



# **Community Mobility Design Challenge 2019**

## **All Team Webinar**

March 10, 2020

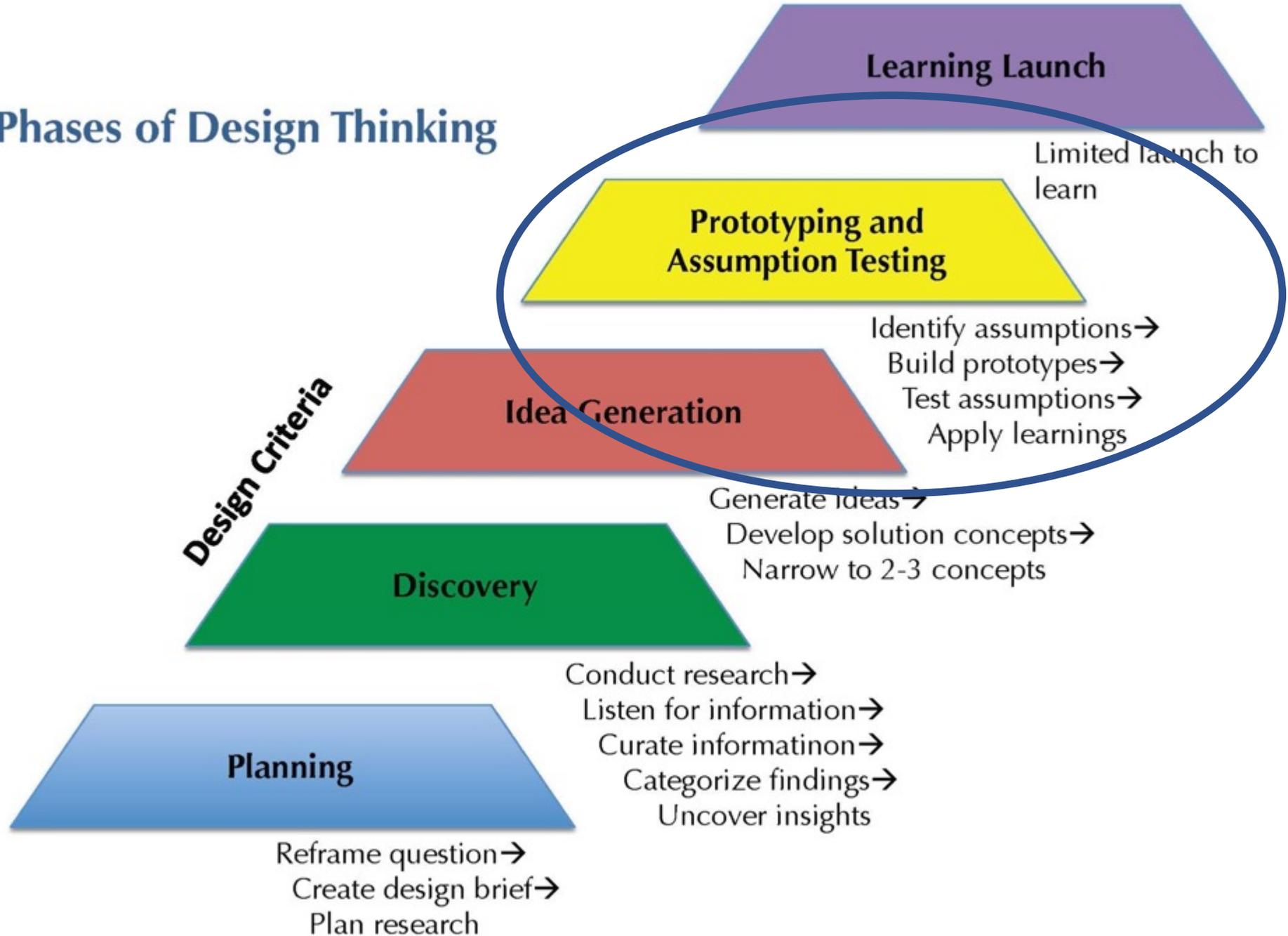
# Today's Agenda

- Preparing for the April 23rd in-person meeting
- Overview of Project Plan & Project Pitch
- Team Updates: sharing on assumptions being tested and/or prototypes developed
- Reporting Reminders

