

# Seattle + Affordability

**Vision:** We envision a collaborative and innovative city government serving a community where everyone thrives.

**Mission:** We partner with city departments using data and design to creatively solve problems.



**Seattle**  
Innovation & Performance

Research Question

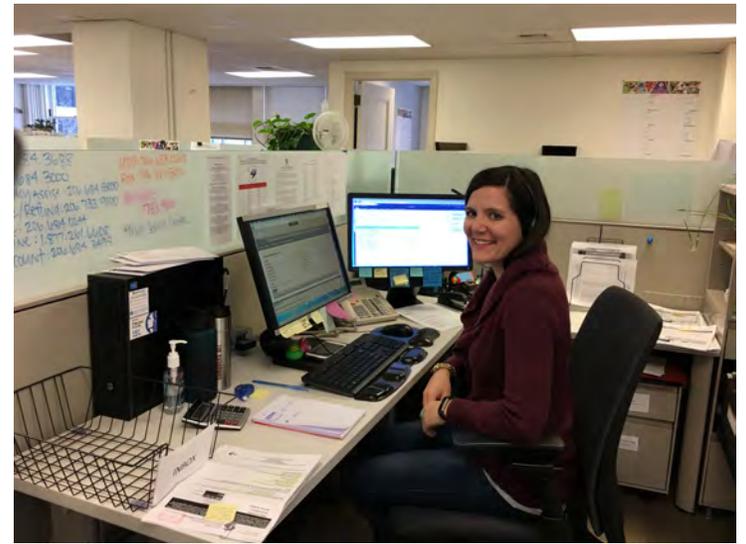
**How might the City of Seattle better connect low-income households and residents to programs and services that will lower their cost of living?**

**Section 3 of Executive Order 2017-12:  
Seattle Rental Housing Assistance Program  
and Affordability Portal calls for a proposal  
and implementation plan by March 30, 2018.**

# Project Timeline

Week 1 (1/22)	Create project and research plan
Week 2 (1/29)	Research
Week 3 (2/5)	Research
Week 4 (2/12)	Synthesize research
Week 5 (2/19)	Generate ideas
Week 6 (2/26)	Create prototypes and test ideas
<b>Week 7 (3/5)</b>	<b>Test and refine ideas</b>
Week 8 (3/19)	Draft plan
Week 9 (3/19)	Share plan and receive feedback
Week 10 (3/26)	Deliver plan by 3/31

