Background
The Indianapolis Challenge is a public-private partnership aimed at crowdsourcing ideas that will transform transportation in Marion County.

- First, we engage communities to share their needs and challenges, which helps to identify opportunity areas for mobility improvements.
- Then, we invite entrepreneurs to co-design solutions to address these areas.
- Finally, we award up to $100K in funding to winners to pilot their idea in the real world and measure its impact on local mobility needs.

This Challenge is hosted by the Indianapolis Personal Mobility Network, with local support from Central Indiana Community Foundation, Cummins, IndyGo, and the City of Indianapolis.

It is made possible through support from Ford Mobility and our City:One Challenge keynote sponsors AT&T, Dell Technologies and Microsoft.

Opportunity
The Challenge's goal is to identify opportunities to create immediate impact for residents of Marion County and support long-term improvements to how people get around Indianapolis.

A total of $100,000 in funding is available to test or deploy winning ideas in Indianapolis. Up to two pilots may be selected for funding with this demonstration funding pool. In addition, all Finalists will have their applications reviewed by groups at Ford Fund and Ford X, Ford's incubator. Winners will have the chance to pitch to at least one of the two groups as well.

Terms of the award will be executed via a Statement of Work with the Winner(s), and all promising proposals will be considered for further partnership by Indianapolis and Challenge partners.

The City:One Indianapolis Challenge

How might we integrate transportation options to create a seamless experience for Indianapolis residents, workers, and visitors as they move around Marion County?

Opportunity Areas:

1. Increase Reliable Access
   *Increase access to jobs, health care, and education with multimodal options and street designs that complement IndyGo service*

   We are looking for solutions that can complement existing mobility options in Indianapolis, such as IndyGo, that can help get people to jobs, medical appointments, education, and daily needs, like picking up groceries or medicine.

   As you consider potential solutions, it may help to consider some of the insights and supporting research from the Explore phase:
   
   - There are areas in Indianapolis where access to a car is nearly required to participate in Indy’s economic life
   - Within the transportation options available to residents, dependability has the biggest influence on mode choice
• Access to groceries, pharmacies and other errands in evenings and weekends can be limited
• Scooters and bikes require new infrastructure to be safe and support broader usage

2. **Expand Affordable Transportation Choices**

   *Enable smart ways for residents to choose between mobility modes and expand affordable options for low-income riders*

   We are looking for innovative solutions that can help residents move easily around the city without breaking the bank.

   As you consider potential solutions, it may help to consider some of the insights and supporting research from the Explore phase:

   • With the expansion of options available, education is needed about how to re-allocate mobility budgets
   • There is interest in using a mobile payment app to compare and pay for mobility options beyond transit
   • In lower-income areas of the city, neighborhood mobility models are desired to enable lower-cost trips to key destinations
   • New ways to distribute discounts and/or subsidies are desired, even required, to provide affordable options for certain trip types

3. **Support Residents with Disabilities or Other Challenges**

   *Enhance experiences for residents with disabilities or other challenges that inhibit their ability to move around easily*

   We are looking for innovative solutions that can make moving around the city an easier, more pleasant experience for residents who have disabilities or other challenges to their mobility. These challenges may take the form of physical limitations, visual impairments, or other imperceptible barriers.

   As you consider potential solutions, it may help to consider some of the insights and supporting research from the Explore phase:

   • In order be a dependable option, ADA paratransit service needs to become more flexible and consistent with on-time arrivals
   • Residents with physical limitations, visual impairments, and/or extreme anxiety require additional tools and support

4. **Create Comfortable Journeys for Families**

   *Expand comfort and ease of travel for families and children during non-car based trips*

   We are looking for innovative solutions that can help parents, children, and other family members move around Indianapolis without a personal vehicle.

   As you consider potential solutions, it may help to consider some of the insights and supporting research from the Explore phase:

   • Getting children to and from school or child care is a challenge for parents who use public transit to commute to work, and there is a need for better options and more flexibility in making those trips
   • State and Federal benefit programs may not cover the transportation costs for family members, spouses, and caregivers, which may result in missed appointments
- Space and service design innovations are desired to make existing mobility options more fun and available to families traveling with children

5. Other
   **Think outside the box**

We are looking for interesting, creative ideas that answer the Challenge Question but do not fall under one of the four primary Opportunity Areas. The four primary Opportunity Areas cover many aspects of transportation, but certainly not all. We’d love to see your ideas!

**Timeline**

**Propose Phase:**
The Propose phase is when we will accept applications. We will continue with online engagement, and we will add offline engagement opportunities through several community workshops. Anyone will have the opportunity to give feedback and vote on the ideas they find the most interesting. Applications will be due by September 17, 2019.

**Refine Phase:**
During the Refine phase, a Steering Committee will review all proposals and will choose 12 Finalists. These Finalists will have the opportunity to participate in a workshop to refine their applications, and they will be paired with expert mentors as they transform their ideas into more viable and detailed proposals. Finalists will be expected to submit a refined pilot proposal by October 24, 2019.

