hello.

Design Thinking & Innovation Workshop | 08.31.18 | Long Beach, CA

Tracy Colunga

WELCOME

Tracy Colunga

AGENDA

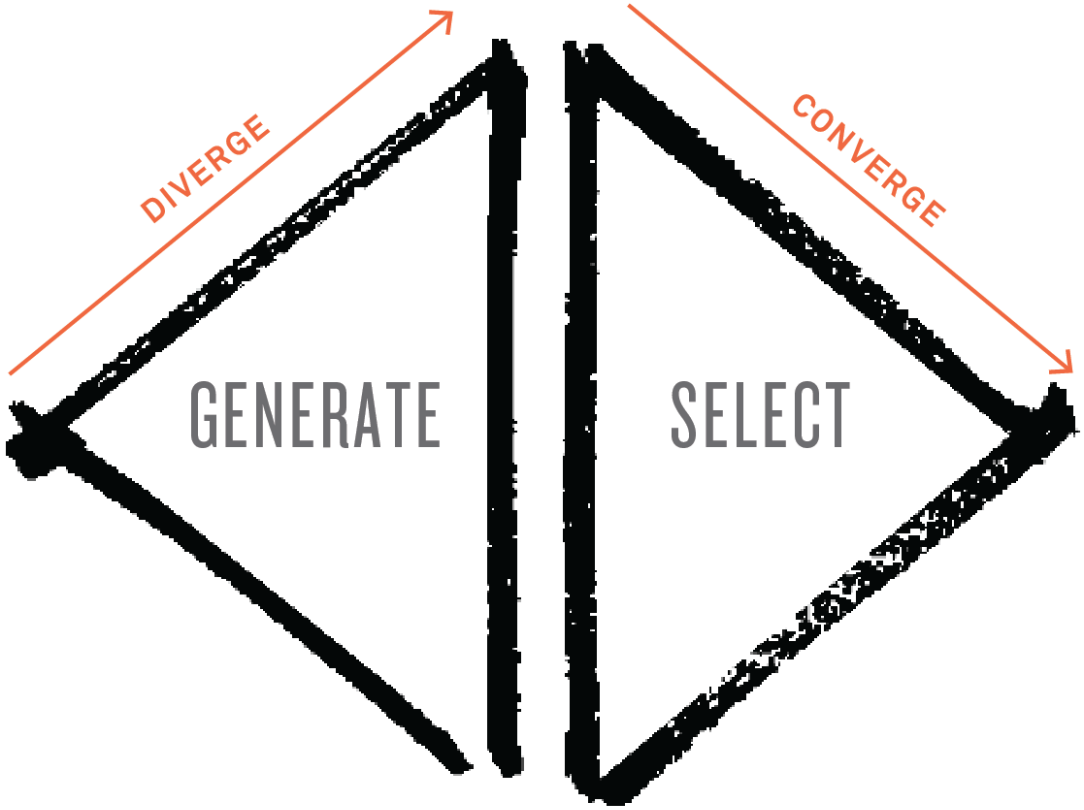
OUR AGENDA FOR THE DAY

Time	Section Title	Key Learning
9:05 – 9:20 am	Introduction	
9:20 – 9:30 am	One-breath Introductions	Introduce Human Resources
9:30 – 9:45 am	Recap	Align new participants to work
9:45 – 10:45 am	Blockers	Proactively view challengers
10:45 – 11:00 am	15-minute Bio Break	
11:00 – 11:30 am	Resources	Enable city to receive solutions
11:30 – 11:45 am	Presentations	
11:45 – 12:00 pm	Wrap Up	

