

Getting star**TED** with design justice at Metro

ETHICS WORTH SPREADING



Metro

10/15/2021

BILL & TED'S EXCELLENT ADVENTURE

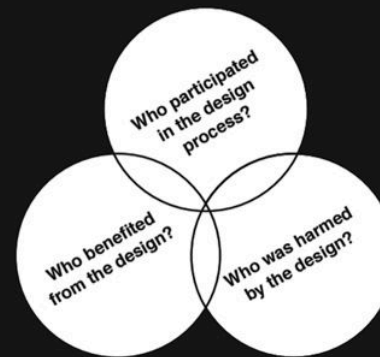




<https://designjustice.org/read-the-principles>

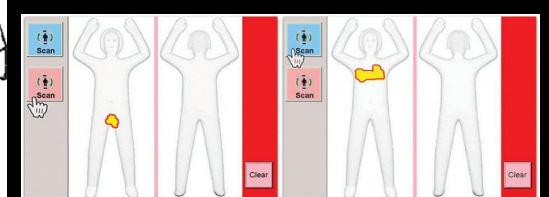
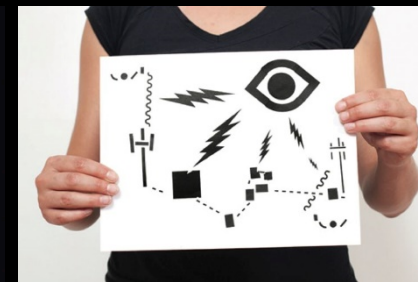
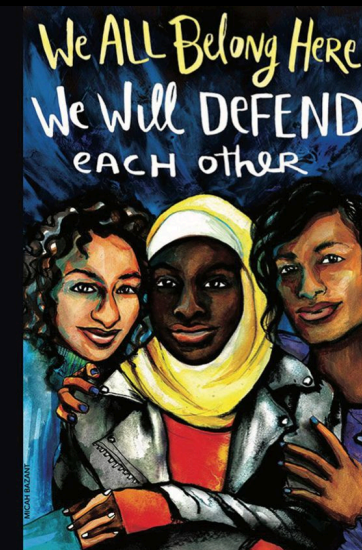
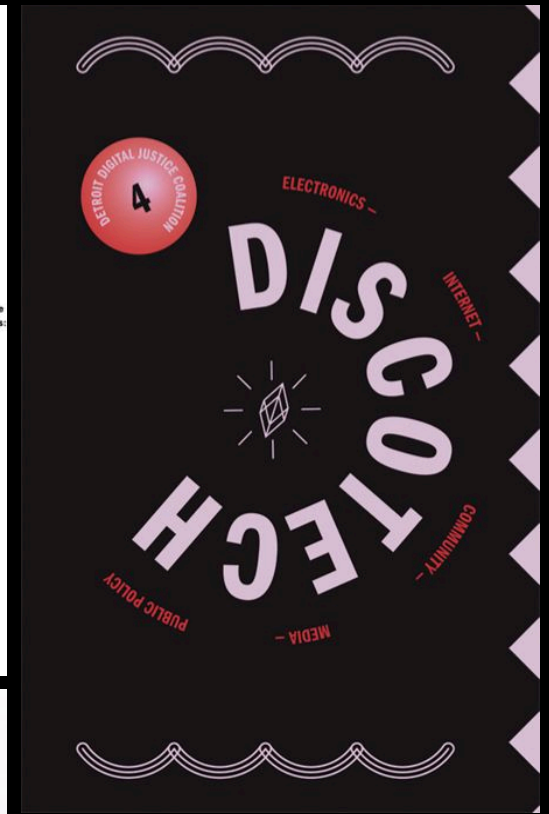
Design Justice

ANALYZING DESIGN NARRATIVES



DESIGN JUSTICE WORKSHOP ACTIVITIES

1. In groups, look at three Detroit "design for change" stories:
a) DETROIT FUTURE CITY
<https://vimeo.com/96930973>
b) SHINOLA
<http://www.bloomberg.com/news/videos/b/05125438-2c19-4784-a515-30549ee39d97>
c) EMPWR coat
<http://www.empowermentplan.org>
2. Recorded the "characters" in the story in a Venn diagram to understand
a) Who is involved in the design process?
b) Who is harmed?
c) Who benefits?
3. Look at the design process:
Define the problem
a) Research
b) Creative
c) Develop & produce
d) Deliver & distribute
e) Evaluate
4. Each group redesigned one part of the process by responding to these prompts:
a) Who should participate?
b) What are they motivated by?
c) What do they have to offer?
d) What methods could be used?
5. Individually or collaboratively, responded to these prompts:
a) Design justice is...
b) We do this by...