**Select Phase:**
In the Select phase, a Panel of Judges will review the Finalists' proposals, hear their pitches, and interview them. The Judges will then evaluate each Finalist based on the Evaluation Criteria and choose the winner(s), who will receive up to $100,000 in funding for piloting their idea.

**Pilot Phase:**
The Pilot phase involves piloting the winning idea(s) in the city. During this phase, Ford and partners will align on a contract with the Winner(s), and the Winner(s) will implement their proposal with the funding support from the Challenge.

**Rules**
To learn more about eligibility, confidentiality, Intellectual Property, and other important information regarding the challenge, please visit the Rules and Terms and Conditions.

**Evaluation Criteria**

In both the Propose and Refine phases, each application will be reviewed and assessed against the following criteria:

1. **Desirable:** The application demonstrates how it can meet the needs of both the city and its intended user
   - Does the solution clearly attempt to answer the Challenge Question?
Does the solution fit within an Opportunity Area? If not, does it clearly articulate a new opportunity or unmet need?

Is there a clear user with an unmet need, and does the application compellingly demonstrate that someone will use the solution?

2. **Feasible:** The solution can be piloted with up to $100K and within 6 months, and it is operational within the current transportation system

- Does the applicant have the capability to deploy a pilot on-time & on-budget?
- Does the solution require reasonable changes, or none at all, to the current transportation network or infrastructure?
- Does the solution demonstrate awareness of potential hurdles and a plan to overcome them?

3. **Viable:** The solution has a clear customer and a pathway to a sustainable service model

- Does the solution articulate a funding model and/or demonstrate a path to a revenue stream that could sustain it after the pilot period concludes?
- Is there a plan to collect data and metrics that could inform future deployments or scaling?
- Is there a plan for scaling the solution to new areas after the initial pilot deployment period?

In order to enhance equity in all aspects of life and provide a platform for innovation and inclusion, The City:One Challenge is committed to supporting diverse, broadly implementable proposals as a means to shift culture and create opportunities for all individuals. Key to this is understanding and recognizing that disability does not exist in isolation or a silo. Rather, it intersects and spills over into all areas of life. As such, preference may be given to proposals that demonstrate the following qualities:

1. **Solutions for All** – Is there a mechanism for furthering mobility solutions that maximize the full integration of people with disabilities and conditions of aging into the community?

2. **Equity** – is there a mechanism for ensuring equity in the pilot (for example, by creating services accessible to people of different abilities, or addressing socioeconomic barriers to movement within a city)?

3. **Community Buy-in** – Is there a mechanism for confirming the community buy-in of the pilot (for example, by having a local implementation partner, or by developing a mechanism to bring the community into the pilot design, development, and deployment)?

4. **Economic Value** – Is there a mechanism for creating economic value in the community in which the solution is piloted (for example, by creating jobs, giving an equity stake, or some other mechanism)?

All submitted ideas will go through a series of selection and judging reviews. The first review will be done by a steering committee from Indianapolis, Ford, AT&T, Dell Technologies,
Microsoft, and local partners, who will select the top 12 Finalists to progress to the Refine phase.

In the Refine phase, the Finalists will submit their pilot proposals for final review by a Judging Panel, comprised of representatives from Indianapolis, Ford, and local partners, who will assess the proposals and determine the overall winners.

Winner(s) will be awarded up to $100,000 to pilot and validate their solution in Indianapolis, at a location where the solution can demonstrate immediate impact. Terms of the award will be executed via a Statement of Work with the Winner(s).

**Supplemental Resources**

Below is an outline of some tools available to you to support your application.

**Innovation Toolkits** – if you’re interested in learning more about innovation and design, these links can help give you a solid foundation for identifying and solving mobility problems.

- Innovation
- Design Thinking
- Circular Design

**Indianapolis’ Open Data Sources and other Resources** – Want to play around with all of the information that’s publicly available? Here are some sources you can start with.

- 2045 Long Range Transportation Plan
- OpenIndy Data Portal
- IndyGo Transit Plan
- Central Indiana Transit Plan

**City:One Research and Community Resources**

- Full Indianapolis Challenge Brief Report – contains insights, research, and other valuable information about mobility in Indianapolis
- Blogs - check out the City:One blogs to find interesting data and information about the Challenge, and be on the lookout for new posts that can inform your application
- Community Contributions - don’t forget all of the great stories, insights, and questions posted during the Explore phase! You may find some useful tidbits for your application
- Community Idea Sessions - connect with Indianapolis residents, entrepreneurs, and local leaders at community idea sessions and events that will be held during the Propose phase

**FAQ**

Visit the FAQs on the website for more information on the Challenge process.
If you have any other questions about the City:One Challenge process, you can contact us at cityone@ford.com.