hello.

Tracy Colunga

WELCOME

Tracy Colunga

AGENDA

OUR AGENDA FOR THE DAY
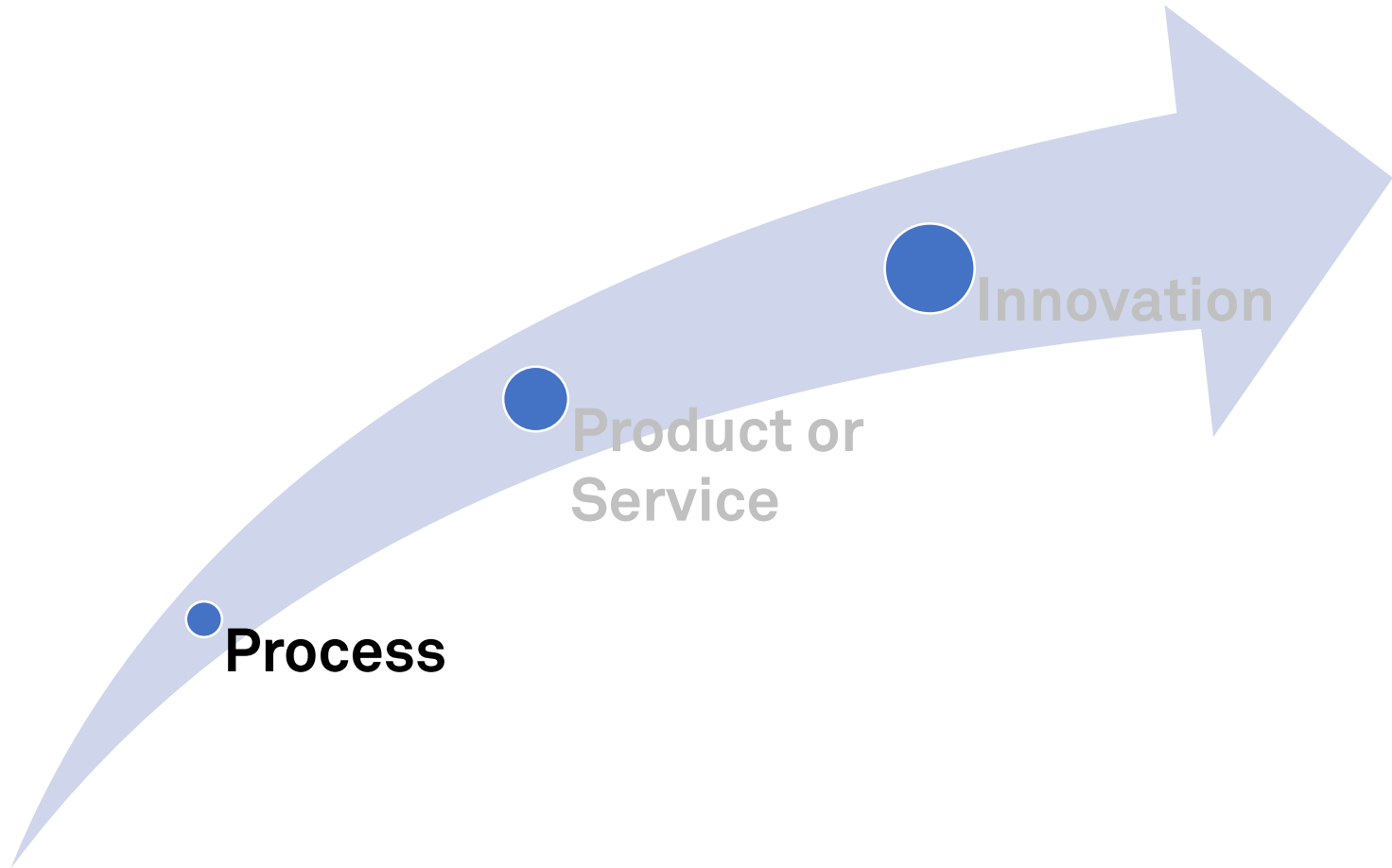
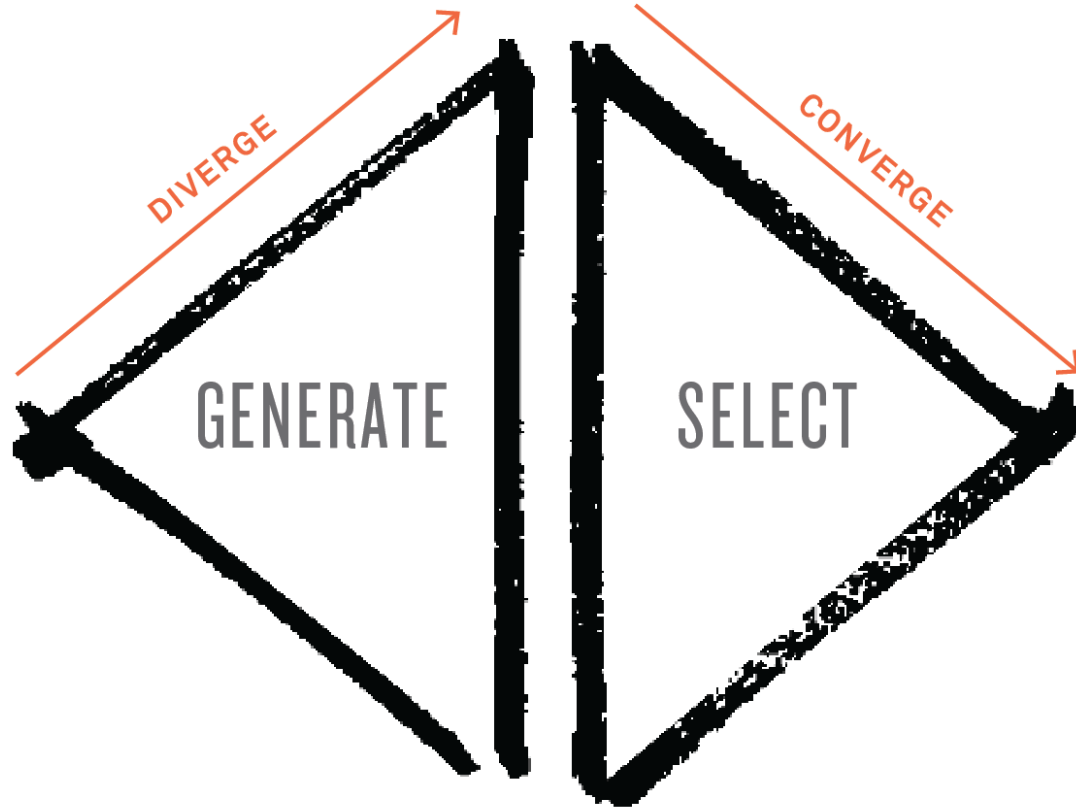| Time	Section Title	Key Learning
9:05 – 9:15 am	Introduction	
9:15 – 9:25 am	One-breath Introductions	Introduce Human Resources
9:25 – 9:40 am	Recap	Align new participants to work
9:40 – 10:20 am	Interviews	Proactively view challengers
10:20 – 10:35 am	15-minute Bio Break	
10:35 – 11:15 am	Finalize Solutions	Create poster presentation
11:15 – 11:30 am	Presentations	
11:30 – 11:45 pm	Wrap Up	

