

Webinar

Localizing Innovation to Boost Community Engagement



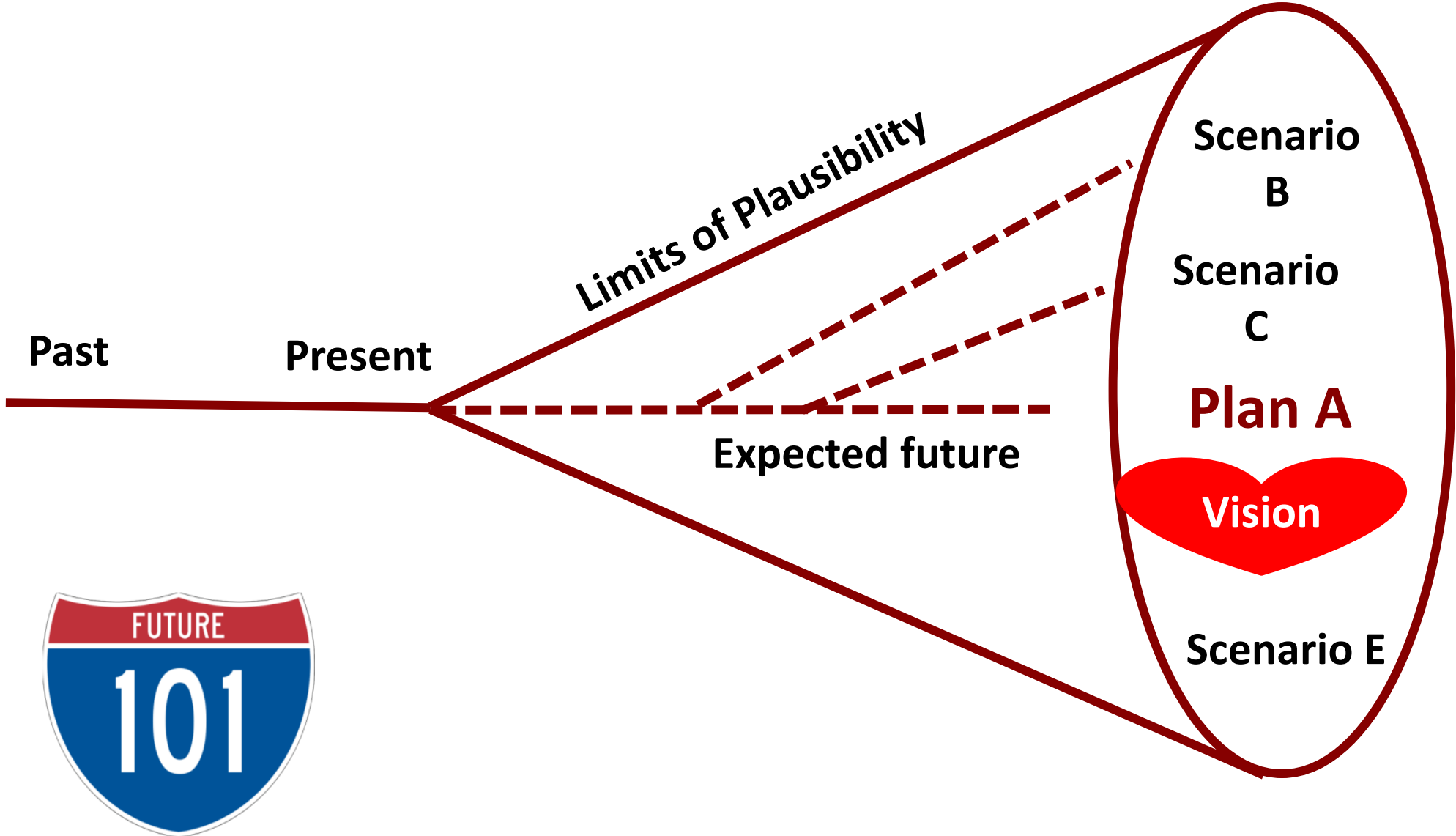
Webinar by:
Garry Golden
Forward Elements, Inc

Designed for:

CaliforniaTransit
Association



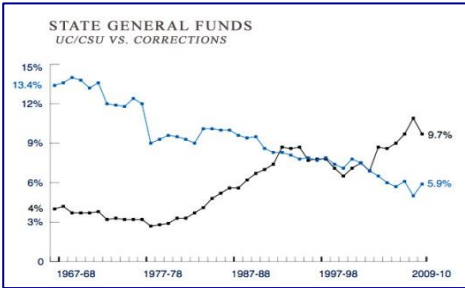
Transit Sector's Cone of Plausibility



The Ability to See and Plan for Multiple Outcomes & Time Horizons

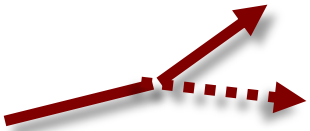
Foresight 101: Three Mechanisms of Change

Trends



**Plausible
Future
Forecasts**

Events



**Possible
Futures
Scenarios**

Choices

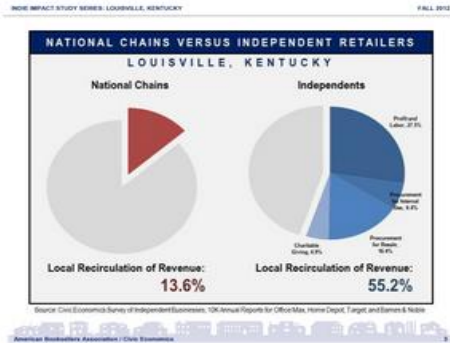


**Preferred
Futures
Visions**

**Transit Oriented
Development**

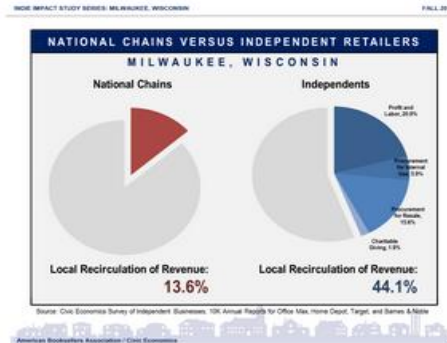
The Case for Retooling and Rethinking Local Systems

Louisville, KY



Spending at indie retailers generates **4 times** more local economic return than spending at chains in Louisville.

Milwaukee, WI



3.24 times more in Milwaukee



Capturing the Local Economic Premium

Understanding Communities & Institutions at Crossroads

Localization Strategies



People as Partners:

Anticipating Demographic Transitions



Data & Tools:

Smart Cities / Towns Movement

Surfacing Assumptions of a Full Spectrum Engagement Strategy



Biggest Long-term Issue?

Mobility for an Aging of Society



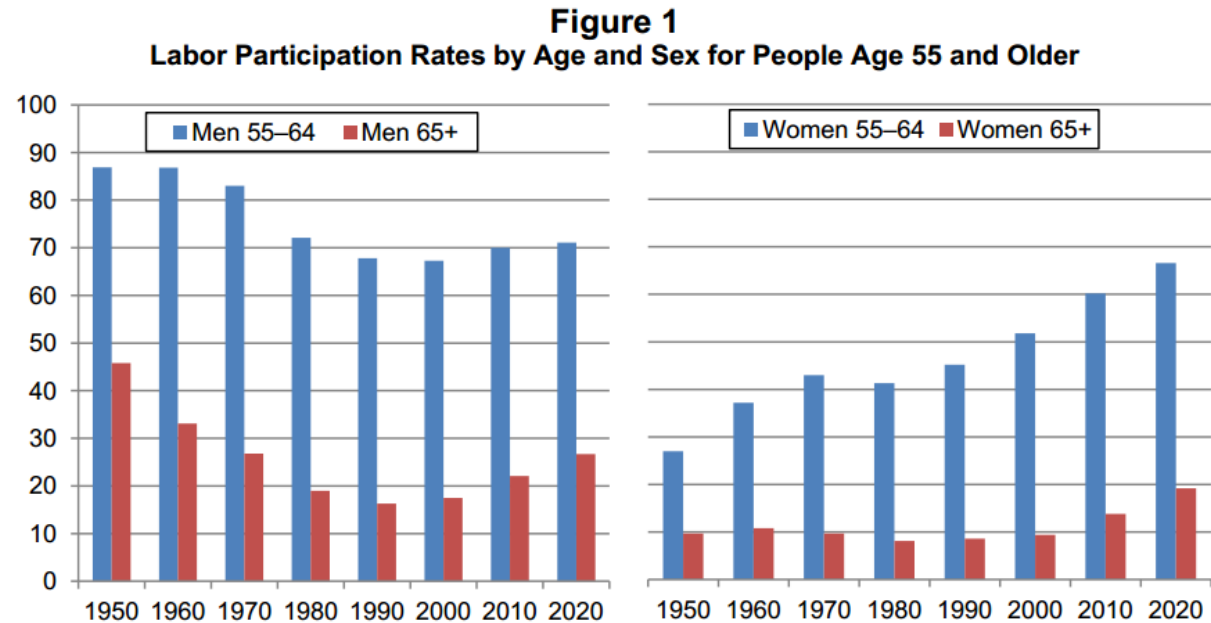
Aligning Transit to Emerging Issues & Continuum of Aging Lifestyles

Extending Working Years
([AARP](#))

Active Mobility
(Health-Transit Intersection)

Housing / Development

Cognitive Health / Play
(Experience Design)



Source: Patrick Purcell, "Older Workers: Employment and Retirement Trends," Congressional Research Service, September 16, 2009; and U.S. Bureau of Labor Statistics, Employment Projections, Table 3.3: Civilian labor force participation rates by age, sex, race, and ethnicity, accessed 6/19/2012, http://data.bls.gov/cgi-bin/print.pl/emp/ep_table_303.htm.

