

Displacement Mitigation Action Accelerator

Notes for Technical Advisors



Thank you for agreeing to support the teams in the Displacement Mitigation Action Accelerator.

We're calling it an "action" accelerator, because both staff and community members have said "we have plenty of ideas - no more ideas!" and "we have done research - too much research!" The chorus has become one calling for action.

We are solving for specific problem areas based upon our research ([linked here](#)) into service delivery and lived experience. Specifically, we identified 3 areas that need more attention and capacity - evictions, service combinations, and alternate income-generating methods.

What follows is our plan to help local social enterprises and non-profits work through their concepts to get to quick and meaningful action to mitigate displacement.

Orientation - Tuesday, November 12

** Note: technical advisors are welcome, but not required for the Orientation.*

Location: [Conley-Guerrero Senior Activity Center](#)

- 3:00 - 3:15 PM Arrival, snacks
- 3:15 - 3:25 PM Introductions - City of Austin, technical advisors
- 3:25 - 3:40 PM Introductions - teams
- 3:40 - 3:55 PM Introduce tools and topic areas
- 3:55 - 4:15 PM Introduce the Neighborhood Stabilization Strategy Tool
- 4:15 - 4:35 PM Introduce Lived Experience Insights (Build with Humanity)
- 4:35 - 5:05 PM Problem-framing Canvas
- 5:05 - 5:30 PM Report out and closing
- 6:00 PM Optional trip to [Impact Hub Accelerator Showcase](#). RSVP required.

Accelerator - Wednesday, November 13

Location: [Faulk Building - Old Central Library](#)

8:00 AM	Arrival, breakfast
8:30 AM	Teaming and warm-up
9:10 AM	Project Canvas
10:15 AM	Break
10:30 AM	Exploring the Neighborhood
11:30 AM	Break
11:45 AM	Assumptions and Hypothesis
12:50 PM	Lunch
1:35 PM	Prototyping/Testing Plan
3:05 PM	Break
3:20 PM	Pitch design
3:50 PM	Pitch out Prototyping Plans
5:20 PM	Award Technical Assistance Packages
6:00 PM	Close event

Pitch event - Friday, December 13

Location: [Austin Central Library](#)

Time: 10:00 AM to 2:00 PM, including lunch

Teams

[Link to more information](#)

Teams either a social enterprise, community development corporation, or non-profit directly serving or engaging with residents. Their challenges range from capacity-building, technology-building, program development, or partnering. As such, we are engaging technical assistance that helps social enterprises build and grow new concepts. There are 5 groupings of 3 teams each that fit these characteristics:

- new concepts to fit in existing established organizations
- neighborhood teams that will champion, but not own, a concept. They will need the most beginner assistance.
- substantive concepts (community development corporation type activity and estate planning) that will require legal advice and advice on funding pathways.
- mature social enterprises seeking to expand and grow.
- advanced start-ups looking to grow and expand.

Teams
JP Eviction Prevention Project
Tenant File App
Home and Health Preservation / IC-PATH
Sanctuary
Rent Assistance within Workforce First Program
Home Based Business & Self-sufficiency Classes
Global Microcredit Reimagined - JUST
Family Independence Initiative
East Austin Community Estate Plan
Colony Park Neighborhood Self-Preservation Plan
Live-Work Housing to Mitigate Displacement of Artists
Complete Communities
A Place Where People Start Well
Short Term Rental Empowerment and Gain to Homeowners (STRENGTH)
Operation Short-term rental

