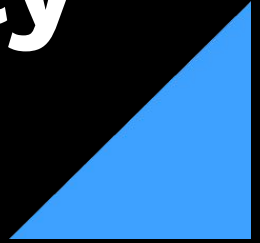


Service Design Network–NYC: Service Design Day

Designed by Community Fellowship



Mari Nakano

she/her

Design Director

Service Design Studio
NYC Mayor's Office for
Economic Opportunity

Ashley Cortez

she/they

Product & Design Strategist

Service Design Studio
NYC Mayor's Office for
Economic Opportunity

Sophonie M. Joseph, PhD

she/her

**Community Planner &
Advocacy Coordinator**

Equitable Neighborhoods
TakeRoot Justice

Kyla Massey

she/they

**Program Designer &
Coordinator**

Service Design Studio
NYC Mayor's Office for
Economic Opportunity

Marquis Jenkins

he/him

**Designed by Community
Fellow**

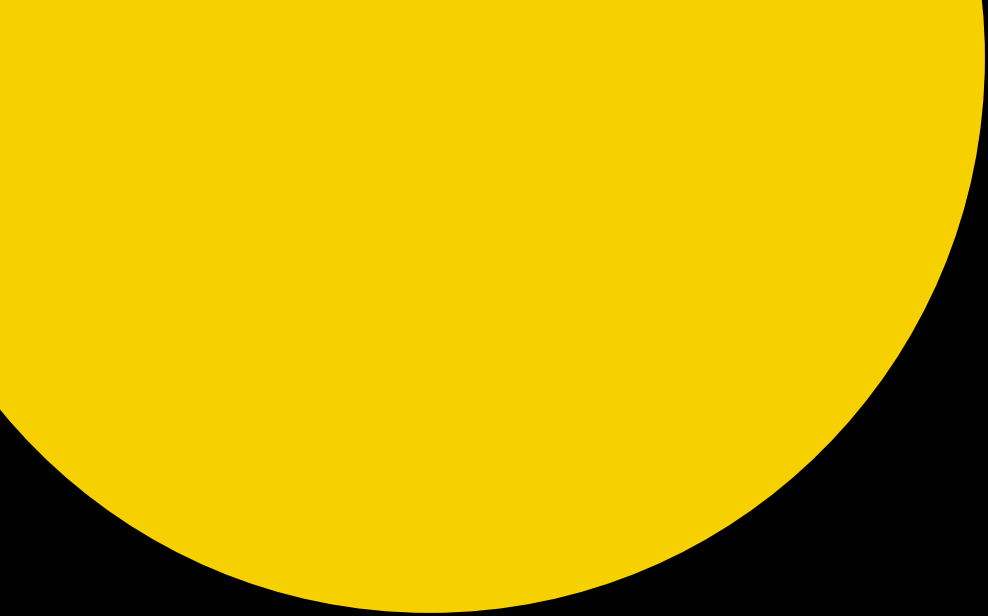
Project: Technical
Assistance for Organizers

