



## Recommendation for Action

**File #:** 19-1795, **Agenda Item #:** 64.

8/8/2019

### **Posting Language**

Authorize negotiation and execution of an agreement with Ford Smart Mobility LLC for the City:One Challenge, a public engagement program to solicit ideas to address mobility challenges, present those challenges to the community, and develop solutions, in an amount not to exceed \$300,000.

### **Lead Department**

Austin Transportation Department

### **Fiscal Note**

Financial commitment not to exceed \$300,000, is contingent upon approval of the Fiscal Year 2020 Austin Transportation Operating Budget during the budget adoption process in September 2019. Private-sector support will be pursued to off-set the City's financial commitment.

### **For More Information:**

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### **Additional Backup Information:**

The Ford City:One challenge is a public engagement and an innovative, open call-for-solutions program provided by Ford, in partnership with leading technology companies such as AT&T, Dell, and Microsoft. Ford starts the Challenge by working with community partners and local stakeholders to identify and validate mobility issues affecting access, equity, and resiliency in Austin. Once this phase of the Challenge is complete, Ford issues an open call-for-solutions - amplified by Ford's ability to leverage local and global partner networks - to attract proposals from solution providers. Finally, the proposals are vetted and no more than two are selected to receive funding.

Austin's Challenge will concentrate on providing access to healthy living. The Challenge will result in up to two deployed pilots in the City as well as a vetted pipeline of technology, data, and design proposals. The proposals will provide public benefit by: (a) promoting equity and inclusion by amplifying community voices through research and workshops; (b) engaging communities, entrepreneurs and urban designers around mobility and place making activities; (c) supporting pilots that apply data and emerging technology to mobility issues in a real-world environment; and, (d) identifying access gaps in the mobility system and testing solutions to make travel easier, safer and more affordable.

The total cost of the Challenge is estimated at \$1,200,000 of which Ford and their corporate sponsors commit to all funding and/or in-kind services above the City's contribution not to exceed \$300,000.