

**SCAD Pro x Deloitte.**

# **Disrupting Housing Insecurity And Homelessness**

Introduction

# The Team



**Dan Brown**  
Instructor



**Daniel Aguirre**  
IDUS / UX Design



**Suwenjing Li**  
IDUS / Design Management



**Blair Jin**  
Architecture



**Jenn Howell**  
Preservation Design



**Mary Andersen**  
Industrial Design



**Samantha Kodzis**  
Interior Design



**Ghalib Othman**  
UX Design



**Yashvi Shah**  
Design Management

# Problem Statement.

How might we better **understand the tenant user experience** in the housing instability lifecycle **in New York City** in order to design processes that can improve on effective interventions, timely responses, and long term outcomes for residents.

Part 2

# Shocking Stats.

Shocking Stats

# Affordable Housing

**560,000**

**Total Housing Units Needed**



x100

Shocking Stats

# Affordable Housing

**1 In 284**

**In Beijing**

**1 In 212**

**In Maharashtra**

Shocking Stats

# Affordable Housing

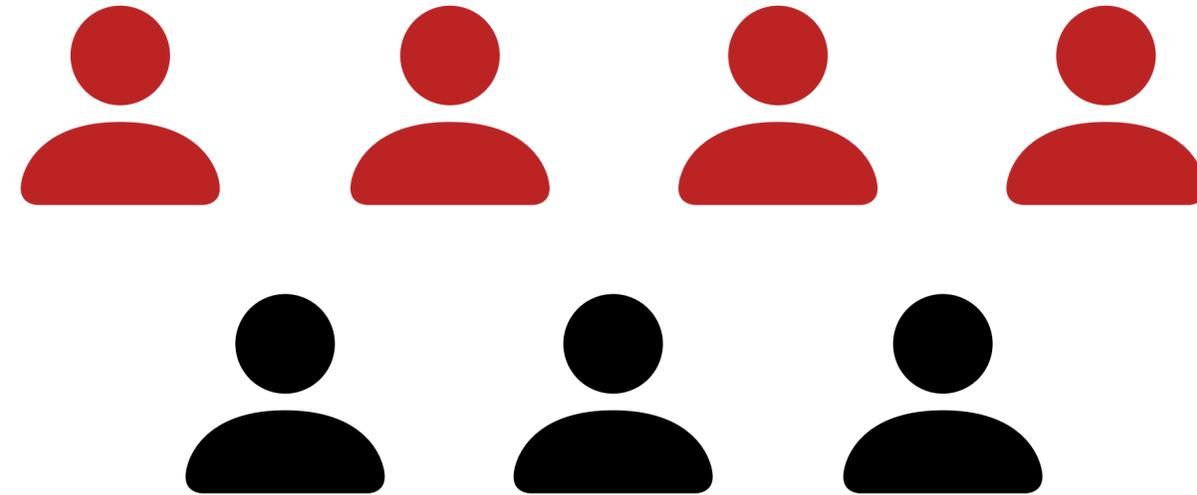
# 1 In 600

Have A Chance Of Winning The  
Affordable Housing Lottery



Shocking Stats

# Financial Literacy Rates



**4 In 7 Americans Are Financially Illiterate**

Shocking Stats

# Financial Literacy Rates

**One third  
of renters  
spend**

**Over  
50%**

**of their  
income  
on rent**

Shocking Stats

# Financial Literacy Rates

**38%**

**Of Adults Have Less Than \$1,000 Saved For Financial Emergencies**

Part 3

# Personas.



**Rebekah**



*I was told you have to call somebody for help about a voucher and housing stuff...but nobody helped me*

**Age:** 43

**Location:** NYC

**Gender:** Female

**Nationality:** Puerto Rican



**Joseph**



*Many people are not psychologically able to use the internet in order to get the information*

**Age:** 38

**Location:** NYC

**Gender:** Male

**Nationality:** American



**Charlie**



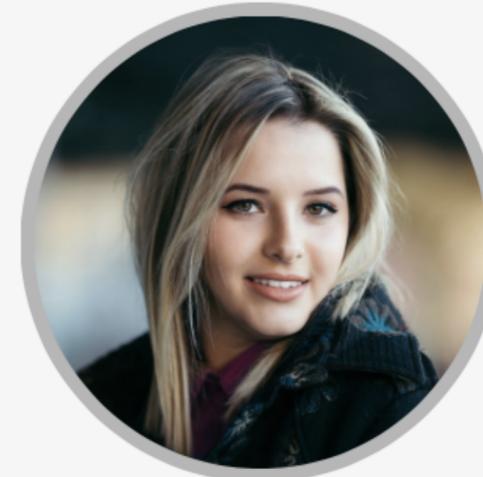
*It is the second time I am here. I just need a job that will keep me up*

