

# Executive Summary

Design For Community Change - Santa Monica College IxD

**Studio Slay**

Tess Dziallo - Bin Gao - Andres Munoz Gutierrez - Chrissy Stevens

**CICLA**  
**VIA**

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# Project Lens

Our team was tasked with looking at the main design brief through the lens of documentation and data collection.



**Tess Dziallo**

PROJECT MANAGER | VISUAL DESIGN | STRATEGY



**Andres Munoz Gutierrez**

VIDEOGRAPHER | VIDEO EDITOR | RESEARCH



**Bin Gao**

VIDEOGRAPHER | VIDEO EDITOR | RESEARCH



**Chrissy Stevens**

VIDEOGRAPHER | VISUAL DESIGN | RESEARCH

## Problem

How might we change the perceptions of CicLAvia as a “just cyclists” event to one that celebrates city exploration and all forms of non-motorized transportation including foot, skateboard, scooter, wheelchair, and even bystanders.



## Insights

- CicLAvia brings together people and communities
- CicLAvia creates a sense of safety and freedom in the streets
  - How to share CicLAvia data through human experiences
- Finding successful strategies from other international open street events
- Fostering relational aesthetic through collaborative co-creative spaces

## **Solution**

Tell the CicLAvia story through community perceptions and emotions.



## Research Methodologies



Field Observations



Secondary Research



Subject Matter Expert Interviews



Qualitative Data



# Field Observations

## Context

We followed the CicLAvia neighborhood outreach team before the October 9th event and observed their interactions with local businesses in downtown LA.

## Insight 01 — Complicated Business Logistics

Certain logistical barriers make it impossible for local businesses to take advantage of CicLAvia events.

### Jewelry Stores

It isn't safe for jewelry stores downtown to set their jewelry out in the streets during events. The closed streets also make it complicated for their regular customers to access the store and parking.



ST. VINCENT JEWELRY CENTER LOCATED IN DTLA



## Insight 02 — Minimal Engagement

Outreach was fast and minimal. CicLAvia wasn't offering any direct incentives for businesses to take advantage of.

### Engaging Businesses

Businesses are told they can call to get in contact with CicLAvia management, but there is no purposed incentives for businesses to take advantage of events.



CICLAVIA VOLUNTEER REACHING OUT TO A SMALL COFFEE SHOP IN DTLA

# CONSIDERATIONS

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Approaching the design brief with **local businesses** as our **main audience** could prove to be **especially complicated**. Our field observations deterred us from focusing on local businesses as our main audience. Instead, we turned our **focus** towards the **CicLAvia community** and **event goers**.



# Secondary Research

## Context

We looked to previous research papers published on CicLAvia from UCLA, published psychology research on co curating community spaces, other open street events around the world.

## Insight 01 – Impactful UCLA-RAND Research Is Hidden

UCLA-RAND research was intricate and detailed with important metrics about CicLAvia’s impact.

### UCLA-RAND Technical Report

The published research showed data on air quality, transportation, social, and economic impact during events. We wondered why a simplified overview of the data could not be found on the CicLAvia website.



IMAGE OF MULTIPLE GRAPHS AND DATA POINTS FROM THE UCLA-RAND TECHNICAL REPORT CICLAVIA EVALUATION 2014-2016

# Insight 02 – Learning How To Foster Relational Aesthetics

## A Cool Place Where We Make Stuff: Co-Curating Relational Spaces of Muchness by Jaye Johnson Thiel

UCLA Research

The published paper describes a co-creative space built by researchers to foster things like creativity, sense of ownership, and focuses on “relational aesthetics”. We used Thiel’s strategies to when prototyping our graffiti wall.

