

Fishing for Futures



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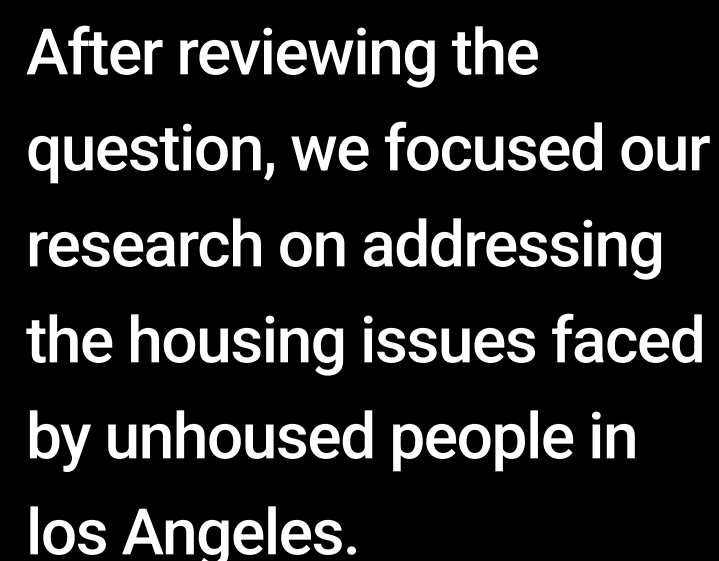


ANALYZE

DEFINE

IDEATE

SELECT



Individually
brainstorming “how
might we”s and
“what if’s”



