Community Mobility Design Challenge 2019
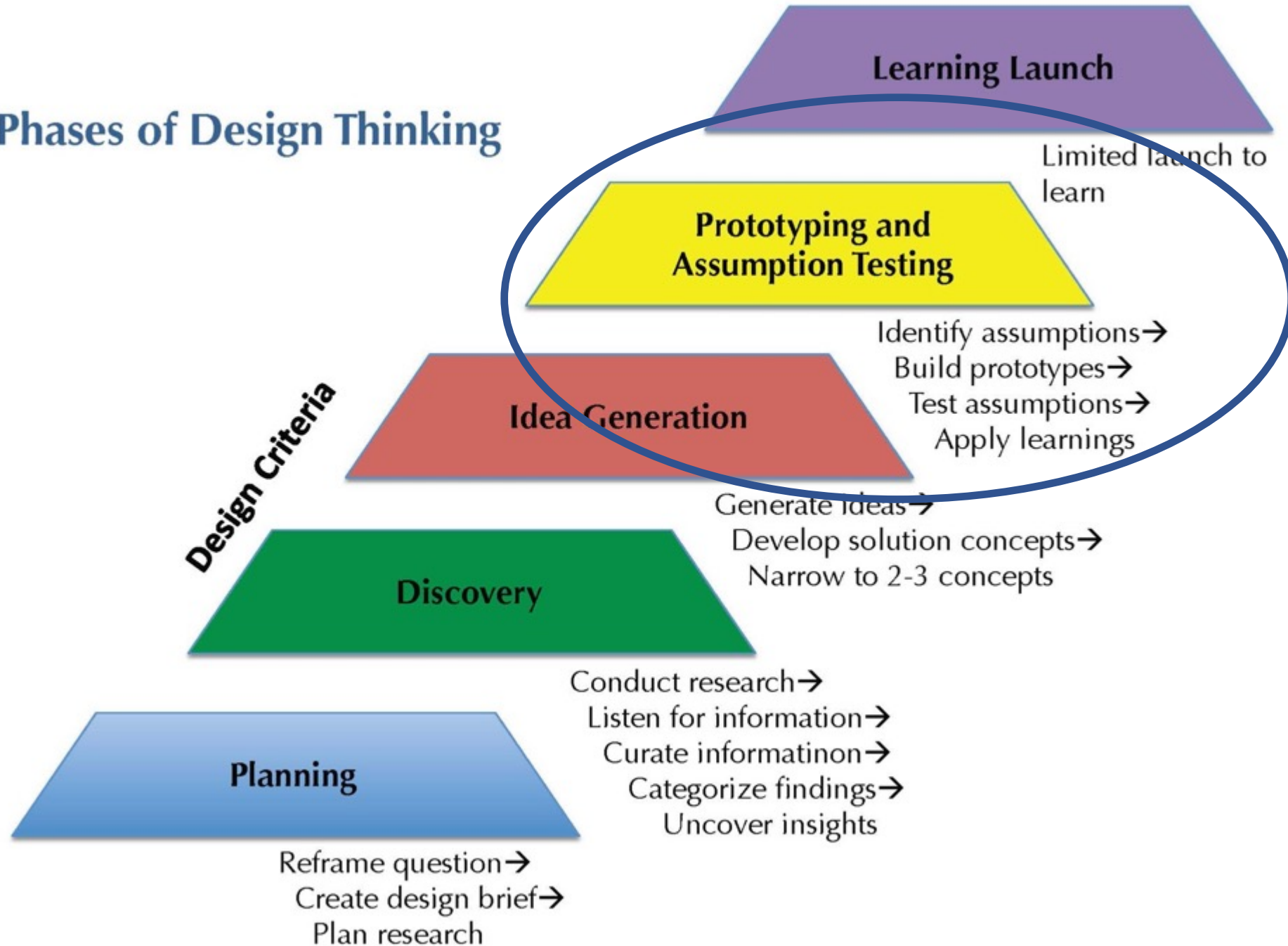
All Team Webinar

