

## **If I Were Mayor // EngageNOLA**

### Overview:

*If I Were Mayor* is designed to point the political discussion in New Orleans away from merely hashing out what the issues are, and towards what the solutions should be. While identifying underlying problems is important, it is critical for the future of New Orleans that we begin to identify pragmatic solutions to address those issues.

During stage one of the project a group of sixteen young individuals will be asked on camera what they would do if they were mayor with regards to Crime & Safety, Transparency & Oversight, Economy & Budget, Education, Infrastructure, Running City Hall, Reconstruction, and Emergency Preparedness. The individuals selected will be from the private, public, education and nonprofit sectors in order to present a plethora of solutions to the problems in these areas.

A 5-7 minute video will be produced incorporating all filmed participants along with the production of a shorter video for each participant. These videos will be posted on-line to the EngageNOLA and Humid Beings websites. Once the video are posted on-line, the community as a whole will be asked what they would do if they were mayor, as part of stage two of the project.

While no funding is needed, EngageNOLA will partner with outside organizations (see below) to provide necessary filming, production and internet services.

### Objectives:

EngageNOLA hopes to produce an on-line platform to inspire the desire and creativity needed to address the problems New Orleans faces. Ideally the conversation will begin on-line and move from there into the cities classrooms, break rooms and coffee shops.

### Target Constituency:

As an on-line platform, we hope to engage the entire young generation of New Orleans in the discussion of what they would do if they were mayor.

### Time Frame

1. Filming: complete by the end of July
2. Review of video: completed by August 20<sup>th</sup>
3. Final production of video: completed by August 26<sup>th</sup>
4. On-line platform: launched by September 15<sup>th</sup>

### Capacity:

Jeffrey Good, Carolina Hernandez and Cleveland Spears will co-chair the program. As such they will organize the initial 16 individuals for filming, review the production process and oversee the launch of the web platform.

### Partnerships/Volunteers:

Humid Beings: production of video footage and website platform

PolicyPitch: consulting on website platform