

Executive Summary

NEIGHBORHOOD ENGAGEMENT LENS

Research overview and opportunities to drive neighborhood engagement.



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Liz Martinez | Alba Chavez-Flores | Samantha Heinrich | Christina Strok

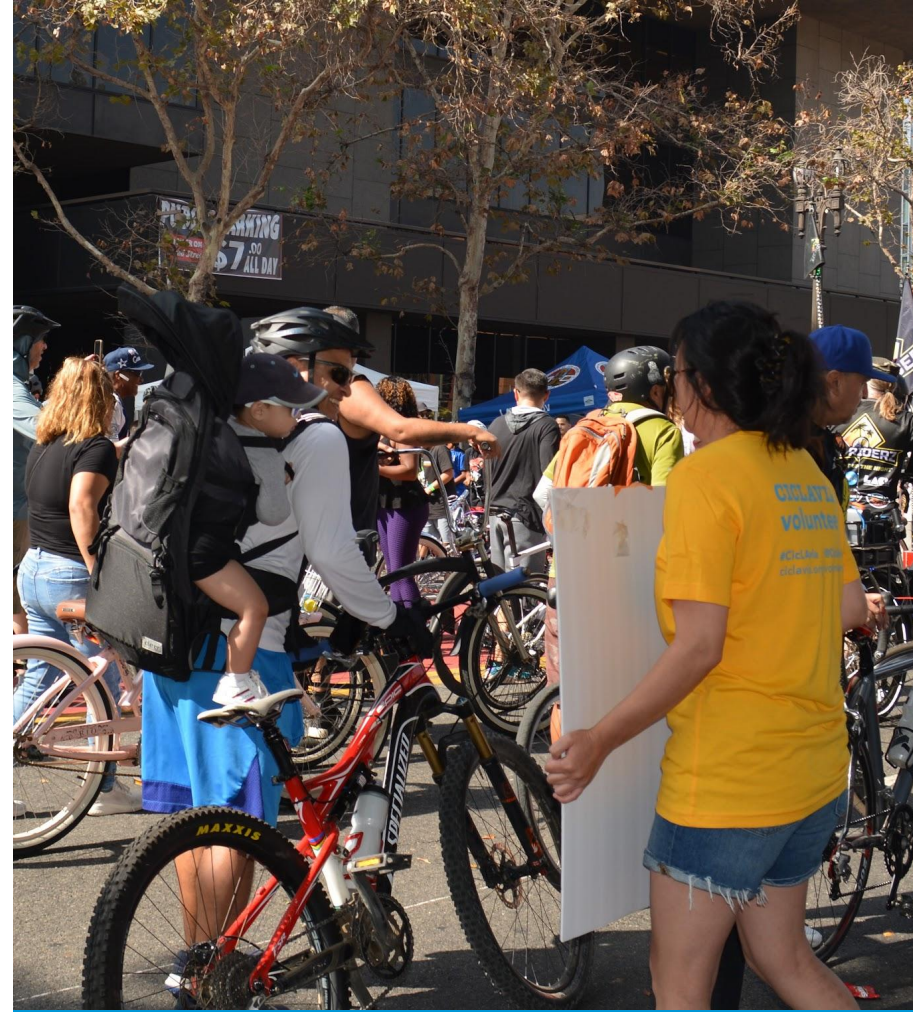
TABLE OF CONTENTS

03	Project Overview	25	Travel Map Design
04	Methodology	28	Launch Day
05	SME Interview Insights	36	Improvements/Opportunities
09	Observations	42	Appendix
13	Surveys & Stories		
17	Inspiration/Opportunities		

Project Objective

THE GOAL

Our goal was to identify, create, and design ways to get community members excited about the event and see it as **an opportunity to activate their space.**



Overview

METHODOLOGY



SME Interviews

Insights from subject matter experts



Observations

Our insights from CicLAvia event



Surveys

Data collected from CicLAvia participants



Inspiration/Opportunities

Ideas based on research

EXPERT INTERVIEWS

On Oct 5th & 6th, we interviewed two Subject Matter Experts and focused our questions on driving neighborhood engagement at public events.