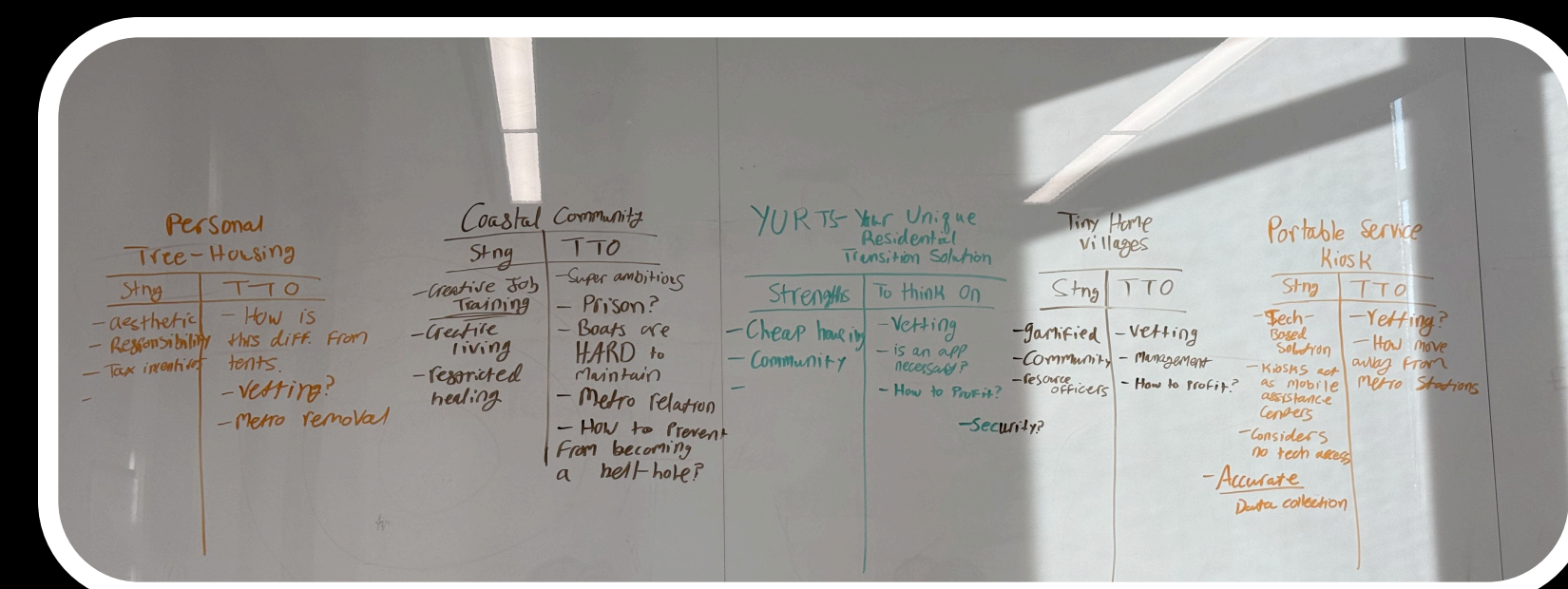
Design Criteria

Solution must...

- create a sense of safety for the unhoused
- move the unhoused away from the metro infrastructure
- provide opportunity for upward mobility