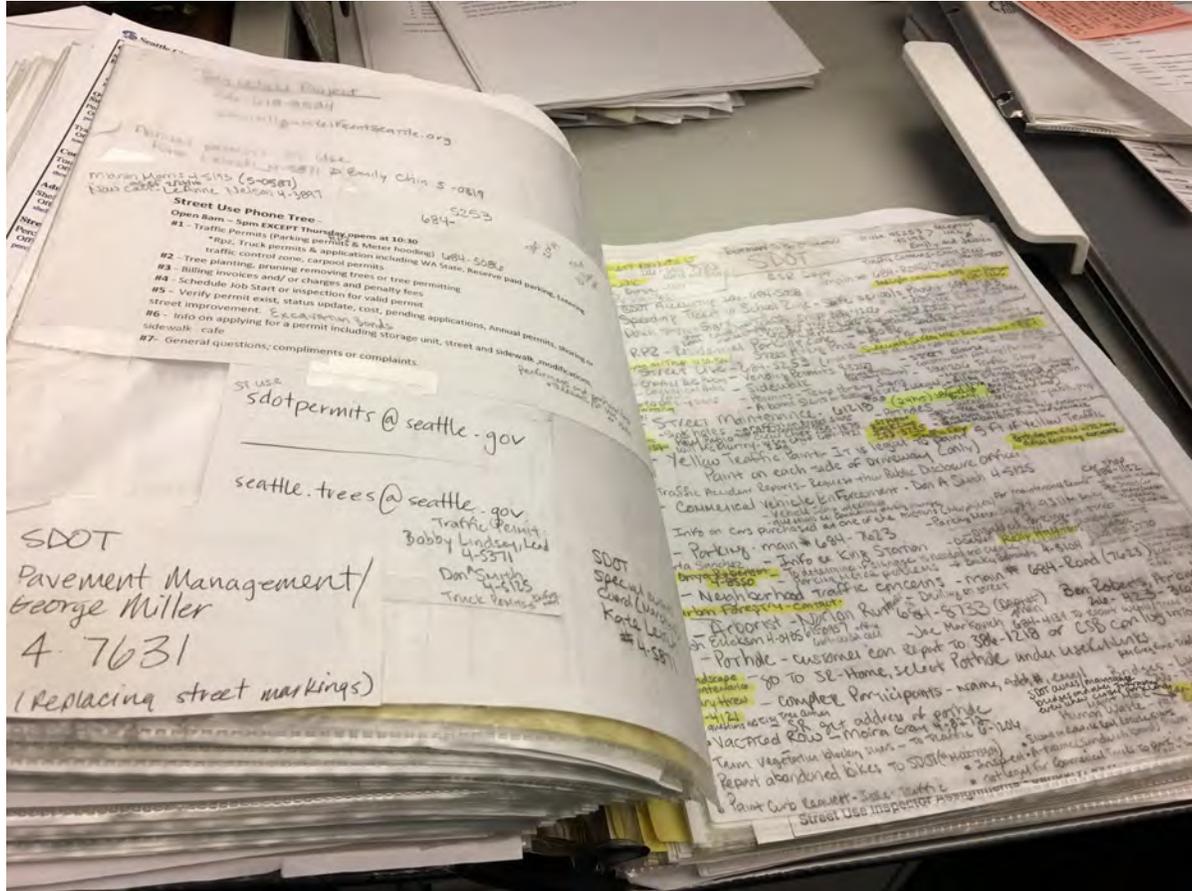
**Research**





**“I would like a go-to person instead of talking to different people and explaining my situation every time. I wish I had a personal social worker that can oversee my account and I can connect with them right away.”**

**– Resident**



[All staff observed kept personal lists of resources and connections to fill gaps in coordination across programs.]



WK 3 (2/15) Synthesize Research  
wk 4 (2/12) IDEATION + PROTOTYPING WORKSHOPS  
...  
Affordability in Seattle  
Barriers to Access  
CLIENT STATE (PROGRAMS + SERVICES)  
Low income Residents  
Project Scoping  
 Outreach  
 Other

OUTLINE PLAN DOC  
REFINE Problem Statement  
SHARE FINDINGS  
Scheduling  
Select

### Organizational Research

- 31 staff
- 17 hours total
- 14 departments

### Contextual Research

- 22 staff
- 8 hours total
- 11 locations

### User Research

- 10 people
- 5 hours total
- Family size (average 3.2)
- Income (average \$34,224, 40% AMI)
- Gender identity (5 female, 5 male)
- Racial identity (7/10 people of color)
- Age (average 44 years old)
- How long in Seattle? (average 13 years)
- Immigrant/ELLs (4/10)

# Summary of Themes

#1	Meet people where they are and bring them the information that they need
#2	Many people prefer to access government services through human intermediaries
#3	People need ease of access, clarity, and security to successfully navigate services
#4	A digital solution, if executed well, benefits people who already access web services

# Summary of Themes

#1	Meet people where they are and bring them the information that they need
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#3	People need ease of access, clarity, and security to successfully navigate services
#4	A digital solution, if executed well, benefits people who already access web services

