

# Community Mobility Design Challenge 2019



All Team Kick-Off Webinar  
Thursday, August 22, 2019

# Today's Agenda

- Welcome
- The Power of Design Thinking
- Roadmap for our projects
- Team Introductions
- Questions

Note: All team resources and updates will be available on our website: [nc4mm.org/challenge-2019](http://nc4mm.org/challenge-2019)

# Congrats! You have come so far already!

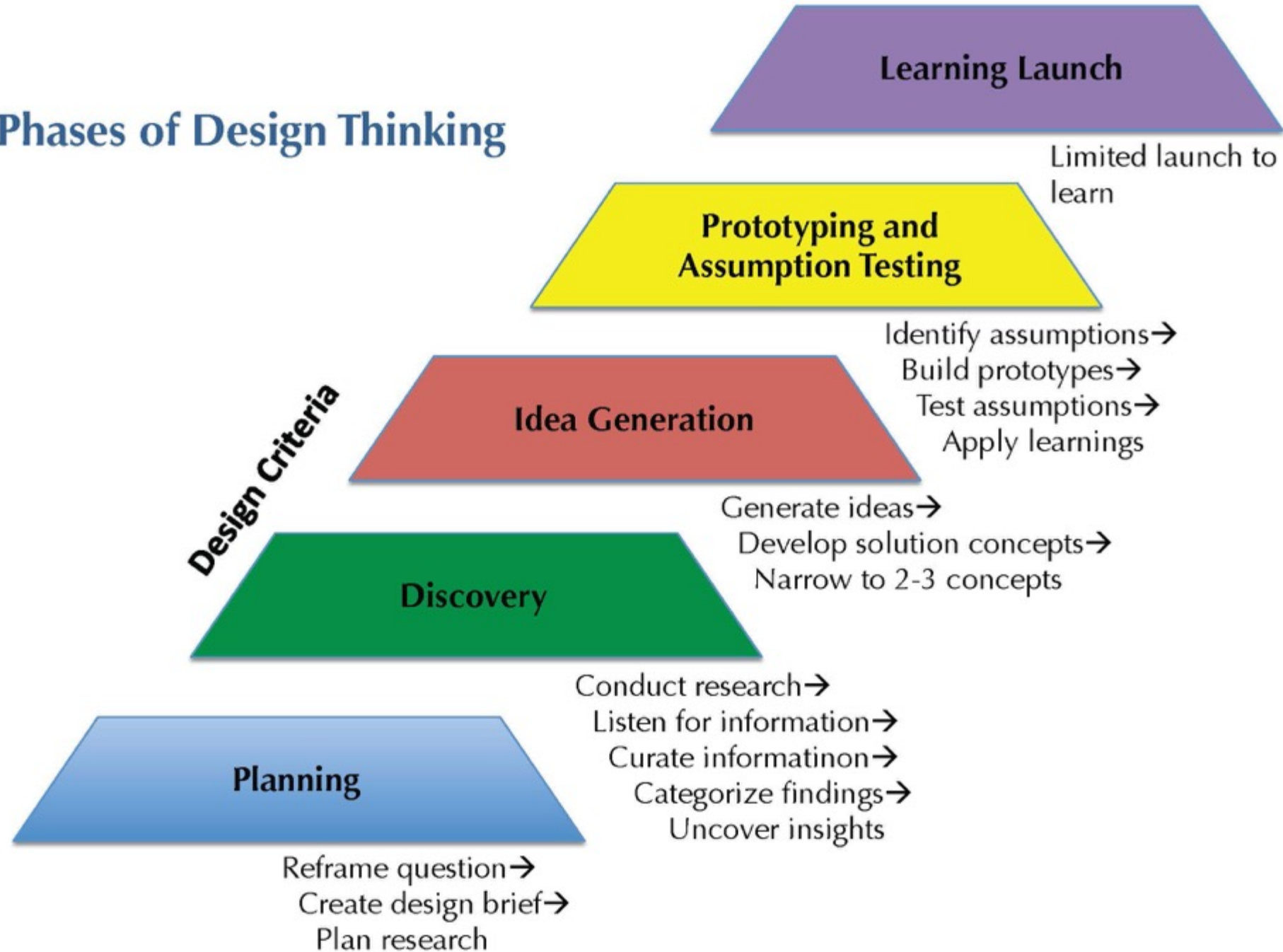
- You have brought together a team of diverse stakeholders who may have not worked together before
- You have committed to a unique process and are willing to take a leap into the unknown
- You are willing to respond to information you receive and create a solution based on that information

