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# Civic Engagement Through Transportation

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# Our Team: PARG



Peter



Alyssa



Ryan



Gabby

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# Our Participants



**Lexi**



**Elizabeth**



**Joe**

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# Our Participants



**Lexi**



**Elizabeth**



**Joe**

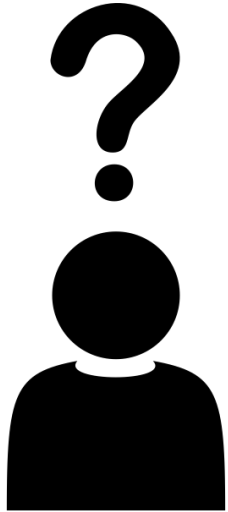
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# Needfinding Methodology

- Who: Lexi, an engineer at Lockheed Martin
- Where: Peet's Coffee
- When: Wednesday afternoon
- Why: a non-user of public transportation





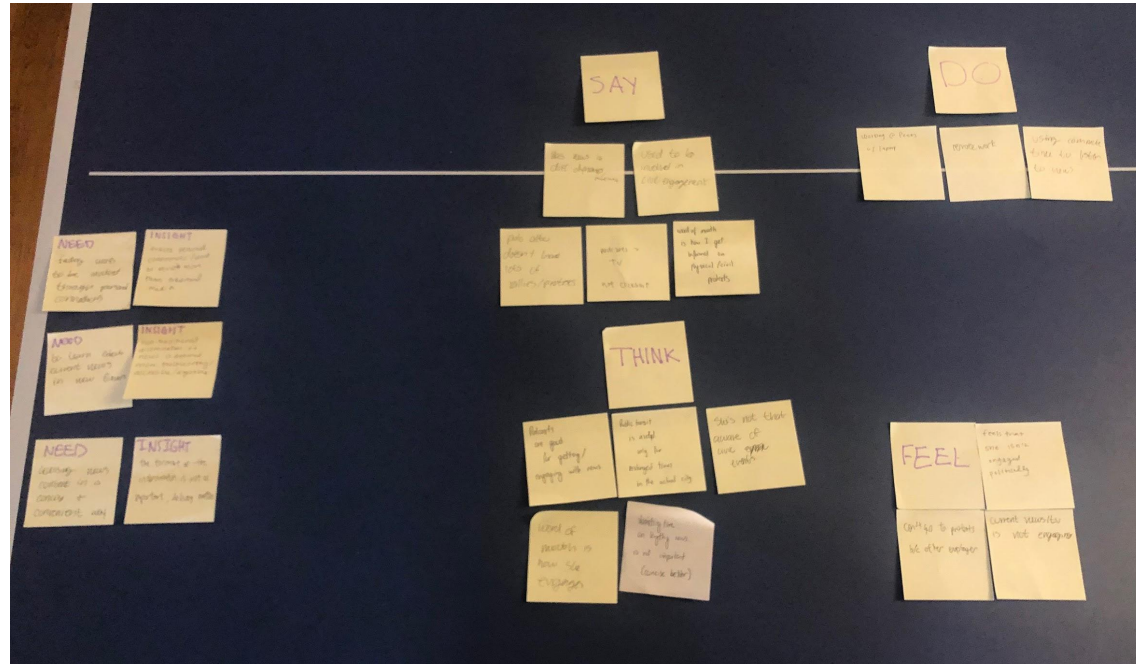
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## What did we ask?

- What types of transportations do you use?
  - Why do you choose to use a car rather than public transportation?
  - Tell us about a time where you engaged in a rally/protest/town hall.
  - What do you do during your commutes to work?
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# Empathy Map Results



# SAY

Likes news in different mediums

Palo Alto doesn't have many rallies or protests

Word of mouth is how I get informed on protests

Used to be more civically engaged

Podcasts better than TV

# DO

Remote work on laptop @ Peet's

Uses commute time to listen to news

# THINK

Podcasts are good for getting news & engaging with news

Public transit is only useful for prolonged times in the city

Engages with news by word of mouth

Thinks she isn't too aware of political events

Thinks the more concise the news is, the better

# FEEL

Feels that she isn't engaged politically

Feels like she cannot go to protests because of her employer

Feels like current news outlets are not engaging



# Need

To learn about current news in new forms and dynamics.

