



SMART CITIES

Collider #2

Anaheim Street Corridor – City of Long Beach



“The **goal** of the Smart Cities Initiative is to make Anaheim Street safer for vehicle traffic, pedestrians, and cyclists while making it more appealing for residents, shoppers, and business owners.”

-Tracy Colunga,
Director, Office of Civic Innovation



“The City of Long Beach – Office of Civic Innovation has formed a public-private **collaborative** between city departments, public agencies, private corporations and citizens to develop a Smart Cities Initiative.”

-Tracy Colunga,
Director, Office of Civic Innovation



AGENDA

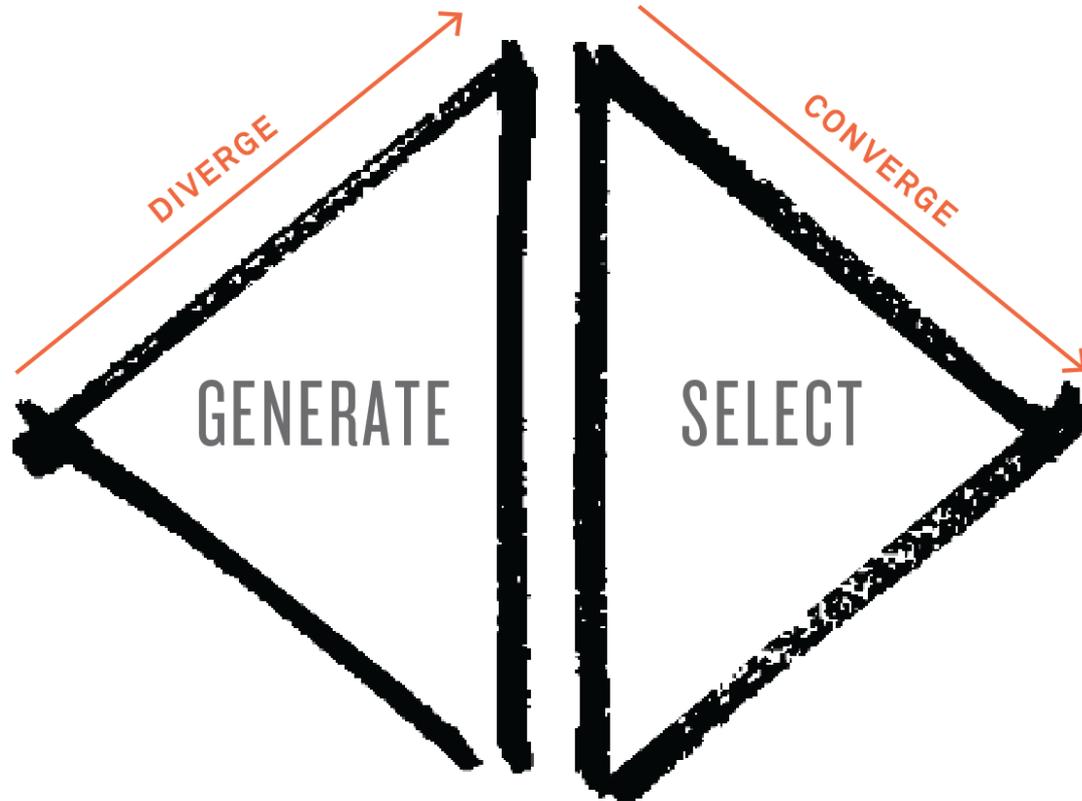
- 09:00 Networking
- 09:15 Welcome
- 09:20 Design Thinking
- 09:25 Overview
- 09:35 Solutions
- 11:45 Debrief
- 12:00 End of Day