<https://design-justice.pubpub.org/pub/ev26fjji/release/1>



Our service designs should **empower:**

- **Communities of color**
- **People with disabilities**
- **Low income**
- **Homeless/Houseless populations**
- **An environmentally sustainable future**

This goes beyond just Title VI protections and accessibility!

JOHN SHITCK



**Communication that
doesn't focus on equity,
Is a missed opportunity to
fight for justice.**

What is Design Justice?

Design should be led by **marginalized communities** that aims explicitly to challenge structural inequalities.

A Short Guide to Community Based Participatory Action Research



A
**COMMUNITY
RESEARCH
LAB**
GUIDE



ARTIST: JEFFREY GOODMAN WRITER: SYLVIA FRET

#017
PMPPL

PAPER MONUMENTS

Paper monument is a project designed to preserve the voices of the people of New Orleans in the process of rebuilding their city after the devastation of the 2005 hurricane. During the process, you'll see photos and text from the New Orleans rebuilding project, the people, places, events, and experiences that have shaped our city over the past 180 years. We've created a series of New Orleans guided tours, historical, architectural, and other to help you explore these experiences as we look towards the future.

WWW.PAPERMONUMENTS.ORG

PAPER MONUMENTS

PAPER MONUMENTS



ARTIST: LAMONT ALLSTON WRITER: TRENT SMITH

#002
PMEV

PAPER MONUMENTS

Paper monument is a project designed to preserve the voices of the people of New Orleans in the process of rebuilding their city after the devastation of the 2005 hurricane. During the process, you'll see photos and text from the New Orleans rebuilding project, the people, places, events, and experiences that have shaped our city over the past 180 years. We've created a series of New Orleans guided tours, historical, architectural, and other to help you explore these experiences as we look towards the future.

WWW.PAPERMONUMENTS.ORG

PAPER MONUMENTS

PAPER MONUMENTS



ARTIST: MATTHEW PHILLIPS WRITER: PHILIP PEREZ

#014
PMMV

PAPER MONUMENTS

Paper monument is a project designed to preserve the voices of the people of New Orleans in the process of rebuilding their city after the devastation of the 2005 hurricane. During the process, you'll see photos and text from the New Orleans rebuilding project, the people, places, events, and experiences that have shaped our city over the past 180 years. We've created a series of New Orleans guided tours, historical, architectural, and other to help you explore these experiences as we look towards the future.

WWW.PAPERMONUMENTS.ORG

PAPER MONUMENTS

PAPER MONUMENTS

Q:

How many
Black workers
does it
take to
build a
light rail



www.lablackworkercenter.org

A: None?

If we sit back and do nothing, it could happen.

The first monthly workforce utilization report for the MTA's first targeted-hire project showed that 93% of the work hours were performed by Latinos, 7% by Whites, and 0% by Black workers—despite the fact that the Crenshaw district where the project took place, is over 65% Black. Under significant pressure, Black workers were hired and performed 8% of the work in the next month.

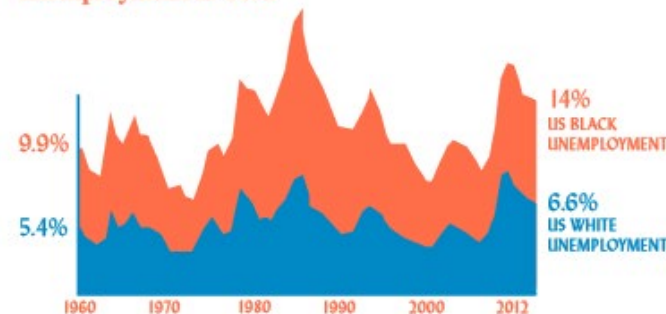
These statistics are common in construction and across many industries. There is a great opportunity in union construction jobs to fix this, given the billions in public dollars that will be invested in the industry over the next few years. Unlike good manufacturing jobs that disappeared from South LA, these construction jobs cannot be taken overseas.

We need to keep the pressure on.
Here's why...

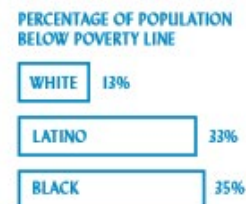


The Black Jobs Crisis: Unemployment and Underemployment

We are in the midst of a bona fide Black jobs crisis. Black people have consistently been unemployed at twice the rate of Whites, and the gap is widening—not narrowing. In 2012 White unemployment was at 6.6% and Black unemployment at 14%.



Nationally, a full third of all Black people live below the poverty line (almost three times the rate for Whites).



In Los Angeles, only 28.2% of Black working-age adults are working in jobs that pay more than \$12 per hour.