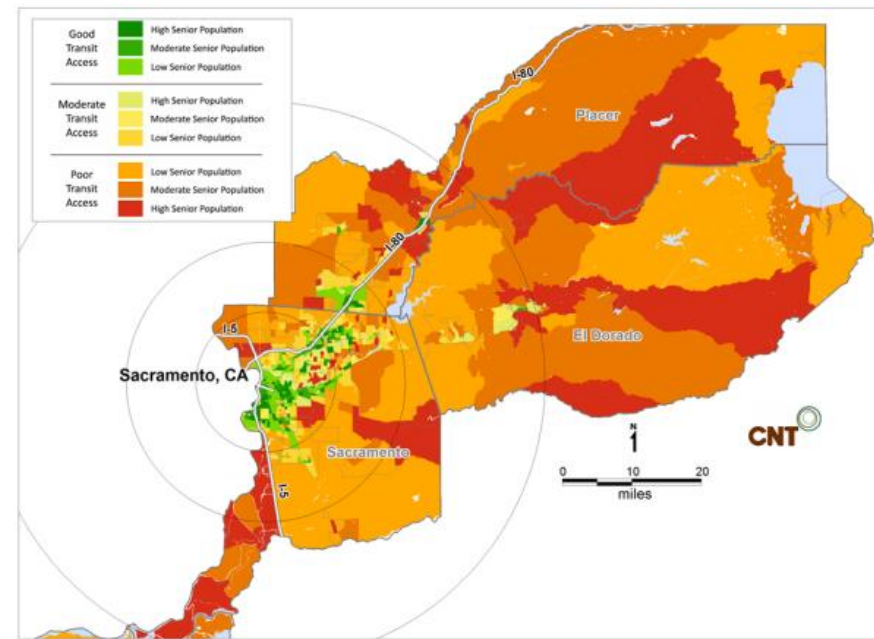
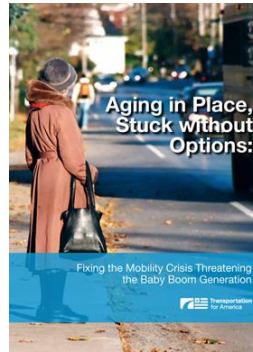
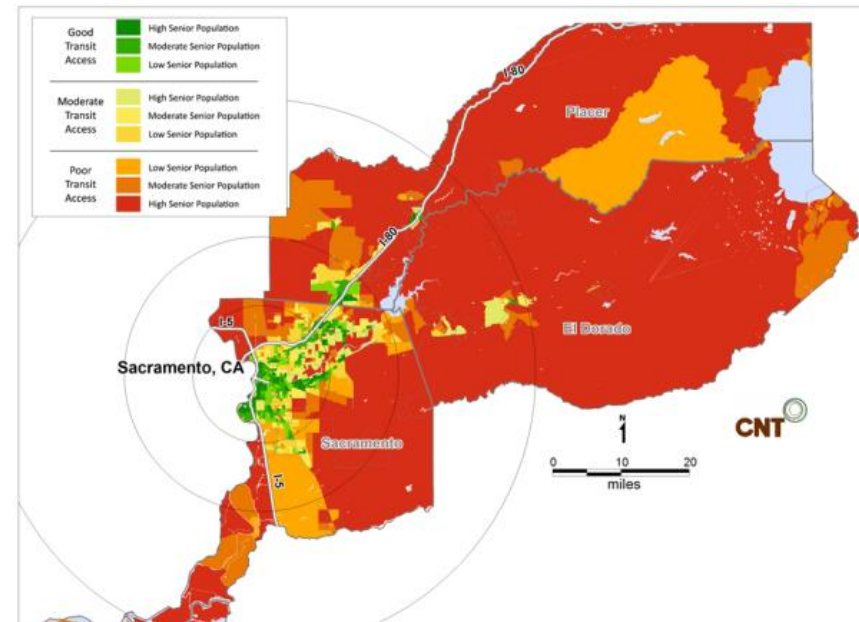
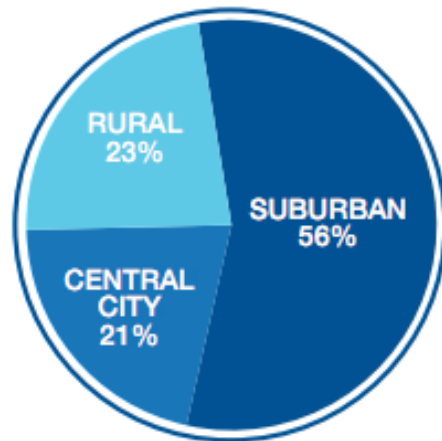


Figure 2: The Geographic Distribution of Americans Age 65 and Older²⁰



Transit Access for Seniors Age 65-79 in 2015

Cities & Suburbs Retool for Aging Populations



Aging in Place

Time to Re-imagine

Para-transit and Senior Connection Services

- Trip Reduction / Avoidance / Coordination
- Communication Connections within the Home
- Connectivity to Institutions
(Care; Recreation; Work)
- Scheduling Automation
- Seamless Video / Voice Support
- Pricing Strategies

By 2015, more than 15.5 million Americans 65 and older will live in communities where public transportation service is poor or non-existent.

Transit and Health of Community Members



ACTIVE
TRANSPORTATION
ALLIANCE

Mobility Lab™

Arlington County Evaluates the Health Benefits
of Active Transportation



BlueCross BlueShield
of Illinois

How Does Transit Feed & Expand Active Mobility Options?

fitbit®

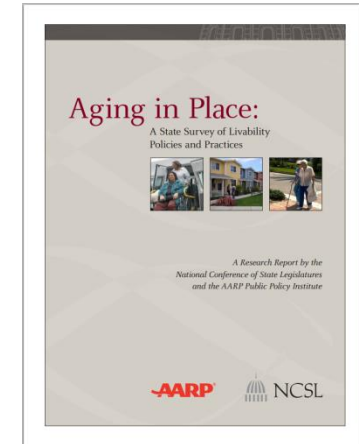


JAWBONE®



In Germany, 50 to 55 percent of all trips for adults 65 and older are made on foot or by bicycle, in the United States only 9.4 percent make their trips on foot.

Learning More



Resources:

- ❑ Louis Tenenbaum - Independent Living Strategist
- ❑ MetLife Workbook ([pdf](#))
- ❑ Aging-in-Place Service Models Report (['07](#))
- ❑ Aging-in-Place Toolkit for Government – [Atlanta](#)
- ❑ Transportation Solutions for Rural Seniors (['06](#))

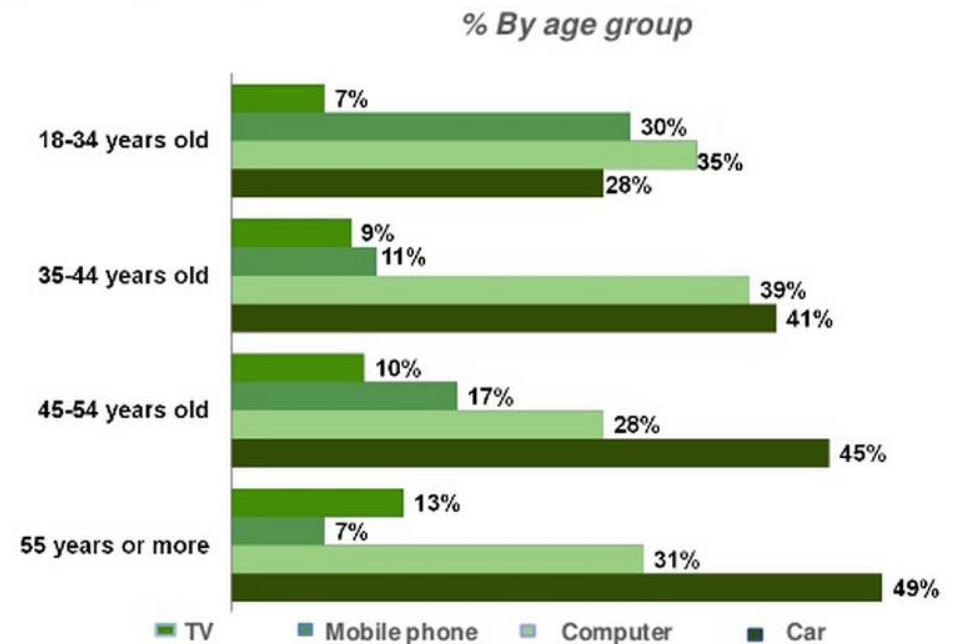
The Millennials Grow Up: We Need Them as Advocates & Innovators