Aerienne Russel

Product Manager

CicLAvia Outreach & Engagement

“ Show... the owners that you care... a phone call or an email, and social media for cross promoting. ”



Jeanmarie Hance

Community Outreach Program Manager

Urban Collaborations

“*To drive participation...
define where they
should go... art... food...
what really speaks to
the feel of the
community.*”

What we learned from

TALKING TO EXPERTS

- **Prioritizing Post-production outreach** could yield good results
- **Personalizing mailers** make it feel more like an invitation
- **Investing in a cohesive happy outreach team** increases connections
- **Creating productive cross communication** is key to engagement
- **Speaking to community leaders** is a good representation of what the community wants
- **Introducing 30 second business ads** would convince businesses to participate
- **Being specific about the message the team conveys** will resonate more with the audience

Overview

OBSERVATIONS

On September 27 we shadowed the **CicLAvia outreach team** to get a first hand perspective of their relationship with the local community. We also **interacted with participants** at the October 4 Heart of LA event to understand their experience.





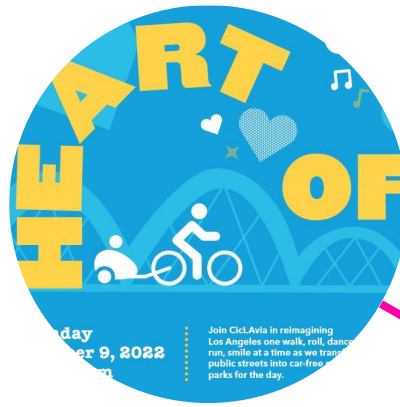
HUMAN INTERACTION FOSTERS ENGAGEMENT

The social engagement between the outreach team and local businesses/residents was limited.

Being purposeful with creating an opportunity for conversations between businesses and CicLAvia can lead to insightful dialogs.

Outreach team posting flyers

ICONOGRAPHY SHOULD REPRESENT THE COMMUNITY



During the distribution of the invitation flyer a recipient's immediate response was: *"Oh, a biking event!"*

The association between CicLAvia's icons and message was lost on this individual. This is a great opportunity to display icons of the interactions that happen at the events like dancing, activities and music.



PARTICIPANTS NEED INFORMATION

The map we created of the Heart of LA route provided participants with an opportunity to get and exchange information regarding the local neighborhood.

The map gave event-goers a sense of direction along the route, making them feel more grounded.



SURVEYS & STORIES

During the Heart of LA event we conducted surveys and spoke directly to participants about their favorite place along the route.

Synthesizing **SURVEY DATA**

Survey questions ranged from what participants wanted to explore at CicLAvia to their satisfaction levels of the event.

OPPORTUNITIES

A big percentage of participants were planning on buying food at the event and were looking forward to experiencing music and seeing the community. This is a great opportunity to market local restaurants.



Questions & results from our survey on 10/9



Community member marking his favorite location

Participant **STORIES**

Participants shared with us their favorite place along the route which was the new 6th street bridge, others wanted to know information:

“Where are we on the route?”

“Where’s good to eat around here?”

“Hey is that a map, can I see it?”

As we were leaving one participant stopped us to see the map because he was looking for his friend.

Biggest insight

OUR MAP ATTRACTED PEOPLE



INSPIRATION / OPPORTUNITIES

Based on our research findings we identified opportunities and brainstormed concepts that would drive neighborhood engagement at the next event.

Communal attraction

WALL MURAL

CAN BE CUSTOMIZED BY

A mural would be an opportunity for neighbors and community members to create a lasting art piece and commemorate the event.

CONSIDERATIONS

Find a wall space and talk to the city to give us permission to use it for a community mural.