Arabia Simeon

she/they

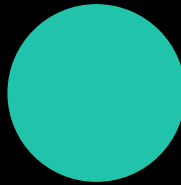
**Designed by Community
Fellow**

Project: From Blocks to Beats



8.6mil

NYC Residents



300,000+

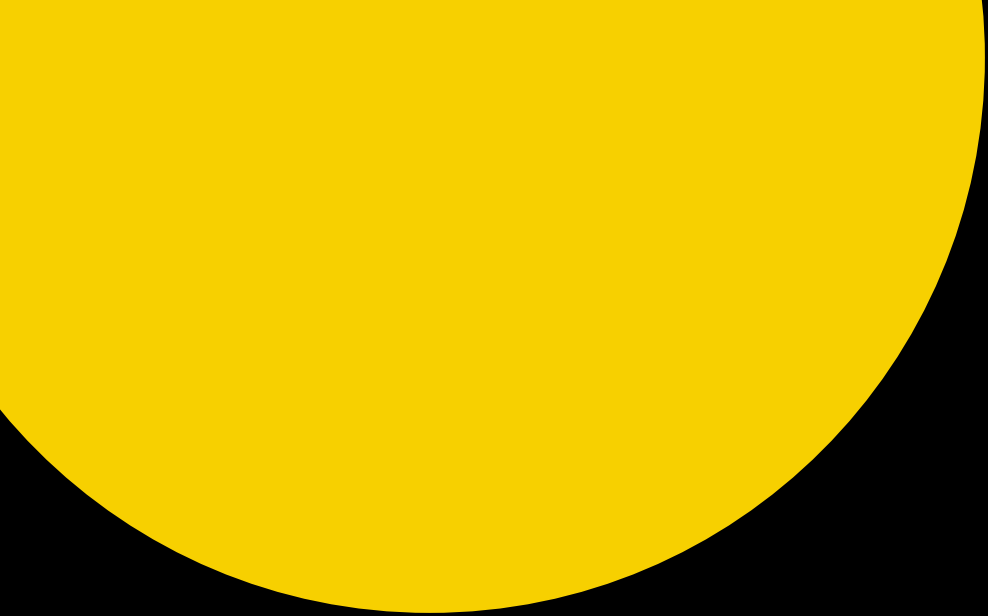
NYC Public Servants



**Service
Design
Studio**

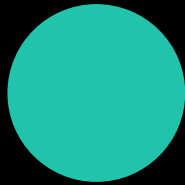
125+

NYC Agencies + Offices



8.6mil

NYC Residents

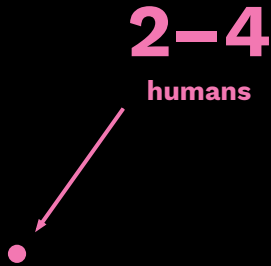


300,000+

NYC Public Servants

125+

NYC Agencies + Offices



2-4

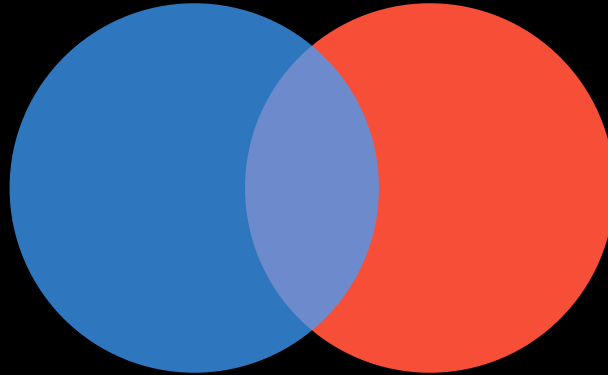
humans

Service
Design
Studio

Service Design Studio

Build Capacity

Tools + Tactics
Office Hours
Civic Design Forums
Workshops + Training

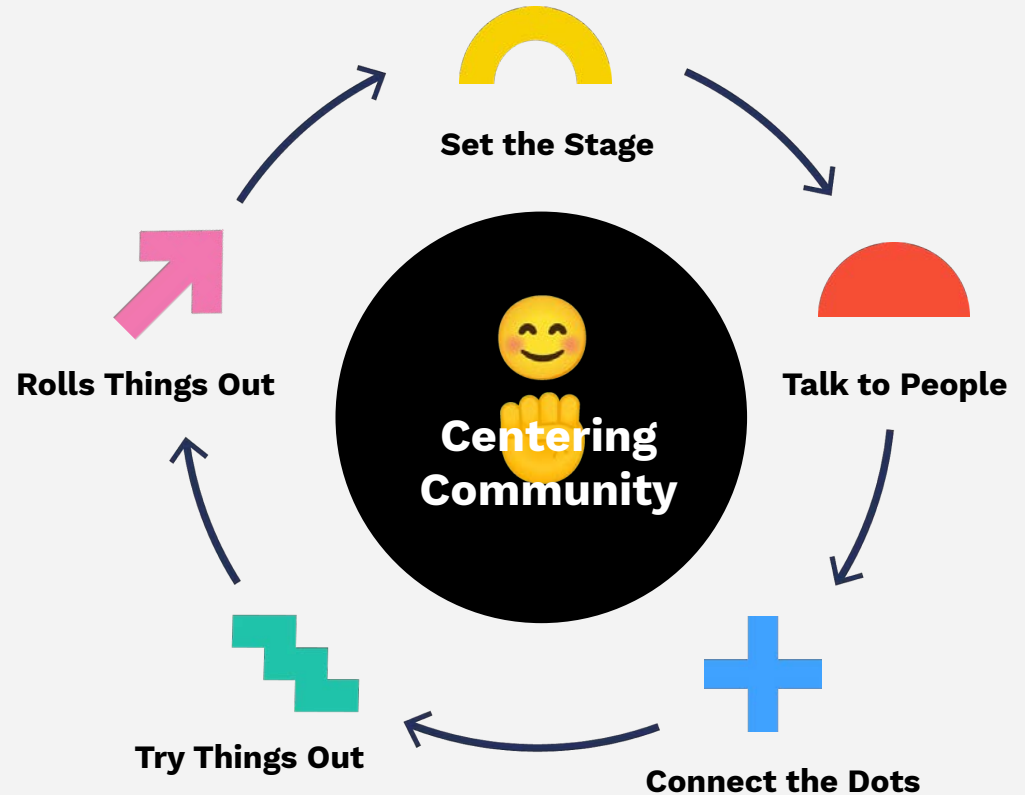


Do the Work

Partner with agencies to run
4-12 month service design
projects

Service Design Process

- Focuses on healing and building trusting relationships
- Puts equity and accessibility at the forefront
- Acknowledges systems of oppression
- Advocates for centering people's needs first
- Builds on existing resources. Builds off of what's working
- Collaborative: Invites diverse co-creators
- Aims to create a learning culture



Definition Breakdown

Service

A service is something that helps someone to do something.

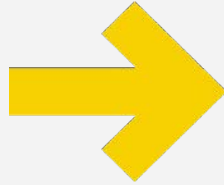
Source: *Good Services* by Lou Downe

Definition Breakdown

Service

A service is something that helps someone to do something.