Jeff Eyet

DESIGN THINKING

THE DYNAMIC BALANCE OF DIVERGE AND CONVERGE



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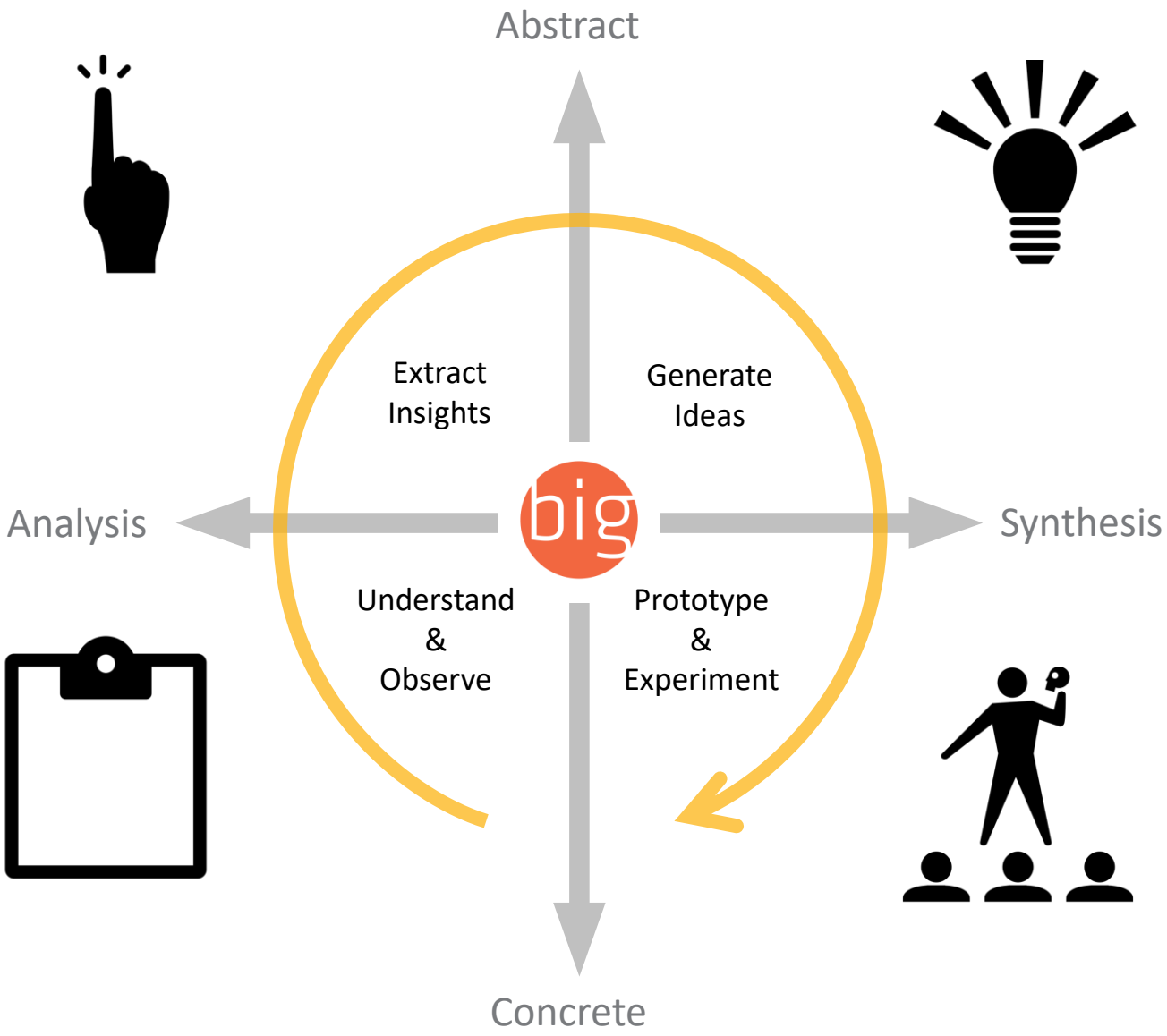
the big innovation process



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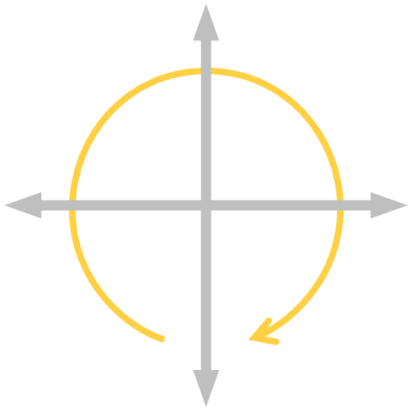
Steven Chaparro

WORK TO DATE

RECAP // PRE-COLLIDER

Explore solutions to traffic and safety issues along Anaheim Street corridor.



