

Summer Workshop (July 2021)

“Design a Better Way to Get Around San Marcos, Texas.”

As population growth in our region has accelerated, this design workshop problematized the pervasive car-centered infrastructure of central Texas. As workshop participants explored sustainable, human-centered alternatives, they met with city officials, regional transit specialists, and the general public to devise projects that would improve or expand transit, pedestrian, and micro-mobility access. Projects were presented at a public “Mobility Festival,” co-sponsored by the City of San Marcos, SPIN Scooters, MoveSM, and the Texas State Honors College.

SCHEDULE

July 11 Kick Off

July 12 **EMPATHY: What? When? Who? How? Why?**
DEFINE: Frame Your Challenge

July 13 **MOBILITY CHALLENGE: Austin**
HMW: How might we?
PERSONA: Simon ...says, thinks, does, feels!

July 14: **BIG IDEAS + BRAINSTORM + IDEATION**
NEEDS STATEMENT: What does my user really seek?
JOBS TO BE DONE + GUEST CRIT: Jessica

July 15: **BIG IDEAS + BRAINSTORM + IDEATION (continued)**
BUSINESS MODEL CANVAS
GUT CHECK: ...make the most promising idea real!
PANEL GUESTS: Andres, Bryan, Jordan, Josie, Paul

July 16: **VIDEO: 1-minute pitch with your final HMW**
PROTOTYPE: your value proposition's visual 3D transformation
EVENT: Welcome for final presentations at Plaza Park!

July 17: **PINING CEREMONY**

HAVE FUN.



Claudia Röschmann

*Professor + Associate Director
for Design Innovation (MARC) at
Texas State University*



Claudia Röschmann is a Professor in the Communication Design program in the School of Art and Design and Associate Director for Entrepreneurship in the Materials Applications Research Center (MARC). She was head of the Communication Design program from 2014 to 2020, and as graduate advisor directed the MFA program from 2010 to 2020. She brings 20+ years of international design experience and strategic entrepreneurial thinking to the university where she teaches human-centered design and design entrepreneurship. She also serves as the founder of the Design for America studio on campus, and is the co-founder of the 1 Million Cups Greater San Marcos TX community. Claudia gets very excited about international and cross-disciplinary projects, and speaks at conferences about design thinking and digitally engaged learning. Originally from Germany, she moved to New York in the 90s to work for Vignelli Associates before moving to Austin with her husband, where she runs ROESCHMANNdesign, a design studio focused on brand experiences for non-profit clients. Claudia loves to travel (preferably by sailboat, bike or foot) so she can spend time in bookstores and museums, while exploring other cultures.

Peter Tschirhart

*Associate Dean in the Honors
College at Texas State University*



Peter is passionate about the use of active- and project-based learning and has encouraged their curricular and co-curricular use at Texas State. His passion for learning by doing—and through experience—emerged thanks in part to his own training as a musician (B.M. Rice University; Ph.D. University of Virginia). His experience with musical improvisation, and his research into experimental music notation, lead Peter almost naturally to the d.school at Stanford University, where he received training in design-thinking and human-centered design as part of the 2017 cohort of the Teaching and Learning Studio. At TXST, Peter has found many novel applications of human-centered design as a pedagogy: from University Seminars, to Honors Thesis design. Outside of work, Peter is a member of the current San Marcos Comprehensive Planning Committee and an active member of MoveSM. As a runner and “everyday” bicyclist, Peter spends many hours exploring the streets, sidewalks, and multi-use pathways of San Marcos.

Organizers



Field research tackling mobility in Austin



Organizing findings back on campus



Field Trip Austin



Each team presented their research, idea + low fidelity prototype



Prototype Critique



Panel (City of San Marcos, CapMetro Austin and other mobility experts) giving feedback on pitch proposals