January 15, 2020

Today's Agenda

- Review Assumption Testing and Prototyping
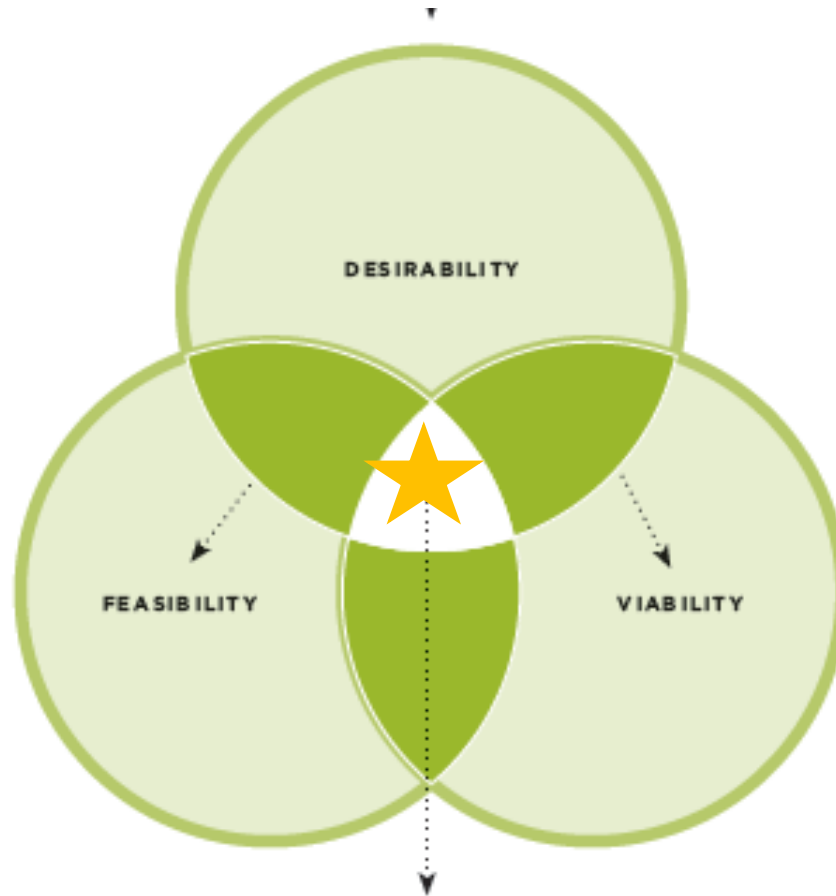- Team Updates
- Schedule Reminders

Road Map

- ~~August: Kick-off Team Activities~~
- ~~Sept 9 – Nov 15: On-site workshops take place~~
- ~~Nov – Dec: Concept Narrowing~~
- Jan - March: Prototyping and Assumption Testing
- April 23 : In-Person Team Pitches
- May 15: Final Invoices Due

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

The Goal: Solution "Sweet Spot"

DESIRABILITY

FEASIBILITY

VIABILITY

The solutions that emerge at the end of the Human-Centered Design should hit the overlap of these three lenses; they need to be **Desirable, Feasible, and Viable.**

Source: IDEO Human-Centered Design Toolkit

Planning Your Assumption Testing

Assumption Testing Activities to Date

Identified and <u>prioritized</u> assumptions for

3 solutions x 3 perspectives

(customer desirability, operational feasibility,

financial viability)

2 ways to test your assumptions

1. Thought experiment: Secondary research and analytics

   Ex: Does this software we intend to use exist? Has it been used in a similar application?

2. In-market testing: Reach out to real users among your target audience using prototypes of your solution

   Ex: Will the way we designed customer interaction actually work for customers?

In-Market Testing
Creating Prototypes

What is a Prototype?

- Simply, a visual representation of your idea

- Prototypes should be rough, low-fidelity, even 2-D – again leaving space for customers/ stakeholders to engage with the prototype

Types of Prototypes

Sketches make ideas concrete.

Storyboards put the solution in context.

Rockingham Co.: "Communications Tool"

On-Time Arrivals

Title On-Time Arrivals #1
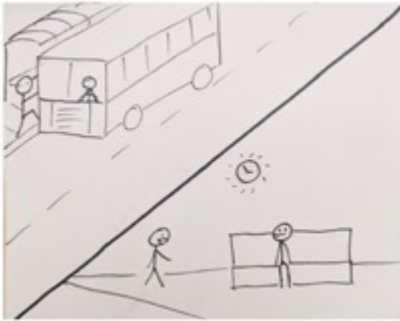
What's Happening

Taking the bus, the client arrives on time for her first appointment with a case worker.

