WEBVTT

1
00:00:01.169 --> 00:00:13.558
Clean Transportation Prizes, there's an introductory poll that's happening on the
chat page that you can take a look at and we'd love for you to participate.

2
00:00:13.558 --> 00:00:16.618
I'd like to mention that.

3
00:00:16.618 --> 00:00:25.109
Everybody is welcome to introduce themselves, their organization, and whether you're
looking for partners in the chat space.

4
00:00:25.109 --> 00:00:38.424
Off the screen I'd like to give you a brief overview of the New York clean
transportation prizes. My name's Luisa Freeman, and I'm working on this at NYSERDA
with Robyn Marquis.

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00:00:39.024 --> 00:00:48.234
The New York clean transportation prizes are led by New York State Energy Research
and Development Authority in partnership with the New York State Department of
Public Service.

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00:00:48.479 --> 00:00:55.109
And the Department of Environmental Conservation, this program will support
electrifying transportation,

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00:00:55.109 --> 00:01:01.500
Reducing air pollution, and enhancing clean mobility and underserved communities
across New York state.

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00:01:01.500 --> 00:01:08.099
The prizes provide teams of global experts with the opportunity to directly engage
with these communities,

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00:01:08.099 --> 00:01:14.310
To improve and scale clean transportation options locally and across New York state.

10
00:01:14.310 --> 00:01:18.810
And beyond the 3 prize competitions include.

11
00:01:18.810 --> 00:01:23.430
The clean neighborhoods challenge to award innovative projects that address.

12
00:01:23.430 --> 00:01:29.040
Local air pollution reduction at scale, the electric mobility challenge.

13
00:01:29.040 --> 00:01:33.239
To award projects that demonstrate innovative, safe.

14
00:01:33.239 --> 00:01:38.549
Convenient active and electric mobility options that meet community needs.

15
00:01:39.084 --> 00:01:53.364
And the electric truck, invest challenge to award projects that demonstrate
replicable pathways to reduce the cost system and operational challenges of further
deployment of medium and heavy duty, electric vehicles.

16
00:01:53.609 --> 00:01:58.230
Including charging and grid integration.

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00:01:58.230 --> 00:02:02.489
This webinar is being recorded and will be posted on the prize website.

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00:02:03.810 --> 00:02:10.379
We'd like to suggest that you used the Q&A feature to ask questions and we'll
address them at the end.

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00:02:12.240 --> 00:02:21.030
It's important that you look at the NewYorkcleantransportationprizes.org to apply
for the prizes and spread the word.

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00:02:21.030 --> 00:02:28.919
Next slide please, here's information about where you can find the materials, the
recording of the webinar.

21
00:02:28.919 --> 00:02:35.610
And, uh, post questions as well, that aren't answered in the, in the chat. Um.

22
00:02:35.610 --> 00:02:40.650
I'd like to now introduce our moderator for the session.

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00:02:40.650 --> 00:02:52.680
Next slide please, Shanika Amarakoon is a senior environmental and climate justice
practice, lead at Eastern Research Group.

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00:02:52.680 --> 00:02:59.009
sanika leads the environmental and climate justice solutions practice.

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00:02:59.009 --> 00:03:02.159
She brings over 20 years of experience.

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00:03:02.159 --> 00:03:09.090
Forming and leading multi disciplinary teams to support federal and state analyses
related to climate change.

27
00:03:09.090 --> 00:03:22.319
Renewable energy and sustainability she currently serves as the project manager for
NYSERDA's clean transportation prize, outreach and stakeholder engagement for
disadvantaged communities.

28
00:03:23.580 --> 00:03:26.819
I like to turn it over to Shanika next slide please.

29
00:03:27.960 --> 00:03:31.020
Thank you Luisa. Can you hear me? Yes.

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00:03:31.020 --> 00:03:38.370
Great. I'm very excited to moderate this panel, on successful partnerships and
teaming. If you can go to the next slide. Please.

31
00:03:40.409 --> 00:03:45.745
Thank you and the next slide Thank you.

32
00:03:46.074 --> 00:03:58.134
So before we get started on our panel discussion, I thought it would be helpful to
provide more context on the New York clean transportation prize goal, including the
definition of disadvantaged communities.

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00:03:58.469 --> 00:04:12.060
And Eastern Research Group's, role in supporting the prize program, I'll also share some tips for partnering with community based organizations that may be useful in developing forming your teams and developing your application.

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00:04:12.060 --> 00:04:21.750
Next slide please, thank you. So.

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00:04:21.750 --> 00:04:23.845
A key goal as Luisa mentioned,

36
00:04:24.024 --> 00:04:24.384
uh,

37
00:04:24.415 --> 00:04:35.545
for the clean transportation prize is to deliver benefits to disadvantaged communities. Disadvantaged communities is a term used in New York Climate Leadership and Community Protection Act,

38
00:04:35.845 --> 00:04:38.185
and includes environmental justice or low,

39
00:04:38.185 --> 00:04:41.574
moderate income communities located in New York state opportunity.

40
00:04:41.574 --> 00:04:51.834
Zones. New York's climate act recognizes that greenhouse gas emission reduction targets cannot be met without engaging and benefiting these communities.

41
00:04:52.139 --> 00:04:58.649
So, the map on this slide highlights these target, or what we like to call priority communities in green.

42
00:04:58.649 --> 00:05:11.069
And a link to this map is available on the clean transportation site prize website. Um, and through this link that we've included on the slide, which will also be included in the chat.

43

00:05:11.363 --> 00:05:18.744
Next slide, please Eastern Research Group, including our teaming partners.

44
00:05:18.744 --> 00:05:32.603
Hummingbird and Consensus Building Institute are working with NYSERDA to support outreach and engagement with these priority communities, including community based organizations or CBOS, that may be interested in partnering.

45
00:05:33.173 --> 00:05:44.754
cbos in particular will play a key role in supporting the clean transportation prize by engaging the communities in which they have already established networks, connections, and trust.

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00:05:46.254 --> 00:06:00.834
The ERG team's role is to help, make sure CBOs understand the value and benefits of the program and support their engagement to ensure the goals of diversity inclusion equity are met.

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00:06:02.153 --> 00:06:13.374
And what I while, I always think that diversity inclusion are relatively straightforward for people to understand the, the goal of equity isn't always straightforward.

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00:06:13.403 --> 00:06:22.403
So, this graphic that I have on the right helps to illustrate understanding the difference between equality versus equity.

49
00:06:22.769 --> 00:06:27.384
It's not just about leveling the playing field. It's about providing additional support.

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00:06:27.744 --> 00:06:37.973
Where needed to make sure all partners have equal access to information so that they can in turn ensure that the clean transportation prize proposals, benefit their community.

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00:06:38.399 --> 00:06:44.939
Next slide please.

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00:06:44.939 --> 00:06:56.754
So, the intent of this webinar, as we mentioned is to offer some tips and

suggestions, best practices on successful partnerships and teaming with communities and community based organizations.

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00:06:56.783 --> 00:07:02.663
And what we did was pull together some highlights of of do's and don'ts.

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00:07:02.663 --> 00:07:14.543
And I'm not going to go into all of them in detail, but it's really important to understand that, depending on the community, the community based organization that may be working with that community can be very different.

55
00:07:14.574 --> 00:07:23.064
Sometimes they are just groups of volunteers that are working together with during the evening with their day jobs.

