Project Overview: The Challenge

Over 250 communities have accepted the MBK Community Challenge; however, many were unable to produce action plans.

Cities often raise the daunting nature of collecting and presenting the data related to equity outcomes in their locality as a threshold impediment to understanding and managing the challenge.

- For critical indicators, cities have major challenges getting routine access to basic information.
- City agencies have vast amounts of administrative data, but often in outdated systems and little or no capacity for data analytics.
- Information is not readily available to allow mayors and city leaders to identify basic inequities among youth in their cities or make impactful strategic decisions.
- Too often, community organizations and the public do not have access to data collected and analyzed by public agencies, preventing them from using the data to advocate for improvements in policies and systems.

In 2014, President Barack Obama launched the My Brother’s Keeper (MBK) initiative.
**Project Overview:**

**The Solution**

The Equity Intelligence Platform (EIP) will enhance the implementation of MBK and other initiatives aimed at improving outcomes for boys and young men of color through the development of a platform that provides timely, accurate, and actionable data on metrics proven to best measure the life course of the target population.

The core values for the EIP project include:

- **Confidentiality** – The EIP will be a solution that embraces data sharing while deeply respecting the privacy and confidentiality of the boys and young men of color whose outcomes we seek to measure in order to improve.

- **Value of local data** – The EIP will provide national data linked to local data and initiative-based information. We value local data as an important source to contextualize and deepen our collective understanding.

- **Systems-level thinking** – The goal of analyzing this data is to identify and create opportunities for systems-level change to occur.
Vision, Mission, and Objectives

• Our **vision** is to make local data come alive to improve outcomes for boys and young men of color.

• Our **mission** is to organize and present local data in a way that supports policy and system change, and increases accountability.

Support and Advance MBK Work Nationally

Provide useful, actionable data to executives, administrators, and community organizations

Support “turn-key” utilization by cities.

Dynamic, easily adapted for local conditions.

Open source, easy to use
Scope

- Core and local indicators
- Direct integration with national and local data sources
- 360 degree view of services
- Near real-time updates and user alerts
- Capacity to present city information, comparisons across cities, and to the nation as a whole
- Integrate social media
Pilot: Oakland

- The City of Oakland has been selected as the pilot site for the design, development, and implementation of the EIP.

- A National Advisory Group will provide critical “checks” on the pilot implementation to ensure the pilot will meet the needs of other MBK Challenge Communities/Places of Opportunity.
  - NYC
  - Detroit
  - Houston

- As products are implemented, the goal is for other cities to begin inputting data and for the platform to be used nationally.
The MBK Alliance will hold the contract with the software development vendor. The Alliance will provide strategic guidance throughout the project. Once the EIP is in production, it is anticipated that the Alliance will maintain and support the site.

Bloomberg Associates will manage the design, development, and implementation of the platform, via the services of a consultant project manager. Bloomberg Associates will identify the user cities and secure commitments to provide resources and support to the project.

The role of PolicyLink is to provide strategic guidance to the project team and critical insight on community organizations and partnerships that will be involved in the strategy, design, and implementation of the platform.