

Mayors as Futurists: Foresight for City Leaders



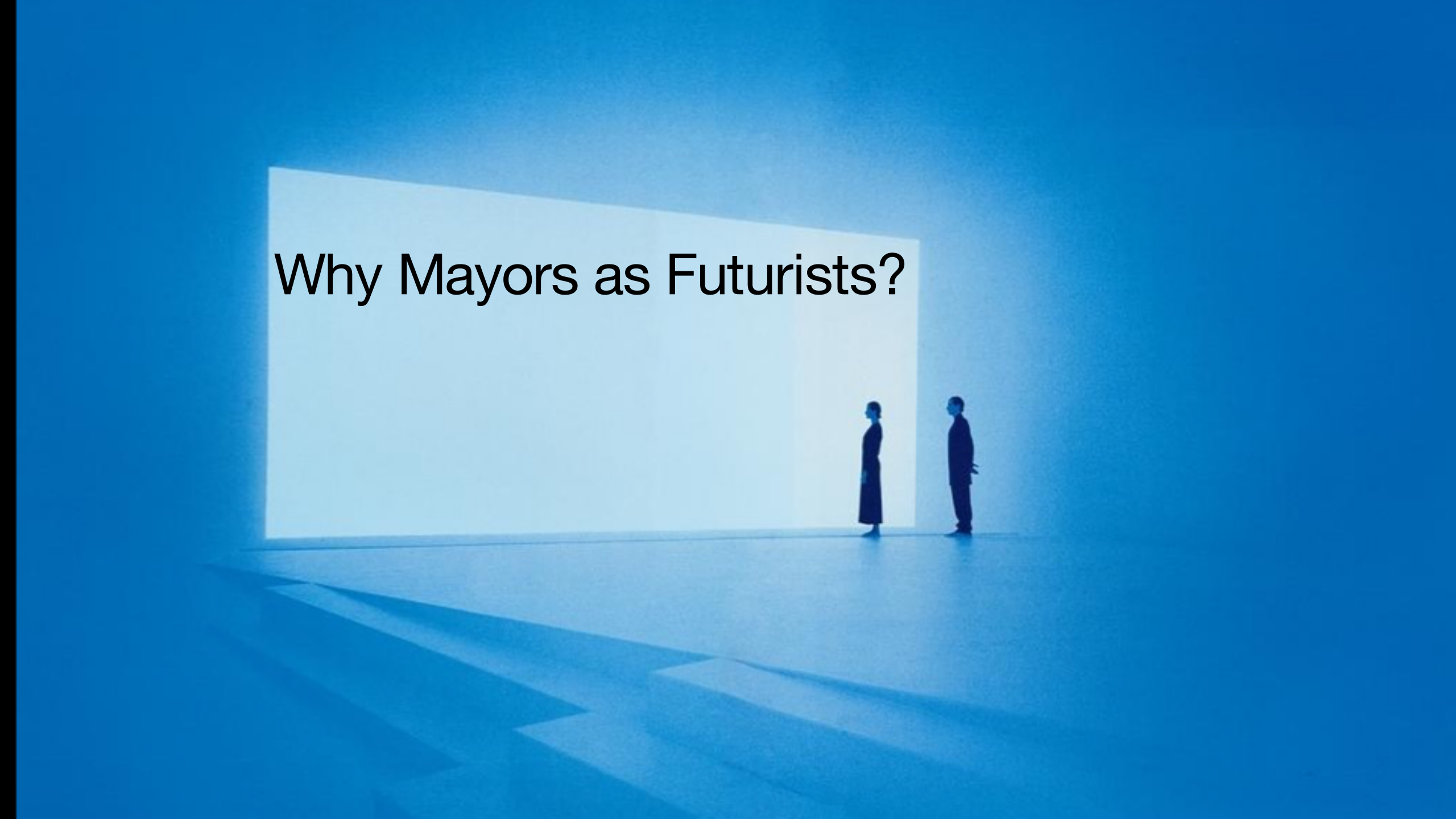
Joint PSFN, FFCOI, APF Meeting
July 27, 2018

Jake Dunagan, Ph.D
Director, Governance Futures Lab
Institute for the Future
Austin, TX

