BAY 72

This document serves as a Bay72/SF72 update to the Bay Area Urban Area Security Initiative Approval Authority.

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What is SF72?

We believe in connection, not catastrophe

Here's the thing – actual emergencies look more like people coming together than cities falling apart.

Of course, preparedness is about getting your supplies together. But it's also about knowing your neighbors, lending a hand and sharing your knowledge.

SF72 is positive community preparedness, focused on making the next steps to getting prepared easy – 18 supplies, most of which you have around the house, a one-page plan and a meeting place you already want to visit.

Because small actions can have lots of impact.

What is Bay72?

Making the Bay more resilient through open source

Bay Area residents live, work and go to school in many different communities, often residing and working in two separate cities. And while each community has its own character and personality, the communities of the Bay Area share many of the same hazards.

Bay72 employs the research and ground-work of SF72 in an open source model. Promoting open development and collaboration to personalize the positive preparedness message to residents of any community.

Providing a blueprint to help bring people together.

User
Experience

User Profiles share some of the feedback we've received from Bay Area Residents

What is User Experience?

The best User Experience is one you don't even notice

User experience (UX) is how a person feels when interfacing with any given system. Just as banded radios or bomb robot interfaces matter to the user, so does the experience of preparing for an emergency.

UX is iterative, meaning the initial design is often not the final version of the product. Iteration is based on user feedback and use. It's an opportunity to consistently move the capability of Bay72 forward.

Why is UX important?

Like a disaster plan, User Experience must be tested

Even if we have confidence in the design that's been created, we are not the user. We can apply best practices (and we did), use the "right" design patterns and do all of the necessary research, but we only know its success when we exercise and engage the design with the community.

How does it help preparedness?

UX helps us understand the community we protect

Great UX requires insight and understanding of the audience's needs and desires. Even though we engage every day with our audience, UX has helped us understand that the entry-level "I should be more prepared" person is a gap we can begin to fill.

Meet Bay72 Users

Michelle

Single, Bay Area Resident

Seven years ago, I moved to the Bay and I knew I needed to get prepared for an earthquake or a tsunami.

I'm far too afraid to even think about what I might need or what might happen to me, my friends or my family. You make it seem so simple.

I have most of these supplies in my apartment and I already have a meeting place with my friends. So maybe I don't need to be so afraid.

Brian
Husband, Parent
San Francisco Resident

Yep, my wife and I have a meeting place - at the top of Alamo Square Park, by the restrooms.

But we definitely need to write it down and talk about it with our kids, so they know when and where to go if something happens.

Polly
Wife, Parent
Bay Area Resident

Wow! This is really beautiful. It definitely makes me want to take a look and you break it down so I can do a lot of these things with my kids.

We can decide what type of food to include and a few of their toys they might want to have around - even if we don't have them in our box, we would just know what to take, but talking about it.

Open Source

Open Source is a development model which promotes universal access and distribution of Bay72

Bay Area Developers are excited to help area governments develop the Bay72 model in their communities

What is open source?

Promoting collaboration and community

Open source is a development model that allows universal and free access to the SF72 design and blueprint. It also allows universal redistribution of that design and blueprint, including any improvements made by other communities.

Our intention is to provide the SF72 design through Github, a code repository, along with style guidance for communities and their development teams to deploy the SF72 concept to the Bay-Area and beyond.

How does that help preparedness?

All disasters are local; preparedness should be, too

Local governments know their communities better than anyone else, the open source model allows for local iteration and development of a preparedness message designed to stick with residents.

It also allows for exponential iteration of the Bay72 design and blueprint. Iteration is incredibly valuable because it allows for rapid customization and building from other known and proven work.

Meet Bay72
Open Source

Adam
Civic Developer
Bay Area Resident

Bay72 is a fresh take on preparedness and government information.

It's refreshing to see the code being willingly offered in a space that developers can use.

From my experience with various non-profit organizations, like Code for America and their Brigades, many civic coders, whether professional or volunteer, will be interested in helping to build YourCity72.

The opportunity to connect preparedness to a group of civic "hack"-tivists is a really unique opportunity.

Our hope is that the code and its history can be made open as quickly as possible, so we can build upon it.

Anything we can do to get the word out about keeping the Bay resilient is important.