Design- Thinking

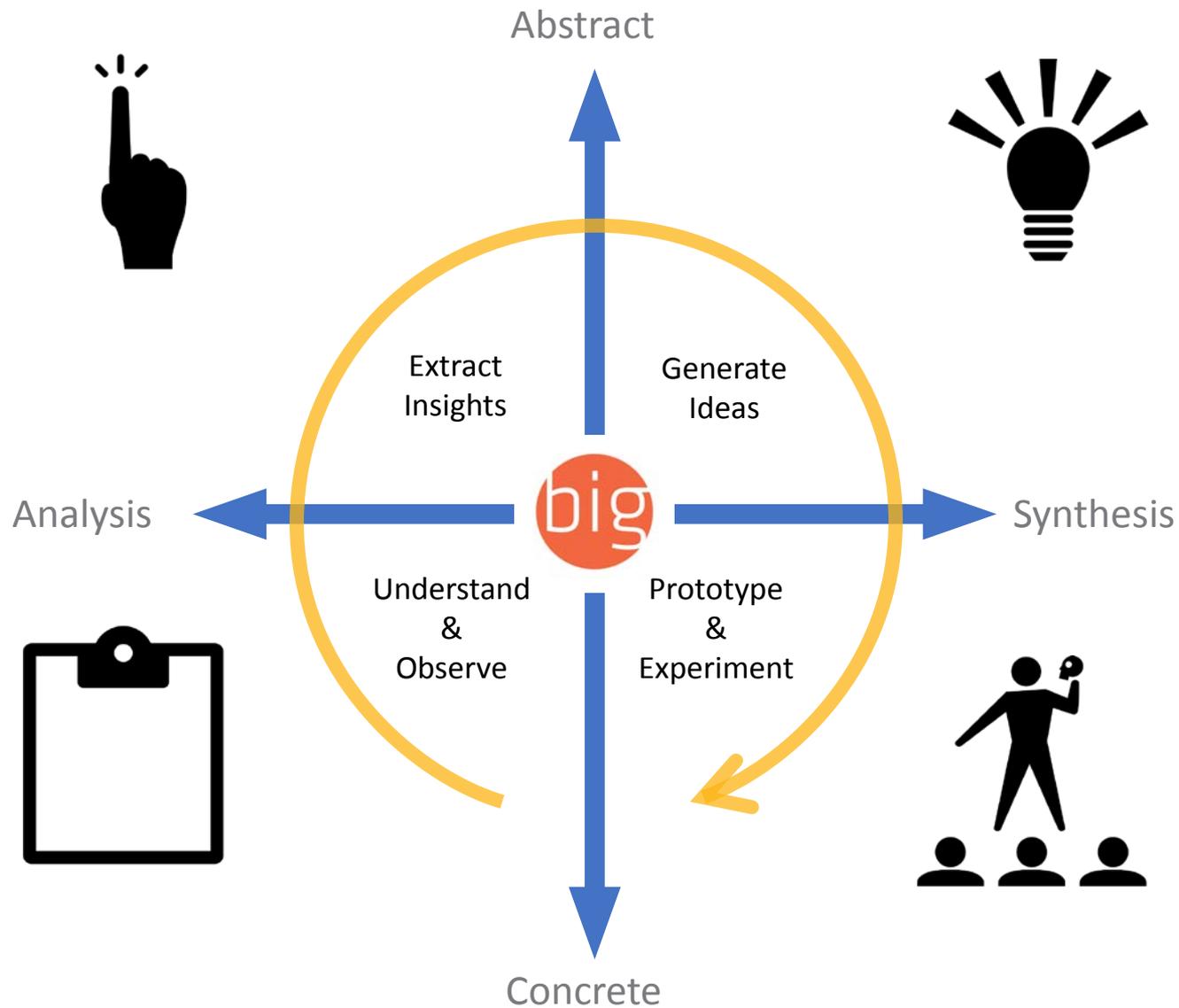
THE DYNAMIC BALANCE OF DIVERGE AND CONVERGE