Outline of talk

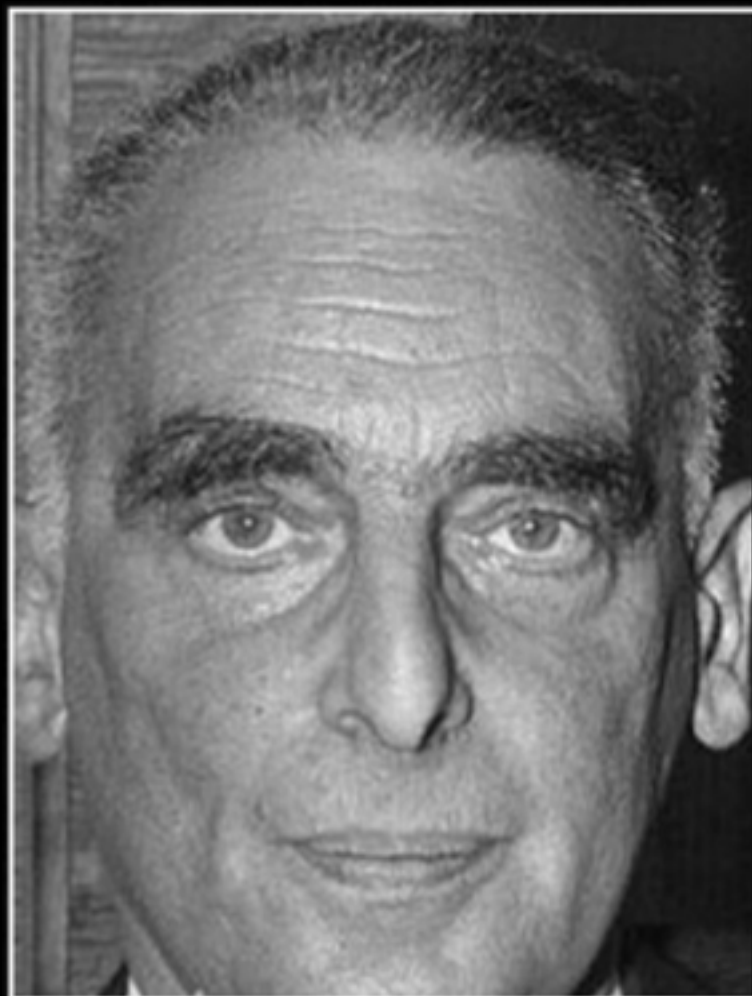
- Why Mayors as Futurists?
- Context and methods used for SxSW Mayor's Summit
- Show and tell: Mayor's Artifacts from the Future
- Lessons and insights

Why Mayors as Futurists?

A blue-toned photograph of a large, empty room with a bright white wall. Two silhouetted figures stand in the distance, looking at the wall. The text "Why Mayors as Futurists?" is overlaid on the white wall.

“There has been a de facto memo sent out by the national government and most states to cities and counties: ***you are in charge of the future.***”

-Bruce Katz, on networked governance



The rise and fall of images of the future precedes or accompanies the rise and fall of cultures. As long as a society's image is positive and flourishing, the flower of culture is in full bloom. Once the image begins to decay and lose its vitality, however, the culture does not long survive

— *Fred Polak* —

AZ QUOTES



Context for engagement with Mayors

Mayors workshop agenda: Major activities

- Polak Game
- Presentation: Thinking like a futurist
- Thing from the Future: Cities Edition
- Causal Layered Analysis
- Artifact brainstorm



M/VEN

MAKING HAS ROLLED OUT IN 17 STATES ACROSS NORTH AMERICA

CHEVROLET BOLT EV IN MAHLEN
ELECTRIC VEHICLE SALES GROWTH 79%
7M+ 285K+ 13M+

mayors

Thank You
M/VEN

**THE
THING
FROM THE
FUTURE**

CITIES EDITION

#FUTURETHING
@SITLAB @GOVFUTURESLAB

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In a

DIVIDED

city

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**THE
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FUTURE**

CITIES EDITION

#FUTURETHING
@SITLAB @GOVFUTURESLAB

In a

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city

there is a

SAYING

related to

TAXES

what is it?

In a

FORESIGHTFUL

city

there is a

POSTER

related to

IMMIGRATION

what is it?


there is a
LANDMARK

in an
AUTHORITARIAN
city

related to
ILLEGAL DRUGS
what is it?