# The Power of Design Thinking

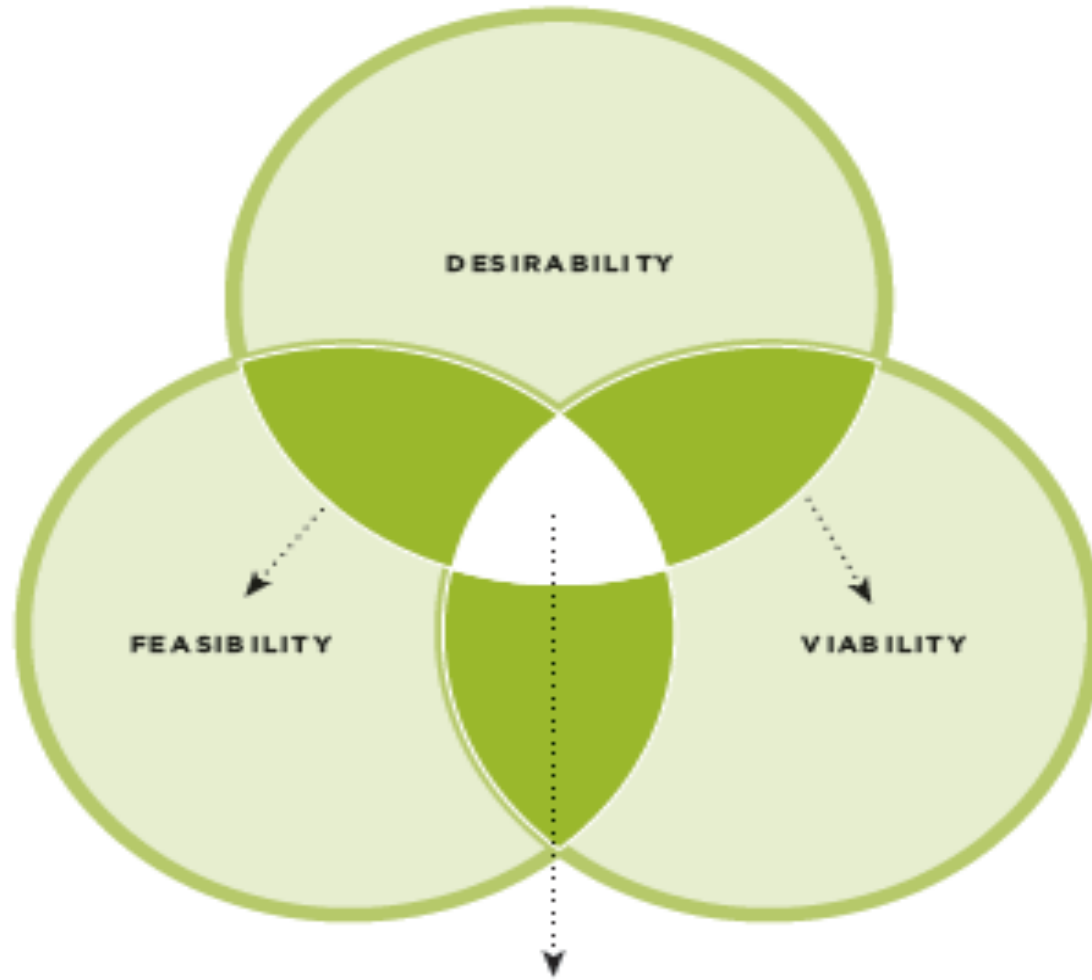
“The thing that connects everything that Amazon does, our number 1 principal, is customer obsession, as opposed to competitor obsession. We are always focused on the customer, working backwards from the customers’ needs, developing new skills internally so we can satisfy what we perceive to be future customer needs.”