### ‘A Cool Place Where We Make Stuff’: Co-curating Relational Spaces of Muchness

Jaye Johnson Thiel



#### 1 ‘A Cool Place Where We Make Stuff’: Co-curating Relational Spaces of Muchness

For the past 4 years, I’ve embraced the gift of working-playing-researching-creating at a community center nestled in the outskirts of a small southeastern college town. A working-class community of Color (self-identifying as approximately 60% Latinx/40% African-American), the folks living in the neighborhood around the community center (affectionately known as the Playhouse) have gradually opened their lives to those of us who visit and facilitate activities at the center. As our lives entangle, we have shared laughter, hardships, ingenuity, care, frustration, creativity, food, tears, and a myriad of other things, some of which, I am sure, I am woefully unaware. The Playhouse and its surrounding community is a work of art, full of productive energy that is sometimes creative and at other times exhausting.

Over the years we have had several adult visitors come to the Playhouse (educators, other community center leaders, preservice teachers, etc.). Some of these visitors are there to work with and learn from children, others are operating their own community spaces and are observing our collective efforts, and a few are engaging in their own research projects. For each initial visit, we invite the children, rather than the adult leaders, to give a guided tour. Simply put, the center is ultimately a space of shared ownership and the children are best equipped to showcase the work they do while they are there. One day while I was tidying up materials on the shelves, Tywana (one of youth who comes to create-make-do-be at the Playhouse on a regular basis) was giving one of these guest tours. I’d heard many different neighborhood children give the tours before and they always seem to talk about the artful practices they engage with in the various rooms of the Playhouse which

J.J. Thiel (✉)  
Educational Theory and Practice, University of Georgia, Athens, GA, USA  
e-mail: [jathiel@hotmail.com](mailto:jathiel@hotmail.com)

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## Insight 02 — Learning How To Foster Relational Aesthetics



IMAGES FROM THIEL'S RESEARCH OF KIDS RECONTEXTUALIZING PAINT AS A PROP FOR A BIRTHDAY TEA PARTY



## Insight 03 — Using Strategies From Other Open Street Events Around The World To Engage Communities

Ciclovía Bogotá  
Colombia provides  
great examples of  
how to engage  
communities outside  
of bike riding.

Ciclovía Bogotá, Colombia

We looked at the success of other open street events around the world as an inspiration to focus our final deliverable and design solutions on community.





Insight 03 – Using Strategies From Other Open Street Events Around The World To Engage Communities



IMAGES OF DIFFERENT ACTIVITIES IN OTHER OPEN STREET EVENTS AROUND THE WORLD

# CONSIDERATIONS

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The exceptional **research** done by **UCLA** could be **simplified** and showcased on the CicLAvia website. Providing a **co creative space** could improve the **relational aesthetics** at events. CicLAvia could use the **activities** presented at similar events in other countries to **change its reputation** as a cyclists only event.



# Subject Matter Expert Interviews

## Context

We interviewed one of the CicLAvia cofounders and two people apart of the UCLA-RAND research project. We hoped to better understand the organization and its challenges.

## Insight 01 — Ciclavia Is A Public Space For People To Bring Their Culture

“LA is filled with art and culture from all over the world.”

Aaron Paley

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Co-founder Aaron Paley talked about CicLAvia as a public space. He described art and culture as a huge part of its DNA. He recommended measuring the success of each event through diversity, inclusion, mood, happiness, and sense of belonging.



AARON PALEY CO-FOUNDER OF CICLAVIA

## Insight 02 — Sharing Data Through Human Experiences

“Storytelling is a powerful way to take the narrative from data to lived experiences.”

Christina “Tina” Batteate

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Tina Batteate worked on the published research project between UCLA, RAND, and CicLAvia. She explained how important it was to share data through stories.



CHRISTINA “TINA” BATTEATE PREVIOUS CICLAVIA OUTREACH COORDINATOR



## Insight 02 — Data Alone Cannot Influence Important Societal Policy Change

“Lack of information is a problem but having data and info isn’t enough to affect policy change.”

Madeline “Maddie” Brozen

Maddie Brozen from the UCLA-RAND research project explained that data wasn’t enough to affect policy change. She told us if CicLAvia really wanted to influence policy change they would need to create a narrative that included it in their main goals.



