



## **CALL FOR LOCAL HOST ORGANIZERS**

**SUSTAINABLE MOBILITY CAREERS AWARENESS  
AND  
" VIRTUAL" YOUTH INNOVATION CHALLENGE  
(2022/2023)**

**"WELCOME" to the Transportation Sector and Sustainable  
Mobility Careers... build greater youth awareness of  
mobility/transportation careers and the critical role they play  
in building and shaping communities.**

***Tackle "Climate Change" and "Equity"***

***Positively Impact the Environment, Quality of Life, and  
Future Generations***

**Come together to engage greater youth engagement in  
tackling challenges across the community. And provide  
meaningful networking opportunities for participants.**

**Encourage youth to be a part of helping to build and shape  
our 21<sup>st</sup> century workplace and workforce!**

**THE FUTURE IS HERE ... Help Drive Meaningful Change and Solutions for “ALL”**

**The Innovation Challenge Theme is:  
“Achieving Equity-Centered Sustainable Mobility”**

**Encourage “youth-inspired” ideas and solutions to tackle challenges in your community!**

**BE A LOCAL ORGANIZER!** Help bring together the “big” tent in your area that are a part of your transport/mobility services network -- public and private transportation organizations (owners, operators, businesses), organized labor and sustainable mobility partners -- planners, designers, builders, technology and advanced manufacturing; industry associations; energy, air quality, and environmental groups; education/workforce development, public health and social services; youth, family, community-based and non-profit leadership in your region.

The winning youth team from each Local Organizer will participate in a “**virtual**” **Grand Innovation Challenge** planned for **June 2023**.

Results of “**The Future is Here ... Workforce Dialogue Sessions**” with Youth Participants and Industry Partners will also be captured and help to frame a **2023/2024 “Future of Mobility Workforce Summit”**.

*Advancing Diversity, Equity, and Inclusion (“DEI”) is a paramount consideration throughout all aspects of Iyai programming.* Iyai will work with its extensive collaborative network of industry (public and private sector owners and operators; organized labor, government, and business), professional associations, educational, community-based, and non-profit organizations – to achieve this important objective.

## **GUIDELINES FOR LOCAL ORGANIZERS**

Those interested in participating in this Youth Program agree to utilize these Guidelines as a reference. As previously stated, DEI is an integral element of every aspect of Iyai+ programming.

### **OVERVIEW**

**Introducing Youth to American Infrastructure, Inc., (“Iyai+”)** is a national 501 (c) (3) nonprofit organization, (Tax ID: 82-4854602). Since 2018, starting from a **unique, multi-sectoral, “community-building” lens** -- Iyai’s mission has been to motivate young people to choose *infrastructure careers, become actively engaged in their communities; and become **tomorrow’s infrastructure leaders, innovators, entrepreneurs, and skilled workforce** – with specific emphasis on increasing the awareness, interest, and participation levels of historically under-represented youth – young women and people of color.*

***Before COVID- 19, “people readiness” and “workforce development” were well-documented challenges facing the critical infrastructure sectors. Today, “equity-centered” people-readiness and workforce development at all levels is an URGENT priority.***

At Iyai+, working with an extensive and diverse network of committed industry Partners (public, private, nonprofit, and community-based), our youth programming goes beyond a traditional teaching experience. In addition to *enhanced **Careers Awareness***, our youth participants are exposed to knowledgeable, experienced, and diverse professionals at all levels to help them build and expand their own career, community, and personal networks – learn about and gain access to important industry-specific and community career resources.

### **YOUTH ELIGIBILITY**

**18-25 years of age;** a citizen, resident, documented immigrant in the United States or Canada.

### **YOUTH PARTICIPANT COST**

There will be **NO participation FEE(s)** for youth participants.

## **LOCAL ORGANIZERS**

**The Call for Local Organizers is September 2022 – October 31, 2022.** Approximately 20 Local Sites are planned (first come, rolling basis). The *“virtual” Onboarding Sessions (“live” and “recorded”)* for Local Organizers will occur November - December 2022.