big

A Design Thinking & Innovation Workshop

Jeff Eyet

DESIGN THINKING

SCALING TO INNOVATION

Process

Product or Service

Innovation

BALANCE DIVERGE & CONVERGE

DIVERGE

CONVERGE

GENERATE

SELECT

the big innovation process

Abstract

Extract
Insights

Generate
Ideas

Analysis

big

Synthesis

Understand
&
Observe

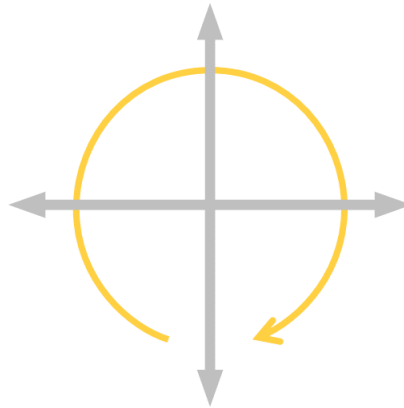Prototype
&
Experiment
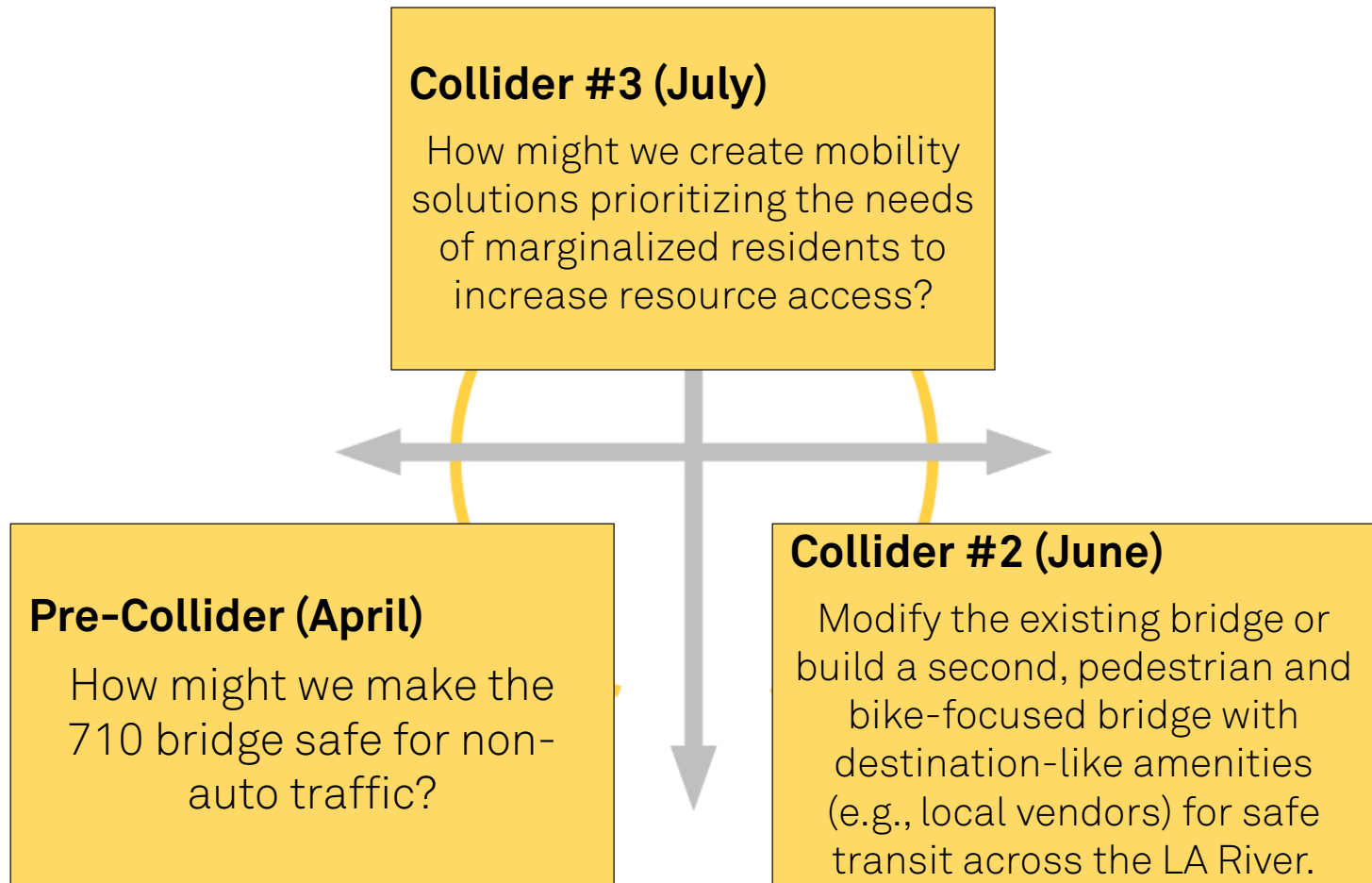
Concrete
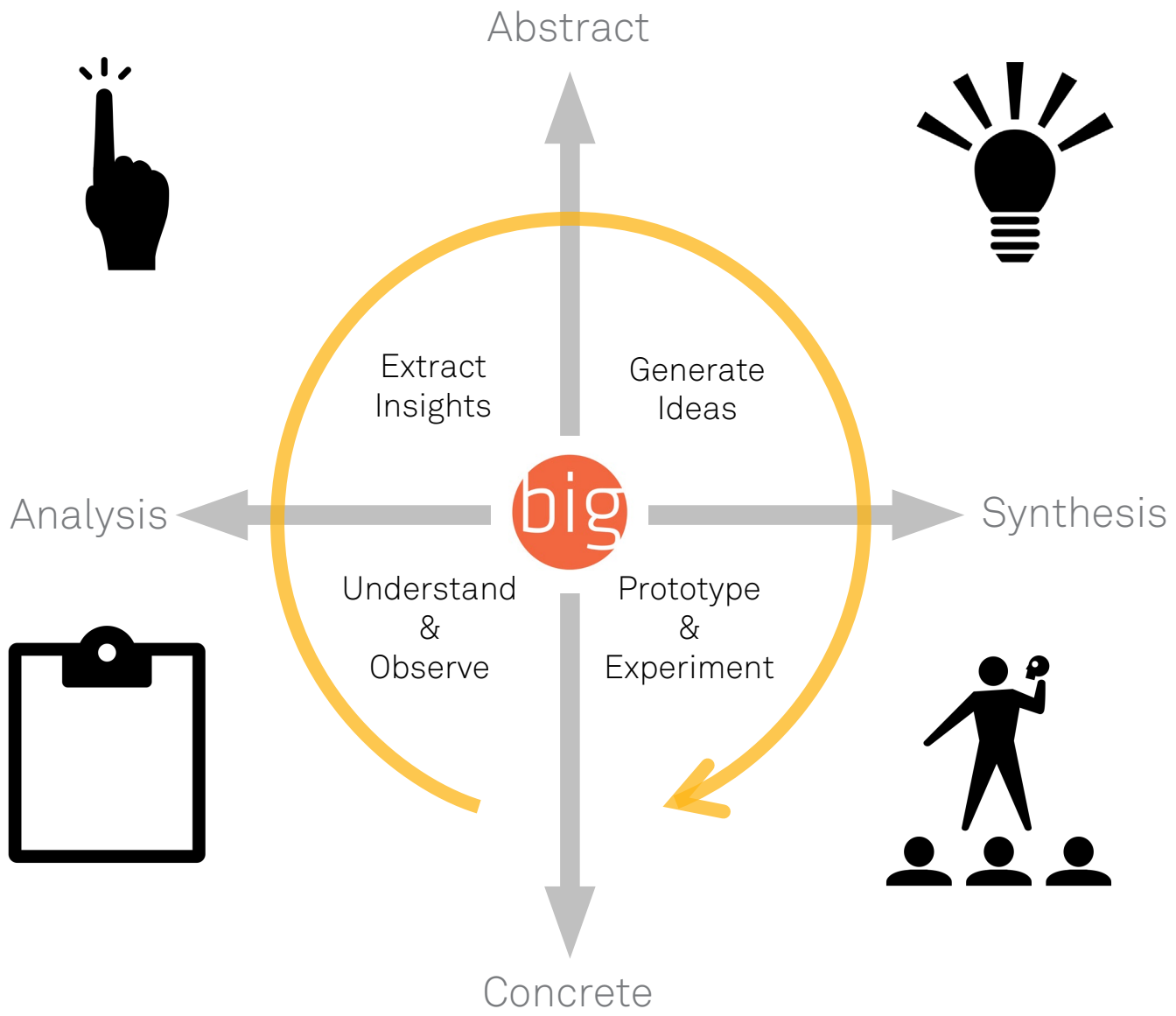
Steven Chaparro

