Bloomberg Philanthropies | MAYORS CHALLENGE

2017 MAYORS CHALLENGE

Bloomberg Philanthropies **MAYORS CHALLENGE**

Overview

PURPOSE
- **Compete** in 2017 Bloomberg Philanthropies Mayors Challenge
- **Engage** public in addressing critical issues in our city and co-creating solutions with citizens
- **Build** upon 4 Guiding Questions in Strategic Framework and select 1 impactful challenge/solution to improve our city

TIMELINE
- **We** have met with stakeholders, completed 2 workshops, and planned outreach
- **Submit Complete Application before Friday, October 20, 2017**

Leadership Workshop	Outreach Planning	Public Workshop	Commission Meeting	Application Submission
September 5, 2017	September 14, 2017	September 25, 2017	October 5, 2017	October 20, 2017

Bloomberg Philanthropies | MAYORS CHALLENGE

Bloomberg Harvard City Leadership Initiative	The Mayors Challenge	Innovation Teams	What Works Cities
Investing in Mayors and City Leaders	**Competitions, Spurring Innovation and Collaboration**	**Transforming Cities with Creativity**	**Using Data to Improve Lives**

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Mayors Challenge Timeline 2017-8

Take the Challenge
June 26
US cities with populations of 30,000 or more are invited to participate. Reserve your spot by August 18th.

We're In

Accelerate Your Idea
July - Sept
Be among the first 300 cities to RSVP and guarantee your city its own in-person Idea Accelerator workshop, designed to help city leaders strengthen idea development by drawing on the expertise of the community. The one day workshops will take place starting in July and run through September.

Submit your Best Idea
October 2017
Cities complete the initial application describing an urgent challenge and how they will tackle that challenge in an innovative way.

Ready, Set Innovate

Win innovation funds to test ideas
January 2018
35 Champion Cities will be awarded up to $100,000 to begin to bring their ideas to life. Champion Cities will test and refine their ideas, creating a coast-to-coast civic solutions laboratory.

Take it to the next level at Ideas Camp
March 2018
Champion Cities will come together for an intensive workshop with innovation experts and leading urban practitioners from Bloomberg Philanthropies' global network. Here, competitors become collaborators as cities help one another improve their ideas.

Pulling it all together
August 2018
Champion Cities refine their ideas after the testing phase and submit a more detailed application focused on implementation, timelines, partners and more.

Announcing the Mayors Challenge Winners

Win millions
October 2018
Bloomberg Philanthropies announces the Mayors Challenge winners. The grand prize winner will be awarded $5 million and four cities will each win $1 million to bring their ideas to life.

Leadership Workshop

- **City Manager, Department Heads, Strategic Initiatives**

- **Practiced Exercises and Empathizing with Citizens**

- **Refined Problem Statements based on 4 Guiding Questions from the Strategic Framework**

- **16 Participants**
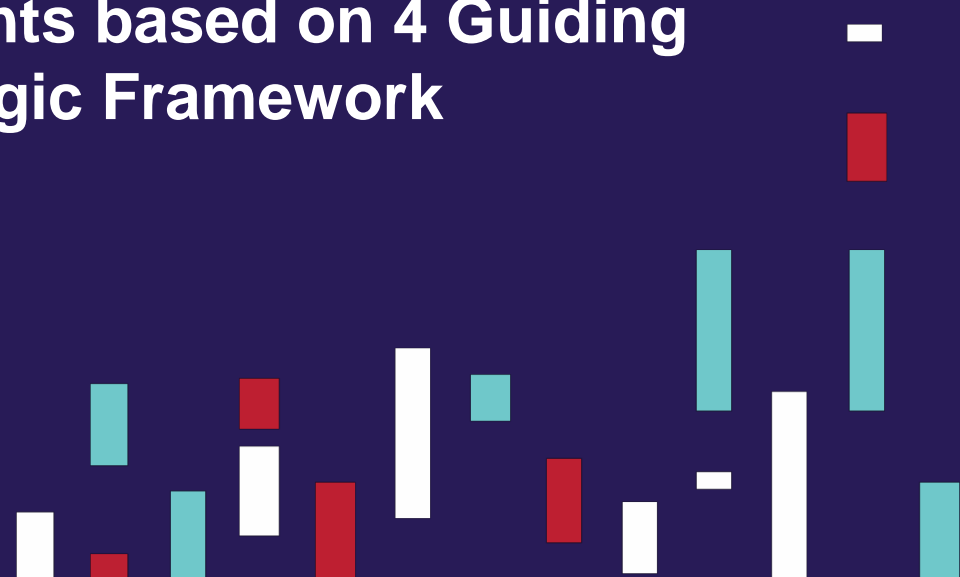
Public Workshop

- **Citizens Committee Members, Chamber of Commerce, Local Leaders, Entrepreneurs, Alachua County Staff, UF Faculty & Students, and City Staff**

- **Explored Strategic Framework Guiding Questions and Community Solutions**

- **20 Participants**

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Vision

Ideas should be bold, creative, and, importantly, should **tackle the most pressing issues facing your city today**.
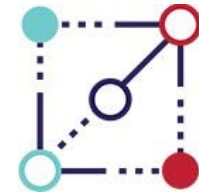
Impact

In order to be successful, ideas should have the **potential to significantly improve citizens' lives**.

