THE CHALLENGE
Philadelphia: By the Numbers

- 5th largest city in the USA
- 28% Poverty
- 20 homicides / 100,000 people
- Lowest educational attainment of 10 largest cities
Philadelphia: By the Numbers

- 3rd highest increase in college educated youth between 2000 and 2010
- 3rd in tech job growth
- 94 colleges / universities
- Strong startup culture, including VCs moving into PHL
THE RESPONSE
Innovation + Entrepreneurship = Resiliency?
Chief Innovation Officer

Chief Data Officer

Director of Civic Technology

Director of Civic Technology

Chief Integrity Officer

Chief Cultural Officer

StartupPHL

PhillyRising
HISTORY
PHILOSOPHY
Why this is needed

- Expectations are higher/needs are greater and more profound than ever
- City governments are constrained by [important] rules and regulations that limit opportunities for uncertainty, entrepreneurial problem solving, and tolerance for failure
Why this is needed

Openness from PHL government to partner in developing citizen-driven solutions

+ New technology creating the opportunity for crowd-sourced solutions

= Explosion of civic entrepreneurship
What is New Urban Mechanics?

- Civic innovation lab
- In-house R&D shop
- Safe place to take risks
- Innovators portal
- Municipal innovation buyers
- Outcome brokers
Our Approach

N Networks, not silos

U Users, not consumers

M Models, not services
PRACTICE
What we do

- EXPERIMENT: Advance limited duration, low dollar, small-scale projects
- CONNECT: bring together entrepreneurs & innovators in/outside government
- SUPPORT: cultivate a culture of entrepreneurial problem solving
- SPOTLIGHT: Show the world that PHL is a center of gravity for civic innovation
- SHARE: scale successful projects
How we’re organized

- Direct connection/reporting to Mayor
- Limited budget
- Two co-directors
- Project staff from across enterprise
- Support from external organizations
How are projects developed?

**How Ideas Are Generated**
- **Solicited**
  - Driven from Mayor identified priority areas, specific project ideas are sourced from conversations with those inside and outside government.
  - Regular meetings with city staff to identify key civic and governmental challenges.
  - Online idea/challenge portal.

- **Unsolicited**
  - Opportunistic, open for business people reaching out to us new urban mechanics network.

**Project Selection**
1. Potential project areas presented by MONUM Co-Directors to Mayor.
2. Mayor selects project lines based on the following criteria:
   - **Aligned with administration priorities**
   - **Entrepreneurial** (embrace lean start-up principles / focused / low dollar / iterative)
   - **ROI** (to city and/or citizens)
   - **Innovative** (experimental, risk involved)

**Project Execution (by type)**
- Innovators: Portal / Idea buyers
- Piloting + Prototyping Projects
- Support Larger City Initiatives and Projects
- Sharing Successful Projects
- Scaling Up Successful Projects
## Areas of focus

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<th>CIVIC ENGAGEMENT</th>
<th>PUBLIC HEALTH</th>
<th>PUBLIC SAFETY</th>
<th>PUBLIC SPACE</th>
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<td>ENTREPRENEURIAL SOLUTIONS</td>
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What makes this unique?

- Focused: lightweight, nimble
- Inclusive: we’re all new urban mechanics
- Collaborative: coalition of the willing
- Creative: Leverages external resources
- Recognized: Internationally known brand
- Networked: Connected with other cities
Projects

- Textizen
- Neighborhow
- Cityhow
- Phila2035: The Game
Meet Textizen
A powerful and delightfully simple system for citizen feedback in the digital age.
Neighborhow makes it easy to find and share ways to improve your neighborhood.

Browse Neighborhow Guides on topics submitted by neighbors, and create your own Guides to help them.

MAKE YOUR NEIGHBORHOOD BETTER
1. Add an Idea for a Guide
2. Create a Neighborhow Guide
3. Get Neighborhow for Your City

EXPLORE THESE NEIGHBORHOW GUIDES
- How to Organize using Shareabouts
- Street Tree vs Yard Tree – What’s the ...
- How to Organize Using Adopt-a
- Host a Writeathon in Your City
CityHow makes it easy to find and share information about working for city government. Browse Guides on topics submitted by employees, and create your own Guides to help them.

SAMPLE IDEAS FROM THE CITY OF PHILADELPHIA

- Posters, Post cards and Calendars? added 10 Jan 2013
- Office address? added 10 Jan 2013
- Tickets for professional games? added 10 Jan 2013
- Restrooms? added 10 Jan 2013

ABOUT CITYHOW

Brought to you by Code for America and the City of Philadelphia, CityHow is a place to collect and share knowledge about work topics like booking a conference room in City Hall or signing up for a City Zipcar account.

A CityHow Guide can be about anything you think would be useful to other people working for the City of Philadelphia.

Quick answer or detailed explanation, if it's something you...
A Game for Local Planning
Your Community. Your Future. Your Move.

community planit

Phila2035: The Game
A Community PlanIt Game for Philadelphia’s University/Southwest District Plan Begins January 2013!

The Philadelphia City Planning Commission is excited to introduce Community PlanIt to the Philadelphia2035 process, starting with the University/Southwest District Plan. It will expand on our 3 public meetings, offering new ways for wider audiences to participate in planning and learn from one another, on their own time, from any computer.

Through this flexible tool, we hope we can include those who cannot attend our regular meetings, and create an environment that allows for more in-depth feedback and discussion of physical planning principles, policies, and development priorities.
WHAT'S NEXT
In the pipeline

- More Crowdfunding
- Civic Innovation Grant Contest
- Philadelphia Social Enterprise Partnership
- Bounty Program/Gun Buy-Back Re-Think
- School Choice
- Consumer Voice
- Analytics > Service Delivery
Network

- Figure out what it means to approach problem solving from a networked perspective
**Network**

- Figure out what it means to approach problem solving from a networked perspective
Innovate with us…

bring NEW URBAN MECHANICS to your city
CONTACT

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New Urban Mechanics on Social Media:
@urbanmechanics / www.newurbanmechanics.org