**Baby
On
Board**

Millennials as Parents

Why Car Companies Should Be Extremely Nervous About Millennials

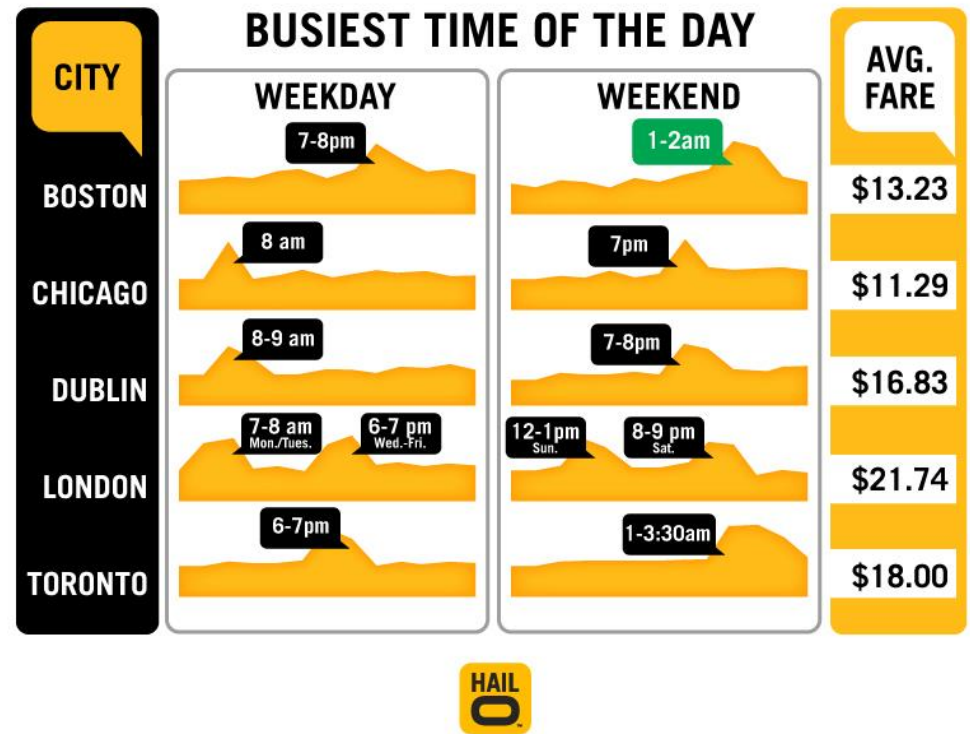
In your daily routine, losing which piece of technology would have the greatest negative impact on you?



Transit Agencies Must Empower Millennials



Strategy: Expectations for Digital Solutions



Strategy: Transparency & Accountability

The Millennials Grow Up: Ready to Embrace Fleets

Where does Transit fit within this innovative service design world?



Access over Ownership
Peer-based Solutions

Access over Ownership
On-Demand Fleets

Surfacing Assumptions of a Full Spectrum Engagement Strategy

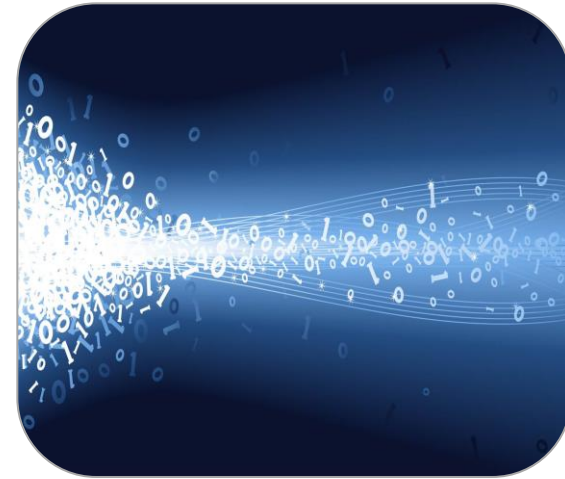


Local Innovation via
**Leveraging two demographic
transitions Aging Boomers &
Family-formation of Millennials**

Localization Strategies



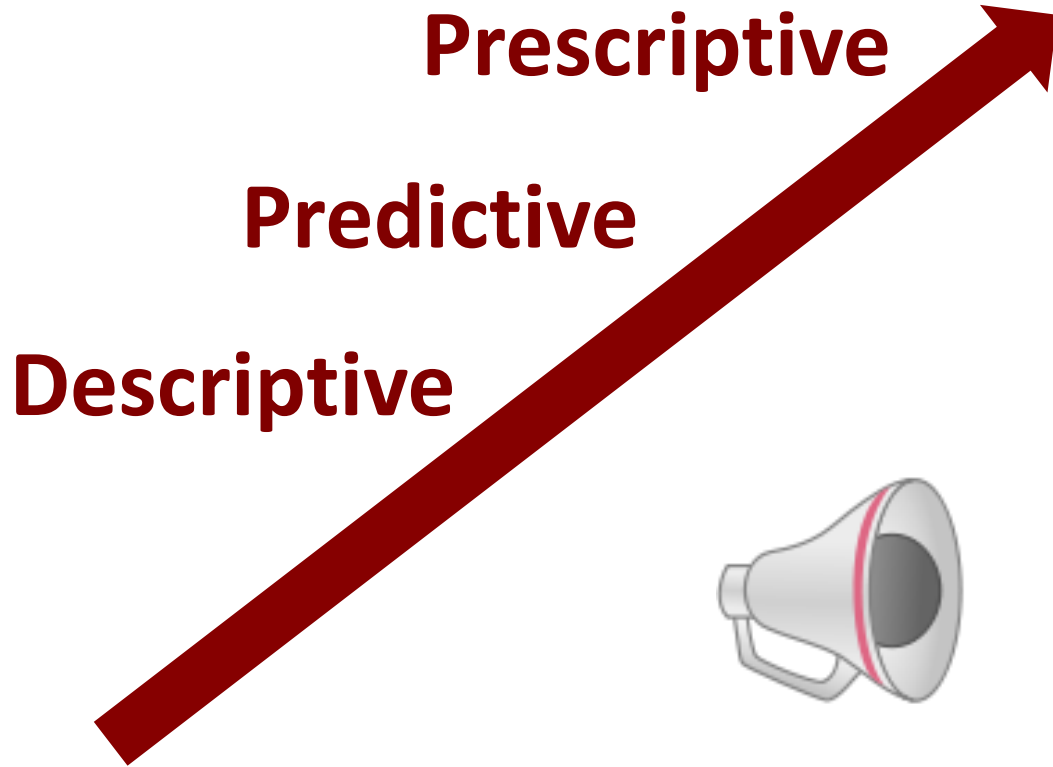
People as Partners



Data & Tools:

Smart Cities / Towns Movement

Setting Context: Data Value Chain for Mobility Experiences



“... you are going to miss next bus”

“... drive 42 mph, stay in left lane”

“... leave home 20 minutes early”

“... walk 1 mile for discount fare”

“... co-worker rideshare opportunity”

