

Proudly Serving

Public service with and for the people



About

Proudly Serving is a guide to building people-centered public services.



Purpose

This is for everyone who:

- Serves the people
- Takes pride in their part
- Does the hard work to deliver it
- Believes there is always a better way



Origin story

- Luke Fretwell wanted to write a book
- Wasn't happening
- Asked Rebecca Woodbury to co-write
- Wasn't happening
- Pivoted to a community project
- Result: 25 chapters, 29 contributors



Intention

Want it to be:

- Big tent
- Timeless
- Culture focused
- Framework for working



Contents

25 chapters broken into four sections:

- Initiation
- Contemplation
- Implementation
- Inspiration



How it's organized

Chapter sections:

- Overview
- Problem
- Solution
- Context
- Mantras
- Checklist
- Questions to ask
- Learn more



Contributors

- Chief innovation officer
- Chief data officer
- Chief privacy officer
- Chief executive officer
- Former city manager
- Local government analyst
- Public information officer
- Nonprofit executive
- Academic director
- Government agency director
- Media executive
- Communications director
- Government consultant
- Tech company founder
- Civic hacker
- IT manager
- Community organizer
- Software engineer

How we worked



Open civic organization

- Openly
- Iteratively
- Asynchronously
- Collaboratively
- Constructively
- Self-organizing
- Merit-based
- Product minded



Team agreement

- Respect
- Communication
- Timeliness and attendance
- Collaboration
- Accountability
- Confidentiality and privacy
- Decision-making
- Work processes
- Continuous Improvement



Project management

- Weekly check-ins
- Project/product manager
- Public project board



Roles

- Maintainers
- Contributors



Maintainers

- Lead product development
- Check-in regularly
- Own designated issues/tasks
- Support others
- Recruit contributors
- Evangelize the project

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Serving**



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Contributors

- Contribute chapter
- Editorial support
- Chapter feedback
- Follow team agreement and code of conduct



Workflow

- Contributor kick-off
- Draft chapter (2 weeks)
- Maintainer review (1 week)
- Public review (2 weeks)
- Respond to feedback (1 week)
- Editorial review (1 week)
- Publish chapter
- Promote



Chapter checklist

- Set-up
- Writing
- Feedback
- Publish
- Promote



Tools

- GitHub
- Slack
- Google Workspace
- Figma
- Calendly
- Zoom
- LinkedIn
- Substack



Lessons learned

- Maintain some guardrails
- Flow to the right people
- It takes longer than you think
- Don't force it



Get Proudly Serving

- Print (~\$11 USD/printing cost)
- Web (Free)
- Amazon Kindle (Free)
- Apple Books (Free)
- Google Play Books (Free)
- EPUB (Free)
- HTML (Free)
- PDF (Free)



Etc.



Maintainers

- Luke Fretwell
- Rebecca Woodbury



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- Kirsten Wyatt



Links

- [Website](#)
- [Repository](#)
- [Documentation](#)