Those interested in being a Local Organizer should electronically submit a **“Letter of Participation Interest” signed by a person of authority to Iyai’s attention.**

**Dr. Beverly A. Scott, Founder/CEO; [beverly@iyai.org](mailto:beverly@iyai.org) on or before October 31, 2022.**

And include the following elements. We will review and advance Local Organizers, on a rolling basis in the order they are received. Upon receipt, if there are no questions by either Party, Iyai will immediately follow-up with a simple Memorandum of Understanding (MOU).

- **Name, Title, Organization and Contact Information of the “Primary Point-of-Contact”** for the proposed Local Organizer (person-of- authority) submitting this Letter of Interest in Participation. Including a Statement that these Guidelines have been reviewed.
- **A Brief Description of the Geographic Area Covered** by the Local Organizer Candidate.
- **Composition of the Local Organizer Participant(s):** Identify the participating local area transport/mobility organizations - owner(s), operator(s), business(es); organized labor; education/workforce readiness providers; community-based entities; “DEI” And Youth-focused groups; and other important cross-sectoral participants that impact on area mobility/transportation services and overall quality of life. (We appreciate in this early stage, not all partners will be identified.)
- **Reason(s) for the Interest in Participation.** Briefly describe your Organization and the proposed Team’s Strategic Alignment with this Youth Career Awareness and “Sustainable Mobility” Innovation Challenge Objectives and Program? Specifically, how Diversity, Equity & Inclusion (“DEI”) are built into the Local Organizer Team Composition and plans for the Youth participant recruitment and selection process?
- **Estimated # of Total Youth Participants** for your Local Area. Include a separate **Estimated # of Local Innovation Challenge** Teams (assuming a 4-7 member team size)?
- **Briefly describe your planned Youth Identification and Selection Method(s)?** Would you be interested in utilizing a central Iyai portal for receipt of interested Youth applications for your area?
- **What, if any major questions do you have?**

- **Program Evaluation:** What elements are most important to you in terms of demonstrating the immediate and longer-term benefit of a Program such as this?

## **PROGRAM FORMAT (COVID-19)**

There will be strict adherence to COVID-19 guidelines and restrictions in effect within local areas/mandated nationally. At this time, **local activities** are anticipated to occur in a ***“blended”, hybrid environment including some “in presence” activities – while providing remote participation alternatives, wherever practicable and feasible.***

[NOTE: Local venues selected for “in-presence” activities should be safe (including security and emergency preparedness plans, ADA accessible, provide for social distancing, convenient, and affordable to access – including active/public transportation and expanded mobility options. Disposable masks and hand sanitizer are also to be available for participants.]

**Iyai-hosted informational Webinars for Youth Participants and Local Organizers** will be virtual.

**The Grand Innovation Challenge “central competition site” will be VIRTUAL throughout the 3-Day competition planned to occur in June 2023.** *Local Teams will virtually participate in the North American Grand Challenge from their home sites.*

## **PROGRAM OBJECTIVES**

(1) **Increase career awareness**, encourage interest, and participation of historically under-represented youth (young women and youth of color) in the transport sector/sustainable mobility careers; (2) **actively engage and encourage youth to give “voice” and “visibility” to their ideas, solutions, and personal “learned” experience(s)** -- to help tackle locally-identified “real-world” sustainable mobility challenges in the physical facilities, systems, and network of services they use every day; and (3) participation of Local Organizers and Youth participants in **planning and convening a local dialogue re: Next Gen workforce challenges, opportunities; promising work underway, ideas and recommendations** on ways to improve recruitment, selection, and retention of a diverse pool of new workforce entrants – with special emphasis on “essential” and “hard to fill” positions. Including observations for “Today”, the next 3-5 years (mid-term); and 5-year-plus (longer term).

The results of these local Workforce Dialogues with Program youth participants and industry partners will be documented and help to inform a **2023/2024 “Future of Mobility Workforce Summit”**.