**Age:** 67

**Location:** NYC

**Gender:** Male

**Nationality:** Portuguese/Venezuelan



**Julia**



*Been in and out of foster care since I was a kid. I didn't have the guidance to know what to do with my life*

**Age:** 19

**Location:** NYC

**Gender:** Female

**Nationality:** American

**So... What Do We  
Do About This?**

**Educate. Advocate.**  
**Innovate.**

# ROOF NYC

**Educate.**

## Education

# Curriculums

### OHIO

- Personal finance starts in grade 3
- 46% less homeless people in Cleveland in comparison to New York City

### NEBRASKA

- Financial Literacy Act
- All schools must teach K-8
- All school districts are required to provide a status report.
- 14% less homeless people in Omaha in comparison to New York City

### ONTARIO

- Personal finance is taught to grades 1-9
- 20% less homeless people in comparison to New York City

Education

## **New York Requirements**

# **The New York City Graduation Requirements...**

Education

# New York Requirements

**1** Credit  
Hour

Education

# New York Requirements

**54** Hours Of  
**Instruction**

Education

# New York Requirements

**2%** Of Their Total  
High School  
Education

# Our Plan.

Financial Literacy

# Childrens Curriculum

**K-12.**

# Childrens Curriculum



Coins &  
Value



Needs vs Wants &  
Currency



Career &  
Responsibility



Personal  
Information



Risks &  
Spending



Debit vs  
Credit



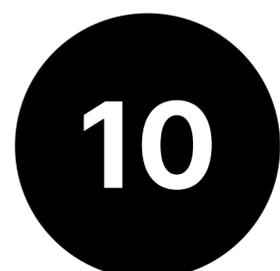
Consumers &  
Savings



Insurance &  
Interest Rates



Taxes &  
Goals



Credit Scores &  
Loans



401K &  
IRA



Investing &  
Budgeting



Special Needs

# ROOF NYC

Financial Literacy Program

# The Stages - Adult Program



**Income &  
Budgeting**



**Banking &  
Professionalism**



**Credit & The  
Workplace**



**Benefits &  
Insurance**



**Taxes &  
Savings**



**Ethics &  
Identity**

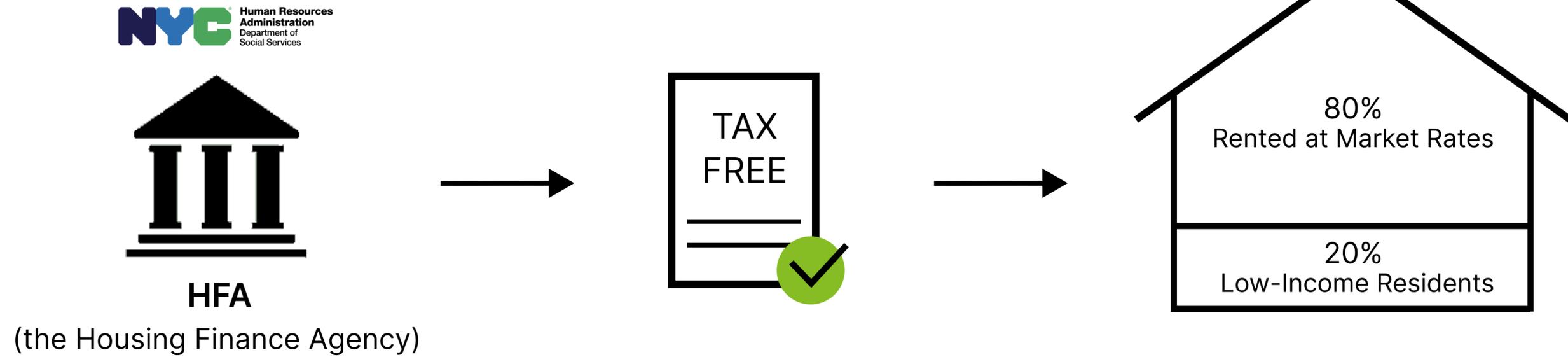


**Investing &  
Loans**

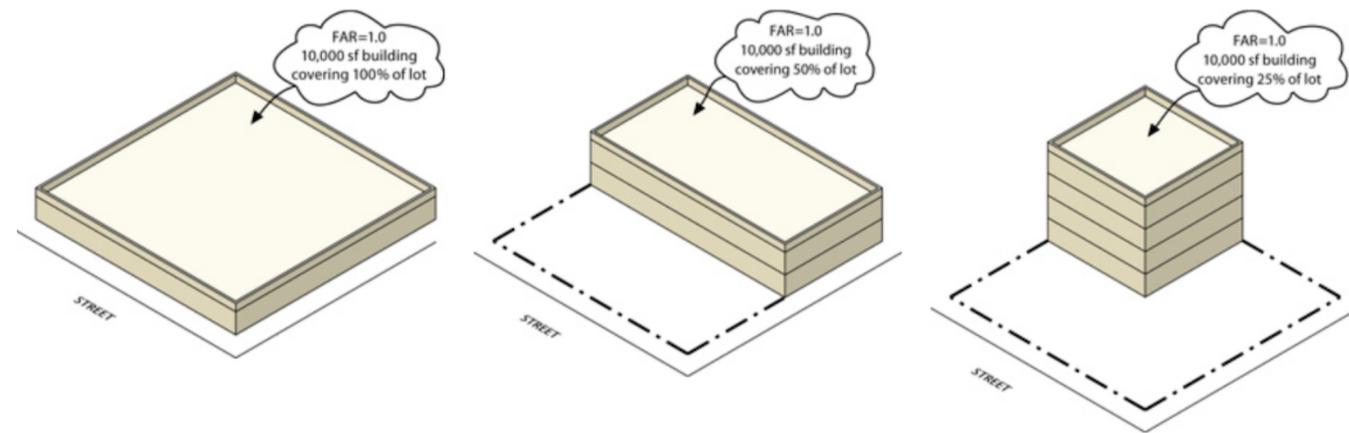
**Advocate.**

Advocate

# 80/20 Program



# FAR

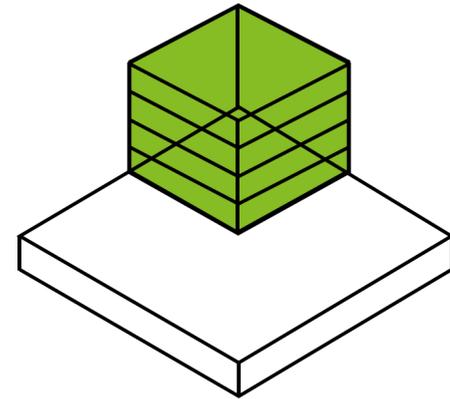


“ **F A R** ”  
(Floor Area Ratio)

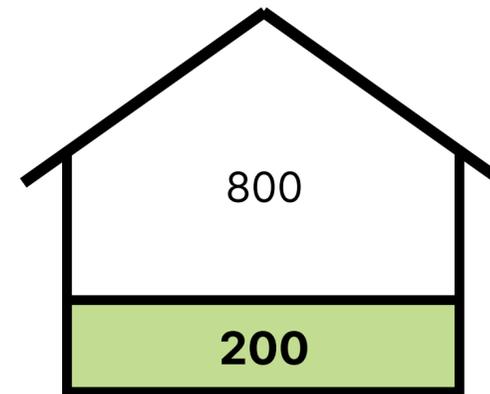
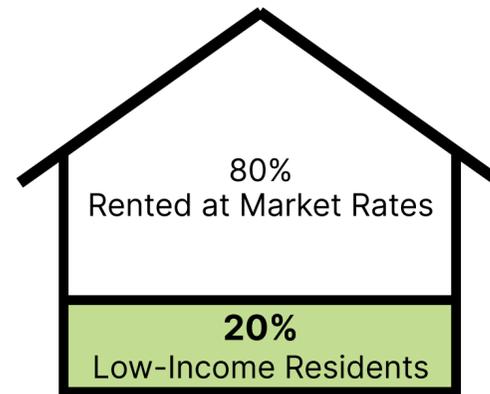
- The Floor area ratio is the principal bulk regulation controlling the size of buildings.
- FAR is the ratio of total building floor area to the area of its zoning lot.
- Each zoning district has a FAR which, when multiplied by the lot area of the zoning lot, produces the maximum amount of the floor area allowable on the zoning lot.