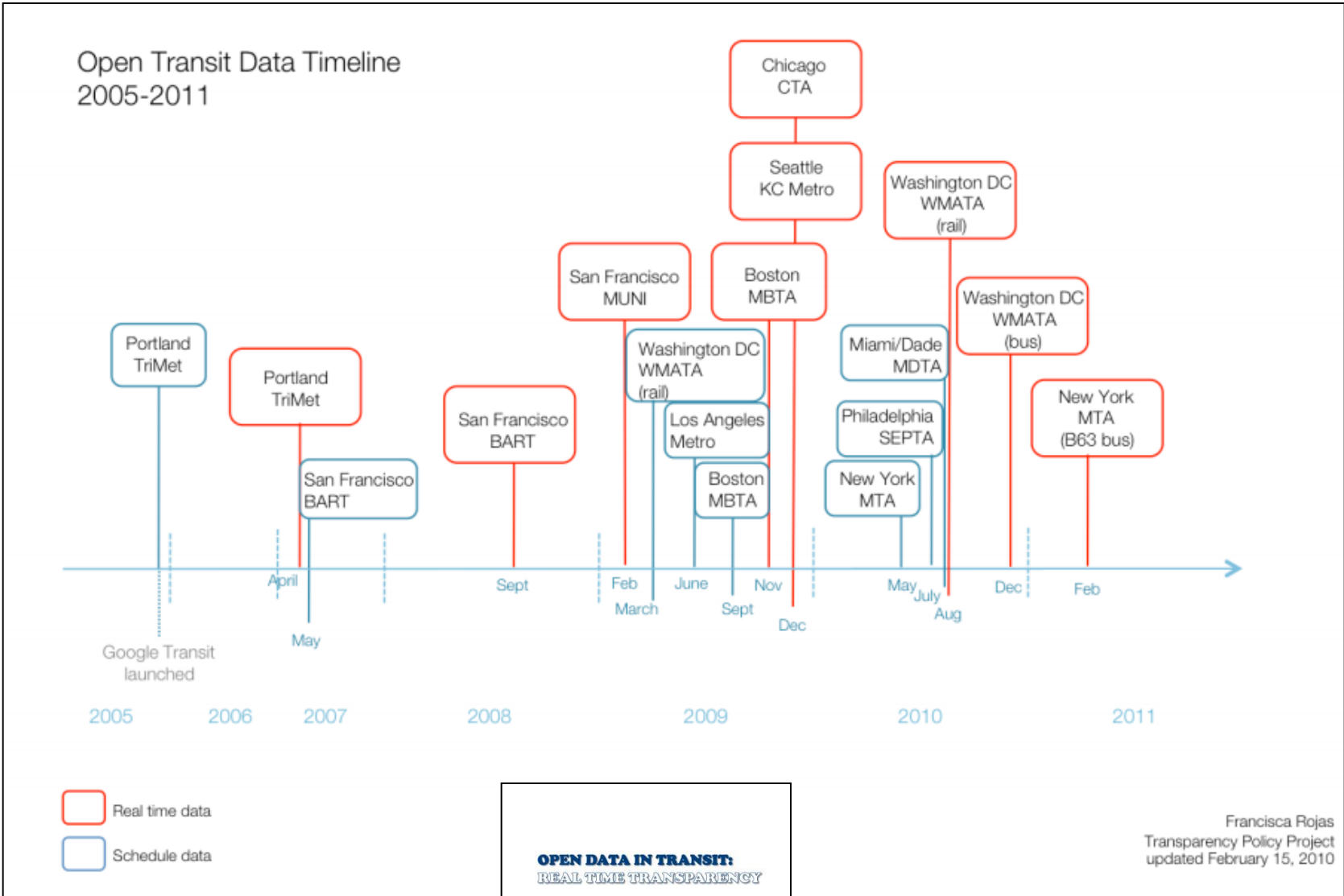
“... gentle on brakes, or I will tell
your Mom ”

What's next for Real-Time?

Innovations to Watch

- Service Design to Wisdom**
Data-Info-Knowledge-Wisdom
- Moving Beyond Data:**
Real-time Image / Video Feeds
Real-time Customer Service

Phase One: Real-time Data Release (Data)



Francisca Rojas
 Transparency Policy Project
 updated February 15, 2010

OPEN DATA IN TRANSIT:
 REAL TIME TRANSPARENCY

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 francisca_rojas@berkeley.edu
 @urbantransit

Transparency Policy Project, Harvard Kennedy School
 www.transparencyproject.org
 @urbantransit

Phase Two: Real-time Exchanges (Information)

Human Readable Data

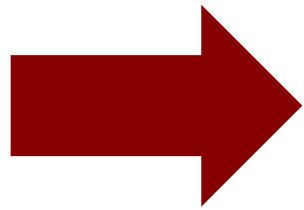
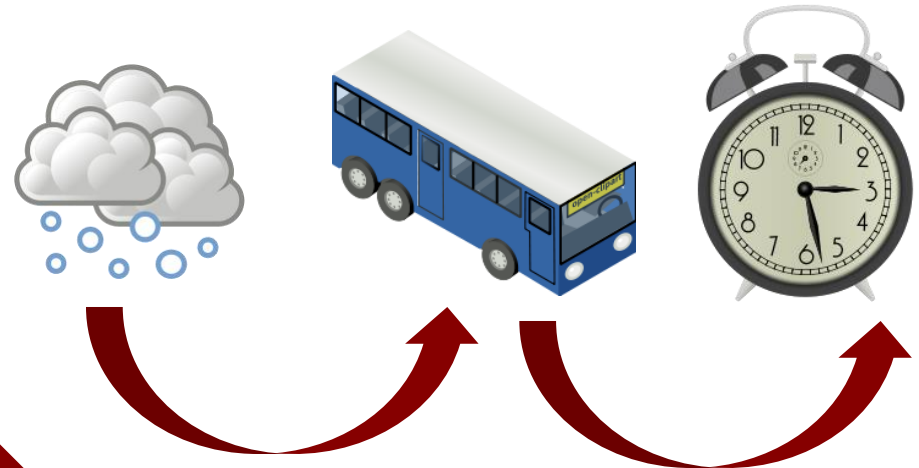


The image shows a hand holding a smartphone on the left, displaying a transit application interface. To the right is a printed bus schedule table for routes 94B and 94D. The table includes columns for route numbers and letters, and columns for various stops including Downtown Minneapolis and Downtown St Paul. The schedule lists arrival and departure times for each stop.

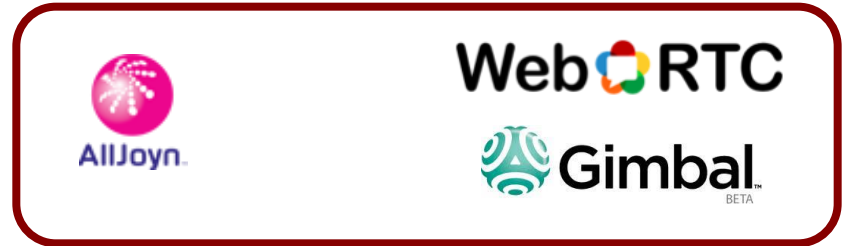
route number & letter	300 St. George	300 St. George	6th St and Hennepin Ave	1st and Hennepin Ave	Maroon St and Hennepin Ave	University Ave and 5th St	College St and 5th St	Highway Ave and 5th St	from
94B	7:36	7:39	7:55	8:00	8:02	8:08	8:12		
94D	7:41	7:44	-	-	-	8:08	8:12		
94B	7:51	7:54	8:10	8:15	8:17	8:23	8:27		
94D	7:53	7:56	-	-	-	8:20	8:24		
94B	8:03	8:06	-	-	-	8:29	8:33		
94B	8:12	8:15	8:31	-	8:35	8:37	8:43		
94C	8:25	8:28	8:44	-	-	-	8:53		
94B	8:38	8:41	8:56	9:00	9:02	9:08	-		
94C	8:53	8:56	9:10	-	-	-	9:19		
94B	9:09	9:12	9:26	9:30	9:32	9:38	-		
94C	9:24	9:26	9:40	-	-	-	9:48		
94B	9:39	9:41	9:55	9:59	10:01	10:07	-		
94C	9:54	9:56	10:10	-	-	-	10:18		
94B	10:11	10:13	10:27	10:31	10:33	10:39	-		
94C	10:27	10:29	10:43	-	-	-	10:51		
94B	10:41	10:43	10:57	11:01	11:03	11:09	-		
94C	10:56	10:58	11:12	-	-	-	11:20		
94B	11:11	11:13	11:27	11:31	11:33	11:39	-		
94C	11:26	11:28	11:42	-	-	-	11:50		
94B	11:41	11:43	11:57	12:01	12:03	12:09	-		
94C	11:57	11:59	12:14	-	-	-	12:22		

Shaded times denote rush-hour service.

Machine Readable Data



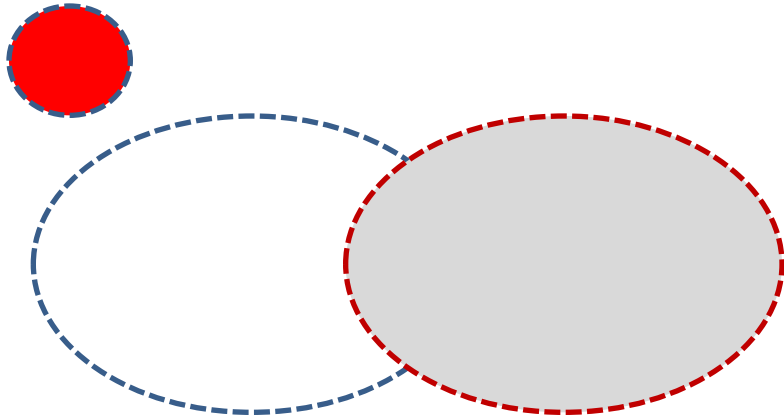
Watching Protocols & Standards



The image shows three logos arranged horizontally. On the left is the AllJoyn logo, which consists of a pink circular icon with radiating lines and the text 'AllJoyn' below it. In the center is the WebRTC logo, featuring the text 'WebRTC' with a colorful circular icon between 'Web' and 'RTC'. On the right is the Gimbal logo, which includes a green circular icon with a globe-like pattern and the text 'Gimbal' below it, with 'BETA' written in smaller letters underneath.

