



The Civic Innovation Lab

Part of The Tech 3.0 Capital Campaign

THE TECH. REINVENTED.

In 2012 The Tech Museum of Innovation launched a five-year institutional transformation to redefine the museum as a Silicon Valley resource for innovation. The Tech aims to do this by creating deep experiences that are open-ended, social, and collaborative. Newly opened galleries on the lower level include Social Robots, which challenges visitors to design and program a robot for human interactions in real-world settings, and Body Metrics, which uses technology to create digital reflections of visitors so they can assess their total health in new ways. Slated to open in June 2015 is an only-in-Silicon-Valley exhibit, Cyber Detectives, that will ask visitors to assume the role of a new security professional who must protect data and privacy.

In 2016, The Tech hopes to launch the Civic Innovation Lab, consisting of an evolving exhibit, hands-on workshops, and experiential programming. The Civic Lab will engage the community to imagine a better future and take action to build it.

WHY CIVIC INNOVATION? WHY THE TECH?

The Tech's mission is to inspire the innovator in everyone. We believe that the ability to innovate can be fostered in everyone — and in every community. Throughout the museum, our exhibits and programs engage visitors in a creative, playful exploration of how technologies are developed and how they affect our world. This non-evaluative approach helps us see new possible solutions. The Tech's exhibits and programs also situate innovations within real-world contexts to highlight the individual and societal needs that are met (and not met) by current technological solutions. The Tech is the ideal place to invite our community to better understand our greatest local challenges and then reimagine a better future.

Museums are one of the few places in our community that are viewed as safe, social, public and non-commercial. As such, visitors expect museums to be trustworthy, inclusive, and accessible, so they are well positioned to make a real difference in the communities they serve. The Tech aims to leverage this trusted role to convene our community's civic innovators, connect entrepreneurs, invite a variety of perspectives, and artfully consider multiple futures for our city — futures that best address our needs, meet our ethical standards, and exceed our highest hopes. As the capital of Silicon Valley, the city of San Jose should embrace and reflect the ethos of its high-tech companies: dream big and seize upon big ideas to make the city more successful.

WHAT IS THE CIVIC LAB?

The Civic Lab brings our community's diverse perspectives to the civic engagement table to build a better future through technology. At the heart of the Civic Lab is an exhibition and public program called **Civic One**: One city experiments with one civic issue over the course of one year.

The Civic Lab exhibition area will be a 3,000-square-foot gallery on the museum's upper level, where The Tech Awards Gallery is currently housed. The Civic Lab gallery will host yearlong exhibitions designed to provoke critical discourse and interdisciplinary thinking about one civic issue per year through curated artifacts and experiences of artists, designers, and researchers.

Artists and designers are increasingly being recognized as essential to innovations in technology. They offer critical, ethical, and philosophical perspectives that help us understand the ways technology might affect our culture, our society, and our future. Leading tech companies such as Facebook, Microsoft, Google, and Autodesk are introducing artist-in-residency programs. Top institutions in the U.S. have begun to recognize the value of juxtaposing art, science, and technology; MIT, Stanford, Johns Hopkins, and UCSC are developing major initiatives in this area. A provocative exhibition that invites visitors to imagine many possible futures will be an effective backdrop for Civic One programming.

In its pilot year, Civic One will invite the community to imagine and test solutions to one of San Jose's biggest challenges: shelter. San Jose is the nation's tenth largest city but has the nation's fifth largest homeless population, calling attention to the region's expanding economic gap and problems with housing affordability. Civic One will prompt critical discourse around "What makes a home?" with a temporary exhibition of experiments in housing. Displays may include 3D-printed houses, co-living spaces, modern nomadism, and tiny homes. Amid that lively backdrop, we will host a community-wide, yearlong design challenge that will take the shape of a community "do-tank" to imagine and test solutions to the city's housing and homelessness challenges. The do-tank of 12 to 15 people from multiple sectors in the community will lead five work teams in a series of workshops to develop actionable solutions for implementation. Adding to the momentum will be four evening meet-ups to engage even more community members.

We believe that the exhibition will spark imaginations, while the community-wide design challenge will concentrate energy on one civic issue per year to amplify positive change and optimism in San Jose.

At year's end, Civic One's focus on housing at The Tech will wrap up, but the work will be carried forth by the do-tank and community members who will continue what they started at the museum. Focus issues for Year Two and beyond may include public transit, disaster planning, human trafficking, or sea-level rise, among other pressing Bay Area issues.

IMPACT

The long-term impact of the Civic Lab will be a more engaged public that leverages The Tech's space and creative resources year-round to apply innovative solutions to local problems. Together we can make the Bay Area a better place to live. The Civic Lab will establish an avenue for civic engagement for 400,000+ museum visitors year after year around a different critical issue facing the city. The meetings,

workshops, and activities will be deliberately designed to build toward systemic change. Some expected outcomes for Civic One in Year One include:

- Stimulating citywide interest, conversation, and action around the Civic One topic.
- Defying and changing perceptions among some community members on homelessness and what defines a home.
- Provoking debate that gives rise to new ideas/solutions that can be quickly prototyped and tested.
- Engaging the “do-tank,” a core group of doers who commit to this project for a year and produce results that will involve city government and community groups.
- Fostering and growing relationships among local civic innovators.
- Securing commitment from doers who will carry forward the work on shelter and homelessness begun at The Tech.

ADDITIONAL PROGRAMMING

Once The Tech gains visibility as a stomping ground for civic involvement in San Jose, the Civic Lab will become an accelerator for civic innovation. The Tech will bring attention to and support the civic innovations currently happening in San Jose — from pop-up shops to urban farms and micro-peer education initiatives. Once per month, The Tech will host Accelerate San Jose nights that offer opportunities for civic innovators to share their projects, solicit funding and feedback, and find collaborators. Our Civic Lab website also will serve as a one-stop resource to learn about current civic innovation efforts in San Jose and fuel support for local projects.

The Tech also will partner with other inventive organizations as the urban prototyping movement gathers steam in the Bay Area. With support and direction from the John S. and James L. Knight Foundation, San Jose’s residents, government activists, and local NGOs have been exploring ways to bring public life back into public spaces. The Tech is actively participating in this movement through a joint project with Gehl Studio, the renowned global firm focusing on people-centered urban design. We are working on a project to reimagine City Hall Plaza — how it can engage and inspire residents and employees, bring communities together, and infuse innovation into San Jose government.

The Civic Lab will galvanize discussions and activities that would not happen without The Tech’s leadership.

THE BUDGET

Civic Lab director, curator: \$125,000 per year	\$1.25 million over 10 years
Gallery space build-out: \$500,000	\$500,000 one-time cost
Exhibition: \$250,000 per year	\$2.5 million over 10 years
Gallery staff: \$100,000 per year	\$1 million over 10 years
Programming: \$70,000 per year	\$700,000 over 10 years

Media/community conversations: \$60,000 per year

\$600,000 over 10 years

TOTAL

\$6.55 million

IN GRATITUDE

We value your consideration of partnership to support this work at The Tech and in the Silicon Valley community and look forward to many years of mutually beneficial collaboration. If you have any questions, we would be happy to discuss them and share more details of this exciting project. Thank you for your consideration of this philanthropic opportunity.

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