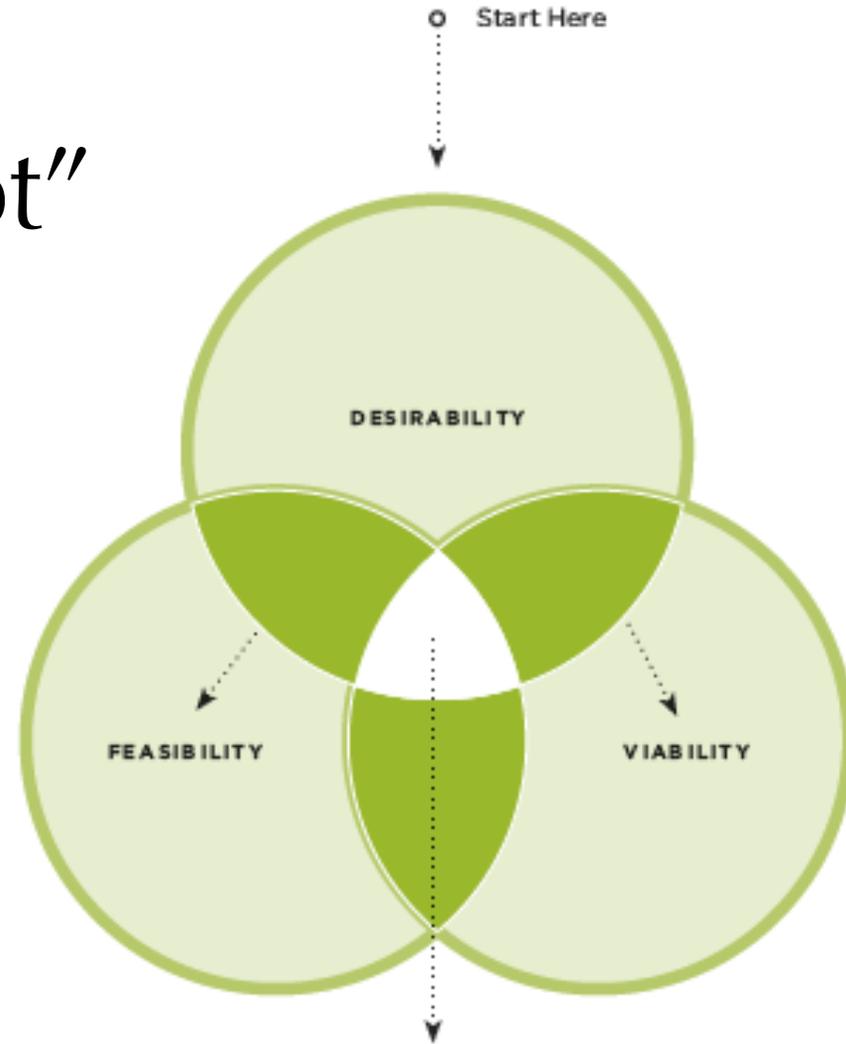
# Road Map

- ~~August: Kick-off Team Activities~~
- ~~Sept 9 – Nov 15: On-site workshops take place~~
- ~~Nov – Dec: Concept Narrowing~~
- Jan - March: Prototyping and Assumption Testing
- March – April: Drafting Project Plan & Project Pitch
- April 23 : In-Person Team Pitches
- May 15: Final Invoices Due

# Phases of Design Thinking



# The Goal: Solution “Sweet Spot”



The solutions that emerge at the end of the Human-Centered Design should hit the overlap of these three lenses; they need to be Desirable, Feasible, and Viable.