**+ There are limits of current programs and services to address affordability needs**

**Innovation Lab**



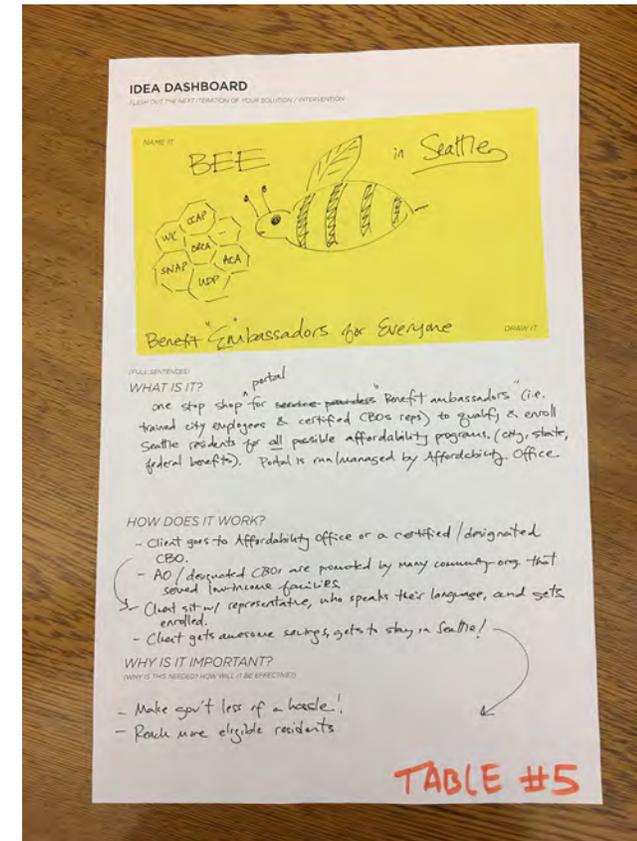
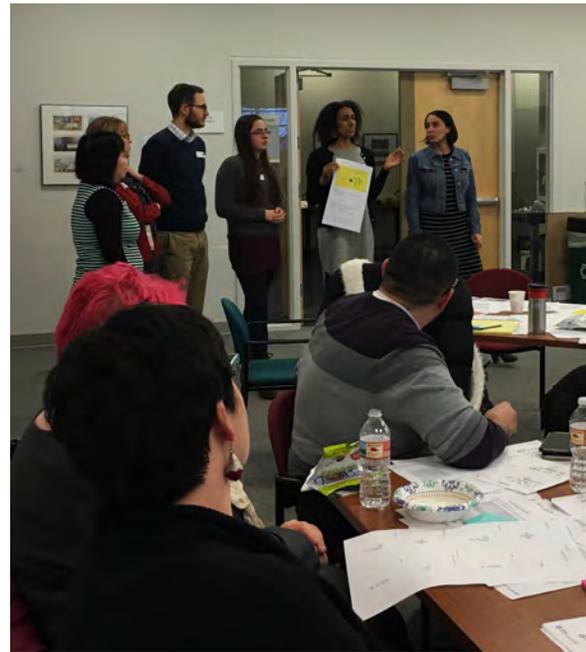
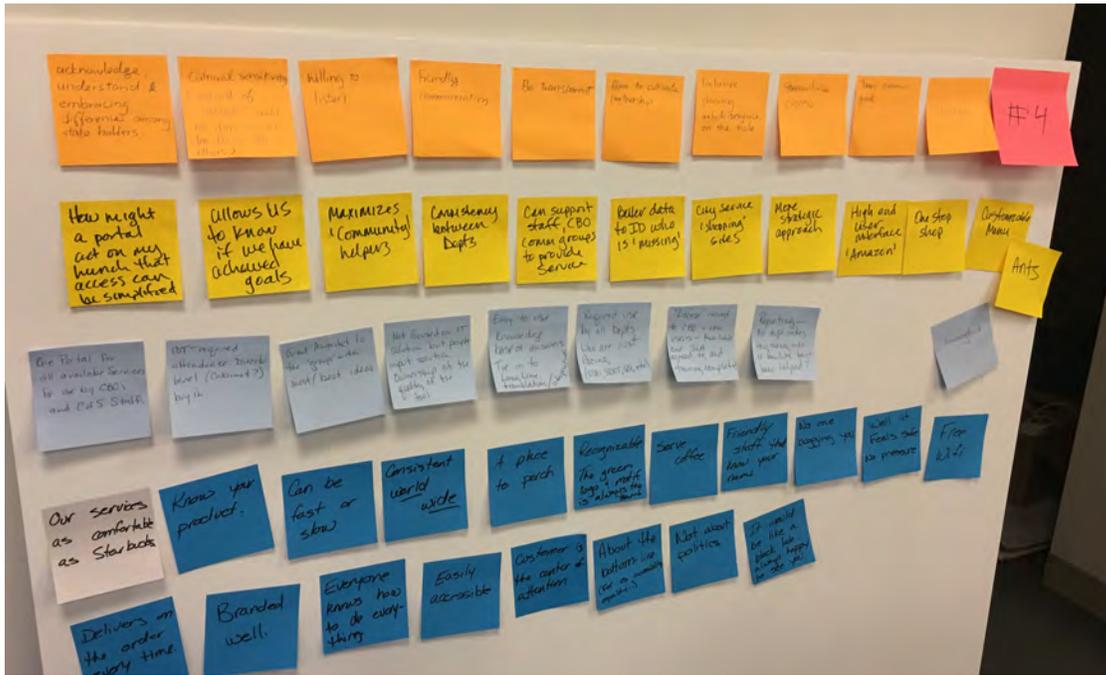
thinking like a designer



