THE FUTURE OF BOLINAS IN 2033

WORKSHOP PROPOSAL

A FORMAL PROPOSAL ADDRESSED TO LOCAL AUTHORITIES

BY

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The Future of Bolinas in 2033  
Email to City Authorities

(NOTE: Due to the fact that Bolinas is within the County of Marin and thinking how Bolinas is a close and united community with a unique approach to culture and the arts, this email is addressed to Jennifer Gately, Bolinas Museum Director as a proper local authority.)

Dear Jennifer Gately,  
  
The city of Bolinas is currently in an extremely competitive landscape. The housing market has skyrocketed due to the unique style of living in the city. We have come to notice that the restriction of water meters with the limited constructions taking place in the city has given an incredible added value to current buildings and edifications.   
  
This situation has led a new and different style of people to become part of the community. A community that we currently describe as slow-paced, nature driven, connected, and committed with the city of Bolinas.   
  
We have identified three different archetypes for the current and new citizens of the city; Surfer, Hippie, and Hermit. These archetypes represent the way of thinking, living and particularly, problem-solving.   
  
This is the main purpose of our email, we would like to conduct a workshop with the city authorities, citizens and new residents to understand how upcoming problems of the future should be addressed taking into consideration the three archetypes.   
  
This workshop would take place weeks before the First Bolinas Film Competition and we are interested in helping the city develop the correct solution for possible problems in order to meet the needs of each one of the archetypes.   
  
We are attaching a formal proposal for the workshop for your consideration.   
  
Looking forward to hearing from you.   
  
Kind Regards,

Serena Chan, Travis Clarke, and Andres Resendiz

**A. WORKSHOP PROPOSAL**   
  
INTRODUCTION   
The story of Bolinas almost always leads back to the issue of water rights. This defining component of the city (from the 1970’s) touches almost all aspects of the social, technological, environmental, economic, and political landscapes. Take, for example, housing prices.  
  
Bolinas is currently in an extremely competitive housing market. The limitation of restricted water meters has been successful at controlling development, but has contributed to the competition of real estate in general. If and when water meters become available they auction off for hundreds of thousands of dollars. This has led to creating an environment of the luxury housing market. Is there any benefit to this financial and housing extremity?   
  
We see the future of Bolinas as increasing in these aspects and believe that it is necessary for the town to incorporate its historical commitment to the arts in order to maintain the historical values it strongly relates to.  
  
Bolinas can become a West Coast cultural hub. Residents buying properties and investors in the real estate market have the power to create this environment. We are proposing a real estate tax in order to sponsor a film competition as the signature event for Bolinas as a cultural destination. The winner of the film competition scores the position as Artist in Residence of Bolinas for the year until the next film competition.   
  
**WHY A COMPETITION?**  
As Bolinas lets the natural world take its course on its cliffs and shorelines, the offshore competition still exists even if Bolinas falls off into the ocean in the distant future. (The town and shoreline are in competition with the ocean.)

**B. WORKSHOP GOALS**

The workshop goals are the following:

* Introduce the future of Bolinas and “Red” future scenario.
* Describing the three archetypes.
* Understand the needs and wants from each one of the archetypes.
* Present the possible problems and issues related to the film festival and solve

them through the eyes of each archetype.

* Identifying the ideas with more potential to succeed.

**C. WORKSHOP OUTCOMES**  
  
After the workshop, our group will take the information back to our headquarters, analyze it, do some fine tuning and create a final recommendation.

In this recommendation, you will find a detailed list of the solutions proposed by your own authorities and citizens related to the possible issues related to the First Bolinas Film Competition.

The structure of the report will include:

* The problem identified and explained.
* The initial solution proposed at the workshop.
* The final result of the idea. What we believe is the best way to address the problem by taking into consideration the needs and wants of every archetype.

**D. THE EXPERIENCE**This is a detailed description of each one of the activities proposed for the workshop.   
  
1. Introduction  
Timeframe: 30 min.  
Content:

* Explanation to the participants of who we are and what we are going to be doing today.
* Explaining the nature of the project and the importance of the workshop.