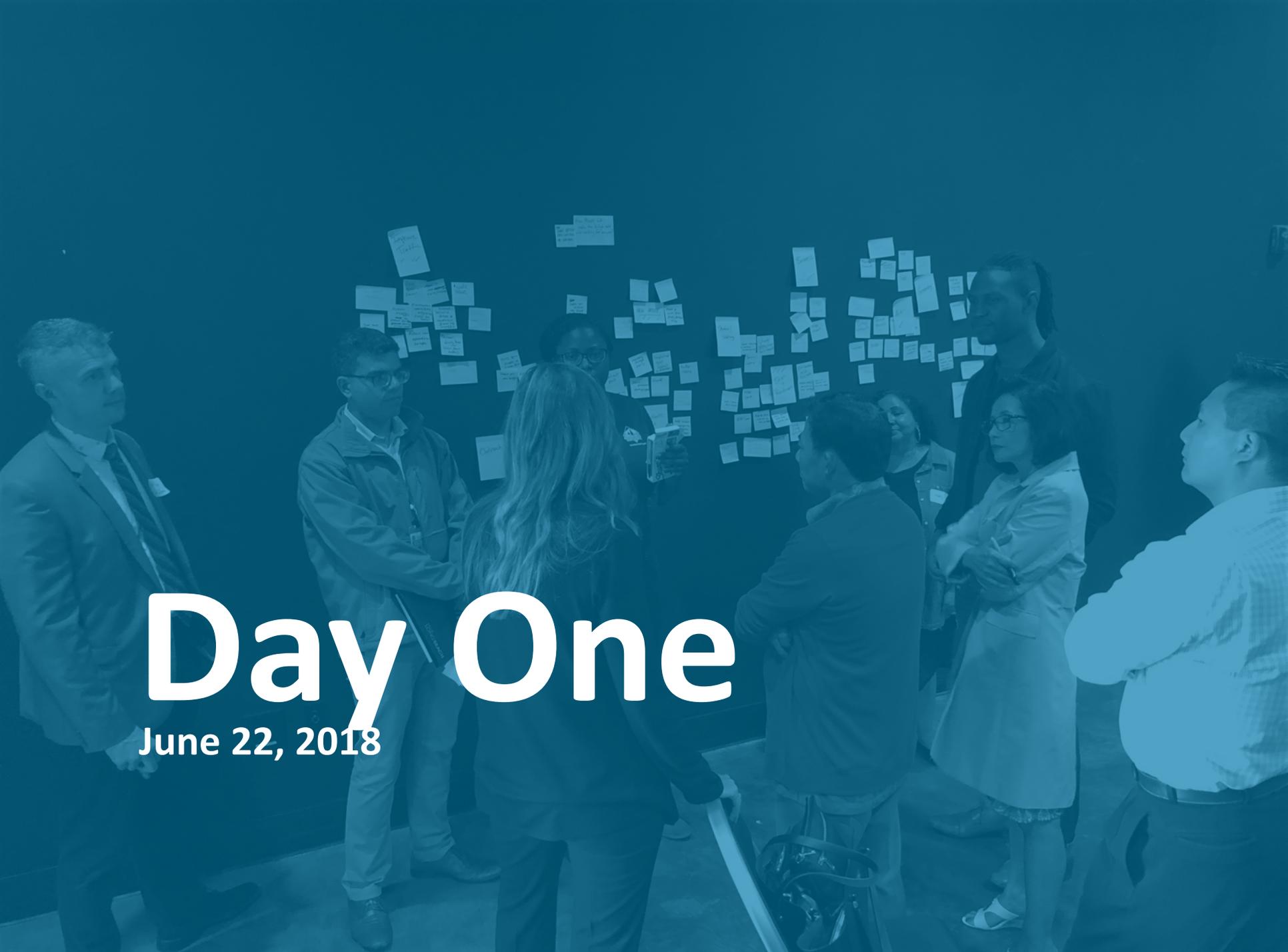


- Remember! You can't diverge and converge at the same time



thebig innovation process





Day One

June 22, 2018



IDEATION #1

Challenge: *How might we make the 710 bridge safe for non-auto traffic?*

Solution: Modify the existing bridge or build a second, pedestrian and bike focused bridge with destination-like amenities (e.g. local vendors) for safe transit across the LA River.



IDEATION #2

Challenge: *How might we create a more controlled north-south crossing of Anaheim Street?*

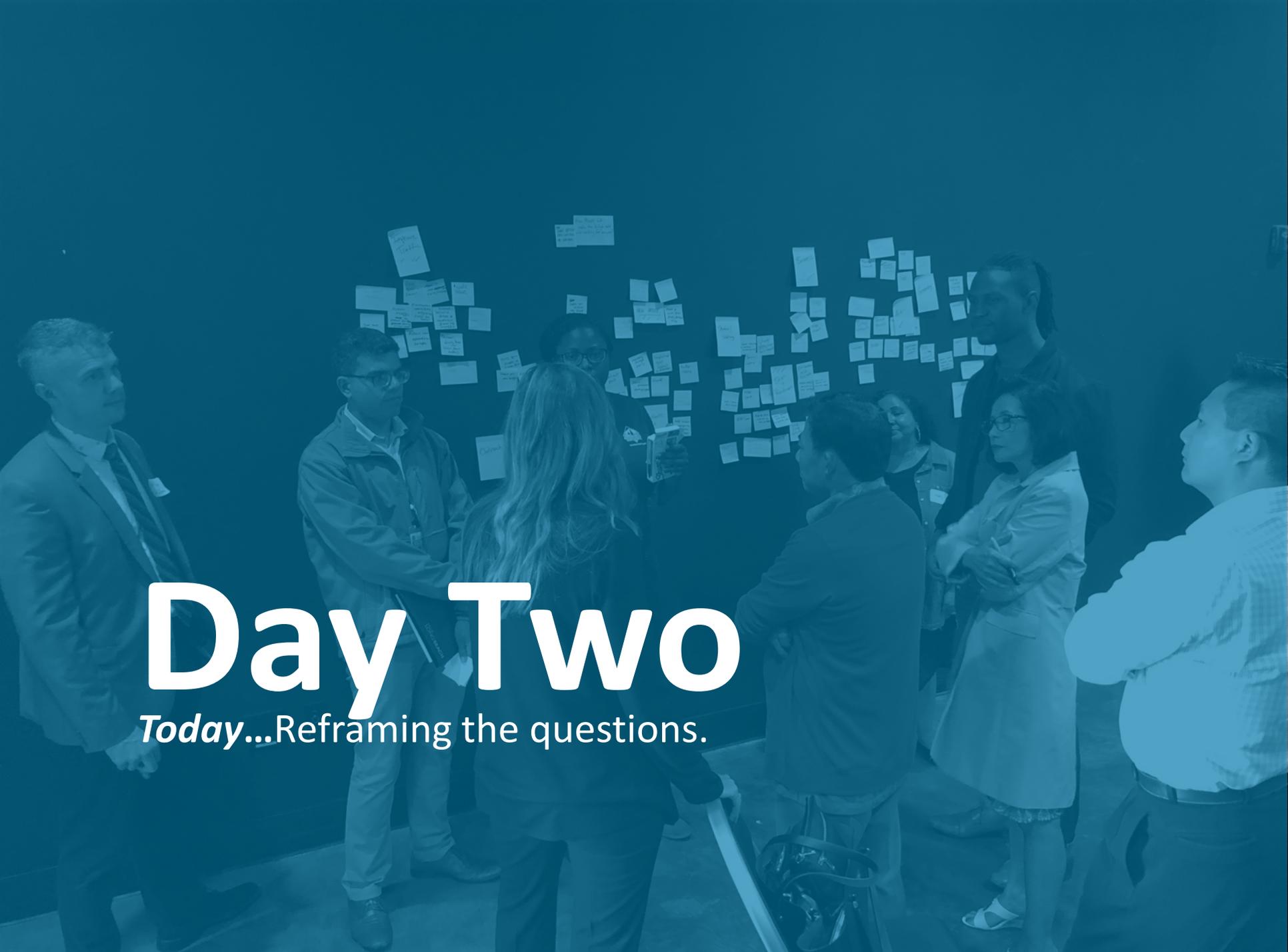
Solution: Provide a free, trolley like bus service to move residents safely along and across Anaheim Street.