## Attendees

- 31 people
- 10 departments
- 2 community organizations
- 3 residents





**IDEA DASH™**  
FLESH OUT THE NEXT ITERATION OF YOUR SOLUTION / INTERVENTION

**WOOF**

**BARK!**

**WOOF!!**

**Resource Menu**

**Green**

**WHAT IS IT?**  
One-stop-shop, organized user "portal." Knowledge base that is customer-centric, culturally sensitive, highly accessible and easy.

**HOW DOES IT WORK?**

- Through people places and things
- People providing answers in comfortable places using **ONE thing** (IT portal resource menu).

**WHY IS IT IMPORTANT?**  
(WHY IS THIS NEEDED? HOW WILL IT BE EFFECTIVE?)  
What we are doing is chaos.

**TABLE #4**

**IDEA DASHBOARD**  
FLESH OUT THE NEXT ITERATION OF YOUR SOLUTION / INTERVENTION

**NAME IT** A 'Did You Know...?' marketing campaign that drives attention to call a concierge phone number for City benefits programs info &/or 'Trader' like app for benefits, match-ups.

**Did You Know?**  
Email, Social Media, buses, etc.

**CONCIERGE**

**Tinder-like App.**

**Also could be linked**

**DRAW IT**

**(FULL SENTENCES)**  
**WHAT IS IT?**

- 1) Marketing campaign-driving action single point/curated
- 2) Development of information access points.
- 3) Coordination between different city programs offering benefits programs.
- 4) Building of 'Culture of Awareness' with access points.

**HOW DOES IT WORK?**

- Marketing campaign raises awareness for customers to ~~customer~~ access benefits info in a 'one stop shop' way.
- Concierge App can be linked: maybe app is used to scan ID programs that customer is eligible to access & concierge is used to take the next step to enroll customers in programs.
- OR app is used for eligibility screening & enrollment
- OR concierge is used for eligibility screening & enrollment
- App/concierge can refer people to CBOs for enrollment & include info about **benefits** Federal, Regional, Local benefits programs.

**WHY IS IT IMPORTANT?**  
(WHY IS THIS NEEDED? HOW WILL IT BE EFFECTIVE?)

- 1) Coordinated approach between city programs
- 2) Streamlined user/customer experience to access city affordability program.

**TABLE #3**

**IDEA DASHBOARD**  
FLESH OUT THE NEXT ITERATION OF YOUR SOLUTION / INTERVENTION

**NAME IT** **BEE** in Seattle

**Benefit "Embassadors for Everyone"**

**DRAW IT**

**(FULL SENTENCES)**  
**WHAT IS IT?** <sup>portal</sup>  
one stop shop for ~~service providers~~ "Benefit ambassadors" (i.e. trained city employees & certified CBOs reps) to qualify & enroll Seattle residents for all possible affordability programs. (city, state, federal benefits). Portal is run/managed by Affordability Office.

**HOW DOES IT WORK?**

- Client goes to Affordability Office or a certified/designated CBO.
- AO/designated CBOs are promoted by many community-org. that served low-income families.
- Client sit w/ representative, who speaks their language, and gets enrolled.
- Client gets awesome savings, gets to stay in Seattle!

**WHY IS IT IMPORTANT?**  
(WHY IS THIS NEEDED? HOW WILL IT BE EFFECTIVE?)

- Make gov't less of a hassle!
- Reach more eligible residents

**TABLE #5**

# Primary Ideas

1	<b>Digital Portal:</b> An online tool that connects residents with each City benefit program for which they are eligible
2	<b>Enrollment Process Improvements:</b> Streamlined access to individual benefit programs and across the full portfolio of programs
3	<b>Outreach and Marketing:</b> Targeted information to residents and community groups about a portal and the benefit programs themselves

