

Bloomberg Innovation Track Overview

TPPB 12/2/19

What Is the Innovation Approach?

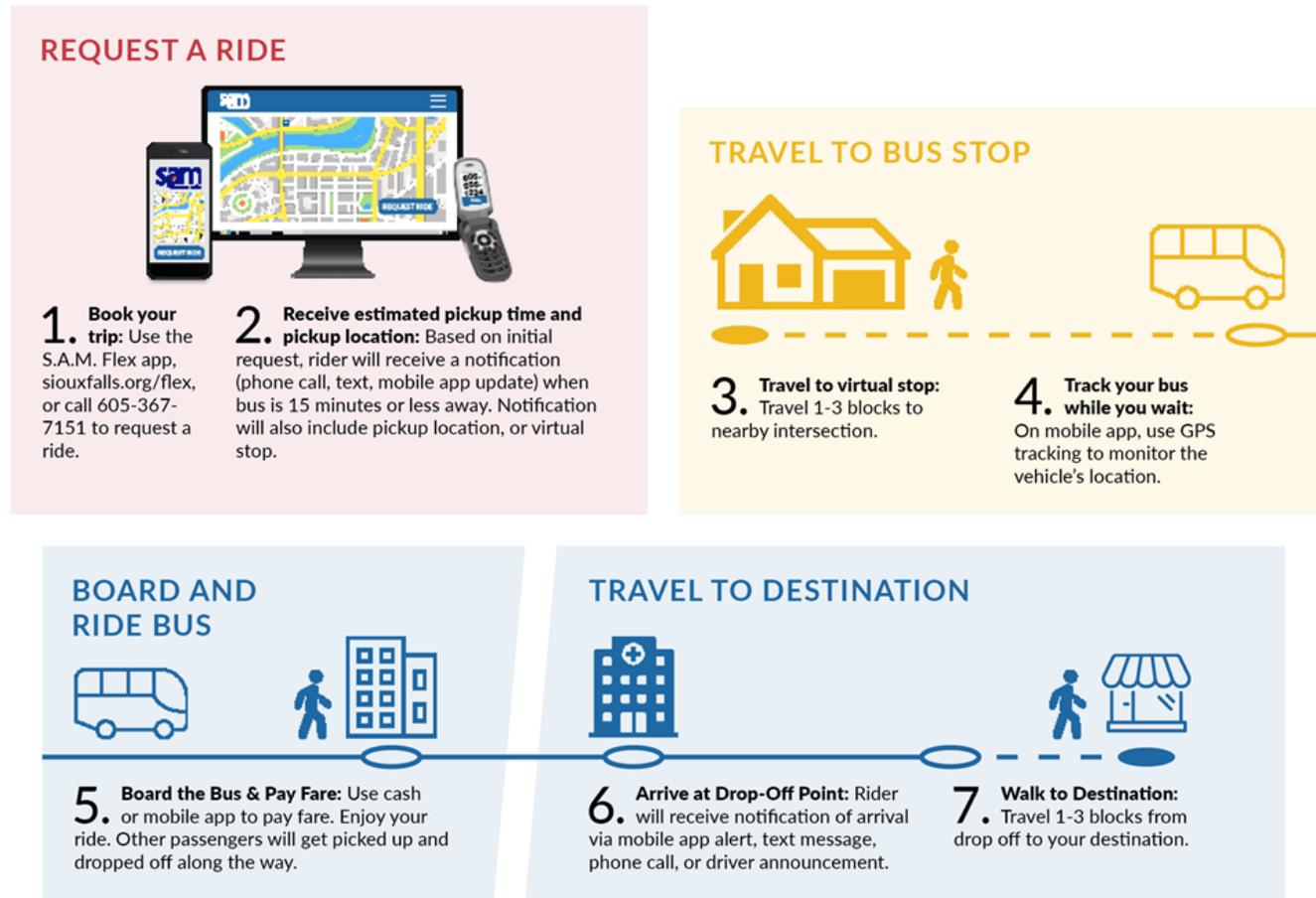
- Qualitative and quantitative research
- Assess local conditions
- Develop innovative, responsive solutions
- Measure progress
- Cross-functional and cross-divisional
- Human-centered design