**Source:** IDEO Human-Centered Design Toolkit

April 23<sup>rd</sup>  
In-Person Meeting

# Statement on COVID - 19

The National Center for Mobility Management has been closely monitoring updates on the Coronavirus (COVID-19) and will follow all City of Washington DC recommendations. At this time, everything is operating normally.

We are still planning on hosting the April In –Person Meeting and are taking careful precautions for your health and safety. If you are experiencing flu-like symptoms, please stay home. In addition, we encourage you to follow the practices outlined by the World Health Organization (WHO) and the Centers for Disease Control and Prevention. (CDC). If we need to make any changes in our plans, we will be sure to let you know in advance. If you have any questions or concerns, please feel free to email us.

We encourage you to review the updates shared by the CDC below:

- CDC Situation Summary: <https://www.cdc.gov/coronavirus/2019-nCoV/summary.html>
- CDC on Prevention and Treatment: <https://www.cdc.gov/coronavirus/2019-ncov/about/prevention-treatment.html>

# April 23 In-Person Meeting

**Location:** Marriott Metro Center, Washington DC

**Date:** April 23 & 24, 2020 (full day on the 23<sup>rd</sup> and half day on the 24<sup>th</sup>)

**Attendees:** Two members of each team from both the community mobility design challenge and the ready to launch grantees

**Key Activity:** Each team will present a project pitch of their chosen solution

**Costs:** All costs of the trip will be covered by NCMM directly including two nights at the Marriott (April 22 and 23), air/ground travel, and per diem.  
Note: If you have questions about timing with flights let us know.

**Travel:** If you have not booked your flights already, we encourage you to purchase travel insurance. NCMM will cover any additional costs associated with this.

# April 23-24 Schedule

## April 23

- |               |   |
|---------------|---|
| 8:00 am       | Breakfast   |
| 9:00-12:00 pm | Ready-to-Launch grantees presentation and discussion  |
| 12:00-1:00 pm | Lunch   |
| 1:00-3:00 pm  | Design Challenge grantees pitch their chosen solution (7 min ea);<br>Ready-to-Launch reps respond |

## April 24

- |                |   |
|----------------|---|
| 8:00 am        | Breakfast   |
| 8:30-10:00 am  | Ready-to-Launch grantees meet with NCMM evaluator presentation                      |
| 8:30-10:00 am  | Design Challenge grantees meet with NCMM staff to discuss Limited Launch activities |
| 10:15 am -noon | Design Challenge grantees meet with NCMM evaluator presentation                     |

# Project Plan & Pitch

# Project Plan

- Provides a written roadmap for customer outreach and marketing, operations, and financial sustainability
- Consider this a tool and a guidebook for the next phase of your work
- Will serve as the outline for what you will cover during your project pitch
- A critical component of moving into the limited launch phase
- The Project Plan outline/ instructions will be sent out next week

# In-Person Project Pitch

- Each team will have 7 minutes to present your pitch, followed by Q&A
- Content of the pitch should be based on your Project Plan
- Please send any PowerPoints or visual aids to [king@ctaa.org](mailto:king@ctaa.org) no later than Friday, April 17
- Let us know if you are interested in setting up a remote rehearsal session prior to the in-person meeting. We will set up half an hour time blocks in early April for any team that is interested in practicing their pitch or sharing draft slides for feedback
- Sample project pitches from previous grantees can be viewed here: [https://nc4mm.org/grants/community\\_grants/](https://nc4mm.org/grants/community_grants/)

# Team Updates

Share your updates on your findings from assumption testing (5 min per team)

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**

## FOCUS QUESTION

How might we provide transportation for underserved workers living in Trenton, Hightstown, and East Windsor to jobs in East Windsor?

# Mercer County Solutions

## **Community Car Share**

A trusted nonprofit group (e.g., faith-based org.) will sponsor a neighborhood transportation in East Mercer County that will be coordinated via Facebook, group text/cell networking, or an app that supports the formation of an authenticated, closed ridesharing groups. Group members will be known by a non-personalized ID number/name to protect their personal identity. Drivers will commit to providing friendly, sober, multi-lingual, responsive, transportation in clean, safe vehicles 24/7.

