Design thinking in the Boston Mayor’s Office of New Urban Mechanics

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1. *How you build is just as important as what you build*

2. Build things that people *want and need*, not just what you already know how to build

3. Use technology to build *trust*
Over 25,000 students ride school buses across the Boston Public Schools district. In two experiments, Where’s My School Bus and SafeBoard, we wanted to proactively provide peace of mind to families and school leaders about students’ ride experiences.
Either their 21 year old brother or my boyfriend have taken the kids [to the bus stop]. I am constantly calling [BPS] asking if the kids got on the bus and did they get on the right bus! I seriously drive them crazy with these calls/questions. Now, I don’t even need to make those calls! I love being able to see for myself with the text messages that come through.

P.S. As a BPS parent (who works all the time), my little girls had tap cards at their school. I so appreciated getting the notifications about them tapping on/off their buses. :)

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Karen L. McCarthy
Principal
Guild Elementary | Boston Public Schools
Overview: Boston Saves

Boston Saves promotes a culture of student success. We want to give all public school kindergarten students in Boston a chance to plan for the future.
Results: Boston Saves

Year 1 stats:
5 pilot schools
246 students

50.4% engagement
14.2% participation

<table>
<thead>
<tr>
<th>School</th>
<th>Engagement</th>
<th>Participation</th>
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</thead>
<tbody>
<tr>
<td>School 1</td>
<td>50.0%</td>
<td>26.8%</td>
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<tr>
<td>School 2</td>
<td>60.3%</td>
<td>3.2%</td>
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Challenges + Feedback from Audience

1. Relationships happen between *people*.

2. Relationships are constrained by *real parameters*.

3. Relationships are hard to build when you’re *fighting fires*.
Thank you!

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