IDEATION #3

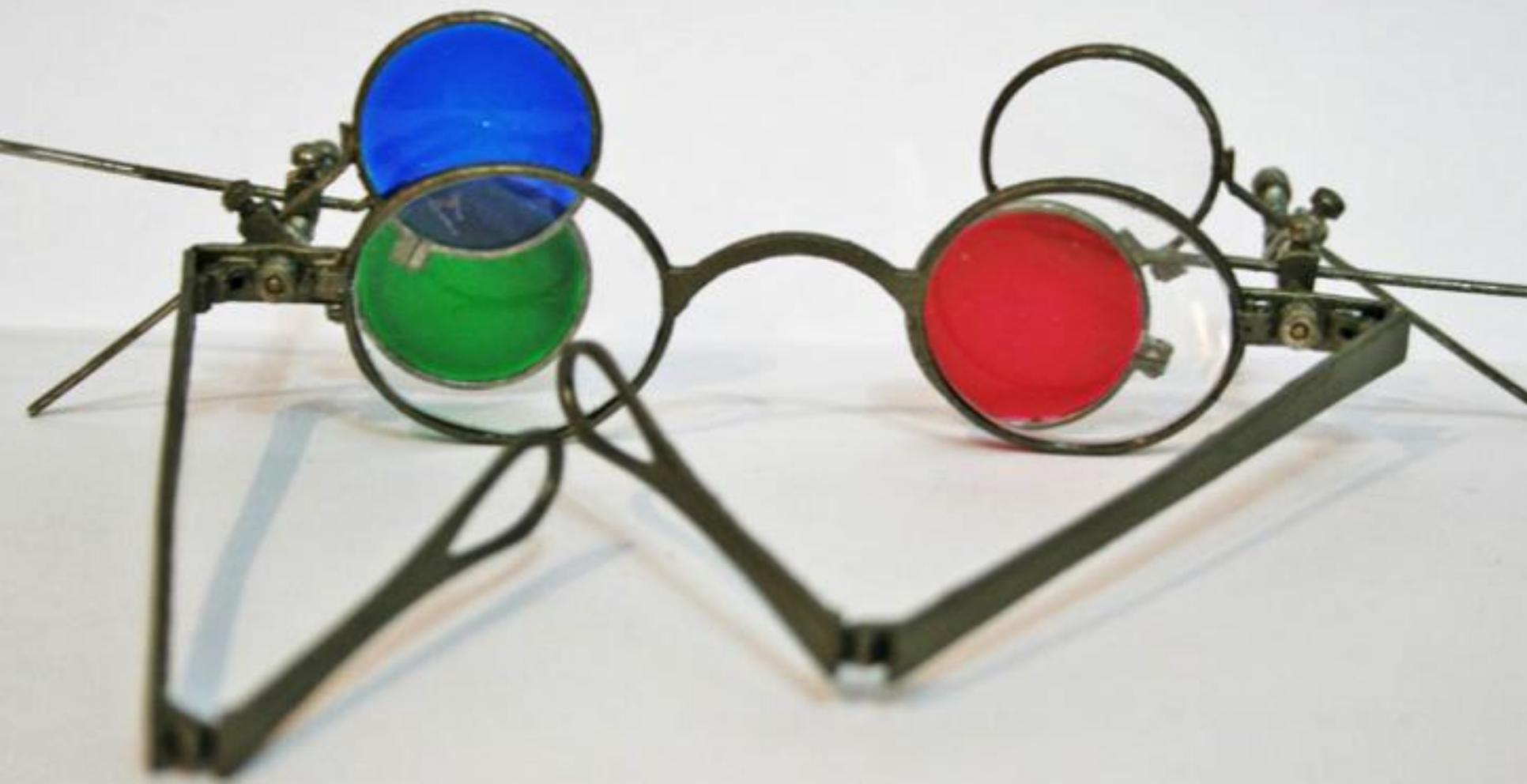
Challenge: *How might we provide a more equal distribution of resources along Anaheim Street from East to West?*

Solution: Create parklets by reclaiming parking spaces to attract residents and commuters into restaurants and businesses along Anaheim Street.



Day Two

Today.. Reframing the questions.



IDEATION #1

Solution: Modify the existing bridge through emerging **mobility** solutions, focused on bikes and pedestrians.



Focused bridge with destination-like amenities (e.g. local vendors) for safe transit across the LA River.

IDEATION #2

Solution: Move residents safely along and across Anaheim Street with **wireless and sensor technology.**



Provide a free, trolley-like bus service

IDEATION #3

Solution: Attract residents and commuters into restaurants and businesses along Anaheim Street via **place-making**.



