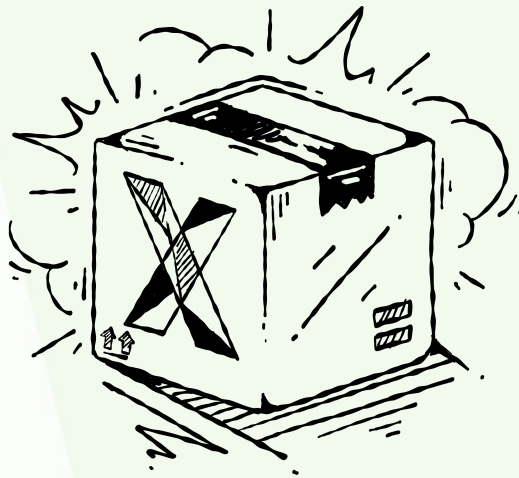
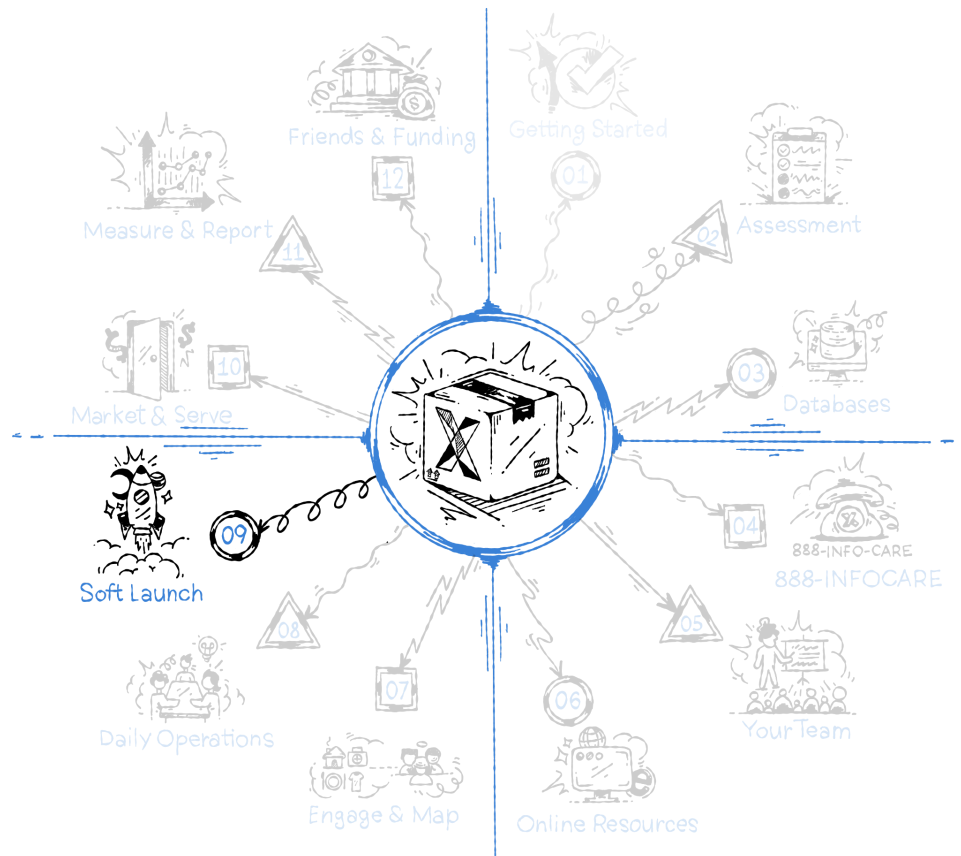




CityServeX “Box” Manual

(#9 - Soft Launch)

#9: Soft Launch



9.1 Purpose and Overview

9.1.1 This document outlines the policies and procedures for the Section 9 Soft Launch initiative at **CityServeX**. The soft launch strategy allows new **CityServeX** Affiliates to operate in a controlled environment for **60 days** prior to public launch, enabling the organization to refine processes, identify challenges, and implement improvements before full-scale operations begin.

9.1.2 The Section 9 Soft Launch is designed to create a safe testing environment with selected participants who understand the developmental nature of the program. This approach minimizes risk, allows for real-time adjustments, and ensures that when the Affiliate launches publicly, they are fully prepared to deliver high-quality, Resource Coordinations services to their community.