Mobility

Technology

Place-making

RECAP // MOBILITY

Collider #1

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.

Collider #2

How might we create mobility solutions prioritizing the needs of marginalized residents to increase resource access?

RECAP // TECHNOLOGY

Collider #1

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.

Collider #2

How might we activate high school and college students in Long Beach to redesign Anaheim Street into an inclusive experience?

RECAP // PLACE-MAKING

Collider #1

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.

Collider #2

How might we bring nature to all people on Anaheim Street?

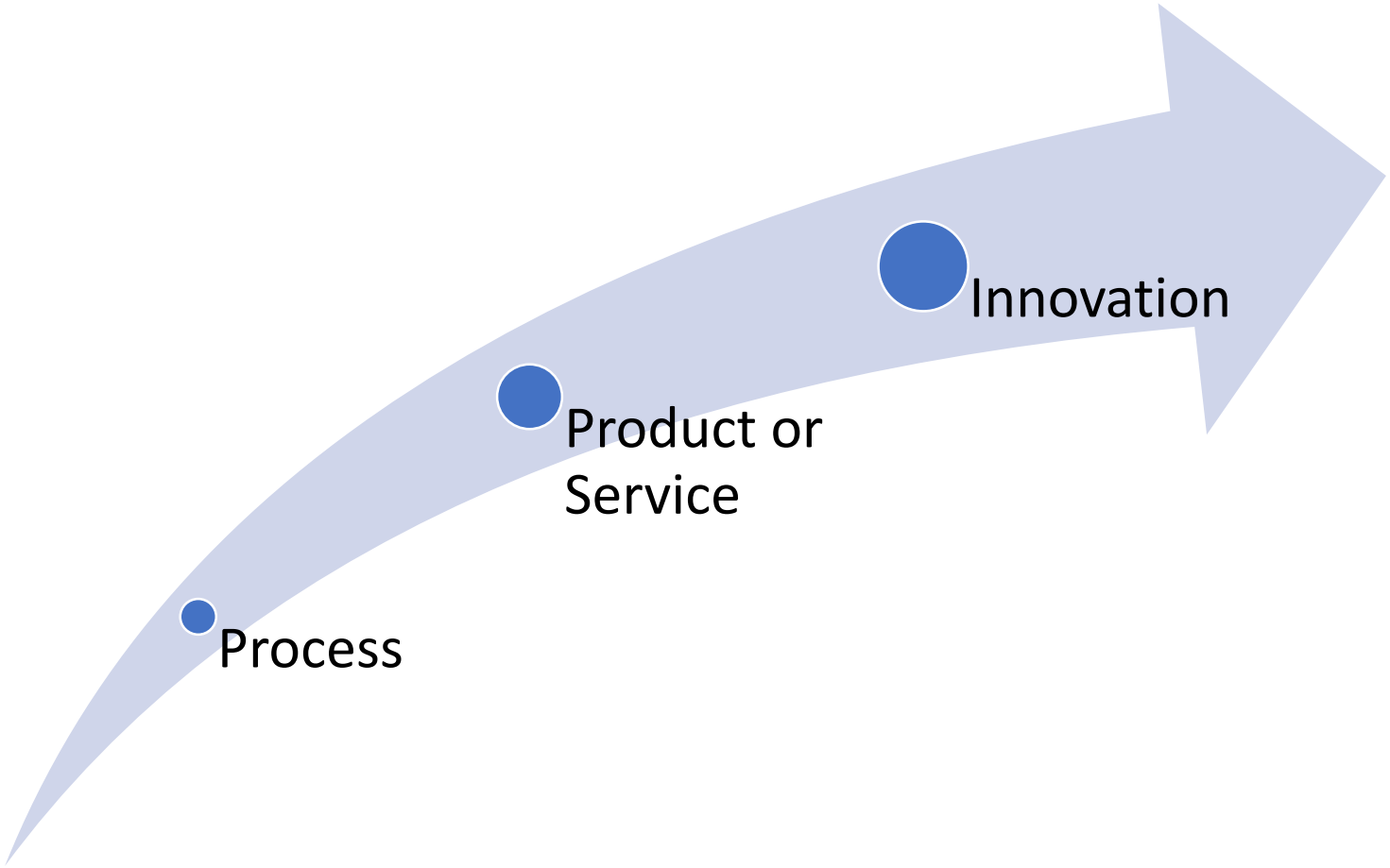
Steven Chaparro

PATH TO PILOT

“Technologies are solutions looking for opportunity.”