Advocate

# FAR

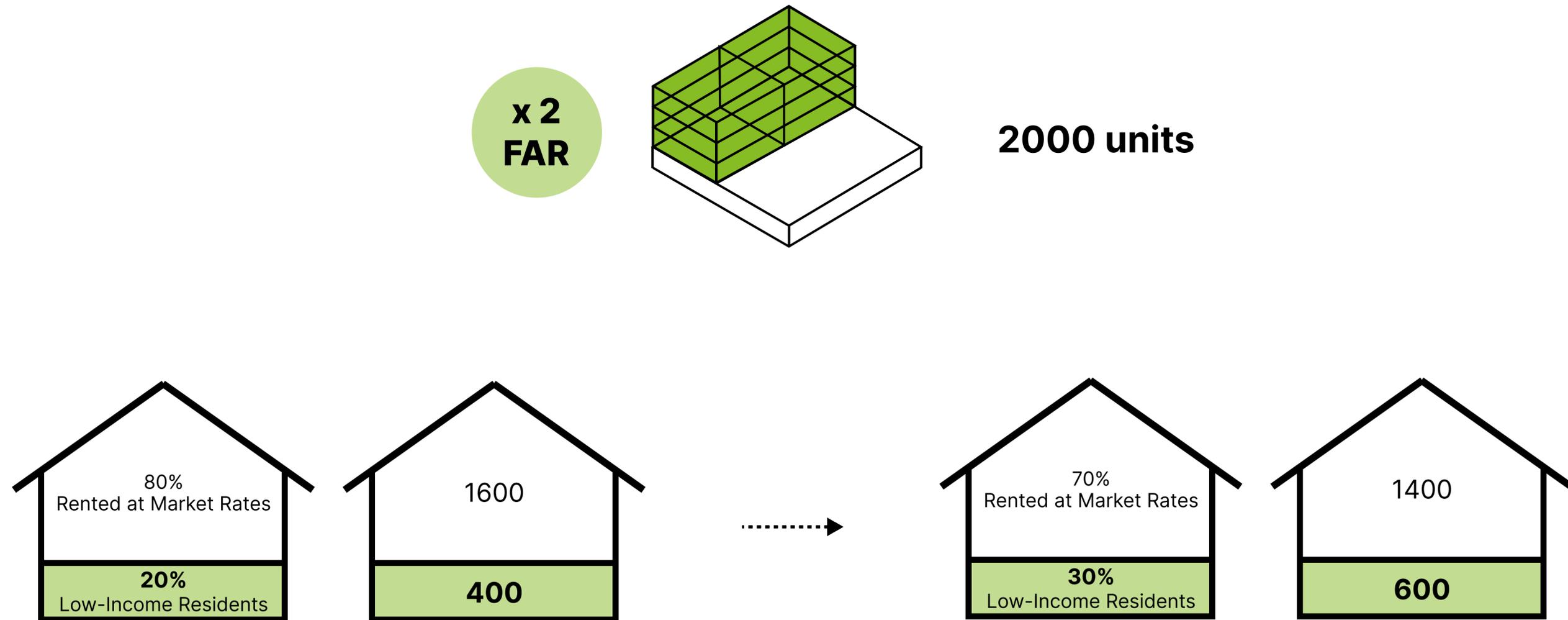


**1000 units**



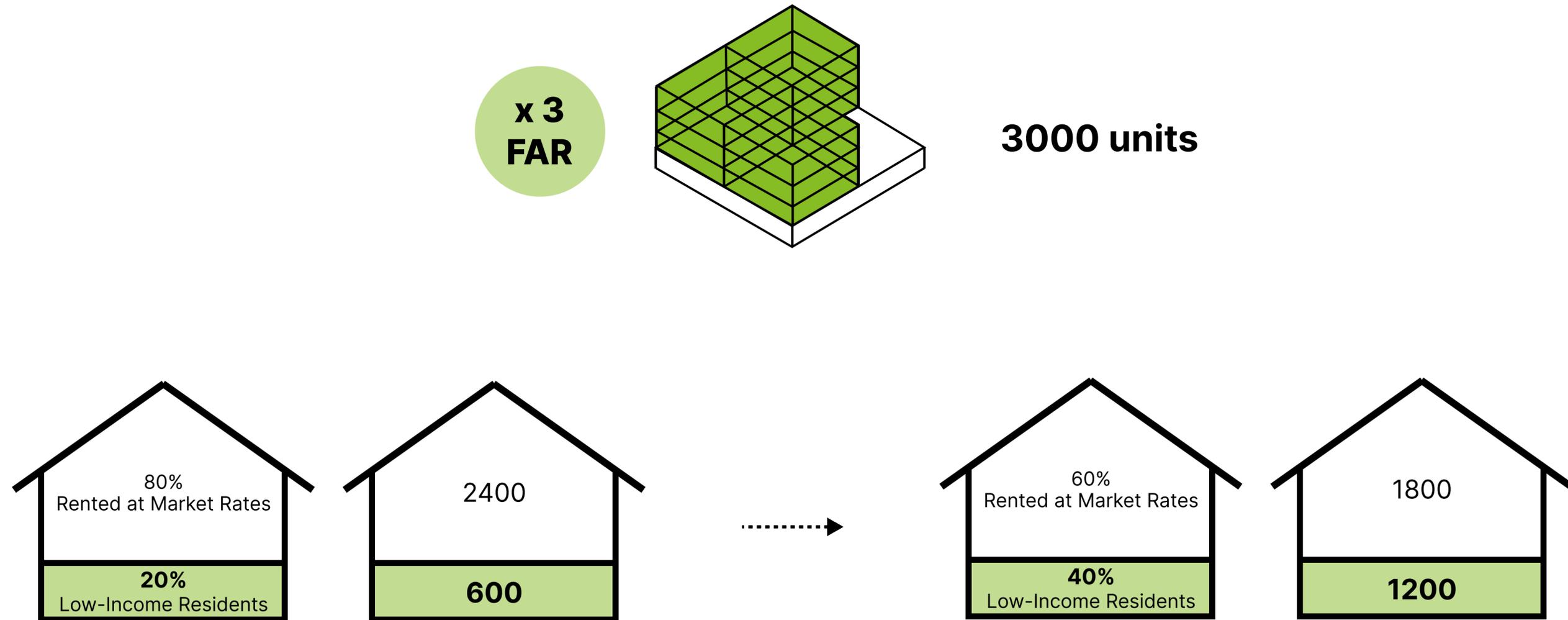
Advocate

# FAR



Advocate

# FAR



Advocate  
**SOTA**

**NYC** Human Resources  
Administration  
Department of  
Social Services

**SOTA**



**90 days in a shelter**



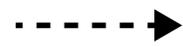
**SOTA pay for  
1 year of rent**

Advocate

# Financial Literacy



90 days in a shelter



**ROOF NYC**  
Financial Literacy Program



**Innovate.**

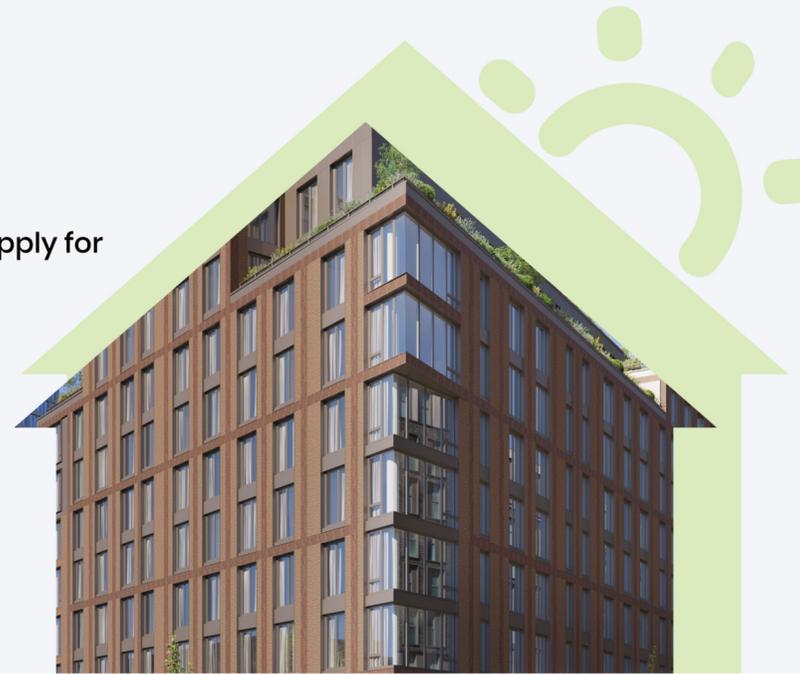