Implementation

Though implementation plans may not be fully developed, **cities must demonstrate their commitment and a viable path to bringing their ideas to life**. This includes garnering support from citizens and key stakeholders.

Transferability

Winning ideas will not only be beneficial to the city generating the idea, but **also have the potential to spread** – and succeed in – other cities. Issues addressed should be timely and relevant. We are looking for **approaches that address problems other cities face**. Other cities should be able to import and adapt the best ideas to benefit their own citizens.
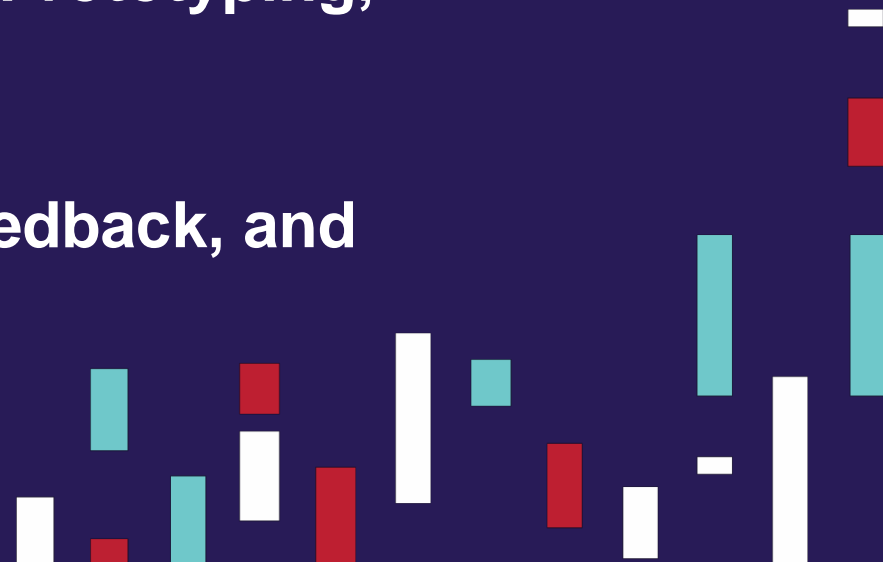
Application Package

- **Background on Citizen Committee and Implementation of Strategic Plan**

- **Systems & Tools**

- **Challenge**

Systems & Tools

- **Systems: Citizen-Centered Approach & Civic Innovation**

- **Tools: Human-Centered Design, Interviews, Observations, Prototyping, & Testing**

- **Involve People, Gather Feedback, and Iterate**

Recommendations

Challenge Area #1: Public Safety

How Might We Create a Community Model Around Public Safety?

Challenge Area #2: Health

How Might We Foster Greater Equity and Access to Health Services?

Challenge Area #3: Mobility

How Might We Plan for a Better Future and Create Connectivity in Public Transportation?

Challenge #1: Public Safety

- **There is an opportunity to re-imagine the interactions between Police Officers and citizens**

- **Gainesville Police Department, UF Police Department, Alachua County Sheriff's Office, UF Computer Science Department, UF Students**

- **Pilot Program with UF Computer Science Department on "Virtual Traffic Stop" App to create a safe environment for law enforcement and citizens**

Challenge #2: Health

- **Demand for health-related paramedic calls are rising, while residents' access to health services remains geographically fixed.**

- **Gainesville Fire and Rescue, UF Health, North Florida Regional Medical Center, community-based organizations**

- **Create more flexible access to health services, by re-imagining medical services and infrastructure**

Challenge #3: Mobility

- **Focus on the user experience for public transit by prototyping around first and last mile connectivity, including the functionality of bus stops.**

- **RTS, ride share companies, local business community**

- **Increase mobility options for residents by partnering with private rideshare companies and make the most of public infrastructure by identifying new uses for bus stop locations.**