“Governments have opportunities looking for solutions.”

SCALING IDEAS TO THEIR POTENTIAL



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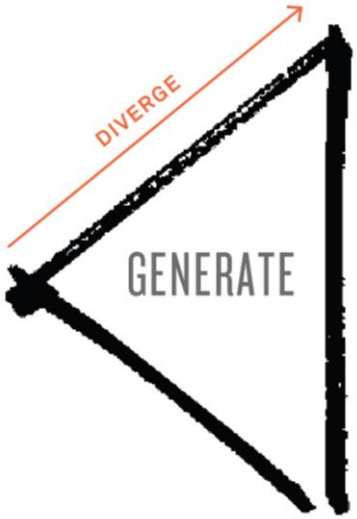
Blockers

DIVERGING RULES



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

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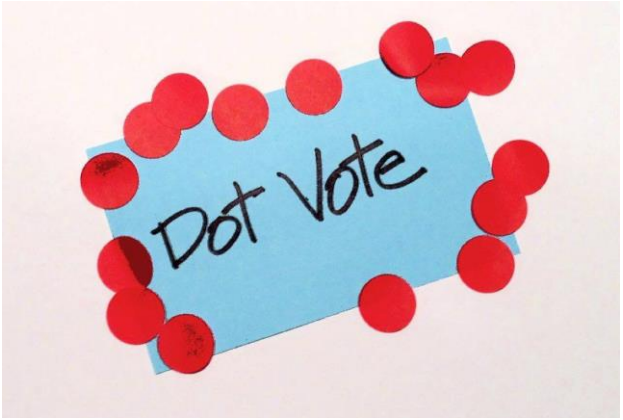
Our Tools for Design Thinking

Post-it Notes, Sharpie Pens & Dots!



- Write one idea per post-it note
- Write large enough so that it can be read from 5 feet away
- Write legibly so others can read it

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OBSTACLES BETWEEN AN INNOVATION AND ADOPTION

Within City Government

- Regulations
  - Current City/State Laws
- Procurement
  - Processes and Rules
- Competing Incentives
  - Perceived impact on the status quo; “my turf”

Within the Community

- Community Readiness
  - If you build it, why **won’t** they come?
- Cultural Alignment
  - In a diverse city, how do cultures adopt to change?
- Public Opinion
  - Potential headlines
  - Resident response
  - Political fallout?