Informing participants

PHYSICAL MAP

CAN BE CUSTOMIZED BY

Adding the ciclavia route details or displaying restaurants nearby. Strategically placing maps around the route not just at the start.

CONSIDERATIONS

Testing different ways to display the physical map. Either have it be mobile or immobile.



Creating a fun atmosphere

GARDEN GAMES

CAN BE CUSTOMIZED BY

Creating games associated with historical elements around the neighborhood. Offering prizes for winners.

CONSIDERATIONS

Using the available space in between hubs to set up the games. Get volunteers to oversee the games.



Meeting place for neighborhood **COMMUNITY BOOTH**

CAN BE CUSTOMIZED BY

Designating a booth for each community CicLAvia is part of. Providing participants with resources, displaying local artists, local restaurants and providing photo opportunities for participants to represent their neighborhood.

CONSIDERATIONS

Acquiring a booth and setting a location around the route. Deciding on what information will be shown and designating a person to run the booth.



CicLAvia information and merchandise booth



Information on the go **TRAVEL GUIDE**

CAN BE CUSTOMIZED BY

Adding the CicLAvia route details or displaying restaurants nearby.

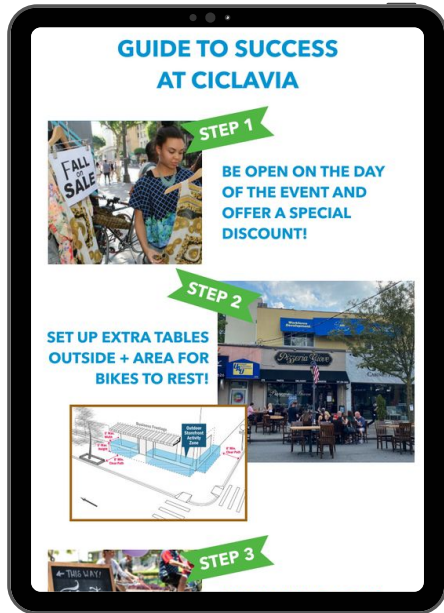
CONSIDERATIONS

Bikes needed with trailer hitch and willing volunteers to ride the route.

Billboard trailer either made by a volunteer or purchased from a vendor.

Mockup of CicLAvia's route map on a bicycle

Personalizing info **MEDIA KIT**



CAN BE CUSTOMIZED BY

Adding 20 second interviews from businesses can encourage others to participate.

CONSIDERATIONS

The outreach team uses the tablet to inspire businesses and community members to envision the possibilities.

Available digital tablet and printed flyers to hand out.

Travel map was a winner

STAKEHOLDER FEEDBACK



Rachel Burke

"I like the idea of having traveling information along the route. I like the inclusion of your insights."



Sandra Kulli

"I think the person who rides the bike has to be like the friendliest human being on Earth"

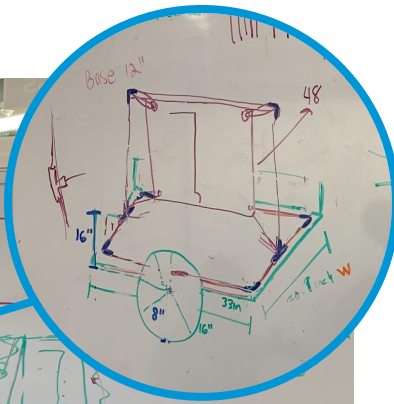
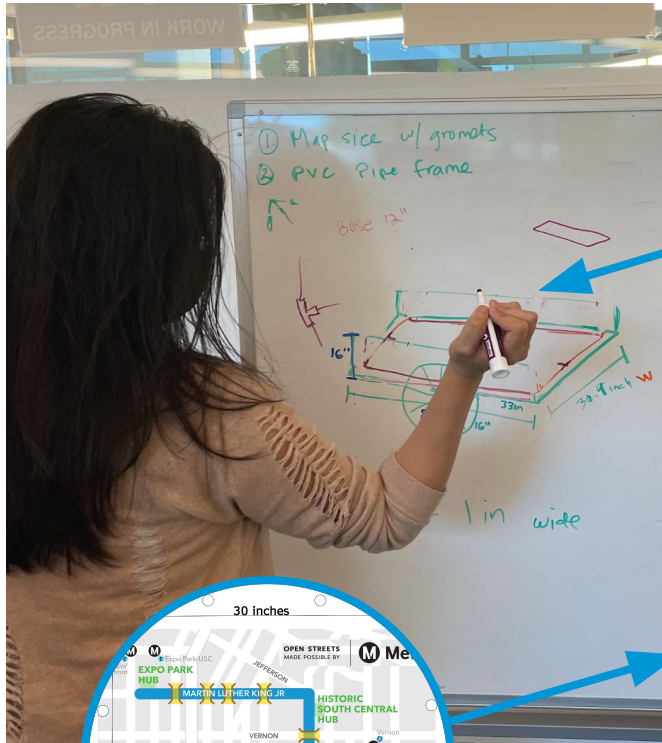