# Welcome to **ROOF NYC**

Roof NYC is an integrated platform for you to find and apply for shelter, housing, and services that suit your needs.

Housing

Shelter



## How we help?

The Roof NYC is an organization that gives hope and support to vulnerable people in the city. The Roof NYC exists to share love and meet human needs and be a transforming influence in the communities of our world.

Easy to Access

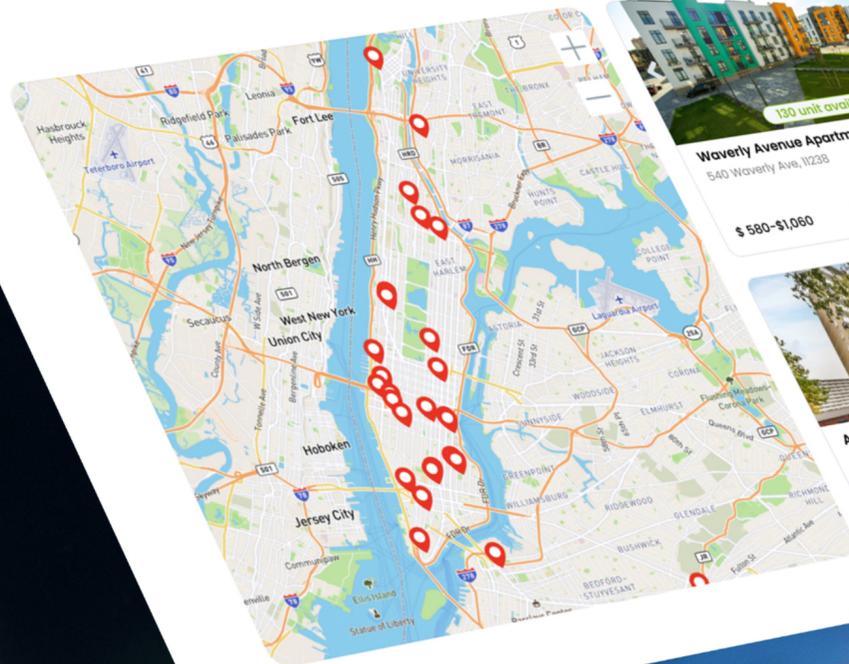
Housing

Finding a Shelter



**Housing programs applicable for you**  
By answering following questions, we will be able to find the best affordable house that suits your needs.

