

SCOPE *of* SERVICES

1

CUSTOMER FEEDBACK:

HELPING YOU UNDERSTAND YOUR CUSTOMERS' AND/OR YOUR EMPLOYEES' NEEDS

- A. Identify your customers and the right method and tool to gather feedback
- B. Advise on survey design, administration and analysis
- C. Facilitate design thinking exercises to understand and identify customer perspectives
- D. Extract insights from citywide surveys for your operations
- E. Use survey feedback to improve and prioritize operations

2

MANAGING WITH DATA:

EMPOWERING YOU TO GET THE MOST OUT OF YOUR DATA

- A. Improve or establish ways to collect and track data
- B. Performance measure creation and review
- C. Understand what your data says about your operations
- D. Integrate data into budget requests
- E. Advise on ongoing data reporting, analysis, and performance management methods

3

CONTINUOUS IMPROVEMENT:

WORKING WITH YOU TO CREATE POSITIVE CHANGE FOR YOUR TEAM AND YOU

- A. Assist in problem definition and solution brainstorming
- B. Understand and clarify processes in your daily work using Lean process improvement tools (e.g., process mapping, gap analysis)
- C. Analyze customer and operations data in order to make policy and process recommendations
- D. Facilitate inter- and intra- departmental collaborations and process improvements
- E. Design and implement random control trials to test possible solutions

4

DATA STORYTELLING:

HELPING YOU TO UNDERSTAND AND PERSUASIVELY COMMUNICATE YOUR STORY THROUGH DATA

- A. Distill data into meaningful insights
- B. Create impactful narratives that integrate data insights and contextual information for presentations/reports
- C. Assist in creating customer-friendly data visualizations (e.g., charts, slide decks, infographics, dashboards, maps)
- D. Advise on available tools for visualizing data (e.g., PowerBI, ArcGIS, Adobe Creative Suite, Sidewalk Labs, MySidewalk)