## **LOCAL ORGANIZER COMPOSITION & RESPONSIBILITIES**

**The Local Organizer(s) bring together the team of stakeholders that are seriously interested and engaged in advancing “equity-centered sustainable mobility” in their area.** Diversity and representativeness of the partners/key stakeholders comprising the Local Organizer team are

important considerations. **Each Local Organizing Team must have a “lead” organizer and central point-of-contact; and include at least one (1) local/regional area transportation sector employer. \*\*\***

In addition to a single “lead” Point-of-Contact for each Local Organizer, areas identified for special attention are:

- **IT/Technical Coordination Support** for the remote informational sessions and webinars, Grand Innovation Challenge
- **Social Media/Website Update (Local Photos & Activities), Marketing & Communications**
- **Program Monitoring, Evaluation & Tracking**

*It is anticipated that the lead organizer(s) will actively outreach to include a rich mix of other local/regional/state public, private, and nonprofit owners and operators, organized labor, community-based stakeholders, business – such as small, historically underutilized businesses and start-ups; new technology and clean energy innovators and adopters – smart applications (software and hardware); local/regional/state planning organizations; Think Tanks, education, and workforce training providers; youth/families, philanthropic and community-based organizations. As well as potential cross-sectoral local/regional infrastructure sector partnerships i.e., energy, public health, technology/advanced manufacturing, communications, financial/economic services.*

*[NOTE: While we encourage local/regional collaboration, it will be possible to have multiple Local Organizers participants from the same/proximate geographic area.]*

**The Local Challenge Organizer(s) is responsible for the sponsorship package to cover the expenses for their team(s) for “local” activities.** Those with multiple local teams should plan for the resources they will need to support a local competition to select a winning team to virtually participate in the Grand Innovation Challenge which is planned for June 2023.

Local Organizers will remit a **fee of \$3,000 for core Program activity expenses.** *Appropriate standard Insurance/Releases (General Participation, Premises, Intellectual Property) will be required. Remittance of the core Program participation fee will be payable within thirty (30) days’ notice of selection as a participating Local Organizer.*

### **GENERAL PLANNING CONSIDERATIONS**

- **Youth Contestant Participation.** *Determination of the approximate # of planned youth Program participants and the method for selection are local decisions.* That said, “all” Local Organizers must adhere to the basic Program objectives which include important **“DEI” and “age” participation guidelines – with an emphasis on increasing the**

*participation of historically under-represented youth (young women and youth of color) in these vitally important careers.*

Competitiveness in the fast paced 21st century -- will tremendously benefit from a commitment to **K-Gray “continuous learning” throughout one’s career**. Increased **awareness of the full range of transport/mobility careers** – many of which do not require a 4-year college degree. But, do lend themselves to fact-based, career and technical education and experiential OJT opportunities from community colleges, industry-recognized apprenticeship programs, and technical institutes – as examples. Along with a more factually-based and employer-informed understanding of the job-relevant career and technical education and experiential OJT opportunities actually required to be career-ready.

A part of the Local Organizer Expression of Interest will include an estimated number of **the total (or not to exceed Number) for overall Youth participation in the Program**. And, finally, for general planning purposes -- **the estimated # of Local Innovation Challenge Teams**, i.e., *youth participant team size is anticipated to be 4-7 members*.

**For each Local Organizer, only one (1) youth team will advance to the June 2023 Grand Innovation Challenge.**

[NOTE: **Be realistic and creative regarding local area bandwidth – and the time anticipated to support the three major elements of this Program**. And, at the same time, maximize opportunities for meaningful local youth exposure to the exciting range of career opportunities.

**For example**, once the Local Organizer partnerships are formed, youth participant plans solidified, and the local Challenge topic(s) decided, all will have a better overall sense of resource needs and bandwidth – including both Local Partners and youth participants. Early on, the Local Organizer could solicit and screen for the top 2-3 Innovation Challenge ideas from the larger pool of interested youth participants. And competitively “shortlist” the Local Innovation Challenge Proposals/Team(s) who would advance in the Innovation Challenge element of the Program.