WORK TO DATE

RECAP // PRE-COLLIDER

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

Mobility
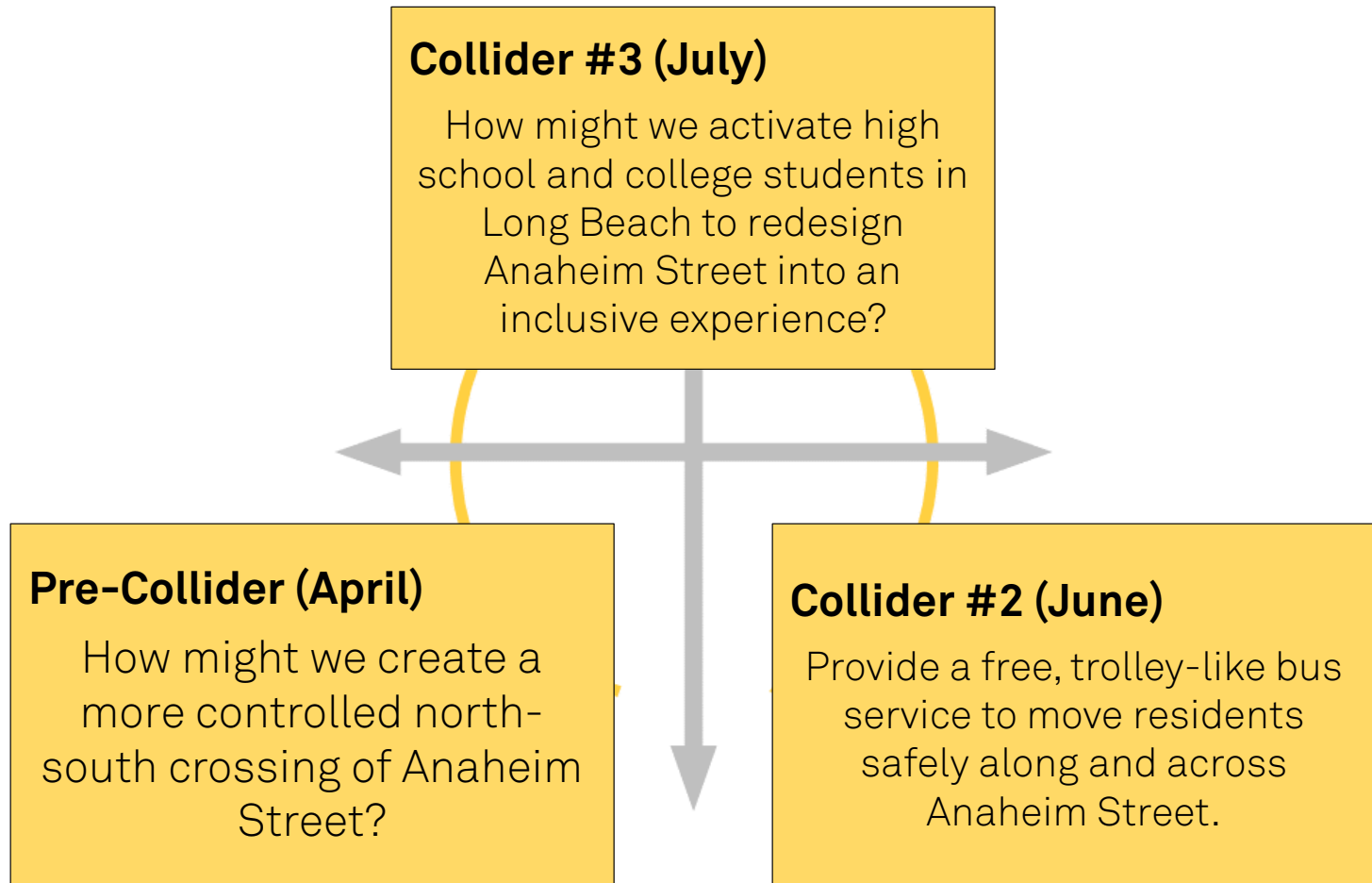
Technology

Place-making

RECAP // MOBILITY

Collider #3 (July)

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

Pre-Collider (April)

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

Collider #2 (June)

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.

RECAP // TECHNOLOGY

Collider #3 (July)

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

Pre-Collider (April)

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

Collider #2 (June)

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

RECAP // PLACEMAKING

Collider #3 (July)

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

Pre-Collider (April)