Phase Three: Real-time Relationships (Knowledge)

Cultural Expectations for *Geo-Fence* Relationships



**Geo-Fencing within
our Communities**



**Privacy Controls:
Standards or Branded?**

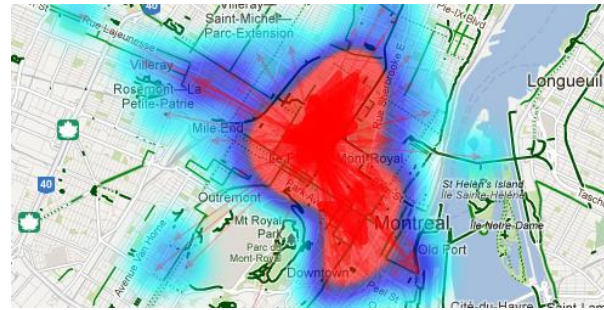
Phase Three: Real-time Experience Design (Behavior Change)

beyond the countdown clock design competition

a competition for urbanists, designers and technologists to rethink the possibilities around tools that help users catch a bus, train, plane, ferry or other form of mass transportation.

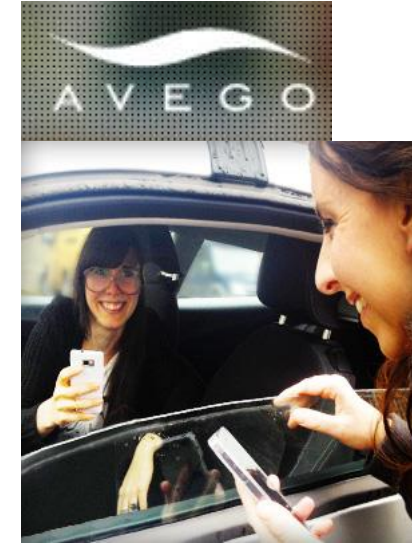
SUBWAY ORGAN

Organized by OpenPlans; Jeff Maki.



Bixi Montreal

Mobility Lab™



**Thinking
Beyond Apps**

**Stories Reinforcing
Long-term Change**

**Viable Business
Models?**



Infrastructure + Connectivity

Empowered Cities

Innovations to Watch

- Smart Cities / Towns Movement**
- Moving Beyond Data:**
 - Real-time Image / Video Feeds
 - Real-time Customer Service

Wish List

- Connecting into Local Business / Employers**

Empowered Era of Smarter Citizens



**Data-driven
Insight Generation**



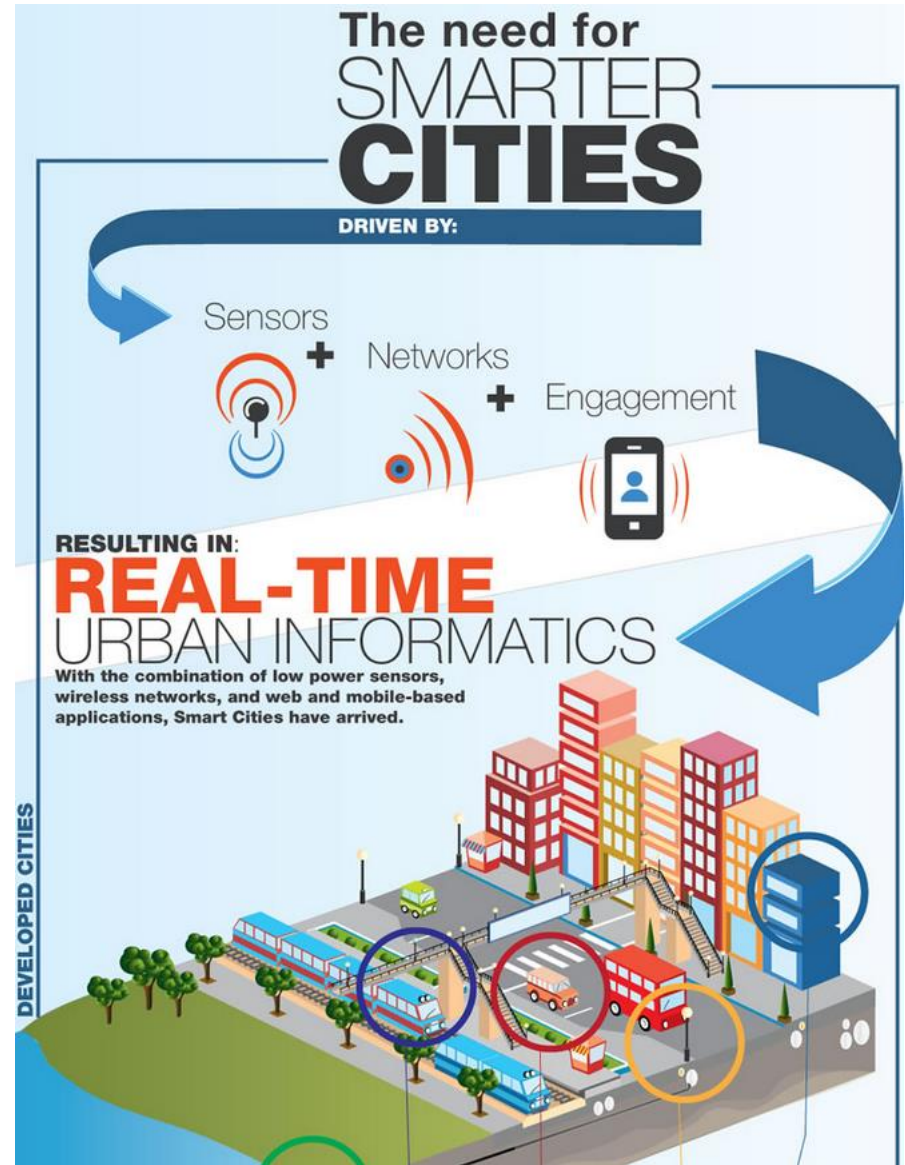
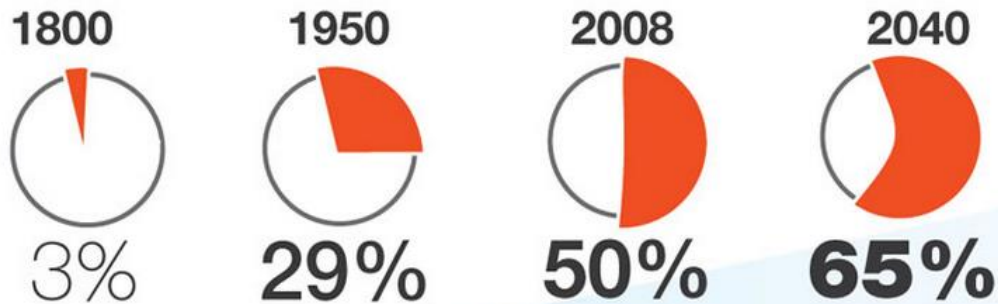
Citizen-X Tools



**Social Connections
as Marketplace**

Smart Infrastructure: Focus on Safety, Access & Flow

World Urbanization Rates



Smart City Movement: Shortening Time to Insights

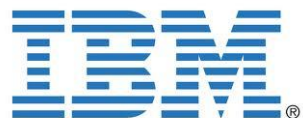
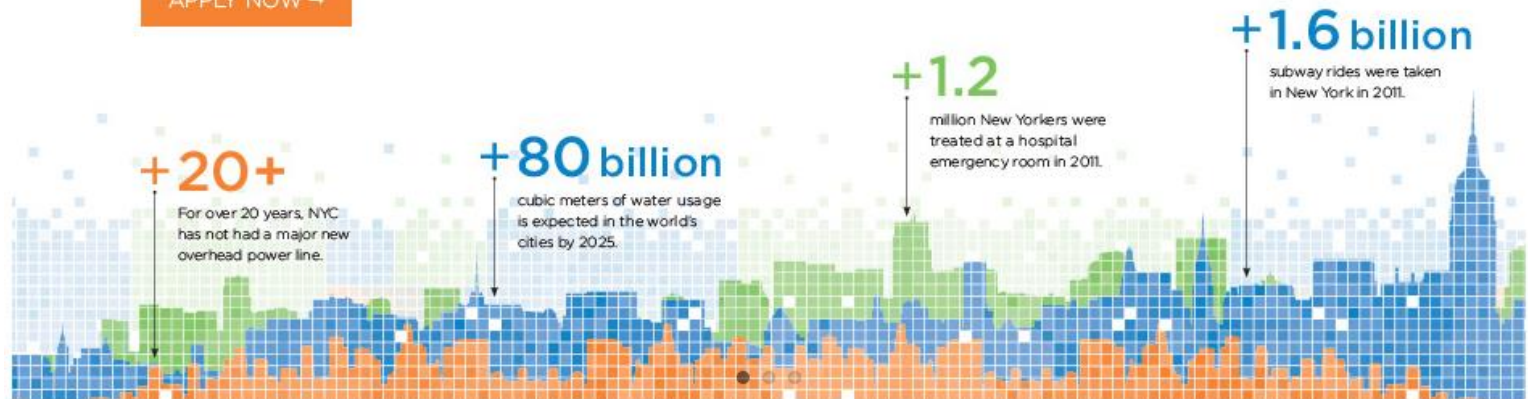


CENTER FOR URBAN
SCIENCE+PROGRESS

BIG CITIES + BIG DATA BRINGING URBAN DATA TO LIFE.