MADELINE “MADDIE” BROZEN DEPUTY DIRECTOR AT UCLA FOR REGIONAL POLICY CHANGE

# CONSIDERATIONS

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CicLAvia is a **public space** where **art** and **culture** can be amplified. The success of events can be determined by measuring **sense of belonging**, **happiness levels**, and **diversity**. Data will resonate when shared through **stories** and **lived experiences**.

# Qualitative Data

## Context

We gathered our new insights and built a plastic graffiti wall at the CicLAvia event on October 9th. We wanted to curate a collaborative creative space where community members could express themselves and we could collect qualitative data on the community itself.



## Prototype — Plastic Graffiti Wall To Collect Qualitative Data On Community



GRAFFITI WALL MADE OF PLASTIC WRAP SETUP ACROSS MULTIPLE PALM TREES



## Prototype – Plastic Graffiti Wall To Collect Qualitative Data On Community



GRAFFITI WALL WHERE EVENT GOERS WERE ASKED TO EXPRESS THEIR IDENTITY, VIBE, FEELINGS, OR OVERALL MOOD OF THE DAY



## Prototype – Sidewalk Chalk Area Surrounding Graffiti Wall



LAYLA TÉLLEZ AND HER ARTWORK USING SIDEWALK CHALK



## Insight 01 — Artistic Activities Encourage Community Engagement

People were excited to hop off their bikes and express themselves on the graffiti wall.

### Community Engagement

Event goers were curious and enthusiastic about expressing themselves through an uncommon medium. Children, teenagers, adults, and elderly audiences all participated.