LIST VIEW  MAP VIEW



**Waverly Avenue Apartments**  
540 Waverly Ave, 11238  
\$ 580-\$1,060 [Apply](#)

**Cassa Residences**  
70 West 45th Street, New York, ...  
\$ 380-\$900 [Apply](#)

**Avalon Willoughby Square**  
2855 Webster Ave, 10458  
\$ 1,000-\$1,560 [Apply](#)

**Marquis Apartments**  
1921 Atlantic Ave, 11233  
\$ 1,380-\$2,000 [Apply](#)



Shelter Housing Services About English 100%

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Roof NYC is an integrated platform for you to find and apply for shelter, housing, and services that suit your needs.

Housing Shelter

How we help?  
The Roof NYC is an organization that gives hope and support to vulnerable people in the city. The Roof NYC exists to share love.



Shelter Housing Services About English LOG IN



**The Bowery Mission**  
90 Lafayette St 10013 • Manhattan  
8:00 am - 9:00 pm  
708-945-2905

Check availability

2022 Jan

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

8 beds available - Check in

**Amenities**

- Meals
- Shelter
- Shower & Clothing
- Residential Programs

**Services**

- Meals
- Shelter
- Shower & Clothing

911

AUDIO



# Introducing The Platform.



## Log in

Log in

Guest log in

Sign up



## Sign up

 Sign up with ID 

**Example:**

A photo ID, driver license or non-driver government issued ID, passport, EBT/Benefits Issuance Card.

Create account



### Applicant's information :

Skip

Save

Name

Joe Stanford

Gender

Male

Date of birth

11 / 08 / 1975

Age

48

Address

450 W 17th St, New York, NY 10011

### Contact information :

Email Id

joestanford@gmail.com

Phone No:

+ 347 555 2671

### Upload Documents :

Social Security Number ⓘ

Proof of Rent ⓘ

Proof of Residency ⓘ

Proof of Income ⓘ

None ⓘ



## Joe Stanford

Financial Literacy Certificate ✓

Joe Stanford

11 / 08 / 1975

75645

+ 347 555 2671

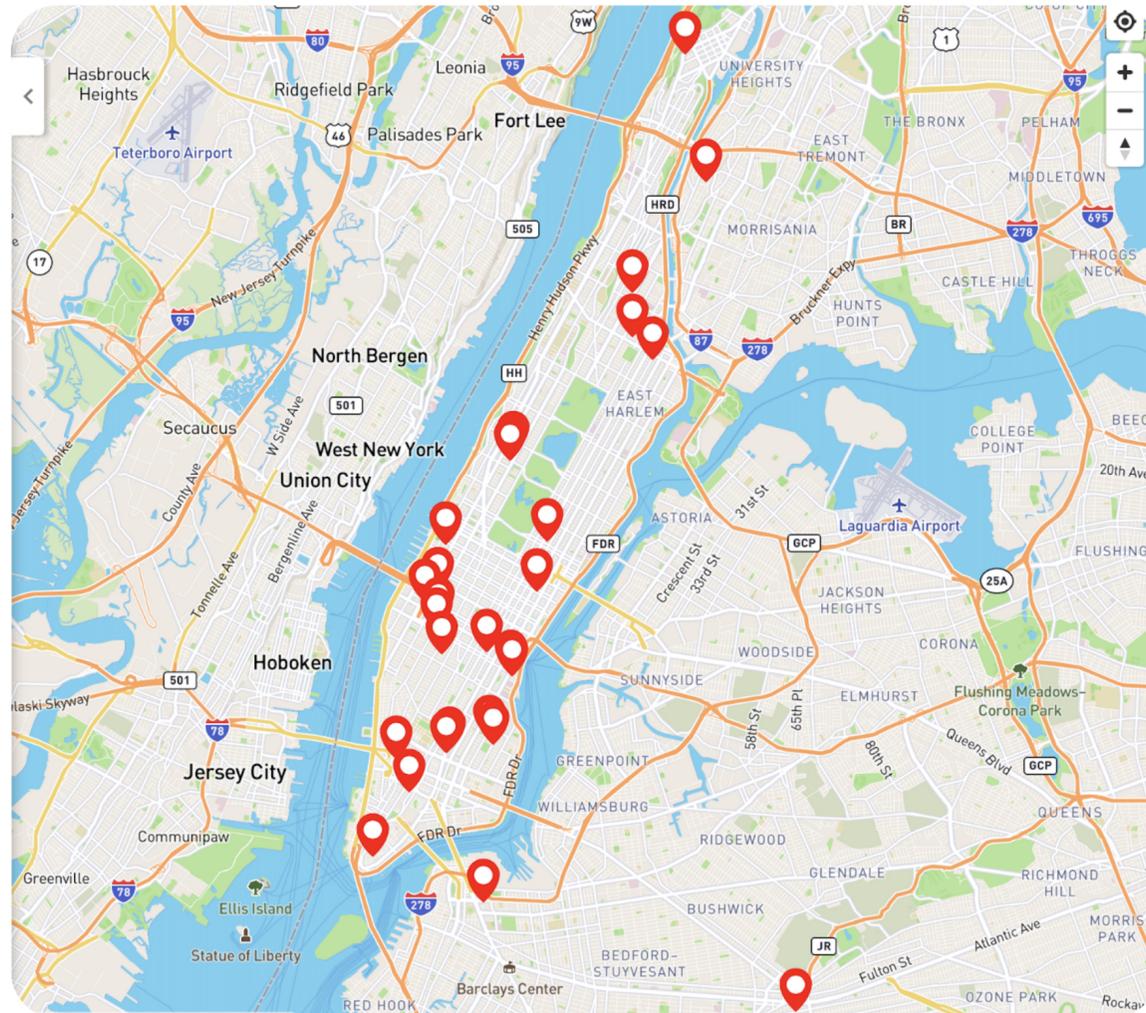


## Map

235 W Boundary St. 33012

Filters 0

Sort By | Distance



### The Bowery Mission

90 Lafayette St, NY 10013 • Manhattan

34 min (25 mi)

### HRA Men's Shelter

400 E 30th St, NY 10016 • Manhattan

21 min (16 mi)

### Department of Homeless Ser...

33 Beaver St, NY 10004 • Manhattan

3 min (0.5 mi)

### Covenant House New York

460 W 41st St, NY 10036 • Manhattan

7 min (2.2 mi)



# The Bowery Mission

90 Lafayette St 10013 • Manhattan

8:00 a.m. - 9:00 p.m.

708-945-2905

Check availability

« < 2022/ Jan > »

SUN	MON	TUE	WED	THU	FRI	SAT
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8 beds available - Check in

### Amenities



Meals



Shelter



Showers & Clothing



Residential Programs





## Check In

📍 90 Lafayette St 10013

Joe Stanford

11 / 08 / 1975

75645

Submit



**Congrats,  
You 've checked in**

3:11 PM  
Arrival Estimate

\$5  
Reward Points

24 min (Walking)

12 min (Bus)

8 min (Car)

The Bowery Mission Tribeca Campus...

Canal St M

Canal St M

Walker St

Baxter St

Canal St

Mulberry St

Mott St

Bayard St

Joe's Sh

Worth St

Hogan Pl

Columbus Park

Thomas Paine Park

African Burial Ground National Monument

Foley Square

Pell s



## Housing



Check updates of  
your submitted case



Start new  
application

Create account



### Housing Questions:

By answering following questions, we will be able to find the best affordable house that suits your needs.

1. Are you over the age of 18?

Yes

No



## Housing Questions:

Demographic

Housing

Individual Questions

Qualifications

2. Do you currently have housing?

Yes

No



Back



### Housing Questions:

Demographic

Housing

Individual Questions

Qualifications

3. Have you been unhoused for more than a year?

Yes

No



Back



### Housing Questions:



4. Have you ever applied for housing support before?

Yes

No

 Back



### Housing Questions:



5. Please select your relationship status.

Single

Married

Divorced

 Back



### Housing Questions:



6. Do you have children under the age of 18?

Yes

No

 Back



### Housing Questions:



7. Enter the number of individuals in your household

 — +

[← Back](#)



## Housing Questions:

- Demographic
- Housing**
- Individual Questions
- Qualifications

### 8. What is your monthly income?

- \$0 - \$1,000
- \$1,000 - \$2,000
- \$2,000 - \$3,000
- \$3,000 - \$4,000+

[← Back](#)