# Digital Prototypes

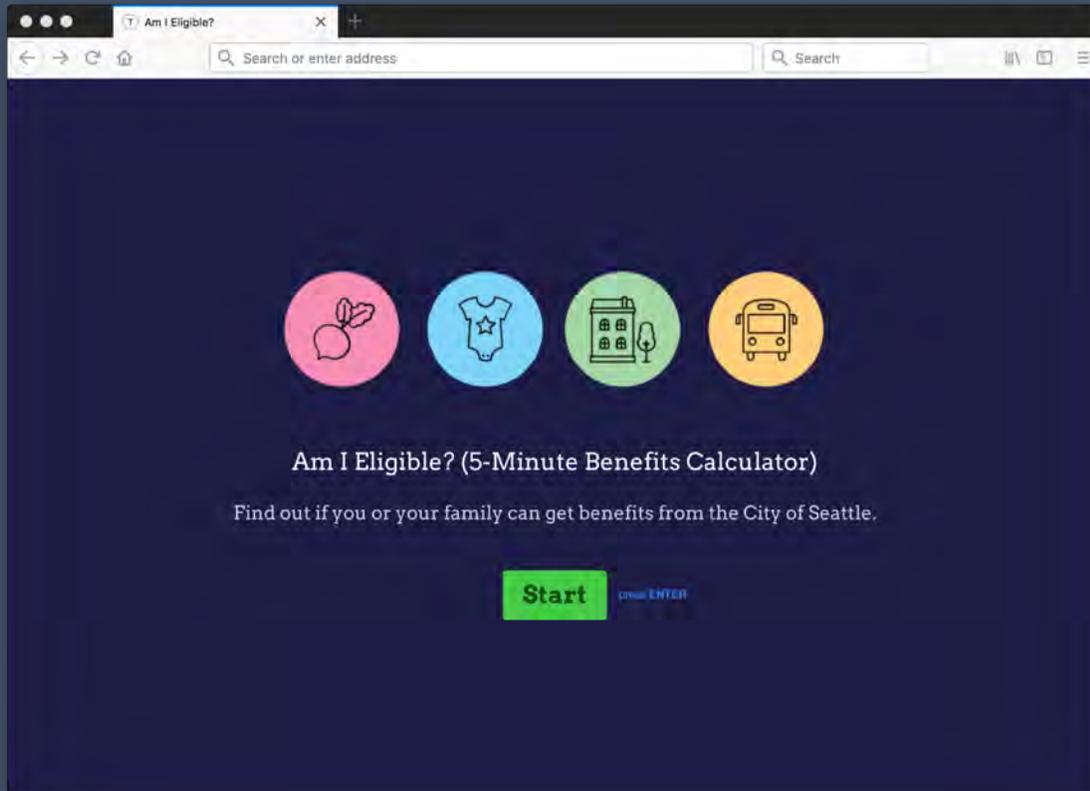
Improvements to programs, processes, outreach, marketing, and non-digital tools are being tested separately.

# Am I Eligible? (5-Minute Benefits Calculator)

<b>What is it?</b>	<b>Our Hunch</b>
<p>This tool lets people find what programs are available to them in under 5 minutes.</p>	<p>Our hunch is that people would benefit from seeing information about what is available to them (or their customers) in one place.</p>

[bit.ly/benefitscalculator](https://bit.ly/benefitscalculator)

# Am I Eligible? (5-Minute Benefits Calculator)

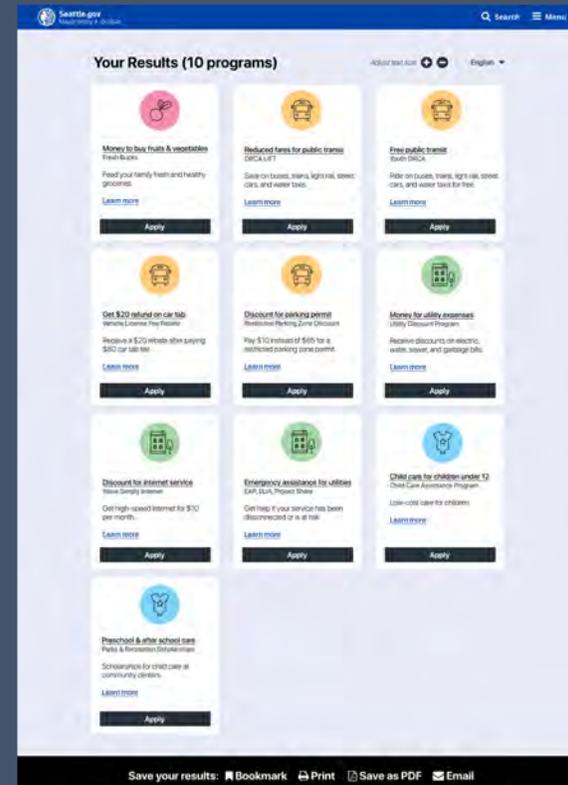


Am I Eligible? (5-Minute Benefits Calculator)

Find out if you or your family can get benefits from the City of Seattle.