Checking In

What's been done so far…
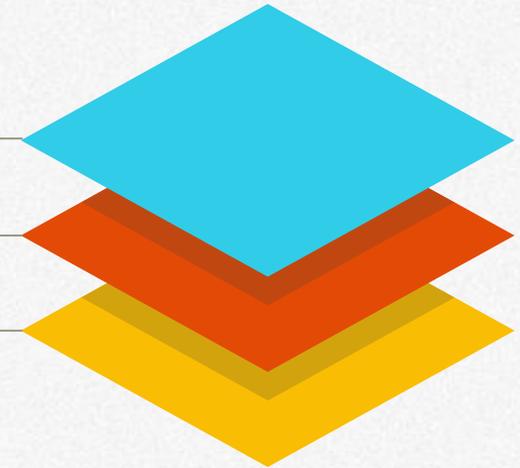
Building Bay 72

Testing SF72

Developing SF72

A people-centered vision of emergency preparedness. SF72 is a platform designed to plug into your existing networks – whether social or digital.

SF72 started as a call to change the culture of preparedness. From fearful and commanding to positive and grassroots.

We began with research and ideation – asking ourselves how might we create something positive and long-lasting.
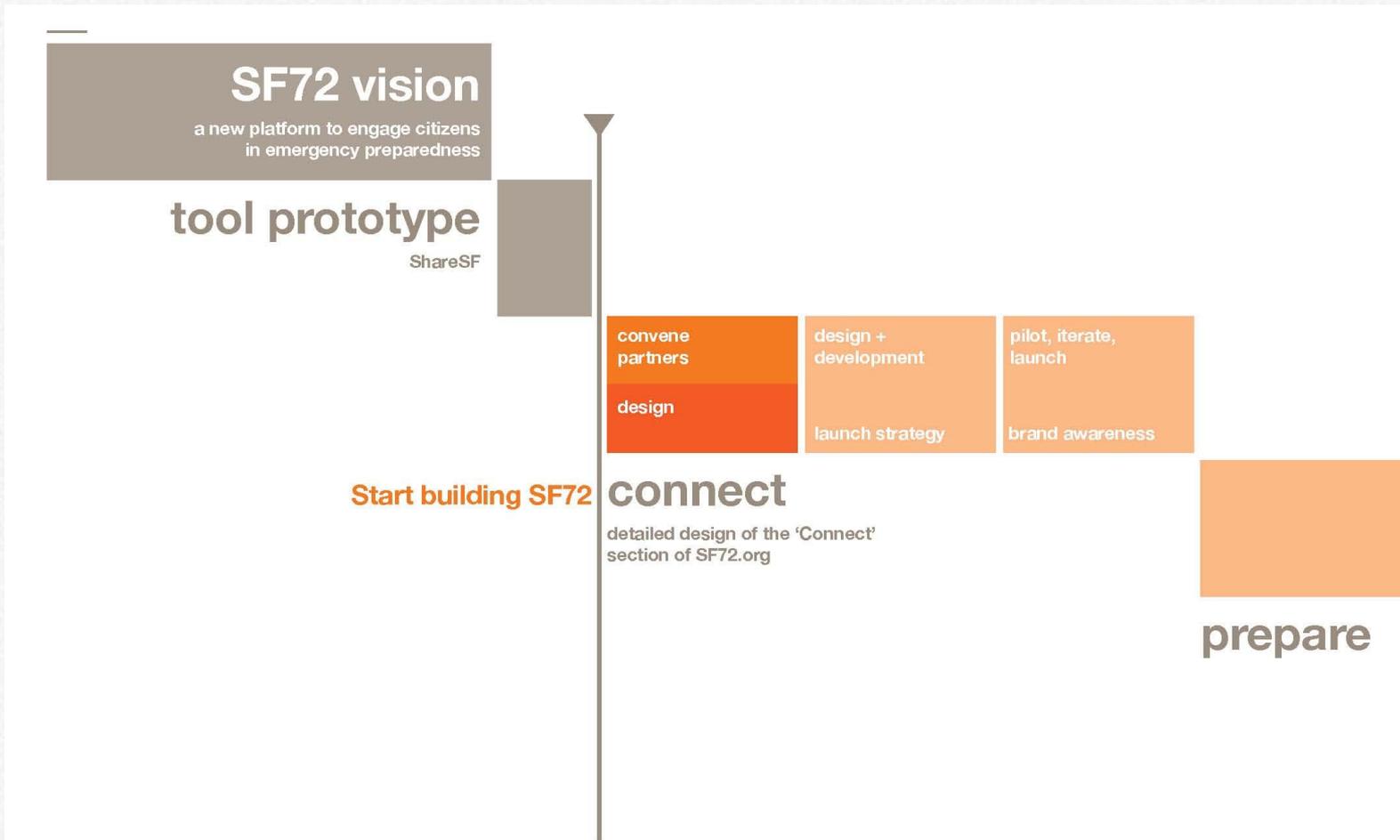
We designed, tested, iterated and re-tested the ideas, interface, and messaging.

