



## Fox DESIGNchallenge Fall 2015

The Fox **DESIGNchallenge** is an annual civic innovation competition. We're looking for passionate, creative students from any field of study. Enter and transform your great ideas into meaningful change.

**The Fall 2015 Challenge:**           **MASS TRANSIT, CAR CULTURE & THE QUALITY OF URBAN LIFE:  
ENVISIONING A SMARTER BUS SYSTEM**

Philadelphia developed around its dense, colonial street grid, which laid the perfect foundation for walkable, transit-oriented communities. This is one reason why Philadelphia is one of the [top 5](#) cities in the country with commuters walking, biking, or using transit. And yet even with accessible transit, the 20<sup>th</sup> century ideal of car ownership persists. In addition, new forms of technology-enabled services are expanding opportunities for individuals to drive. From Zipcar to Uber, a convenient ride is only a few keystrokes away.

The [American Public Transportation Association](#) estimates that the average Philadelphia household can save close to \$12,000 per year by eliminating one car and riding transit. These savings would help bolster struggling families, businesses, and communities across the city. The environmental dividend would also be significant – riding [SEPTA](#) reduces greenhouse gas emissions and improves air quality.

*Focusing specifically on the bus system and its shelters, how can we change our transit system to reduce our dependence on cars and achieve the economic, social, and environmental dividends from a less auto-centric future?*

Proposals can either look at transit systems internationally for inspiration to implement locally or look locally for inspiration with the goal of implementing globally.

Outcomes can include proposals that are:

- Technology enabled
- Spatial and Environmental
- Behavioral and cultural

## **ABOUT THE CHALLENGE**

The Fox **DESIGNchallenge** is an annual civic innovation competition to transform great ideas into actions. It brings together a diverse mix of students to collaborate across disciplines to create solutions to today's most challenging urban issues.

Student teams interview civic, business and community leaders, research areas of interest, identify problems and opportunities and design solutions that are environmentally responsible, economically sustainable, and humanly satisfying.

The 2015 Fall Challenge is organized by Center for Design+Innovation at Temple's Fox School of Business in partnership with the Global MBA Program and Temple CIBER (Center for International Business Education and Research). As one of 17 centers nationwide supported by a grant from the United States Department of Education, Temple CIBER provides training through more than 70 events and programming with the purpose of improving the competitiveness of the United States in international markets. This event will facilitate the sharing of ideas among students, business community representatives, and government officials, all key constituents to further this goal.

## **ELIGIBILITY AND BENEFITS OF PARTICIPATION**

*All students of Temple University and our Temple CIBER's partner institutions are eligible to enter. If you are a student from another school interested in participating, please contact Jeffrey Conradi, Associate Director Temple CIBER at [jeffrey.conradi@temple.edu](mailto:jeffrey.conradi@temple.edu).*

Students must register individually. Registrants will be placed in diverse teams comprising varied schools, skills and disciplines.

*Benefits of participation:*

- Envision and help implement meaningful change.
- Be part of a dynamic, collaborative, active learning experience.
- Exclusive networking access to faculty, Challenge mentors, public officials and Challenge judges
- Prizes for 1st and 2nd place winners.

## **SCHEDULE**

**Friday, September 11, 2015 / 8:00 am - 10:30 am**  
**Temple University, Center City Campus, TUCC 620**  
Challenge Kick-off and information roundtables  
Networking Reception

**September 12-17**  
Individual fieldwork and research

**Friday, September 18 / 9:00 am-3:00 pm**  
**Temple University, Center City Campus, TUCC 620**  
Challenge  
Team proposal generation  
Awards + Reception

### **Registration link:**

**Partners:** Fox School of Business Global MBA Program  
Fox CIBER  
Center for Design + Innovation at the Fox School of Business