



## **Overview**

Thank you for donating personal time to help us understand how we can reduce or remove barriers to develop housing for residents in Grand County. The purpose of this exercise is to visualize the journey between when someone proposes building housing in Grand County until the moment someone is eligible to move in (and all the places and things that may or do fall apart along the way).

By outlining each step, we can develop a collective understanding of these potential barriers or speed bumps and use this common understanding to identify the policy options and tools that would be most effective to limit these constraints.

## **What is Journey Mapping**

Design Thinking is the process of using the creative process to identify innovative and realistic solutions to problems. Journey mapping is a common design thinking exercise to help stakeholders understand the experience of achieving a specific goal and the barriers that stand in the way.

The outcome of this exercise is a common understanding of the steps required to bring housing online within the Grand County marketplace, clearly identifying channels of communication, market barriers, and opportunities to address the issues identified.

## Workshop Agenda

This workshop is scheduled to run 2.5 hours

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| <b>20 minutes</b> | <b>Overview</b><br>Agenda and introductions                                                                                                                                                                                                                                                                |
| <b>10 minutes</b> | <b>Initial brainstorm</b><br>Prompt: Someone is interested in building housing that (at least in part) is intended to be occupied by primary residents of Grand County, particularly wage earners. What are all of the things that must happen between this moment and the day someone is ready to move in |
| <b>30 minutes</b> | <b>Share Out</b><br>Participants take turns presenting the steps you brainstormed and map them to the workshop wall                                                                                                                                                                                        |
| <b>30 minutes</b> | <b>Discussion and alignment</b><br>Discuss patterns we are seeing, identify major phases and biggest constraints or risks within each phase                                                                                                                                                                |
| <b>15 minutes</b> | <b>Idea brainstorm</b><br>As tables, identify ideas you have to address the biggest risks or constraints within a phase                                                                                                                                                                                    |
| <b>30 minutes</b> | <b>Idea mapping</b><br>Tables take turns sharing their ideas. As a group, we identify those that are most urgent and most viable                                                                                                                                                                           |
| <b>15 minutes</b> | <b>Wrapup</b><br>Playback the results of the workshop and discuss next steps. These will be summarized back to the Planning Commission at our next meeting                                                                                                                                                 |

## Target outcomes

The goals of this exercise are visibility and alignment. It's easy to point to broad issues like "administrative problems." But these are often not tied to data or contextualized in terms of their risk. Some issues may be burdensome but may not actually block a housing project in reality. Others may be real and specific blockers that stand in the way of reaching a shared goal (in the case, getting housing into the hands of people who need it here in Grand County). These learnings should inform policy makers so we can

focus on policies that actually remove our blockers and make our housing market operate more efficiently.

### **Recommended attendees**

We want this group to be able to represent the full journey, while recognizing that there is a limit to effective workshop facilitation and participation above a certain number. The goal is for the group of participants not to exceed 20 (or to break into multiple groups), with the group representing a combination of:

- Builders and developers
- Building officials
- Real estate agents
- Individual housing seekers
- Housing advocates