- Jeff Bezos, Conversation with Charlie Rose, 10/27/16

## Phases of Design Thinking



# The Goal: Solution “Sweet Spot”



**Source:** IDEO Human-Centered Design Toolkit

# Key ideas behind design thinking

- DT is an honest process
- DT requires developing empathy with all your “customers” co-creation
- DT solutions are grounded in your research—not your own guesses or intuitions or “the way we’ve always done it”
- DT solutions are created by partnerships representing all stakeholders and especially including perspectives different from your own
- DT is built around testing to learn to de-risk your solution



# Road Map

- August: Kick-off Team Activities
- Sept 9 – Nov 15: On-site workshops take place
- Nov-Jan: Prototyping and Assumption Testing
- Jan/Feb: Team Pitches
- Feb 15: Final Invoices Due

# Role of Your NCMM Facilitator

- Your NCMM team facilitator
  - Is your primary contact on a day-to-day basis
  - Will convene team monthly calls, in collaboration with team lead(s)
  - Will respond to questions and provide resources as the opportunity arises



# Your Role as a Team Lead

- Communicate with your NCMM team facilitator
- Convene the team for meetings, activities
- Share NCMM communications with other team members
- Notify NCMM of activities to celebrate!, issues, or concerns

# Your Role as a Team Member

- Participate in all team activities with gusto!
- Join in all team monthly calls
- Participate in periodic NCMM webinars
- Bring your passion, beginner's mind, resources, talents, and community connections to the team's work

# Monthly Reporting Requirements

## **What to Submit?**

Each month you will submit the following three items which are included in your monthly reporting packet:

- **Monthly Report of team updates, activities, emotions, issues, and requests for additional support**
- **Phase Selection & Specific Reporting**
- **Reimbursement Form**

*\* Please complete a report for every month, even if you are not seeking reimbursement of any costs.*

# Monthly Reporting Requirements

## How and When to Submit?

- **How:** Submit monthly reports to **king@ctaa.org** with a copy to your NCMM team facilitator
  - **When:** Monthly progress reports should be submitted by the 15<sup>th</sup> of the month following the month on which you are reporting. (For example, your first report, for August, will be due on September 15).
- \* Please complete a report for every month, even if you are not seeking reimbursement of any costs.*

# Monthly Reporting Requirements

## Budget Modifications

- **Why:** The design challenge process is iterative and requires flexibility – we want to make sure your budget can be adjusted as your project does
- **How:** Submit budget modification requests to [king@ctaa.org](mailto:king@ctaa.org) and [conrick@ctaa.org](mailto:conrick@ctaa.org)
- **When:** Need to have a budget modification request submitted at least 1 week prior to your monthly report submission to allow time for NCMM staff to consider your request

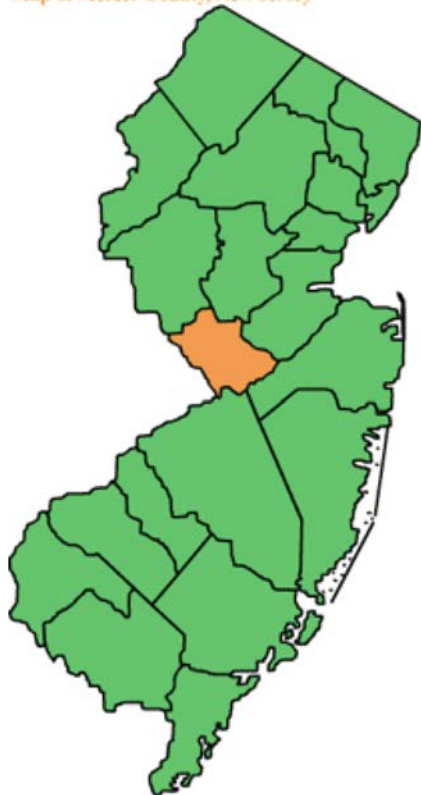
# Team Introductions



How can the transportation community  
become part of solutions that enable  
low-income residents to become more  
fully engaged in **economic opportunities**  
in their community?



Map of Mercer County, New Jersey



# Mercer County, NJ

## **Team Leads:**

Cheryl Kastrenakes, Greater Mercer TMA

## **Team members:**

Leslie Koppel, Rise of Hightstown

Greg Krykewycz, Delaware Valley Regional Planning Commission

Paulash Banerjee, Trenton Area Soup Kitchen

Matt Lawson, Mercer County Planning Division

Elena Peeples, East Trenton Collaborative Program

Thom Stead, Delaware Valley Regional Planning Commission

How can the transportation  
community become part of efforts to  
improve the **health and well-being**  
of low-income residents in their  
community?



