



Annual Report on Impact and Engagement February 2017

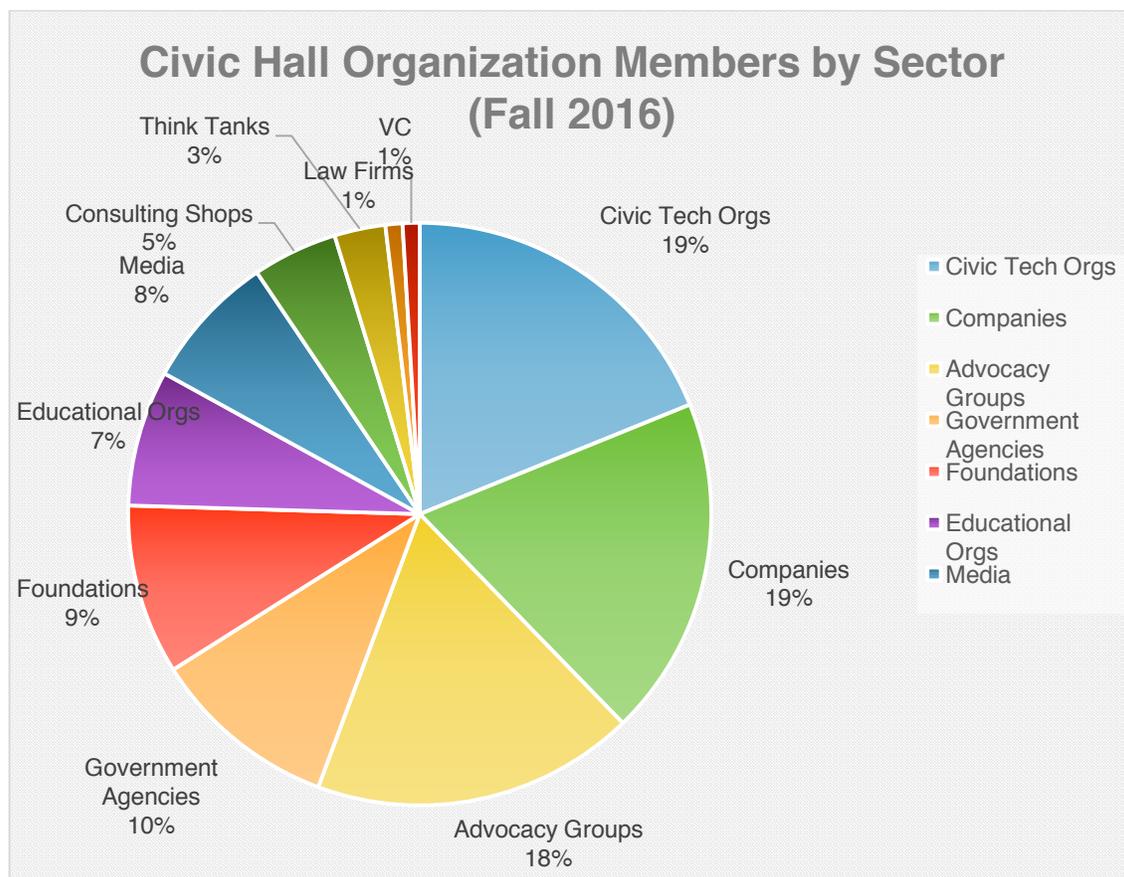


Throughout 2016, Civic Hall continued to grow at a solid pace. Building on our very strong first year, in 2016 we smoothly navigated the complexities of moving from our original 156 Fifth Avenue location to our new home at 118 West 22nd Street, taking advantage of the change to also upgrade our membership structure and fine-tune the community’s physical and cultural design. In addition, we helped lead the civic tech community through the challenge of adjusting to the changed political environment presented by Donald Trump’s election. And finally, we capped the year with a major new achievement in winning the city’s RFP for a new building we will be developing on 14th Street. All in all, it’s been a very fruitful and successful year. This report covers developments in three key areas: membership, events, and staffing.

MEMBERSHIP

As of the end of 2016, we had 503 individual members and 113 organizational members. This represents a 12% growth in our baseline of 448 members a year ago, and massive growth in the number of organizational members over the last year.

