As you prepare to join us . . . a few reminders

- This webinar is being recorded. The recording, slides, and a transcript will be posted at **nc4mm.org/challenge-2021/**

- All participants are joining in listen-only mode.

- Audience questions are encouraged. Please use the **Q&A box** to post any questions you have.

- You may enable the captioning feature for this webinar by clicking on the option at the bottom of your screen.

The National Center for Mobility Management (NCMM) is a technical assistance center funded by the Federal Transit Administration

We work daily to promote customer-centered mobility strategies to advance good health, economic vitality, self-sufficiency, and community.

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National Center for Mobility Management

easterseals

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TRANSPORTATION ASSOCIATION OF AMERICA
COMMUNITY

APTA
AMERICAN PUBLIC TRANSPORTATION ASSOCIATION

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A word from our funder, the Federal Transit Administration

Danielle Nelson

Webinar Agenda

Grant webpage – nc4mm.org/challenge-2021

- Review key activities of the grant proposal

- Review application process, eligibility, etc.

- An introduction to human-centered design and ethnographic-style interviewing

- Respond to questions

Goals of the Design Challenge Grants

- Support communities in creating mobility solutions for community members who face transportation barriers in advancing their personal well-being.

- Support the development of cross-sector partnerships that work together on transportation solutions for their community.

- Prepare communities to apply for funding opportunities to implement community transportation solutions

Timeline for Design Challenge Grants

Applications Due	Successful Applicants Notified	Kick-Off Webinar for Selected Participants	NCMM Facilitated Team Meetings	Activities Completed
July 12, 2021	Sept 2021	Sept 2021	Oct-Nov 2021	Mar. 2022

Key Facts

- Duration of grants: 6 mos.

- Applicants Selected: Four (4)

- Funding support: up to $25,000
(travel, personnel, meeting expenses, secondary research, development of prototypes and final pitch slides)

- Two in-person meetings (Oct - Nov)

- NCMM facilitator for each team

- Periodic webinars

Challenge Areas

- Access economic opportunity (e.g., training, education, jobs)

- Access health care–related destinations

- Access community and peer support opportunities (e.g., substance use peer recovery groups, behavioral health peer groups)

- Address other social determinants of health, not listed above

Define Your Community

- "Community" may include a formal or informally defined region, tribal nation, multi-county region, single county, city/town, neighborhood, or corridor, etc.

- Choose a "community" that presents a manageable scope for the project

- Should be feasible to gather primary data (interviews, observations) and define the impact of your solution for the community you have chosen

Define Your Target Population

- Teams will address populations that currently do not have access to equitable transportation because of income status, minority status, location, a pre-existing condition, or other reason.

- Teams are encouraged to be as specific as possible in defining their target population

Team Lead(s)

- Team lead from the applicant organization who will:
  - convene the team
  - maintain the team's momentum during the project
  - serve as the main point of contact with NCMM staff
- Having a co-lead from another partner organization is encouraged (but not required)

Team Composition

- Team members must consist of a multi-sector partnership, with membership drawn from organizations most relevant to the mobility challenge the team will address

- Team must include at least two customers from the target population and at least one public or non-profit transportation provider.

- Each team should have a minimum of five and a maximum of ten members from a diverse group of partner organizations.

Pre-Application Activities

1. Assemble your team

2. Choose a challenge area

3. Create a focus question

4. Identify and implement one-on-one primary research (e.g., interviews, observations, other original research) Target: 8-10 in-depth interviews.
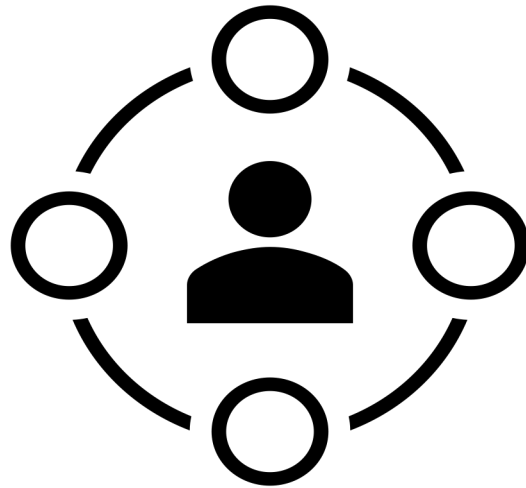
A survey is not sufficient – we'd like teams to get out into the community to learn about how community members are affected by their mobility challenges.