# Insight

The **delivery** of current news and politics is just as important as the content itself.

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# Need

Find ways to be involved through personal connections.

# Insight

She trusts personal connections and word of mouth over traditional media.

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# Need

Accessing news content in a concise and convenient way.

# Insight

Non-traditional dissemination of news is deemed more trustworthy, accessible, and digestible.

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# Our Participants



**Lexi**



**Elizabeth**



**Joe**

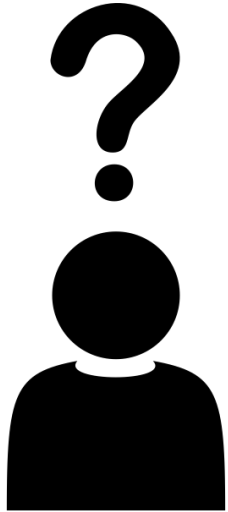
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# Needfinding Methodology

- Who: Elizabeth, Education grad student @ Stanford
- Where: CalTrain Station
- When: Wednesday afternoon
- Why: A good, average user “in action”





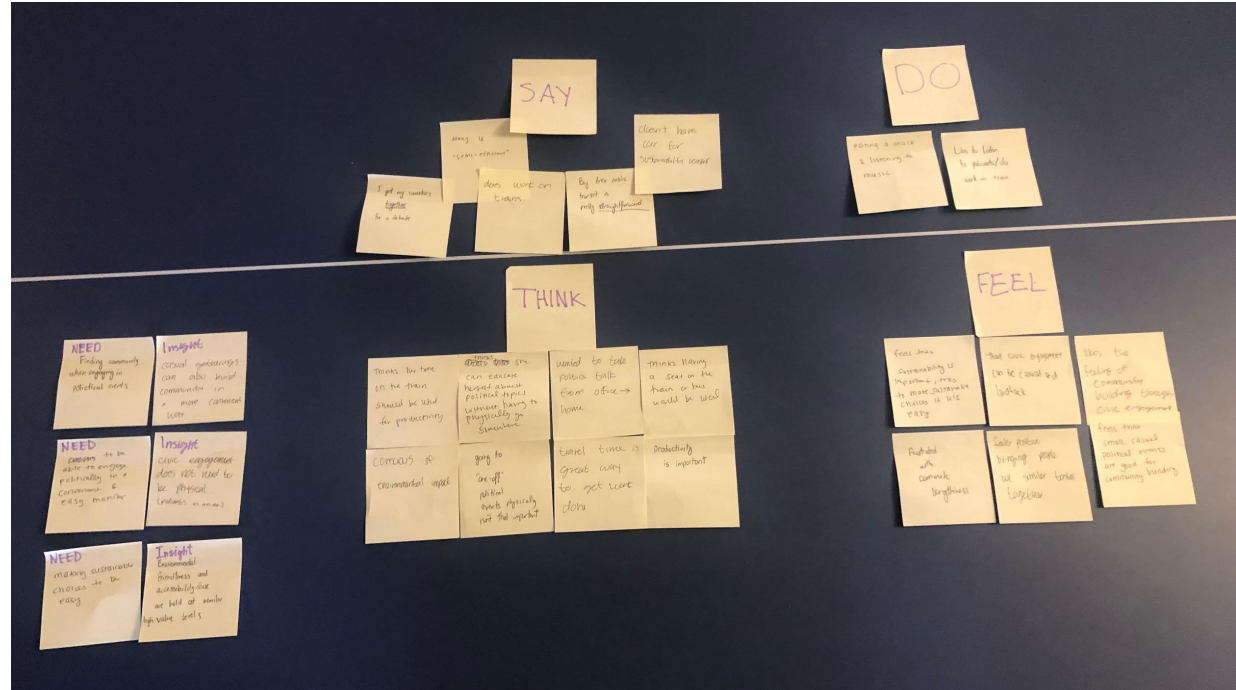
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## What did we ask?