Title On-Time Arrivals #2

ON-TIME ARRIVAL
PERK PACKAGE

What's Happening

The case worker provides the client with a package of credits, discounts and coupons, including bus passes and free Lyft rides.

Title On-Time Arrivals #3

LYFT
ENTER COUPON CODE
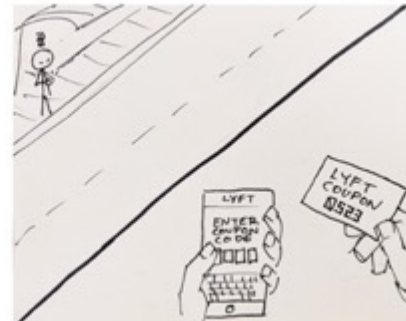
LYFT COUPON 0523

What's Happening

The next week, the client's bus is late. In a pinch, she uses her Lyft coupon to hail a free ride to her appointment.

Title On-Time Arrivals #4

What's Happening

Arriving at her appointment a few minutes late, she explains her situation with her case worker. The case worker then relays the story and the effectiveness of the perks package, to a judge.
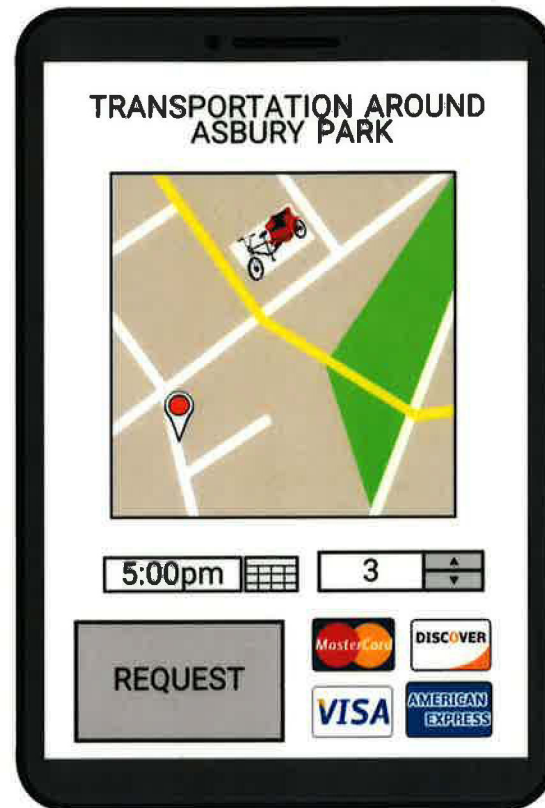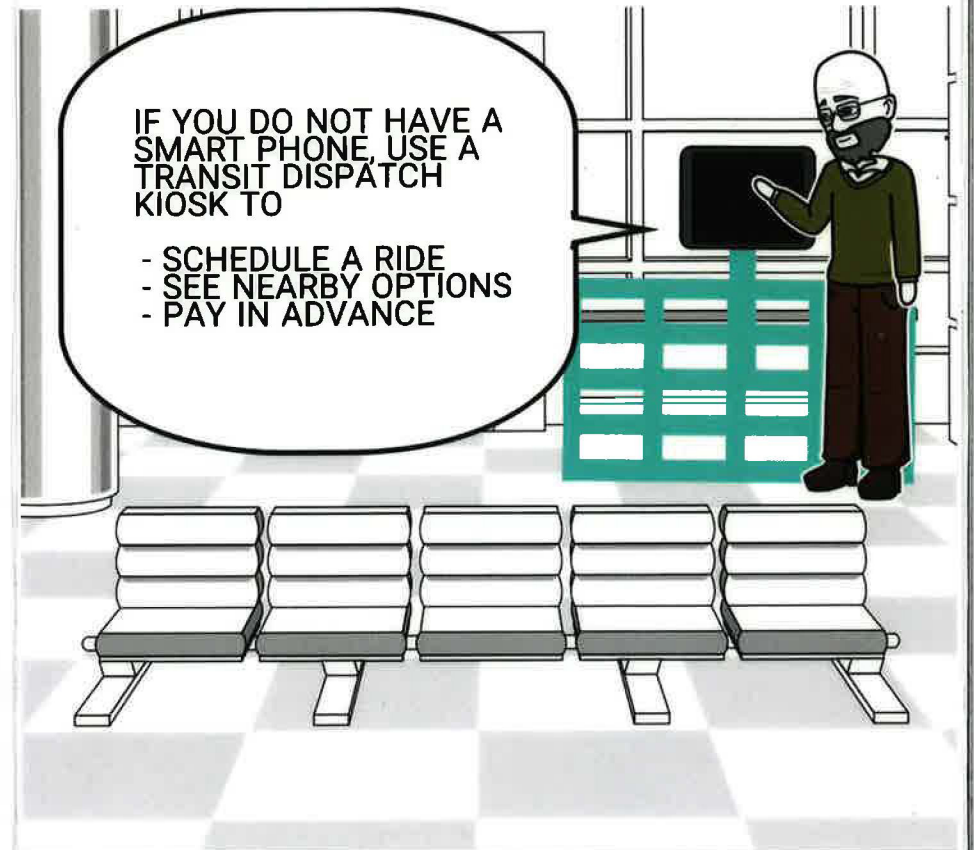
Card Sort: Preferred Travel Mode