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

Collider #2 (June)

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

Jeff Eyet

Your Blockers

UNIVERSAL BLOCKERS

BLOCKERS // MOBILITY

Collider #3 (July)

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

Infrastructure

Unsafe and infrequent red light crossings.

Public Perception

Lack of awareness that gov't can help

Competing Interests

Other projects take priority

BLOCKERS // TECHNOLOGY

Collider #3 (July)

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

Regulatory

Myriad of gov't entities

Culture

Public opposition to change

BLOCKERS // PLACEMAKING

Collider #3 (July)

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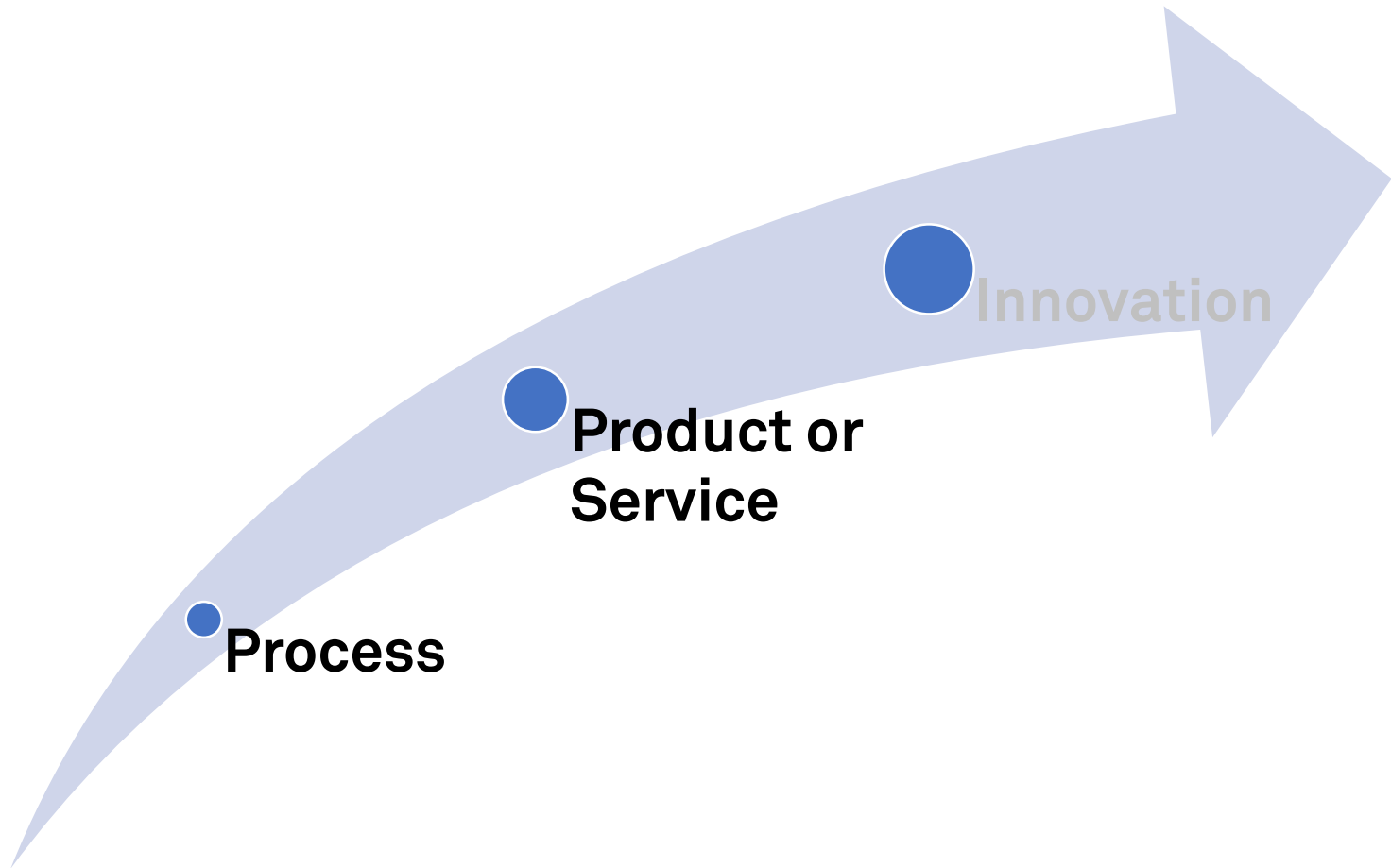
Communications