The diversity of our organizational membership remains one of Civic Hall’s core strengths, with substantial representation of civic tech organizations, tech companies, advocacy groups, government agencies and foundations, along with a smattering of educational/academic offices, media entities, consulting shops, and think tanks.



Civic Hall members use the community space quite intensively. Our Nexodus membership platform and portal, which we transitioned to successfully at the beginning of 2016, allows us to get a more fine-grained view into how members use the space. Depending on the month, about 30-35% of our members are very frequent visitors, coming to Civic Hall ten or more days a month. Another 20-25% are also regulars, coming in between five and ten days a month. And then there's a "long tail" of approximately 40-50% of our members who visit between one and four days a month.

With the assistance of our community team, Civic Hall members also started several interest groups and ongoing workshops in 2016. These included a weekly "#CivicHackers" clinic every Thursday where many of our more geeky members teach each other coding skills and assist other members with their tech questions; a series of "lunch and learn" sessions focused on funding challenges that was attended by about two dozen members; an ongoing "#WorkshopWednesdays" lunchtime session where members share skills; an ongoing writing workshop for members learning to write better op-eds; and, since the election, a "#CallToAction" group that is meeting weekly to share information about emerging projects and efforts to respond creatively to the challenges presented by the Trump era.

As of February 1, 2017, we began implementing the full effects of our fall price increase (longtime members were given a six-month grace period). We anticipate that as this takes effect, our membership mix will shift towards fewer community (full-time) members and more part-time members. In our view, this is the right way to re-balance membership, so that we have more people in the space using it intensively and collaboratively on the days when they are here, and fewer people who treat it as their permanent daily co-working space where they spend all their time on their own work and little on collaboration.

We are also rebooting our scholarship program, strengthening its requirements and structure, offering recipients more coaching, reducing the overall number of recipients to allow us to improve the quality of the experience, while demanding more accountability and community give back. In addition, we have launched a new Scholars in Residence program, for scholarship members whose civic tech organizations have matured and are based integrally here at Civic Hall, giving them additional high-level support. Our first Scholars in Residence are Kristen Rouse/the NYC Veterans Alliance, Kerri Kelly/CTZNWell, Erin Mazursky/Rhize, and Naomi Wolf/DailyClout.



MOMENTS OF IMPACT

Supporting Members to Success

Civic Hall's mission is to support our members so that they can make strides in their own critical work. Their successes are our successes. Here are some strides our members took in 2016:

- Nominated by a Civic Hall Ambassador Miki Noguchi, New York Veterans Alliance founder Kristen Rouse was accepted for South by South Lawn at the White House last fall.
- A number of our members, including CityMart and Plum Alley, as well as three of the NYC BigApps winners - Benefit Kitchen, JustFix, and IssueVoter - have scaled in size and have decamped to other spaces. While they no longer work out of Civic Hall, they continue to return to the community as mentors and role models in civic tech.
- #SuperTuesday Voter Registration Campaign: This voter registration initiative was conducted at Civic Hall and other locations throughout the 2016 election season by our scholarship recipient Kristen Rouse, with the help of Civic Hall Ambassador Miki Noguchi.

EVENTS

Civic Hall hosted a total of 376 events with 22,206 attendees in 2016, which is about 10% ahead of our first year, when we hosted 358 events with 20,400 attendees. Here are some of the highlights of major events at Civic Hall during this past year:

The Civic Hall Innovation Breakfast Series

Launched in February 2016, Civic Hall and the New York Tech Alliance began hosting the Civic Hall Innovation Breakfast Series, a quarterly breakfast event, offering prominent New Yorkers working in the fields of technology, civic and social innovation an opportunity to hear from leaders in government and industry, and giving professionals the chance to meet and network around common interests.

The series kicked off on February 18th with inaugural keynote speaker, Maria Torres-Springer, president of the New York City Economic Development Corporation, and special guest moderator, (and member) Baratunde Thurston of "The Daily Show with Trevor Noah." The second breakfast was held on April 22 and featured keynote speaker U.S. Senator Charles E. Schumer, who was interviewed by Errol Louis, NY1 anchor and host.