Panel Pitches

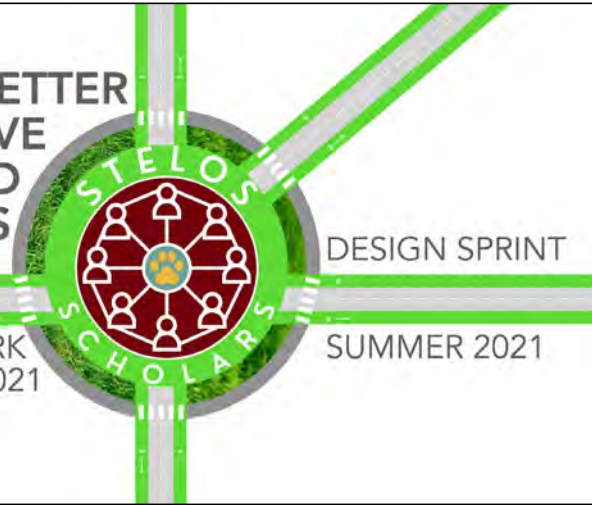


Students presenting to the San Marcos community



Mobility Festival

DESIGN A BETTER WAY TO MOVE AROUND SAN MARCOS



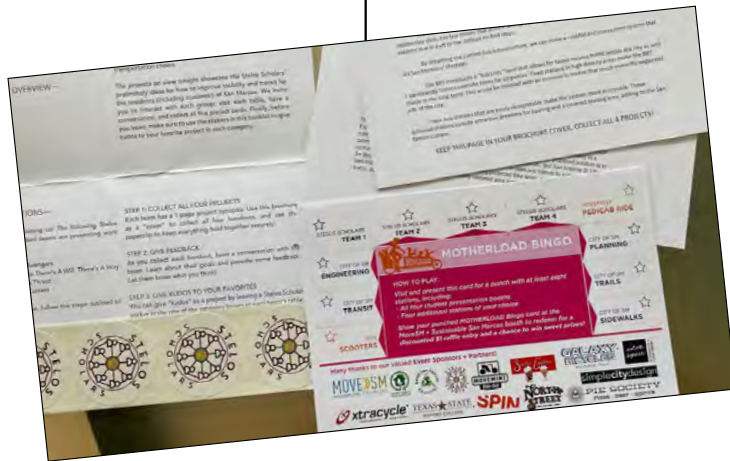
DESIGN SPRINT

PLAZA PARK
JULY 16, 2021

SUMMER 2021

STELOS SCHOLARS DESIGN SPRINT 2021

A QUICK OVERVIEW—



During the week of July 12, 2021, students in the Stelos Scholars program at Texas State University's Honors College worked in small teams to develop a proposal addressing a shared challenge: "Design a better way to move around San Marcos."

San Marcos is at a cross-roads. As we confront the challenges of growth, we confront also the reality that more cars and more roads are not the answer to our transit, mobility, or equity needs. Whether it's local trips to the store, school, or park—or longer journeys across town—it's clear we need to find other, better ways to get around. *We need transportation choice.*

The projects on view tonight showcase the Stelos Scholars' preliminary ideas for how to improve mobility and transit for the residents (including students!) of San Marcos. We invite you to interact with each group: visit each table, have a conversation, and collect all five project cards. Finally, before you leave, make sure to use the stickers in this booklet to vote for your favorite project in each category.

Festival Hand-out

DESIGN A BETTER
WAY TO MOVE
AROUND
SAN MARCOS



Team 1: The Avengers



STELOS SCHOLARS, TEAM: THE AVENGERS

Alyssa, Jaxson, Jon'Dasha, Torry

Many tourists and residents come to San Marcos, yet they struggle to experience all that San Marcos has to offer due to the disconnect between transit systems. Our goal was to encourage people to travel to different areas of San Marcos in a healthy and interesting way. This led us to the San Marcos Greenway and Trails Master plan, which is set to be completed by 2035. However, this plan has a goal of having 5% of 5-mile or less journeys be done by biking. With improvements to the plan and more community support, this plan can be fast-tracked and utilized more.

Greenways are areas of land set aside for recreational use, travel, and environmental protection. These paths offer many safe forms of micro mobility *choices*, such as e-bikes, scooters, walking, and more. One way to encourage the community to utilize these options is to implement more docking stations for bikes and scooters. Not only does this encourage micro mobility travel, but with other additions such as recreational activities along the greenways, there will always be something fun to do on your journey. One way we want to include the community in the development of these greenways is by letting them create and decorate birdhouses that will be set along the trail. These birdhouses will be a draw for residents and tourists alike.



So help us as we work towards this new way... **THE GREENWAY!**



Outcome

KEEP THIS PAGE IN YOUR BROCHURE COVER. COLLECT ALL 4 PROJECTS!

DESIGN A BETTER
WAY TO MOVE
AROUND
SAN MARCOS



Team 4: The Current



STELOS SCHOLARS, TEAM: *The Current* *Trey Gomez, Hannah Carawan, Jackson Barr*

The job to be done: **Move more people according to their lifestyle in an efficient manner.**

Our Solution: San Marcos Network w/ Bus Rapid Transit (BRT) System

The current bus system in San Marcos is not working as well as it should for people. It is considerably slow, has few routes that stretch across the area, and run very infrequently. Few know of its existence due in part to the difficult-to-find stops.

By reframing the current bus infrastructure, we can make a reliable and convenient system that suits San Martians' lifestyles.

Our BRT introduces a "Bus Only" lane that allows for faster moving traffic within the city as well as significantly faster commute times for all parties. Fixed stations in high density areas make the BRT reliable in the long-term. This would be coupled with an increase in routes that reach currently neglected city parts.

New bus stations that are easily recognizable make the system more accessible. These additional stations include attractive greenery for cooling and a covered seating area, adding to the San Martian culture.