- Address the bad actor issue
- Be attractive to voters
- Incentivize funding
- Potentially turn a profit

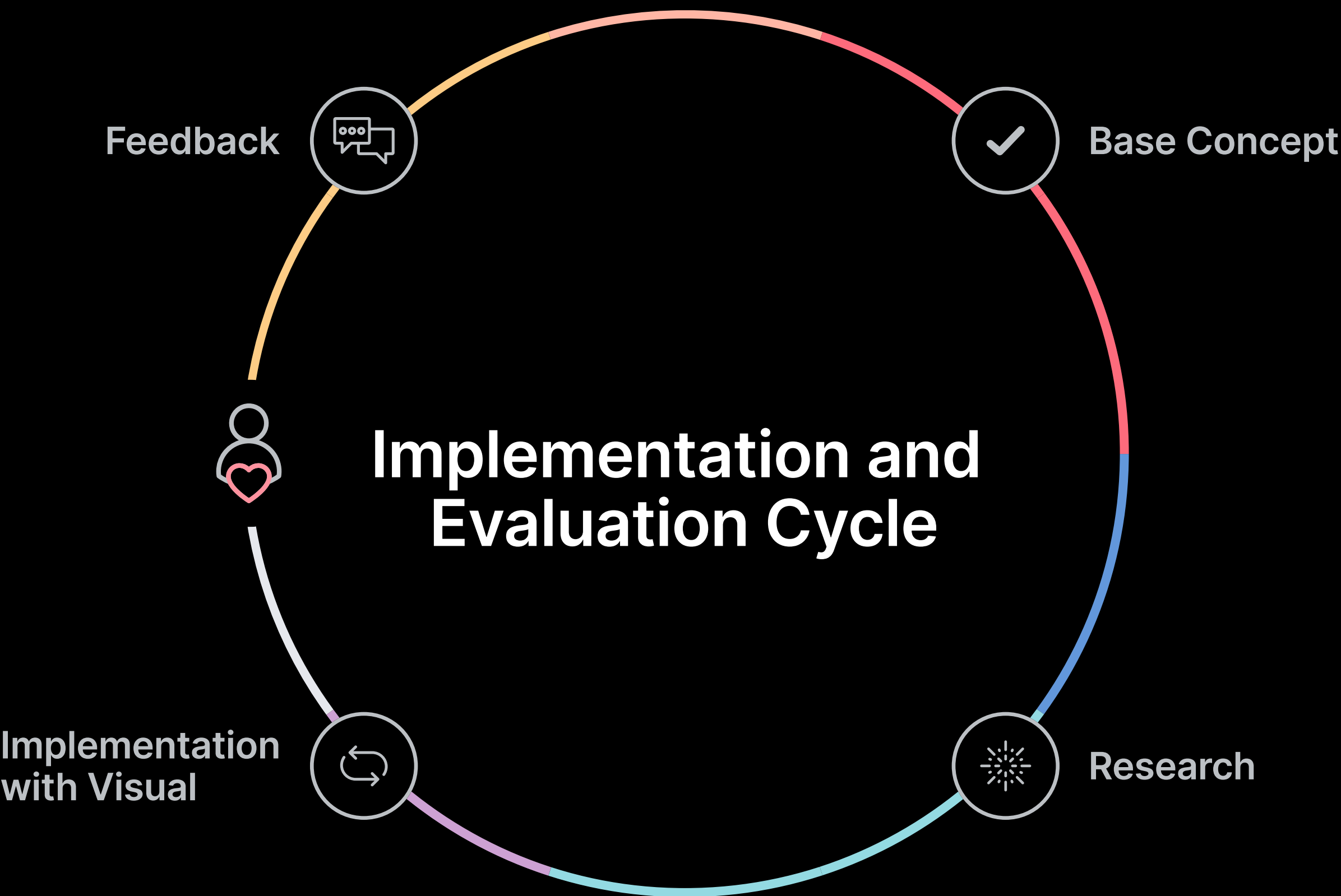
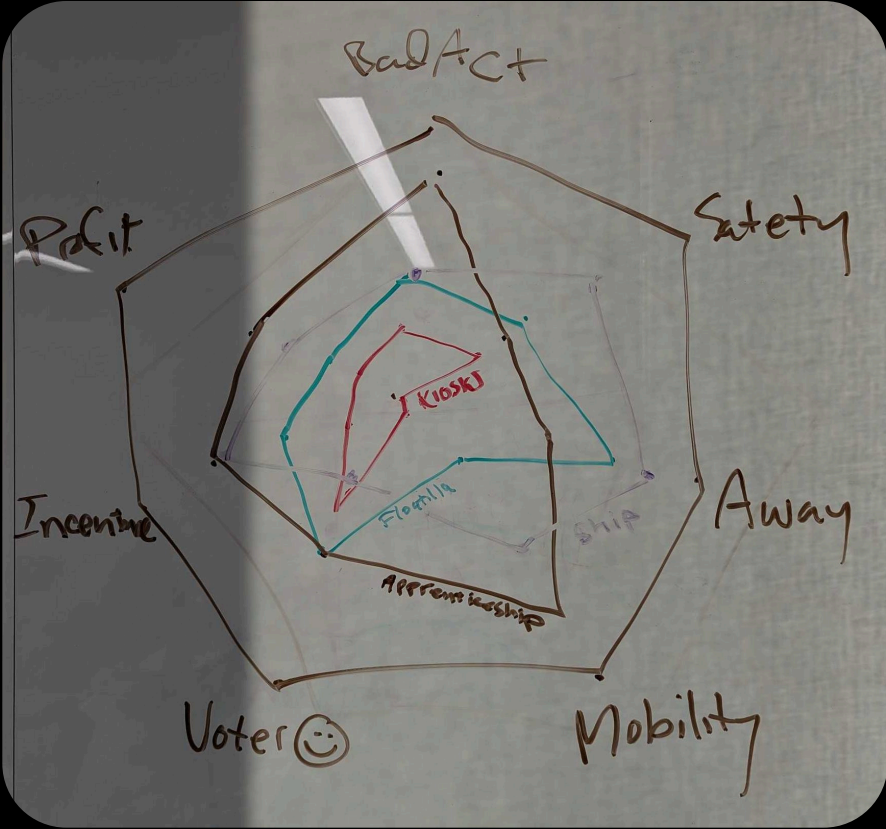
**Integrate the
advantages of
everyone's ideas**