Design Justice Principles:

1. Use **design** to **sustain, heal, and empower communities**
- 2.
- 3.
4. Change comes from an **accountable, accessible, and collaborative** process.
- 5.
6. **Share design knowledge and tools with communities**



Community



Accessible
(Documentation)

Collaboration
(Working Group)

Accountability
(Improving)

How can we apply these principles to our bus?

Look at MY bus

 Translate

Is my bus line changing?


Metro will be making updates to its service on Sunday, September 12.

Select your line

Select your A stop

Select your B stop

Request Now



<https://mybus.metro.net/>

Where we are at

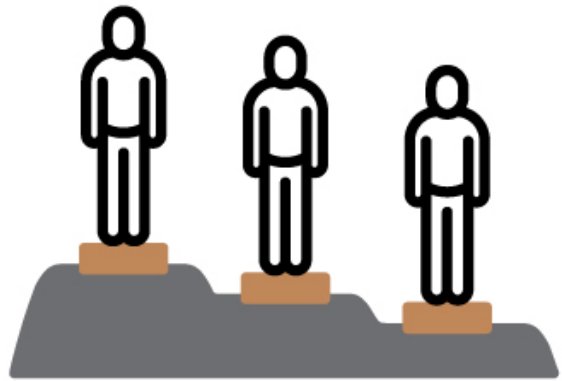
Where we are at

Vision 2028 Goals

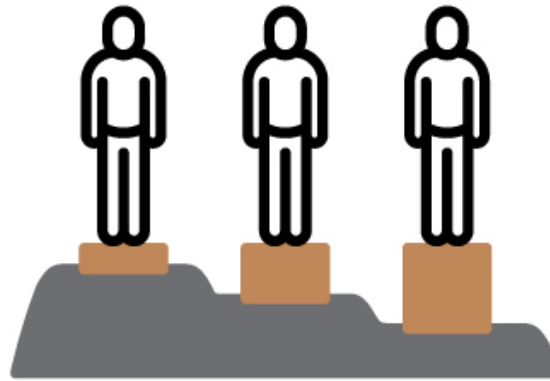
To address these trends and achieve the desired visionary outcomes, Vision 2028 outlines the following five goals:

1. Provide high-quality mobility options that enable people to spend less time traveling;
2. Deliver outstanding trip experiences for all users of the transportation system;
3. Enhance communities and lives through mobility and access to opportunity;
4. Transform LA County through regional collaboration and national leadership; and
5. Provide responsive, accountable, and trustworthy governance within the Metro organization

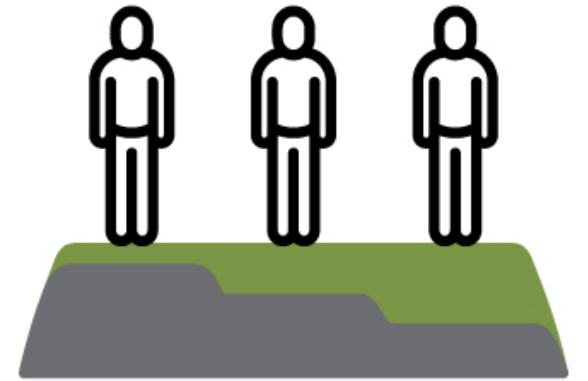
Equality is not the same as *equity*, and ultimately we're striving for *justice*.



