Summary of Proposal: Partnership on Innovation for Bloomberg Philanthropies and San Francisco Mayor Daniel Lurie

Overview

San Francisco Mayor Daniel Lurie envisions partnering with Bloomberg Philanthropies on building a “lighthouse model” of government innovation. Mayor Lurie ran for office on a platform of change, accountability, and service. These core tenets underpin his i-team’s theory of change. To execute this theory, the i-team must add new capabilities that transform us into a next-generation team. The i-team has already begun laying the groundwork by delivering early wins and galvanizing partners. This proposal outlines a 3-year, $7M strategic partnership with Bloomberg Philanthropies.

Context on Evolution of San Francisco i-team

In 2021, Bloomberg funded a digital i-team in San Francisco with a $3.4M grant. The team built ASTRID, a data pipeline and mobile app for first responders supporting homeless clients. Mayor Lurie restructured City Hall in 2025 and elevated the i-team to lead projects under each of his four Chiefs. These changes enabled the team to hire rapidly, gain mayoral backing, initiate cross-functional projects, and start embedding data-driven culture.

Why Bet on San Francisco

Our Vision for a Lighthouse Model of Innovation

Public trust in government is declining. Local governments are not immune. Mayor Lurie’s team, many of whom have private-sector experience, recognize that outdated rules and risk-averse culture impede service delivery. The i-team is empowered to pilot new approaches and rebuild trust by demonstrating 'what good looks like’. The lighthouse model aims to deliver outcomes on homelessness, affordability, and safety.

Change: Move fast and break things (but thoughtfully)

Our cross-sector experience helps balance disruption with empathy. We’ve led federal infrastructure projects and advised state agencies. We’re now applying that credibility to tackle systemic issues. We request support for systems leadership, org design, and scalable training programs.

Accountability: Deliver outcomes that speak for themselves

With just three team members, we cut police hiring times by 66%, attracted 80+ companies to pitch solutions on top Mayoral priorities like homelessness response, and piloted AI tools. We request support to deepen our process design research, grow our core skillsets, and embed holistic evaluation through a second data scientist focused on program outcomes.

Service: Be human centered

Our approach starts with people, not technology. We want to engage residents directly through an Open Innovation Challenge and apply behavioral insights to improve uptake of services. We also need additional service design capacity to lead on projects that support the Mayor's top priorities for San Francisco, such as clean, safe streets and economic revitalization. These projects span departments and require deep design expertise.

Our Readiness and Resources

We propose growing the i-team to ten people. We request support for an additional product manager, service designer, and data scientist aligned with our theory of change. We also seek collaboration with Bloomberg Center for Public Innovation on skills training and behavioral insights. Our team will continue leading 4–5 cross-departmental projects focused on issues such as homelessness, public safety, and economic opportunity.

Current Team	**i-teams +**
Director	
Product Manager 1	
Product Manager 2	Product Manager 3 (Innovation Ecosystem)
Data Scientist	Data Scientist 2 (Policy + Program Evaluation)
Service Designer	Service Designer 2 + Service Designer 3 (Open Challenge)
Partnerships Lead (City Funded)	

Funding Structure

The City of San Francisco requests $7M over three years.

Category	**3-Year Funding Level**
Personnel Salaries	**4,830,000**
Fringe Benefits	**1,449,000**
Consulting Costs	**2,140,000**
ASTRID 2.0 Vendor Costs	500,000
Process Design Support	20,000
Behavioral Insights Support	20,000
Other Consulting	96,000
Travel	**40,000**
Equipment	**20,000**
Other Direct Costs	**25,000**
TOTAL	**7,000,000**