A FAMILY PARTICIPATING IN THE GRAFFITI WALL ACTIVITY AT THE CICLAVIA EVENT ON OCTOBER 9TH



## Insight 01 — Artistic Activities Encourage Community Engagement



A VARIETY OF EVENT GOERS ENGAGED IN SELF EXPRESSION AND COLLABORATIVE CREATION

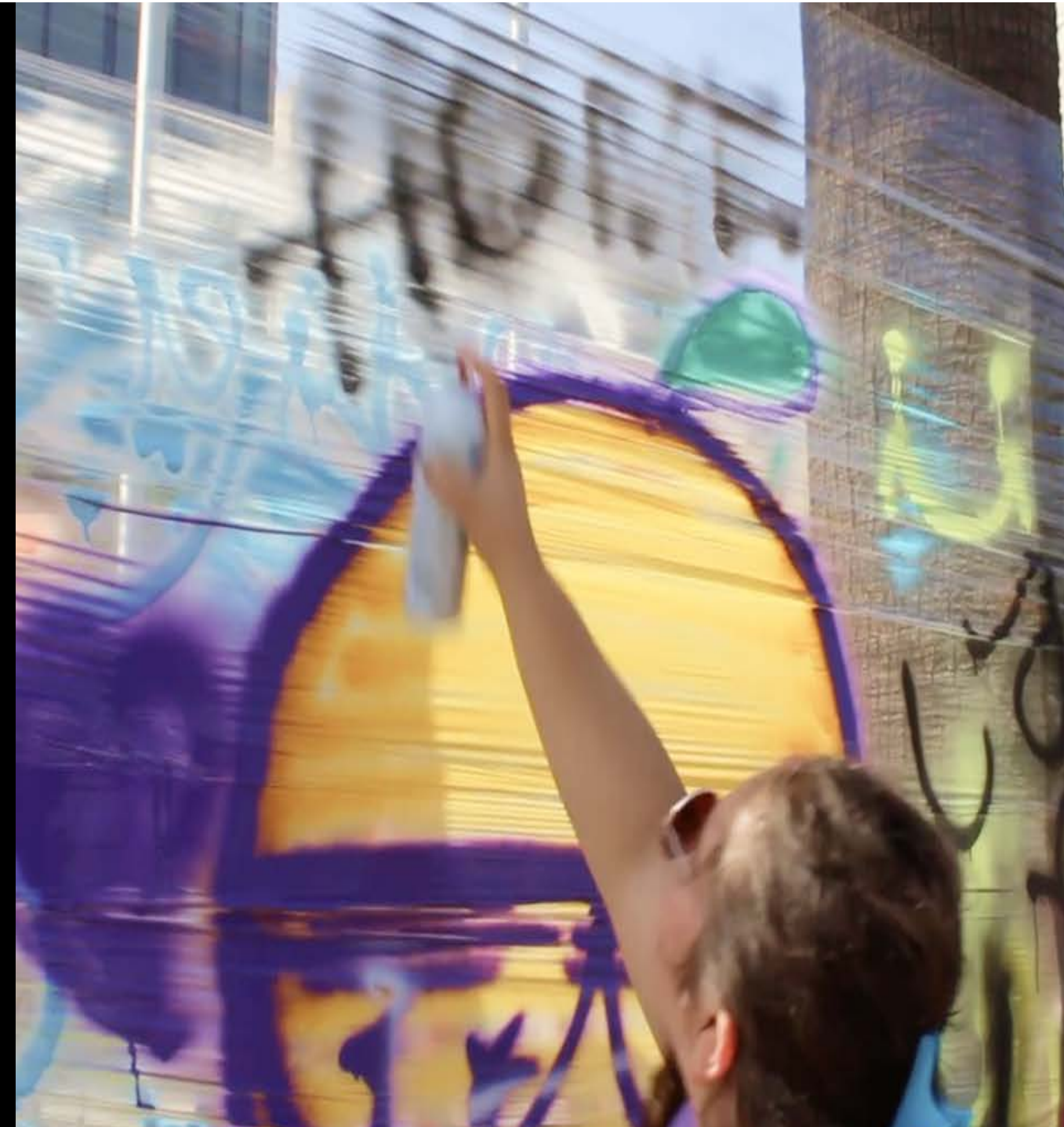


## Insight 02 — A Sense Of Home And Belonging While Occupying The Streets

“This is home.  
LA is home.”

### Capturing A Sense Of Belonging

An especially unique moment was when one woman wrote home on the wall. When we asked her what this meant she responded by saying, “This is home. LA is home”.