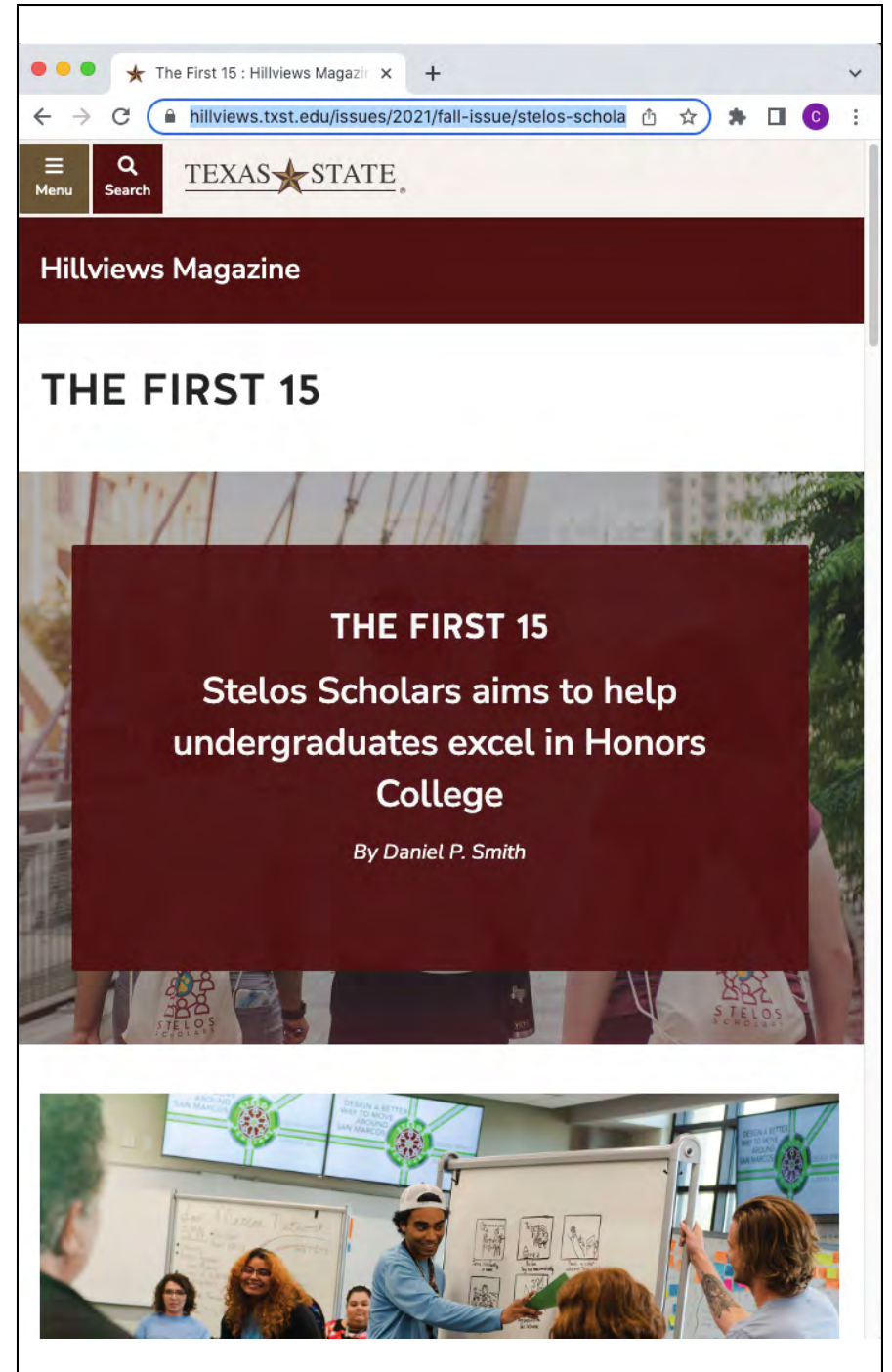
KEEP THIS PAGE IN YOUR BROCHURE COVER. COLLECT ALL 4 PROJECTS!

Outcome

Hillviews Article can be found here:

<https://hillviews.txst.edu/issues/2021/fall-issue/stelos-scholars.html>

Hillviews Article



Special thanks to: Bill Poston, Heather Galloway, Claudia Roeschmann, Andrea Villalobos, Billy Fields, Michael Burns, Peter Vogt, John Lankford, Sarah Simpson, Charlotte Wattigny, Jessica Leung, Amy Kirwin.

The 2021 Stelos Scholars Design Sprint was made possible with substantial support and encouragement from our colleagues and friends at the TXST Honors College, the TXST Materials Application Research Center (MARC), the City of San Marcos, and many other people and organizations.



Thank you + Partners