### Housing Questions:



9. Are you a veteran?

Yes

No

 Back



### Housing Questions:



10. Do you have disability?

Yes

No

 Back



## Housing Questions:



11. Are you a US citizen?

Yes

No

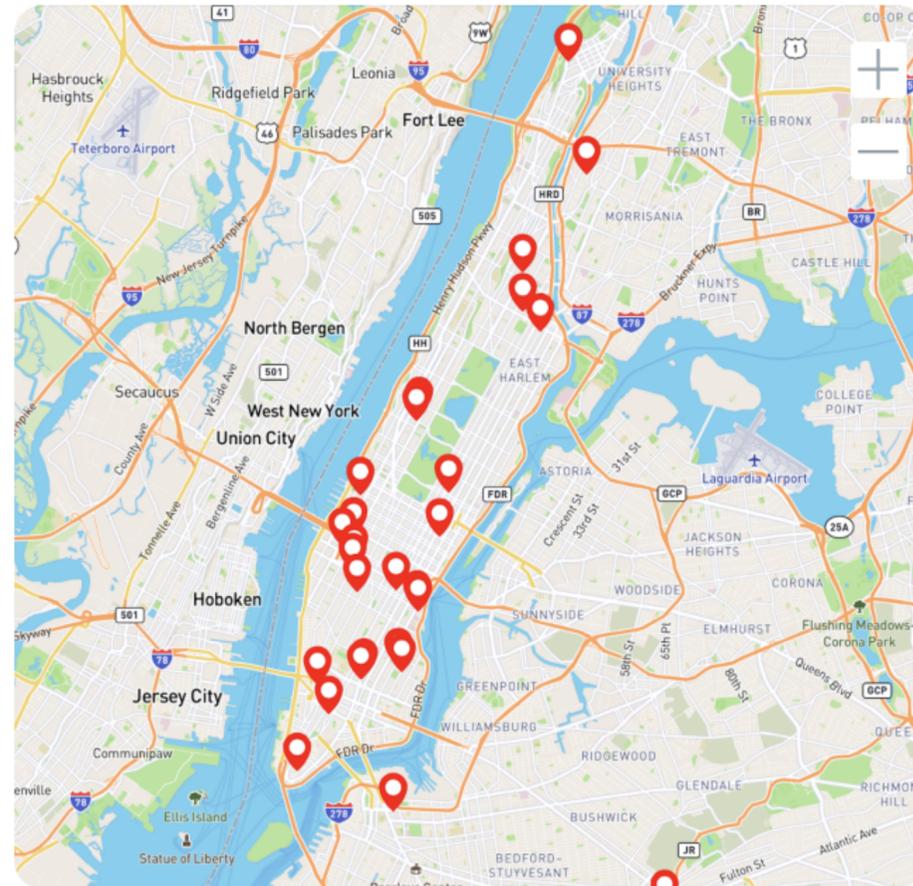
 Back



### Housing programs applicable for you

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LIST VIEW  MAP VIEW



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**\$ 580-\$1,060** [Apply](#)



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LIST VIEW  MAP VIEW

#### Extremely Low and Low-Income Affordability (ELLA)

[Go to program](#)

**540 Waverly Avenue Apartments** 130 Units Available

 540 Waverly Ave, 11238 Brooklyn

**\$900/mo.**

**Avalon Willoughby Square** 41 Units Available Brand new

 2856 Webster Ave, 10458 Bronx

**\$700/mo.**

#### NYCHA's Section 8 Program

[Go to program](#)

**Marquis Apartments** 199 Units Available

 1921 Atlantic Ave, 11233 Brooklyn

**\$900/mo.**



## 540 Waverly Avenue Apartments

 540 Waverly Ave, 11238 Brooklyn

 Eligible Income: \$0 - \$30,050

Household Size : 1 - 4



Units



Details



Map



Photos

Apply now

### Details

199 NEWLY CONSTRUCTED LOTTERY UNITS LOCATED AT 1911 ATLANTIC AVENUE IN THE BEDFORD STUYVESANT SECTION OF BROOKLYN (Community Board 3). Apartments feature: vinyl floors, caesar stone quartz countertops, stainless steel appliances, VRF heating and cooling system. The building offers a community room with fully equipped kitchen and a landscaped roof deck with Manhattan views. Neighborhood: The area is walking distance to Weeksville Playground, Jackie Robinson Park Playground, Fulton Park, and supermarkets and restaurants nearby. 20 minutes to Barclays Center via public transportation. The building has a No Pet Policy. TRANSIT: A,C train; B25, B47 buses. TENANTS PAY ELECTRICITY AND GAS FOR COOKING

### Amenities

- Garages
- Bike storage lockers
- Shared laundry room
- Energy-efficient appliances
- Patio or Balcony
- Close to schools



### 540 Waverly Avenue Apartments

540 Waverly Ave, 11238 Brooklyn

Eligible Income: \$0 - \$30,050

Household Size : 1 - 4



Units



Details



Map



Photos

Apply now

#### Photos



#### Amenities

- Garages
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### Applicant's information :

Auto-fill the form with ROOFNYC 

This is a ... platform that helps you ...

Name

Joe Stanford

Gender

Male

Date of birth

11 / 08 / 1975

Age

48

Address

450 W 17th St, New York, NY 10011

### Contact information :

Email Id

joestanford@gmail.com

Phone No:

+ 347 555 2671

### Upload Any other Documents :

  Drop here or click to upload

Save and finish later

Save and finish



## Congratulations, You've applied to this house

All the other services you are eligible for:



Health and Social  
Services



Employment



Physical Safety



Education

Click to continue

# ROOF NYC