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00:07:23.064 --> 00:07:30.684
Sometimes they do have more resources available, but oftentimes they are, they have a stronger foundation and are.

57
00:07:31.439 --> 00:07:44.369
Have more resources in capacity, but oftentimes they have limited capacity. So it's really important to be aware and conscious of that. So, in terms of the key do with respect to.

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00:07:44.369 --> 00:07:50.129
Working with community based organizations listening, listening with awareness is.

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00:07:50.129 --> 00:07:56.399
One of the most important, and certainly seeking to understand versus to be understood.

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00:07:56.399 --> 00:08:10.913
And I realize some of these may seem like common sense, but, um, I can't emphasize how important this is. Seeking to also understand the community, their community, their needs, their stresses, their attributes.

61
00:08:11.728 --> 00:08:24.629
So, because so many community based organizations may not have all the resources that they need or staff sometimes we recommend entering into some type of partnership agreement.

62
00:08:24.894 --> 00:08:38.724
Where you can be clear on the time and resources that may be needed to support a proposed project in terms of the don'ts, um, definitely. Don't go in assuming you have all the answers or the right.

63
00:08:38.724 --> 00:08:52.433
Ideas, you know, don't focus on community deficits or assuming that you're going to go in and, you know, save the community and and don't assume any instant partnership or instant trust it really takes time.

64
00:08:52.884 --> 00:09:00.653
And so the more you engage, and actively listen the more likely that trust and partnership will build on a solid foundation.

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00:09:01.708 --> 00:09:15.568
So next slide please so here with me to talk about some of more best practices and tips and examples for building partnerships, our 3 panelists.

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00:09:15.568 --> 00:09:20.969
Uh, and I'll briefly read their bios and then we'll start off with some questions.

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00:09:20.969 --> 00:09:26.009
Elle Ramel is the Chicago Director for Gender Equity and Tech.

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00:09:26.009 --> 00:09:38.094
Cities a city-based initiative to advance women in the tech economy. Prior to this, she managed the redevelopment of the Michael Reese hospital site for far point development and led strategic partnerships.

69
00:09:38.094 --> 00:09:47.153
At City Tech Collaborative, the smart city lab of Chicago, and was the economic policy associate in Mayor Rahm Emanuel's office in the city of Chicago.

70
00:09:48.024 --> 00:10:00.264
Steve Gutmann is a senior program manager at Forth, Forth is advancing electric, smart and shared mobility through innovation, demonstration, advocacy, and engagement.

71
00:10:00.803 --> 00:10:12.384
Steve has also worked in advisory business development in sales roles at several

early in growth stage, clean tech companies and car sharing services, such as get around and zipcar.

72
00:10:12.658 --> 00:10:25.764
He also has a background in energy efficiency, finance, carbon markets, trading and equipment leasing. Nicole Payne is an urban planner for New York City. From scooter share to cashless tolling.

73
00:10:25.793 --> 00:10:28.433
Nicole has worked throughout New York City.

74
00:10:29.099 --> 00:10:42.208
And with municipalities across North America to develop transportation initiatives, that address barriers from mobility for low income and communities of color. So welcome everyone. Thank you for joining me.

75
00:10:43.349 --> 00:10:47.339
And if everyone can turn their videos on great.

76
00:10:49.828 --> 00:10:54.808
Great so, first question which I'll direct to Elle.

77
00:10:54.808 --> 00:11:04.318
What are some of the partnership strategies that you've seen be effective on projects similar to the New York clean transportation prizes.

78
00:11:06.293 --> 00:11:16.494
Thank you Shanika so much for having me when I think about partnerships I think about really first assessing the partnerships background.

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00:11:16.793 --> 00:11:29.994
First assessing all the potential partners both government, private sector, nonprofit, just really understanding landscape, understanding each, each current role an individual or community organization plays.

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00:11:30.354 --> 00:11:43.673
And then really thinking about bringing diverse perspectives and backgrounds to a project. So I worked on the Michael Reese project, which was an 80 acre real estate development project. And we were thinking about getting that ready for electric vehicles.

81
00:11:43.974 --> 00:11:58.943
You have to think about not only who are the users of those vehicles, who is going
to build those stations what are the size of the roads so it's not just oh, I hope I
can bring electric vehicles to a community. You're thinking about, are they going to
park at the park?

82
00:11:58.974 --> 00:12:09.624
Are is there are their children involved so I think you're just expanding that
mindset of both the user and the provider in one conversation in these kinds of
projects.

83
00:12:09.869 --> 00:12:13.889
Thank you Elle. Nicole?

84
00:12:15.239 --> 00:12:18.359
I totally agree.

85
00:12:18.359 --> 00:12:21.479
Well, just.

86
00:12:22.464 --> 00:12:37.313
I think the, especially the about the diversity of backgrounds, your different
partnership, bring different strengths and skills to the partnership and I think
something very important that Elle touched on was the human aspect of these types of
projects.

87
00:12:37.313 --> 00:12:44.604
So, innovation is great innovation for innovation's sake is interesting, but we're
really trying to address those human needs those.

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00:12:45.208 --> 00:12:51.869
To do that, or economic status, or social status within their communities.

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00:12:51.869 --> 00:13:02.489
Thank you that's a that's such a good point. So, in terms of some of the team
configurations that should be considered for the transportation projects.

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00:13:02.489 --> 00:13:10.589
How do you see the roles of different, uh, participating individuals and
organizations Nicole do you care to elaborate on that?

91
00:13:10.589 --> 00:13:14.068
Yes

92
00:13:15.024 --> 00:13:18.264
And slide is a little bit vague

93
00:13:18.264 --> 00:13:24.624
because at the beginning of being asked to present to this I switched roles and so
my former role was,

94
00:13:24.624 --> 00:13:36.563
what the National Association of city transportation officials and work with city
and cities across the country on shared bike and shared scooter projects to address
barrier to mobility and.

95
00:13:37.974 --> 00:13:45.714
Partnerships that achieved the most success were partnerships that had a private
operator. Of course.

96
00:13:45.714 --> 00:14:00.114
Or the element of your partnership is bringing the technology, the content expertise
usually a nonprofit or community partner. Sometimes those are the same things.
Sometimes those are not and.

97
00:14:00.114 --> 00:14:13.614
They look like I'll just throw out an example a think tank, for example, or maybe
you're working with a transportation focused advocacy group. Sometimes there are
communities live in New York City.

98
00:14:14.033 --> 00:14:19.043
Maybe there's a community board that is really in touch with communities' mobility.

99
00:14:20.604 --> 00:14:32.183
Partner of course, some form of local government or some form of entity that I don't
want to say has power, but has influence on how streets are used.

100
00:14:32.183 --> 00:14:45.264
So, for some for some partnerships that may look like a BUD business improvement
district for some folks that may look like a city. You need all of those components

to make sure you're not missing anything. You're not missing the human element.

101
00:14:45.384 --> 00:14:51.053
You're not missing the regulatory element of things. And of course, you have that technical expertise as well.

102
00:14:51.448 --> 00:14:55.499
Thank you, Nicole. Steve do you have any thoughts on this?

103
00:14:55.499 --> 00:15:06.688
Yeah, I actually think that Nicole hit all the points that I would make in response to that question. The only.