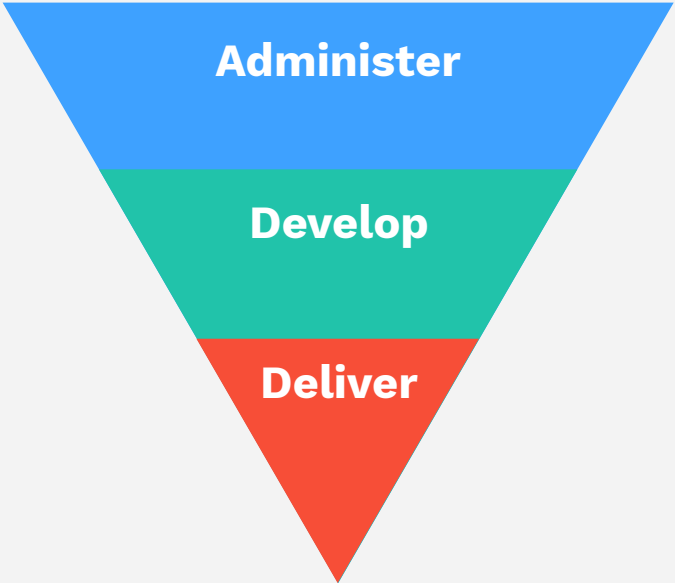
Source: *Good Services* by Lou Downe



Service Design is...

The activity of organizing all the parts of a service (the people, processes, tools, requirements, communications, etc.) in a way that can make the service better and easier to use.

Traditional Top-Down Processes



Community



Decisions are made from the top down

Risk averse: Avoids making mistakes

“There’s only one way” attitude

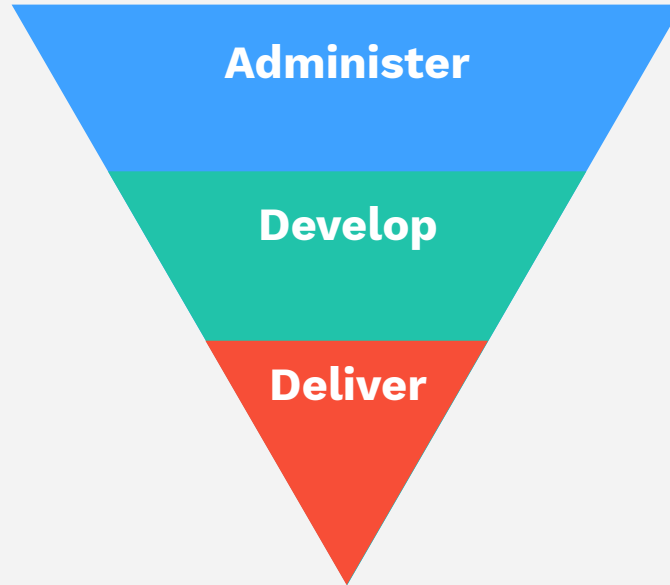
Not rooted in empathy

Focused on quantity (“More is better” approach), as opposed to quality and satisfaction

Not flexible

Does not integrate community voice through the process

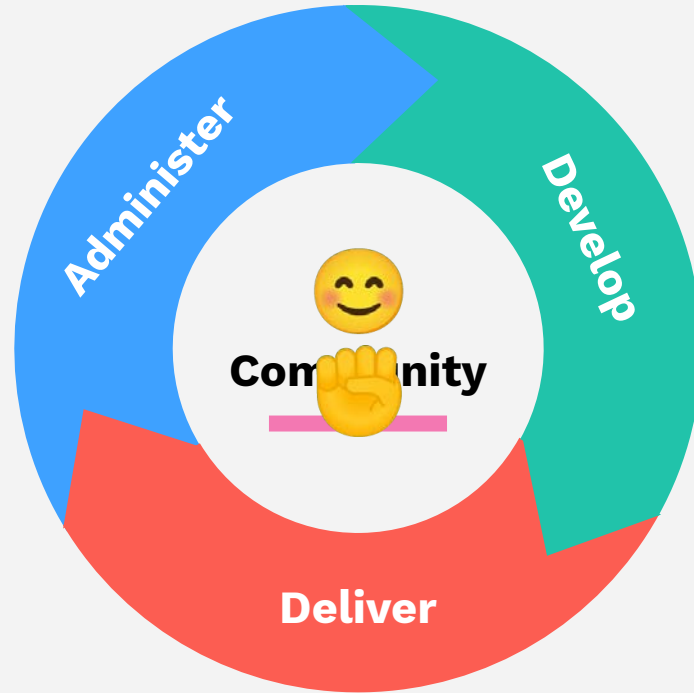
Traditional Top-Down Processes



Community



Service Design Process



Takes chances & risks

Trial & error (iterative): Learns from mistakes/failures; doesn't try to be a perfectionist from the start