EQUALITY

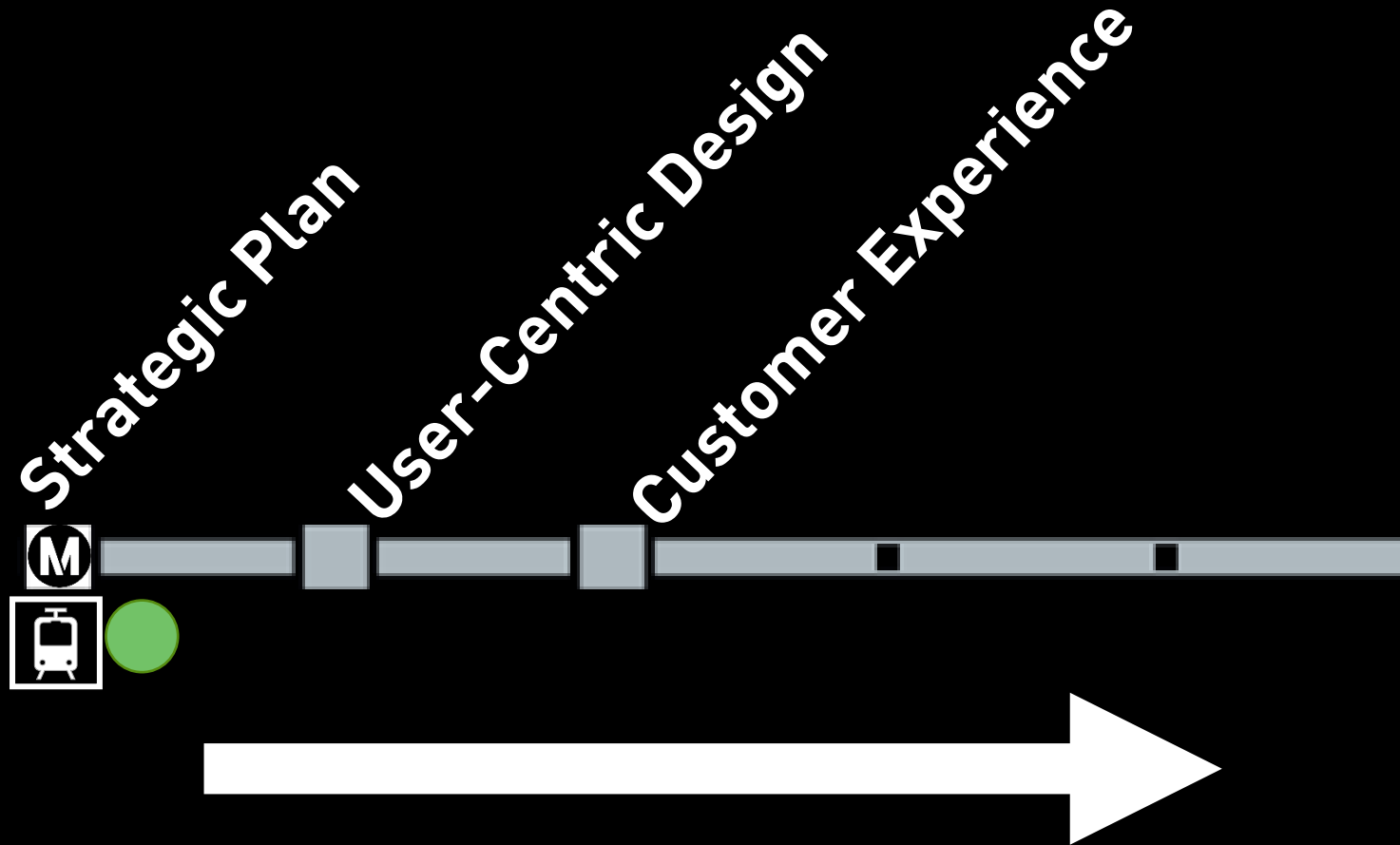