TRAVEL VIA PRIVATE SHUTTLE PACKAGE
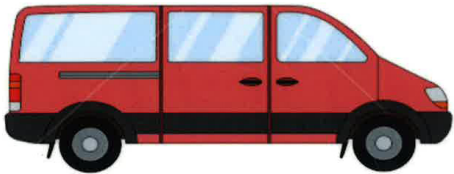
TRAVEL VIA NJ TRANSIT BUS
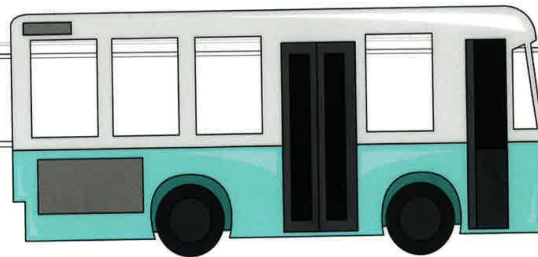
GET AROUND ASBURY PARK

BUS STOP

TRAVEL VIA PERSONAL VEHICLE

Card Sort: Preferred Payment Method
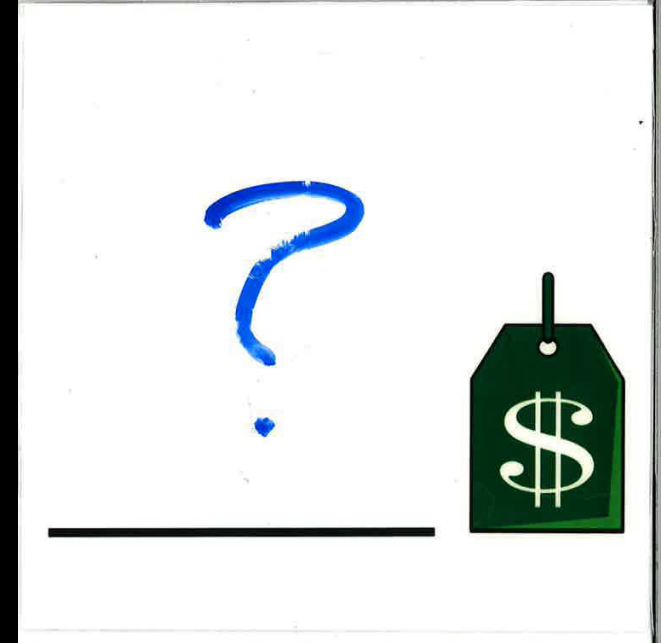
Other prototype ideas