Create parklets by reclaiming parking spaces

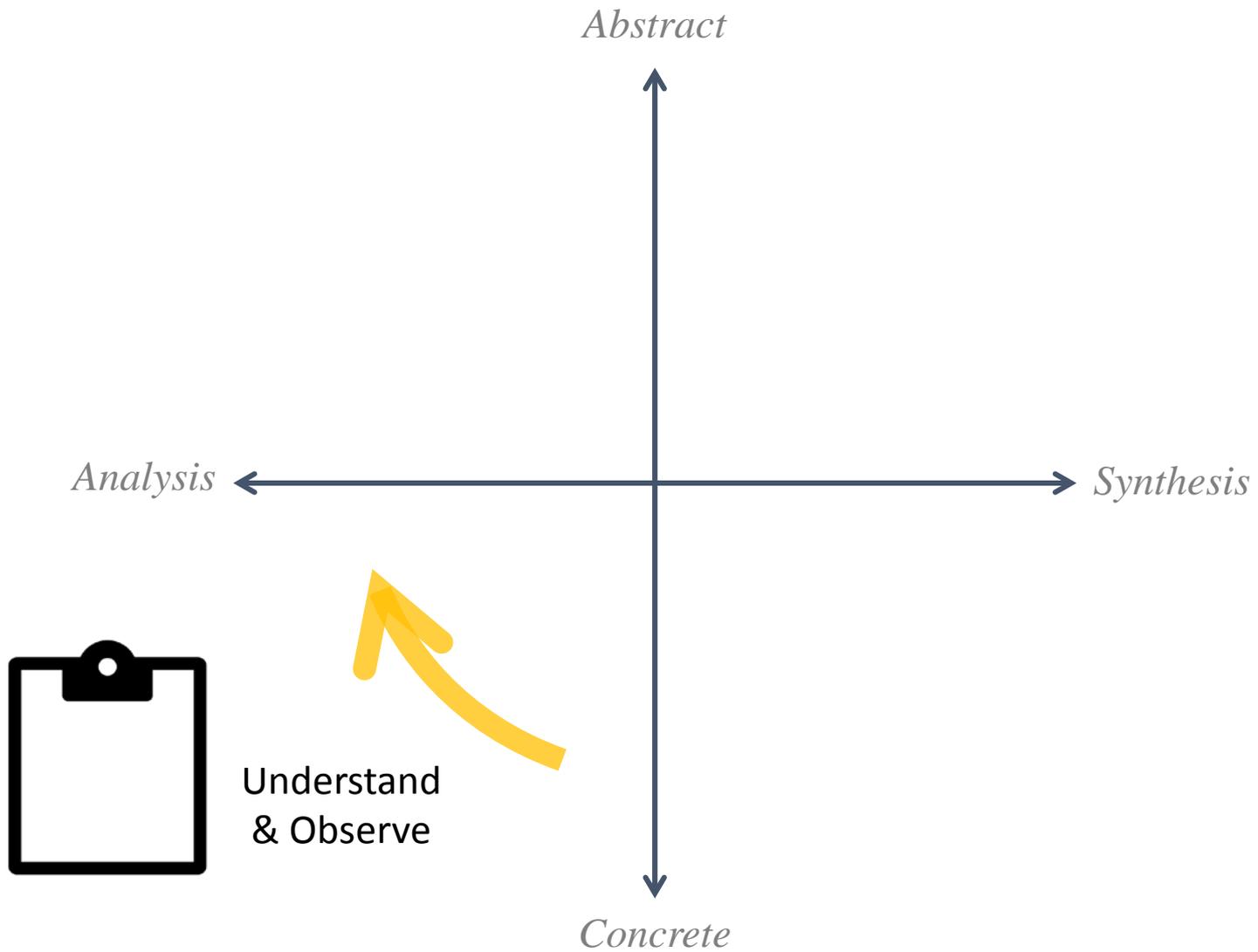


Solutions



PHASE 1

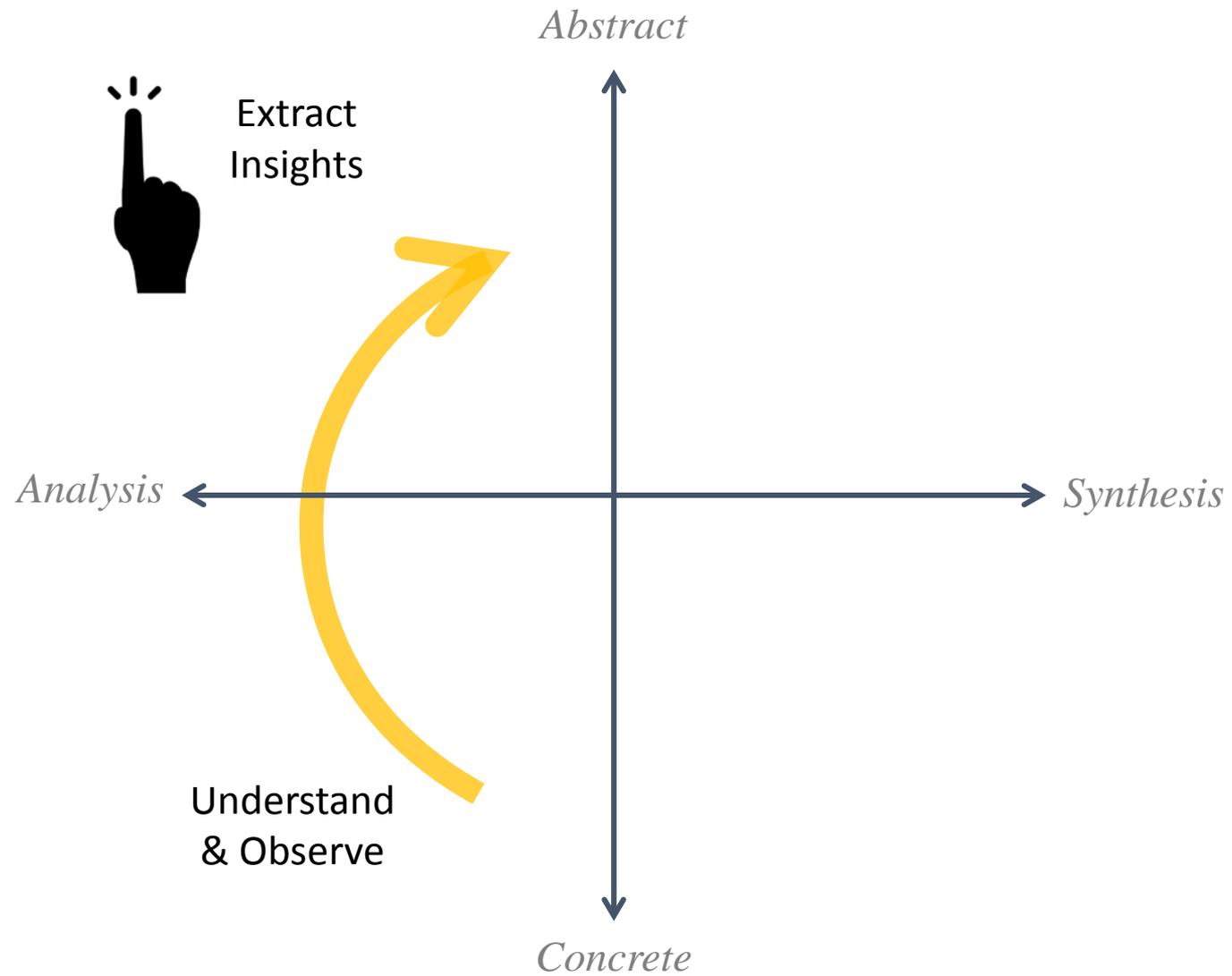
Discovery





PHASE 2

Insights





**“How
might we?”**



HOW MIGHT WE STATEMENTS

What are they? Why do we use them?

- It's your reframed core belief in the form of a question
- It is the question you will answer, or the problem you will solve.