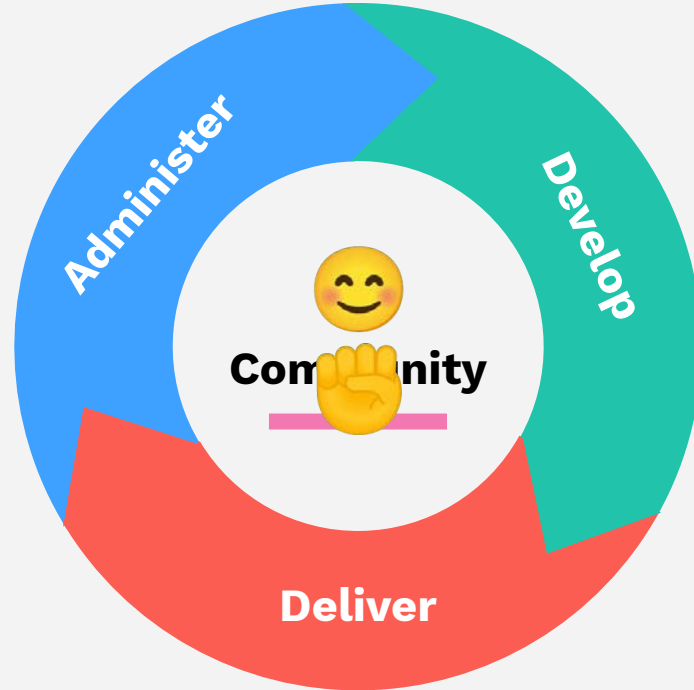
Focuses on quality and community satisfaction

Centers and involves community throughout the process

Leverages imagination, experimentation and tinkering

Values empathy, peoples' experiences and stories

Service Design Process



Definition Breakdown

Community Design is...

Community Design is the application of social justice values to design and design thinking.

Source: FLOX Studio/CEO Sloan Leo

Focuses on, listens to and applies the feedback of the community, genuinely.

Tackles a problem in multiple ways.

Generated by grassroots or “bottom-up” processes.

Empowers AND enables communities.

Source: Community Design: Idealism and Entrepreneurship, Mary C. Comerio

Builds on existing resources. Builds off of what's working

Focuses on healing and building trusting relationships

**Collaborative:
Invites diverse co-creators**

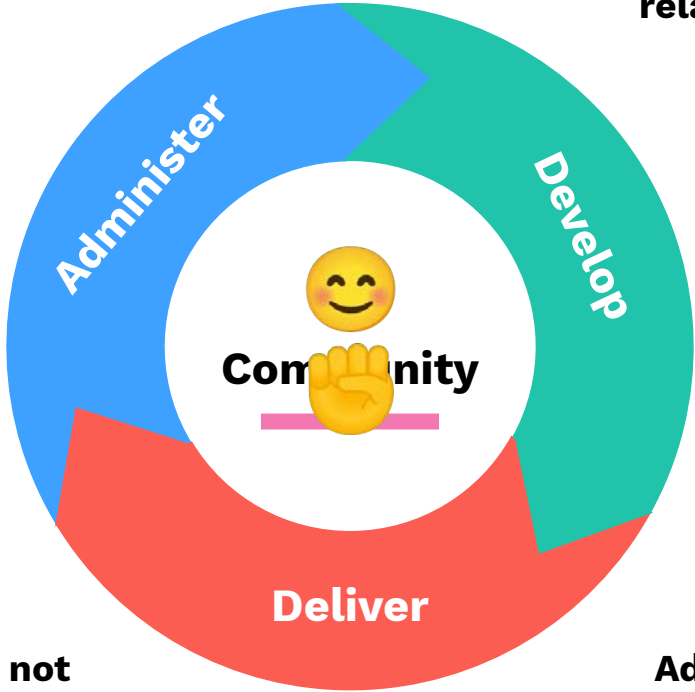
Puts equity and accessibility at the forefront

Aims to create a learning culture

Acknowledges systems of oppression

We interact, not extract

Advocates for centering people's needs first





We see design as a practice that is historically rooted in community, and community building.

Designed by Community

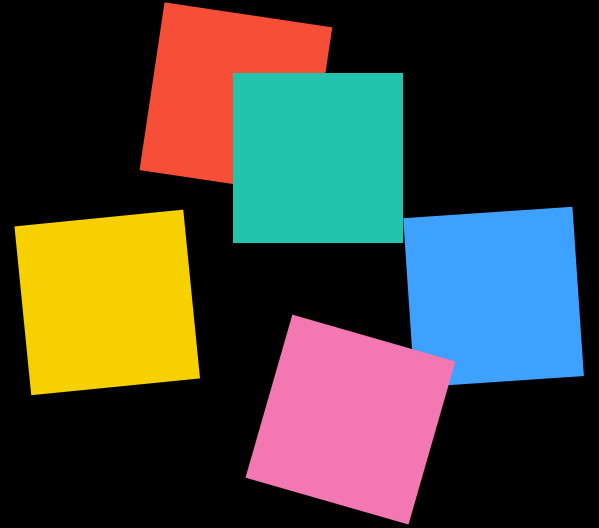
Pre-Pandemic Model

Place fellows with living experience in pre-defined government projects that line up with their experience and focus area

