Community Mobility Design Challenge 2019

All Team Kick-Off Webinar
Thursday, August 22, 2019
Today’s Agenda

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

Note: All team resources and updates will be available on our website: nc4mm.org/challenge-2019
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 Design Thinking
“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
Phases of Design Thinking

- **Planning**
  - Reframe question
  - Create design brief
  - Plan research

- **Discovery**
  - Conduct research
  - Listen for information
  - Curate information
  - Categorize findings
  - Uncover insights

- **Idea Generation**
  - Generate ideas
  - Develop solution concepts
  - Narrow to 2-3 concepts

- **Prototyping and Assumption Testing**
  - Identify assumptions
  - Build prototypes
  - Test assumptions
  - Apply learnings

- **Learning Launch**
  - Limited launch to learn
The Goal: Solution “Sweet Spot”
Key ideas behind design thinking

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

• August: Kick-off Team Activities
• Sept 9 – Nov 15: On-site workshops take place
• Nov-Jan: Prototyping and Assumption Testing
• Jan/Feb: Team Pitches
• Feb 15: Final Invoices Due
Role of Your NCMM Facilitator

- Your NCMM team 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

- Communicate with your NCMM team facilitator
- Convene the 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!
- Join in all team monthly calls
- Participate in periodic NCMM webinars
- Bring your passion, beginner’s mind, resources, talents, and community connections to the team’s work
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, emotions, issues, and requests for additional support
- Phase Selection & Specific Reporting
- Reimbursement Form

* 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 king@ctaa.org with a copy to your NCMM team facilitator

• **When**: Monthly progress reports should be submitted by the 15<sup>th</sup> 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 does.

• **How:** Submit budget modification requests to [king@ctaa.org](mailto:king@ctaa.org) and [conrick@ctaa.org](mailto: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.
Team Introductions
How can the transportation community become part of solutions that enable low-income residents to become more fully engaged in economic opportunities in their community?
Mercer County, NJ

**Team Leads:**
Cheryl Kastrenakes, Greater Mercer TMA

**Team members:**
Leslie Koppel, Rise of Hightstown
Greg Krykewycz, Delaware Valley Regional Planning Commission
Paulash Banerjee, Trenton Area Soup Kitchen
Matt Lawson, Mercer County Planning Division
Elena Peeples, East Trenton Collaborative Program
Thom Stead, Delaware Valley Regional Planning Commission
How can the transportation community become part of efforts to improve the health and well-being of low-income residents in their community?
Lee & Ogle Counties, IL

**Team Lead:** Kari Wolfe, LOTS

**Team members:**
Chris Tennyson, Regional Office of Education
Lois Meisenheimer, Regional Office of Education
Cathy Furguson-Allen, Lee County Health Department
Kyle Auman, Ogle County Health Department
Staci Stewart, Lee County Probation Department
Dr. Pratip Nag, KSB Hospital
Michelle LaPage, Rochelle Community Hospital
Patrick Phelan, Sinnissippi Center
Team Leads:
Jessica Thompson, Thrive Allen County
Dr. Brian D. Wolfe, Community Health Center of Southeast Kansas

Team members:
Beck Voorhies, Thrive Allen County
Holly Jerome, Southeast Kansas Mental Health Center
Marion Thompson, Allen County Regional Hospital
Glenna Garcia, Southeast Kansas Mental Health Center
Rev. Daniel Davis, First Presbyterian Church

Allen County, KS
Southwest, WA

Team leads:
Bill Baumann, Human Services Council
Anna Riedel, Kaiser Permanente

Team members:
Jason Scott, Kaiser Permanente
Amy Elkinton, Citizen
Diana Avalos-Leos, SW Washington Accountable Community of Health
Sue Neal, Battle Ground HeathCare
Alexandra Holbrook, PeaceHealth
Nina Davenport, AAA & Disabilities of SW Washington
Aideet Pineda, Molina Healthcare
Yasmina Aknin, Clark County Public Health
Anna Willis, WA State Department of Social and Health Services
Carolyn Noack, Free Clinic of SW Washington
Daniel Smith, Community Health Plan of Washington
Harry Kiick, Citizen
How can the transportation community become part of solutions to empower low-income residents to become integrated into their community?
Southeast, WI

Team Leads:
Matthew Manes, Interfaith Caregivers of Ozaukee County
Corie Dejno, Interfaith Caregivers of Washington County

Team members:
Paul Schultz, Interfaith Caregivers of Ozaukee County
Janean Brudvig, Interfaith Caregivers of Washington County
Ben Callif, Bader Philanthropies
Joy Neilson, Ozaukee & Washington County Transit Services
Jennifer Brost Sarnecki, Southeastern Wisconsin Regional Planning Commission
Questions?