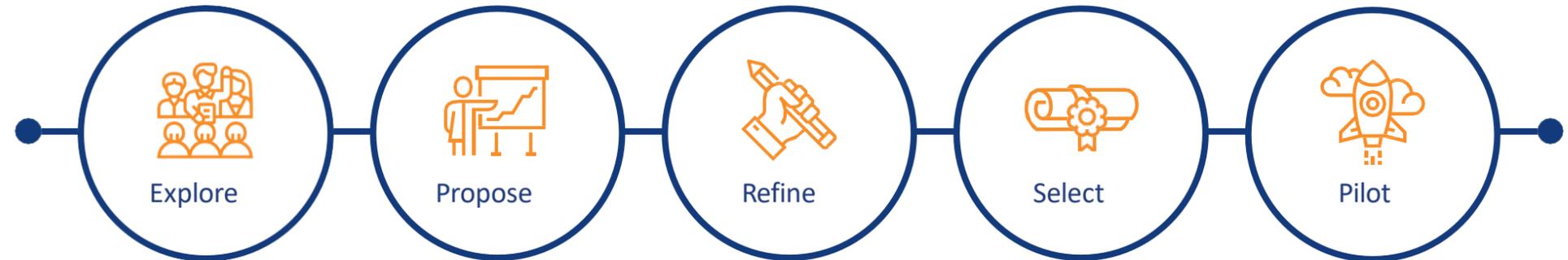




How The Challenge Works

Over nine months and five phases, the City:One Challenge collaborates with community leaders to blend community-centered design with data analytics to identify mobility needs, which will be the focus of solutions that are proposed, refined and selected for piloting. Ford has launched City:One Challenges in seven cities globally including: Miami-Dade County, Pittsburgh, Austin, Detroit, Indianapolis, Grand Rapids, and Mexico City.

City:One puts residents at the center of mobility design and innovation



Co-Creating With Communities

Through data analytics, community engagement and iterative co-creation, we provide a platform for innovators and communities to collaborate on solutions that address specific local needs.

Real Solutions

At the end of the Challenge process, up to \$100,000 will be awarded to pilot solutions that best solve the needs of communities and display the potential to be a scalable, sustainable business.



Community-Centered Design

Guiding Principles

Resident Leadership

Community members have increased agency to participate as subject-matter- experts in their lived experiences, which serve to enhance the perspectives of city leadership and solution providers.

Asset-Based

Community and local history are assets to the process and they can illuminate community perspectives that might not otherwise be considered.

Respect

Community experiences are designed by community members in a way that is inclusive, equitable and respectful of local history.

Equity

Systemic disparities are recognized, giving opportunity for community members and solution providers to take action.

Accessible

An inclusive future involves removing barriers to access and designing new community-centered solutions, with residents leading the vision of the solutions.

Inclusive

Community-centered design allows cities to fully activate the talent, culture and assets of its people and places.

Trust

Relentless positive action built on a foundation of honesty and transparency.

Mission

Meaningful engagement of impacted communities in the design, innovation and implementation of equitable, accessible, safe and sustainable mobility solutions.

Vision

Elevate lived-experience expertise to identify and address systemic mobility inequities all while informing the future of inclusive community-centered design within cities.

Goals

- 1 Local government and solutions providers widen their perspectives of mobility needs and design solutions with residents that work for a broader set of resident/consumer needs.
- 2 Community members have the necessary training and support to participate more fully in civic engagement and advocacy.
- 3 Inclusive design becomes the focal of new and improved mobility solutions in cities.

East Austin Data Analytics

Key Takeaways

Medical specialist care facilities are small in number and generally concentrated in the northwest region.

In most areas, average trip distances are too long to walk and transit trips average longer than 60 minutes. Having access to a vehicle becomes essential to accessing this type of care.

Grocery stores and physical activity opportunities are present throughout East Austin, not just downtown.

As a result, trip distances and travel times to these locations are shorter and could be used to help encourage healthy, active lifestyle choices.

Trips with favorable walking distances are rare for personas with destinations outside of grocery stores or physical activities.

Most personas with these alternate destinations (e.g., physical therapy, doctor's office) will need to plan their journeys in advance to ensure they can coordinate appropriate transportation and allot sufficient travel time.

How might we make it easier for East Austin community members to live a healthier life through improved mobility and transportation?

