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Monday, December 10, 2018

Mr. Uslar,

We acknowledge that you have a hectic schedule and are very appreciative of your support and insights thus far on our city research.

As we have been researching your city in depth over the past semester, we have become deeply invested in and excited about the possibilities for the future for Monterey. Given your mention of the current historical and developmental renaissance in Monterey, we would like to partner with you by offering a half-day (4-hour) workshop.

Based on our conversations with you and your office, local citizens and our research, we are proposing to focus our workshop on economic growth surrounding the tourist industry, increasing safety and affordability, and systemizing a way to vet future opportunities, such as the growing medical marijuana industry.

Attached is a proposal outlining the half-day collaborative session for 25 people, focused on the future of Monterey. We hope that this session is the first of many steps your team will take to strategize Monterey's desired future.

Please advise if you would like us to send the attached proposal to specific staff members.

Have a great week, and we look forward to discussing further.

Sincerely,

*Brian, Liberty & Alex*

Brian Abellera, Liberty Kikerpill, and Alex Chen

DMBA in Design Strategy Candidates

California College of the Arts





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# OUR FUTURE MONTEREY

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## Dream to Reality Workshop Proposal

Prepared by: Brian Abellera, Liberty Kikerpill and Alex Chen

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## OVERVIEW

*When you can imagine concrete details of a possible future, it's easier to close the future gap and put yourself into that future.*

*-Jane McGonigal*

Monterey's rich heritage represents the essence of evolution. First inhabited by the Ohlone Natives and secondarily founded as a Spanish Mission, Monterey has served as the capital of Spain's Pacific Empire, an Argentine and Mexican stronghold, and the Great Depression backdrop for Steinbeck's *Grapes of Wrath*. Known most recently as the 'Sardine Capital of the World,' Monterey has grown into a well-known tourist destination. It has substantial influence over the marine sustainability movement, higher education, and the military training economy. Monterey is a central hub of tourist-heavy locales such as Carmel-by-the-Sea, Pacific Grove, Santa Cruz, Big Sur, Laguna Seca, and the Monterey County Wine Country.

The aforementioned positive outcomes are not a coincidence. The city's leadership and active community involvement collectively guided Monterey to its current thriving state. As Monterey continues to build its next great chapter, external factors may challenge its realization. Elements such as climate and environmental change, the regional opioid crisis and accompanying crime statistics, city infrastructure, and economic challenges may complicate the city's positive trajectory. The accelerating pace, volume, and risk of such influencers requires cities to leverage historical context, expertise, and apply unique methods towards a desired future.

Imagine if you could get a glimpse of the future Monterey? Perhaps a suite of alternative futures? The good and the bad. How may it shape your strategy of attaining the desired Monterey of the future? How would such snapshots influence the way you plan and guide the projects, initiatives, and efforts which, in their totality, form the future Monterey?

This proposal outlines a proposal to work alongside Monterey to answer the questions mentioned above. Via a suite of collaborative efforts between us and you, the city of Monterey, the below recommends the goals and objectives, structure, and methods to set Monterey on a positive path into the future.

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## GOALS

We propose a 4-hour workshop, with the goal of enabling economic growth surrounding the tourist industry, increasing safety and affordability, and systemizing a way to vet future opportunities.

Given the time constraints of this proposal, it is paramount that we carefully balance expectations and establish precedence in approach. We believe new concepts are most applicable via a series of engaging experiences and conversations, where parties may converge and diverge. By design, we carefully order, time, and implement methods in a process which facilitates participant creativity, ideas, and confidence to share pertinent matters.

Our collaborative format incorporates the following four-phased process:

1. **Build**
2. **Shape**
3. **Define and Prioritize**
4. **Decide and Apply**

There is a familiarization component with the personalities, topics, and scope of the project. Furthermore, such factors as team composition, number of problem sets, topic complexity, and multiple points of view on singular topics require a broader goal measure. Upon completion of this initial consultation, Our increased familiarization with Monterey's team, issue scope, and positioning within the four-phase process will enable Us to be more specific in defining goals without sacrificing the ideation process.

