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

**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.

**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
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.