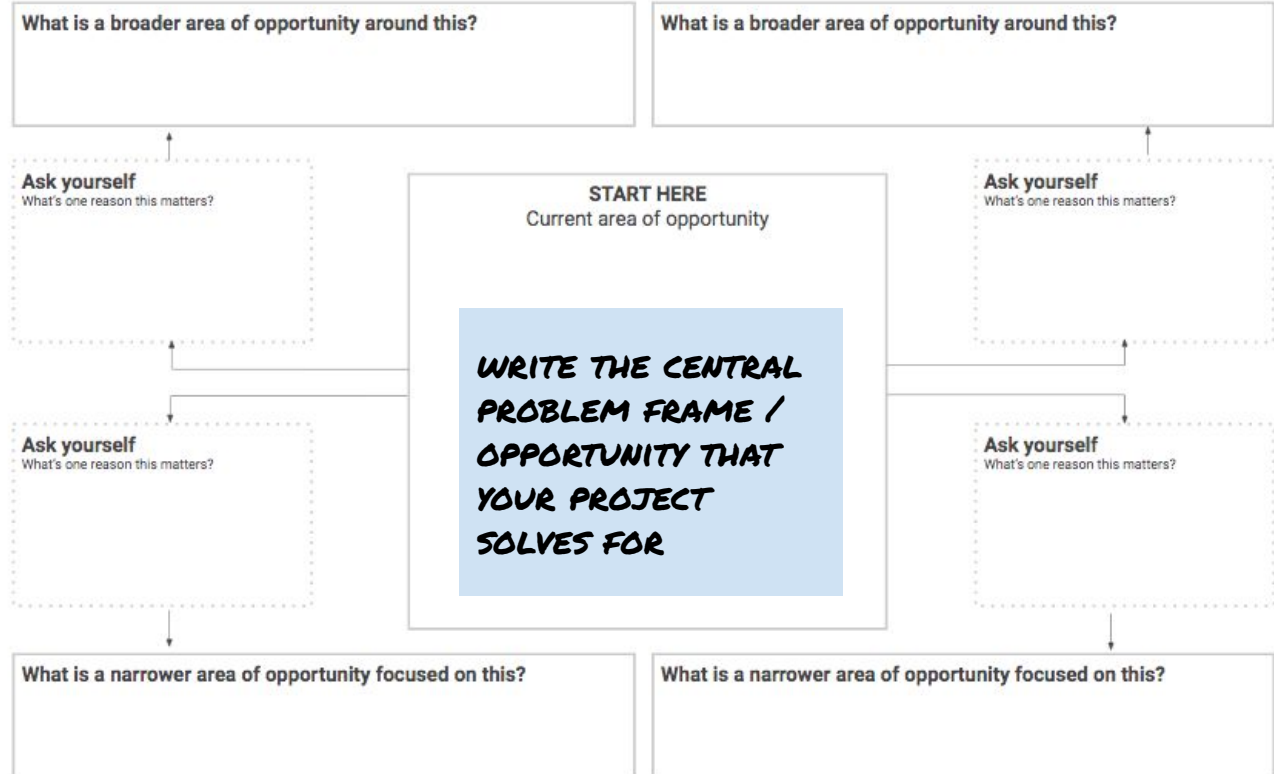
During Tuesday's Orientation

[Link to slides](#)