104
00:15:06.688 --> 00:15:18.778
Couple of additional couple of additional partners might be, uh, well, certainly for transportation electrification the local utility is.

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00:15:18.778 --> 00:15:23.729
Super important, not only because they often have resources that they can bring to bear.

106
00:15:23.729 --> 00:15:38.639
But they also are just going to be super important for for charging and, uh, but also for financial resources and, and they are going to know where the grid has capacity and where it doesn't have capacity and that sort of thing. So, I think it's.

107
00:15:38.639 --> 00:15:41.788
Very important to bring the utilities into the conversation.

108
00:15:41.788 --> 00:15:46.739
Um, we also generally try to bring in some sort of a partner.

109
00:15:46.739 --> 00:15:52.649
Um, with deep sort of a data analytics, uh, experience.

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00:15:52.649 --> 00:16:02.219
Because in many of these projects, they're, they tend to be very, very data heavy and when you're at the end of the project and want to report out in terms of how it went.

111
00:16:02.219 --> 00:16:13.438
It's often really helpful to have a university or a lab, or an engineering firm that specializes in data analytics to help you make the case for what happened as a result of your project.

112
00:16:15.448 --> 00:16:20.938
Great, thank you. Uh, anyone else have any thoughts before we move on to the next question.

113
00:16:20.938 --> 00:16:25.524
Yeah, I'll jump in there, Steve. I think you bring up a great point. I think data analytics is incredibly important.

114
00:16:25.524 --> 00:16:39.083
I also think having a translational element, whether that's someone in communications, graphic design, data visualization, one of the more effective things we've been able to work with data visualization groups is really showing, especially transportation.

115
00:16:39.083 --> 00:16:52.014
Its, its fluid dynamics. It's very complicated and energy outputs. So, getting some really clean visuals of that data and telling that story is often worth almost a 1000 data points.

116
00:16:52.014 --> 00:17:06.773
Because then someone can legibly read, that newspapers can pick it up. So, I think there's also wins in the translational space as well and moving away from acronyms, bringing that human element telling that story. Like Nicole said, someone using that scooter, someone's saving money on an electric bill.

117
00:17:06.953 --> 00:17:08.634
I mean, those are just such wins as well.

118
00:17:10.469 --> 00:17:19.584
Great, thank you. That's such a good point in terms of some of the opportunities and risks when putting together a great team for transportation.

119
00:17:19.913 --> 00:17:28.433
Well, what sorry, what are some of those opportunities and risks when putting together a great team for a transportation electrification project Steve.

120
00:17:28.919 --> 00:17:35.669
I guess the opportunities that we come across over and over again, through
partnerships is.

121
00:17:35.669 --> 00:17:41.578
Well, one of them is just the ability to learn new things and to stretch ourselves
and.

122
00:17:41.578 --> 00:17:53.638
Really to to, to bring new technologies to parts of the country and communities
where they're still very, very new and but so it's.

123
00:17:53.638 --> 00:18:05.548
It's bringing new technology, but also stretching ourselves as an organization and
learning new things, especially if we work closely with great partners on the risks
side.

124
00:18:05.548 --> 00:18:09.179
I think, um, we've found that.

125
00:18:09.179 --> 00:18:19.108
You know, oftentimes something a project that we're envisioning sounds simpler than
it is. And so I think it's easy to assume that.

126
00:18:19.108 --> 00:18:31.858
You know, for example, doing a car share project is going to be very simple. It
sounds simple in theory but unless you've actually done that sort of shared
mobility, um.

127
00:18:31.858 --> 00:18:39.749
Work, it's easy to assume that it's from the outside a well running shared mobility
service.

128
00:18:40.374 --> 00:18:52.763
Runs pretty seamlessly, but what you often fail to realize when doing these things
when looking at these things from the outside is that people internally are
typically working really, really hard.

129
00:18:52.763 --> 00:18:55.733

So don't assume that a project is easy.

130
00:18:56.189 --> 00:19:00.328
Um, don't assume that you can do something that you've never done before.

131
00:19:00.328 --> 00:19:03.479
Um, and also be really careful about the, um.

132
00:19:03.479 --> 00:19:10.019
The technical partners that you that you choose, and make sure to vet them carefully and.

133
00:19:10.019 --> 00:19:14.578
Check references, um, ideally you don't want to work with.

134
00:19:14.578 --> 00:19:19.409
You don't want to be the first entity to work with a, with a, with a technical partner.

135
00:19:19.409 --> 00:19:26.068
Um, that's developing a new technology because things inevitably can and will go wrong.

136
00:19:26.068 --> 00:19:26.608
So,

137
00:19:27.743 --> 00:19:28.044
thanks,

138
00:19:28.044 --> 00:19:31.344
Steve so you mentioned risk in terms of,

139
00:19:31.554 --> 00:19:31.943
you know,

140
00:19:31.943 --> 00:19:33.114
avoiding,

141

00:19:33.594 --> 00:19:34.374
um,

142
00:19:34.794 --> 00:19:42.294
in terms of really exploring the risks and you mentioned references is one way to
kind of help to understand what those may be.

143
00:19:42.294 --> 00:19:49.733
Do you have any other tips or suggestions or maybe any of the other panelists on how
you can really, truly assess risk.

144
00:19:50.993 --> 00:20:04.104
I think one thing is to be a very aware of the ability for longevity as well,
getting a sense for how long a partner can be in this, and how dynamically they can
evolve. We only know what's happening right now.

145
00:20:04.163 --> 00:20:18.354
Transportation is changing every year, but it also, I, I always love lawyers because
also scripting away for people to enter a pilot or exit. It's not a match anymore.
You don't want to be trapped with partner. That's like, I'm here. I don't know what
I'm doing anymore.

146
00:20:18.564 --> 00:20:21.773
I think another thing to keep in mind is, is it flexible where.

147
00:20:22.048 --> 00:20:30.624
Keeping in mind procurement rules and the proprietary nature of technology, you
know, if you're going with a private sector partner, are you going with a government
partner?

148
00:20:30.804 --> 00:20:43.523
There's speed to that there's negotiation that will take, but you also also make
want to make sure can other vehicles participate in that district can they plug in?
So, I think at this point, it's very similar.

149
00:20:43.523 --> 00:20:46.013
When electricity showed up, you want to just make sure that.

150
00:20:46.348 --> 00:20:55.019
Um, what you're thinking about the, the ramifications of certain partnerships and,
and how they can manifest on kind of like an open source concept in the future.

151
00:20:56.578 --> 00:21:04.108
Anyone else have any thoughts before we move on to the next question related to
opportunities and risks when putting together a team.

152
00:21:05.429 --> 00:21:17.993
Um, I think that one other risk, I would point out. I think it's really important to
do the hard work of figuring out your budget with your partners as early as
possible, and not leave that to, to later on in the process.

153
00:21:18.173 --> 00:21:29.094
Don't fall in love with the ideas, but really, you know, focus in on what is the
scope and how are we dividing up the available funds early on? Because otherwise you
can run into.

154
00:21:29.398 --> 00:21:32.969
You know, misunderstandings and disagreements and.

155
00:21:32.969 --> 00:21:36.028
You want to avoid that by being proactive around the budgeting.

156
00:21:36.028 --> 00:21:49.588
Great. That's a good point. So, do you have what are some of the best practices from
transportation electrification infrastructure projects in other regions that you can
share.