Pay them a living wage

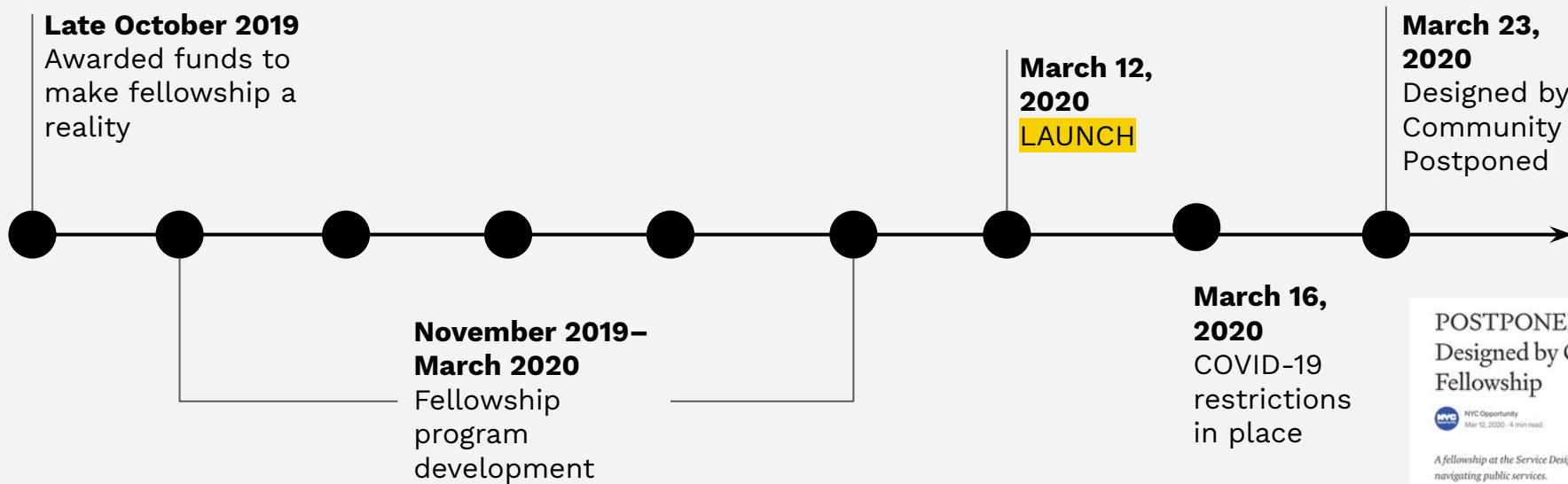
Work on a project for a year

Co-lead research with our service designers



Designed by Community

Program Timeline (Pre-Pandemic)



**POSTPONED: Announcement of the
Designed by Community
Fellowship**



A fellowship at the Service Design Studio for NYC residents navigating public services.

Due to the COVID-19 crisis, we will be postponing the start of the Designed by Community Fellowship. We will continue to work during the coming weeks, and will relaunch when our office is back at full capacity. We acknowledge those who have already started their fellowships and will be held onto and considered when we relaunch. Thank you for your flexibility and continued support! It is never an easy decision to postpone something we've spent so much time and energy on.

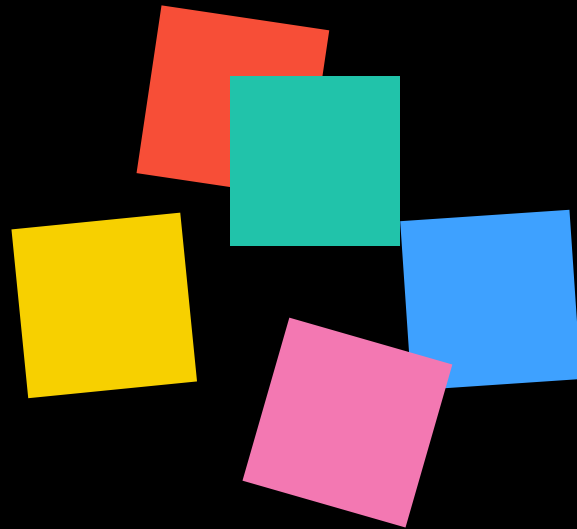
Designed by Community

The pivot

Lack of understanding of the projects coming down the pipeline

Would require fellows to work remotely with us at a fast pace when we didn't know if we would have the capacity to mentor 1-1

Wanted to get money out into the community in order to address community-driven need



Designed by Community Fellowship

Post-COVID restrictions

March 23, 2020

Designed by
Community
postponed

**June–
July 2020**
Pivot

March 2019
–ongoing
COVID-19
response in NYC

**Aug 2020–
Jan 2021**
Co-design new
program model
with our
community
based partner

Jan 22, 2021

Designed by
Community
LAUNCH

Announcing the
by Community

Bringing the NYCHA community
developing solutions for the N



The [Service Design Studio](#) at the
("NYC Opportunity") alongside
[Neighborhoods Initiative](#) are exc
fellowship for NYCHA affiliated i
by Community Fellowship.

From in-house designers to community-led design projects

Place fellows with living experience in pre-defined government projects



Fellows within a set context define their own projects aimed to support community

Pay them a living wage



Fellowship teams are given project funds, community research incentive funds, and living and learning stipends to see their vision come to life

Co-lead research with our service designers



Fellowship teams lead all parts of the project with support from the Service Design team

Work on a project for a year in our office



Projects ready for launch of first iteration in 6 months

Designed by Community

New model timeline



We're here!