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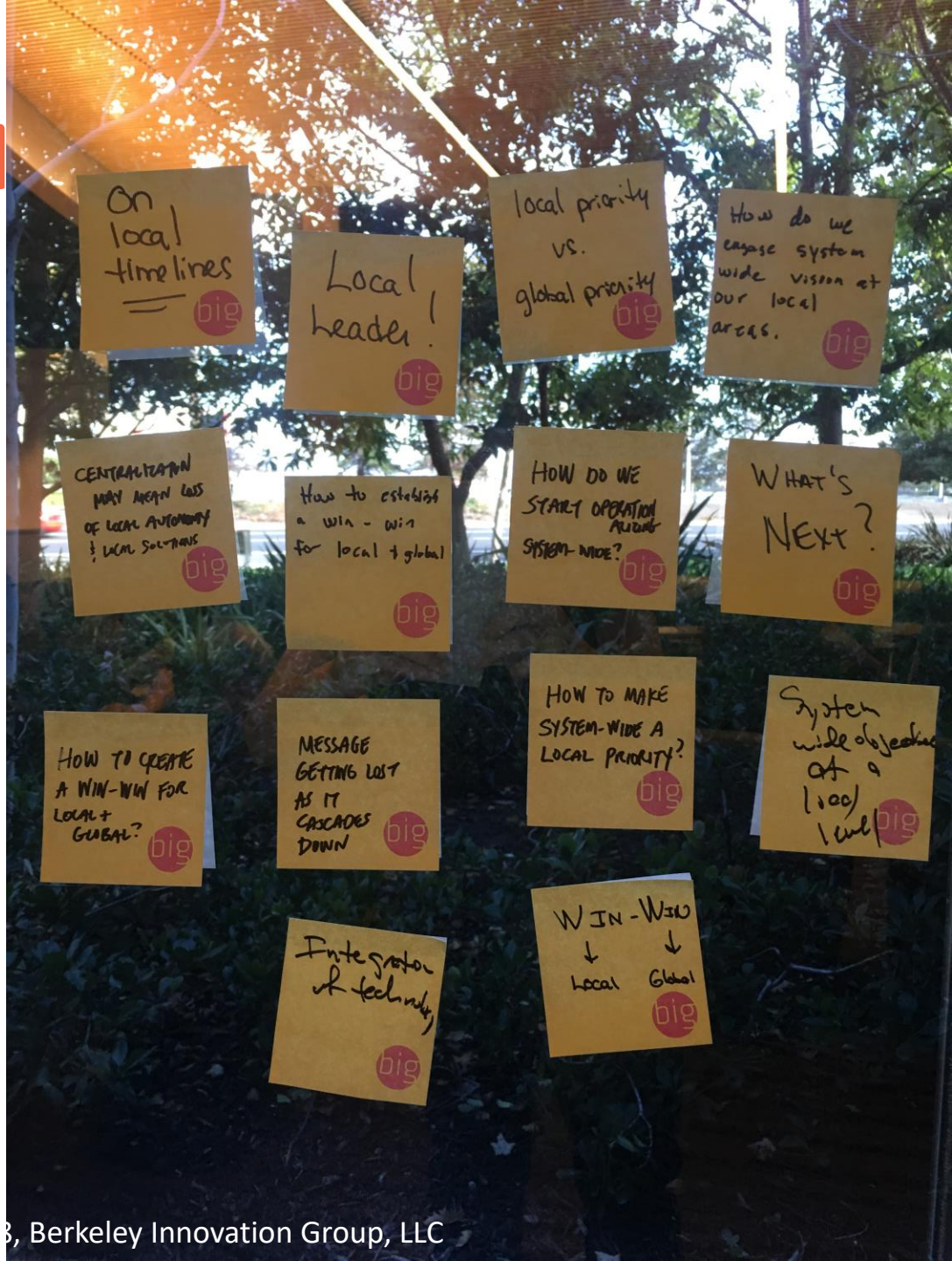
NITY DIAGRAMM

Looking for ideas to experiment on

- Take all the post-it notes you've generated and cluster them on the wall
- Talk to understand, and to build on one another's ideas, not to judge
- "Yes, and.."



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Selecting Ideas: Dot Voting

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

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BREAK

RETURN AT

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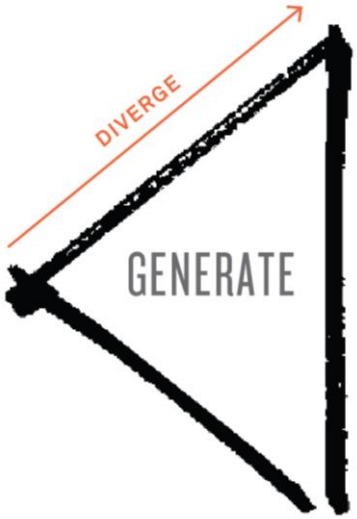
Resources

DIVERGING RULES



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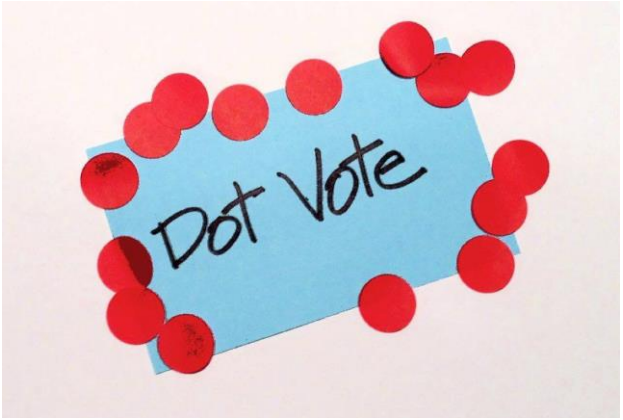