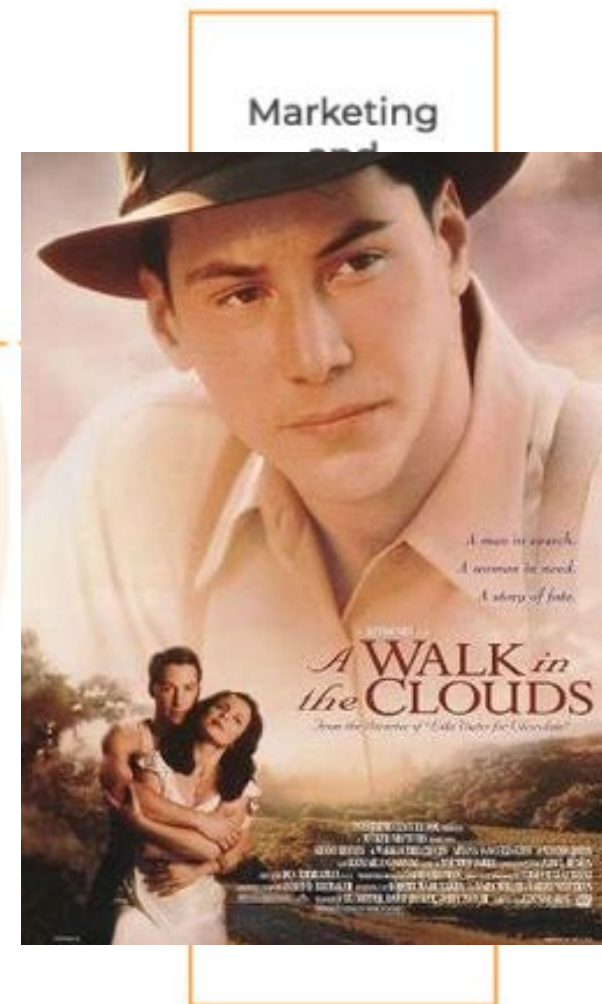
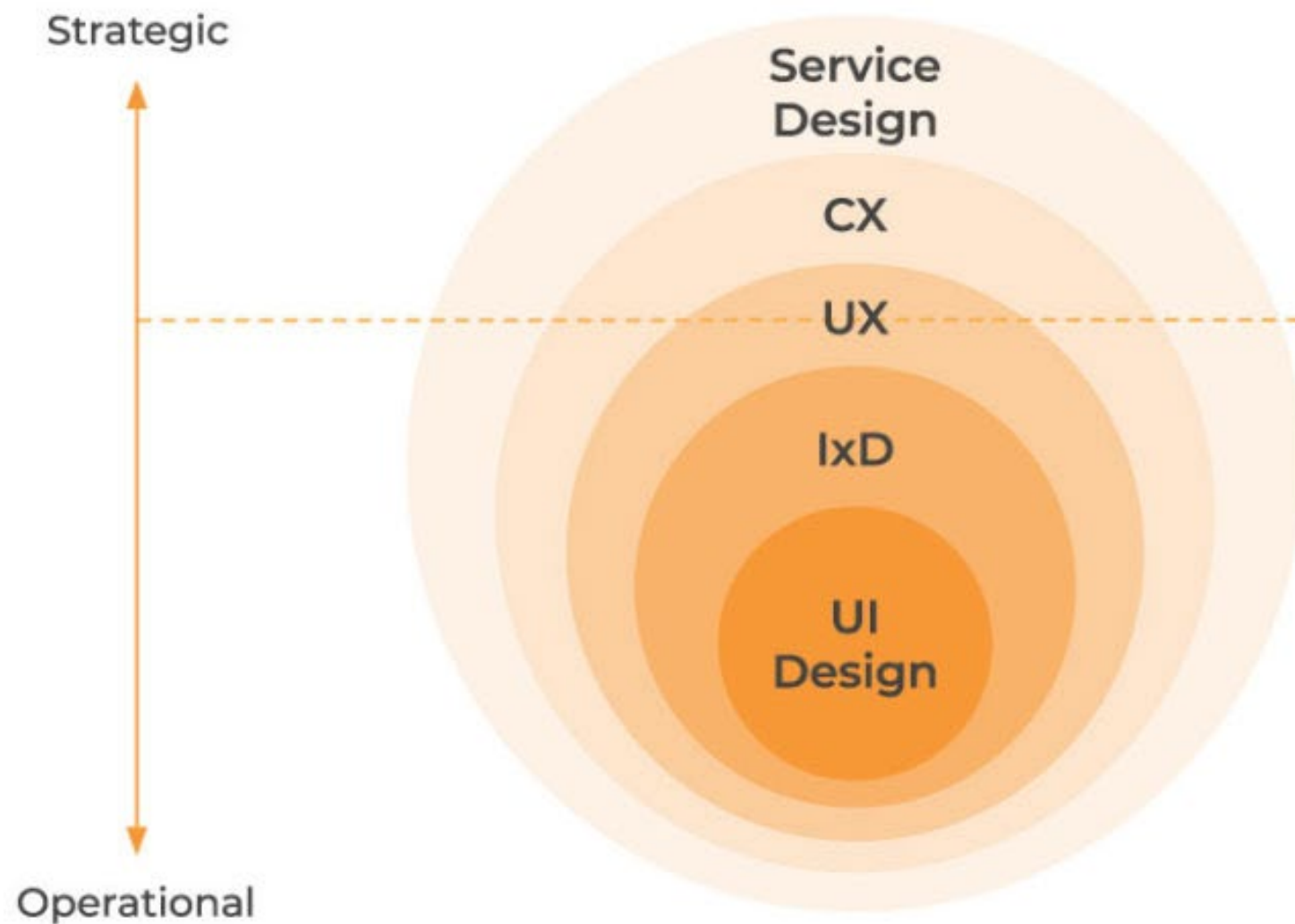
EQUITY