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## OUTCOMES

Below are the objectives and desired outcomes associated with our four-phase process:

### Phase 1 | Build

Collect a foundational understanding surrounding the city's issues:

- > Introduce and discuss topics which bring all pertinent matters affecting Monterey to the forefront
- > Conduct individual, small group, and large group thought exercises designed to increase substance surrounding Monterey's issues
- > Present tailored and immersive artifacts that engage the participants senses (hear, see, smell, touch) to uncover context, emotions, and sentiments associated with Monterey's issues
- > Incorporate role-playing exercises

### Phase 2 | Shape

- > Clarify and organize that understanding to have strategic conversations
- > Consolidate, review, and identify issues requiring further discussion
- > Substantiate issues defined in phase one
- > Group issues into a logical format
- > Identify underlying themes
- > Set the stage for phase three and four work

### Phase 3 | Define and Prioritize

- > Establish options and plans to address findings in phases one and two
- > Co-develop a prioritization schema based on criteria rooted in Monterey's goals

### Phase 4 | Decide and Apply

- > Review findings across phases one through three
- > If necessary, update via incorporating new and pertinent phase one through three data
- > Affirm concepts, goals, and options

### Next Steps | Collectively decide on course of action

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## TEAM

Our team has an incredibly diverse background of military operations, education, private sector, high-end hospitality management, and arts & culture. We believe this is critical as it reflects the unique qualities and focal areas of Monterey's government focus areas.

## EXPERIENCE

We aim to provide impactful experiences, genuinely designed for you, and with the intent to build a lifelong relationship with the community of Monterey. This project will accomplish this by providing an experience that will be:

- > **Thought-Provoking**  
Through the application of dynamic communication exercises, innovative processes, and stimulating conversation, we are confident that every participant will experience something new and impressionable.
- > **Personalized**  
Every facet of the workshop is tailored to Monterey. Thoughtful utilization of concepts uniquely applied to Monterey's unique requirements will connect our team with the Monterey team, establish a unified atmosphere, and provide comfortable familiarity.
- > **Positive**  
There is no such thing as a wrong answer or position. We firmly believe that positivity results in a productive environment. Enjoyability, sense of community, and new ideas will foster a climate that participants will want to engage.
- > **Immersive**  
Through various exercises and communication techniques, we will enable all team members to view concepts from different levels and vantage points. We will examine matters individually, within small group settings, and as a whole. We will encourage independent thought as well and collective understanding.
- > **Collaborative**  
Via the application of the experience mentioned above components, we will uphold a collaborative atmosphere enabling every voice, promote curiosity, push thought-provoking exercises, and preserve a flexible learning environment.

*Please note: To provide you with the best outcome and actionable deliverables, we will be using a graphic recorder.*

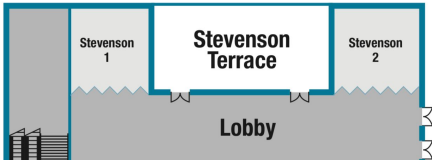
# PARTICIPANTS & LOGISTICS

## PARTICIPANTS

We suggest an attendee range between 20-25 participants. An ideal composition would be city employees, citizens and decision makers across a spectrum of experience and seniority to ensure multiple viewpoints. We also suggest including key stakeholders from the Monterey Bay Aquarium and local organizations.

## LOGISTICS

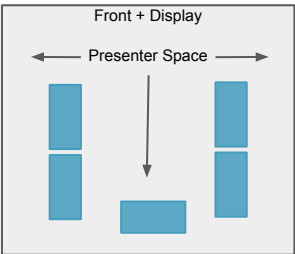
- > **Timeframe | 9:00 a.m. - 12:00 p.m.**
- > **Location | Monterey Conference Center (MCC)**  
Stevenson 1+ 2 conference rooms at MCC grant easy access to the terrace for fresh-air breaks. The rooms are modular, encourage frequent movement, dynamic seating arrangements, and will enable conversation. The room is outfitted with whiteboards, dry-erase markers, Sticky Pads, Post-Its and Sharpies.



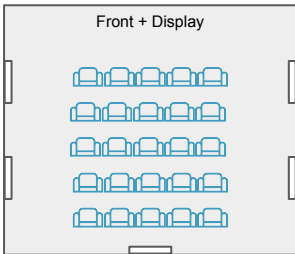
### > Layout

**Stevenson 1 | Workshop Home Base**

**Stevenson 2 | Immersive Activity**



(5) 8 x 10 tables in a U Shape  
4-5 people per table



(20-25) chairs in 4-5 rows

- > **Audio and video | PSAV**  
PSAV, is the exclusive AV vendero fo MCC. We will require:
  - o Projector or display with an HDMI connection
  - o Audio jack
- > **Catering | Aqua Terra Culinary (preferred vendor)**  
We recommend offering a continental breakfast and beverages of tea, coffee and water

