VANGUARD

PRESENTED BY

NEXT CITY
Rising urban leaders working across sectors to make cities equitable.
WHO WE ARE

Founded in 2003, Next City is a news organization that wields journalism’s power to amplify solutions, helping spread workable ideas from one city to the next city.

Our nonprofit mission is to equip communities and their leaders with the knowledge and connections to reimagine cities as liberated places of economic, environmental and racial justice. We accomplish this by uplifting diverse perspectives and marginalized narratives.

“Next City is a terrific resource for learning about practices and successes in other urban places, as well as what to look out for with potential potholes. Very thoughtful, well presented and helpful for those of us who care about our urban environment and humanity.”

Next City Reader, Reader Survey
**OUR NETWORK**

We’ve spent 19 years growing trust with our audience of city-builders.

<table>
<thead>
<tr>
<th>ANNUAL PAGEVIEWS</th>
<th>NEWSLETTER SUBS</th>
<th>FOLLOWERS</th>
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<tbody>
<tr>
<td><strong>5M</strong></td>
<td><strong>35K</strong></td>
<td><strong>170K</strong></td>
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<tr>
<td>WITH NEARLY 2 MILLION UNIQUES</td>
<td>WITH AN OPEN RATE OF MORE THAN 20%</td>
<td>ACROSS FACEBOOK, TWITTER, LINKEDIN, AND INSTAGRAM</td>
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WE'RE PROUD TO SAY THAT ALMOST THREE QUARTERS OF OUR NETWORK SAYS THEY USE NEXT CITY FOR THEIR JOBS
WHERE OUR AUDIENCE WORKS

Our network is invested in their communities. According to our reader survey, Next City’s journalism reaches city-builders working across professions and sectors — and we dramatically over-index on readers coming from nonprofit and public sector.

### BY PROFESSION

- **38%** City/Urban Planning
- **23%** Community Organizing
- **22%** Economic Development
- **20%** Education
- **18%** Architecture
- **16%** Arts and Culture
- **13%** Environmental

### BY SENIORITY

- **19%** Owner/Executive/C-Level
- **18%** Senior Management
- **20%** Middle Management
- **19%** Intermediate
- **6%** Entry Level
- **2%** Student
- **16%** Retired or Unemployed

### BY SECTOR

- **44%** Nonprofit
- **26%** Public sector
- **30%** Private sector

By comparison, nonprofits account for 10% of U.S. jobs, and the public sector 14.5%.

SOURCE: 2021 READER SURVEY
OUR NETWORK ECHOES OUR VALUES, WITH 89% OF THEM OR THEIR ORGANIZATIONS WORKING TOWARD GREATER RACIAL EQUITY.
Next City’s Vanguard Conference is the premier formative experience for rising urban leaders committed to cultivating equity and sustainability in cities for the next generation. Vanguards aren’t just talking the talk. Every day, they work to counteract historical patterns of social, economic and environmental injustice in cities.

For nearly 500 individuals and counting, this conference has become an invaluable touchstone in their professional development. This is your chance to stand with them, in a moment they’ll never forget.
Each year, Next City selects a different host city. This is our 14th Vanguard conference, which has been hosted by Washington, DC, Philadelphia, St. Louis, Cleveland, Chattanooga, TN, Reno, NV, Houston, Montreal, Canada, Newcastle, Australia, New Orleans, Newark, NJ, Sacramento, CA, and Greensboro, NC.

Vanguard 2022 will be Next City’s first cross-border conference, with events in both El Paso and Ciudad Juárez, Mexico. El Paso, in the far west corner of Texas, is across the Rio Grande from Juárez, the largest city in the state of Chihuahua. With a population of nearly 870,000, El Paso is the second-largest majority-Latino city in the United States and the largest U.S. city along the Mexican border.

Next City arrives in El Paso as the city prepares to update its Downtown/Uptown Plan, as well as a $900K proposal to create a “deck plaza” that would connect neighborhoods on either side of Interstate 10 — a proposal not without concerns over its equity, environmental and economic impacts.
2022 PLANNING PARTNERS

The Vanguard program will be run by Next City in partnership with Progress321 and an El Paso-based host committee. Host committees are made up of a diverse group of stakeholders from sectors including urban planning, community development, entrepreneurship, government, transportation, sustainability, design, art and media.

“We are elated to host the Vanguards in El Paso this year, to bring additional visibility and perspective to the many planning efforts in our City. Many of the conversations that will take place at the conference will be firsts for our community.

“Our hope is that the Vanguards will elevate the work the City and its consultants have underway and bring a fresh perspective to our community, building support for a more inclusive and equitable El Paso into the future.”