How Might We #1

Challenge #1: *How might we make the 710 bridge safe for non-auto traffic?*

Challenge #2:



How Might We #2

Challenge #1: *How might we create a more controlled north-south crossing of Anaheim Street?*

Challenge #2:



How Might We #3

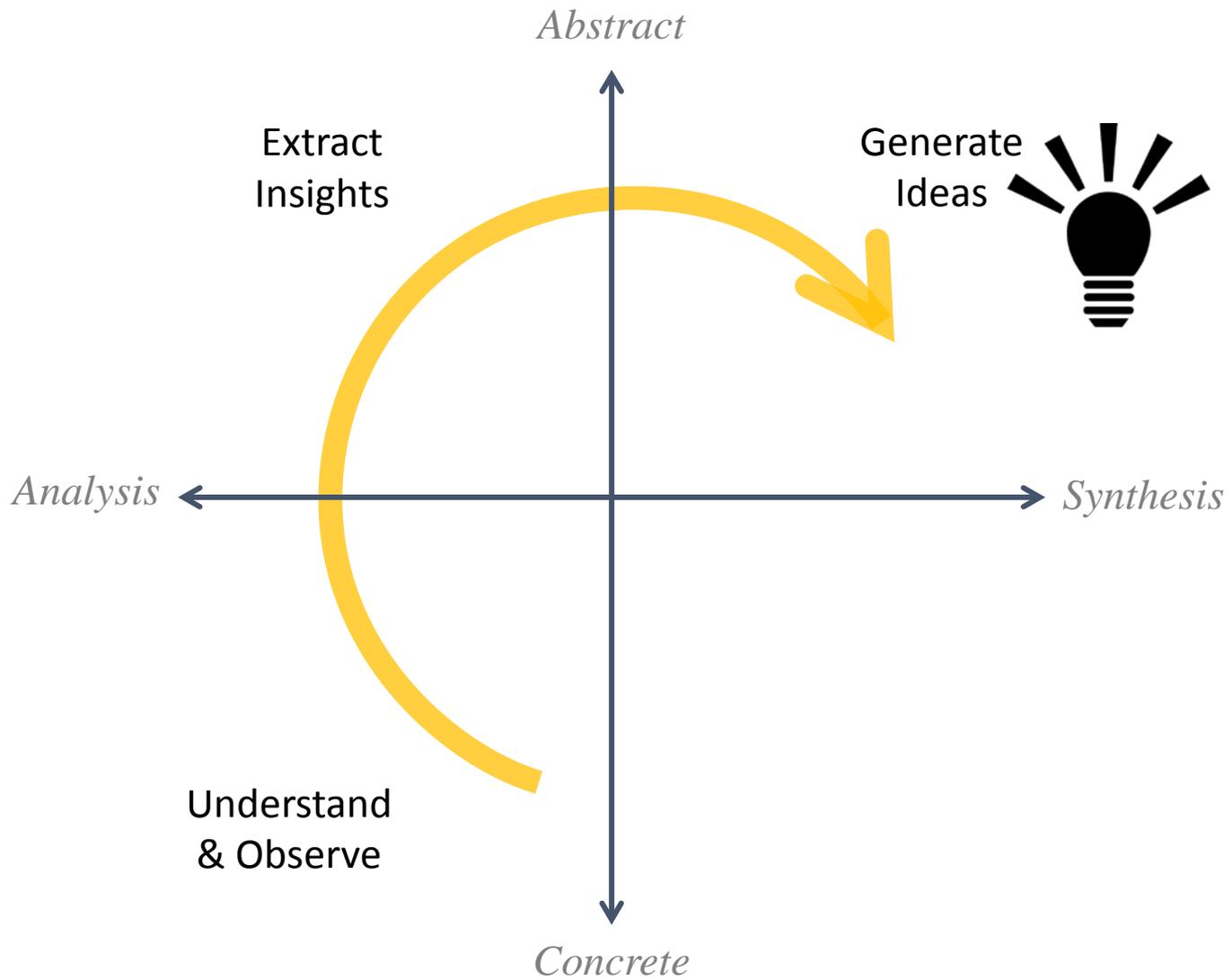
Challenge #1: How might we provide a more equal distribution of resources along Anaheim Street from East to West?