THE THING FROM THE FUTURE
at Que I/O, Mayor's Summit at CSDE

ENTER PROMPT

there is a	related to
 Lab	SECRET
in a	what is it?
hospital	[THINK CARD]
city	[THINK CARD]
[CITY CARD]	

TO OPTUNE THIS THING FROM THE FUTURE

TO OPTUNE THIS THING FROM THE FUTURE

WITH THE WORLD! #Gaidmagination #CoFutureLab #FutureThe

Blue pen and blue highlighter

Hand holding a white marker



COLUMBIA SC

200 countries
90 languages
42% Main American

CITY THAT WORKS FOR ALL PEOPLE

GROUPS
Poverty
TREN
Pogranicy
RACE
CLASS

USDE
Growth

GROUP RECALC
BP VPK USC

11-24

GROUPS
Poverty
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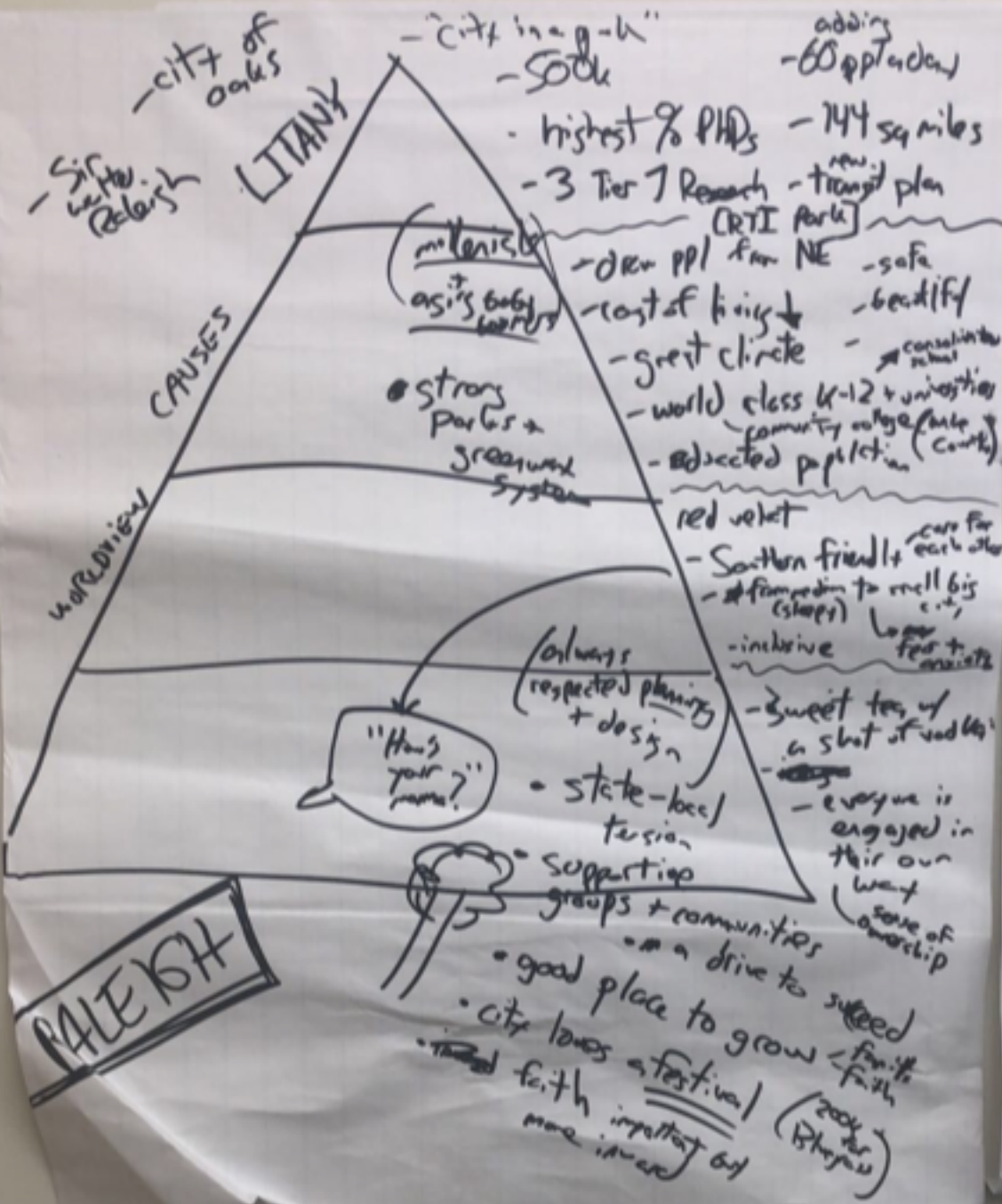
11-24

