

SOCIAL IMPACT CHALLENGE: U OF M

OVERVIEW

The NPM Social Impact Challenge is a partnership among the University of Michigan Ross School of Business, Ford School of Public Policy, and the School of Social Work and provides an opportunity for graduate students to collaborate on solving real issues for an organization that delivers social impact. Detroit Future City, as the 2014 partner organization, creates a challenge that focuses on developing strategic and tactical recommendations that increase connectivity and improve mobility for Detroiters in three high vacancy neighborhoods: Brightmoor, the Lower Eastside, and Central Neighborhoods.

OBJECTIVES

- Engage University of Michigan students with the DFC Strategic Framework and enable them to apply classroom knowledge to a pressing social issue
- Use the teams' submissions to inform other transportation planning initiatives that DFC and its partners are involved with
- Bring attention to lack of transit access as a social justice issue and further connect to organizations in the community who are actively working to address it

IMPLEMENTATION STRATEGIES & ACTIONS

A

ADDRESS QUALITY OF LIFE CHALLENGES THAT AFFECT ALL DETROITERS

C

RECONFIGURE TRANSPORTATION

C3

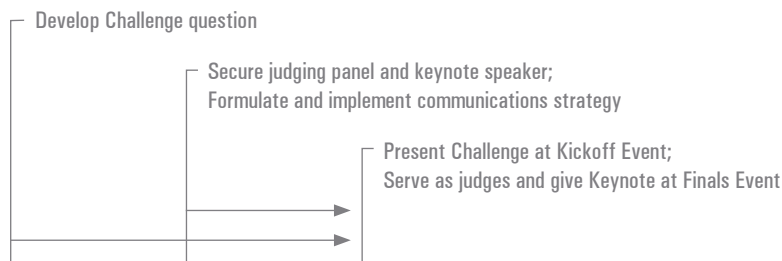
For higher-vacancy areas, provide smaller scale, flexible on-demand services.

PARTNERS

- DFC
- Transit Riders United
- Detroit Bus Company
- University of Michigan Nonprofit and Public Management Center
- Greater Woodward CDC

EVALUATION METRICS

- Number of participants in the Challenge
- Number of participants attending the Finals
- The connection of best practices and innovative ideas from submissions to transit initiatives
- Increased press attention given to access issues in Detroit



SCHEDULE

DECEMBER

2013

JANUARY

FEBRUARY

2014

INITIATIVE VITALS

CONTRIBUTING ORGANIZATIONS:

University of Michigan Nonprofit and Public Management Center (NPM), DFC, NextEnergy, Transit Riders United, Detroit Bus Company, Greater Woodward CDC

DFC INITIATIVE TYPE: Partner

DFC REPRESENTATIVES: Victoria Olivier, Chris Dorle

INITIATIVE DURATION: One week event

INITIATIVE SCALE: Challenge targets high vacancy neighborhoods

RELEVANT PLANNING ELEMENTS:

Neighborhoods, City Systems

CIVIC ENGAGEMENT OPPORTUNITY:

Engaging with University of Michigan students to use their expertise to connect with a real challenge in the city of Detroit

DFC APPROACH

The DFC Implementation Office formulates a problem for the NPM Social Impact Challenge that reaches across disciplines and allows students to connect to a critical issue in Detroit. Students formulate innovative, cost effective solutions that can be piloted in targeted neighborhoods. DFC amasses data and background information to provide to the student teams. The staff present the problem and accompanying information at the Social Impact Challenge Kickoff and then host a follow-up webinar to answer questions. DFC puts together a jury panel that represents several perspectives, including Dan Kinhead, DFC's Director of Projects, Rev. Joan Ross, Exec. Director of the Greater Woodward CDC and Andy Didorosi, President & Founder, Detroit Bus Company. Ken Cockrel, Jr., Exec. Director of the DFC Implementation Office, gives the keynote address. The DFC communications team works closely with the NPM communications team to develop a press and social media strategy to promote the Challenge, the finals event, and the winners of the competition. Finalists are then invited to attend the 'Advanced Mobility Project: Beyond the Connected Vehicle Conference,' courtesy of host NextEnergy, so that students have the opportunity to interact with thought leaders in the field.



Image Credit: Rishi Moudgil, University of Michigan