157
00:21:49.588 --> 00:21:54.179
Steve, do you have any best practices here?

158
00:21:54.179 --> 00:22:04.378
A few things I just mentioned, you know, the importance of digging into the budget
as soon as possible. Right? Not necessarily right away. You have to have an idea
before you develop a budget.

159
00:22:04.378 --> 00:22:11.398
I'd say that's one best practice another one that we've been doing more and more
often at Forth is, um.

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00:22:11.398 --> 00:22:19.378
Conducting a needs assessment with the local community. Definitely don't sort of go

in assuming you have the answer to anybody's problems.

161
00:22:19.378 --> 00:22:27.209
It's really important to do do some listening and make sure that the problem that
you're trying to address is a problem that.

162
00:22:27.209 --> 00:22:39.358
It's not just in your mind, right? The solutions you're providing really should come
from the community and make sure that you're yeah. So be proactive in that sense.
Another best practice.

163
00:22:39.683 --> 00:22:54.413
You've already mentioned is involving local community based organizations. Um, we
typically expect to compensate the CBOs for their participation. A lot of people
seem to think that CBOs don't need to be paid for the work that they do, or they
already have funding.

164
00:22:54.413 --> 00:22:55.284
But I think that's.

165
00:22:55.588 --> 00:22:59.423
Really dangerous assumption. So expect to compensate them.

166
00:22:59.814 --> 00:23:14.663
And then the last thing I would say is this is just my personal preference when
working on a project like, this is frequent short meetings rather than infrequent
long two hour meetings with the project group. I try to take a.

167
00:23:14.909 --> 00:23:23.699
Page out of the tech industry and do you know if possible like, even daily quick, 20
minute meetings rather than waiting for weeks at a time

168
00:23:23.699 --> 00:23:27.298
Between group meetings, so those are just.

169
00:23:27.834 --> 00:23:36.624
Some best practices from Forth anyway. Nicole do you have any best practices that
you can offer? Yes, absolutely.

170
00:23:36.683 --> 00:23:50.903

And I think the last 3 of these best practices I want to put an exclamation point on, because they're very critical on, especially working with I know the term we use here is disadvantaged communities, committees of lower income communities of color.

171
00:23:50.903 --> 00:23:59.423
Usually, there's an overlap there, these are communities that have been historically given the short and stick in terms of distribution resources.

172
00:23:59.753 --> 00:24:12.534
So, with going and working with communities, especially on transportation and mobility related projects, you have to understand you have to be okay with the response that you receive may not be the yes. Climate change.

173
00:24:12.534 --> 00:24:18.894
Or emissions is my number one issue in my life or transportation might not even be that number one issue.

174
00:24:19.074 --> 00:24:27.743
I think the goal really is to figure out how your transportation project or the project you developed with community, can meet the needs of those communities as they.

175
00:24:28.048 --> 00:24:31.794
Exist right now an example will be and I know we're going to get into case studies,

176
00:24:31.913 --> 00:24:34.284
but the example will be well,

177
00:24:34.284 --> 00:24:36.113
actually back up a little bit,

178
00:24:36.624 --> 00:24:40.673
especially in thinking about my background and shared micro mobility bikes,

179
00:24:40.884 --> 00:24:41.334
scooters,

180
00:24:41.334 --> 00:24:45.503
specifically the communities that we're focused on within this projects.

181
00:24:45.743 --> 00:24:54.233
Do not have the infrastructure to support a lot of these projects so you have to
think before going into maintenance with communities that's going to come up,

182
00:24:54.263 --> 00:24:54.443
like,

183
00:24:54.443 --> 00:24:57.114
always been asking for the stop sign for 35 years,

184
00:24:57.114 --> 00:24:57.683
where is that,

185
00:24:57.683 --> 00:24:58.044
or,

186
00:24:58.223 --> 00:25:03.023
we don't have enough space for bike lanes all or this road hasn't been repaved in 20
years.

187
00:25:03.023 --> 00:25:14.453
Those are questions that very base questions, that you're going to have to think
about before meeting with community, because it's going to come up because they have
not received the resources or attention that has been needed throughout history.

188
00:25:14.453 --> 00:25:19.044
And another thing would be to work with partners kind of blend of the last question
as well.

189
00:25:20.183 --> 00:25:30.203
To work with either consultants or partners that do have some sort of race and class
analysis and that again ties to the point that just made about these are communities
that have historically,

190
00:25:30.203 --> 00:25:34.013
just been left out of resource distribution,

191
00:25:34.523 --> 00:25:35.003
have,

192
00:25:35.124 --> 00:25:35.513
you know,

193
00:25:35.574 --> 00:25:37.673
in terms of their needs.

194
00:25:37.703 --> 00:25:44.483
May not have been met by their local governments they're going to want things. They
want to ask questions about things. They're going to remember 15 years ago.

195
00:25:44.483 --> 00:25:57.923
Someone came at the same exact thing, what happened then so that's something you're
going to have to think about and that's going to be a major portion of your project
and I think avoiding that is a huge risk. Right? Because what's the point of rolling
out this really great awesome project if no one uses it.

196
00:25:58.763 --> 00:26:13.253
So, I just wanted to add those 2 points in there as well. I think to add to this in
my context. I'm sure it's the same in New York. But new technology always implies a
potential for another job to be replaced think taxi drivers or bus drivers or so
there's also the question.

197
00:26:13.284 --> 00:26:26.784
I mean, we see this in the federal context right now is yes, there's clean energy
jobs coming. It's, it's very exciting, but you're also going to have to account for
nervousness in local communities about what does this mean for my, you know.

198
00:26:27.868 --> 00:26:42.203
Uncle that does truck driving or what does this mean for someone who is working with
a fleet? I think those are things just to be prepared for answering and and I love
that that analysis Nicole of those opportunities. But you have to break it down to
those, those needs on the ground.

199
00:26:42.294 --> 00:26:51.354
It's not about the environment, the environment, it'ssecondary and it's great. It's
how am I getting a job? How am I paying rent? Those are the things you're going to
hear at those meetings.

200
00:26:52.973 --> 00:26:59.963
That's right and so just expanding on this. We've been talking about a lot of tips

and best practices.

201
00:27:00.413 --> 00:27:13.223
Uh, could you provide or share a story, or a case study from a successful, uh,
public private partnership that you've been involved with um, Elle do you have a one
that you could share.

202
00:27:14.574 --> 00:27:20.604
Yeah, of course, so I was when I was working at city tech, so it's an urban cities
lab.

203
00:27:20.663 --> 00:27:33.594
There was a project, you realize these things that are seem simple, but we did an
underground infrastructure mapping project where we realized that when people drill
in the ground, they don't know what they're hitting because the maps are all paper
at cities.

204
00:27:33.713 --> 00:27:44.064
So another thing to think about is think about where governments are coming from,
they've got paper maps, and they've got printers that are black and white. And so we
really work. We're working with corporate partners with technology.

205
00:27:44.334 --> 00:27:58.614
We were working with construction groups, and we're also working with the city of
Chicago government. So, first, I think it's navigating what are the regulations or
what are the ways things are done so, the city was just sending a crew out. They
look at the old map.

206
00:27:58.614 --> 00:28:00.653
They'd make a guess, there's 6 inches of error.