A WOMAN WRITING HOME ON THE GRAFFITI WALL

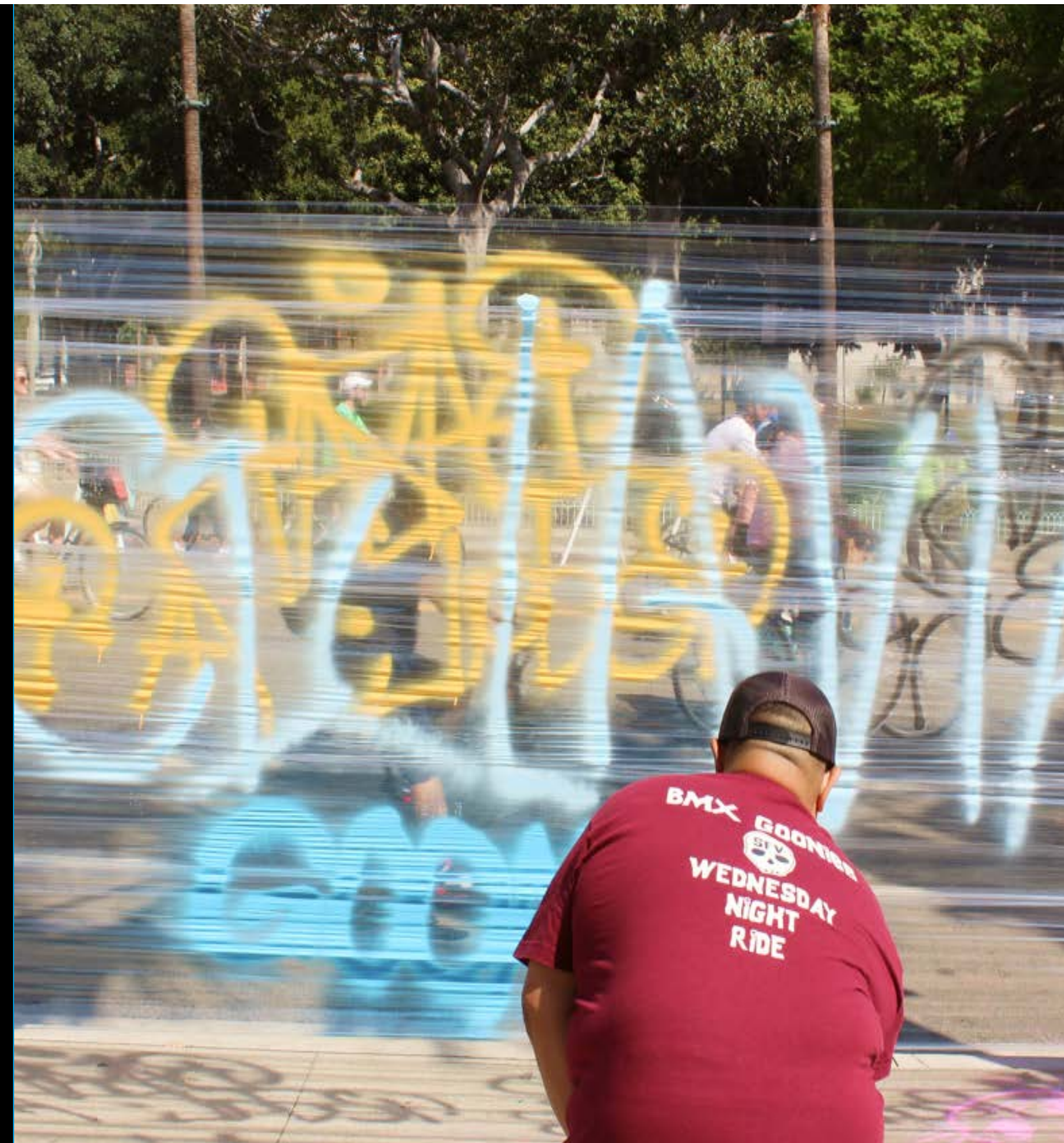


## Insight 03 — The Graffiti Wall Told Us What People Care About

The BMX Goonies promoted their community on the wall and told us about their weekly rides.

### What People Care About

The wall was a way for community members to promote their bike groups and weekly night rides. It gave insight into what people cared about most and why they were at CicLAvia in the first place.



BMX GOONIES COMMUNITY MEMBER PROMOTING HIS BIKE CLUB ON THE GRAFFITI WALL



# CONSIDERATIONS

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Graffiti art **resonates** with the **LA culture**. CicLAvia can collect **qualitative data** on its community through artistic activities and understand what they care about most. Event goers want to **promote** their **local communities** groups.



# Inspiration

## Context

We looked for inspiration to complete our final deliverables which focused on a video that told CicLAvia stories from the perspective of the community, and a simplified statistical overview of the UCLA-RAND research.

# FINDING A COMMUNITY PERSPECTIVE

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We looked at other successful brands to gather inspiration on how we could tell the CicLAvia story through an authentic lens that resonated with the community.



## Storytelling Inspiration - KITH And Calvin Klein Collaboration | Vans Skate Culture In Los Angeles



KITH VIDEO REFLECTS FOUND RONNIE FELG'S CHILDHOOD GROWING UP IN NEW YORK CITY | VANS INSPIRES SKATE CULTURE AND AN IDEAL PARTNER FOR BRAND COLLABORATION



# A SNEAKER SERIES INSPIRED BY COMMUNITY ART AND COLLABORATIVE EXPRESSION

We prototyped a potential Vans sneaker designed based off the community art created on the graffiti wall at the October CicLAvia event.

## Vans Sneaker Series Inspired By CicLAvia Community Art And Expression



KITH VIDEO REFLECTS FOUNDER RONNIE FELG'S CHILDHOOD GROWING UP IN NEW YORK CITY | VANS INSPIRES SKATE CULTURE AND AN IDEAL PARTNER FOR BRAND COLLABORATION



# SHARING DATA IN A WAY THAT RESONATES

We searched for ways to share data through storytelling and infographics that had a unique way of visually communicating information.



