

Community Mobility Design Challenge 2020

All-Team Kick-Off Webinar
Tuesday, October 6, 2020

Today's Agenda

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

Note: All team resources and updates will be available on our website:
nc4mm.org/challenge-2020

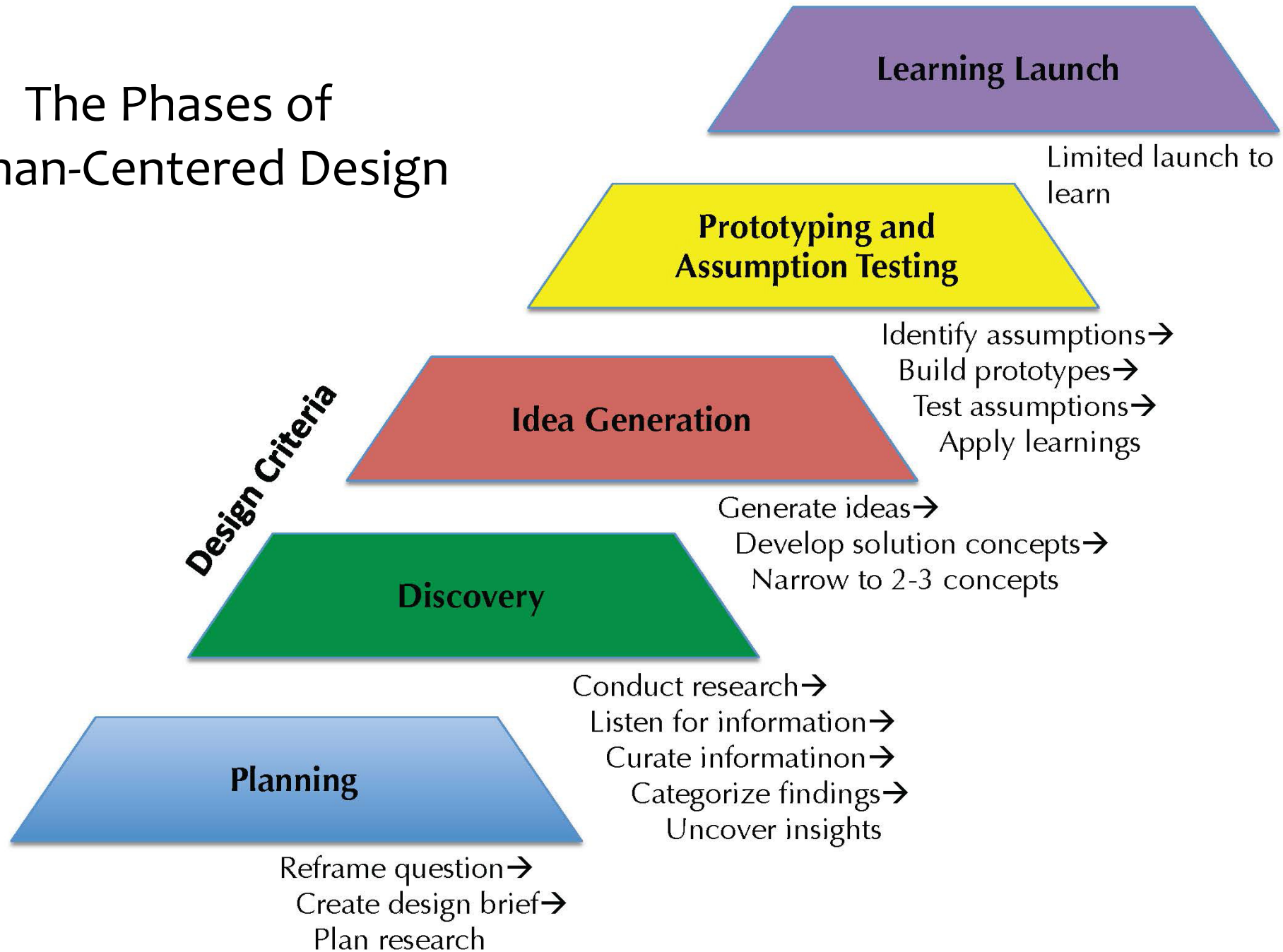
Congrats! You have come so far already!