In pairs - explore the problem-framing canvas

**INTERVIEW EACH
OTHER**

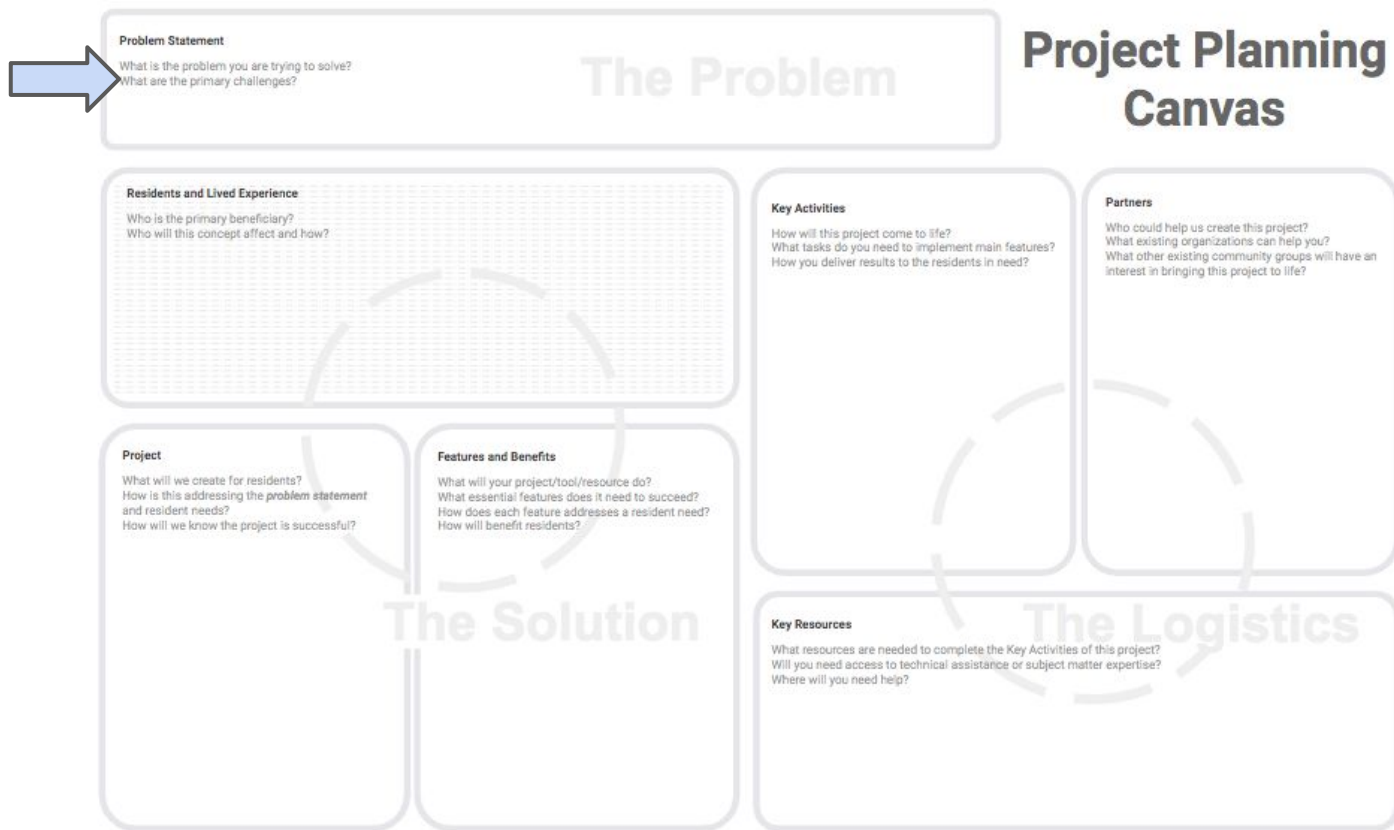
**WRITE ANSWERS ON
NOTES, PLACE ON
CANVAS**



Project Planning Canvas

**WRITE THE CENTRAL
PROBLEM FRAME
THAT YOUR PROJECT
SOLVES FOR**

**THIS IS WHERE WE
WILL PICK UP
TOMORROW**



Day of Accelerator

Return to Project Canvas

Project Planning Canvas

Problem Statement

What is the problem you are trying to solve?
What are the primary challenges?

The Problem

Residents and Lived Experience

Who is the primary beneficiary?
Who will this concept affect and how?

Key Activities

How will this project come to life?
What tasks do you need to implement main features?
How you deliver results to the residents in need?

Partners

Who could help us create this project?
What existing organizations can help you?
What other existing community groups will have an interest in bringing this project to life?

DIVERGE, EMBELLISH

DIVERGE, EMBELLISH

Project

What will we create for residents?
How is this addressing the problem statement and resident needs?
How will we know the project is successful?

Features and Benefits

What will your project/tool/resource do?
What essential features does it need to succeed?
How does each feature addresses a resident need?
How will benefit residents?

The Solution

DIVERGE, EMBELLISH

Key Resources

What resources are needed to complete the Key Activities of this project?
Will you need access to technical assistance or subject matter expertise?
Where will you need help?

The Logistics

ON TUESDAY, THE TEAMS EXPLORED THE PROBLEM FRAMES, AND LIVED EXPERIENCE.

THIS MORNING, WE EXPLORE OPTIONS FOR THEIR PROJECTS FEATURES, BENEFITS, KEY ACTIVITIES, AND PARTNERS.

Project Planning Canvas

Problem Statement

What is the problem you are trying to solve?
What are the primary challenges?

NOTES

NOTES

Residents and Lived Experience

Who is the primary beneficiary?
Who will this concept affect and how?