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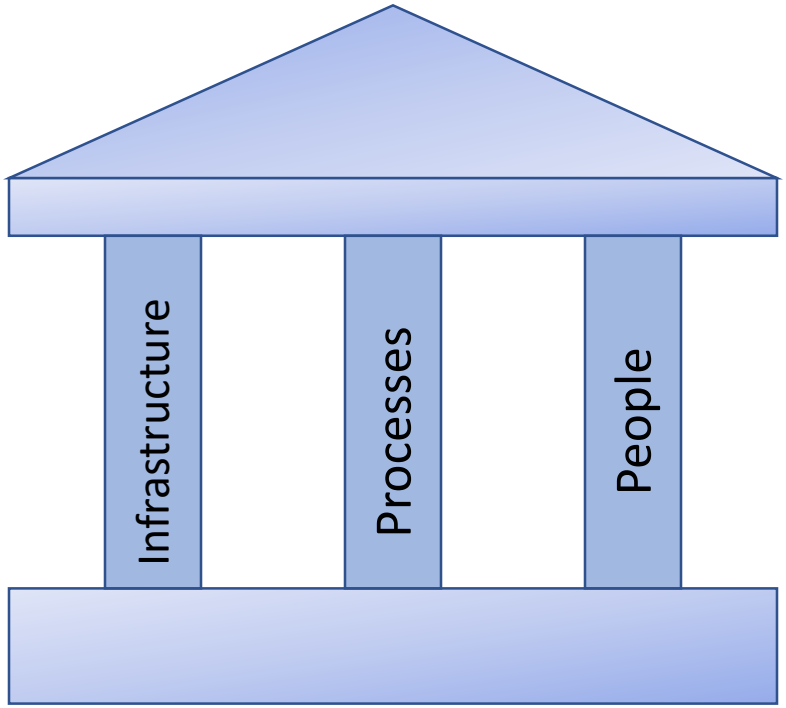
OUR ASSETS TO CONTRIBUTE TO THE VISION



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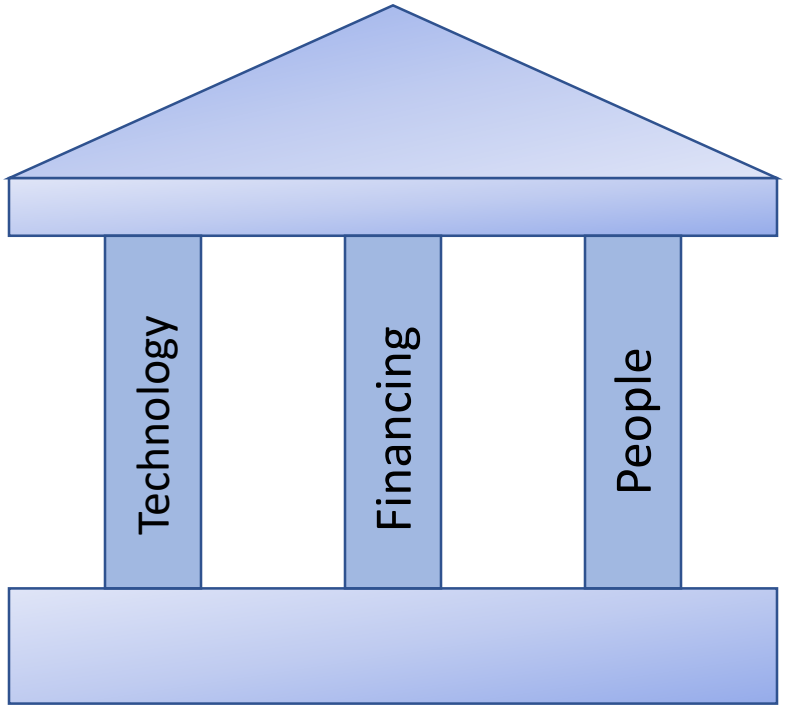
PARTNER RESOURCES TO ACHIEVE OUR VISION