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11-24



PALEKH

- city of oaks
- Sir Walter Raleigh
LITANY

- "city in a g-k"
- 500k
- highest % PhDs
- 3 Tier 1 Research
- adding
- 60 ppl a day
- 144 sq miles
- transit plan
- CRTI Park

(milenisla)
- asis baby workers
- draw ppl from NE
- cost of living
- great climate
- world class K-12 + universities
- adjected population
- safe
- beautify
- consultation school
- community college (state + county)

strong parks + greenway system
red velvet
- Southern friendly
- affirmation to small biz (shops)
- inclusive
- care for each other
- low fees + assists

"How's your name?"
(always respected planning + design)
- state-local fusion
- supportive groups + communities
- a drive to succeed
- everyone is engaged in their own way
- some of ownership

good place to grow
- city loves a festival
- faith important
- more aware
- 200k for (Rhyon)

Posters from the Future

Austin

- Big issues: gentrification, maintaining creative industries, housing, inequality, transportation, city vs. state legal battles, environment
- Goals: to grow without losing “weirdness,” to limit inequality, to become more diverse, to protect natural inheritance, to not just consume music, but to create it.

“In my worst case scenario, I see Barton Springs
Pool dried out and filled with trash.”

Mayor Steve Adler, Austin

THE CITY OF AUSTIN'S OFFICE OF THE WYRD PRESENTS

JANUARY 1, 2030


BARTON'S BIRTHDAY

BARTON SPRINGS POOL IS CELEBRATING 10 YEARS AS A LEGAL PERSON!


LIVE MUSIC PERFORMANCES FROM

WILLIE NELSON · FOLK UKE WITH SPECIAL GUESTS...
BEACH HOUSE · WAIVES · NADA SURF · FRANK OCEAN

SPECIAL APPEARANCES BY
FORMER MAYOR STEVE ADLER · DJ "BLUE MIND" NICHOLS · AUSTIN'S CHIEF WYRD, JAKE DINAGAN



DONATIONS
POLAR PLUNGE · FREE BREAKFAST TACOS · BEER GARDEN & BAR · FREE AIR TATTOOS
DONATIONS GO TO SAVE OUR SPRINGS ALLIANCE & PLANETARY PERSONHOOD PROJECT

POWERED BY SCOTTY ROLLER  ENJOY & CHARGE! AUSTIN, TX

Austin, Texas

January 1, 2030



“I want Anaheim to be considered the kindest place on Earth.”

Mayor Tom Tait, Anaheim



Anaheim, California

June 15, 2030



THE CITY OF ANAHEIM, ANAHEIM POLICE DEPARTMENT & **Disneyland**^{RESORT}
WARMLY INVITE **YOU, YOUR FRIENDS & FAMILY** TO JOIN
DISNEYLAND RESORT CAST MEMBERS, ANAHEIM POLICE OFFICERS
& YOUR FELLOW **ANAHEIM COMMUNITY MEMBERS**
IN CELEBRATING UNITY, ART & CULTURAL PROGRESS IN ANAHEIM ...