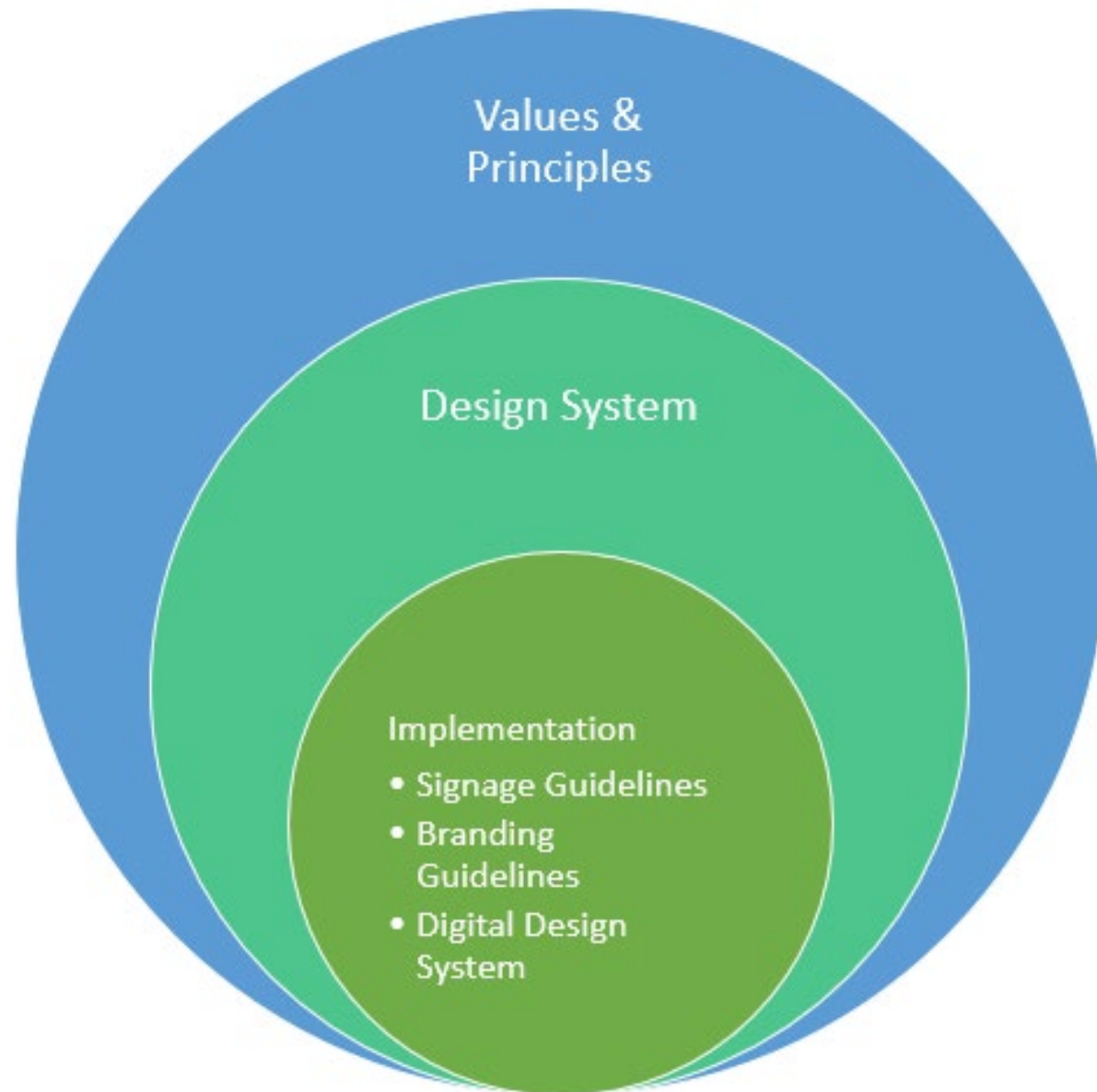


JUSTICE

