

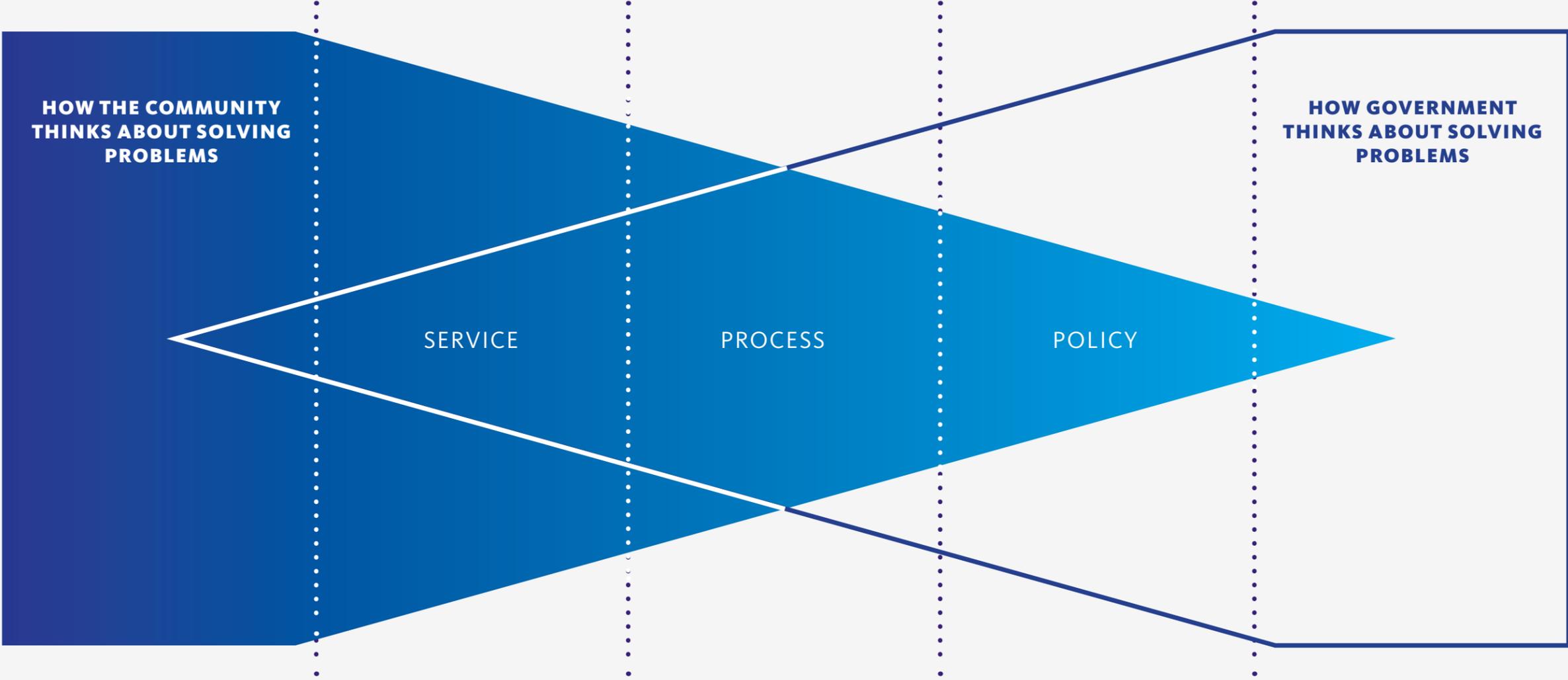
Welcome to a day of
Human Centered Design

Impart mindsets and methodologies to foster innovative problem solving through Human Centered Design.

**From data driven and community informed,
to community driven and data informed.**

An introduction to
Human Centered Design.

