



Featured Program: Brain Trusts

Creating A New Future for Cities: The US Initiative

In 2010, CEOs for Cities launched a five-year campaign leveraging our network across 45 cities in a civic movement to imagine a new kind of future for urban life in America. The US Initiative advances the work of our 200+ partners in corporations, universities, foundations and cultural institutions by putting their work into action with a comprehensive public engagement program. The US Initiative represents an urgent tipping point in the evolution of the American identity, moving from an excess of independence toward an optimistic culture of interdependence. We are living through a significant historical moment, during which fundamental models regarding how we live will be revised. We will engage citizens, civic leaders, innovative thinkers and businesses across America in the most relevant conversations of our time.

Vision: The Brain Trusts

The purpose of the Brain Trusts is to convene a group of approximately 30 cross-sector urban leaders to engage in a robust discussion of what city success looks like locally, how that definition has changed or is changing and what steps leaders are taking toward achieving their vision for their city. To maximize the value of the time, CEOs for Cities will distribute a short paper on trends and ambitions prior to meeting.

A local Brain Trust co-host will collaborate with CEOs for Cities to invite key city stakeholders from the business, higher education, local government, economic development, civic and nonprofit sectors to participate in a structured discussion of the five ambitions of the US Initiative:

- Opportunity** We will develop all of our talent and put all of our talent to work.
- Livability** We will all have access to art, beauty and nature every day.
- Connectivity** We can meet our daily needs without owning a car.
- Community** We can all participate in a robust public life.
- Optimism** We believe that the future can be better for each of us and all of us.

The content and format of the Brain Trusts will engage participants in a discussion of the values and ambitions of the US Initiative broadly, as well as locally, in a lively, deliberative style.

Outcomes of the Brain Trusts will be analyzed, compiled and put to use for the development of a national policy agenda and planned publications related to the project, including a book.