While concurrently, advancing expanded local youth and partners participation in the critical Careers Awareness and professional network exposure elements of the core Program, i.e., Careers Days/Tours/Speakers, access to local employers and businesses, job-relevant educational and career resources, webinars; participation in the Future Workplace and Workforce Dialogues.]

○ **BRANDING**

Iyai will produce the design for the overall Program theme, social media visuals, as well as a set of basic templates for presentations, and samples for other memorabilia, i.e., T-

shirts, backpack, masks, coffee mugs, water bottles. These will include opportunities for “Sponsor” and “Local Organizer” identification, banners, pop-ups.

*The electronic/digital artwork and designs will be shared with Local Organizers. Local area production costs for specialty items will be the responsibility of Local organizers.*

- **Code of Conduct** – a welcoming, inclusive environment for all participants; including a Process to address harassment; lack of respect for others – and a clear reporting policy – whom to contact and how.
- **Local Innovation Challenge** – *Each Local Organizer will select their “Sustainable Mobility” Local Innovation Challenge topic(s) to address high areas of interest in their respective local areas. **The decision on the Local Challenge competition “environment” is a local decision, i.e., virtual, 100% “in-presence”, “hybrid”.***
- **Local Organizer Team Support Considerations** – A diverse mix of Knowledgeable Speakers and Presenters re: Careers/” good” Jobs & Business Opportunities; Career/Job-Readiness Preparation (local/regional resources); Examples of Community Impact, Benefits & Challenges; Optional Tours.
  - **Challenge Team Support:** Facilitators (“Buddies”/Mentors) to work with Youth Participant Challenge Teams, Judges, VIPs (local level and for the “virtual” Grand Challenge).
    - Local Youth Selection Process & Support
    - Facilitator (“Buddy/Mentor”) Process
    - Innovation Team Judging Criteria
    - Virtual Introductory Meet & Greets (Local Organizers/Youth Participants/Iyai Team)
    - Iyai Youth Informational Webinars; Local Boot Camps (optional)
- **IT/Technical Support** – Local/Grand Innovation Virtual Videoconferencing Support to ensure the “virtual” Innovation Challenge(s) runs smoothly.
  - Each Local Area will be asked to **designate a “Lead” Technical IT Support to work with Iyai – with specific focus on planning and preparation for the Grand Innovation Challenge \*\*\***
- **Spotlight Local Mobility/Transport Sector Career Awareness & Opportunities**
  - National Transportation Week (May 2023)
  - United Infrastructure Week (May 2023)
- **Host Local “The Future is Now” Workforce Dialogues** – Iyai will take the “lead’ working with Local Organizers to directly support implementation of this Program Element, i.e., facilitation, documentation, report preparation
  - February - May 2023 (complete the sessions)

- **Identify Local Meeting Sites (see earlier note re: safety, security, accessibility)**
  - **Checklist** -- availability of tables and chairs, needed IT/network and “contingency” options; address identified Special Needs
  - **Catering** – consider food preferences (vegetarian and non-vegetarian), and allergies
- **Advertising – Website, Social Networks and Newsletters; language considerations in addition to English.**
  - **Identify a Communications/Social Media & Marketing Point-of-Contact(s) \*\*\***
  - **Each Local Organizer will have a dedicated page on Iyai’s website** to spotlight local Participants; advertise local activities (including the selected local Innovation Challenge); provide monthly/periodic updates (including photographs).
  - **Actively utilize Social Media** in coordination with Iyai to reach more audiences, by using the hashtag **#IyaiInnovationChallenge** to track activity.
- **Awards** – Each Local Organizer will decide the types of local awards and opportunities (non-monetary and monetary) to be provided for Best Projects/Participants, depending on the resources available, i.e., a “gift” (i.e., tablets, laptops, software); tangible scholarship/internship/externship/apprenticeship/upskilling opportunity; professional industry participation - - presentation and publishing opportunities; a grant/opportunity (ies) to further develop the project.