**Process a unified idea
and continue to develop**





Process Diagram - Phase 2





Problem Statement

A growing number of unhoused citizens are sheltering in LA Metro stations, creating safety, sanitation, and accessibility challenges for all. This affects the experience of daily commuters, the efficiency of the metro, and the usability of the cabins and stations.



The Context

The unhoused population in Los Angeles is 78k in 2024, which is the highest in the country. This has a negative impact on public perception of safety and quality of life in densely populated areas such as metro stations and train cars. With LA hosting the Olympics in 2028, the need to clean and grow the metro, as well as keep the metro and surrounding areas safe and comfortable for visiting tourists is imminent.



Design Brief

We are designing a housing and transportation solution that addresses the unhoused on the metro system for the health of the metro network so that everyone can have a safe and comfortable experience.

Target Audience

Unhoused Angelenos around metro stops and daily commuters that depend on the LA's metro rail infrastructure as a means of transportation.



Drum Roll Please.....



Fishing For Futures



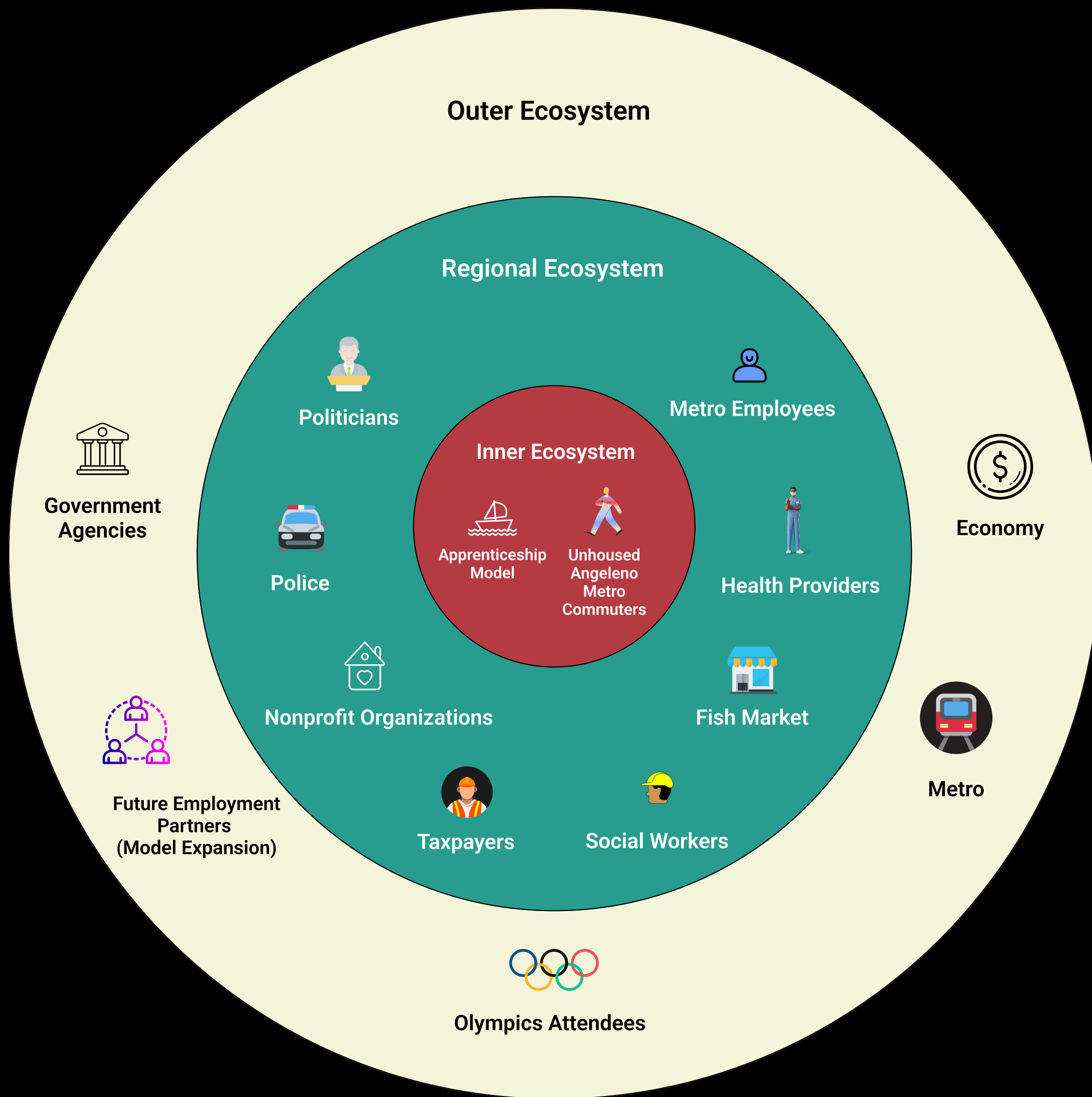


Mission Statement

Fishing for Futures aims to address homelessness in Los Angeles by providing unhoused individuals near the Metro with marketable skills and employment opportunities. The initiative focuses on training individuals in fields such as fishing, waste management, and agriculture, where there is a labor shortage.