GRADUATE PROGRAMS IN
APPLIED URBAN SCIENCE AND INFORMATICS

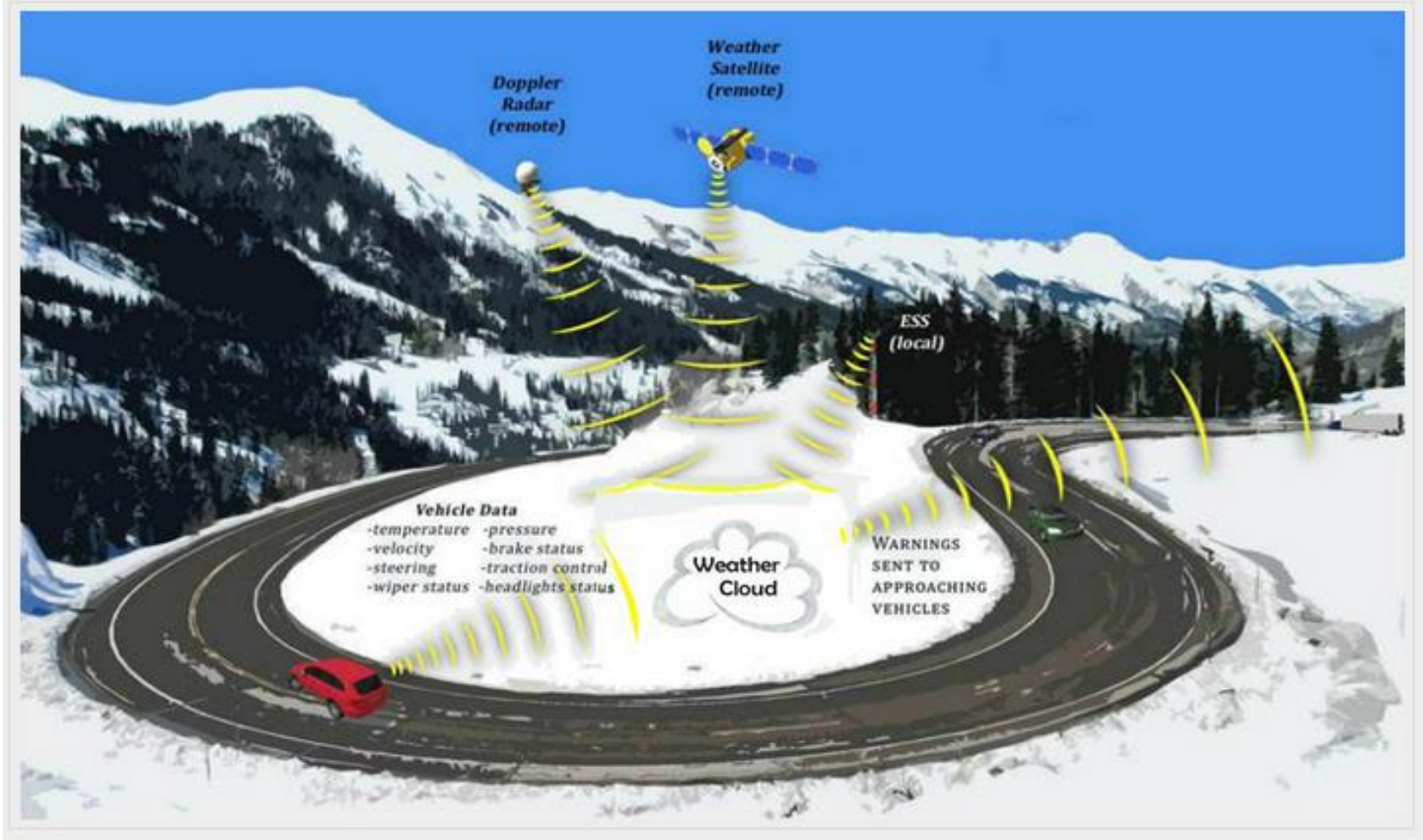
APPLY NOW →



Signals to Watch: Systems with Feedback Loops



Vehicle to Infrastructure to Vehicle



Transit Infrastructure within Smart Cities & Towns

- ❑ How does it shape planning, communication and demand creation?
- ❑ How do our projects, people and assets feed into the data-wisdom ecosystem?
- ❑ Do we integrated 'products' into our transit infrastructure plans?



What's next for Crowd & Collaboration Solutions?

Innovations to Watch:

- Out of Hype Phase / Passive Crowd?
- Contests & Challenges
- Transportation Hacktivists & Mobile-preneurs

Models for Crowdsourcing / Collaboration



**Service
Design**

**Prediction
Markets**

**Planning, Solutions
& Engagement**

Case Study: Bristol, CT – “Risers”!



Browse Ideas

Showing 30 of 202 entries **Recently Popular** Recently Commented Most Liked First Most Recent



Dawn's Deli
like (121) | 24



Pop Up Retail Incubator
like (31) | 2



Affordable But Funky Grocery Store
like (85) | 6



Dinner & Drinks Movie Theater
like (207) | 8



Beer Garden
like (103) | 14



Restaurant Row
like (241) | 10



Riverside Café
like (126) | 4



Intercity Trolley System
like (96) | 4



"Paint Your Own Pottery"...



Performing Arts Centre



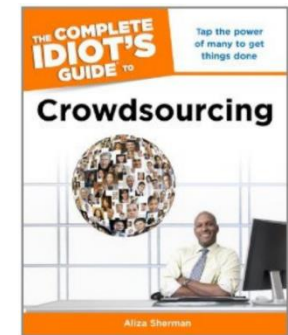
A Piazza!



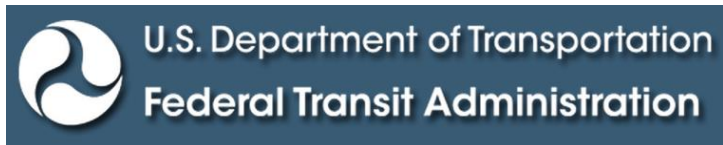
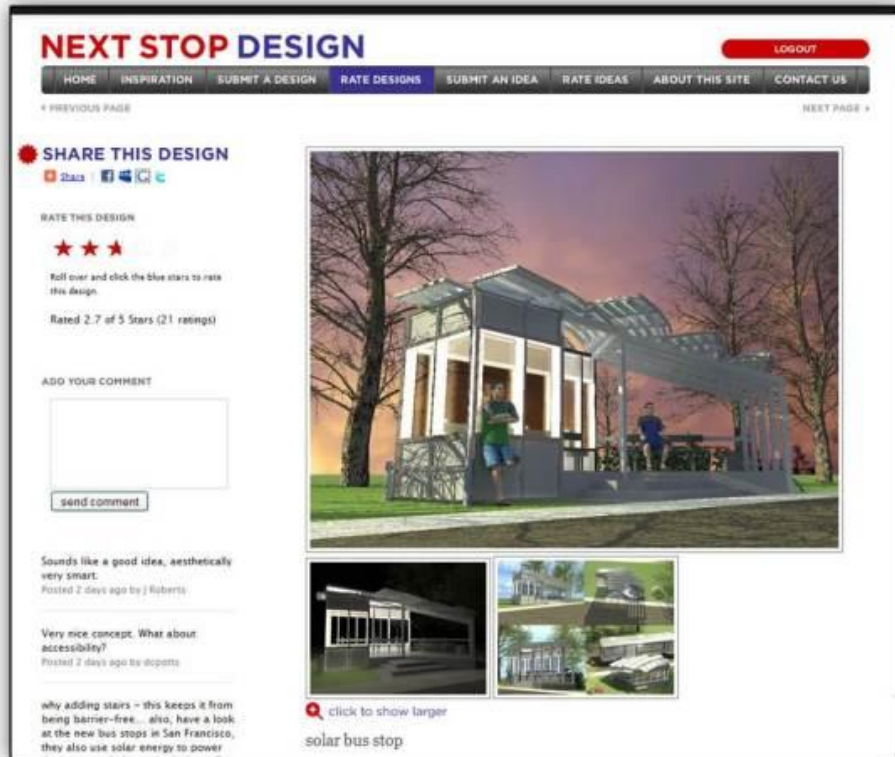
Free Wireless Downtown