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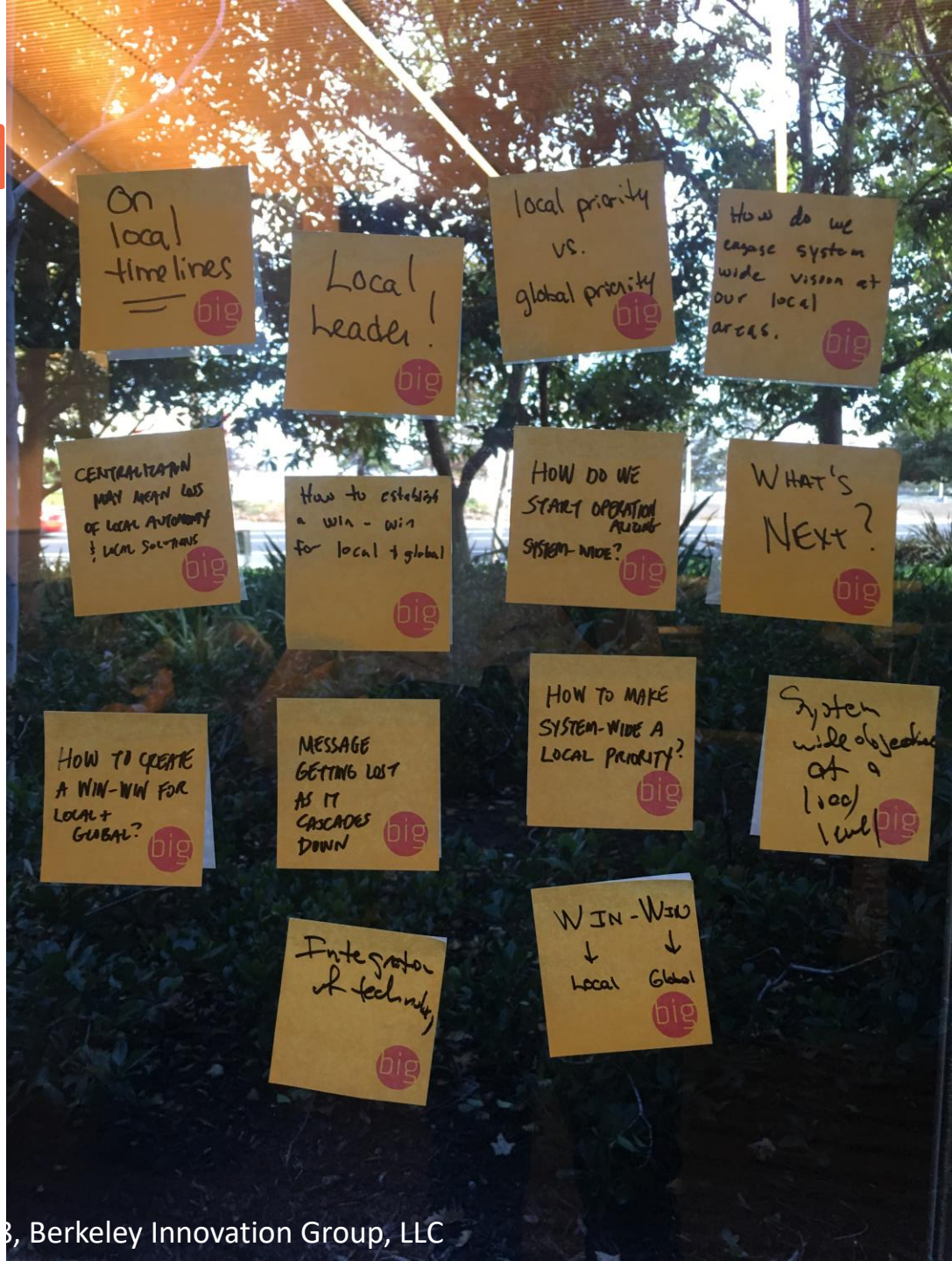

