

# Mobility Challenge: Griffith Park

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# Challenge

How might we create an interactive system that solves transportation and mobility issues in the post-Covid Los Angeles?

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# Observation

Griffith Park wants to keep the Observation deck and trails open while considering public safety. Masks are required but seemingly unenforced and employees who try to are harassed.

How might we better increase awareness of their policy, decrease the personal burden on Griffith employees, and encourage safe and responsible usage of Griffith Park

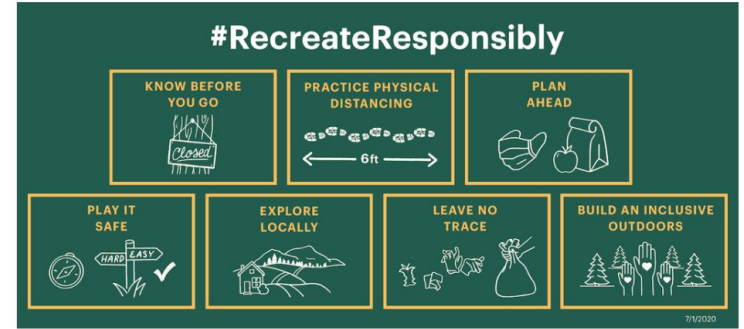




# Concept 1

Create a consistent and branded mask campaign for Griffith park that includes physical signage for trails as well as an updated “hiking during COVID” section of their website.

Web and social media content could include photos/videos of safe hiking, masked patrons on the observation deck, video of park employees encouraging safe practices



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## Observation

People who have been quarantining during covid, want to start going out because they've been stuck inside for so long and need to get outside for their mental health. But they only want to go out in places that they feel safe and comfortable. They often don't know if a place feels space until they get there.

**“I felt like the first two months, I’d just wait it out and it was okay to change everything about my life. But now we’re at the adaptation phase, like this is how things are for the conceivable future so you just do what you can, but try to do it safely.”**

Brock



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## Concept 2

The problem is, that with public spaces, there is really no way of knowing whether someone will feel comfortable and safe until they get there

-What aspects of a public space, determine whether someone will feel comfortable there?

-How might we quantify and visualize these aspects of “Corona comfortability” of a space, so a person can determine, before they go, whether they feel comfortable there?

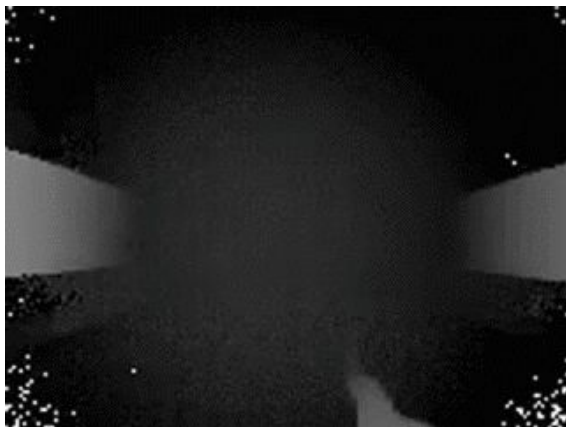
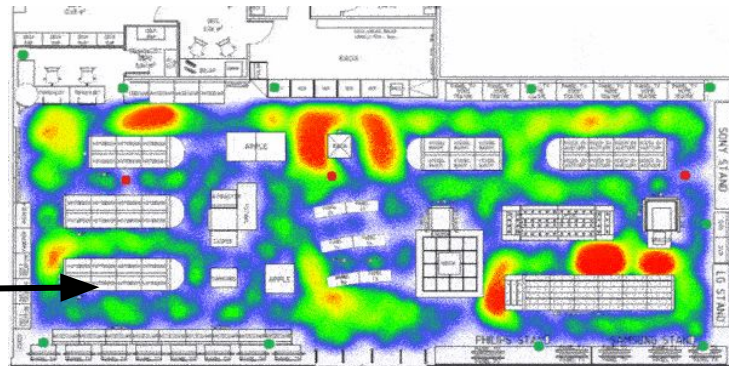
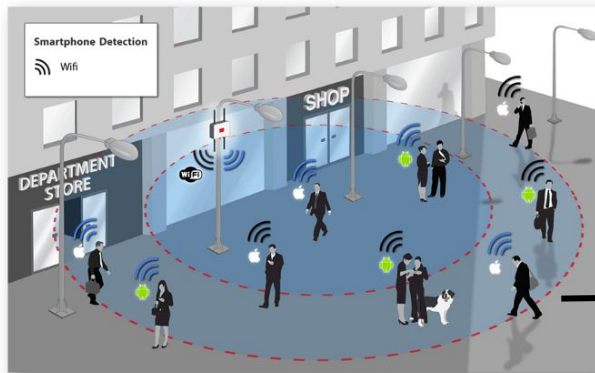




# Concept 2

## Technologies

- Wifi tracking
- Depth Data
- Optical Sensors



# Observation

Free or affordable access to the Griffith Observatory Observation Deck area is limited. Patrons must hike up from the bottom or pay \$15/hr to park along the hill or at the small upper lot as public transportation is currently unavailable

**How might we** provide more equitable access to the Griffith Observatory Observation Deck and upper trails?

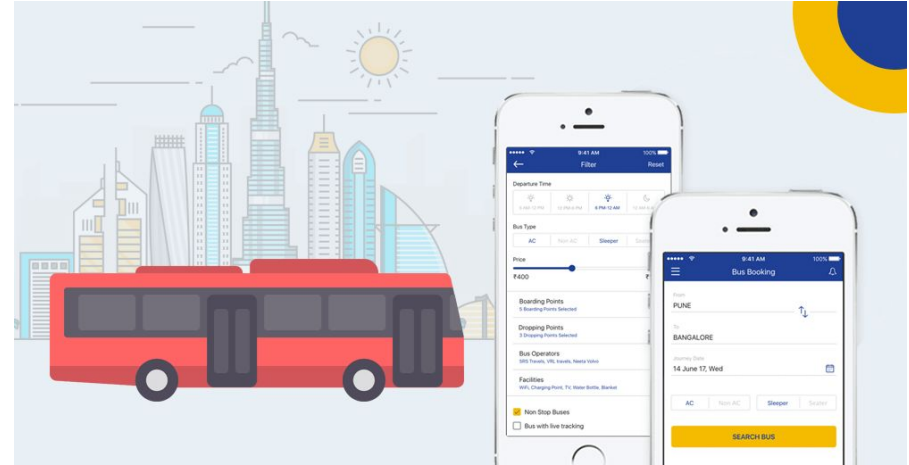




## Concept 3

Make access to the upper Griffith Park area more equitable by providing safe and convenient shuttle options.

Consider creating a reduced passenger reservation system on existing public transport or partnering with a public rideshare company to create a unique park shuttle opportunity.



# Goals for next meeting

1. Secondary Research
2. Concept Ideation

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