Set the Stage

MAY



Talk to People

JUNE

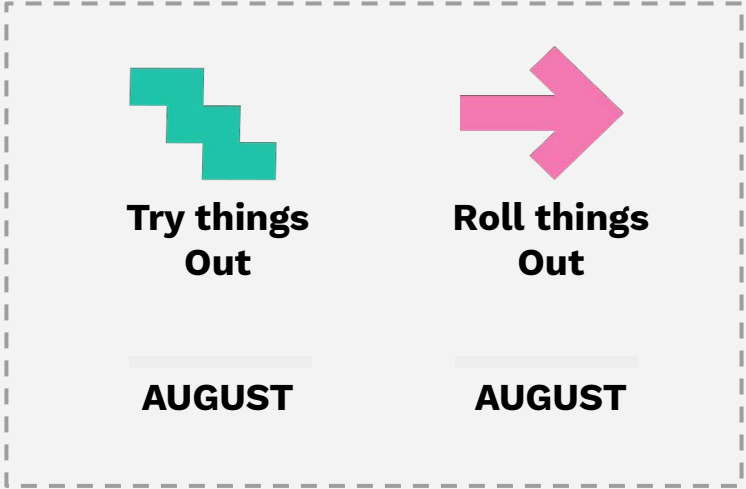


Connect the Dots

JULY



Try things Out



AUGUST



Roll things Out

AUGUST

The people who live and work in New York City must have a voice in the future of their neighborhoods

The **TakeRoot Justice Equitable Neighborhoods** practice works with grassroots groups, neighborhood organizations and community coalitions to make sure that people of color, immigrants and low-income residents are not ignored or pushed out in the name of “progress.”



**TAKEROOT
JUSTICE**

Working alongside local leaders to serve NYCHA-based communities

- Created in **1934** to address housing crisis
- **First** agency to provide publicly-funded housing
- Today **400,000+** New Yorkers reside in NYCHA's **325** public housing developments across **five** boroughs
- **Five** Designed by Community Fellowship Projects

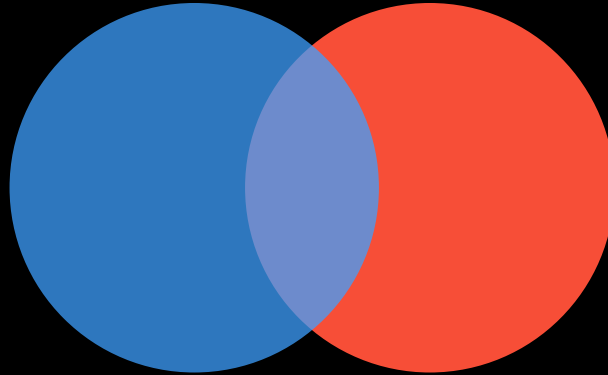


**TAKEROOT
JUSTICE**

Designed by Community

**Build
Capacity**

1 Community-Based
Organization
13 Fellows



**Do the
Work**

5 locally-informed and
scoped design projects
piloted in the community

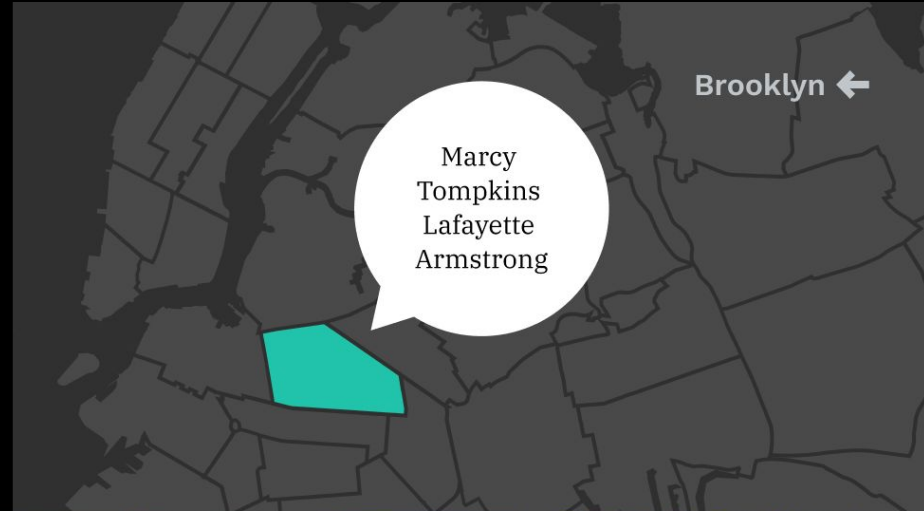


Designed by Community

HER Power



We are HER Power
—a women’s empowerment
group developed by three
community advocates. We
aim to build community
and promote healing
among female-identifying
NYCHA residents.



