



City of Phoenix
Office of Mayor Kate Gallego

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Phoenix is One of 15 Cities to Win Global Mayors Challenge

Bloomberg Philanthropies elevates urban innovation in the face of the Pandemic.

(Phoenix, AZ, USA) - Bloomberg Philanthropies has announced the City of Phoenix is one of 15 cities awarded \$1 million dollars in the 2021-2022 Global Mayors Challenge. The worldwide innovation competition supports and spreads the most promising ideas that emerged during the COVID-19 pandemic.

Phoenix' award-winning innovation is a data-directed Mobile Career Unit (MCU) that helps unemployed residents overcome barriers and obtain employment. The MCU connects hiring employers with jobseekers, right in their neighborhoods, filling job vacancies and providing access to employment services.

"Global talent shortages are at a 15-year high, with one in three employers citing difficulty filling jobs. So, in Phoenix, we got creative and focused on coming up with new ways for employers and job seekers to connect," said Phoenix Mayor Kate Gallego. "Pilots of the Mobile Career Unit have successfully demonstrated it provides employers with skilled talent and results in 'on the spot' hires. This innovative approach holds great promise for getting the people of Phoenix into good jobs, and I believe it will serve as a model for communities around the world."

Mayor Gallego added, "I am thrilled that our concept for Mobile Career Units is receiving this tremendous recognition, and am deeply grateful to Bloomberg Philanthropies for their commitment to finding great ideas and sharing them widely."

"As the world works to address the profound public health and economic effects of the ongoing pandemic, cities can implement innovative ideas at a pace that national governments simply can't match," said Michael R. Bloomberg, founder of Bloomberg Philanthropies and Bloomberg L.P. and 108th Mayor of New York City. "Our fifteen winners offer bold, achievable plans to improve health, reduce unemployment, empower women, and more. Collectively, they have the potential to improve millions of their residents' lives – and the most successful solutions will inspire cities around the world to embrace them."

In addition to the \$1 million dollar award, Phoenix' Mobile Career Unit initiative will also receive technical support and coaching over three years. A targeted zip code focus is coupled

with quantitative and qualitative data to determine areas in Phoenix that most need assistance. Offering trainings, interview opportunities (virtual and in-person), translation, career counseling, and supplemental supportive services, the goals of the MCU is to decrease unemployment, while boosting confidence. The MCU is the only service in Phoenix acts as this kind of mobile career “hotspot.”

The 15 global winners are being recognized for designing the boldest and most ambitious urban innovations to emerge from the global COVID-19 pandemic. The winning ideas address one or more of four current issue areas in cities including economic recovery and inclusive growth; health and wellbeing; climate and environment; and gender and equality. [Click here](#) for more details on the 15 winning Global Mayors Challenge ideas.

“The Mayors Challenge shows that there can be a positive legacy to emerge from all the hardship of the past two years – and that it’s happening in our cities,” said James Anderson, who leads the Government Innovation program at Bloomberg Philanthropies. “Now we turn to help these mayors implement their ideas, evaluate, and spread the ideas that produce big impact.”

Global Mayors Challenge

The 15 winning cities named today hail from 13 nations on six continents and collectively represent more than 30 million residents. They were selected from among 50 Champion Cities that spent the past four months rigorously testing and refining their projects. When the competition launched in January 2021, mayors from 631 cities in 99 countries submitted their boldest ideas to the competition. For more information, visit <https://bloombergcities.jhu.edu/mayors-challenge> and @BloombergCities on Twitter and Instagram.

Phoenix, Arizona is the fifth largest city in the United States. With a population of 1.7 million, it is also the fastest growing city in the nation. For more information about Phoenix and services available through the city, please visit phoenix.gov.

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