Cleaning up unhoused populations

Resources

Social media apps and alleys

People

Community organizatinos

SCALING TO INNOVATION

Innovation

Product or
Service

Process

Jeff Eyet

Issue the RFPs

PROPOSAL REQUESTS

Mobility

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

Technology

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

Placemaking

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

Jeff Eyet

Interviews

BLOCKERS // MOBILITY

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BREAK
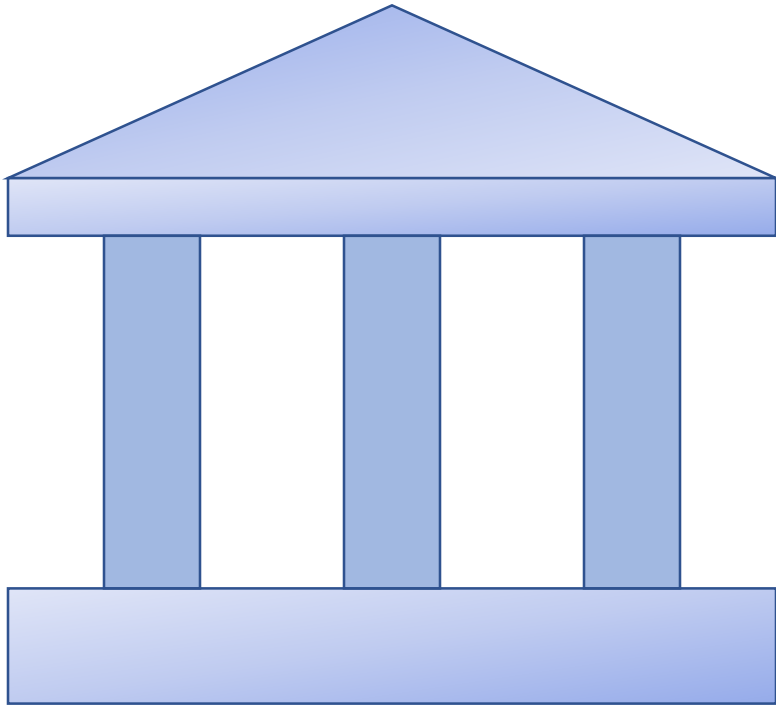
RETURN AT 11:00