Brooklyn ←

Marcy
Tompkins
Lafayette
Armstrong



Annastesia Harris

She/Her/Hers



Jamilla Daise

She/Her/Hers



Naomi O'selmo

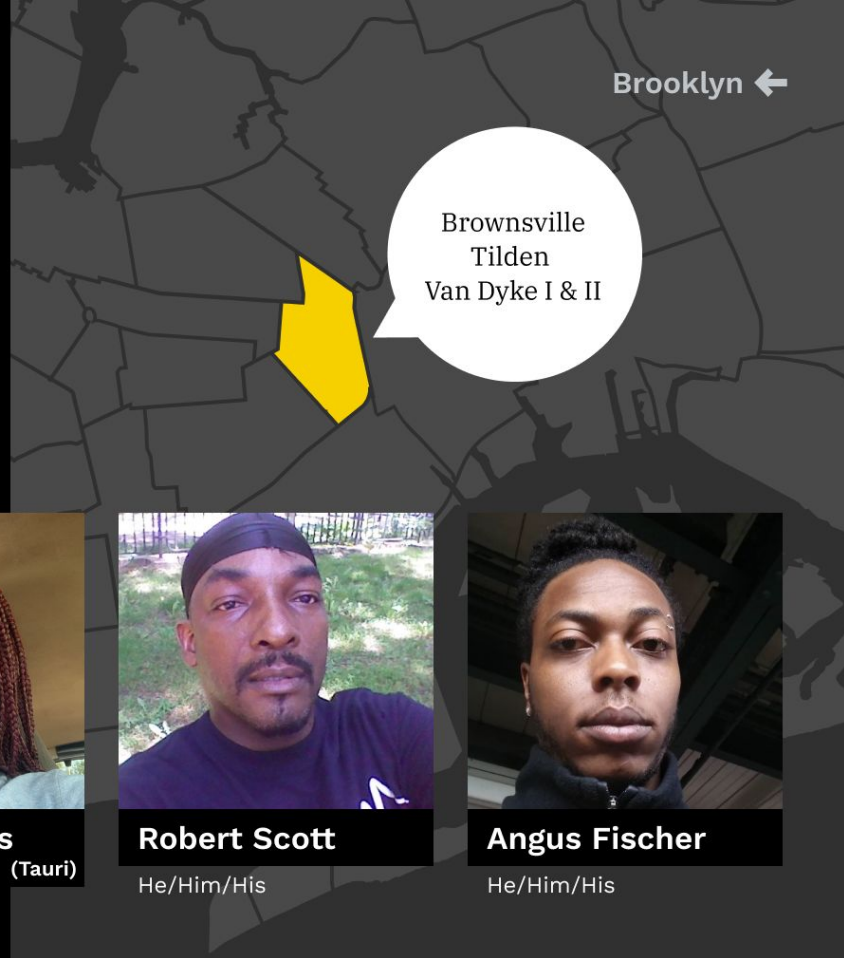
She/Her/Hers



Designed by Community

Community Action for Healthy Homes

We will leverage our deep knowledge in the community to identify NYCHA residents with housing-related health issues and provide them with supports in healthcare and housing repairment.



Taurean Lewis
(Tauri)
She/Her/Hers



Robert Scott
He/Him/His



Angus Fischer
He/Him/His



Designed by Community

Technical Assistance for Organizers

My project aims to increase organizing and communications capacity for NYCHA resident leaders. I will work with three resident advisory boards to determine the needs of residents.



Marquis Jenkins

He/Him/His





Designed by Community

Rockaway On-Beat



We will offer a roller skating program to youth and adults residing in NYCHA developments. It's guaranteed to increase the benefits of physical health and release endorphins that make one happy!



Edward Jacobs
(Jacobs)
He/Him/His



Denean Ferguson
She/Her/Hers



**Jacqueline
Donna Gibson**(Donna)
She/Her/Hers



Designed by Community

From Blocks to Beats



Our music mentoring program integrates self-expression, healing, and skills training to help young, at-risk adults residing in NYCHA become positive role models for their peers.



