as Positive	Percent Positive

Source: UF Testing Dashboard

COVID-19 continues to significantly negatively impact Gainesville residents

Being COVID-19+ impacts one's access to food, shelter, utilities, medical care, & education
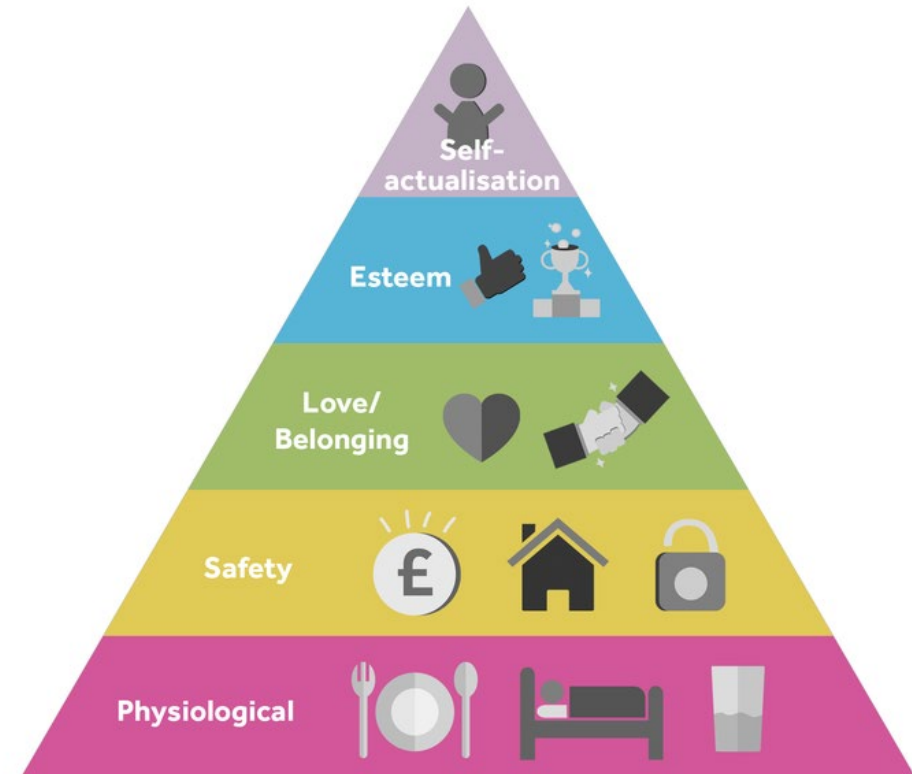
No single site that connects COVID-19+ people in our community to available resources

Proposed Solution

A "wizard-style" website to connect people who have tested positive to COVID-19 to resources to provide access to:

- ❏ Food
- ❏ Shelter
- ❏ Utilities/Internet Access
- ❏ Transportation
- ❏ Education Support
- ❏ Health/Medical Care

Method and Methodology

- Assessed available information on [Gainesville Covid-19 webpage](#)
- Discussed existing food access issues and providers with Karissa Raskin
- Identified different communities that would experience disparate issues from being COVID-19+:
  - College students, homeless, veterans, school-age students, elderly, low-income, living alone/with a partner, assisted living, dormitory/group housing, those without Internet access/trying to help those without internet access
- Identified types of resources that people who are COVID-19+ might need:
  - Food, Shelter, Health/Medical, Education support, Utilities/Internet
- **Need questionnaire for people who are/have been COVID-19+ to assess other communities and needs/issues**
- Discussed privacy issues, need for new services (leveraging volunteers to solve food delivery issues)

Value Proposition

- Improve outcomes by ensuring food, shelter and utilities, accurate medical information, and access to education/internet/library

- Limit the further spread of COVID-19 by connecting COVID-19+ people to food delivery and in-home medical care

Demo

What brought you here?

Covid Positive Test

Close Contact

Volunteer

→ **Next Steps** →

- More research on COVID-19+ needs (addressed by questionnaire) and resources (which is for poll community providers)
- Direct people to appropriate resources more broadly (beyond COVID-19+)
  - Shelter
  - Educational
  - Hospitality
- Broaden with multi-language support
- Connect the food pickup and delivery locations
  - Have a map for potential volunteers (food runners), restaurants/food sources, and food banks/churches/etc. to connect themselves based on convenience
    - e.g. if someone drives a certain route to/from work every day, they could stop along that route as a volunteer and pick up/drop off food to those that need it
  - This would facilitate efforts like Gainesville Harvest

Summary

- Proposed a new wizard for Gainesville resident users who are COVID-19+ can improve outcomes for those people and protect our community.
- Target population by delivering via a short URL that could be provided by testing agencies and contract tracers in our community.
- Identified need for improved portal for "lightweight volunteerism" that connects people who are or can travel between parts of city/county with agencies/companies needing food transport to distribution points.

Thank you!

Competition Judges

- Laura Guyer
  Safety Net Collaborative
- Malisa McCreedy
  City of Gainesville
- Naima Brown
  Santa Fe College
- Pablo Casilimas
  Private Tech / Innovation Sector
- Wanda Eugene
  University of Florida

Competition Criteria

Judge Instructions: Top score per judge is 20 points. Give each criteria a score of 1-5 in the judge's spreadsheet. We will gather all scores and tally to reveal the winners.

- Feasibility (5 points)
  How feasible is it for the C4GNV brigade to continue development after the hackathon?
- Innovation (5 points)
  How innovative is the solution? Did the team follow a human-centered design approach? Were all team members ideas incorporated into the solution? Is the solution accessible and impactful to all Gainesville neighbors?
- Matches theme (5 points)
  Does the solution address the hackathon's overall theme and unique actions?
  - Overall Theme: creating a social safety net to improve livability in Gainesville?
  - Unique Actions: Design Audit, Asset Mapping, Covid19 Response
- The Pitch (5 points)
  Did the team present their solution in a way that was clear and creative? Did the pitch have style and pizzazz?

Hackathon Winners

1ST

Covid 19 Social Safety Net Challenge
- **Solution:** create a wizard style website to connect people who have tested positive to COVID-19 to resources to provide access to food, shelter, utilities, internet access, transportation, education support, health & medical care.
- **Charity Partner:** Grace Marketplace will receive a $500 donation on behalf of team members: John Shea, Bjorn Stange, Greg Jones, Amy Wu, Jane Phipps, Josh Gardner, Brooke Bernstein

2ND

Asset Mapping Challenge
- **Solution:** Use a client-side solution (cookies) to ensure user privacy and control of their data. Cookies will be stored on user computer and user has option to delete cookies after session.
- **Charity Partner:** Grace Marketplace will receive a $300 donation on behalf of team members: Sanjay Ranka, Luna Melora, Tucker Shea, Thomas Storey

3RD

Design Audit Challenge
- **Solution:** Redesign myGNV Resource Finder to be more accessible for seniors (which will make it more accessible for everyone in Gainesville)
- **Charity Partner:** Helping Hands Clinic for the Homeless will receive a $200 donation on behalf of team members: Elisabeth Eder, Drew Long, Davin Vu, Rachel Wrobel

Logo Competition Winner

Special Thanks To

This event was made possible for the community due to the generous support from AARP

Thank you! Join Us!

Build civic solutions
for Gainesville neighbors

<C4GNV/> Logo
Competition Winner
Goes Here

https://tinyurl.com/C4GNV2020

Give feedback to
the City of Gainesville
on new projects.

design GNV

https://tinyurl.com/designGNV