207
00:28:00.898 --> 00:28:15.534
So really it'sconvincing them. This was going to save those construction crews, time
and money, because they'd hit a pipe and the whole central business district would
have an outage. So we made it a used case problem for the city. And we also made it
for the construction crews. They don't want to be paying those insurance and they
don't want to be wasting their time.

208
00:28:15.834 --> 00:28:22.284
So, I think it was when we're working with the construction trade unions, new
technology.

209
00:28:22.284 --> 00:28:30.894
I don't know about that, but we solve the problem that they're experiencing day to day and for the government it was it was also costing the city a lot of money to keep the lights on every time we hit.

210
00:28:31.138 --> 00:28:41.009
An electric line, so, you know, I always like to reduce it to, you know, what are those current day to day problems and what can everyone get behind where they say this is worth my time.

211
00:28:41.009 --> 00:28:44.308
And this is so painful, I'm willing to work together.

212
00:28:45.328 --> 00:28:48.628
Thank you so much. Nicole do you have.

213
00:28:48.628 --> 00:29:02.489
A case study that you could share. Absolutely. And I think the, um, case studies are really a model for the, these partnerships that we've been talking about this entire time. Um.

214
00:29:02.489 --> 00:29:16.554
In that good things happen. Usually good. Usually good things happen when government nonprofit and private entities get together to address as Elle just mentioned an issue that everyone can get behind.

215
00:29:16.733 --> 00:29:19.794
I think the different partners may have different.

216
00:29:20.663 --> 00:29:22.163
They're focused on different outcomes,

217
00:29:22.403 --> 00:29:35.933
but an example of this would be there is a scooter operator that does a really good job of ensuring that their engagement is the forefront of their mobility programs because they understand that these devices,

218
00:29:35.933 --> 00:29:40.013
the scooters, these bikes, shared electric vehicles, are new to a lot of economies,

219
00:29:40.013 --> 00:29:44.124
but are the key to not only the economic wealth themselves and their city,

220
00:29:44.304 --> 00:29:49.973
but the social wellness as well as our economic wellness and social wellness and what works.

221
00:29:49.973 --> 00:29:50.334
Well,

222
00:29:50.334 --> 00:30:00.473
is that the private companies tend to have a lot more flexibility in terms of not needing to go through a bunch of red tape to do pop up events,

223
00:30:00.473 --> 00:30:15.413
which we're going to community on a few days and say we're going to make up an example but we're going to do scooter education courses here so the private companies have that perspective where there's a lot less red tape and the

224
00:30:15.413 --> 00:30:22.403
government believe it or not does not have as much money to do outreach for very critical projects that they need to do.

225
00:30:22.703 --> 00:30:31.824
And then nonprofits and community groups, of course, have those critical relationships with the people that live in the communities that are the context experts on how they use their streets.

226
00:30:32.034 --> 00:30:42.923
So a really good example of this would be the scooter company does they work with social justice focus consulting groups to develop pop up events in cities where they're planning to roll out,

227
00:30:42.953 --> 00:30:47.513
where they already have service and these pop up events are designed around,

228
00:30:48.144 --> 00:30:54.054
gathering information from community members who are walking past, we ask them what are your mobility needs?

229
00:30:54.084 --> 00:31:02.483
What do you need from the city? Have you heard about this project? It's an
information share and information collection so that meets the city's needs, right?
They're like, oh, this is great.

230
00:31:02.489 --> 00:31:17.213
You all have the money, we've been meaning to ask these questions and the private
operator is able to introduce their service to community members. At the same time
often. It's combined when it was in person with education courses as well. So, this
is how you use the helmet.

231
00:31:17.213 --> 00:31:24.144
This is how you break when you're using a scooter, which are again, those important
safety elements that are critical for the government.

232
00:31:24.173 --> 00:31:35.993
Of course, because safety public safety very important, important for the community
based organization to model because there you go to, and your point of contact for
all things that are happening in the community.

233
00:31:36.173 --> 00:31:45.354
And then, of course, it works well for the operator as well. Because that builds
that brand familiarity and recognition, so really working together.

234
00:31:46.499 --> 00:31:56.999
Working together to identify shared events or goals that will have different impacts
on different partners has been very, very successful.

235
00:31:56.999 --> 00:32:08.219
Thank you Nicole, that's so interesting. The story, um, in terms of, and I'm going
to throw this last question out to to all the panelists.

236
00:32:08.219 --> 00:32:16.318
But what would you say your top piece of actual and advice is for putting together a
successful project team?

237
00:32:16.318 --> 00:32:23.669
So, um, I don't know, Steve. Do you want to go first? Yeah, I'll, I've already said
it, I think, but I'll reiterate it.

238

00:32:23.669 --> 00:32:30.209
Um, dig into the budget as early as you can, and get all because.

239
00:32:30.209 --> 00:32:43.348
I think of a budget is almost like, it's, it's sort of the outline of the project.
If you're writing a paper, you want to write an outline. First, if you're trying to
plan a project, you want to figure out the budget. Because I think if you start to
carve up the budget.

240
00:32:43.348 --> 00:32:47.489
Then you'll start to carve up the tasks and then you'll quickly realize.

241
00:32:47.489 --> 00:32:53.159
Oh, well, we maybe we need like, you know, a partner to do this portion of the task
but I've.

242
00:32:53.159 --> 00:32:56.729
I tend to think of the budget as being shorthand for.

243
00:32:56.729 --> 00:33:01.558
The entire project, so that would be my, I think my main piece of advice.

244
00:33:01.558 --> 00:33:04.558
And by the way I love Nicole's.

245
00:33:04.558 --> 00:33:10.288
Term context experts, I've heard content experts, but I haven't heard.

246
00:33:10.288 --> 00:33:13.618
The term context experts for.

247
00:33:13.618 --> 00:33:19.618
For, like, local community members I think that's a great term that I will use it in
the future.

248
00:33:21.058 --> 00:33:32.243
Yes, I think one thing we're learning is terminology is important and so, um, you
know, nuances like that are are are subtle, but important to, to recognize and be
aware of.

249
00:33:32.663 --> 00:33:39.173
I'm just a quick follow up Steve on, on your your note about the budget. I had mentioned, um.

250
00:33:39.659 --> 00:33:53.308
Earlier on before the panel discussion about partnership agreements, and I, I realize they don't necessarily have to be really formal, but in your experience, have you basically used partnership agreements as part of these budget conversations.

251
00:33:53.308 --> 00:33:59.909
Yeah, yeah, what we do is we try to, um, well, we decide on the budget, but then we also.

252
00:33:59.909 --> 00:34:08.188
Sort of draft an MOU that it's, it's a non binding. It's not like a legal agreement, but it's just a memorandum of understanding that gets on paper.

253
00:34:08.188 --> 00:34:11.969
What every party to the partnership is going to do.

254
00:34:11.969 --> 00:34:22.199
And in there, you know, you can also mention the, uh, the portion of the budget that they will get. But I think as long as that's all clear and agreed to upfront, it minimizes a lot of.

255
00:34:22.199 --> 00:34:32.338
You know, headache and potential for disagreement later so I would definitely put an MOU together with your partners. Right?

256
00:34:33.173 --> 00:34:41.304
Elle, do you have any top pieces of advice you'd like to share? So I'm a huge fan of MOUs, I just I agree. I agree.

257
00:34:41.304 --> 00:34:53.213
Steve, a legal and a financial underpinning of what's happening instead of a, we will be partners even understanding if there are groups that are more are holding more risk.