**Kenesha
Traynham-Cooper**

She/Her/Hers



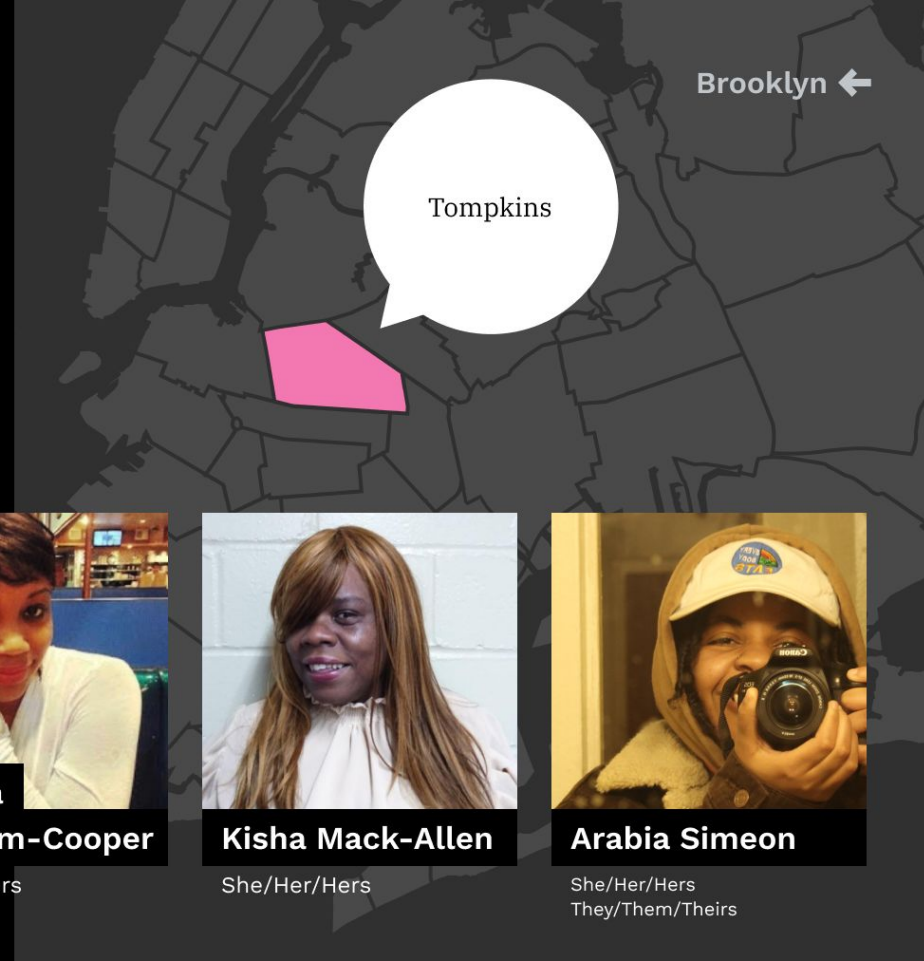
Kisha Mack-Allen

She/Her/Hers



Arabia Simeon

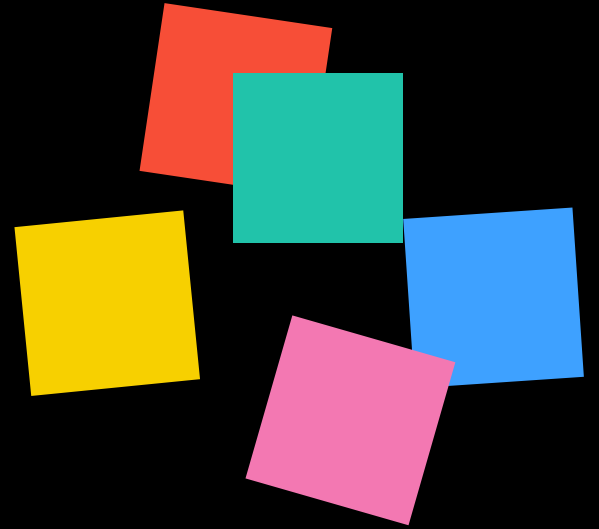
She/Her/Hers
They/Them/Theirs



Designed by Community

Supporting Community Based Designers

- Technical needs
- Translation of concepts
- Time
- Group dynamics



Introducing the fellows



Marquis Jenkins

he/him

Designed by Community Fellow
Project: Technical Assistance for
Organizers



Arabia Simeon

she/they

Designed by Community Fellow
Project: From Blocks to Beats



Fellowship Panel (30 minutes)



**Sophonie M.
Joseph, PhD**

she/her

Moderator



Marquis Jenkins

he/him

**Designed by
Community Fellow**

Project: Technical
Assistance for
Organizers

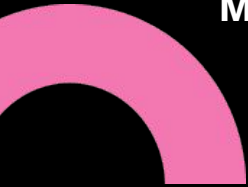


Arabia Simeon

she/they

**Designed by
Community Fellow**

Project: From Blocks
to Beats



Design

for



Design

with



Designed

by community



**TAKEROOT
JUSTICE**



**Civic
Service
Design**

NYC

**Mayor's Office
for Economic
Opportunity**

From emergency response to sustained success

Learn from and build on top of this first iteration to better the model over time

1. Pilot
2. Build in multi-channel feedback mechanisms
3. Evaluate feedback to iterate
4. Landscape research other piloted approaches across sectors to learn from them.

Move towards incorporating agencies and CBO's working together to build more capacity

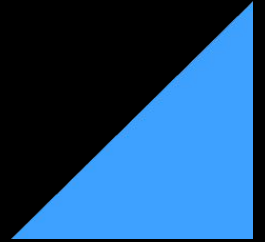
Iterate the program over time to include a City Agency partner to work with Community Based Organization host and community leaders

Understand that this was needed prior to COVID-19 and will be needed after

1. Keep talking about it, in every meeting in every way
2. Keep drawing and re-drawing conclusions
3. Keep iterating to improve the program continually
4. Share the work to learn from one another

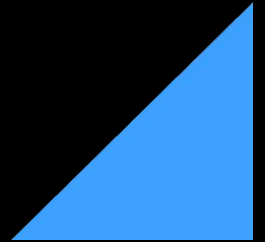
Be a friend

Let's continue the conversation.



Ask yourself

How might I incorporate
community voices into the
work I do?



Q+A

What's your aha moment from this talk?

One pager: bit.ly/3v12pwk

