



An Introduction to Human-Centered Design and Its Application to Transportation

Mon, Dec 3 (8:30 am to 4:00 pm) and Tues, Dec 4, 2018 (8:30 am to 3:30 pm)

CA Dept. of Transportation, District 11 Planning, 4050 Taylor Street, MS-240, San Diego, CA

Design Thinking is a systematic approach to creating solutions to seemingly intractable challenges. It starts with an in-depth understanding of customers and the ability to create a better future for them. It leads us through a process for testing proposed solutions to determine if they are operationally feasible and financially viable and, most important, that the proposed solutions will meet customer needs—all before we ever begin to invest money and implement the solution. (adapted from Designing for Growth, 2012)

Who this course is for: This in-person course is for transportation stakeholders who wish to learn how to design and implement bold, pre-tested, community need-based solutions. In this two-day training, participants will learn how to facilitate a customer-centered innovation process, known as Design Thinking, to design, iterate, test, and deliver responsive solutions. The trainer will teach this four-phase process using a non-transportation example: 1) challenge identification and in-depth research with affected customer groups, 2) brainstorming solution concepts, 3) prototyping and testing solution concepts, and 4) planning a limited launch of the chosen solution. The training will also share how other communities have applied the design thinking process to designing transportation solutions. Participants will leave with worksheets and other tools for use in their communities.

Up to 30 participants will be accepted on a first-come, first-serve basis, with priority being given to participants from FTA Region 9 and 10 states. The deadline for Region 9 and 10 participants to sign up is **November 16, 2018**; after that date, the training will be open to participants from all FTA regions. (For those not from Region 9 or 10, you are welcome to send an email to Amy Conrick [conrick@ctaa.org] at any time to get on the list for any open spots.)

Cost for the course: This course is being offered at no cost to participants. It is made possible with Federal Transit Administration (FTA) funding through the National Center for Mobility Management (NCMM). The cost of travel and lodging will be the responsibility of the participants. Breakfast and lunch will be provided both days to all participants.

Pre-work: Before attending the in-person workshop, participants are encouraged to complete NCMM's free on-line design thinking training, "Creating Innovative Transportation Solutions," available at nc4mm.org/e-learning. This will give participants a grounding in the basic concepts in design thinking and allow them to more effectively engage in the activities during the training.

For more information: Register at <https://www.surveymonkey.com/r/NCMMDec3-4Training>. To learn more and to apply to be a participant in this course, contact Amy Conrick at conrick@ctaa.org, 202-415-9692.

**The NCMM is a national technical assistance center created to facilitate the adoption of mobility management strategies. The NCMM is funded through a cooperative agreement with the Federal Transit Administration (FTA), and is operated by a consortium of three national organizations—the American Public Transportation Association, the Community Transportation Association of America, and Easter Seals.*