Applying experiential engagement and ideation to develop people-focused solutions based on technology and innovation

ITE Western District Annual Meeting – June 25, 2019
Boulder Highway History
Boulder Highway
1935

Primary access for construction equipment and workers for the construction of Hoover Dam.
Alignment of Boulder Highway retained its original straight utilitarian configuration over the years.
straight alignment and space resulted in a wide, efficient thoroughfare for vehicles that is a barrier for the large pedestrian and transit dependent population that lives along the corridor.
Boulder Highway
Mobility challenged

A large portion of the population is under the poverty line and are unbanked. This means they likely depend upon walking, biking, and taking transit as their main means of mobility.
10% of pedestrian fatalities in Nevada occur on Boulder Highway.
Experiential Engagement
Developing the concept
Under represented population

Traditional methods of public engagement can miss disadvantaged populations resulting in inaccurate information or ineffective mitigation strategies and public engagement campaigns.
Experiential Engagement
The concept

We wanted to capture what people experience to develop effective solutions. Other methods are more focused on surveys, workshops, open houses, and engineering and planning assessments, and may miss causal factors that influence behaviors.
Experiential Engagement
Real conditions

We developed scenarios to experience what people along the corridor experience everyday: going to work, shopping, going to a medical clinic, picking up a sick child, etc. and we did them under typical conditions.
Experiential Engagement

The outcomes

We identified core challenges that all participants experienced and discussed with people during their time on Boulder Highway. These formed the basis for developing innovative and technology focused solutions for the corridor.
Ideation
We held a global ideation event to develop solutions to the challenges our team developed based on their experiences on Boulder Highway.
Ideation Event:

Pedestrian Oasis
Sidewalk Markings
Smart Boards
Smart Street Lighting

We developed innovative and technology based solutions to address the challenges. The solutions were based on the context of the corridor and the people who use it everyday.
“One of the greatest public works projects ever done”.

- Andrew Bennet, PIO – Nevada Department of Public Safety
Mobility Roadmap
Regional Transportation Commission of Southern Nevada
Developed a vision and roadmap to help RTCSNV and their agency stakeholders achieve their mobility objectives for the Las Vegas valley and prepare/take advantage of emerging technologies such as CV/AV.
Thank you

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