International Women's Day

On March 8th Civic Hall hosted a full day of programming to mark International Women's Day. Programming included: "Tech, The Presidency and Women Voters: International Women's Day Breakfast" with panelists Crystal Patterson of Facebook, Julissa Arce, an immigration rights activist and author, Yin Lin, co-founder of SheWorx, and Erin Vilardi, founder and CEO of VoteRunLead; a discussion of "What Men Can Do" on the role men play in creating the change led by Civic Hall ambassador Sherry Hakimi; "Gender Parity on a Global Scale"

a conversation with Lina Srivastava about obstacles and opportunities on the global scale. The closing event was “LIVE AND ON AIR,” which unpacked new findings on women’s representation in foreign policy commentary on television. This panel was co-hosted by Foreign Policy Interrupted, Media Matters for America, and New America Foundation, a founding Civic Hall partner.

The Next U.N. Secretary General

For the first time in United Nations history, candidates openly competed in the first of two hustings to be the next UN Secretary-General, publicly outlining their vision for the future of the UN. Civic Hall founding partner New America Foundation, with UNA-UK and The Guardian, hosted this historic debate on April 13th.

Member Show and Tell: Earth Day

On April 15th Civic Hall hosted a tech swap and the inaugural meeting of the Green Space Interest Group, representing members of our community who came together to brainstorm and launched projects specifically for the greening of Civic Hall.

“Fighting for Survival”: The Paris Climate Agreement & How It Got Done

On April 22nd, Independent Diplomat and the Climate & Development Knowledge Network (CDKN) convened an intimate conversation with three of the most important players in the Paris negotiations. Facilitated by Independent Diplomat’s Dr. Dean Bialek, the event explored some of the critical behind-the-scenes moments and political compromises that helped to shape the final Paris Agreement, and tackled some of the key challenges the world faces in trying to implement it.

Mayor Bill de Blasio in Conversation with Arianna Huffington

On May 9th, Civic Hall hosted Mayor de Blasio, who sat down with Arianna Huffington, to announce the launch of New York City’s Digital Playbook, a new strategy that outlines how New York City will make it easier for residents to access city services and how it will, in turn, use digital tools to strengthen communities.

NYC BigApps Winner Expo

Civic innovation requires a strong, supportive network to drive success forward. This year NYCEDC and Civic Hall’s non-profit R&D arm, Civic Hall Labs, piloted a post-competition mentor program, which ran from January to April, and was designed to move the six BigApps winning teams – Addicaid, Benefit Kitchen, CityCharge, IssueVoter, JustFix.nyc, and Treasures – from promising prototypes, to budding civic tech startups. On May 12th, we celebrated the achievements of these BigApps winners, who have won grants, been accepted to accelerators, and won RFP bids.

Digital Inclusion Summit on Innovating Civic Engagement

Hosted by New York City Council Speaker Melissa Mark-Viverito on August 16th. A full house of community members, technologists, and non-profit leaders came together for a day of discussions on everything from voter engagement to participatory budgeting.

Empathy Jam Hackathon

On August 20th, Civic Hall co-sponsored an Empathy Jam at General Assembly. This event educated participants on using a human-centered design process (research, build, test) to create new ways for NYC’s citizens to

feel connected to one another and to streamline access to their legislators. Judges included Minerva Tantoco, former Chief Technical Officer for New York City, and Ben Wellington of the big data website, iQuantNY. The winner of the hackathon was a team led by one of our ambassadors, Jerry Weinstein.

“Rethinking Debates: A Mini-Conference”

In tandem with the Democracy Fund, we released a major report on how, with the help of technology and social media, political debates around the world are becoming more interactive and responsive to public concerns. A crowd of 100, including leading journalists, academics and debate hosts, came for two keynote presentations, one by report author Christine Cupaioulo, a Civic Engagement Fellow, and David Birdsell, dean of Baruch University’s School of International and Public Affairs, along with panels by leading practitioners.

