



LONG BEACH
INNOVATION TEAM

SP17 DESIGNMATTERS FELLOWSHIP

Isaul Berenguer



Innovation Team

Bloomberg's Innovation Team model was designed to extend the City's capacity to rapidly advance research and development through a bold, data-driven, and transparent approach to innovation.

The Innovation Team is not a typical entity in city government. It is partly an extension of the mayor's office and partly a stand-alone consulting unit. The Team exists to help mayors and cities generate bold new ideas or approaches to solve big, pressing problems.

By investigating the problem, developing comprehensive solutions, and coordinating and leveraging the commitments of all actors across departments, the city can achieve concrete results.

Teams are not responsible for direct implementation. Rather, the team works with city departments to develop a plan of action that is anchored in evidence, a clear path to successful implementation of the plan, and the ability to track progress and jointly solve problems along the way.



Hi! I'm Isaul, chosen Designmatters fellow for The City of Long Beach's Innovation Team

When I joined, Long Beach's Innovation Team (iteam) was celebrating its 2nd anniversary. Before my arrival they already had great projects under their belt. During my time with them, had the opportunity to work in great projects like Long Beach's economic blueprint, the renovation of Harvey Milk Park, and working closely with the Police Department on public safety matters.

The Innovation Team is conformed by a Deputy Director, Data Scientist, Designer, Project Manager, Anthropologists, Innovation Delivery & Special Projects Director, and a Team Director.

With a determination to focus my design career in social causes, I couldn't have taken a step in a better direction than into city government and the Innovation team.

The Innovation Team members make decisions that impact hundreds, every day! I was very curious about how these decisions were made, and how has Bloomberg incorporated the design-thinking mindset within City Hall walls.

**HARVEY
MILK PARK**



First Days: All in with Harvey Milk Park!

From the very first day after joining the team, I was involved in what was the final phase of their renovation for Harvey Milk Park. I was in charge of analyzing the data from their research to develop insights. The team gave me the chance to present my work in a big meeting that was held by the park committee, architects, marketing team, and the team.

The presentation was successful and some of my insights are still being considered for the renovation. **Yes!**

BLOOMBERG TRAINING



Learning and meeting other teams!

During my time with the team, we hosted a design thinking training with multiple innovation teams from different cities and countries. The training was facilitated by Bloomberg, and focused on the research and synthesis processes. Even though most of these processes are given to us at Art Center, usually they are taught in an informal way. With the training, I was able to develop a more structured awareness of my options

when researching and understanding the results of given research.

Interaction with the other teams was another major outcome of the training, and led me to see variations in the role the teams play within their cities, and the different approaches and visions of their members. It was a great bonus to be able to satisfy my curiosity to learn more about other cultures, cities and countries!

**PUBLIC
SAFETY**



Port Tour

This was my first tour with the team regarding their public safety initiative. I had the chance to experience the tight security and protocols required to keep the second-busiest container port in the United States. This sea port generates approximately US\$100 billion in trade and employs more than 316,000 people.



Community Police Academy

During the research phase, the iteam and I took the “Community Police Academy” course. We spent a whole day learning what being a police officers means, theoretically

and practically, and understanding the split second decisions they sometimes need to make. This experience changed the way I see police officers, it made me remember a very

logical but usually forgotten element: police officers are humans. Humans with tough decisions to make.



City & County Jail Tours

One of the most revealing experiences came with the tour to the City & County Jails. The purpose behind both visits was to get an up-close look at the experience utilizers have when going through the public safety system. The visit allowed the team to develop insights

regarding legislations, technology, jail staff, short and long justice system goals, and demographics.



Patrolling for a Day

Additional hands-on research included shadowing a police officer on patrol for his whole shift. As part of the research phase, I got to patrol with an officer for his whole shift.

It was a calm Wednesday, but I still gained very valuable insights, like understanding the protocols LBPD follows when dealing with people experiencing homelessness, victims of robbery, or how to approach a potential dangerous situation when responding to a call.



Facilitating Debrief & Synthesis Sessions

During the final research phase of the public safety initiative, Harrison and I (the designers) were in charge of facilitating the debrief and synthesis sessions. I'm very confident when I say this was the biggest learning experience for me. There was some inconsistency in the way we would do this as a team, but with Bloomberg's training

as a base, we were able to advance more steadily through the sessions and deliver great, useful insights. After multiple meetings with the Police Department and plenty of research, the focus was clearer. We aimed to better understand the cycle high frequency offenders go through when moving through the public safety continuum.

Being a valuable team member during the research process gave me a lot of exposure to how multiple human and social services worked.

OTHER PROJECTS



Long Beach's Economic Blueprint

One of the biggest responsibilities I had during my last month with the team was to design a brochure outlining the 10 year plan the City has to stimulate and promote economic development.

The Mayor presented this brochure to the City, and I'm happy to say he was pleased with the final outcome.



T-Shirts For The Team!

During my last days with the team I was given the task of designing their official t-shirt. I did a dozen variations and started a voting session to pick a winner. The final design was used during a public event, after my time with the team finished.

**BONUS
FINDINGS!**



The Metro Experience

A very interesting experience within the experience, comes from my decision to use Metro during my fellowship, at least once a week. This added great value to my commute, released me from the isolating routine I was used to (home-car-work-car-home), and

made me increase my respect and understanding for citizens in LA County.



Discovered something more...

After spending a few months here I realized... I LOVE LONG BEACH! During my fellowship I discovered a great city, filled with people committed to the improvement of their ever-growing community.

FINAL WORDS



Gracias!!!

Agh saying goodbye is never easy. I'm never going to forget this unique experience, and I owe that to each and every one of you. As I said during my last day, you might have had multiple fellows, I'll only have one Innovation Team.

I'm very grateful, I'm containing myself to not give a wordy thanks individually, BUT... the one I cannot miss is Harrison. THANK YOU, you were the very best "internal" mentor I could run into. Your support during this months were all the difference.

Thank you Mari!

Mari, you were crucial for the success of my experience. Thanks for sharing your advice whenever I needed it, you really made me see the value of having an official Designmatters mentor. Oh! and special thanks for being there when the bees thought I was a threat!

Thanks Jennifer and Sussanah for making all of this happen! If all the fellowships are like this one, rest assured you guys make a lot of students very happy.