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.
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.
<table>
<thead>
<tr>
<th>Week</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (1/22)</td>
<td>Create project and research plan</td>
</tr>
<tr>
<td>2 (1/29)</td>
<td>Research</td>
</tr>
<tr>
<td>3 (2/5)</td>
<td>Research</td>
</tr>
<tr>
<td>4 (2/12)</td>
<td>Synthesize research</td>
</tr>
<tr>
<td>5 (2/19)</td>
<td>Generate ideas</td>
</tr>
<tr>
<td>6 (2/26)</td>
<td>Create prototypes and test ideas</td>
</tr>
<tr>
<td><strong>7 (3/5)</strong></td>
<td><strong>Test and refine ideas</strong></td>
</tr>
<tr>
<td>8 (3/19)</td>
<td>Draft plan</td>
</tr>
<tr>
<td>9 (3/19)</td>
<td>Share plan and receive feedback</td>
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<tr>
<td>10 (3/26)</td>
<td>Deliver plan by 3/31</td>
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</tbody>
</table>
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.]
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)
<table>
<thead>
<tr>
<th>#1</th>
<th>Meet people where they are and bring them the information that they need</th>
</tr>
</thead>
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<tr>
<td>#2</td>
<td>Many people prefer to access government services through human intermediaries</td>
</tr>
<tr>
<td>#3</td>
<td>People need ease of access, clarity, and security to successfully navigate services</td>
</tr>
<tr>
<td>#4</td>
<td>A digital solution, if executed well, benefits people who already access web services</td>
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# Summary of Themes

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* There are limits of current programs and services to address affordability needs
Innovation Lab
Ayse Birsel

optimistic

empathic

holistic

collaborative

what if?

thinking like a designer
Attendees

- 31 people
- 10 departments
- 2 community organizations
- 3 residents
participant map
innovation lab for affordability

resident of seattle
provides direct service
supports or manages programs, people that provide services
supports or manages people or policies that result in how services are delivered
**TABLE #4**

**WHAT IS IT?**
- This idea is a marketing campaign that will be an interactive space for a city to engage with residents.
- The campaign will use an app and Social Media to promote the city's programs.

**HOW DOES IT WORK?**
- The app will allow residents to access city programs and events.
- Social Media will be used to promote the app and campaigns.

**WHAT IS IMPORTANT?**
- The focus is on creating awareness and engagement with city programs.
- The campaign should be user-friendly and accessible.

**TABLE #3**

**WHAT IS IT?**
- An app for residents to access city programs.
- The app will be available on both iOS and Android.

**HOW DOES IT WORK?**
- The app will allow residents to access city programs and receive notifications.
- The app will have a user-friendly interface.

**WHAT IS IMPORTANT?**
- The app should be easy to use and accessible.
- The app should be promoted to ensure high engagement.

**TABLE #5**

**WHAT IS IT?**
- A social media campaign to promote the city's programs.
- The campaign will focus on engaging residents.

**HOW DOES IT WORK?**
- The campaign will use Social Media to promote the city's programs.
- Residents will be encouraged to share the campaign on their own social media.

**WHAT IS IMPORTANT?**
- The campaign should be engaging and shareable.
- The focus should be on creating awareness and engagement.
<table>
<thead>
<tr>
<th></th>
<th>Primary Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Digital Portal:</strong> An online tool that connects residents with each City benefit program for which they are eligible</td>
</tr>
<tr>
<td>2</td>
<td><strong>Enrollment Process Improvements:</strong> Streamlined access to individual benefit programs and across the full portfolio of programs</td>
</tr>
<tr>
<td>3</td>
<td><strong>Outreach and Marketing:</strong> Targeted information to residents and community groups about a portal and the benefit programs themselves</td>
</tr>
</tbody>
</table>
Digital Prototypes

Improvements to programs, processes, outreach, marketing, and non-digital tools are being tested separately.
## Am I Eligible? (5-Minute Benefits Calculator)

<table>
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<tr>
<th>What is it?</th>
<th>Our Hunch</th>
</tr>
</thead>
<tbody>
<tr>
<td>This tool lets people find what programs are available to them in under 5 minutes.</td>
<td>Our hunch is that people would benefit from seeing information about what is available to them (or their customers) in one place.</td>
</tr>
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</table>
### Benefits Pre-Approval (Easy Verification)

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<th>What is it?</th>
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<tr>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>
Benefits Pre-Approval (Easy Verification)

Verify your identity and income in one place and get pre-approved for all City benefit programs.

bit.ly/benefitspreapproval
## My Benefits (Status Checker)

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<th>What is it?</th>
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<tr>
<td>This tool lets people view the status of all their applications and what actions, if any, are needed.</td>
<td>Our hunch is that people would benefit from seeing information about all of their applications and benefits in one place.</td>
</tr>
</tbody>
</table>
My Benefits (Status Checker)

bit.ly/benefitsstatus
Find Savings

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

Find out how much you can save.

Programs

Utilities

Child Care

Transportation

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
Average Benefit $623 $7476

bit.ly/benefitssavings
# Prototypes

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Link</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Am I Eligible? (5-Minute Benefits Calculator)</td>
<td><a href="bit.ly/benefitscalculator">bit.ly/benefitscalculator</a></td>
</tr>
<tr>
<td>2</td>
<td>Benefits Pre-Approval (Easy Verification)</td>
<td><a href="bit.ly/benefitspreapproval">bit.ly/benefitspreapproval</a></td>
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Testing (aka learning about our ideas)
Testing (aka learning about our ideas)

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

Strongly Disagree

This was easy to understand and use.*

Strongly Disagree

This would help me have a better outcome.*

Strongly Disagree

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
thank you!