Service blueprint
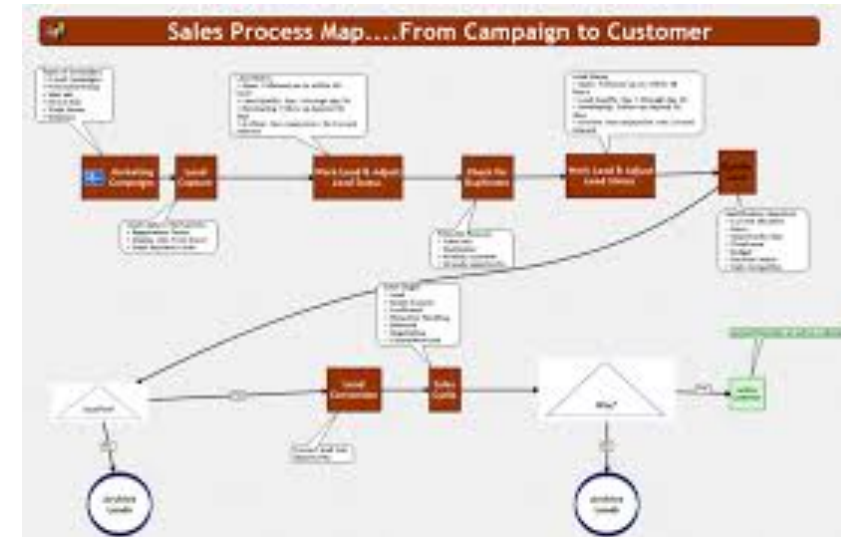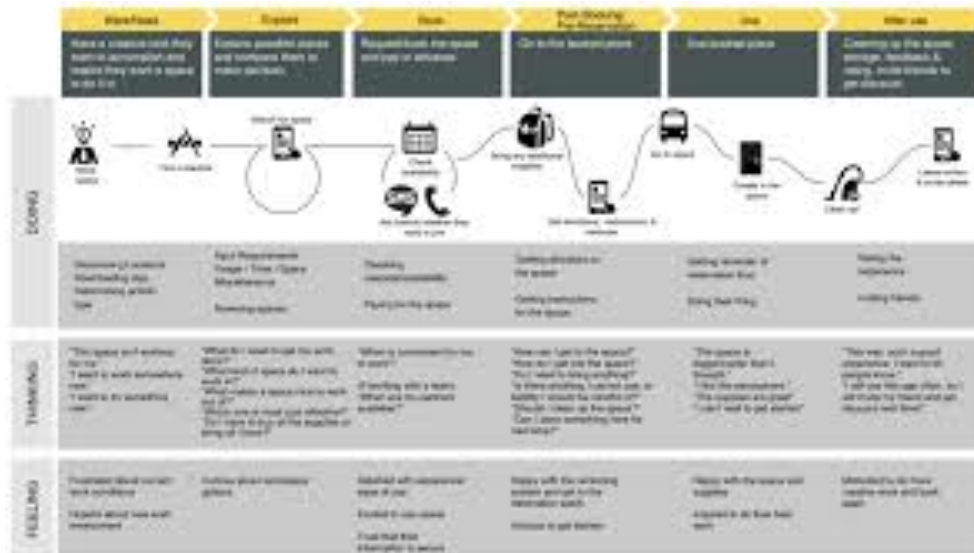
Flow chart

Journey map

Using Prototypes

Before sharing your prototype . . .

Set the context for your customer

"Through our research, we have come to realize that _____ is an issue, so we came up with an idea to help solve that issue. What you see in front of you represents part/all) of our idea. It is of course still a <u>work in progress</u>. We would love to get your feedback on what you see and how you interpret this. If you have any ideas to add to this, we'd love to hear them too!"

Tips for Sharing Prototypes

1. Show, not Tell: Best way to get feedback without your own biases impacting that feedback

2. Talk 20% of the time, listen 80% of the time.

3. Create a no-selling zone. You are testing the potential of your idea—not convincing them it is a good idea.

4. Your idea is not precious or even right – the feedback is.

5. The customer has to be able to see themselves in the prototype to give you the best feedback

After sharing your prototype . . .

Debrief your customer

"While you were doing X, what was going through your mind?"

"You seemed (add emotion – puzzled/amused/delighted) at one point. Can you tell me more about what you were thinking?"

"What would you change about this idea?"

After the Assumption Testing

What is Your Assumption Testing Telling You?

- Listen to what your assumption testing is telling you
- Pivot – go back an ideate about one or more aspects
- Keep testing in parallel – may choose to combine in the end
- Assumption testing may lead you to understand what has to happen first – again, pivot

Team Updates

Share your three concepts and one assumption you are testing for each (5 min per team)

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?

Mercer County, NJ

FOCUS QUESTION

How might we provide transportation for underserved workers living in Trenton, Hightstown, and East Windsor to jobs in East Windsor?