- 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

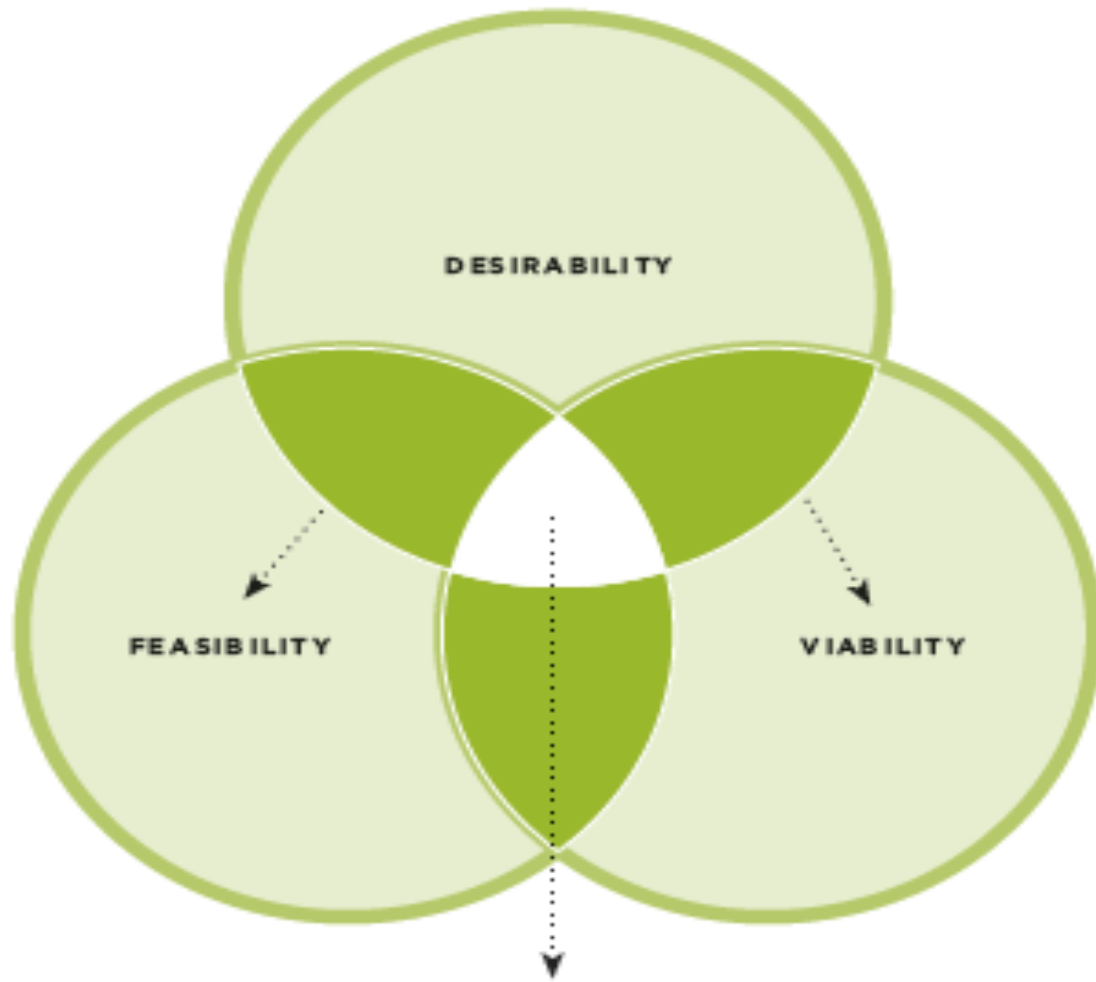
The Power of Human-Centered Design

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

The Phases of Human-Centered Design



The Goal: Solution “Sweet Spot”



“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

Road Map

- Oct-Nov: Sensemaking
- Dec-Jan: Idea Generation
- Feb-Mar: Assumption Testing
- March 31: Team Pitches
- April 15: Final Invoices due

All-Team Webinars

*Will be recorded and posted to
www.nc4mm.org/challenge-2020*

- Dec 8, 11:00 AM EST
- Feb 9, 11:00 AM EST
- Mar 31, 11:00 AM EST

A Closer Look at our Meetings

Week of Oct 12	First call with teams (+ homework)
Oct 19–22	Sensemaking Session #1 (+ homework)
Nov 4–10	Sensemaking Session #2 (can be combined w/Sensemaking #3)
Week of Nov 16	Sensemaking Session #3 (+ homework)
Week of Nov 30	Sensemaking Session #4
Dec 9–23	Idea Generation Session #1 (can be combined w/Idea Generation #2)
Week of Jan 4	Idea Generation Session #2 (can be combined w/Idea Generation #3)
Week of Jan 18	Idea Generation Session #3 (+ homework)
Week of Feb 1	Idea Generation Session #4
Feb 9–Mar 16	Assumption testing activities
March 31	Presentation of concepts