2. Bolinas in the future  
Timeframe 45 min.   
Content:

* We will be presenting a deep and impactful possible future scenario about the City of Bolinas and what led us into that direction.
* Introduce the concept and definition for the Bolinas Archetypes. Three Archetypes that we have identified as The Hermit, The Hippie, and The Surfer.

3. Questions about the future  
Timeframe 15 min.   
Content:

* We will be answering questions about the possible scenario, and the three different archetypes.
* **This is a crucial part of the workshop since we are expecting people to deeply understand the archetypes and their way of thinking.**

4. Needs and wants  
Timeframe 25 min.

Activity 01: Archetype Roleplaying.   
Content:

* After discussing and presenting the three archetypes we will divide the room into three smaller teams.
* Each team will represent one of the archetypes; the hermit, the hippie or the surfer.
* Each team will be asked to fill out the Needs and Wants Matrix of their given archetype.
* The teams will have to think like the archetype they represent and try to give the most realistic and true answer to certain situations related to the First Bolinas Film Competition.

5. Solving a Problem   
Timeframe 30 min.

Activity 02: Roleplaying with group discussion.

Content:

* We have identified several situations that could represent a problem before the First Bolinas Film Competition.
* We will divide the participants into new groups.
* Each group should have one of each of the archetypes.
* Each team will be assigned a specific problem and will have to propose an idea to solve it.
* The idea will have to meet the needs and wants of each archetype.

6. Presenting the Solution  
Timeframe 15 min.   
Content:

* Participants will have 5 minutes to present the solution they designed.

7. Final message and closure.

Timeframe: 5 min.

Content:

* We will gather all of the generated information.
* We will address the group with a final message about the purpose of the workshop and the result of the day.
* Close the conversation by explaining the next steps.

**F. PROPOSED PARTICIPANTS**  
  
We believe in having the right conversations with the right people.

Whit that in mind, we would like to invite the Bolinas Museum Director and curator, several influential citizens (defined previously by the Museum Director) and new residents to the city.

Since the City of Bolinas is part of the Marin County, we would also like to invite representatives from Marin County, only in the case that we can't gather enough people from Bolinas.

We are considering a group of twenty people, in order to have rich conversations.

**G.PROPOSED LOCATION**

As we have mentioned before, Bolinas has the potential to become a cultural hub in the area, that is why we would encourage the participants to have the workshop inside the Bolinas Museum.

We believe this is the proper atmosphere for people to get involved in the workshop and develop the best possible solutions.

**H. PROPOSED AGENDA.**

The proposed agenda can be found in a separate document called Bolinas Future Workshop Proposed Agenda.

**I. FINAL CONSIDERATION**

We are a group of strategic, enthusiastic and passionate graduate students from the California College of Arts. We have done an extensive research about your city and its citizens and it is with great respect and emotion that we make this proposal.

The City of Bolinas is diamond in the rough, and just as you and your residents, we want to preserve its essence and uniqueness. This is our main driver and the reason why we believe this workshop is a great idea and the timing couldn’t be better.

Here are our bios and contact information.

(TEAM BIOS)

Serena Chan

Serena is currently a DMBA candidate for 2020 at California College of the Arts in San Francisco. She has participated with several nonprofit organizations in the medical sector such as Dr. Chrono. She developed an eye for people while working as an EMT specialist and driving an ambulance.

Travis Clarke

Travis is currently a DMBA candidate for 2020 at California College of the Arts in San Francisco. He is actively involved in the design world and has exhibited work at the American Institute of Architects and galleries across the United States. He has studied anthropology at the University of Natal in Durban, South Africa where he did a residency understanding the deconstruction of apartheid.

Andres Resendiz

Andres is currently also a DMBA candidate for 2020 at California College of the Arts in San Francisco. He is immersed in innovation and developing new ideas and solutions for many and diverse brands across the world. He has worked for the main tech companies in the worlds developing new business models and understanding their current challenges. Andres is from Mexico City where he studied a major in Industrial Design with a special focus in user-centered solutions.

We look forward to hearing from you and your possible questions.