NOTES

NOTES

Key Activities

How will this project come to life?
What tasks do you need to implement main features?
How you deliver results to the residents in need?

NOTES

Partners

Who could help us create this project?
What existing organizations can help you?
What other existing community groups will have an interest in bringing this project to life?

NOTES

NOTES

Project

What will we create for residents?
How is this addressing the problem statement and resident needs?
How will we know the project is successful?

NOTES

NOTES

Features and Benefits

What will your project/tool/resource do?
What essential features does it need to succeed?
How does each feature addresses a resident need?
How will benefit residents?

NOTES

NOTES

Key Resources

What resources are needed to complete the Key Activities of this project?
Will you need access to technical assistance or subject matter expertise?
Where will you need help?

NOTES

NOTES

REVISIT RESIDENTS
PORTION OF CANVAS
- CHOOSE A
NEIGHBORHOOD
PROFILE TO EXPLORE

Explore a Neighborhood Strategy

Neighborhood Strategy

Neighborhood Specs

Outer ring neighborhood

North East

Even split of homeowners and renters

Many homeowner households making less than \$75,000 a year

Any households are rent burdened

High number of people with disabilities living in poverty

High number of homeowner head of households without a bachelor's degree

Gentrification has not yet begun (high risk)

Two park master plans starting nearby

*THIS COVER SHEET
WILL BE OVER A
CORRESPONDING MAP
OF A
NEIGHBORHOOD.*

*WE WILL ASK
TEAMS TO SELECT A
NEIGHBORHOOD TO
EXPLORE BASED
UPON THE RESIDENT
PROFILE THEY INTEND
TO SERVE.*

Neighborhood Stabilization Strategy Tool



Neighborhood Stabilization Strategy Tool

Daffin Gin Park

Gentrification Stage
Susceptible

Corridor Plan Investment?
No



Renter vs. Homeowner %

% Homeowner Occupied Units	47%
% Renter Occupied Units	53%

Race/Ethnicity of Householder (# of units)

African American/Black Owner	549
Asian Owner	0
Hispanic Owner	566
Native American Owner	0
White Owners	39

The number of people/units in the neighborhood for each factor is in the center of each chart; below each title.

of Owner Households Making less than \$75,000



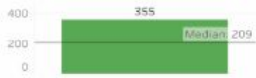
Number of Homeowners over 65



of Structure Code Complaints 2018



of Homeowners Housing-cost Burdened



of People with a Disability living Below Poverty



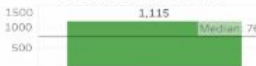
of Homeowner households w/out Bachelor's Degree



Number of Tax Delinquent Properties 2018 (Travis County)



of Lots Zoned For an ADU (Draft Land Development Code Update)

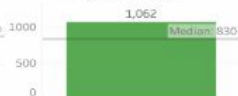


Green = Low
Concentration of factor
compared to city
Yellow = Above
Orange = Far Above

of Single Family Homes Effectively Built Before 1980



of Homeowner home with Less Than 1 Person per Room



TEAMS WILL THEN EXPLORE TOGETHER A PARTICULAR NEIGHBORHOOD, TAKING NOTES ON THE CORRESPONDING PAGE.

WE ARE PRIMING OURSELVES FOR THE QUESTION - WHAT WOULD IT TAKE TO STABILIZE A NEIGHBORHOOD?

Explore the Neighborhood

Threshold of need:

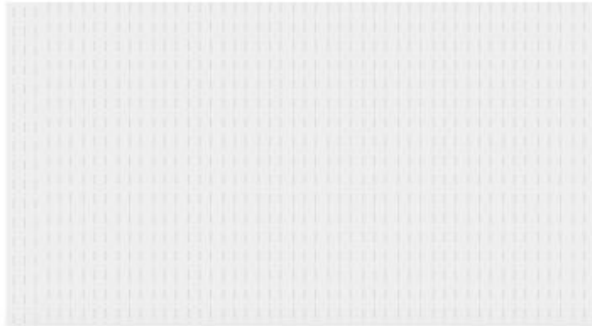


Community attributes

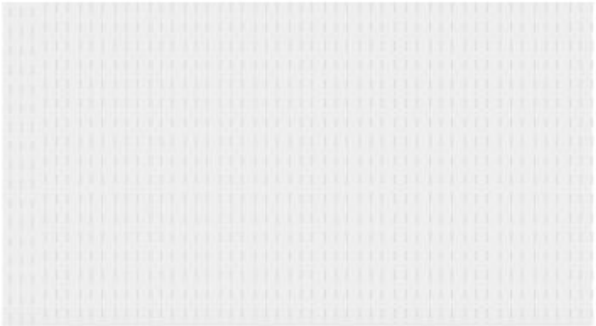


**GROUPS OF TEAMS
WILL FILL IN
DETAILS FROM
NEIGHBORHOOD
STABILIZATION
STRATEGY TOOL**

Types of households



Look at the list of variables/attributes and choose the ones you think are important for that neighborhood. i.e.



Neighborhood Strategy Canvas

GROUPS OF TEAMS
WILL GATHER
AROUND A
NEIGHBORHOOD
STRATEGY CANVAS
AND ASK
THEMSELVES
QUESTIONS OF EACH
OF THESE SECTIONS
IN TURN.

WE HOPE THAT
WHEN THE STAND
TOGETHER IN A
NEIGHBORHOOD, IT
MIGHT YIELD NEW
OPPORTUNITIES TO
COLLABORATE.

Key Partners

Who are our Key Partners?
What resources are we acquiring from them?
What activities do partners perform?
How do we reduce costs?
What infrastructure do we have?
How do we collaborate on process?
What data or knowledge do we have?
What activities (like outreach?) do we have?

Maximize Reach

"Channels" means the mechanism by which we reach people (in person, billboards, newsletter, social media, etc.)
How do we reach our residents - now? - in the future?
Which channels work best?
Which ones are most effective? cost-efficient?
How might we integrate our channels?
How are we integrating them with resident routines?

Lean Equitable Operations

Key Resources

Physical?
Human?
Financial?
Technological?

Cost Structures

What are the most important costs inherent to our strategy?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Strategic Advantage

Value / Benefit Created

What value do we deliver to the residents we serve?
What problem are we helping solve?
What bundles of services are we offering to residents?
Which residents' needs are we satisfying?

Funding Streams

How much does each Funding Stream contribute to overall operations?

Strategic Impact

How will you know you have succeeded? What specific numbers, variables and/or factors will show your impact?

**Turning back to Project Canvas - explore
assumptions and enter them into the
Assumptions canvas**

**PROJECT TEAMS
WILL GENERATE
LISTS OF
ASSUMPTIONS AND
EVENTUALLY LIST THE
TOP 3 AND HOW THEY
MIGHT TEST THEM.**

Identify and Test Assumptions

Projects fail because reality turns out to be different than we thought it would be. We solve for this by having a learning launch of our project around our key hunches. The learning launch can happen in 3 ways.

	We assume that...	TE	2D/ 3D	Live	
Desirable & Equitable <i>How do you know your concept is desirable and equitable?</i> <ul style="list-style-type: none"> It solves the problem Residents want it Partners want it It is JUST in that how it tackles institutional racism and implicit bias 					TE: Thought Experiment <ul style="list-style-type: none"> Learn through analysis of existing data Time frame: 2-3 days No exposure to third parties required
Feasible <i>How do you know that your concept can work?</i> <ul style="list-style-type: none"> We can reach residents in need We can produce the features that create the benefit / impact We can conduct the key activities 					2D / 3D: Prototype <ul style="list-style-type: none"> Learn through dialog with residents using storyboards or prototypes Time frame: 1-2 weeks Requires active participation by a few residents and/or partners
Viable <i>How do you know your concept can scale and be sustained over time?</i> <ul style="list-style-type: none"> We can scale to the neighborhood Our cost structure can be supported by available or new funding sources We can have strategic impact 					Live Experience <ul style="list-style-type: none"> Learn through a live experience of the offering Time frame: days, weeks, or a month Requires active participation by residents and partners

Plan Your Prototype Canvas

Step 1 List main components of your concept and fill out the canvas below.

List your top 3 assumptions

Turn them into a testing question

2a Define your prototype

type of prototype will you build?