Please send your selected dates to Will Reckley, reckley@ctaa.org

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, issues, and requests for additional support
- Phase -specific reporting
- Reimbursement request

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 reckley@ctaa.org with a copy to your NCMM team facilitator
- **When:** Monthly progress reports should be submitted by the 15th 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 moves forward
- **How:** Submit budget modification requests to reckley@ctaa.org and 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

Role of Your NCMM 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

- NCMM's primary contact on a day-to-day basis
- Communicate with your NCMM facilitator
- Convene your 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!
- Bring your passion, beginner's mind, resources, talents, and community connections to the team's work
- Join in all team monthly calls and activities
- Participate in periodic NCMM webinars as we move into new phases

Team Introductions

Botetourt County, Virginia

How can we provide transportation access to healthcare for elderly and/or people with a disability in rural Botetourt County?

Team Members:

- Rachel Ruhlen, RVARC (*Lead*)
- Elizabeth Leffel, Eagle Rock Ruritan Club (*Lead*)
- Melissa Lucas, Botetourt Resource Center
- Ehren Vaughn, Consumer
- Donna P. Vaughn, Eagle Rock Ruritan Club
- Jeremy Holmes, RVARC
- Sue Marazzi, Eagle Rock Ruritan Club
- Ray Sandifer, Eagle Rock United Methodist Charge
- Peter Volosin, Botetourt County

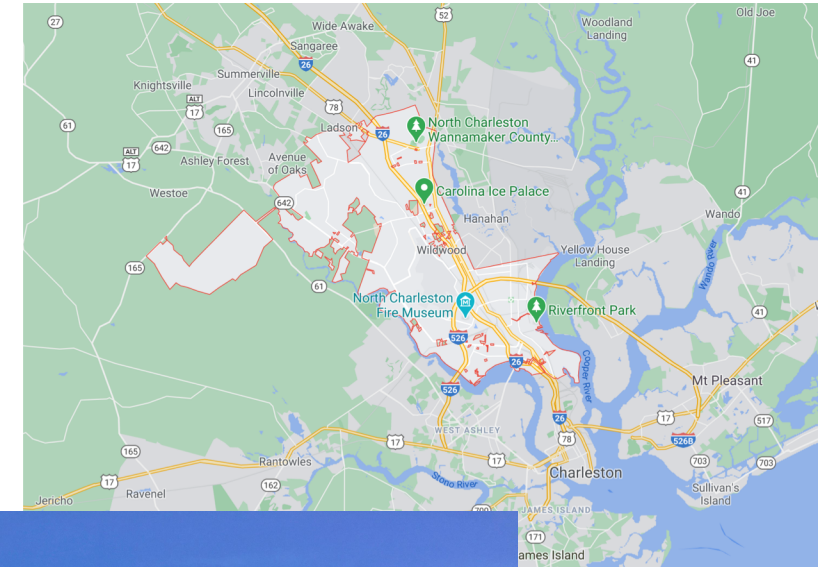


North Charleston, South Carolina

How can we help low-income residents of communities in North Charleston access healthy food despite having limited transportation options and no grocery stores within two miles?

Team Members:

- John Lambert, BCDCOG (*Lead*)
- Jon Dodson, BCDCOG and CARTA (*Lead*)
- Kathryn Basha, BCDCOG
- Duncan Cheney, Metanoia Community Development Corporation
- Tony Joyner, Metanoia Community Development Corporation
- Bob Kahle, Riley Center for Livable Communities
- Adam MacConnell, City of North Charleston
- Ben McCollough, Retired Veteran and Neck Area resident
- Samantha Perez, Lowcountry Food Bank