258
00:34:53.273 --> 00:35:02.213

If they're going to be investing, more kind of, in kind or pre project dollar just understanding the ways that people are investing, and then they'll be getting those returns.

259
00:35:02.483 --> 00:35:14.304
But I think another thing is to think we've spoken about is there are partners that might not be the direct, either subject matter expert or in clean tech. You want to think about do I need a transportation planner?

260
00:35:14.304 --> 00:35:28.523
Am I going to need a government affairs consultant involved? Just thinking about the kind of ancillary secondary nature of what you might need on your team is also very important when, when when this team forms and also, like, I really do.

261
00:35:28.523 --> 00:35:31.403
I have experience with real estate project. You want those in.

262
00:35:32.849 --> 00:35:42.659
Exits and entries to the project team where if someone says this isn't for me, you have a way to to exit and you have a way to onboard someone else. Um, if needed over time.

263
00:35:46.048 --> 00:35:51.659
And Nicole, any last piece of advice, you'd like to leave, leave us with.

264
00:35:51.659 --> 00:35:56.639
I think my Co panelists have done an excellent job.

265
00:35:56.639 --> 00:35:57.059
Um,

266
00:35:57.384 --> 00:35:57.653
yeah,

267
00:35:57.653 --> 00:35:59.273
I just want to drive home the point,

268
00:36:00.114 --> 00:36:14.784
because in my experience background in government and also nonprofit hangups or project stalls or even being required to trash the project and start over happens

when the community

269
00:36:14.784 --> 00:36:17.063
feels like they have not been engaged in a process.

270
00:36:17.063 --> 00:36:31.224
They're not aware of what's happening or the right people are not brought into the
process early enough. So I would think about those relationships early on,
especially with the community. If you're bringing on a consultant, please make sure
they know the community. Very, very well.

271
00:36:31.224 --> 00:36:41.634
If not from the community that you'll be working in, I think that is critical
critical critical. This doesn't this rarely happens, but you could have everything
right.

272
00:36:41.634 --> 00:36:49.764
And then if there's this super vocal person on your New York City community board
it's like, well, what's this? We didn't hear about this or.

273
00:36:51.028 --> 00:37:01.403
Whatever the issue may be, whether it's brought up that oh, you know what we hear a
lot of course, with transportation projects, is that, you know, what will come next
is gentrification.

274
00:37:01.403 --> 00:37:15.744
I'm being pushed out of my home because of this new investment in this resource, or
this this new thing is coming that has caused projects to end. I will just be very
clear. That is something that needs to be prioritized. I know.

275
00:37:15.744 --> 00:37:29.934
At times, it can be difficult, but it is worth it. It is worth it. It is required.
It is critical to build those relationships out front and prioritize those
relationships. It's not just to check on the box because one conversation with the
right person gets your project upended.

276
00:37:32.213 --> 00:37:47.184
I would add to that for Nicole. I also like to move very slowly and speak very
loudly. So you can also let community groups. Know. Hey, I'm sort of gonna be moving
through New York and I'm going to be doing this project and, like, I feel like, if
you have no surprises communities are like I have seen you hear the whole time.

277
00:37:47.393 --> 00:37:59.003
You don't surprise me. I think that's another thing is just like, moving very
slowly, but always like Steve said, 20 minute meetings, 20 minute updates and then
no one's surprised then no one gets mad. So I always like to do that too.

278
00:37:59.398 --> 00:38:06.449
Great, what's the saying, move at the speed of trust again that showing up that that
means.

279
00:38:06.449 --> 00:38:09.628
It's like, oh, this, you know, I know Elle, oh, my.

280
00:38:09.628 --> 00:38:23.153
Yeah, 2 months ago over there she's just sitting on that rock all the time. It's
weird. Yeah. Yeah. Yeah. And that's something that I have found, too, is that taking
the time to build the trust and sometimes it just takes longer than you.

281
00:38:23.153 --> 00:38:37.463
Think it's going to take and you just have to be patient and you have to keep
engaging and keep keep keep working on it. Um, so thank you so much to all of our
panelists. It's just really exciting to be here with all of you.

282
00:38:37.733 --> 00:38:44.574
We certainly wanted to leave some time for a question and answer from those of those
who are on the call.

283
00:38:45.960 --> 00:38:55.800
So, I believe Luisa is going to moderate the, the question and answer session right?
Thank you, Shanika. Can you hear me okay?

284
00:38:55.800 --> 00:38:59.340
I can, and are we going to put these slide back up?

285
00:39:00.114 --> 00:39:14.635
Thank you panelists that was a great conversation. Innovation and practical
solutions need to go hand in hand I wanted to ask one follow up question. Somebody
mentioned a needs assessment.

286
00:39:14.635 --> 00:39:23.394
I think Steve that was you, and I'd like to know if others of you have examples of

what's a good way to.

287
00:39:24.025 --> 00:39:33.835
Get that community input through a more market research type needs assessment.
What's the best way to reach out? What do people have time for?

288
00:39:34.675 --> 00:39:40.434
You know, if you can have some advice on how to get that community input in a more
systematic way.

289
00:39:40.889 --> 00:39:46.409
Maybe, Steve, you mentioned it, and then the others I'd be interested to hearing
from, you.

290
00:39:47.005 --> 00:39:59.304
Yeah, well it's always a, it's always a problem, right? Everybody's really
interested in projects, but the problem is, uh, with just going straight to a
project is often you have a solution in search of a problem right?

291
00:39:59.304 --> 00:40:02.574
You're you're bringing your Pre your.

292
00:40:02.820 --> 00:40:08.670
Existing solution into a situation where it may or may not be appropriate and so.

293
00:40:08.670 --> 00:40:16.230
We, we can't always get it, but if possible we make a habit of trying to, um.

294
00:40:16.230 --> 00:40:19.409
Carve out some funding usually.

295
00:40:19.409 --> 00:40:25.769
You know, in advance to do a bit of a needs assessment, and that's usually entails
bringing.

296
00:40:25.769 --> 00:40:34.284
A, very diverse group of stakeholders from the community together to try to identify
where are the needs as Nicole said earlier.

297

00:40:34.284 --> 00:40:41.784
It may be as simple as a stop sign at an intersection that the community has wanted for years and they may not be interested in whatever.

298
00:40:41.880 --> 00:40:45.269
You know, great project idea that you have, because they have.

299
00:40:45.269 --> 00:40:57.090
More fundamental needs that they want to have addressed first and so I think it's, it's really important. It's not super easy to get funding for needs assessments. But, um.

300
00:40:57.090 --> 00:41:00.210
We feel like they're really important.

301
00:41:03.119 --> 00:41:07.079
I can jump in as well, so.

302
00:41:07.405 --> 00:41:14.965
Just my background in community engagement, I think what's also important is getting very creative about being at constant engagement as well.

303
00:41:15.625 --> 00:41:29.125
I think there are merits to constant roundtables, but being very deliberate about survey scans on fences, going to schools, trying to grab people where some people can go to the after work meetings.

304
00:41:29.125 --> 00:41:39.385
Some people can do an online space. I'll work with companies like coUrbanize where you can have a platform that's regularly updating people all the time. And I think it's also the iteration.