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PRESENTATIONS

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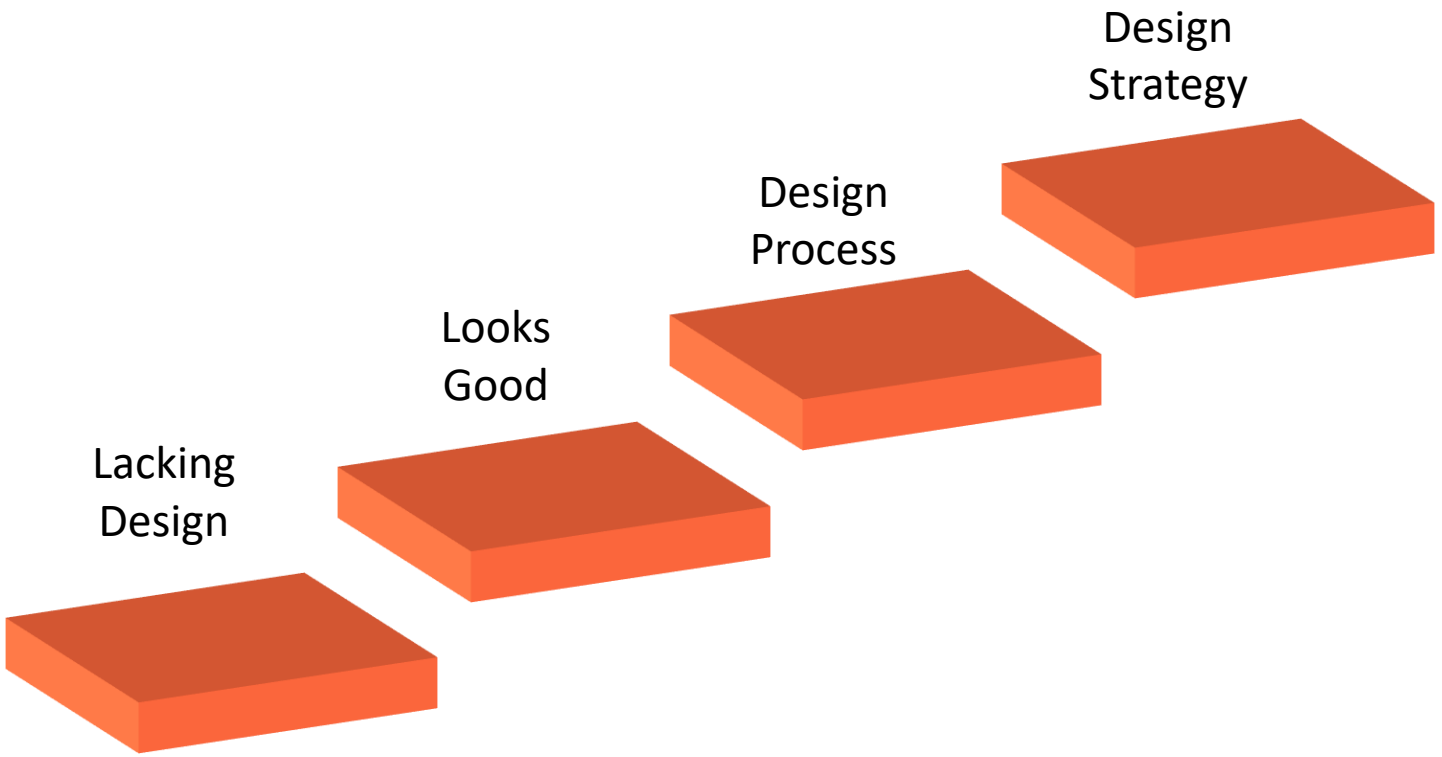
WRAP-UP

Jeff Eyet

Design in Strategy

DESIGN LADDER TO STRATEGY



Source: Innovate UK, “Design in Innovation Strategy”

LOOKING AHEAD TO SEPTEMBER SESSION

- Developing Pilots
  - Human-centered approach to understanding opportunities
  - Expanding our “how might we” statements to include technology
  - Sought Blockers and Assets
- Bring technology providers to the table to “yes, and!” your work

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“The best way to predict the future is to design it.”

-Alan Kay,
desktop computing pioneer