Jeff Eyet

Ideate a Solution

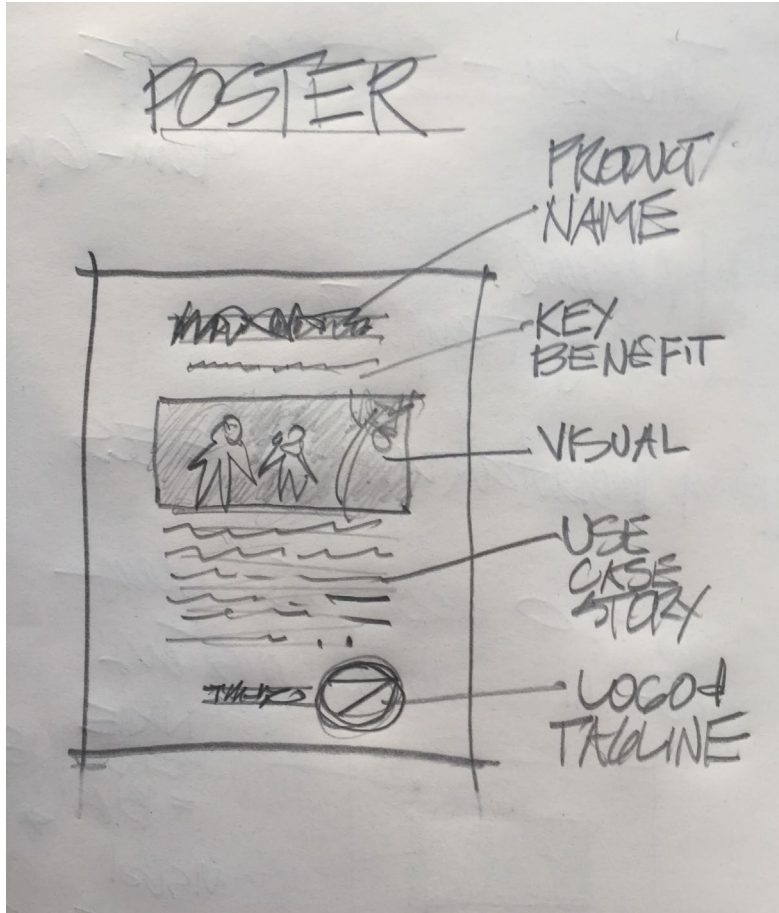QUESTION THE
STATUS E

ASSETS FOR A SOLUTION

- City Resources
  - Infrastructure
  - Processes
  - People
- Partner Resources
  - Technology
  - Financing
  - People