## Statistical Overview Inspiration – Poster Concepts



INSPIRATION FOR UCLA-RAND STATISTICAL OVERVIEW



# Final Deliverables



## The Story Of CicLAvia Told Through The Community Perspective In A Short Video

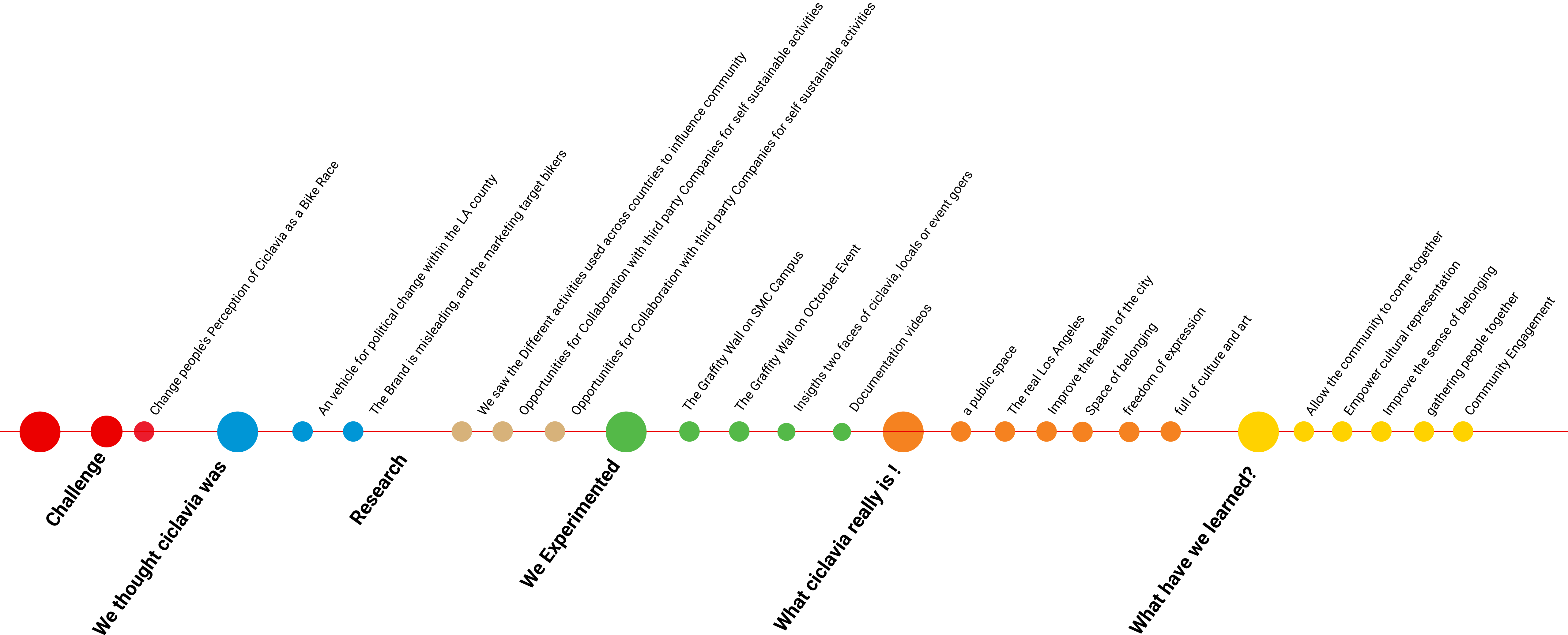




## The Story Of CicLAvia Told Through The Community Perspective In A Short Video







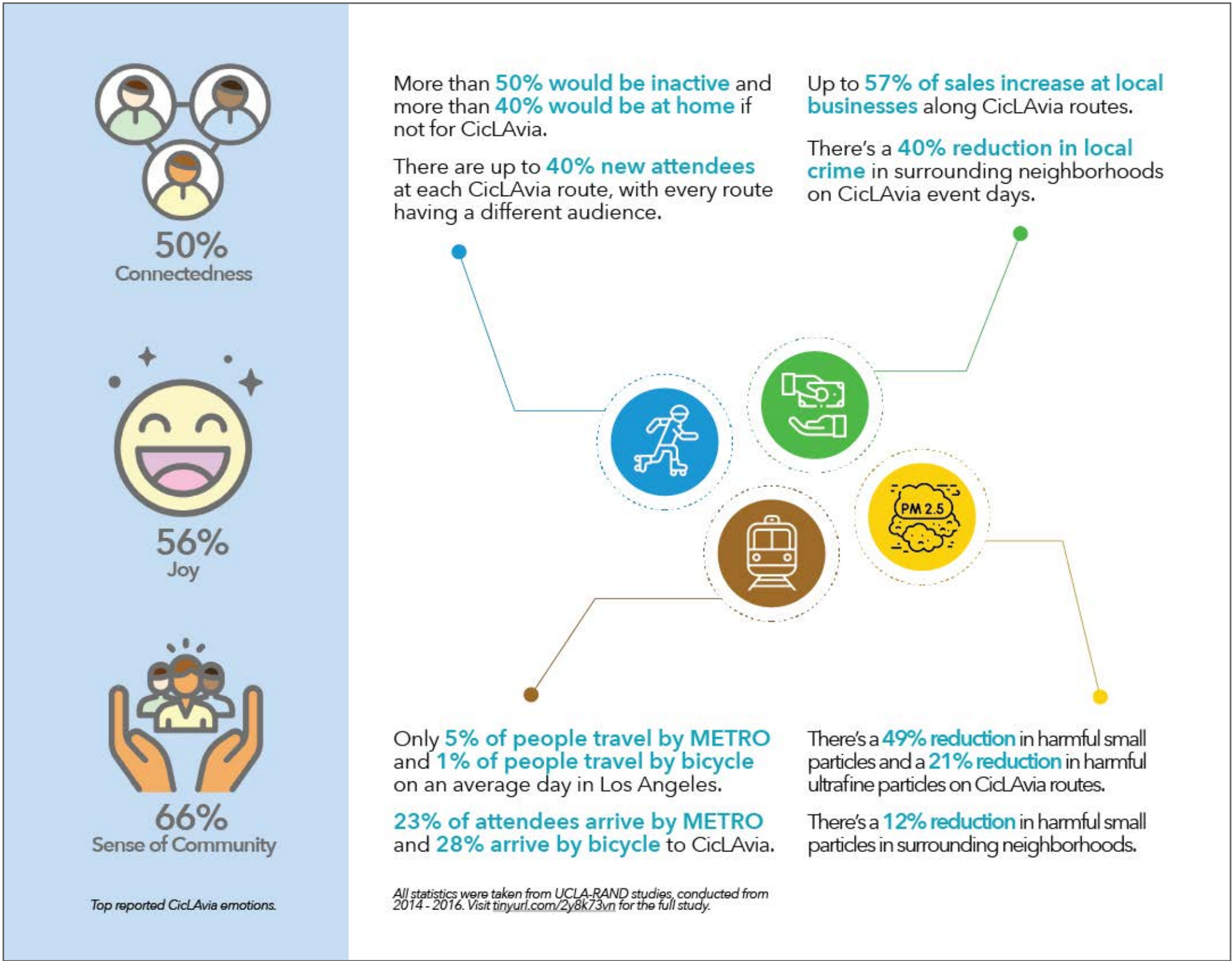
STORY TIMELINE

**Full Video Link Here**

WATCH THE FULL VIDEO THROUGH THE LINK ABOVE



Statistical Overview Flyer On CicLAvia Impact



FRONT

8.5 X 11



BACK

8.5 X 11

# Thank-You!

Thank-you CicLAvia for the opportunity to work with you and your wonderful community this semester.

**CICLA**  
**VIA**