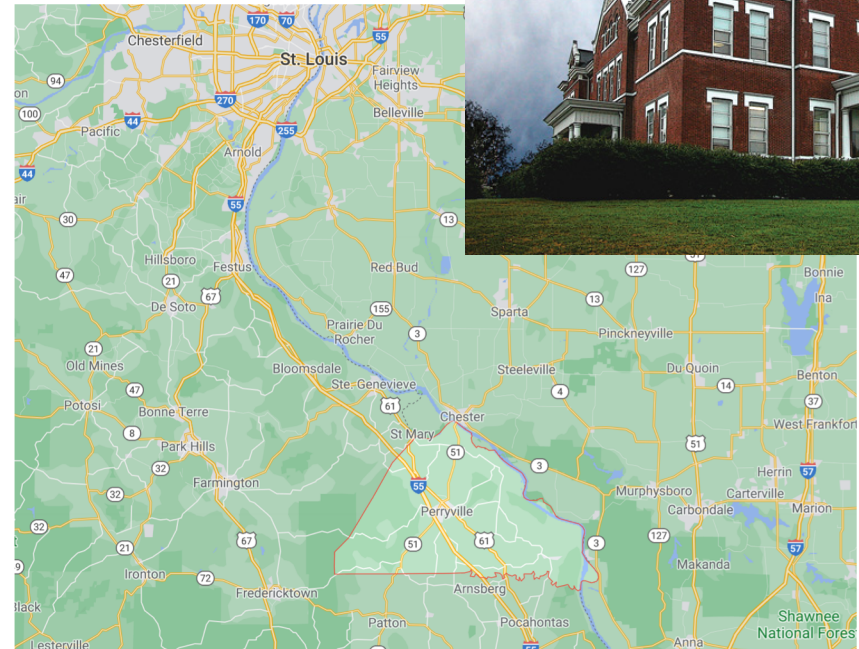


Perry County, Missouri

How can we improve access to affordable transportation for Perry County residents age 15 - 59 seeking economic opportunities who are without personal transportation options?

Team Members:

- Scott Sattler, Perry County EDA (*Lead*)
- Ginny Smith, Southeast Missouri Transportation Services (*Lead*)
- Pam Deneke, Perry County Board for the Developmentally Disabled
- Mike Berry, Missouri Job Centers, Southeast Region
- Bryan Noack, County Disability Resources
- Savannah Martin, BHC SOC Project Coordinator, Community Counseling Center
- Erik Henderson, Director of Employment Services, Trendline Consulting, LLC
- Kyle Schott, Intake/Outreach Coordinator, Community Counseling Center
- Becky Chapman, Community Member

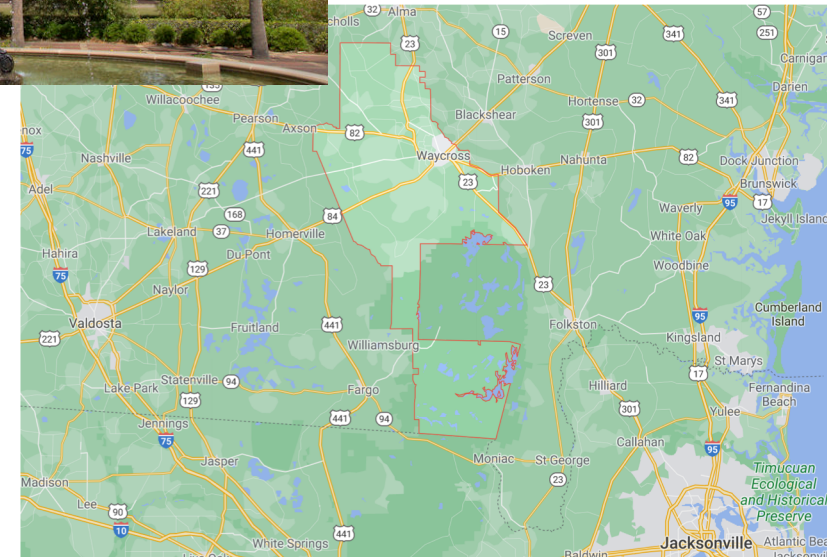


Ware County, Georgia

How can we improve access to work and school opportunities for low income residents of Ware County, GA?

Team Members:

- Elena Ryals, Action Pact (*Lead*)
- Dr. Shelli Tyre, Action Pact (*Lead*)
- Carlene Dukes, Action Pact
- Buck Thigpen, Coastal Pines Technical College
- Ronita Harris, Action Pact
- Anna Maria Goodson, Action Pact
- Kim Stephens, Run and Chase Retailers
- Oneida Oliver, Community Representative
- Corey Hull, AICP, South Georgia Regional Commission
- Megan Fowler, South Georgia Regional Commission
- Beverly Harrell, Ware County
- Danny Saturday, MIDS Transportation



Questions?