



# CITY AND COUNTY OF SAN FRANCISCO

San Francisco, the City by the Bay, is a world-renowned tourist destination, famous for its cable cars, vibrant food scene, culture and of course, breathtaking beauty. But San Francisco is also known as the tech capitol of the world. Skyscrapers, warehouses and loft apartments are occupied with a broad range of technology entrepreneurs – from the largest tech companies to the most recent garage-based start-ups.

## CHALLENGE

Against this backdrop it makes sense that city and county leaders alike embrace the cutting-edge technology that is often built in and around its bustling streets. So, when the County and City of San Francisco made the commitment to go paperless and bet on digital solutions, it wanted to go all in. San Francisco's digital business portal is a perfect example of what modern government is capable of achieving, and DocuSign is a key component and collaborator in that endeavor. The business portal is acclaimed internationally and has received numerous awards.

Like most major cities, the process to grow or start a business in an analog, paper system was tedious to say the least. It involved a collection of forms, different departments and different agencies in different buildings, with potential business owners having to take time off work to stand in multiple lines, answering the same questions over and over.

As more and more digital solutions became available, various departments began implementing those solutions, but the effort was fragmented. As a result, city and county employees might have been able to utilize a digital process in one department, but it didn't translate in another based-on workflow and usage.

In addition, with a daytime population of 1.3 million, it's not difficult to imagine the amount of paper a city the size of San Francisco utilized on a daily, monthly and annual basis. An internal audit revealed the cost of maintaining and operating every paper file cabinet was about 50 thousand dollars per year. "We had to consider the physical real estate each file



## RESULTS

Developed a critically acclaimed, award winning digital business portal



Digital portal engagements are up 13x



Significant improvement in user experience



cabinet occupied, the worker hours to organize it, to retrieve from it and file into it, and the cost of lost files or not being able to locate files that were in use," says Chief Information Officer and Director of Technology Miguel Gamino.

## SOLUTION

It didn't take long for city leaders to grasp the importance and value of going digital. They immediately looked at DocuSign as an opportunity to go paperless and streamline processes. The first step was to "organize the disorganized" - and DocuSign was a key component in that solution. This meant streamlining an already clunky paper system, but also making sure managing a contract cross-functionally was possible.

In the case of starting a business, DocuSign was able to help create a business portal via a digital enterprise application process allowing for those wanting to start a business, to only have to fill out a single application which could be used across multiple departments. This eliminated both the amount of time someone had to stand in line, but also the amount of paper being managed. It also reduced errors and increased the time to get a business permit issued.

Besides reducing the financial costs associated with a paper system, and burden of filing for business permits and applications, going digital with DocuSign was also critical in making life easier for the taxpayers. "Through DocuSign We now provide digital templates for those who need city services, allowing residents to apply for services when it's convenient for them and not necessarily during business hours. This was a high priority for the city. The improvement to the user experience tremendously outweighed the cost avoidance or cost reduction," says Gamino. "The private sector isn't the only one to be a thought leader and to aggressively create. Government can do it too."

## RESULTS

Going digital made accessing and utilizing city services much easier, faster and efficient. Gamino points to the business portal to underscore the impact of going digital, where he says the city has seen a spike in user engagement of 13x, and the feedback is very positive

Gamino's own department employs some 250 people and he wants them to lead by example. While they already embrace digital with DocuSign, he hopes to be fully paperless by the end of the fiscal year.

"Digitization isn't just about modernizing. It's about genuinely improving access for people who need it the most," adds Gamino. "People can now apply for city services between shifts, from home, while watching their kids. I think that really changes the world and is a bigger measure of success than just cost and commerce."



"The soft costs alone were enough to justify a digital transformation that included DocuSign."

### MIGUEL GAMINO

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## ABOUT DOCUSIGN

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