305
00:41:39.864 --> 00:41:42.565
I think there's a lot of time where you want to go Pre project,

306
00:41:42.565 --> 00:41:43.974
ask people their thoughts what they need,

307
00:41:43.974 --> 00:41:48.565
but even asking feedback throughout some of those small needs, like a stop sign,

308
00:41:49.164 --> 00:41:50.244
your team could also,

309
00:41:50.244 --> 00:41:51.594
it's not exactly your scope,

310
00:41:51.594 --> 00:41:57.744
but finding those nonprofits in your city where they're already invested in that
kind of work and bringing that.

311
00:41:57.989 --> 00:42:07.344
Um, that problem statement to them, it might not be your your funding or your
project, but you can also exist in an ecosystem of neighborhood or region based
projects.

312
00:42:07.375 --> 00:42:18.835
And it's and sometimes, I think showing that your project team is also interfacing
with other initiatives in the same region means a lot. So, it's, it's almost that
constant of what are we hearing?

313
00:42:18.835 --> 00:42:28.434
What are the pain points if it's not the thing that you can solve it's elevating it
to other allies and partners. And I think that that's that's something to think
about through your whole project.

314
00:42:28.769 --> 00:42:39.210
I see a lot of nodding there from you, Nicole do you have anything to say? My co
panelists are just so amazing. I totally agree. Um.

315
00:42:40.824 --> 00:42:49.974
We worked at the MTA and managed the outreach when cashless tolling was coming to
New York and I don't know if you all are drivers or live in New York City,

316
00:42:49.974 --> 00:42:53.005
but you probably saw me at the Puerto Rican Day parade,

317
00:42:53.005 --> 00:42:56.304
or out in Coney Island manning,

318
00:42:56.304 --> 00:42:57.144
or personning,

319
00:42:57.175 --> 00:42:59.514
a pop up booth giving our information,

320
00:42:59.784 --> 00:43:07.195
those random like someone is there of course pre-Covid, post-Covid, when things are
safe.

321
00:43:07.434 --> 00:43:20.664
But when someone is there consistently, either every other week, or whatever, the
timetable maybe was able to not only questions, but also get information from those
conversations. So it could just be a one off conversation.

322
00:43:20.724 --> 00:43:34.434
What are your pain points as Elle just mentioned or have you heard about this
project? What are your thoughts or people are speeding on this road, what do you
think? Are people driving too fast? Very, very easy to collect information. I think
New York City DOT.

323
00:43:34.465 --> 00:43:48.625
Has a really good model. They have a street ambassador program where their employees
are trained. They're always multilingual, their employees are trained to have very
quick interactions to gain information about the needs and the community that they
are in.

324
00:43:48.804 --> 00:44:00.565
And it's like a physical in person presence. Something that's also has worked your
partnership with the community based organization and nonprofits to run focus
groups, pay their paid.

325
00:44:00.565 --> 00:44:07.585
Of course, people should be paid for their work paid focus groups. Right? Those are
the people with the contacts they have, the face familiarity they built the.

326
00:44:08.670 --> 00:44:21.269
The trust with the community that you're looking to work with having them run focus
groups has been successful in terms of outsourcing or trying to scale it. Those are
some tactics that have been that I found success with.

327
00:44:22.045 --> 00:44:32.934
That's great. Somebody has also asked about how much engagement with community is expected prior to applying and the prizes have been structured in a staged manner.

328
00:44:32.934 --> 00:44:47.485
So, definitely having some level of of community engagement plan is an important feature. Once the prizes are selected down to the, the phase of phase 1 winners there is some funding available for communities.

329
00:44:47.695 --> 00:44:51.025
So I'm wondering from the panelists what kinds of needs.

330
00:44:51.389 --> 00:44:58.079
Do the community organizations have for engaging with teams in developing these concepts.

331
00:44:58.079 --> 00:45:01.559
That they might be able to use that funding for?

332
00:45:03.570 --> 00:45:13.344
I think you need to assume that the community based organizations are being asked by a lot of projects, et cetera to do needs assessments and asset mapping and and who are your stakeholders?

333
00:45:13.494 --> 00:45:27.054
So, setting up the forums, the technology, the infrastructure to make those asks easy, not not assuming there's a lot of hours on those very small teams at nonprofits. So, you know, showing your resourcing.

334
00:45:27.054 --> 00:45:32.605
I always also say you want to do a lot of Pre work, because no one wants to read that their neighborhood is in an announcement.

335
00:45:32.909 --> 00:45:47.394
So, I know you might be investing ahead of time a bit but having those conversations learning about the transportation projects in the past very useful. I also think communities hate when you decide you're going to do a new scooter pilot, and they've already done 10 scooter pilots.

336
00:45:47.394 --> 00:45:56.724

And they're like, we just you should have called all the 10 scooter pilots so also doing your research on what other things have been tested in this community. What have people already experienced and having.

337
00:45:57.480 --> 00:46:02.039
Again, like I said, no surprises Pre any announcement of any prize won.

338
00:46:05.574 --> 00:46:12.144
Another suggestion that I have to is realizing that some community based organizations,

339
00:46:12.175 --> 00:46:12.625
you know,

340
00:46:12.684 --> 00:46:21.744
they're made of volunteers and so just recognizing that they're not necessarily going to be able to meet with you and engage with you during your business hours.

341
00:46:22.105 --> 00:46:33.085
You know, you need to meet them where they are and that may be in the evening or earlier in the morning and just be accommodating to that as much as you can. Because it really goes a long way.

342
00:46:33.389 --> 00:46:44.460
Right. One more thought: an intentional aspect of these prizes is replication and scalability is being able to.

343
00:46:44.460 --> 00:46:49.710
You know, hopefully bring solutions that have worked elsewhere to New York state, but also.

344
00:46:49.710 --> 00:46:56.070
Hopefully have some of those solutions be applicable to other communities. Do you all have any.

345
00:46:56.070 --> 00:47:06.900
Key thoughts about, or examples of projects that you think have been successfully replicated elsewhere, or tips for teams that are thinking about that aspect.

346
00:47:10.800 --> 00:47:16.650

Happy to kick this off for all the folks in attendance I work in.

347
00:47:16.885 --> 00:47:22.014
The better bike share partnership. I can try to find their link and drop it in a chat.

348
00:47:22.255 --> 00:47:22.614
But,

349
00:47:22.735 --> 00:47:23.184
um,

350
00:47:23.215 --> 00:47:27.235
that is an organization made up of the city of Philadelphia,

351
00:47:27.744 --> 00:47:28.344
NACTOL

352
00:47:28.344 --> 00:47:30.775
the National Association of city transportation officials,

353
00:47:30.775 --> 00:47:31.824
they have people for bikes,

354
00:47:32.034 --> 00:47:38.844
and they provide funding to operators and community groups to develop replicable,

355
00:47:38.844 --> 00:47:39.744
scalable.

356
00:47:40.949 --> 00:47:53.699
Solutions to mobility issues for low income communities of color and something that has worked very well and something that continues as a theme is not reinventing the wheel. All right.

357
00:47:54.625 --> 00:48:08.184
And if you're, you're thinking about a project related to mobility, related to clean transportation, someone else may have thought about that before, I think, I think as Elle mentioned in her response. Someone may have already tried it in that

neighborhood.

358
00:48:08.425 --> 00:48:22.405
Please do, your research it's like preparing for a date, but learning from the
people that came before you is a very, you can do that on your own time in terms of
research. It is very important. And I think those core elements, an example, I'll
give.