Challenge #2:



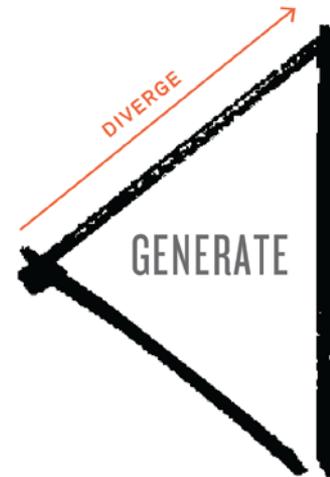
PHASE 3

Ideation



DIVERGING RULES

- Defer judgment
- Strive for quantity
- Seek wild & unusual ideas
- Build on other ideas
- Be visual



A 5-Minute Ideation Exercise

- Each person will generate 20 ideas that answer your team's "How Might We" question
- Use the diverging rules
- Write every idea down - there are no bad ideas at this point!

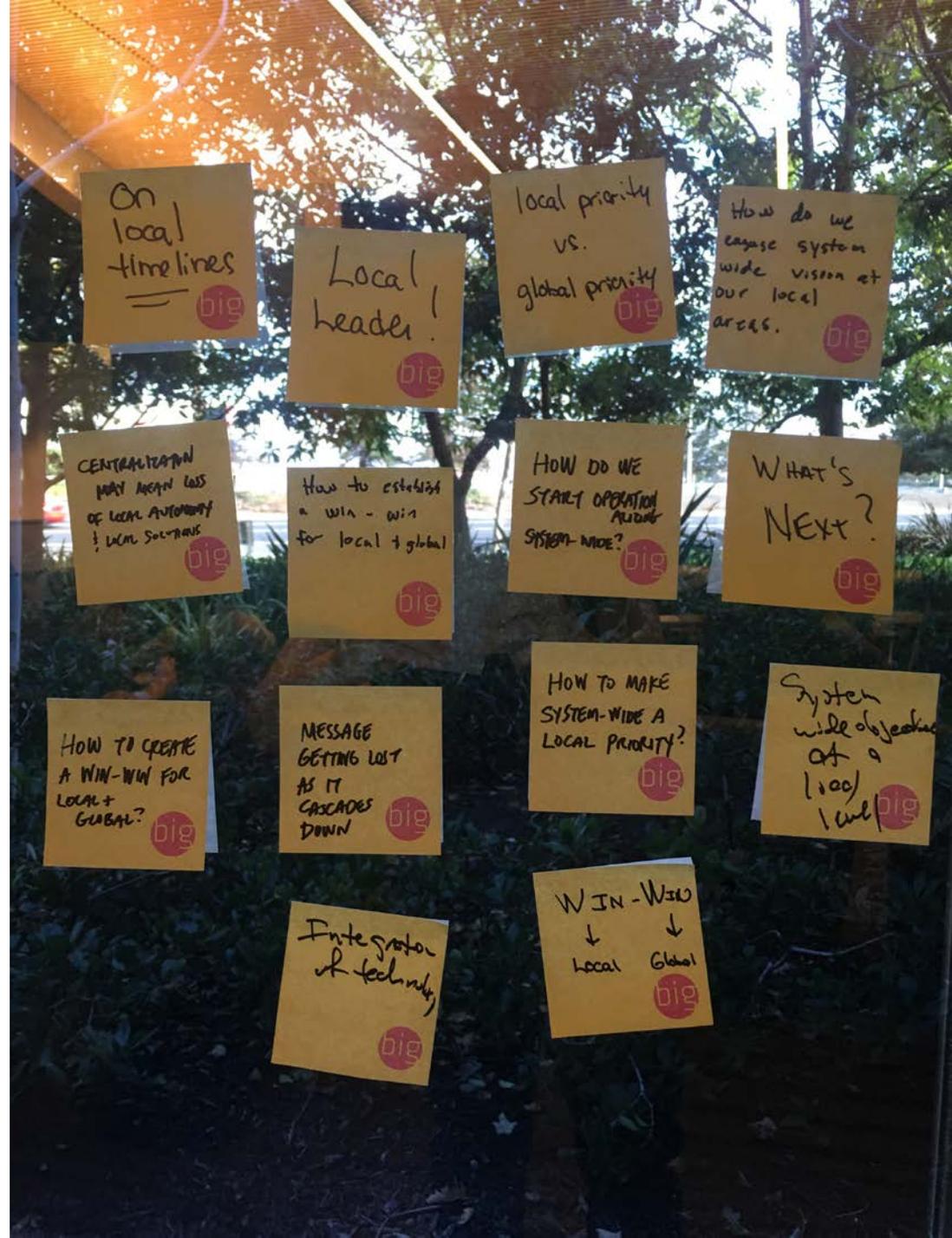


Clark Kellogg

AFFINITY DIAGRAMMING

Looking for ideas to experiment on

- Take all the post-it notes you've generated and cluster them on the wall
- Talk to your teammates about the essence of the ideas
- Talk to understand, and to build on one another's ideas, not to judge



Selecting Ideas: Dot Voting



- Each person on the team receives 3 dots
- Place your dots on the ideas you are selecting
- Identify the team's top choice (this is the idea with the most dots!)