Through partnerships with local small businesses, fishing companies, and city authorities, Fishing for Futures creates a structured pathway for these individuals to gain skills, secure employment, and contribute to the local economy.





STAKEHOLDERS

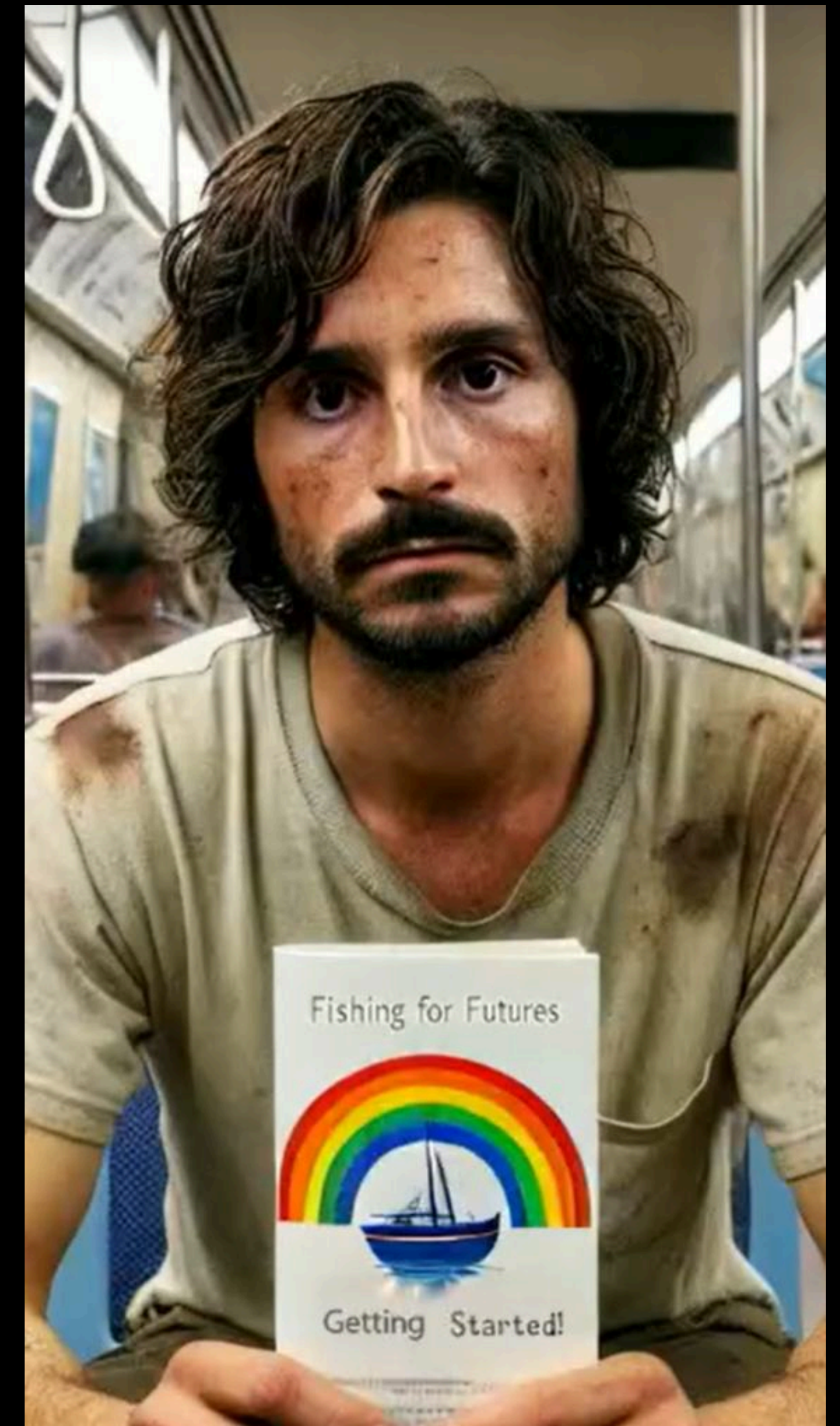
Ecosystem Map





Persona

Manny Johnson, 32, has been living near an LA metro station for three years after losing his job as a handyman and struggling with rising rent costs. Known for his resourcefulness and positive outlook, Manny helps others in his situation while seeking small jobs and staying out of crowded shelters, which he finds unsafe. Eager to rebuild his life, he dreams of stable work and his own place, making a program like Fishing for Futures—with its apprenticeship model and job resources—an ideal step toward stability and independence.