HIGH FUNCTIONALITY

IMMERSIVE (3D)

Represents how users interact with an idea or a
an idea in space
Simulation
Role play
Other

EXPERIMENTAL (Live Experience)

Represents entirety of idea in real-life setting

- Interactive demo
- Clickable demo
- Other

EXPLORATORY (2D)

Represents core essence of the idea on paper

- Storyboard
- Idea card
- Other

EXPRESSIVE (2D)

Brings to life key content and visuals to
communicate an idea or part of the idea.

- Communications materials
- Service journey
- Other

LOW FUNCTIONALITY

Step 2b Describe your prototype

What is your testing question?
What aspects of your idea are you representing
and why?
What type of prototype is it?
What features/benefits will it have?
Who will be involved in it making?

Step 3 Plan ahead

What is required to build this prototype?
(Note this does not include the testing
component)

People e.g. skills, roles, etc.

\$

Process e.g. approval, permits, etc

\$

Technology/Materials e.g. software, rental space

\$

Media/Communications e.g. outreach, recruitment

\$

Travel/Transport e.g. workshops, meetings

\$

**AFTER COMPLETING
THE ASSUMPTIONS
CANVAS, TEAMS WILL
EXPLORE THE TYPES
OF PROTOTYPES AND
TESTS THEY WILL
CONDUCT OVER THE
NEXT 4 WEEKS.**

Estimate Your Budget

Step 1 List main components of your concept and fill out the canvas below.

	PROTOTYPE 1	PROTOTYPE 2	PROTOTYPE 3	TOTAL	NOTES
People	\$ _____	\$ _____	\$ _____	\$ _____ USD	_____ _____ _____
	\$ _____	\$ _____	\$ _____		
	\$ _____	\$ _____	\$ _____		
Technology/Materials	\$ _____	\$ _____	\$ _____	\$ _____ USD	_____ _____ _____
	\$ _____				
	\$ _____				
Media/Communications	\$ _____			\$ _____ USD	_____ _____ _____
	\$ _____				
	\$ _____				
Travel/Transport	\$ _____			\$ _____ USD	_____ _____ _____
	\$ _____				
	\$ _____	\$ _____	\$ _____		
Other Direct Costs	\$ _____	\$ _____	\$ _____	\$ _____ USD	_____ _____ _____
	\$ _____	\$ _____	\$ _____		
	\$ _____	\$ _____	\$ _____		
	TOTAL \$	TOTAL \$	TOTAL \$	TOTAL PLANNED COST \$ _____ USD	

THIS BUDGET SHEET
IS AVAILABLE FOR
TEAMS TO
DETERMINE FURTHER
THE BUDGET NEEDS
WITH THE HELP OF
ADVISORS

Check-in, Report out

Pivot Pitch

Let's do a quick check-in

Did you learn something that changed your approach?

Concept a name:

Throughout the day we started with _____

(Describe the concept you started the day with.)

however, in collaboration with _____

(Name your collaborators.)

we changed our approach to _____

(Describe the impact you are looking for with your modified concept.)

Napkin Pitch

Let's do a quick report out.

Fill in the blanks.

Give your concept

We want to learn more about...

(Pull from the assumptions or hypothesis from your Assumption Canvas.)

To do this we need to

(Pull activities from your Prototyping Plan.)

In order to be successful our concept needs...

(Pull items from your Budget.)

**THIS IS HOW WE
WILL ASK TEAMS TO
REPORT OUT AT THE
END OF THE DAY**

Connecting with Technical Advisors

If your testing is about.....

then consider meeting with:

Desirable & Equitable

How do you know your concept is desirable?

How do you know it is JUST?

Build with Humanity

Measure Austin

Feasible

How do you know that your concept can work?

3 Day Start-Up

Blue Sky Partners

Viable

How do you know your concept can scale and be sustained over time?

3 Day Start-Up

Blue Sky Partners

Measure Austin

Th F M Tu W Th F M Tu W Th F M Tu W Th F M Tu W

This week

Week 1

Week 2

Week 3

Week 4

THIS CANVAS WILL HELP ADVISORS AND TEAMS FIND EACH OTHER, DEPENDING ON THE KEY ASSUMPTIONS THAT THEY NEED TO TEST.

The end.