[Start](#) OR ENTER

The landing page features a dark blue background with four circular icons: a pink one with a fruit, a light blue one with a baby onesie, a light green one with a house and tree, and a yellow one with a bus. Below the icons is the title and a 'Start' button.

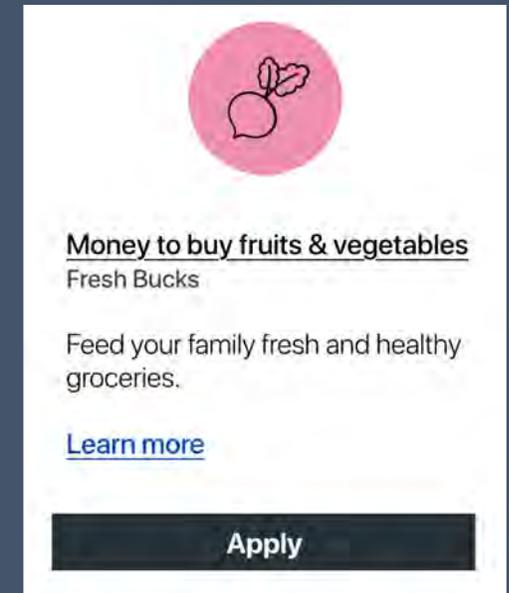


Your Results (10 programs)

 <b>Money to buy fruits &amp; vegetables</b> Fresh Bucks Feed your family fresh and healthy groceries. <a href="#">Learn more</a> <a href="#">Apply</a>	 <b>Reduced fares for public transit</b> CASHA 517 Save on buses, trains, light rail, street cars, and water taxis. <a href="#">Learn more</a> <a href="#">Apply</a>	 <b>Free public transit</b> Cash Card Ride on buses, trains, light rail, street cars, and water taxis for free. <a href="#">Learn more</a> <a href="#">Apply</a>
 <b>Get \$20 refund on car toll</b> Vehicle License Fee Rebate Receive a \$20 rebate after paying \$20 car toll fee. <a href="#">Learn more</a> <a href="#">Apply</a>	 <b>Discount for parking permit</b> Residential Parking Zone Discount Pay \$10 instead of \$45 for a residential parking zone permit. <a href="#">Learn more</a> <a href="#">Apply</a>	 <b>Money for utility expenses</b> Utility Discount Program Receive discounts on electric, water, sewer, and garbage bills. <a href="#">Learn more</a> <a href="#">Apply</a>
 <b>Discount for internet service</b> From family internet Get high-speed internet for \$10 per month. <a href="#">Learn more</a> <a href="#">Apply</a>	 <b>Emergency assistance for utilities</b> Cash Back Power Share Get help if your service has been discontinued or is at risk. <a href="#">Learn more</a> <a href="#">Apply</a>	 <b>Child care for children under 13</b> Child Care Assistance Program Look-out care for children. <a href="#">Learn more</a> <a href="#">Apply</a>
 <b>Preschool &amp; after school care</b> Preschool & After-School Care Scholarships for child care at community centers. <a href="#">Learn more</a> <a href="#">Apply</a>		

Save your results: [Bookmark](#) [Print](#) [Save as PDF](#) [Email](#)

The results page shows a grid of 10 program cards, each with an icon, title, description, 'Learn more' link, and 'Apply' button. At the bottom, there are links to save, print, or email the results.





**Money to buy fruits & vegetables**  
Fresh Bucks

Feed your family fresh and healthy groceries.