## **Improve and Enhance**

Create a transportation council, with representatives from businesses, users, local transit authority, including WIB's business member council. Community organizations (human service, workforce, etc.) will come together as a transportation coalition to advocate for improved transit services running east-west in Mercer County that would connect to service along Rte 130. The coalition will also help coordinate neighborhood/community pods where on-demand micromobility (e.g., bikeshare, scooters) and microtransit can be positioned to feed to any new transit lines and bus stops.

## **Amazon Vans**

Amazon/other large businesses provide seed money to buy/lease vans that could be used to help local people (maybe those with low-incomes) set up their own legitimate van company to deliver workers to Amazon and other companies. This program could be run through a local nonprofit that would set it up and hire local people to drive. The staffing firm that hires for employees to Amazon and other distribution center/manufacturing jobs can support this effort. Another add-on could be for to design a technological solution to match workers with the new vanpool lines.

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

## FOCUS QUESTION

How might we increase awareness and access to services to improve well-being for low-income children and their families?

# Lee & Ogle Counties, IL Solutions

## **Consumer Comfort App**

This app will allow riders to schedule, cancel, and modify their riders. It will also communicate with the rider where and when their ride would pick them up (and if there are delays). Will include current and new rider incentives. LOTS will also work with local businesses to advertise to assist with the costs of the app.

## **Day in the Life**

The day in the life campaign would ask community members in the two-county region to park their car and take public transit for the day. This campaign would start with targeted outreach and invitations to specific organizations, employers, community members that work directly with populations that are reliant on public transportation. The goal of this campaign is to build community wide empathy, and support for the public transportation system.

## **The Trust Campaign**

This campaign will focus specifically on rider interaction with the LOTS system and prioritize rider needs and feedback with a goal of improving overall rider trust in the public transportation system. Will include inclusion of riders on the LOTS advisory board, use of rider surveys, creation of a peer to peer support system, and implementation of additional training for LOTS employees.

# Allen County, KS

## FOCUS QUESTION

How might we address the transportation needs of patients with chronic physical and mental health conditions in Allen County?

# Allen County, KS Solutions

## **All Call**

A centralized scheduling call center that provides free transportation to all Allen CO. The call center will be staffed 24-7 and will match riders (general public) with the most appropriate type of transportation service. Call center staff can be reached by text, web request, or phone call. Rider preferences will be saved in the system. The All Call dispatcher will first refer riders to existing services that could respond to their need for transportation, then to coordinated community vehicles operated by volunteers.

## **Lunch & Learn**

This solution will expand the hospital's Lunch & Learn events to become weekly events for the general public. At those events, participants will have access to a free lunch as well as information on and initial screening for services, such as dental, mental health, housing, mobility food pantry, and library services, and can reserve appointments with specialists ahead of time. The Lunch & Learn will be staffed by professionals who are aware of community resources, including transportation options.

## **Flagship Transportation**

A county-wide bus system, providing deviated fixed-route service within each municipality in the county will be developed. The services will circulate within each municipality along routes determined by the municipality, but also be coordinated at points throughout the county so residents can travel between municipalities. Stops could be flag stops along the route and at transfer points between municipalities with bus shelters. Major employers can pay to have a dedicated route serve their facility, but would agree that the general public could ride on that bus. The bus trips will be made more enjoyable by theme days, where community members, such as high school acting students can dress-up & greet riders, plus music on bus (e.g., drivers wear pirate bandanas).

# Clark Co., WA

## FOCUS QUESTION

How might we ensure residents in both rural Clark County and inner-city Vancouver find transportation to health-related destinations?

# Clark County, WA Solutions

## **Party Bus Destinations**

Deviated fixed route shuttle service which picks up riders from rural locations with high senior populations within rotating service areas; providing transportation to healthcare and/or SDoH locations while working to decrease isolation and loneliness through the use of activity coordinators on vehicles to promote personal interaction and community building.