5. Gather secondary research (e.g., Census data, other existing data sources)

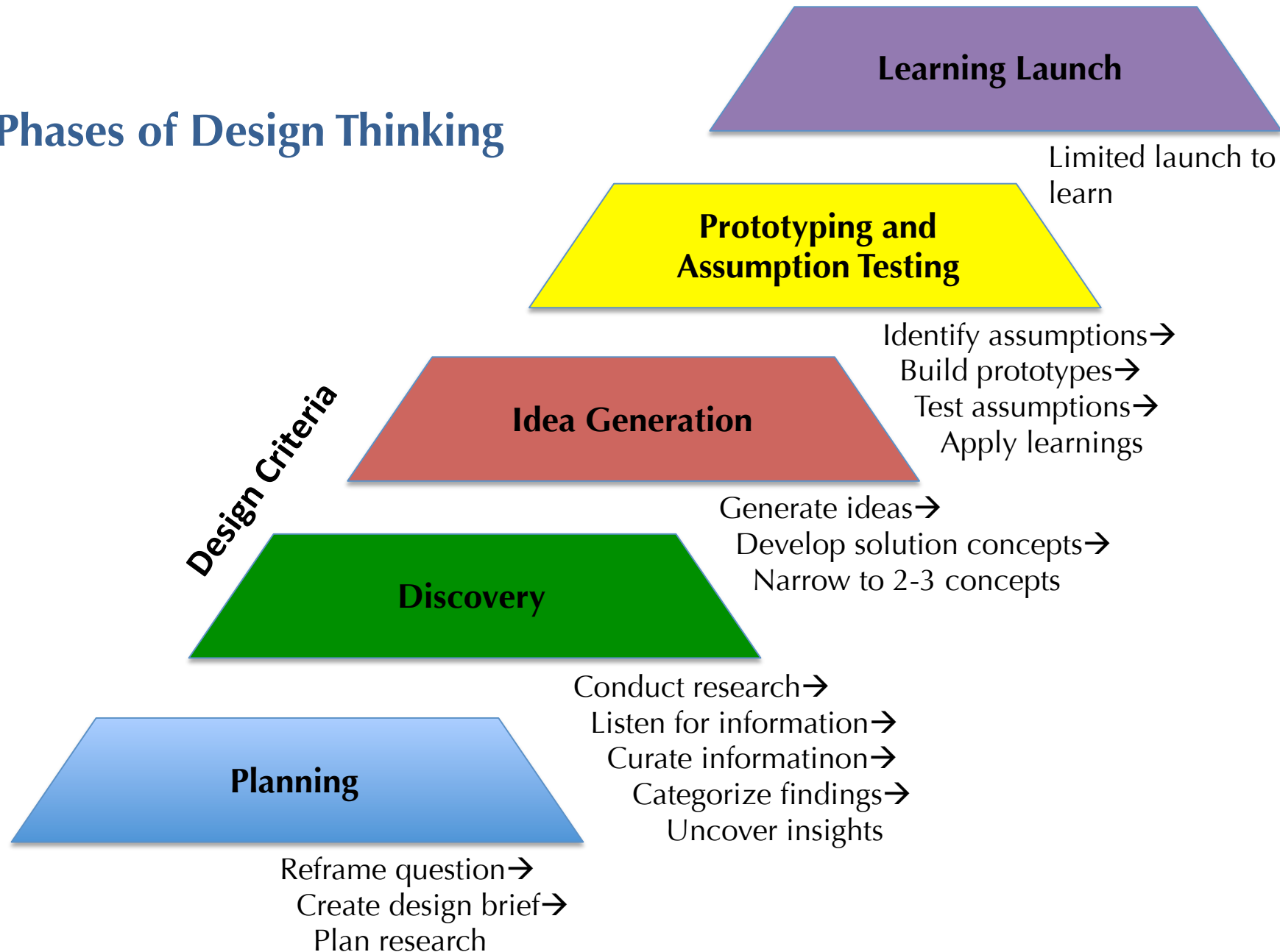6. Other Requirements - **nc4mm.org/challenge-2021**

Optional: Complete Modules 1 and 2 of the "Creating Innovative Transportation Solutions" course (nc4mm.org/e-learning)

About the Human-Centered Design Process

Phases of Design Thinking

Learning Launch

Limited launch to learn

Prototyping and Assumption Testing

Identify assumptions→
Build prototypes→
Test assumptions→
Apply learnings

Idea Generation

Generate ideas→
Develop solution concepts→
Narrow to 2-3 concepts

Design Criteria

Discovery

Conduct research→
Listen for information→
Curate informatinon→
Categorize findings→
Uncover insights

Planning

Reframe question→
Create design brief→
Plan research

About The Research

Research Landscape

OBSERVED/BETWEEN THE LINES

Observations

Interviews

" I see and hear what
my customers experience."

Focus Groups

" This is what my customers
say they feel."

Surveys

INDIVIDUAL ———————————————————— CROWD

Journaling

" I know this from customer
service complaints."

" This is what others tell me
my customers feel."

Secondary Research

SECOND-HAND/ REPORTED

Ethnographic-Style Interviewing

"Ethnography is the branch of anthropology that involves trying to understand how people live their lives. Unlike traditional market researchers, who ask specific, highly practical questions, ethnographic researchers visit customers in their homes or offices to observe and listen in a nondirected way. Our goal is to see people's behavior on their terms, not ours. While this observational method may appear inefficient, it enlightens us about the context in which customers would use a new product and the meaning that product might hold in their lives."

Source: Ken Anderson, Ethnographic Research: A Key to Strategy, *Harvard Business Review* March 2009

Interviewing Tips

- Interview/observe in pairs
- Interview in an area different from your own area of expertise
- Prepare an interview guide, using open-ended questions
- Use short questions and short follow-up questions to give plenty of time for your interviewee to respond
- Conduct interview debrief with colleague/ partner

During & After the Interview

- Ask: "Tell me more," "Could you say a bit more about that?" Please tell me about your experience when . . .

- Ask questions about their transportation experience and needs; look for emotion, both positive and negative

- Give time for response, however awkward, allow for the richness, the stories to emerge

After the Interview

- What did we learn?
- What did we learn that confirms what we thought we knew?
- Where do we need to look next?

Questions?

- RFP: nc4mm.org/challenge-2021
  Questions from all potential applicants will be posted there

- Questions: wilhelm@ctaa.org

- Deadline: July 12, 2021, 11:59 p.m. ET

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"IF YOU WANT SOMEONE TO REMEMBER YOUR MESSAGE –
IN A PRESENTATION, AN ARTICLE, OR A REPORT-
TELL THEM A STORY."

NAME - COMPANY

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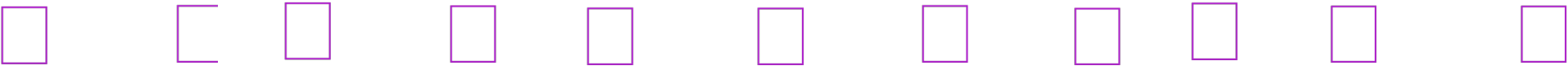
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