Impact Solutions: More Than Just Carbon

On September 20th, as part of a series of events connected to Climate Week NYC, Civic Hall members Christophe Jospe of Carbon A-List and Simone Rothman of FutureAir led a discussion of game-changing or under-amplified solutions that -- along with having a role in reducing, reusing, recycling or sequestering carbon dioxide -- are poised to scale 10X. The stellar panel of speakers included: member Dan Tefft, founder of Clime-IT; Syd Mandelbaum, founder of Rock and Wrap it Up; Sam Gill, CEO of ET Index; and new member Tanya Dwyer, a recent TED Resident, and founder of CrownHive (a community-driven ecosystem for the Crown Heights section of Brooklyn).

Open Government Toolbox Hackathon

Co-hosted by France’s ETALab and Civic Hall on September 21st. In preparation for the OGP Summit in Paris, coders and developers came together for a day of civic hacking for open government, helping to build on and improve the Open Government Toolbox.

Fast Company’s Innovation Festival

Fast Company again took over much of Civic Hall’s event and community space for the first three days of November, with many exciting speakers and performers.

The Platform Cooperativism Unconference

On Sunday November 13th, the Unconference filled the community space with more than 100 attendees continuing the intensive conversations begun at the New School the day before. And a big crowd gathered November 18th to recap the highlights of this year’s **MozFest and Code for America Summit**, under the auspices of #BetaNYC, Civic Hall, Microsoft and Mozilla.

CTZNBWELL: 40 Days of Radical Healing

Partner CTZNBWELL combines movement, yoga, and mindfulness with citizen engagement. After the fall election it convened an all-hands meeting, open to the wider community. Following that, it launched “40 Days of Radical Healing,” in support of Civic Hall and its members.

Knight-Civic Hall Symposium on Tech, Politics and the Media

To kick off 2017, Civic Hall co-curated a day-long conference with the Knight Foundation, unpacking what happened in the 2016 election, the role of journalists in American politics, and how technology affected the coverage and the perception of the voters. Held at the main branch of the New York Public Library, these sessions were pitched at the intersection of academia, media, and activism and featured many prominent journalists, campaign

veterans, and thinkers, including Nate Silver, Eli Parisner, Becky Bond, Zeynep Tufekci, Nancy Scola, Floyd Abrams, and Chris Hughes.

Other events included:

BetaNYC's School of Data; "Techfugees," a hackathon focused on the refugee crisis sponsored by USA for UNHCR; 1776's Challenge Cup Regional NYC; a hackathon hosted by Audible.com; the Computer Science for NYC Foundation's CinCODE de Mayo fundraiser; the TreesCount! Data Jam with NYC Parks & BetaNYC; the New York Tech Meetup Developing Pride event; the VoteRunLead! Dare to Lead conference; and General Assembly's Career Negotiation Strategies workshop.

MeetUps

Organizational MeetUps also continued to occur on a regular basis at Civic Hall, including Civic Hall's own #CivicWomen Meetup, BetaNYC's BetaTalks, the New York Linux Users Group Meetup, the PyData Meetup, the HubSpot Users Group Meetup, and various Apache Meetups.



Jobs & Career Programs

Tech Jobs Academy w/ Microsoft (program)

Tech Jobs Academy is a collaboration between Microsoft, the NYC Tech Talent Pipeline and the City University of New York (CUNY) New York City College of Technology. In its pilot year, these partners have joined together to create a program that expands access to industry-driven technical training to unemployed or underemployed New Yorkers who are passionate about launching a new career in technology. This competitive program - it selected 50 participants out of 500 applicants -- provided students with free tuition and 1,000 hours of instruction. Several of their events were hosted at Civic Hall, including a mainstage graduation of their inaugural class in May.

Tech++ Career Cafe w/ Idealist

This monthly programming series, which was launched in March, is dedicated to helping members and non-members alike find a significant path in the impact-driven, tech space and is used as an opportunity to connect members to opportunity utilizing the Idealist platform. Each month featured a presentation by a purpose-driven non-profit or school.

Boardroom to Bacchus w/ Idealist

Idealist also held ongoing office hours sessions, offering the community one-to-one access to employers and career guidance and mentoring.

Workshops & Training Sessions

Mayor's Office Digital Playbook Workshop

Prior to the June release of the Mayor's Digital Playbook, a dozen or so Civic Hall members were invited to preview and iterate the Playbook tool - which enables New Yorkers to access a range of benefits - before its final release.