PRESENTATION POSTERS

1. PRODUCT NAME
2. KEY BENEFIT
3. VISUAL
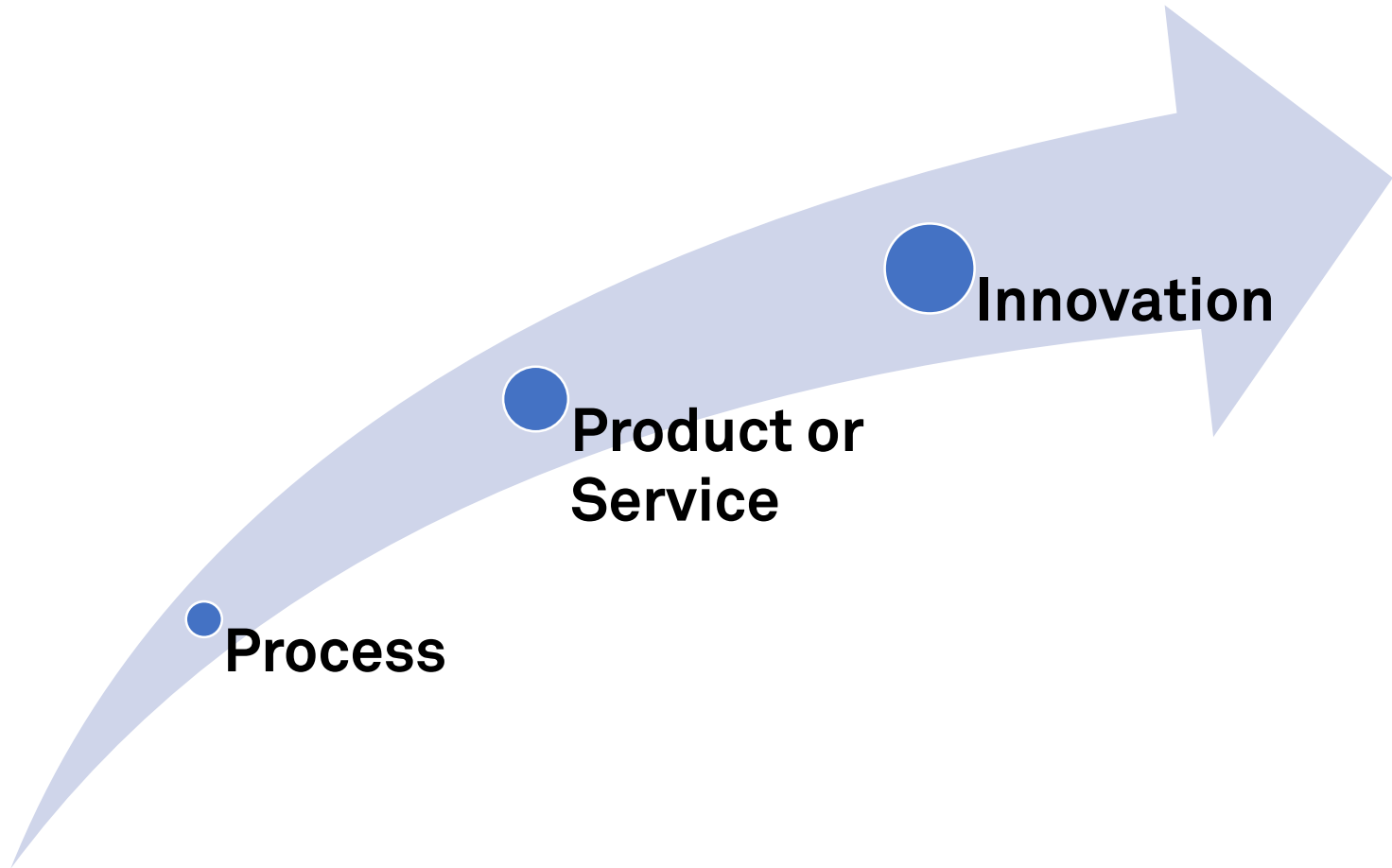4. USE CASE STORY
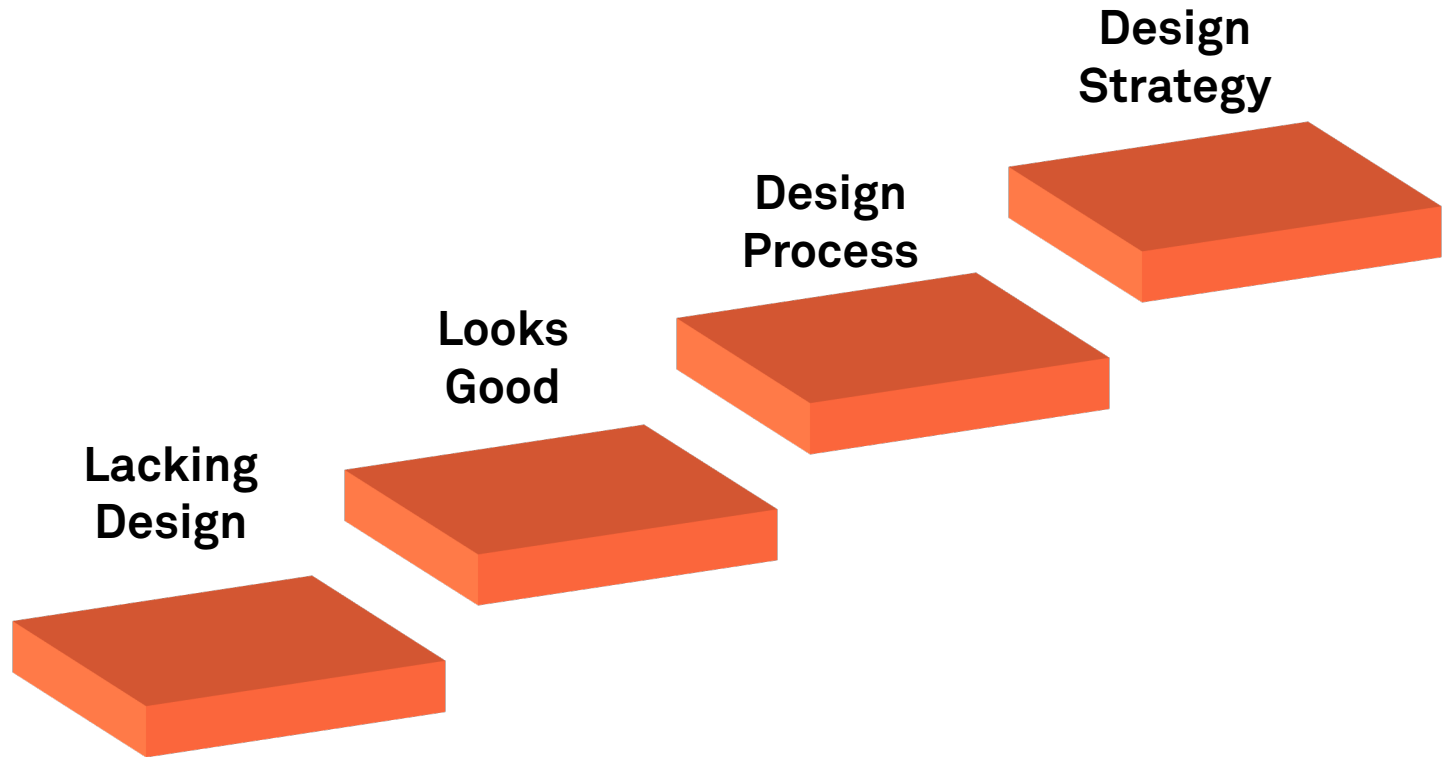5. TAGLINE

Steven Chaparro

PRESENTATIONS

Steven Chaparro

PATH TO PILOT

"Technologies are solutions looking for an opportunity."

"Governments have opportunities looking for solutions."

SCALING TO INNOVATION

DESIGN LADDER TO STRATEGY

Lacking Design

Looks Good

Design Process

Design Strategy

Source: Innovate UK, "Design in Innovation Strategy"

Tracy Colunga

WRAP-UP

"The best way to predict the future is to design it."

-Alan Kay,
desktop computing pioneer