9.2 Eligibility and Selection Criteria

9.2.1 Affiliate Eligibility

- New **CityServeX** Affiliates that have completed the initial onboarding process
- Affiliates that have designated leadership in place
- Affiliates that have secured necessary operational infrastructure
- Affiliates that have completed all required training modules

9.2.2 Participant Selection Criteria

- Limited to 15-25 participants during the soft launch phase
- Participants should represent the diversity of the target community service area
- Priority given to participants who:
 - Have previous experience with similar programs
 - Can provide detailed, constructive feedback
 - Demonstrate patience with developmental processes



- Have a genuine need for the services being provided, but are not urgent in nature

9.3 Soft Launch Process

9.3.1 Pre-Launch Preparation (2 weeks prior)

- Finalize the soft launch team and assign specific responsibilities
- Complete inventory of all resources and supplies needed
- Configure data tracking systems and feedback mechanisms
- Conduct final training sessions for all staff and volunteers
- Prepare participant welcome packets and consent forms

9.3.2 Initiation (Day 1-7)

- Host orientation session for all participants
- Clearly communicate the experimental nature of the program
- Distribute consent forms acknowledging pilot status
- Establish communication channels for real-time feedback
- Begin limited service delivery at 50% capacity

9.3.3 Development Phase (Day 8 - 45)

- Gradually increase service capacity to 75%
- Conduct weekly assessment meetings with the Affiliate team
- Implement necessary adjustments based on early feedback
- Document all challenges, solutions, and process improvements

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- Prepare mid-point evaluation report for **CityServeX** headquarters

9.3.4 Transition Phase (Day 46 - 60)

- Operate at near-full capacity (90-95%)
- Finalize standard operating procedures
- Conduct comprehensive evaluation with all participants
- Develop public launch strategy based on lessons learned
- Present final report to **CityServeX** leadership for launch approval

9.4 Evaluation and Feedback Framework

9.4.1 Data Collection Methods

- Daily service logs completed by staff
- Weekly participant satisfaction surveys
- Bi-weekly focus groups with participants
- Staff debriefing sessions following each service day
- Observation reports from **CityServeX** advisors

9.4.2 Key Performance Indicators

- Service delivery efficiency (time per client served)
- Resource utilization and management
- Participant satisfaction ratings (on a 1-10 scale)
- Issue resolution timeframes
- Staff confidence and competence ratings

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- Process adherence metrics

9.4.3 Feedback Implementation Protocol

- All feedback must be documented in the **CityServeX** feedback portal
- Critical issues requiring immediate attention must be flagged for 24-hour resolution
- Weekly review of all feedback by the Affiliate leadership team
- Creation of action plans for implementing improvements
- Follow-up with participants when their feedback leads to changes

9.5 Confidentiality and Risk Management

9.5.1 Confidentiality Requirements

- All participants must sign non-disclosure agreements
- Participants should not publicly discuss their involvement during the soft launch phase
- Media inquiries must be directed to **CityServeX** national headquarters
- No social media posts about the program until public launch
- All data collected must be handled according to **CityServeX** privacy standards

9.5.2 Risk Management

- Contingency plans must be developed for potential service disruptions
- Clear escalation paths for addressing participant concerns
- Emergency response protocols for any safety or security issues
- Regular risk assessment meetings throughout the soft launch
- Documentation of all incidents and near-misses for future prevention

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9.6 Post-Soft Launch Transition

9.6.1 Readiness Assessment

- Before concluding the soft launch period, the Affiliate must demonstrate:
- Consistent service delivery meeting or exceeding 90% of target metrics
- Resolved all critical issues identified during the soft launch
- Completed comprehensive documentation of all processes
- Trained staff achieving competency scores of 85% or higher
- Positive feedback from at least 80% of soft launch participants

9.6.2 Public Launch Preparation

- Develop marketing materials based on validated service offerings
- Schedule and prepare for public launch event
- Establish scaling strategy for the first 90 days of public operation
- Create onboarding process for new clients based on soft launch learnings
- Implement final version of all operational systems and procedures

9.6.3 Participant Transition

- Conduct exit interviews with all soft launch participants
- Offer incentives for participants to continue with the program
- Request testimonials from satisfied participants for marketing purposes
- Create alumni group of soft launch participants as program advocates
- Provide special recognition for participants' contributions to program development

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9.7 Roles and Responsibilities

9.7.1 CityServeX Headquarters

- Provide technical assistance throughout the soft launch
- Conduct bi-weekly check-ins with Affiliate leadership
- Review and approve any significant procedural changes
- Supply additional resources as needed based on emergent challenges
- Make final determination on readiness for public launch

9.7.2 Affiliate Leadership

- Oversee daily operations during soft launch
- Collect and analyze feedback data
- Implement process improvements
- Submit weekly progress reports to **CityServeX** headquarters
- Make staffing adjustments based on performance and needs

9.7.3 Soft Launch Participants

- Utilize services as they would in normal circumstances
- Provide honest, constructive feedback
- Participate in evaluation activities as requested
- Maintain confidentiality about program details
- Understand and accept the developmental nature of services

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9.8 Conclusion

9.8.1 The Section 9 Soft Launch policy provides a structured framework for new **CityServeX** Affiliates to test and refine their operations before public launch. By adhering to these guidelines, Affiliates can identify and address challenges in a controlled environment, ultimately ensuring a more successful public launch and sustainable long-term operations.