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## SAMPLE AGENDA

SCREENPLAY	
TIME	CONTENT
8:00 - 8:15 a.m.	Arrival + Settle In
8:15 - 8:30 a.m.	Welcome + Intro
8:30 - 8:50 a.m.	Ice Breaker
8:50 - 9:00 a.m.	<i>Break</i>
9:00 - 9:30 a.m.	Presentation
9:30 - 9:50 a.m.	Feedback + Q&A
9:50 - 10:00 a.m.	<i>Break</i>
10:00 - 10:30 a.m.	Tactile Activity
10:30 - 11:00 a.m.	Group Discussion
11:00 - 11:10 a.m.	<i>Break</i>
11:10 - 11:50 p.m.	Immersive Exercise
11:50 - 12:00 p.m.	Wrap Up



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THANK YOU

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# WORKSHOP PREP ELEMENTS

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## SCREENPLAY / TEAM CALL SHEET

SCREENPLAY					
TIME	SEGMENT	OBJECTIVE	ROLES	MATERIALS	SET-UP
8:00 - 8:15 a.m.	Arrival + Settle In	Allow time for late arrivers, mingling	B- Facilitate L + A - support		Stevenson 1 - U
8:15 - 8:30 a.m.	Welcome + Intro	Establish objectives, expectations, ground rules	B- Facilitate L + A - support	Clock	Stevenson 1 - U
8:30 - 8:50 a.m.	Ice Breaker	Yes And Exercise. Give people co-creation	A - Facilitate B+L - support		Stevenson 1 - U
8:50 - 9:00 a.m.	<i>Break</i>				Lobby + Terrace
9:00 - 9:30 a.m.	Presentation	Show CLA / Iceberg to share findings + align	L - Present A+B - support	Slide Deck	Stevenson 1 - U
9:30 - 9:50 a.m.	Feedback + Q&A	Establish direction	B - Facilitate		Stevenson 1 - U
9:50 - 10:00 a.m.	<i>Break</i>				Lobby + Terrace
10:00 - 10:30 a.m.	Tactile Activity	Thought-provoke crime/sustainable	B,L,A - Facilitate Split up tables	Fishbowls, trash, fish, sand, water, toy gun, bandaïd	Stevenson 1 - U
10:30 - 11:00 a.m.	Group Discussion	Establish +/-	L - facilitate		Stevenson 1 - U
11:00 - 11:10 a.m.	<i>Break</i>				Lobby + Terrace
11:10 - 11:50 p.m.	Immersive Exercise	Stretch thinking beyond expected	Brian - Education Liberty - Work Alex - Health	Website, Clothing, Portal, tripod, name tags, music	Stevenson 2 - Rows
11:50 - 12:00 p.m.	Wrap Up	Feedback, Next Steps, Conclusion	Brian - Facilitate		Stevenson 2 - Rows

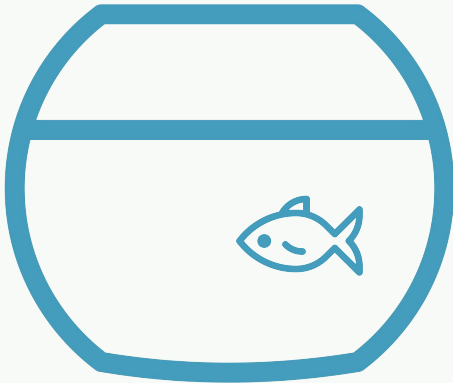
### TEAM CALL SHEET

TEAM MEMBER	ROLE	ARTIFACTS	MATERIALS
Brian Abellera	FACILITATOR	Presentation deck + Audio, Immersive name tags	Laptop, audio dongle, spotify playlist
Liberty Kikerpill	LOGISTICS	Immersive Experience: Website, Portal, MailChimp email, AR Glasses	Sticky Sheets, Post-It's, Sharpies, Table elements (tissues, mints, hand sanitizer)
Alex Chen	ARTIFACTS	Clothing + Supporting Spec Sheet	Tripod for Portal Artifact