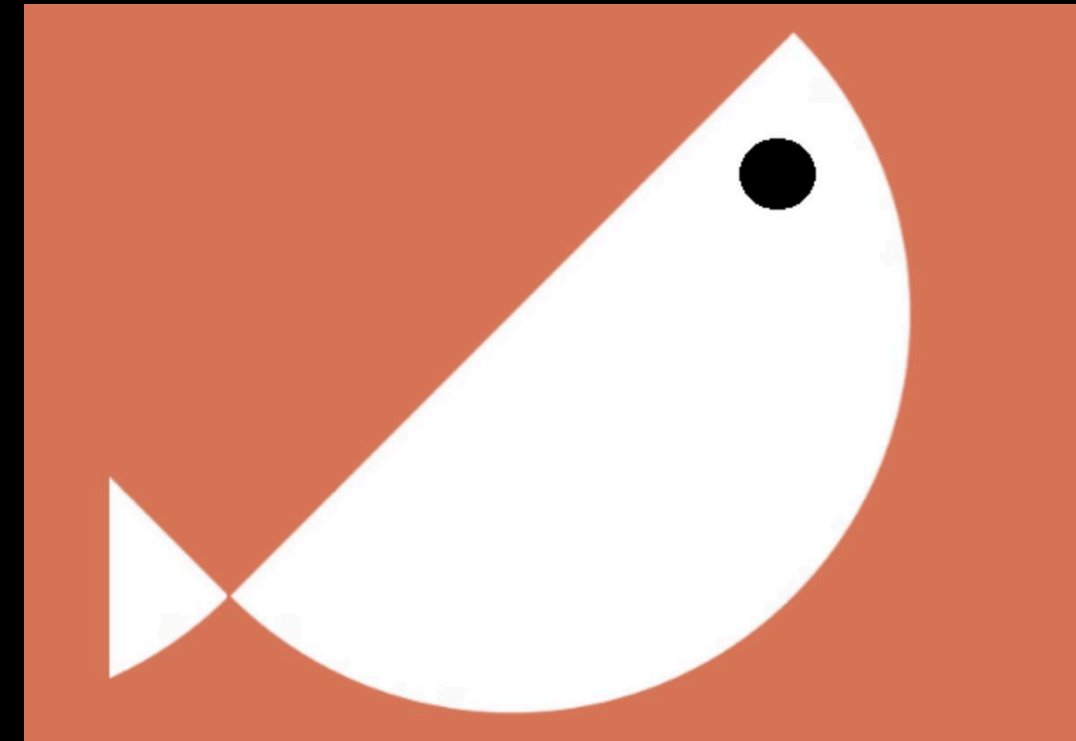
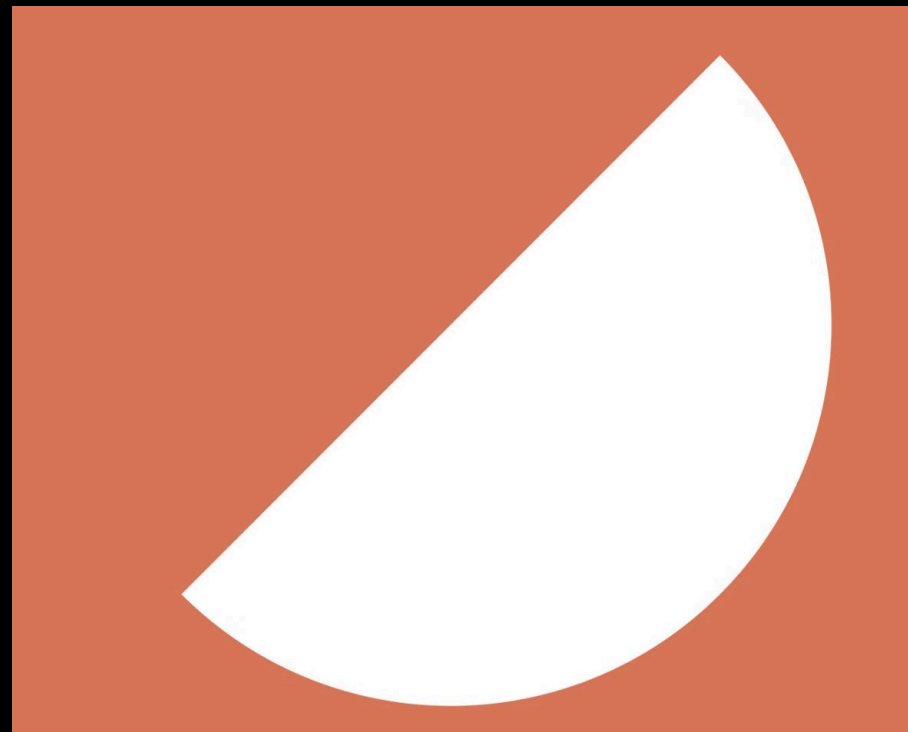