— Alex Hoffman, Assistant Director for Capital Planning for El Paso
WHAT THEY’RE SAYING

“Action Greensboro is excited to host the 2021 Next City Vanguard Conference in our progressive, welcoming Southern city. We cannot wait to show off what we’ve done to help our city and our diverse residents thrive, and build strong connections with our peers from cities across the country. We look forward to working with the Next City staff to leverage our community’s unique assets. As a 2013 Vanguard, I know first-hand, the impact the Vanguard Conference makes on the individual participant and the host city.”

Cecelia Thompson, Executive Director, Action Greensboro
VANGUARD CONFERENCE LEAD 2021

“At Vanguard, you’ll meet artists and filmmakers, attorneys and financiers, coders and game developers. By the conference’s end, you’ll have a new optimism for the future of our cities and a new network of professionals who will help you make your own impact.”

Peter Smith, Team Leader, Social Security Administration
VANGUARD 2014 ALUM

“Our Institute had long been working to break down barriers between organizations that were doing similar work but with little collaboration. When we were able to include all these organizations and individuals in representing our city to the Next City Vanguards, we removed decades of barriers. After the conference, people working in their silos began communicating in a way I had not seen before. There seemed to be a feeling that other people had something to learn from the work we had been doing.”

Whit Bones, Rice University, Kinder Institute for Urban Research
VANGUARD HOST COMMITTEE 2016
WHEN AND HOW

Conference Format

Opening Reception » As a prelude to the conference, Vanguards take part in a lightning round of introductions to their work.

Day 1 » Historic overview of El Paso » Tour the City, experiencing neighborhoods through the lens of the conference theme.

Day 2 » Vanguards gather critical data that will support the planning, policy and implementation of the city’s forthcoming Downtown/Uptown Plan. Meet with community organizations, attend panel discussions, and connect with innovators. » Keynote address.

Day 3 » Vanguards host a community-engagement workshop through the lens of the conference theme and share back insights from their experience.
MEET THE 2022 VANGUARDS

The conference brings together professionals working across sectors. Each Vanguard class includes policymakers and politicians, architects and urban planners, artists and media makers, all selected through a competitive application process. READ THEIR BIOS AT NEXTCITY.ORG/VANGUARD
MEET THE 2022 VANGUARDS

Racheal Allen, Marygrove Conservancy
Elyssse Alvarado, Whole Kids Foundation- Whole Foods
Vanessa Alvarez Diaz, COLLABO Planning + Design
Dan Baisden, City of Fort Wayne
Jimmy Baldwin, TRG
Brian Bonanno
Aaron Brown, Wright Public Affairs
Durell Coleman, DC Design
Cinthia De La Rosa, Hester Street
Margaret Decker, City of Chicago, Office of the Mayor
Nicole Eigbrett, Community Action Agency of Somerville (CAAS)
Jesus “Chuy” Flores, Estolano Advisors
Emma Freedman, The Food Trust
Philip Freeman, City of Charlotte’s Neighborhood and Community Partnerships Manager
Ashley Garcia, Fund 17 / BGPM New Orleans
Paul Gleye, North Dakota State University
Andrew Goddeeris, Office of U.S. Congresswoman Rashida Tlaib
Breyonne Golding, City of Minneapolis
Yonina Gray
Brandon Greene, New Venture Fund (Oakland Civic Design Lab)
Michael Grote, Alembic Community Development

Joe Gudenrath, El Paso Downtown Management District
Taylor Halloway, Prospect New Orleans
Alex Horton, International District Economic Development
Laura Janka, Tomas Alvim
Ersemi Kripa, Texas Tech University
Stephany Lin, U3 Advisors
Monique Lopez, Pueblo Planning
Allison Lukacsy-Love, Greater Cleveland Partnership
Lizzie MacWillie, buildingcommunityWORKSHOP
Nidhi Madan, Samarthym, National Centre for Accessible Environments
Alec Martinez, CoEverything
Kasi Munoz, Farmer D
Aditi Nair, Habitat for Humanity International
Stephen Parker, Stantec
Nydia Parries, Quadel
Natalia Rodriguez-Hilt, Local Initiative Support Corporation
Ben Schulman, Memphis Medical District Collaborative
Anisha Steephen, Racial Equity and Public Policy Leader
Howard Tam, ThinkFresh Group
Jessica Thorpe, Storyboard
Zen Trenholm, Democracy at Work Institute
Quinton Ward, Operation Food Search
The Vanguard network includes mayors, heads of planning departments, and founders of leading design firms devoted to social justice.

NOTABLE VANGUARD ALUMNI

JUSTIN GARRETT MOORE
Program Officer, Mellon Foundation

DEKONTI MENDS-COLE
Global Philanthropy, JP Morgan Chase

ERIC SHAW
Director of Housing, San Francisco

PETER SVARZBEIN
Councilmember, City of El Paso

LIZ OGBU
Designer and Artist

ANDREW RODRIGUEZ
Councilmember, City of Walnut, CA

MARITA GARRETT
Mayor of Wilkinsburg, PA

BRYAN LEE JR.
Principal, Colloqate Design
Sponsor Packages

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