359
00:48:23.905 --> 00:48:25.585
The city of Philadelphia does a,

360
00:48:25.614 --> 00:48:40.105
it's called digital skills and bicycle thrills where their bike share system is used
membership in their bike share system is used as a way to teach adults with lower
income how to use the computer and use

361
00:48:40.494 --> 00:48:41.094
the Internet.

362
00:48:41.394 --> 00:48:51.144
So, they help folks sign up and that's how to learn to use those services model has
been replicated in other cities. But it has been an intentional act of sharing
information.

363
00:48:51.445 --> 00:49:05.875
So, both sharing information and your successes and things that next time we'll do
better and also doing your research, I think, are some tips to ensuring that
whatever comes out of your project can be used in other places.

364
00:49:06.030 --> 00:49:20.394
I'm a huge fan girl of better block in Dallas. They're kind of a guerilla
placemaking group. They were, um, basically, they put masking tape in the road when
they think there should be a bike lane and then they count with a tiny like a
stopper how many people bike through their pretend bike lane.

365
00:49:20.695 --> 00:49:30.085
Um, so, I think also iteration, are there ways you can bring a scooter or an
electric vehicle to a space where you're not permanently installing can people
sample that?

366
00:49:30.655 --> 00:49:43.735

So, I'm a big fan of that where communities almost they, they set up these park-lets and communities are like, this is my park, but it didn't exist a week ago. So anything you can get people to start sitting in, experiencing, talking about make their own.

367
00:49:43.764 --> 00:49:46.494
I love I love better block in Dallas for that example.

368
00:49:49.500 --> 00:49:53.130
One quick thing that I would add is.

369
00:49:53.130 --> 00:49:53.400
Uh,

370
00:49:53.394 --> 00:49:55.494
when developing a project plan,

371
00:49:55.795 --> 00:49:59.695
I think a lot of folks forget to include an element to,

372
00:49:59.994 --> 00:50:00.505
um,

373
00:50:00.744 --> 00:50:02.364
basically broadcast the,

374
00:50:02.364 --> 00:50:02.664
uh,

375
00:50:03.204 --> 00:50:08.574
it's good to have a plan for how to get the word out about what resulted from your project.

376
00:50:08.820 --> 00:50:14.159
Because if you neglect that, then you're you're really, um.

377
00:50:14.159 --> 00:50:28.590
You're not insuring that even if you have a great project, if you don't have a plan for getting the word out, you might not be able to effectively do that. So think

about Webinars and white papers and presentations at conferences as part of your project plan.

378
00:50:32.369 --> 00:50:42.329
That's great. Well, we have a couple of minutes for for closing remarks here and then I'm going to wrap with some instructions for what's happening next with the prizes.

379
00:50:42.329 --> 00:50:46.650
Elle, do you want to start and then we'll just have, you know, any.

380
00:50:46.650 --> 00:50:53.849
Any final thoughts that you can recommend to listeners to the webinar about teaming and forming partnerships.

381
00:50:54.565 --> 00:50:59.755
Yeah, absolutely. I think this is a very exciting opportunity looking forward to seeing how it manifests.

382
00:50:59.965 --> 00:51:10.014
I'm just thinking about, you know, you're bringing individuals, you're bringing large organizations companies together thinking, like we said, common ground MOUs and finances.

383
00:51:10.014 --> 00:51:14.965
I agree Steve, but also demystify the process for, for other people, and making.

384
00:51:15.144 --> 00:51:28.135
I'm like Nicole and I agreed a common cause just really, really honing it down to those aligned agenda items because I think when things get controversial or there's wait, what did we say? You can go back to why you're all here.

385
00:51:28.164 --> 00:51:31.014
But I think setting that up in the beginning is very important.

386
00:51:31.349 --> 00:51:42.420
How about you, Nicole? I think Elle and I are just on the same page today.

387
00:51:43.644 --> 00:51:57.835
100% agree, I think setting up your goals for you, I've create your partnership in

developing your project. More specifically is very important. You know, your, your program will look a lot differently.

388
00:51:57.835 --> 00:52:04.644
If your, your prior primary goal is to address connectivity to train the stations versus.

389
00:52:07.289 --> 00:52:17.880
Address affordability, issues of electric vehicles, right? Those are 2 different goals and the tactics of retails may look a little bit different. So I think a shared goals is. Yeah, absolutely.

390
00:52:17.880 --> 00:52:25.769
And last thoughts from you, Steve? Yeah, I think, you know, my takeaway is.

391
00:52:25.769 --> 00:52:38.579
You may be the content expert, but you're probably not the context expert as well. So, uh, I just encourage you to stay humble as you put your, uh, project.

392
00:52:38.579 --> 00:52:43.260
Project together and try to keep in mind all of the things that you don't know.

393
00:52:43.585 --> 00:52:58.284
While you're bringing the things that you do. Great, thank you. Good. Good wrap up comment. So I'd like to encourage people many of the questions that came in are related to prize logistics. So I really encourage you to go to the websites.

394
00:52:59.094 --> 00:53:12.295
There's a specific if you don't go to the last slide, I think, has the websites on there. Yeah. So you can pose your questions at nycleantransportationprizes.org

395
00:53:13.224 --> 00:53:23.364
That's the best way to get specific responses related to engagement. With the prizes. We were focusing more of the discussion on the panelists here today.

396
00:53:24.414 --> 00:53:36.025
Look forward to any other additional questions you have, including any that came in here today. I want to remind people about the registration deadline is July 22nd.

397
00:53:36.929 --> 00:53:41.670

People that are organizations that are going to prime.

398
00:53:42.324 --> 00:53:51.295
Submission have to be registered in order to do so. All team members do not have to, but there's a benefit to you of registering.

399
00:53:51.505 --> 00:54:00.324
Because then you'll get follow up information, you can participate in the forum discussions and other features that are on the prize website. So I encourage you to do that.

400
00:54:00.900 --> 00:54:05.489
And then the next slide, there is a.

401
00:54:05.489 --> 00:54:17.039
The third content that we're offering is next Tuesday May 25th at noon, Eastern, on electric fleet and mobility insights. So I encourage you all to think about.

402
00:54:17.039 --> 00:54:20.760
Joining us for that as well and.

403
00:54:21.809 --> 00:54:28.405
I think that is it I really want to thank the panelists very much. Shanika, any final comments from you?

404
00:54:28.405 --> 00:54:42.445
I think this has been a really insightful Webinar, and it has been recorded and will be posted to the websites for partners that weren't able to be here. And to remind you all of these great suggestions.

405
00:54:44.574 --> 00:54:57.534
No, no other closing thoughts from me. Definitely encourage everyone to register and for the partners that you are exploring and in talking to definitely encourage them to register as well on the website.

406
00:54:57.534 --> 00:55:00.565
So that they can also have access to to the same information.

407
00:55:00.869 --> 00:55:06.329
Yeah, I believe there's a partner's forum on each of the individual prize.

408
00:55:06.329 --> 00:55:13.110
Websites that people can engage and also raise their hands if they want to be
contacted to be part of teams. So.

409
00:55:13.110 --> 00:55:17.429
Thank you all very much appreciate it and.

410
00:55:17.429 --> 00:55:21.869
We're going to wrap this up now and and, uh, end the, uh, recording.