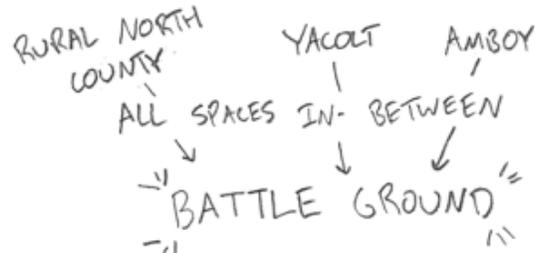
## **Jeriatric Jet Service**

Deviated fixed route shuttle service providing transportation to those in rural locations. Service would provide group trips to common destinations where healthcare and SDoH needs can be met, while connecting with pre-scheduled volunteer drivers to transport riders for needs outside of HUB location.

## **Destination Deviation**

Provides deviated fixed route within rotating service areas to HUB location where healthcare and SDoH needs can be met. When vehicle is not operating it would provide shuttle service for riders to access more than one need/destination within the HUB location. Local healthcare providers would have the ability to reserve a seat on behalf of their client to ensure access to healthcare and reduce missed medical appointments. Pre-scheduled connections with volunteer drivers for needs outside of HUB locations would be available.

DEVIATED FIXED ROUTE SHUTTLE SERVICE AVAILABLE TO NORTH COUNTY RESIDENTS PROVIDING TRANSPORTATION INTO BATTLE GROUND TO ACCESS SERVICES AND SOCIALIZATION.



MEDICAL APPTS. - GROCERY SHOPPING - SOCIALIZATION - POST OFFICE - BANK  
FOOD BANK - LIBRARY - HAIR DRESSER - COMMUNITY CENTER - MOVIE THEATER

NORTH CLARK COUNTY



DIFFERENT SERVICE AREAS PROVIDE SERVICE ON DIFFERENT DAYS OF THE WEEK  
TWO AM TRIPS - MORNING IN - MORNING OUT  
TWO PM TRIPS - AFTERNOON IN - AFTERNOON OUT

VOLUNTEER DRIVERS AVAILABLE FOR TRIPS FURTHER THAN BATTLE GROUND!



C-TRAN FOR TRIPS WITHIN BATTLE GROUND TO ACCESS MULTIPLE LOCATIONS IN ONE DAY!



TRAVEL TRAINERS AVAILABLE TO HELP LEARN HOW TO RIDE THE BUS.

YOU OR HEALTHCARE PROVIDER CAN CALL AND RESERVE A SEAT ON THE VEHICLE.



FOR A FULL-DAY OR HALF-DAY TRIP! GUARANTEED RETURN TRIP HOME.

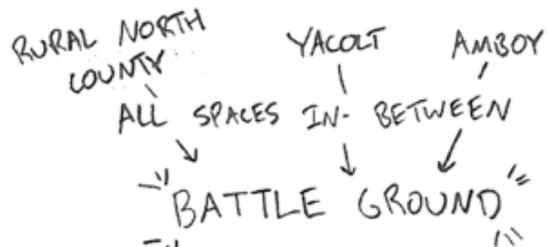
PROVIDES ACCESS TO LOCAL SERVICES AND PROMOTES SOCIALIZATION!



DEDICATED SOCIALIZATION SPACE FOR RIDERS TO USE BETWEEN TRIPS AND DESTINATIONS.

# Destination Deviation

DEVIATED FIXED ROUTE SHUTTLE SERVICE AVAILABLE TO NORTH COUNTY SENIORS PROVIDING TRANSPORTATION INTO BATTLE GROUND TO ACCESS SERVICES AND SOCIALIZATION.