- Tell me about your daily commute.
  - Why do you choose one form of public transport over the other?
  - Tell us about a positive or negative experience with public transportation.
  - What was the experience like when you were organizing an community event?
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# Empathy Map Results



# SAY

Muni is semi-efficient

Bay Area public transportation is pretty straight forward

I got my co-workers together for a debate

Does work on trains

Doesn't have a car for sustainability reasons

# DO

Eating a snack and listening to music

Likes to listen to podcasts and do work on train

# THINK

Productivity is important & good use of travel time

Thinks she can educate herself about political topics without having to physically go somewhere

Wanted to take politics from office to the home

Conscious of environmental impact

Thinks having a seat on the train would be ideal

Attending "one-off" political events isn't that important

Thinks her time commuting should be used productively

# FEEL

Frustrated by commute lengthiness

Feels that civic engagement can be casual and build community

Feels that sustainability is important; tries to make sustainable choices if it's easy

Feels positive about bringing people together to discuss views, even if different

# Need

Finding community when engaging in political/civic events.

# Insight

Casual gatherings can also build community in a more convenient way.

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# Need

Making sustainable choices need to be easy.

# Insight

Being environmental friendly and ease of accessibility are both held at similar high value levels.

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# Need

To be able to engage politically in a convenient and easy manner

# Insight

Civic engagement does not mean you have to be physically present, there are other forms of being engaged.

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# Our Participants



**Lexi**



**Elizabeth**



**Joe**

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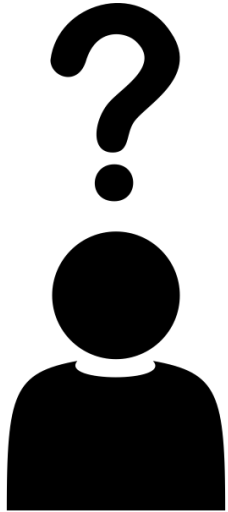


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# Needfinding Methodology

- Who: Joe, works at Stanford Med School
- Where: CalTrain Station
- When: Wednesday afternoon
- Why: A good, extreme user waiting for the CalTrain





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## What did we ask?

- Tell me about your daily commute.
  - What tools do you use to help plan your commutes?
  - Tell us about a time you attended a rally/protest.
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# SAY

Prefers e-bikes

I'm a strong environmentalist

I know what your next question is: what if I need a car?

Used the bus because that's what everyone else did

"Link Twitter for live transit updates"

Citymapper

# DO

Eating Shake Shack while waiting for train

Recited ride fares, stations, and transportation services from memory; very knowledgeable

Chin rested on hand

# THINK

Cars are inefficient in the Bay Area

Prioritizes being eco-friendly over saving money

Thinks public transit is more environmentally friendly

Civic engagement is important

# FEEL

Feels that balancing cost & time can be difficult

Annoyed that e-bikes are being banned -- exercise, cheaper, sustainable

Passionate about sustainability and civic engagement

Feels comfortable/that it is socially acceptable when others also rideshare

# Need

Knowing when other people are going to similar places/areas of similar interest.

# Insight

He would only take rideshares/carpool if others were taking the same form of transportation.

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# Need

To balance time and money in regards to public transit.

# Insight

A combination of time and money are valued when considering public transit.

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# Need

To see live transit updates in one place.

# Insight

Consolidated updates for all forms of public transit in one place.

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# Summary

- People need convenience and easy access in regard to public transportation and civic engagement
  - Similar interests and personal relationships drive a lot of decisions
  - People want to be engaged, but there are convenience barriers that stop people from participating
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