Learn More:

- <http://www.rdatbristol.com/>
- <http://renaissancedowntowns.com/pdfs/.pdf>
- Aliza Sherman's Guide to Crowdsourcing
- <http://renaissancedowntowns.com/>

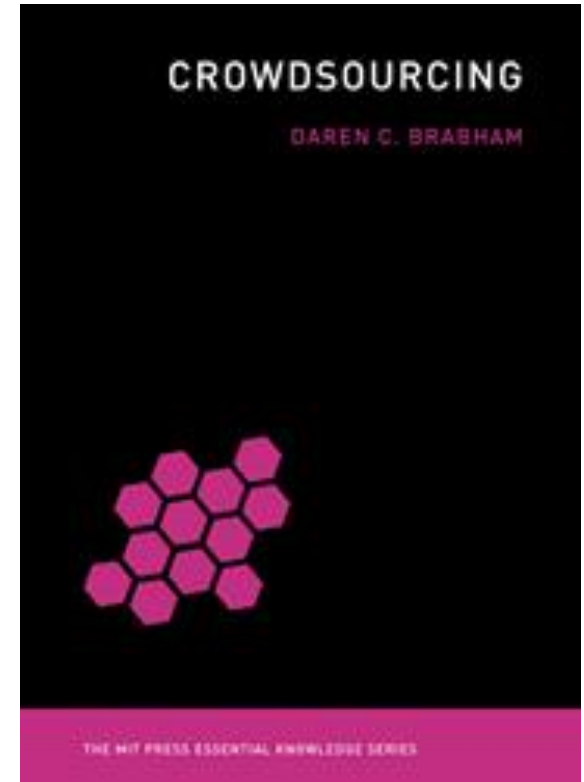


Case Study: Next Stop Design



2008 Projects:
http://www.fta.dot.gov/about_FTA_8711.html

Watch for...



Published: April 2013
Daren Brabham
<http://dbrabham.wordpress.com/>

Case Study: Design Chicago



Design Methods

- **Participant Recruiting** - dubbed Urban Agents
- **Process Prototyping**
- **Remote Assignments**
- **Community Management**
- **Research Workshop**
- **Brainstorm Challenges**



Local Innovations Beyond Traditional Transportation Partners

Joining **Civicware** Movement

 Knight Foundation

Knight News Challenge

How might we improve the way citizens and governments interact?

[READ THE BRIEF](#)

INSPIRATION
167 inspirations

SUBMISSION
837 entries

FEEDBACK
837 final entries

REFINEMENT
Starts in 4 days

EVALUATION
Announced in 11 da

CONCEPT






How might we improve the way citizens and governments interact?

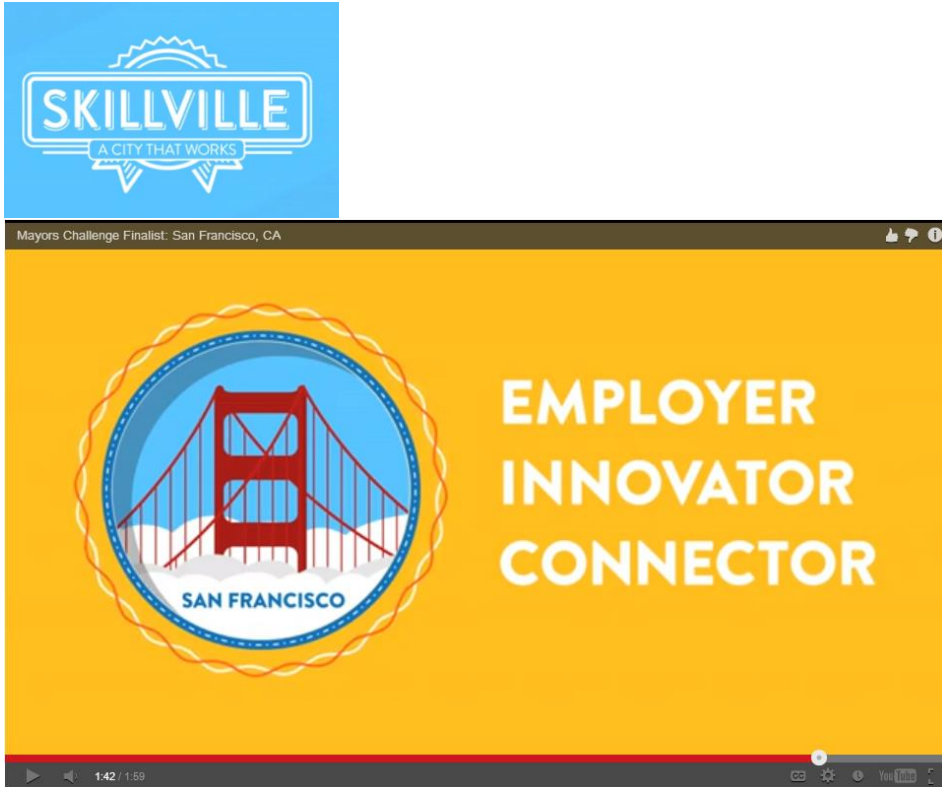
Digital Matatus: Developing Open Data for Informal Transit Systems

Maps and data about para-transit systems in developing countries rarely exist. This project leverages the ubiquitous nature of cell phone use in these fast growing cities to collect, map and provide open access to data on these dynamic systems.



Sarah Williams
March 18, 2013
03:49PM

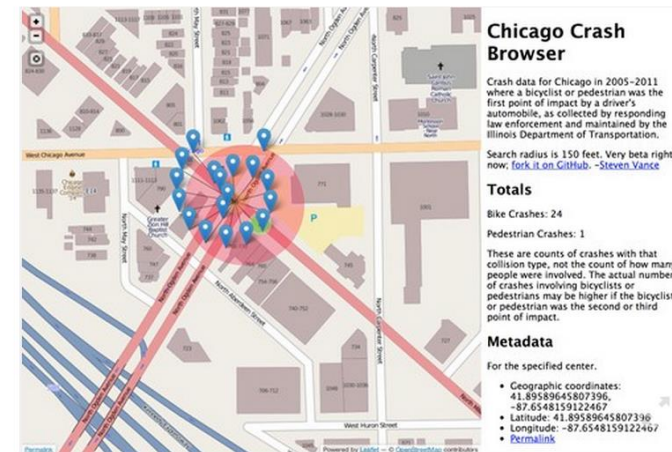
 27 views
 0 comments
 1 applause



Proposal: Tap Local Talent for Solving Civic Challenges

Traffic crash data browser and map

Chicago Crash Browser is a new tool needed by planners and engineers to analyze where the Chicago should invest in infrastructure upgrades to eliminate traffic fatalities by 2022, and educate residents & elected officials about transportation safety.



Screenshot of ChicagoCrashes.org

Tool: Bring Transparency to Safety Issues

Local Innovations – Design Solutions from Industry Sectors

LONDON
CYCLING
CAMPAIGN



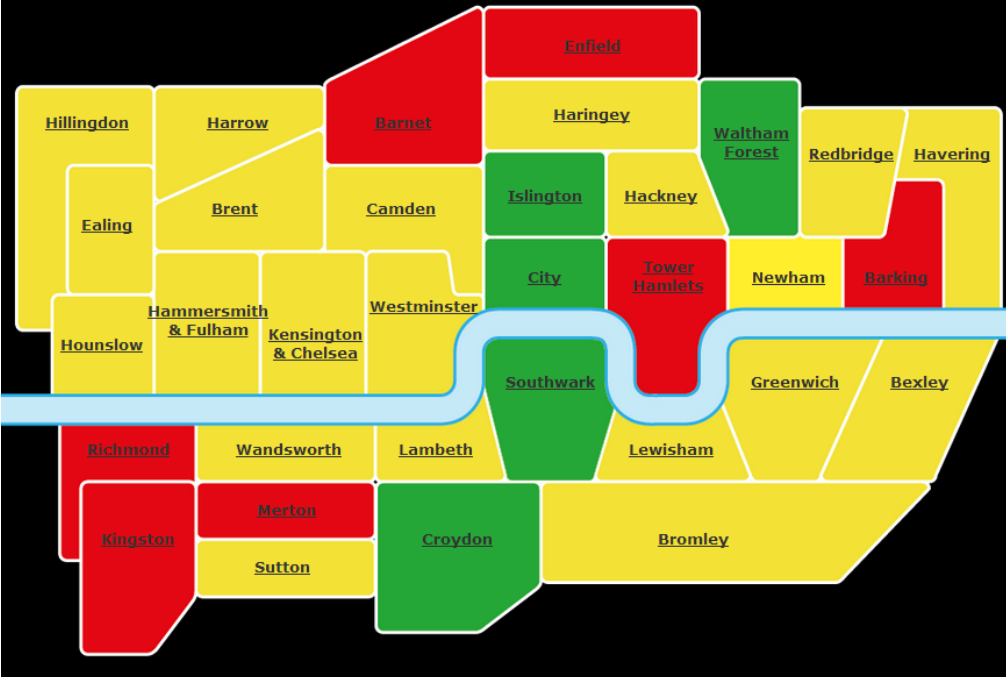
Advice: Stay out of the lorry risk zone



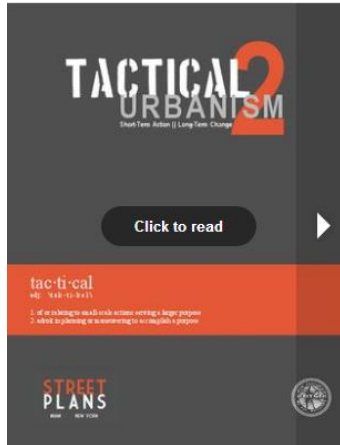
What's your council doing to make its lorries safer?