[Learn more](#)

[Apply](#)

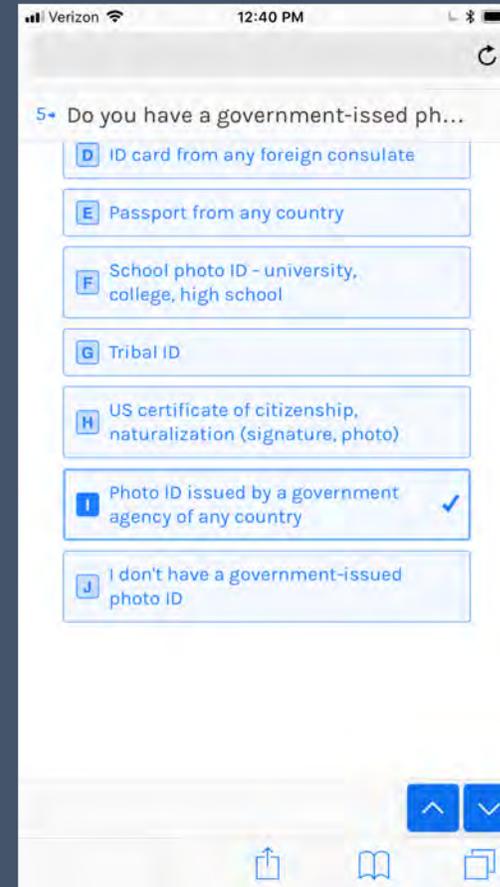
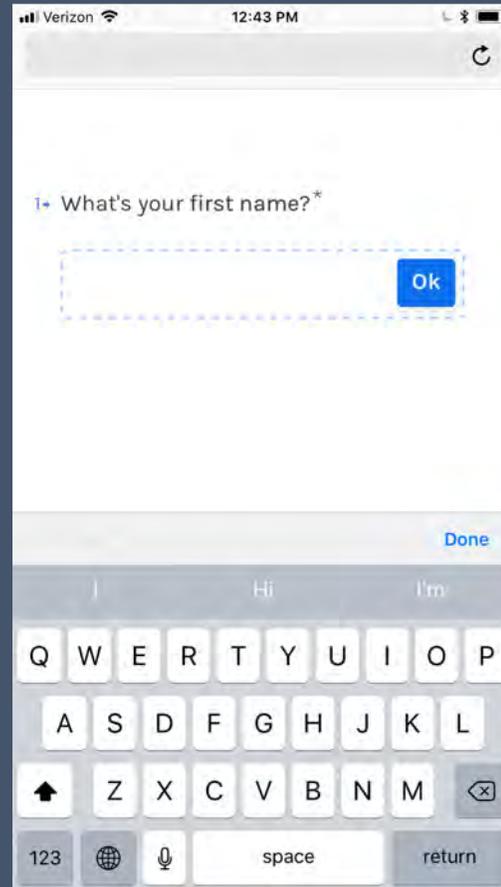
This block shows a detailed view of the 'Fresh Bucks' program, including a large fruit icon, the program name, a brief description, a 'Learn more' link, and a large 'Apply' button.

[bit.ly/benefitscalculator](https://bit.ly/benefitscalculator)

# Benefits Pre-Approval (Easy Verification)

What is it?	Our Hunch
<p>This tool lets people submit identity and income information one time for all City programs – and it allows people to use the camera on their phones to upload images.</p>	<p>Our hunch is that people would benefit from not providing (or processing) multiple requests for the same information – and that scanning and uploading files can be a barrier.</p>

# Benefits Pre-Approval (Easy Verification)



[bit.ly/benefitspreapproval](https://bit.ly/benefitspreapproval)

# My Benefits (Status Checker)

<b>What is it?</b>	<b>Our Hunch</b>
<p>This tool lets people view the status of all their applications and what actions, if any, are needed.</p>	<p>Our hunch is that people would benefit from seeing information about all of their applications and benefits in one place.</p>

[bit.ly/benefitsstatus](https://bit.ly/benefitsstatus)

# My Benefits (Status Checker)

Seattle.gov  
Mayor Jenny A. Durkan

Search Menu

## My Benefits

Adjust text size + - English

First Name

Last Name

Month  Day  Year

Zip Code

**Continue**

Seattle.gov  
Mayor Jenny A. Durkan

Search Menu

## My Benefits

English

Welcome  
**Maya Lopez**

3801 Beacon Ave S  
Seattle, WA 98108  
(206) 684-7481  
mayaaaaa@email.com  
[\(edit\)](#)

**ACTION REQUIRED!**  
Preschool & after school care  
Parks & Recreation Screenship  
03/12/2018 - Updated record of use for Min