Sharing the concept and the work with stakeholders, users and other communities, we felt the time was right for an open source model.

Building on existing interest and support within the Bay Area is key to the long-term development and success of the Bay72 initiative.

The timeline

Using the Design Thinking model, pioneered at IDEO, SF72 and Bay72 has been developed with months of research, prototyping and iteration.
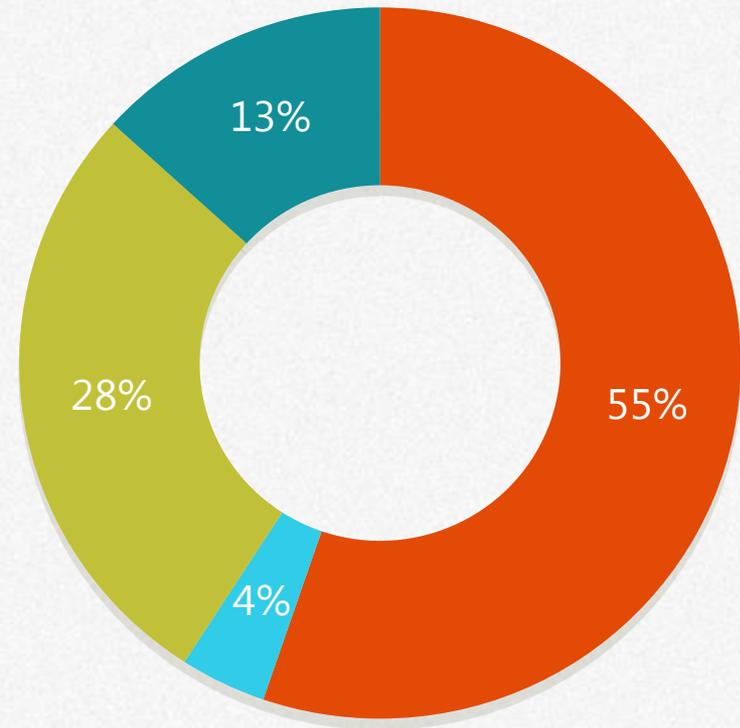
SF72 vision
a new platform to engage citizens in emergency preparedness

tool prototype
ShareSF

convene partners

design

design + development

launch strategy

pilot, iterate, launch

brand awareness

Start building SF72 connect
detailed design of the 'Connect' section of SF72.org

prepare

Breaking down the budget

Up until this point the majority of the funds ($500,000), have been dedicated to user research, iteration and design of the SF72, soon to be Bay72 platform.

The cost of site implementation ($250,000) includes development and hosting costs for the current SF72 site and previous developments.

Bay72 development ($117,000) has included a multi-community workshop and will launch a prototype with a Bay Area community.

Collateral Development ($35,000) included in five major languages and promotional items have also been developed.

13%

28%

55%

4%

- Research, Iteration & Design
- Multi-Language Collateral
- Site Implementation
- Bay72

Next Steps

Our current timeline

Using IDEO and the current SF72 brand, we estimate an eight week timeline to walk a city through the adoption of Bay72 into YourCity72.

SUGGESTED PROCESS AND TIMELINE

MONTH 1

MONTH 2

SF72

ADAPT BRAND AND COMMUNICATIONS TOOLS

PREP FOR WORKSHOP

WORK SHOP WITH TBD CITY

ADAPT CODE FOR OPEN SOURCING, CREATE CMS FOR USERS

STEWARDSHIP CALLS WITH FIRST CITY TO IMPLEMENT TO SUPPORT AND GUIDE

The possibilities

Building a Brand

Users love SF72 when they see and experience it, but we need to get it in front of them.

Using every possible mechanism, especially those that link Bay72 platforms together, to share preparedness throughout the Bay Area is absolutely essential to building a strong brand.

And a resilient community.

Deepening the Digital

There are many opportunities to improve and add depth to the Bay72 platform.

Preparing your home, protecting your business and learning about what recovery might really feel like are all possible additions to the Bay72 platform.

The possibilities are endless.

Creating Innovative Partnerships

Bay72 offers a unique opportunity to partner with civic developers, non-profit and private sector organizations. Especially those with Bay Area wide interests.

Partnership opportunities, like the relationship fostered with Google.org for the SF72 Crisis Map technology, are just the beginning.

Building whole community preparedness.

Want More Information?

SF72.org

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