MEDICAL APPTS. - GROCERY SHOPPING - SOCIALIZATION - POST OFFICE - BANK  
FOOD BANK - LIBRARY - HAIR DRESSER - COMMUNITY CENTER - MOVIE THEATER

NORTH CLARK COUNTY



DIFFERENT SERVICE AREAS PROVIDE SERVICE ON DIFFERENT DAYS OF THE WEEK

ONE-ROUND TRIP PER DAY

-MORNING IN - AFTERNOON OUT

VOLUNTEER DRIVERS AVAILABLE FOR TRIPS FURTHER THAN BATTLE GROUND!



C-TRAN FOR TRIPS WITHIN BATTLE GROUND TO ACCESS MULTIPLE LOCATIONS IN ONE DAY!



TRAVEL TRAINERS AVAILABLE TO HELP LEARN HOW TO RIDE THE BUS.

YOU OR HEALTHCARE PROVIDER CAN CALL AND RESERVE A SEAT ON THE VEHICLE.



360-555-5555

FOR A FULL-DAY TRIP, WITH A GUARANTEED RETURN TRIP HOME.

PROVIDES ACCESS TO LOCAL SERVICES AND PROMOTES SOCIALIZATION!



DEDICATED SOCIALIZATION SPACE FOR RIDERS TO USE BETWEEN TRIPS AND DESTINATIONS.

# Jeriatric Jet Service



How can the transportation  
community become part of solutions  
to empower low-income residents to  
become **integrated into their  
community?**

# Ozaukee and Washington Cos., WI

## FOCUS QUESTION

How might we create more transportation capacity to serve lower income (ALICE) older adults?

# Ozaukee and Washington Cos., WI Solutions

## **Foundation**

Our coalition will seek to improve our understanding of each other, build upon our strengths, understand our weaknesses, brainstorm new ideas, and discover new opportunities through collaboration to create more transportation capacity to serve older adults. We anticipate that the team membership will be fluid, may include anyone from politicians to end users to other transportation providers. This coalition will be structured so that it is unencumbered by some of the regulations that currently present obstacles. The coalition will approach challenges from a think tank/problem solving approach, exclusive of all rules/regulations/restraints, to allow for a meeting of the minds and those with influence to break down perceived and real barriers.

## **First Foundation**

The stakeholder group researches transportation patterns of the community through one-on-one meetings and small group meetings with community members. The data gathered will create a toolkit for the area. Then, with riders' participation, the stakeholder group develops and implements a shared software system to optimize shared rides to increase efficiency without additional operating costs. Political decision-makers and other participant organizations are brought on-board to integrate into existing systems.

## **Second Foundation**

Create a foundation with a defined mission, charter and vision statement to allow long-term planning to increase capacity. The foundation will act as a collective voice for the community and take responsibility for coordination across organizations. During planning, the foundation should access multiple funding streams and or leverage multiple sources. The foundation should strive to align its long term planning goals with political and community initiatives. The foundation is set up to be able to share funding between and amongst partners in different counties. The foundation is the hub of idea generation and solution generation.

**Reminders and Updates from  
your NCMM team**

# Phase 3 Specific Reporting

## For each solution:

Complete the tables for **Customer Desirability**, **Operational Feasibility**, and **Financial Viability**, included in the reporting package, based on your activities during the month, e.g., ), and score each solution concept from 1-5 based on the following criteria:

Your Solutions	<b>Customer Desirability*</b> (your solution will be wanted and desired by customers)	<b>Operational Feasibility*</b> (you have the necessary partnerships, technology, operations, policies, capital stock, etc., to successfully launch the solution)	<b>Fiscal Viability*</b> (you have the revenue from funders, customers, and other sources to cover your expected costs)
<b>Solution Concept 1:</b>			

Please share photos or representations of any prototypes your team created and of your co-creation sessions

Your dedicated page: [nc4mm.org/challenge-2019](https://nc4mm.org/challenge-2019)

Look under Resource Pages for

- Templates for planning assumption testing
- Project Plan instructions
- Sample Project Pitches from previous grantees
- Archived webinar + slides

# Questions?

(press \*6 to unmute your phone)