# Lee & Ogle Counties, IL

**Team Lead:** Kari Wolfe, LOTS

**Team members:**

Chris Tennyson, Regional Office of Education

Lois Meisenheimer, Regional Office of Education

Cathy Furguson-Allen, Lee County Health Department

Kyle Auman, Ogle County Health Department

Staci Stewart, Lee County Probation Department

Dr. Pratip Nag, KSB Hospital

Michelle LaPage, Rochelle Community Hospital

Patrick Phelan, Sinnissippi Center



# Allen County, KS

## Team Leads :

Jessica Thompson, Thrive Allen County

Dr. Brian D. Wolfe, Community Health Center of Southeast Kansas

## Team members:

Beck Voorhies, Thrive Allen County

Holly Jerome, Southeast Kansas Mental Health Center

Marion Thompson, Allen County Regional Hospital

Glenna Garcia, Southeast Kansas Mental Health Center

Rev. Daniel Davis, First Presbyterian Church



# Southwest, WA

## Team leads:

Bill Baumann, Human Services Council  
Anna Riedel, Kaiser Permanente

## Team members:

Jason Scott, Kaiser Permanente

Amy Elkinton, Citizen

Diana Avalos-Leos, SW Washington Accountable Community of Health

Sue Neal, Battle Ground HeathCare

Alexandra Holbrook, PeaceHealth

Nina Davenport, AAA & Disabilities of SW Washington

Aideet Pineda, Molina Healthcare

Yasmina Akin, Clark County Public Health

Anna Willis, WA State Department of Social and Health Services

Carolyn Noack, Free Clinic of SW Washington

Daniel Smith, Community Health Plan of Washington

Harry Kiick, Citizen

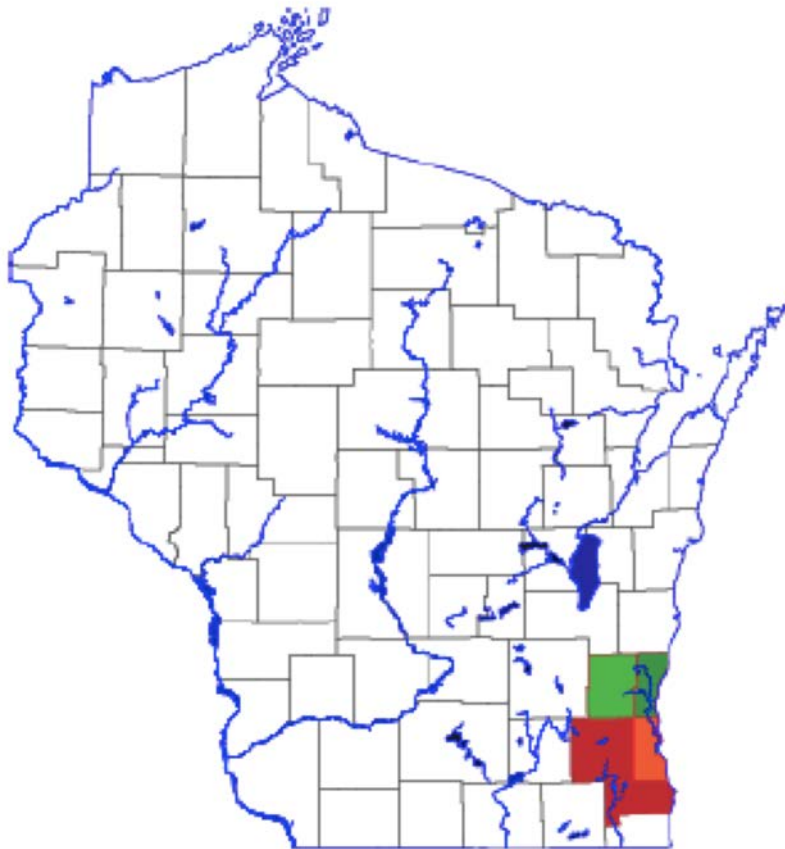


How can the transportation  
community become part of  
solutions to empower low-income  
residents to become **integrated into  
their community?**





# Southeast, WI



## **Team Leads:**

Matthew Manes, Interfaith Caregivers of Ozaukee County  
Corie Dejno, Interfaith Caregivers of Washington County

## **Team members:**

Paul Schultz, Interfaith Caregivers of Ozaukee County  
Janean Brudvig, Interfaith Caregivers of Washington County  
Ben Callif, Bader Philanthropies  
Joy Neilson, Ozaukee & Washington County Transit Services  
Jennifer Brost Sarnecki, Southeastern Wisconsin Regional Planning Commission



Questions?