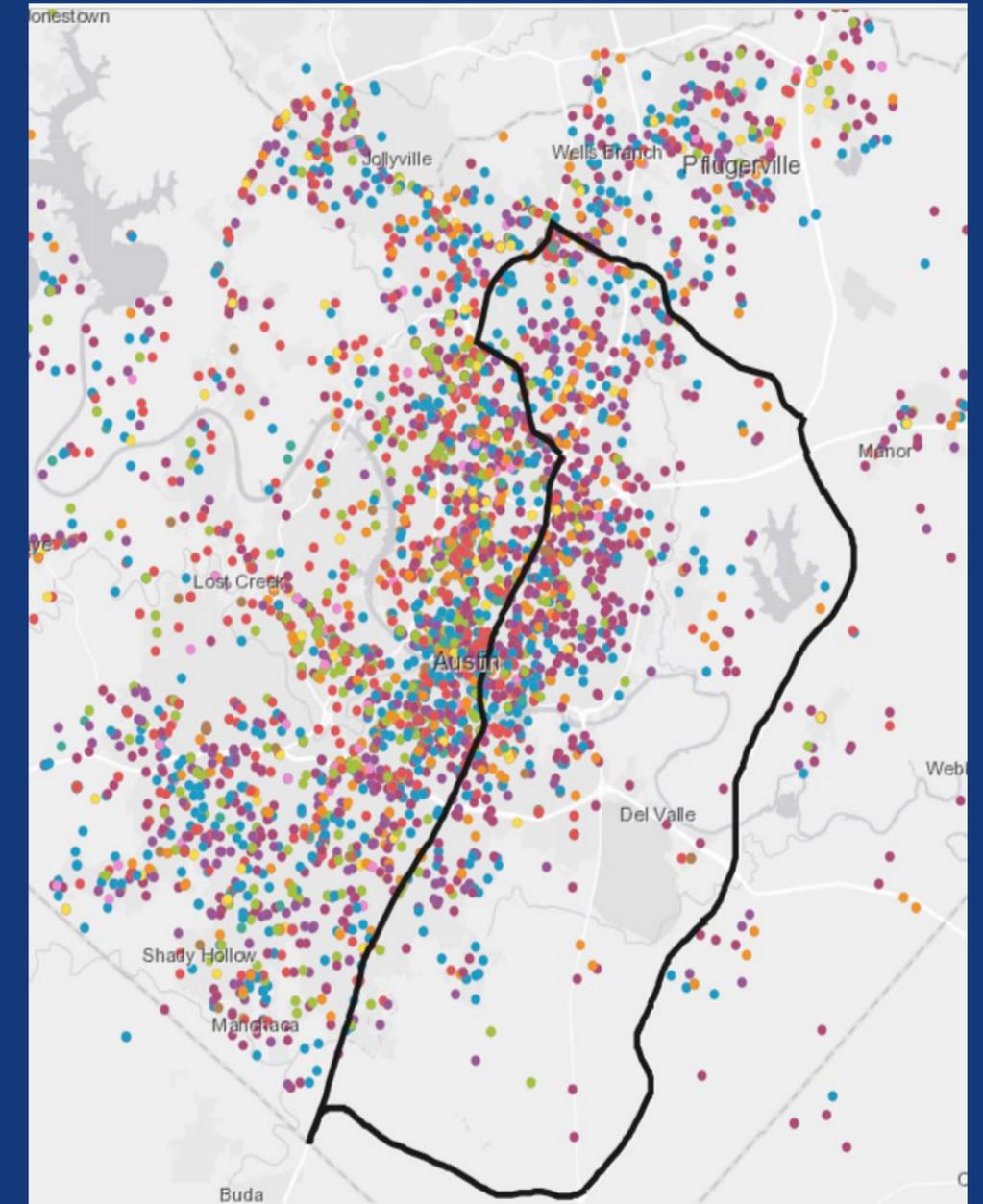
Opportunity 1: Supporting health during the unexpected

Opportunity 2: Providing trusted healthy services

Opportunity 3: Delivering health to those who want it

Opportunity 4: Connecting neighborhoods to hubs

Healthy Living: Points of Interest





Challenge Winner

good apple

Since launching to help with Austin's response to COVID-19, Good Apple, Austin Transportation and Hope Food Pantry's Stay Home, Stay Healthy program has provided more than **114,000 pounds** of fresh produce and pantry staples to vulnerable community members.

That translates to more than **77,000 meals** for people who may have otherwise been unable to access healthy food.