Ideation #1

Challenge #1: *Focused bridge with destination-like amenities (e.g. local vendors) for safe transit across the LA River.*

Challenge #2:



Ideation #2

Challenge #1: *Provide a free, trolley-like bus service along Anaheim Street.*

Challenge #2:



Ideation #3

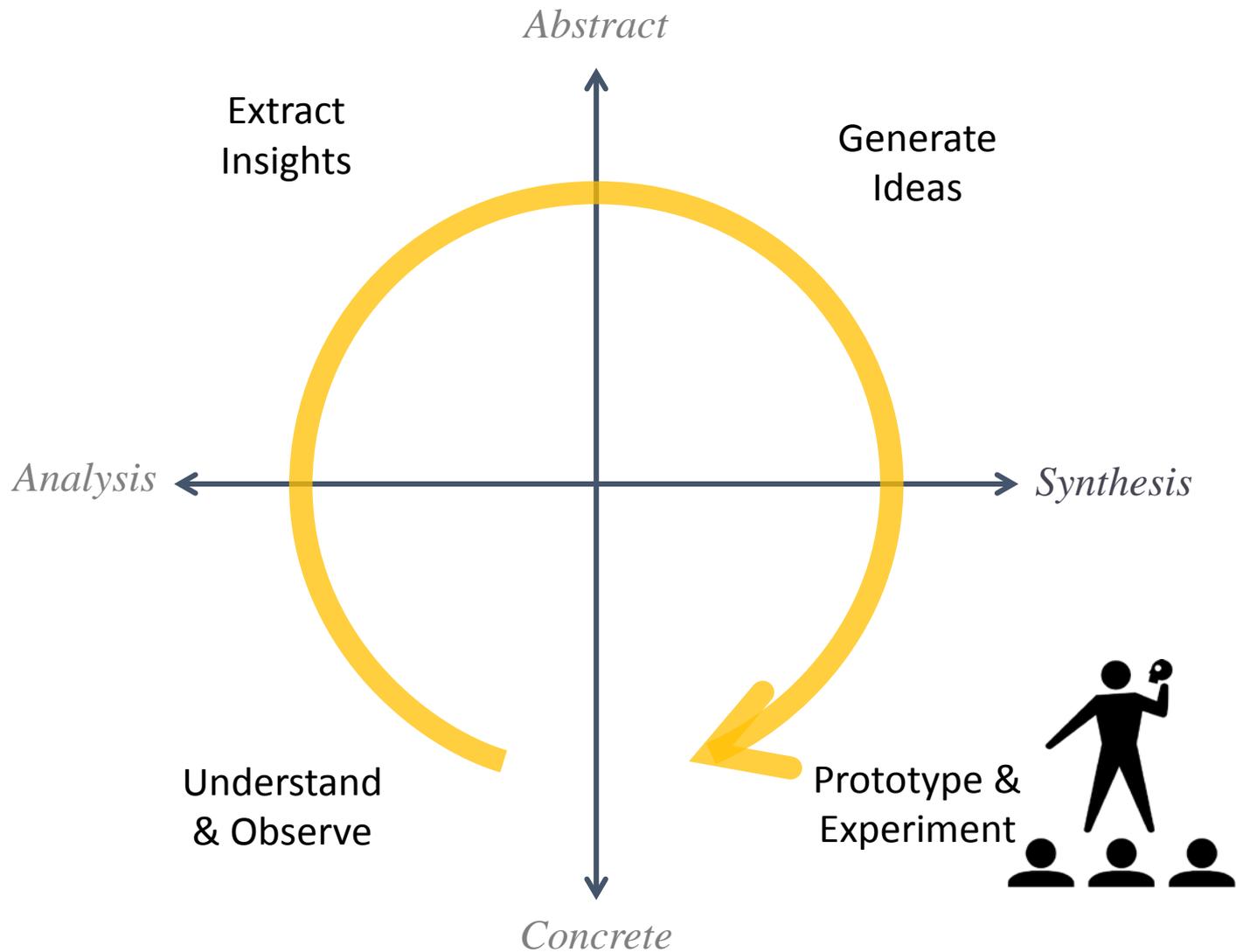
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Challenge #2:



PHASE 4

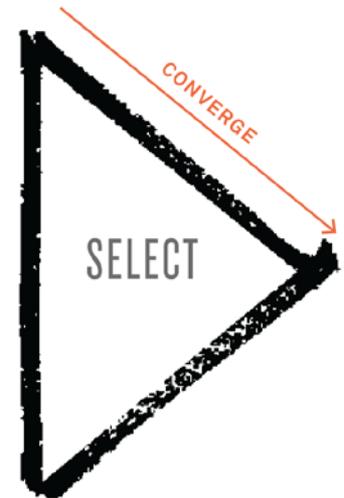
Prototype & Experiment





CONVERGING RULES

- Be affirmative
- Be deliberate
- Check objectives
- Improve ideas
- Consider novelty





Debrief



Final Thoughts

Join us for a no-host lunch:

**The Red Leprechaun
4000 East Anaheim St
Long Beach, Ca. 90804**



A Design Thr

3:45 - 4:00

3:00 - 3:15

2:45