Mercer County Solutions

Community Car Share

A trusted nonprofit group (e.g., faith-based org.) will sponsor a neighborhood transportation in East Mercer County that will be coordinated via Facebook, group text/cell networking, or an app that supports the formation of an authenticated, closed ridesharing groups. Group members will be known by a non-personalized ID number/name to protect their personal identity. Drivers will commit to providing friendly, sober, multi-lingual, responsive, transportation in clean, safe vehicles 24/7.

Improve and Enhance

Create a transportation council, with representatives from businesses, users, local transit authority, including WIB's business member council. Community organizations (human service, workforce, etc.) will come together as a transportation coalition to advocate for improved transit services running east-west in Mercer County that would connect to service along Rte 130. The coalition will also help coordinate neighborhood/community pods where on-demand micromobility (e.g., bikeshare, scooters) and microtransit can be positioned to feed to any new transit lines and bus stops.

Amazon Vans

Amazon/other large businesses provide seed money to buy/lease vans that could be used to help local people (maybe those with low-incomes) set up their own legitimate van company to deliver workers to Amazon and other companies. This program could be run through a local nonprofit that would set it up and hire local people to drive. The staffing firm that hires for employees to Amazon and other distribution center/manufacturing jobs can support this effort. Another add-on could be for to design a technological solution to match workers with the new vanpool lines.

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

FOCUS QUESTION

How might we increase awareness and access to services to improve well-being for low-income children and their families?

Lee & Ogle Counties, IL Solutions

Consumer Comfort App
This app will allow riders to schedule, cancel, and modify their riders. It will also communicate with the rider where and when their ride would pick them up (and if there are delays). Will include current and new rider incentives. LOTS will also work with local businesses to advertise to assist with the costs of the app.

Day in the Life
The day in the life campaign would ask community members in the two-county region to park their car and take public transit for the day. This campaign would start with targeted outreach and invitations to specific organizations, employers, community members that work directly with populations that are reliant on public transportation. The goal of this campaign is to build community wide empathy, and support for the public transportation system.

The Trust Campaign
This campaign will focus specifically on rider interaction with the LOTS system and prioritize rider needs and feedback with a goal of improving overall rider trust in the public transportation system. Will include inclusion of riders on the LOTS advisory board, use of rider surveys, creation of a peer to peer support system, and implementation of addition training for LOTS employees.

Allen County, KS

FOCUS QUESTION

How might we address the transportation needs of patients with chronic physical and mental health conditions in Allen County?

Allen County, KS Solutions

All Call

A centralized scheduling call center that provides free transportation to all Allen CO. The call center will be staffed 24-7 and will match riders (general public) with the most appropriate type of transportation service. Call center staff can be reached by text, web request, or phone call. Rider preferences will be saved in the system. The All Call dispatcher will first refer riders to existing services that could respond to their need for transportation, then to coordinated community vehicles operated by volunteers.

Lunch & Learn

This solution will expand the hospital's Lunch & Learn events to become weekly events for the general public. At those events, participants will have access to a free lunch as well as information on and initial screening for services, such as dental, mental health, housing, mobility food pantry, and library services, and can reserve appointments with specialists ahead of time. The Lunch & Learn will be staffed by professionals who are aware of community resources, including transportation options.

Flagship Transportation

A county-wide bus system, providing deviated fixed-route service within each municipality in the county will be developed. The services will circulate within each municipality along routes determined by the municipality, but also be coordinated at points throughout the county so residents can travel between municipalities. Stops could be flag stops along the route and at transfer points between municipalities with bus shelters. Major employers can pay to have a dedicated route serve their facility, but would agree that the general public could ride on that bus. The bus trips will be made more enjoyable by theme days, where community members, such as high school acting students can dress-up & greet riders, plus music on bus (e.g., drivers wear pirate bandanas).

Clark Co., WA

FOCUS QUESTION

How might we ensure residents in both rural Clark County and inner-city Vancouver find transportation to health-related destinations?

Clark County, WA Solutions

Party Bus Destinations
Deviated fixed route shuttle service which picks up riders from rural locations with high senior populations within rotating service areas; providing transportation to healthcare and/or SDoH locations while working to decrease isolation and loneliness through the use of activity coordinators on vehicles to promote personal interaction and community building.