Alissandra Valdez

" would love to hear insights from participants as to whether a traveling map would be something that's helpful for them"

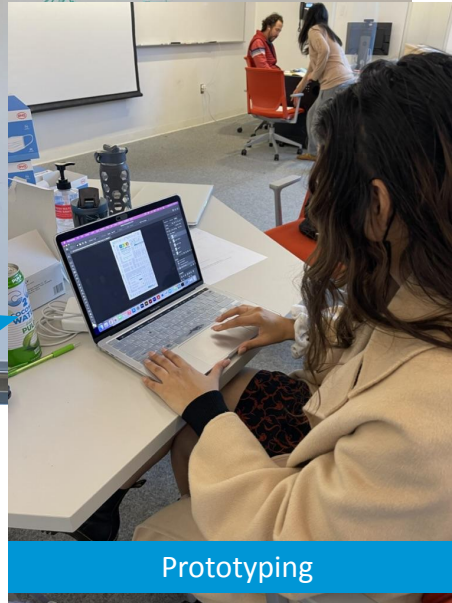
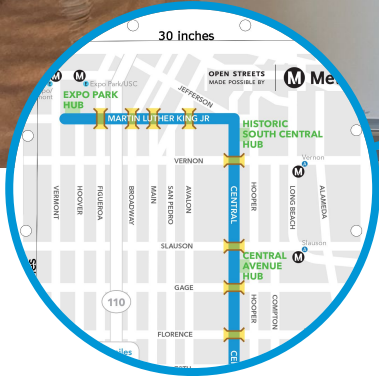
DESIGNING THE TRAVEL MAP

Based on stakeholder feedback we chose to design a mobile map that participants can approach for information.



Creating **PROTOTYPE**

- Figuring out the **dimensions** of the map, hitch, and materials
- Finding a way to **stabilize** and **attach the map** to the hitch.
- **Formatting** the map for print



Prototyping

FINISHED TRAVEL MAP



LAUNCH DAY

Despite the rain on the day of the event we were so excited to share our map with CicLAvia participants.



South LA CicLAvia
December 4, 2022

Interesting INSIGHTS

- CicLAvians were **impressed** by the mobile map and were **curious** about what was on it
- We were an **obvious source** of information and people felt comfortable approaching us when parked & mobile
- Participants **felt grounded** in their location



Guides helping participants along the route

Data

MEASURING SUCCESS



Participants **engaged** with our map from having a quick location check to **actively seeking interaction** and communication



The map helped them get **centered** in their location and helped them **locate the resource** they required



Opportunity to have **conversations** with participants **along the route**

Participant voices

WHAT WE HEARD

“Where do I
park?”

“Where can we rent
a bike?”

“Where does it start?”

“Where is the
nearest bike
repair?”

“Where are we?”

“Where is the nearest
bathroom?”

“Is it 7.25 miles one
way or roundtrip?”