High Sustainability

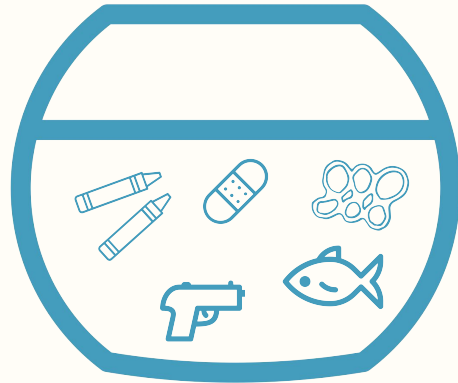
# TACTILE ACTIVITY

Low Crime / High Sustainability



Sounds:  
Kids laughing  
Ocean waves

High Crime / High Sustainability

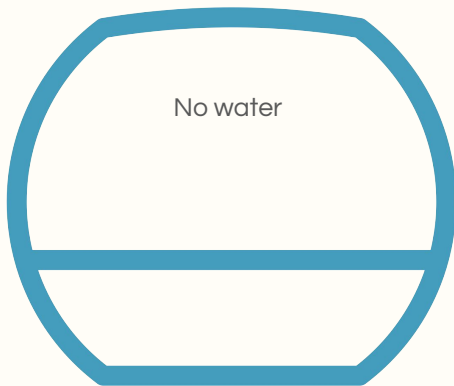


Sounds:  
Kids Crying + gunshots  
Ocean waves + seagulls

Low Crime

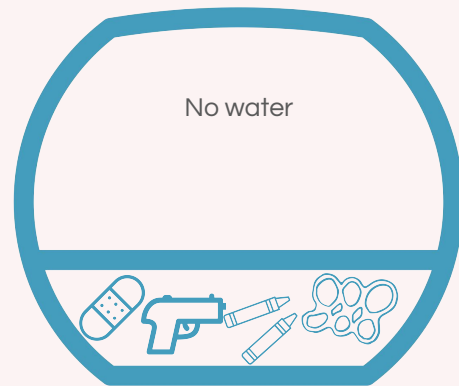
High Crime

Low Crime / Low Sustainability



Sounds:  
Kids laughing  
No ocean, no waves

High Crime / Low Sustainability



Sounds:  
Kids crying + gunshots  
No ocean, no waves

Low Sustainability

# WEBSITE | Immersive Activity

**FORT ORDCHARD**

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You've been accepted into the exclusive Fort Ordchard community. To drive technological innovation and maximize citizen engagement, we provide the following features:

## Housing



As a citizen of Fort Ordchard, you will be provided state-of-the-art 100% sustainable and intelligent housing. Your home senses and anticipates your needs. Each unit is customizable to accommodate varying family sizes and needs. Every resident is expected to compost everything, anything not composted will result in a fine.

## Work



We believe in celebrating the individuality of each citizen. You will be designated a role that perfectly suits your leadership strengths, specialized skills and interests. Your score will automatically increase when you have accomplished each performance level.

## Sustainability



As stewards of place, we deeply value caring for the earth we have been given. Each citizen is encouraged and expected to contribute to keeping our community sustainable and eco-friendly.



Our state-of-the-art clothing captures data to enhance and maximize health. Features include fitness tracking, caloric consumption, vitamin and mineral intake to determine perfect nutrition, heart-rate tracking and meditation reminders. In addition to apparel, each resident is given a pair of AR glasses. These will be the main tool for communication, payment, and information.



We believe education is the passport of the future and we must equip ourselves. Children and adults are given access to personalized education programs. Children learn to code and design ephemeral apps that are immediately tested and implemented within our community.



By committing to the program, you are agreeing to being tracked 24/7. Our goal for gathering your data is to enhance your life in all aspects and to optimize your performance. You are a pioneer for the future. Each citizen will have a rating and a ranking. You are encouraged to fully participate. Any shortcoming in participation will result in fines and possible removal from the program.



# Good Morning!

7:30a Saturday, December 10, 2033



Your first event is at 9a  
"Strategic Foresight DMBA"



Sunny | High 75°/Low 65°



Short sleeve + pants have  
been selected for you



It will take approx 15m to  
get to your event



Your omelette and coffee  
will be ready at 8:00a



Car will arrive at 8:45a  
Make: Volvo XC-200



Deficiencies: Iron  
Foods added: Spinach



Ranking 95  
Request ways to improve



Based on your mood, playing  
Holly Jolly Christmas, Burl Ives



You will need the following files  
for you meeting. Look here to  
transfer to the car.



For date night tonight, I have  
preselected a movie that you  
both will like.