**For Local Organizers, the specific Program Elements include the following.**

- (a) **Careers Awareness and Image-Building.** From the outset, EXPLICITLY showcase transportation sector careers/opportunities and *put a “face” on the broader “sustainability mobility” framing* -- with special emphasis on regional area employers and opportunities. **“WHO” and “WHAT”** – a deeper look at the diverse faces, worker voices, range of job and career opportunities; the *“triple bottom line” impacts on people/households, communities of all types, and society – Environment + Economic + Social*; and **“WHY/HOW”** these careers make a difference every day!

**“Sustainable Mobility”** includes a range of careers (*including cross-sectoral, interdisciplinary opportunities*) that provide access and affordability to mobility, regardless of income or location) and improve people’s quality of life (air quality,

public health, built environment) – with particular attention to more vulnerable population groups and historically under-resourced and marginalized communities.

- (b) **Select a Local Area Sustainable Mobility Innovation Challenge Theme.** Local Innovation Challenge Organizers are *encouraged to tailor the areas of interest for their Innovation Challenge topic(s) to specific “high area(s) of interest in their respective local area.* The more timely, relevant, results-focused, and potentially actionable the Challenge – the better!

The concept of **“Sustainable Mobility”** focuses on the intersection of environment, social, and economic systems (“overall quality of life”) – aligns with the United Nations’ 17 Sustainability Goals which emphasize the urgency of climate change (reduction of Carbon Dioxide, atmospheric pollution, air quality improvement); equity and affordability of quality mobility options (green sector and eco-friendly) – and attention to our most vulnerable populations and historically marginalized and at-risk communities.

[NOTE: While this is an “Innovation Challenge” and not a “Hackathon”, data analysis, critical thinking, and proficiency in digitalization, computing, innovative use of information and communications technologies are major 21st century gamechangers – and, critical to overcoming the “digital divide”. As such, this will be one element of the judging criteria.]

- (c) **Convene a “The Future is Here ... Workplace Dialogue with Local Organizers/Youth Participants”.** Iyai will work directly with Local Organizers/Youth participants to host and capture the important work themes (challenges, opportunities, promising developments) that have the widest implications for the future Mobility Workforce/Workplace; ideas re: “actions” today that can be taken to make a difference in alleviating the current transport workforce crisis – prioritizing “essential” employees; ideas re: new employment and entrepreneurial opportunities – that can expand career opportunities and outcomes (good jobs and entrepreneurship); approaches to bridging the gap between traditional education and career/job-readiness preparation; better and best ways to significantly advance diversity/inclusion workforce composition and sustainable mobility outcomes.

Iyai will work with Local Organizers and the Program Advisory Committee to prepare a **“Futures Mobility Workplace Report”** – including a Profile of the Local Organizing Teams and Youth Participants.

This Report will be utilized to inform a **“Future of Work Mobility Summit” (2023/2024).**

- (d) **Iyai- Sponsored “Sustainable Mobility” Knowledge Sharing Series.** In addition to the initial **Onboarding Sessions** for Local Organizers, a series of introductory webinars will be offered (and recorded) for *all* Youth Participants and Local Organizers.
- **Food for Thought: Re-Writing a “new” NORMAL ...” Equity-Centered” Sustainable Mobility**
    - The Current Mobility Landscape & Future Trends...
    - The Impacts of Climate Change...
    - Transportation Equity Indicators... Examples of Advocacy in Action
  - **Transportation Sector/Mobility Career Opportunities – “Good” Jobs, Business; and Cross-Sectoral Opportunities**
    - Perspectives: Transportation Management & Labor
    - Worker Voices & Insights
  - **Digitalization/New Technologies (“Electrification Transformation”); Big Data Analytics & Critical Problem Solving; Cybersecurity**

For more detailed information re: the **“Sustainable Mobility Careers Awareness and Virtual Youth Innovation Challenge”**, please go to: [www.iyai.org](http://www.iyai.org). You are also welcome to send a personal question to: [isaiah@iyai.org](mailto:isaiah@iyai.org) or [beverly@iyai.org](mailto:beverly@iyai.org).

Any substantive change or clarification to these guidelines will be highlighted and posted on the Iyai website – [www.iyai.org](http://www.iyai.org), Innovation Challenge section.