Feedback & Questions

September 5, 2017
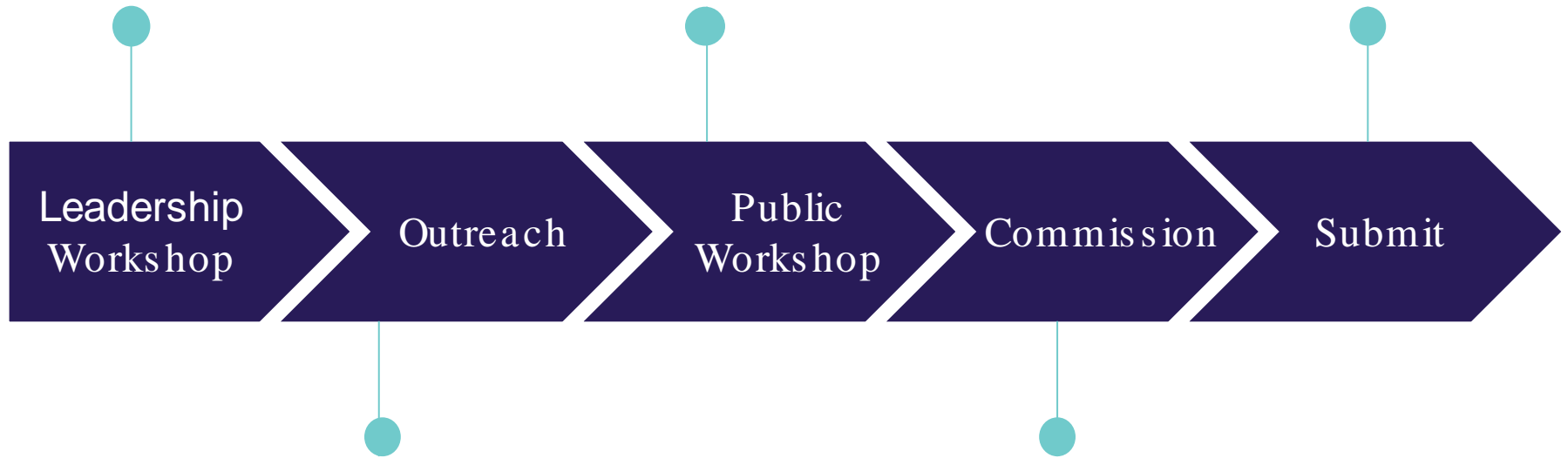
Leadership Team
Meeting

September 25, 2017

Public Workshop

October 20, 2017

Submit Application by
Friday, October 20, 2017

| Leadership Workshop | Outreach | Public Workshop | Commission | Submit |

September 22, 2017

Communications Strategy
Complete

October 5, 2017

Present to Members of
the Commission in
Public Meeting

Mayors Challenge: Idea Accelerator Workshops

We have an opportunity to bring together our teams for the shared purpose of competing in the 2017 Bloomberg Philanthropies Mayors Challenge. Recommendations:

- **Workshops** of 2 hours each for groups of 16 people

- **Focus** on 1 Issue-specific areas from our Citizen Committee

Highlight investigative methods of *engaging/interviewing front-line city staff*, *empathy mapping*, and *ideation methods*

We can produce in-house Idea Accelerator Workshops with design thinking to build ideas for our application submission by **Friday, October 20, 2017.**
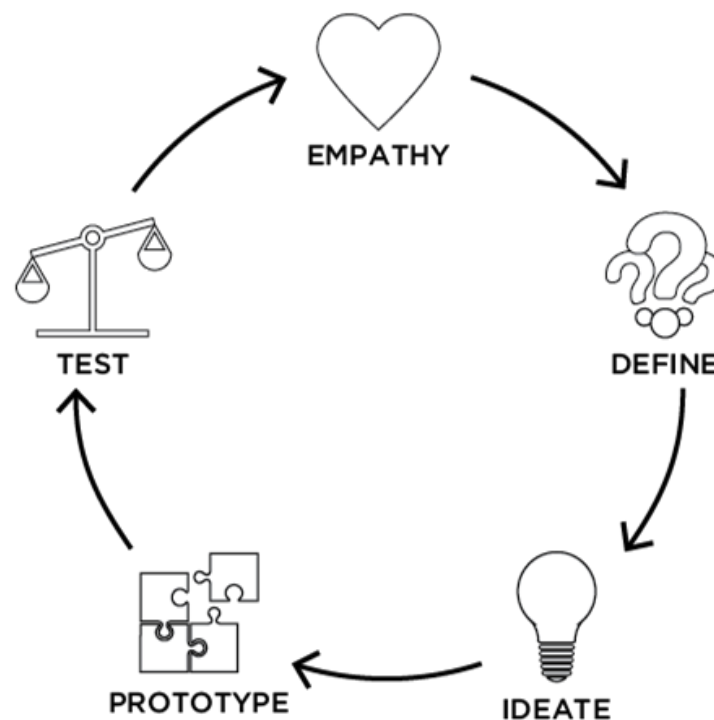
Leadership Workshop Agenda

Learning Objectives—Participants in this session will:

1. Practice methods to understand and empathize with front-line city staff

2. Explore *How Might We* Statements and techniques to generate ideas

3. Learn more about the Mayor's Challenge and how to get staff involved

7:30 am - 8:00 am	Room Setup
8:00 am - 8:30 am	Introduction & Challenge
8:30 am - 9:00 am	Empathy Map
9:00 am - 9:45am	Idea Sprint 1 & 2
9:45 am - 10:00am	Close - Call to Action

Public Workshop Agenda

Objectives:

1. Bring different stakeholders together to Introduce Bloomberg Mayors Challenge

2. Practice exploring strategic framework challenge of *Fostering Greater Equity*

3. Discuss next steps and opportunities to partner with application before October 20th

8:00 am - 8:30 am	Introductions & Icebreaker
8:30 am - 9:00 am	Exploring an Urgent Problem
9:00 am - 9:45 am	Mapping the Stakeholders
9:45am - 10:00 am	Break
10:00 am - 11:00am	Pinpoint Opportunities
11:00am - 11:30am	Introduction to Ideation
11:30am - 12:00pm	Debrief