Jeriatic Jet Service
Deviated fixed route shuttle service providing transportation to those in rural locations. Service would provide group trips to common destinations where healthcare and SDoH needs can be met, while connecting with pre-scheduled volunteer drivers to transport riders for needs outside of HUB location.

Destination Deviation
Provides deviated fixed route within rotating service areas to HUB location where healthcare and SDoH needs can be met. When vehicle is not operating it would provide shuttle service for riders to access more than one need/destination within the HUB location. Local healthcare providers would have the ability to reserve a seat on behalf of their client to ensure access to healthcare and reduce missed medical appointments. Pre-scheduled connections with volunteer drivers for needs outside of HUB locations would be available.

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

Ozaukee and Washington Cos., WI

FOCUS QUESTION

How might we create more transportation capacity to serve lower income (ALICE) older adults?

Ozaukee and Washington Cos., WI Solutions

Foundation

Our coalition will seek to improve our understanding of each other, build upon our strengths, understand our weaknesses, brainstorm new ideas, and discover new opportunities through collaboration to create more transportation capacity to serve older adults. We anticipate that the team membership will be fluid, may include anyone from politicians to end users to other transportation providers. This coalition will be structured so that it is unencumbered by some of the regulations that currently present obstacles. The coalition will approach challenges from a think tank/problem solving approach, exclusive of all rules/regulations/restraints, to allow for a meeting of the minds and those with influence to break down perceived and real barriers.

First Foundation

The stakeholder group researches transportation patterns of the community through one-on-one meetings and small group meetings with community members. The data gathered will create a toolkit for the area. Then, with riders' participation, the stakeholder group develops and implements a shared software system to optimize shared rides to increase efficiency without additional operating costs. Political decision-makers and other participant organizations are brought on-board to integrate into existing systems.

Second Foundation

Create a foundation with a defined mission, charter and vision statement to allow long-term planning to increase capacity. The foundation will act as a collective voice for the community and take responsibility for coordination across organizations. During planning, the foundation should access multiple funding streams and or leverage multiple sources. The foundation should strive to align its long term planning goals with political and community initiatives. The foundation is set up to be able to share funding between and amongst partners in different counties. The foundation is the hub of idea generation and solution generation.

Reminders and Updates from your NCMM team

Phase 3 Specific Reporting

For each solution:

Complete the tables for **Customer Desirability**, **Operational Feasibility**, and **Financial Viability**, included in the reporting package, based on your activities during the month, e.g.,), and score each solution concept from 1-5 based on the following criteria:

Your Solutions	Customer Desirability* (your solution will be wanted and desired by customers)	Operational Feasibility* (you have the necessary partnerships, technology, operations, policies, capital stock, etc., to successfully launch the solution)	Fiscal Viability* (you have the revenue from funders, customers, and other sources to cover your expected costs)
Solution Concept 1:			

Please share <u>photos or representations</u> of any prototypes your team created and of your co-creation sessions

Upcoming Webinars & Calls

Tuesday, February 11, 2:00 - 3:00 pm ET

Link: https://zoom.us/j/4592397395
Call-in: (929) 436-2866 **Meeting ID:** 459 239 7395

Tuesday, March 10, 2:00-3:00 pm ET

Link: https://zoom.us/j/4592397395
Call-in: (929) 436-2866 **Participant Code:** 459 239 7395

Please continue to have monthly team check in calls with your NCMM facilitator

April 23 In-Person Meeting

Location: Marriott Metro Center, Washington DC

Date: April 23 & 24, 2020 (full day on the 23rd and half day on the 24th)

Attendees: Two members of each team from both the community mobility design challenge and the ready to launch grantees

Key Activity: Each team will present a project pitch of their chosen solution

Costs: All costs of the trip will be covered by NCMM directly including two nights at the Marriott (April 22 and 23), air/ground travel, and per diem. Note: If you have questions about timing with flights let us know.

Please send Alex (king@ctaa.org) the Names, Contact Information (phone, email), and accessibility needs of your team's two attendees no later than COB Friday, January 31st.

Your dedicated page: nc4mm.org/challenge-2019

Look under Resource Pages for

- Templates for planning assumption testing
- Archived webinar + slides

Questions?

(press *6 to unmute your phone)