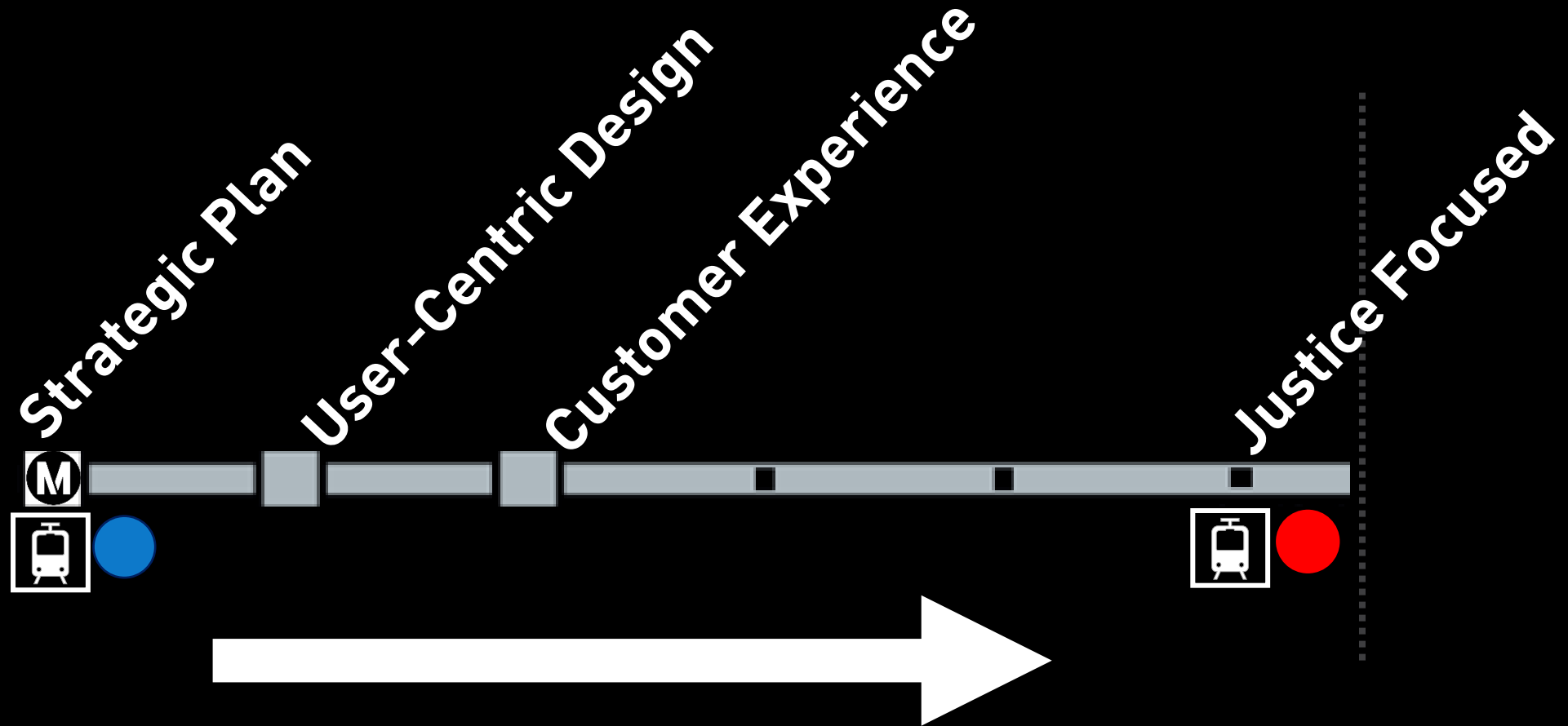
Next stop is arriving soon:





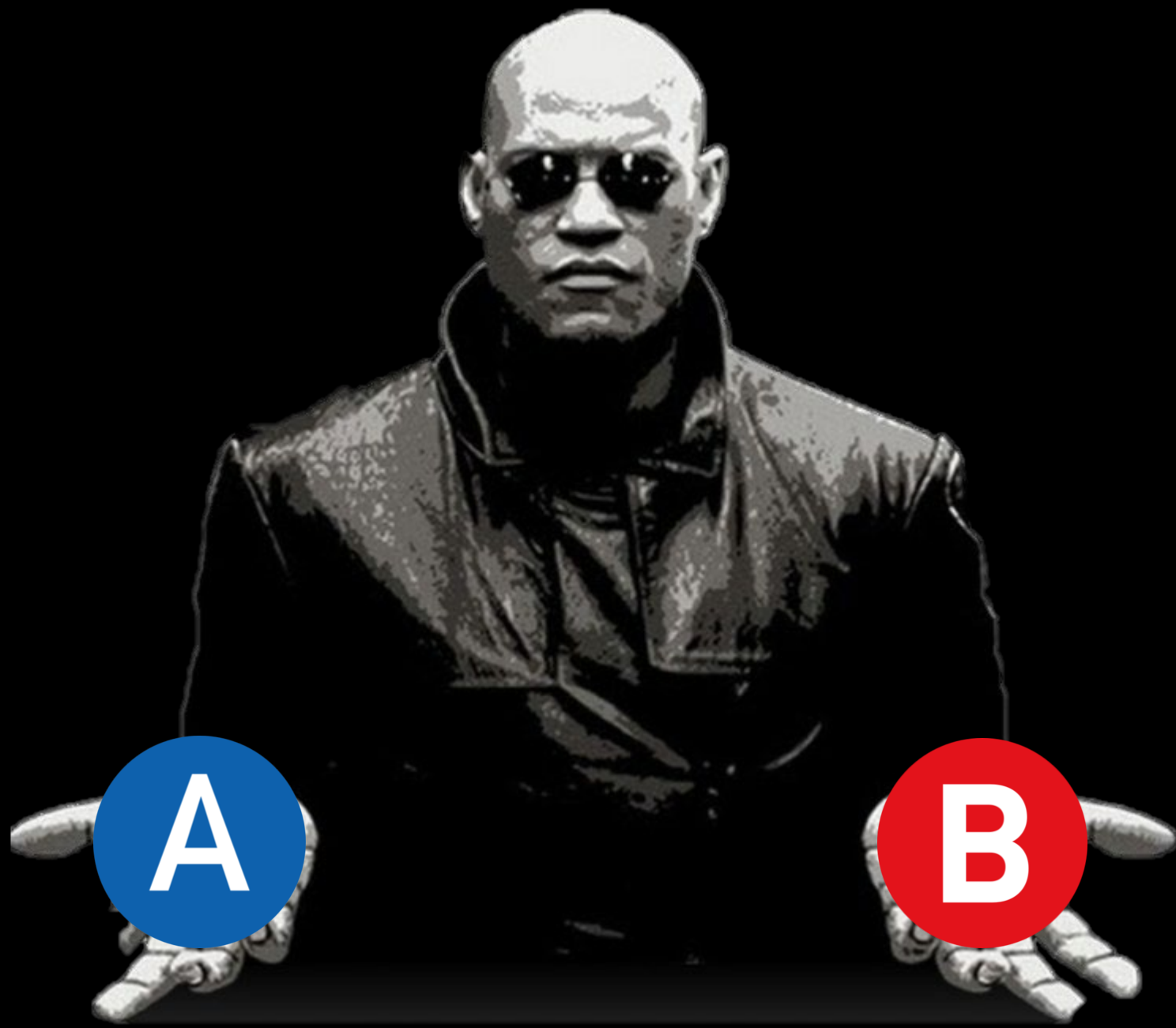


The next destination is our final stop:





THE
MATRIX



Design is everywhere.



THE DEVIL'S ADVOCATE

Design justice is not the answer to everything, but it **starts to align our values to focus on equity** as an end goal.

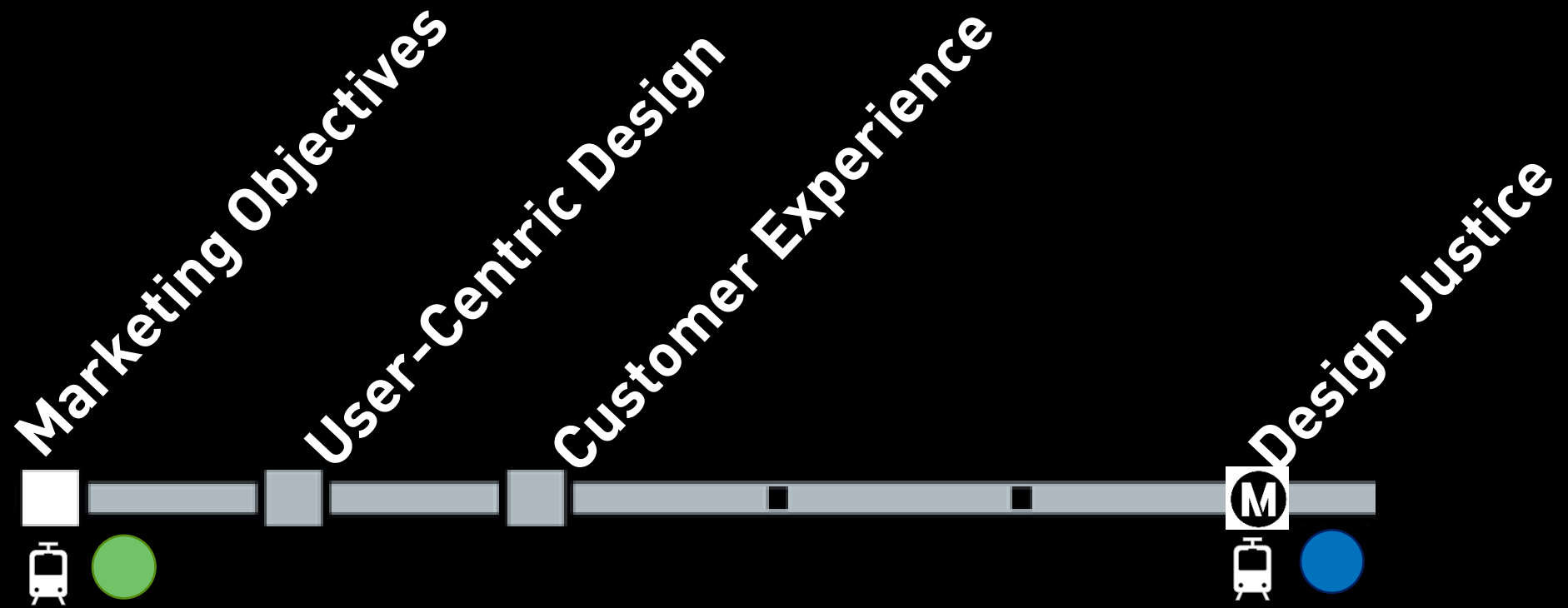
We empower our riders,

communities,

And each other

So we are all up to the same





And can all move towards justice together!

Special thank you

David Abrahamian

Ebby Castillo

Tiffany Huang

Nina Kin

Monica Nguyen

Melissa Rosen

Joe Simpson

Caro Vera

Thank you for your attention!

Keanu



The More You