

REPORT FROM

OFFICE OF THE CITY ADMINISTRATIVE OFFICER

Date: October 1, 2015

CAO File No.
Council File No. 14-0600-S49
Council District: All

To: The Mayor
The City Council

From: Miguel A. Santana, City Administrative Officer *MAS*

Reference: 2015-16 Adopted Budget

Subject: **INNOVATION FUND RECOMMENDATIONS**

SUMMARY

The Innovation and Performance Commission (IPC) recommends approval of \$25,000 in funding from the Innovation Fund for the Mayor's Office of Budget and Innovation (MOBI) Design and Prototype Sessions, as follows:

MOBI Design and Prototype Sessions - \$25,000

The City of Los Angeles has been selected, and received a grant, to participate in Bloomberg Philanthropies' Innovation Delivery Teams program. This grant provides funding for the staff of the City's Innovation Delivery team, which is housed within MOBI and functions as in-house innovation consultants. This team is focused on deploying collaborative, user-centered, outcomes, and metrics-driven approach toward addressing some of the City's key challenges, as defined by the Mayor. The first challenge this team has been asked to study is "Inclusive Neighborhood Revitalization." The grant from Bloomberg Philanthropies requires that this priority be examined in great detail using a project management methodology defined by Bloomberg, to arrive at a series of potential initiatives in collaboration with a wide range of key stakeholders throughout the City, including City departments.

Thus, MOBI and the Innovation Delivery Team request \$25,000 to design, prototype, and test potential initiatives targeted at Inclusive Neighborhood Revitalization for the City of Los Angeles. We have been informed that services will be provided by IDEO, a uniquely qualified global leader in user-centered design and solution development. Using those services, the Innovation Delivery Team will host three full-day design sessions to prototype programs and initiatives that support changing neighborhoods throughout the City. These sessions will also enable a deeper understanding of some of the key drivers for that change and where the greatest risks exist with regard to residential displacement, business displacement, and changing neighborhood dynamics. To accomplish this goal, the Innovation Team and IDEO will:

- Plan, facilitate, and conduct two full-day internal workshops with key City department staff to design and prototype potential solutions that the Innovation Delivery Team may help to implement within the City with regard to residential and business displacement. For example, this effort may include designing a marketing campaign focused on Rent Stabilization Ordinance outreach and education that leverages data, is targeted and user friendly, and would increase utility, access, and readability for residents.
- Plan, facilitate, and conduct one public workshop to design, prototype, and elicit meaningful feedback on potential solutions for neighborhood-level initiatives. This workshop will be conducted in partnership with City Department staff. It will also be open to the public and be part of Los Angeles Innovation Week, which includes a series of events dedicated to highlighting and growing the innovation ecosystem within the region.
- Plan and facilitate several “mini-projects” around the City focused on designing specific products, such as a “Welcome to the Neighborhood” kit with input from departmental leaders and the public.

The Innovation Delivery Team will curate an invite list to bring together those departmental stakeholders with whom they have been working, community members, small businesses, residents, and not-for-profit organizations. Jointly, they will prototype solutions with a goal of arriving at feasible, implementable solutions based on user-centered design and months of research. According to the Innovation Team, the outcomes from its work will include a set of data, tools, and projects that may be implementable immediately or will be preliminarily designed and tested for further development, adaptation, and evaluation, with the potential for them to be rolled out across the City beginning in January 2016.

RECOMMENDATIONS

That the Council, subject to the approval of the Mayor:

1. Create an account with the Innovation Fund No. 105/10 as follows: MOBI - Design and Prototype Sessions in the amount of \$25,000;
2. Transfer \$25,000 from Fund 105/10, Account To Be Established, MOBI - Design and Prototype Sessions to Fund 100/46 Office of the Mayor, Account 003040, Contractual Services; and,
3. Authorize the CAO to make technical corrections as necessary to those transactions included in this report to implement Mayor and Council intentions.

FISCAL IMPACT STATEMENT

Approval of these recommendations will allocate \$25,000 of the remaining \$927,644 Innovation Fund 2015-16 Budget balance. These funds will be transferred to the Mayor’s office to implement

the Design and Prototype Sessions idea that is supported by unanimous vote of the Innovation and Performance Commission.

Attachment

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