Human-Centered Design

- Problem framing
- Deep understanding of the project
- Learning from people in the context of their lives
- Example

I-Team Examples

- Affordable housing in Boston
- Murder rate in New Orleans
- Transit in Sioux Falls



Project Background

- As we grow, we face increasing problems in transportation access
- We require new solutions and a shift in City culture
- The City of Madison would like to focus on innovation in transportation demand management

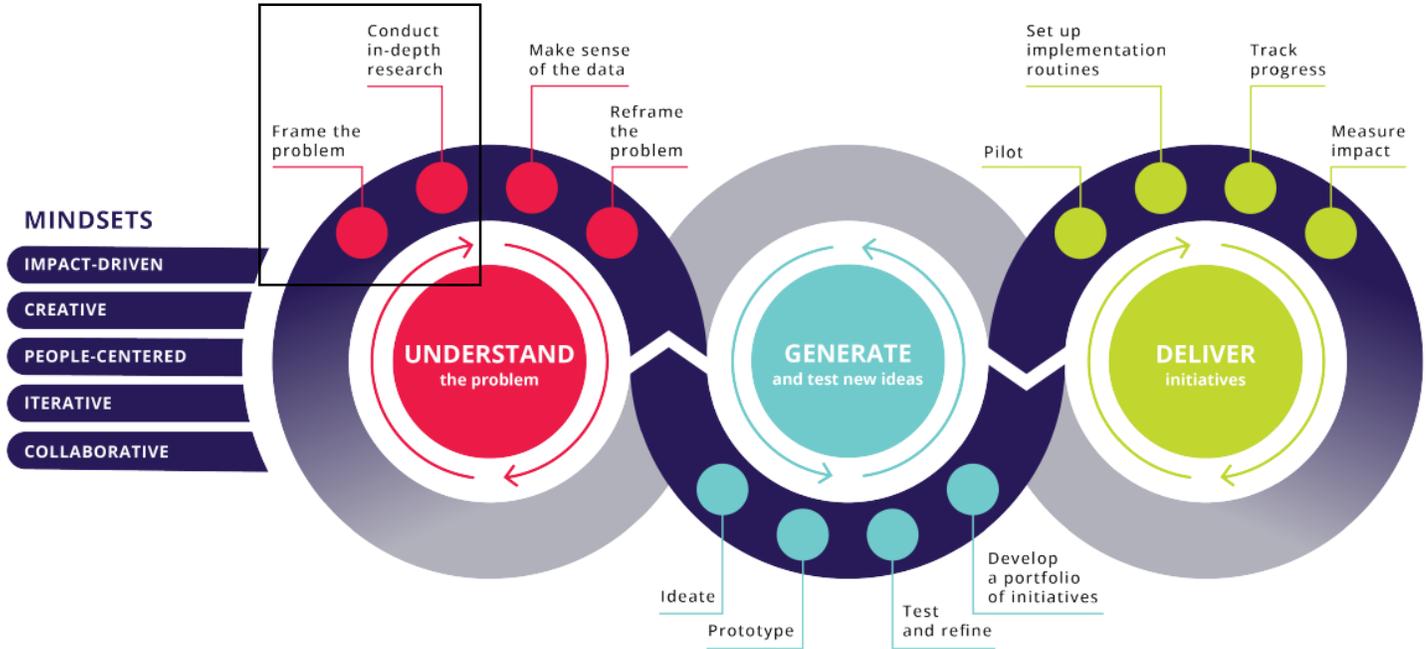
Madison's Team

- Ultimate goal: spread across City
- This project:
 - Facilitate equitable outcomes in measures of *quality of life*
 - by providing *transportation options*
 - that are responsive to the *changing needs of our growing population*
 - and aligned to both resident and City *values*

Project Timeline

UNDERSTAND | FRAME THE PROBLEM

The Path to Innovation



Potential Collaboration with MOAPS

- Innovation Team is currently very problem-focused, not solution-focused
- Align on research phase for next 2.5 months
- Reassess afterwards