“This is great. You
should do this at
every CicLAvia.”

CHRISTIAN

Owner of The Boyz Barbershop

We met Christian along the route, he **approached** us and asked us about ways his **business** could get **involved** at the next CicLAvia.

“I own a barbers down the street, how can I get involved in this event?”

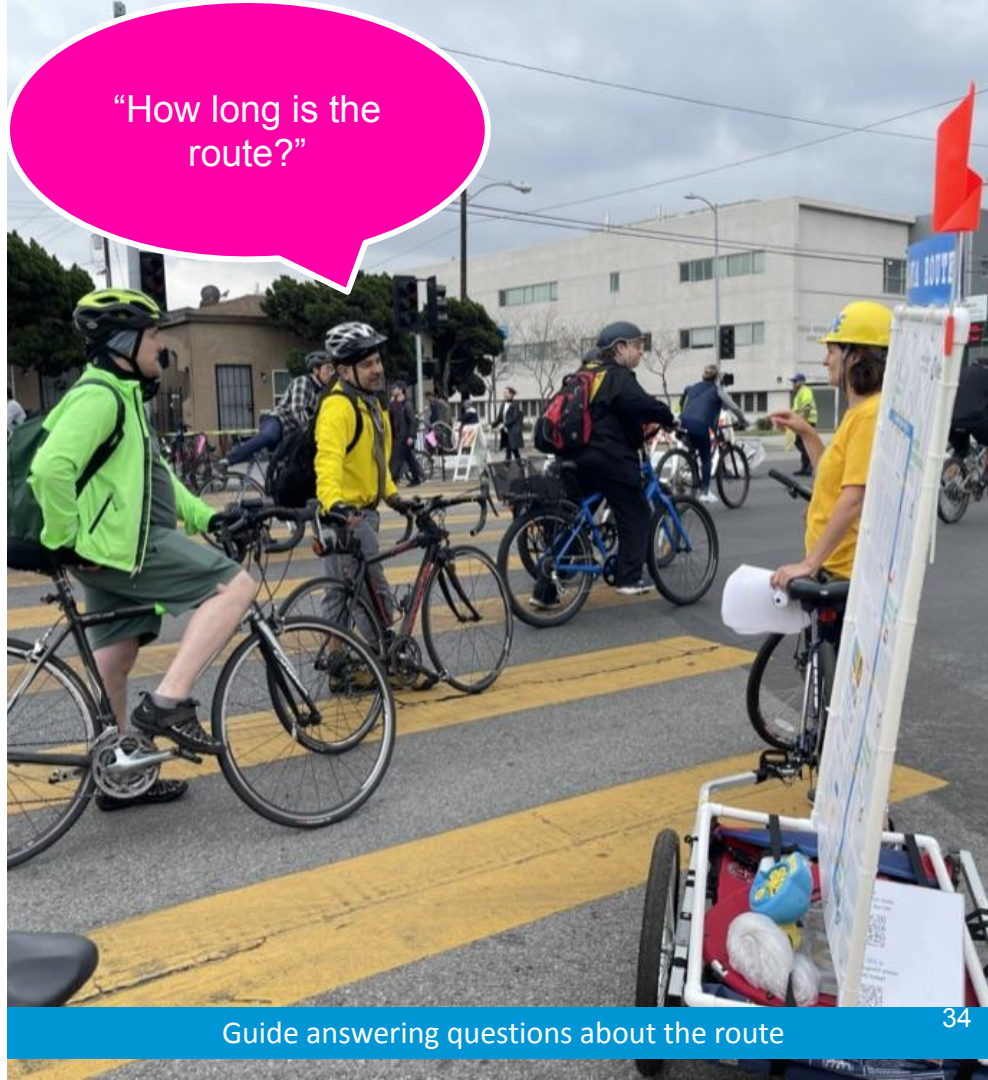


MIKE & DAVID

CicLAvia Participants

Mike and David are regular riders who **love attending CicLAvia's** and **biking events** around the globe.