<b>ACTIVE</b>  <b>Money to buy fruits &amp; vegetables</b> Fresh Bucks Feed your family fresh and healthy groceries. <a href="#">Learn more</a>	<b>PENDING</b>  <b>Child care for children under 12</b> Child Care Assistance Program Low-cost care for children. <a href="#">Learn more</a>	<b>PENDING</b>  <b>Money for utility expenses</b> Utility Discount Program Receive discounts on electric, water, sewer, and garbage bills. <a href="#">Learn more</a>
<b>PENDING</b>  <b>Discount for internet service</b> Wave Simply internet Get high-speed internet for \$10 per month. <a href="#">Learn more</a>	<b>PENDING</b>  <b>Reduced fares for public transit</b> ORCA LIFT Save on buses, trains, light rail, street car, and water taxis. <a href="#">Learn more</a>	<b>ON HOLD</b>  <b>Preschool &amp; after school care</b> Parks & Recreation Scholarships Scholarships for child care at community centers. <a href="#">Learn more</a>

Save your benefits: [Print](#) [Save as PDF](#) [Email](#)

[bit.ly/benefitsstatus](https://bit.ly/benefitsstatus)

# Find Savings

<b>What is it?</b>	<b>Our Hunch</b>
<p>This tool lets people view what benefits are available to them and how much they can save each month.</p>	<p>Our hunch is that people would benefit from being able to evaluate the value of programs in dollars before starting an application.</p>

[bit.ly/benefitsavings](https://bit.ly/benefitsavings)

# Find Savings

Find out how much you can save.

3 person | \$41,584 | 98144 | Search

**Programs**

- Money to buy fruits & vegetables (Fresh Bucks)
- Reduced fares for public transit (ORCA LIFT)
- Free public transit (Youth ORCA)
- Get \$20 refund on car tags (Vehicle License Fee Rebate)
- Discount for parking permit (Restricted Parking Zone Discount)
- Money for utility expenses (Utility Discount Program)
- Discount for internet service (Wash. Savings Internet)
- Emergency assistance for utilities (LAF, ELA, Project Share)
- Child care for children under 12 (Child Care Assistance Program)

Save programs: Print | Save as PDF | Email

3 people | \$21,584 | 98144 | Search

**Utilities**

- Money for utility expenses (Utility Discount Program) - **Apply**

**Child Care**

- Child care for children under 12 (Child Care Assistance Program) - **Apply**
- Preschool & after school care (Rivers & Shilshole Scholarships) - **Apply**

**Transportation**

- Reduced fares for public transit (ORCA LIFT) - **Apply**
- Free public transit (Youth ORCA) - **Apply**

A household like yours can save: **\$623 per month**

Program	Monthly	Yearly
Utility Discount Program	\$100	\$1200
Child Care Assistance Program	\$283	\$3396
ORCA LIFT	\$120	\$1440
Youth ORCA	\$340	\$1440
<b>Average Benefit</b>	<b>\$623</b>	<b>\$7476</b>

Save programs: Print | Save as PDF | Email

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bit.ly/benefitssavings

# Prototypes

1	<b>Am I Eligible? (5-Minute Benefits Calculator)</b>	<a href="https://bit.ly/benefitscalculator">bit.ly/benefitscalculator</a>
2	<b>Benefits Pre-Approval (Easy Verification)</b>	<a href="https://bit.ly/benefitspreapproval">bit.ly/benefitspreapproval</a>
3	<b>My Benefits (Status Checker)</b>	<a href="https://bit.ly/benefitsstatus">bit.ly/benefitsstatus</a>
4	<b>Find Savings</b>	<a href="https://bit.ly/benefitssavings">bit.ly/benefitssavings</a>

# Testing (aka learning about our ideas)

What's working? 	What could be improved? 
New questions 	New ideas 



# Testing (aka learning about our ideas)

I would use this if someone offered it to me.\*

1	2	3	4	5
---	---	---	---	---

Strongly Disagree

Strongly Agree

This was easy to understand and use.\*

1	2	3	4	5
---	---	---	---	---

Strongly Disagree

Strongly Agree

This would help me have a better outcome.\*

1	2	3	4	5
---	---	---	---	---

Strongly Disagree

Strongly Agree



If you had \$100, how much would you allocate to each of these ideas?

You can put \$25 on 4 ideas or all your money on one. Or whatever you want. The total should add up to \$100.

Interested in testing?

[bit.ly/affordabilityportal](https://bit.ly/affordabilityportal)



thank you\*!