Click on the names of the boroughs on the map below to see whether your council is taking action to improve the safety of its lorries, and to write to them asking them to support our campaign.

Our *Safer Lorries, Safer Cycling* campaign calls on every London council to only use the best-equipped lorries and best-trained drivers to help stop cyclists being killed on our streets. [Find out more](#)



Can Institutions learn from Hacktivists?



TACTICAL
URBANISM HERE 

“The lack of resources is no longer an excuse not to act. The idea that action should only be taken after all the answers and the resources have been found is a sure recipe for paralysis. The planning of a city is a process that allows for corrections; it is supremely arrogant to believe that planning can be done only after every possible variable has been controlled.”

- Jaime Lerner

Architect, urbanist, former mayor of Curitiba, Brazil

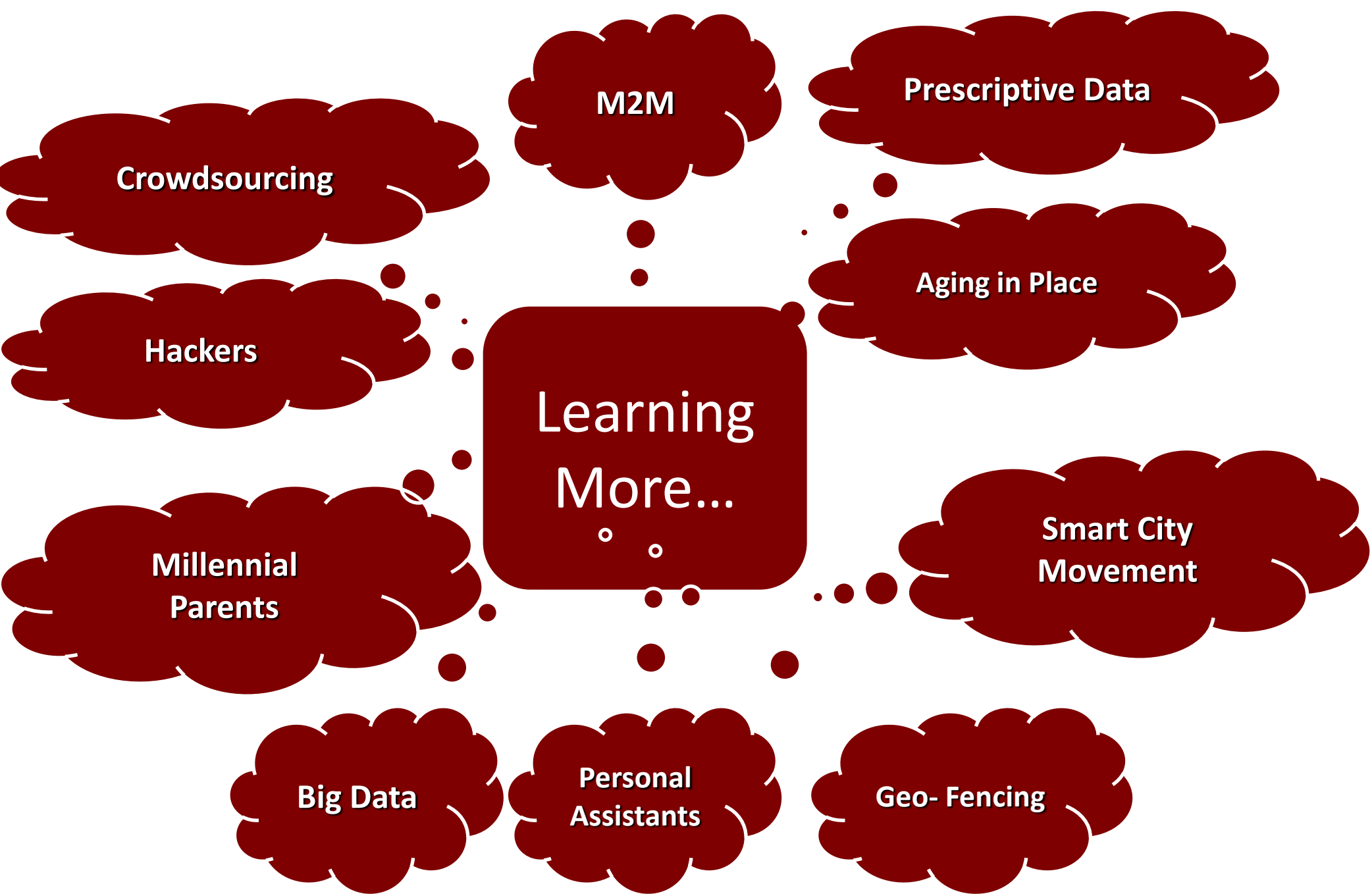
Changing Ways of Thinking

- Pop-ups
- Parklets (Parking Culture)
- Traffic Flow & Pedestrian Rights
- Adbusting (Messaging)

What to borrow:

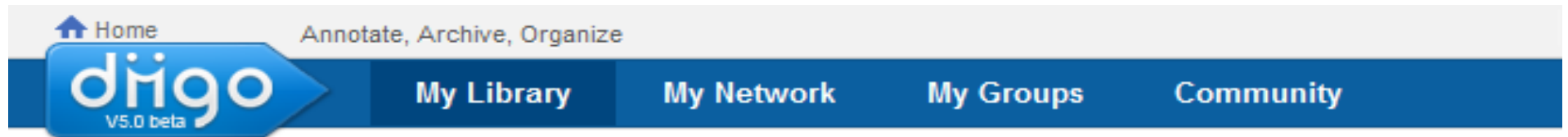
Constraints vs Resources;
Flexibility & Adaptability; Pilot Culture...

Local Innovation via
Hacking mindset for transit stops, surrounding areas, or fleet interiors?



Set up California Transit Community – ‘Signals Team’

Monitor Change & Explore Implications / Externalize Brains with Tagging



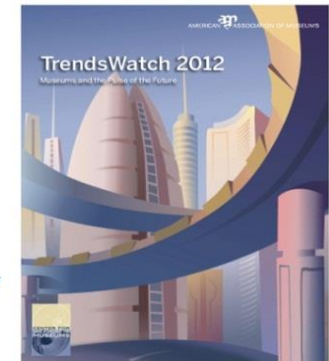
**Social
Bookmarking**



**Social Learning /
Shared Awareness**



**Programs &
Products**



Example tags: <https://www.diigo.com/user/garrygolden/transit>

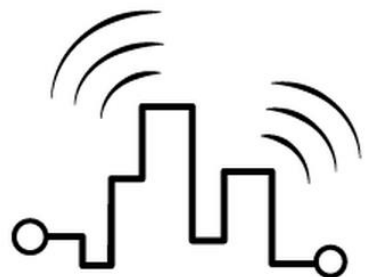
Expand Resource Base to Find Information & Inspiration



MAYORS CHALLENGE



Dive into Smaller Gatherings / Conference Materials



PLANNING TECH @ DUSP

The New Frontier of Point Specific Data: Big Opportunities, Big Responsibilities ([slides pdf](#))
Amy Glasmeier, MIT Department of Urban Studies and Planning

Breaking the Rules of Public Participation: Lessons From High and Low Tech Outreach ([slideshare](#))
Ann Sussman

Transit Transparency: A Real Time Action Cycle ([slides pdf](#))
Francisca Rojas, Transparency Policy Project, Harvard Kennedy School

Real-time Visualization of Place-based Comments ([slideshare](#), [slides pdf](#))
Crystal Wilson, PlaceVision

OPEN DATA IN TRANSIT: REAL TIME TRANSPARENCY



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@sunshinepolicy

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garrygolden@gmail.com

347-463-7412

www.garrygolden.net/CTA2012



Most uncomfortable = _____

Most Inspired = _____

Biggest Opportunity = _____

Biggest Risk = _____

New Habits & Behaviors ?