Storyboard

Visual Communication



Logo Evolution



FISHING FOR FUTURES

Next Steps



Viability



Feasibility

1

Technically

Boats equipped with living amenities and fishing tools enable sustainable income through market partnerships.

2

Economically

Initial costs are offset by long-term income, with opportunities for funding and lower ongoing expenses.

3

Operationally

Pilot programs, partnerships, and onshore support ensure effective implementation and scalability.

4

Socially

Offers a humane solution, improving lives, metro usability, and public perception.

Desirability



Fishing for Futures Team



William Liu



Joey Quatela



Janice Zhou



Kenya Ramirez



Julius Howlett



Christina Oo



Sources

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Appendix

Our Sacred Team Norms:

https://docs.google.com/document/d/18bkvvW6f0AYPcoMoZMz3BJqTkA_0Ns8O-ueVExKBwqc/edit?tab=t.0

Topic Selection Figma:

<https://www.figma.com/board/YnIDm8RIMPsGUZ0glS71K0/Rainbow-Alliance---P4B-Topic-Selection?node-id=0-1&t=d5T4j8KrvFXFRWxQ-1>

Individual Research on Affordable Housing:

https://docs.google.com/presentation/d/1MRlbSc_sHClffHclu2C6dqL1wTF6qLIh_50qC3ISZPQ/edit?usp=sharing

Early Process Diagram:

<https://www.canva.com/design/DAGUiSvNNAE/ny6MZS3UkU1OIKz4wHAY8Q/edit>

Design Thinking:

<https://www.figma.com/design/WolhLRODjzu5SGSb3YPIQY/Process-Visual-Map?node-id=0-1&node-type=canvas&t=SLrNRfjUEmA9pNGM-0>

Early Ideating with “Yurtopia”:

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Affordable Housing Slides:

https://docs.google.com/presentation/d/1lhEonIWQPI_LHcK8huNSIYpVcdfYJUqF6JX_Dm5_IQY/edit?usp=sharing

Group Grading Rubric:

https://docs.google.com/spreadsheets/d/1G05I3OMMMNk76I9ZOI7Y_aMfEW5H5k-68HI0e949FY0/edit?gid=0#gid=0

Some notes on the CPS process:

<https://docs.google.com/document/d/1ttNyecscogPK6wKOZliEKKak1QsnBCquZUF1qURD58/edit?usp=sharing>

Fishing for Futures (this slide presentation):

<https://www.figma.com/slides/MSi1Bgtm0PHO4yADu6UX1p/Fishing-for-Futures-Presentation?node-id=250-10&node-type=slide&t=haa9GDhQgtJGDKa5-0>