The map gave them an overview of other places along the route.



KENDRA & TAMI

CicLAvia Participants

Kendra & Tami got to see their location on the map and how far they still had to go. They **loved** our map and **wished** to see it at all **CicLAvia events**.



IMPROVEMENTS/OPPORTUNITIES

During the South LA CicLAvia we discovered ways we can improve our map for the next CicLAvia.

IMPROVEMENTS

ACTIONS YOU CAN TAKE

- **More precise** locations
- Specific **Ciclavia iconography** on the map
- Provide a **printed list** of kids' activities
- Bigger **"YOU ARE HERE"** sign
- Visual sign on the **back of trailer**
- **Glue the frame** onto the base to ensure its durability
- Create a **hashtag** for the map guides



DONATION ON WHEELS



- **Donation Box:** Add a donation box in the back of the bicycle for participants to donate
- **Interchangeable Signs:** Use interchangeable signs to showcase CicLAvia ads/marketing
- **Sponsorships:** Work together with sponsors to display their signs as well

SPONSOR HIGHLIGHTS & EVENTS



- **Promote events:** One side of the map displays the route and the other side showcases *specific events* on the route
- **Monetization:** Sponsors can pay for space on the map and guides can send participants to their locations
- **Highlighting** Showcase specific events CicLAvia wants to highlight for more engagement

MOBILE ANNOUNCEMENTS



- **Supplying** Guides/volunteers with megaphones to announce events along the route
- **Announce** food areas, bike repair areas, bathrooms, rest stops, etc



THANK YOU



Contact us:

martinez_lizbeth@student.smc.edu

flores_alba_c@student.smc.edu

heinrich_samantha_gr@student.smc.edu

strok_christina_may@student.smc.edu

APPENDIX

The following documents show the work we did during the past four months.

BossBabes-Primary + Secondary Research Worksheet

https://docs.google.com/spreadsheets/d/1OWu6-FZaP_0UI_MmayrvA-SJEIv7v3qdEnlVBw7KLP4/edit#gid=1180296707

DFCC - What are you curious about?

<https://app.mural.co/t/dfcc5201/m/dfcc5201/1663162228556/6dcf4b99d86df1da6fd2d897066230d64795fa36?sender=cc2f090c-3836-4627-9c0d-513b38b3e992>

Mural Synthesis

<https://app.mural.co/t/dfcc5201/m/dfcc5201/1665578265437/3e87d0563fd7efc28544ddb0d5355c58af10f121?sender=u969f080e5cc734f4d4786923>

What are our assumptions?

<https://app.mural.co/t/dfcc5201/m/dfcc5201/1663163025850/817afe10f8df1060d612955e02cc06077252c872?sender=f8b9b738-e6e5-4a5f-b171-7c2d9b626fcd>

Research plan template

<https://docs.google.com/document/d/1USVJzLdsBb4AUq04govXLI0U-aqmPJn0aGYIm2C6QmA/edit>

Midterm Presentation

https://www.canva.com/design/DAFPu73o_-Q/EKJchYq2SBpsAaz9YDaMqA/edit?utm_content=DAFPu73o_-Q&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Classmate Feedback

https://docs.google.com/spreadsheets/d/1_Fi4kW9vs4Tqr381s8VVG4CivrDPOLTUU3gqTTVLPVg/edit?usp=share_link

Stakeholder Feedback

https://docs.google.com/spreadsheets/d/1zvG-7WiNE6tNicJzUZYPYHPIgbMC6uk1cnJY0my6sbA/edit?usp=share_link

Research Synthesis

<https://app.mural.co/t/dfcc5201/m/dfcc5201/1663163025850/817afe10f8df1060d612955e02cc06077252c872?sender=f8b9b738-e6e5-4a5f-b171-7c2d9b626fcd>

Survey Synthesis

https://miro.com/app/board/uXjVPOW-wNM=?share_link_id=238518354099