IC • DRONE RACES • MR MURAL PAINTING • ALL AGES • AI ASSISTANTS W

ON PARK 400 N. HARBOR BLVD. ANAHEIM

— TOUCH FINGERPRINT



FOR MORE EVENT INFO —

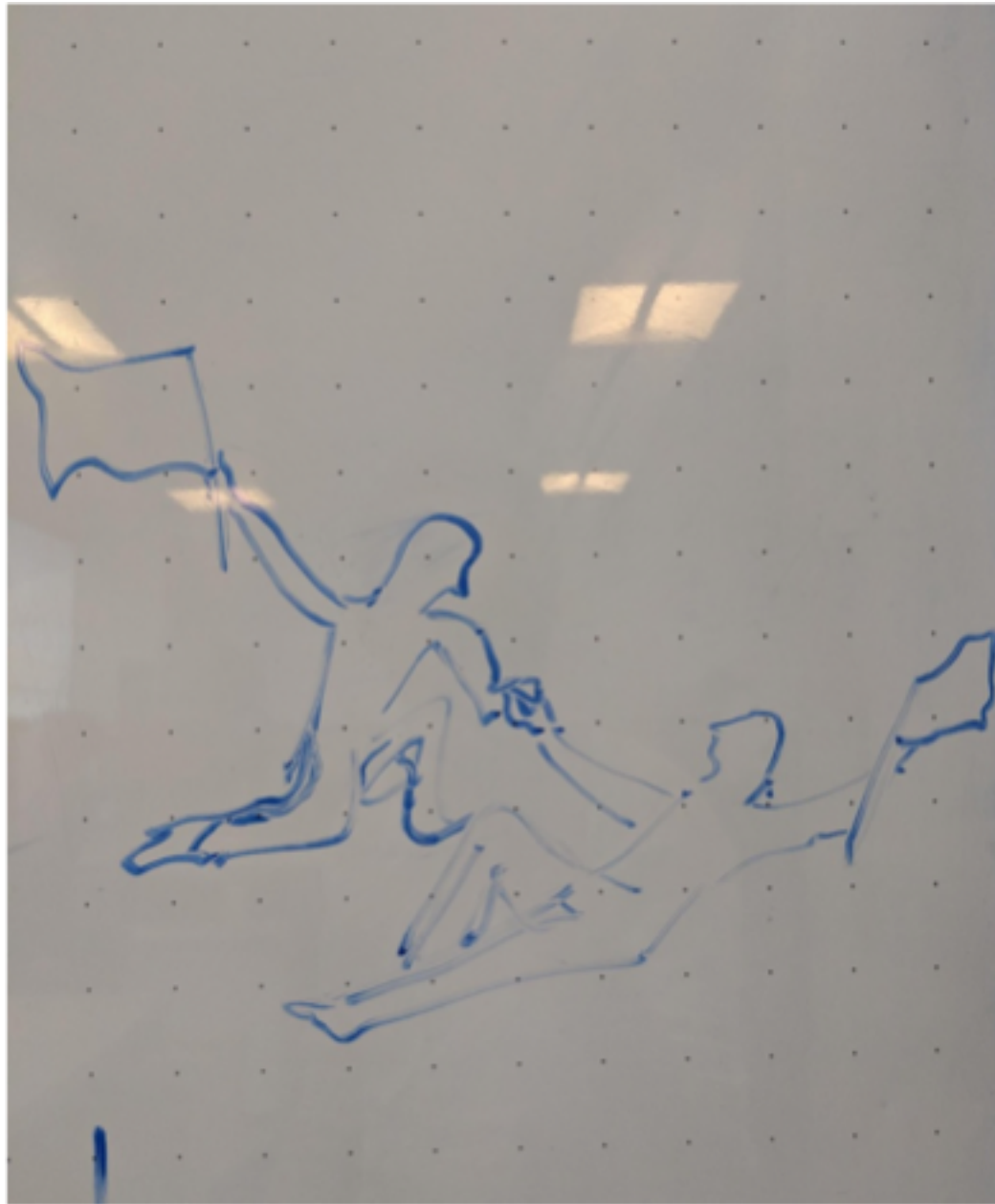
POSTER BY SCOTTY ROLLER



DUCKFAT & CHORIZO • AUSTIN, TX

“We have to help people who are struggling with opioid abuse. We have to give them hope.”

Lydia Mihalik, Findlay, OH



Concept drawing: Travis Kupp

Join us for the unveiling of...

Findlay
**NATIONAL
MONUMENT**



Findlay, Ohio

June 15, 2030

SXSW 2018: The Year of the Mayor as a Futurist?

How playing a game helped train over a dozen U.S. mayors on how to think like a futurist.

BY DUSTIN HAISLER / MARCH 12, 2018



03.12.18

What It Means To Lead An Inclusive City In 2018—And Into The Future

In Oakland, Mayor Libby Schaaf is leading the exceptionally diverse city through a period of unprecedented growth and investment—while trying to create an ethos of inclusion.



At South by Southwest, Pragmatist Mayors Learn to Think Like Futurists

The city leaders gathered in Austin engaged in workshops and exercises designed to help them think longer-term.

BY J.B. WOGAN | MARCH 13, 2018



Steve Benjamin (David Kidd)

What I've learned

- Mayors are well positioned to bridge big vision/narrative with practical solutions
- Mayors are woefully under-trained in foresight
- Mayors are extremely receptive to foresight training
- Mayors have taken tools and exercises and used them with their staffs
- Mayors are seeking creative approaches to major challenges and are open to experimentation
- Mayors are well-networked and are enthusiastic to work with other cities, across regions, size, and political parties