Writing Workshops

Icon and Civic Hall Scholarship recipient Naomi Wolf offered two free workshops in the early Spring that were tailored to the Civic Hall community: a Media 101 on Op Ed Writing, and a session on public relations writing. Both were interactive and livestreamed for our online followers.

The Mayor's Office of Operations, Access NYC

Civic Hall Ambassador Asher Novek convened a demo and workshop in June, on behalf of member Genevieve Gaudet of the Innovation & Design team of the Mayor's Office, to present Access NYC to the community. Participating in the human-centered design process were several Civic Hall members working in the health space who would specifically benefit as stakeholders, including Benefit Kitchen's Melanie Lavalle and StreetlivesNYC's Adam Bard.

Charity Navigator Open House/Workshop

Charity Navigator, one of Civic Hall's member organizations, hosted a meet and greet in August with CEO Michael Thatcher and a half-dozen staffers, filling our Cafe with members who learned about the organization, their methodology, an analysis of various charities, breakdown of ratings, as well as a peak into the upgrade plans. The session also advised our members on criteria for deciding between non-profit and alternative corporate structures for their own organizations.

Yellow Magnet Monthly "Jumpstarts"

Scholarship member Yellow Magnet, a consultancy focused on converting awareness to action, is led by Marine veteran Aaron Greene, and his partner, Louis Songster. Starting in Spring 2016, they convene a monthly "jumpstart" session for early-stage startups, offering the guidance and feedback from an expert panel. Ambassador Jerry Weinstein has been on this panel since the outset. Several members, including Pathfinder - a service matching veterans with jobs - have since joined Civic Hall.

Fundraising & Financing Workshop Series

This fundraising series was created and led by Civic Hall's Ambassador Miki Noguchi. Presenters have included Silas Venture Capital; a Venture Capital 101 presented by member Jorge Torres; DBL Ventures' Patrick Sagisil; and Blue Ridge Labs/Robin Hood. This spring we have scheduled Sari Miller, a pioneering "angel" in impact investment.

Machine Eatables

This monthly lunch discussion is hosted by org members Microsoft and Datakind. Past topics have included data bias (presented by member Cathy O'Neill, author of "Weapons of Math Destruction") and computer science in humanitarian effort

STAFFING

Befitting a growing and evolving start-up, Civic Hall made a number of staff additions and changes during this six-month period. In April, we hired a chief of staff to founder Andrew Rasiej, Olivia Snarski, and then over the summer, we eliminated that role and moved her to manager of engagement, working to support our organizational members. In May, we hired a director of partnerships and business development, Peter Shanley, to support and grow our burgeoning organizational membership program. In June, we hired Veronica Ludwig as interim community director, replacing Jenn Shaw who left us to go work for the NYC Economic Development Corp. We also retained on a part-time basis, Marie Ternes, a veteran media consultant, to assist with ongoing public relations work for Civic Hall and its projects.

LOOKING AHEAD

As we head into our third year, we are optimistic about Civic Hall's continued growth and invigorated by the expanding opportunities in our path. Beyond the day-to-day operations of Civic Hall, we are focusing our attention on three challenges:



1. To develop a suite of curated program offerings that will more deeply engage and serve our organizational and individual members, including testing an array of workshops, series, skills training and other modules that may generate additional income either from users or sponsors. We have only begun to fine-tune how Civic Hall catalyzes collaboration among our diverse membership base, and we also believe that our position as a “third-space” that brings together innovative leaders from government, the private sector, community organizations and free agents gives us a unique capacity to generate forms of content and engagement that can deliver real value.
2. To develop a three-year strategic plan that plots our growth path from today's Civic Hall on 22nd St. to our eventual long-term home on 14th St. To that end, we have hired Sarah Holloway as an initial strategic consultant, and have begun searching for planning grants to expand our capacity to do this work.
3. This third challenge was unforeseen: Responding as creatively and effectively as we can to the rise of Trumpism, so that if government becomes a threat to the public good we can support and amplify the work of those forces and actors who are fighting best to protect and defend the public good.