TRANSACTION BASED, REINFORCING INSTITUTIONS

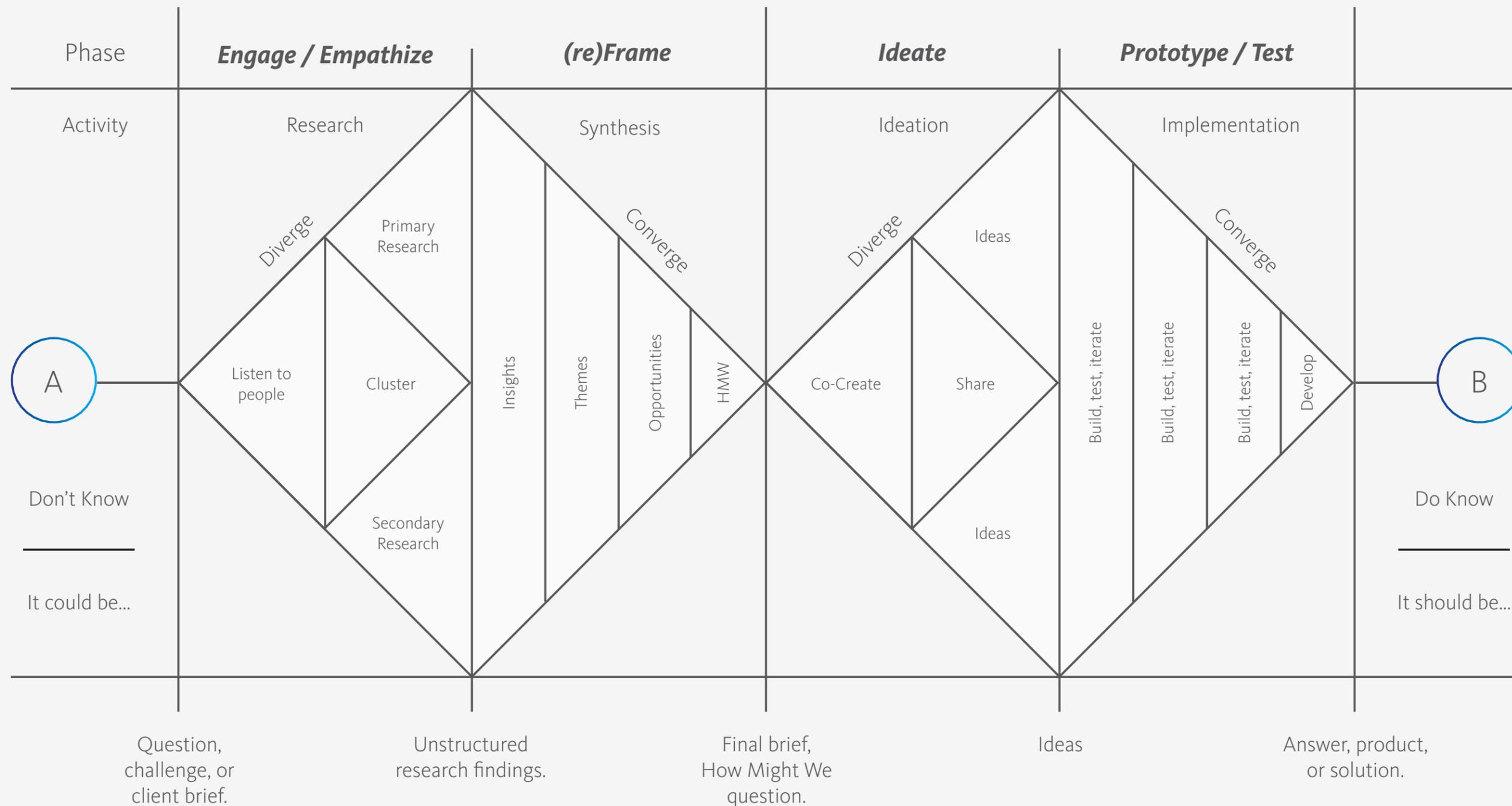


BUILDING RELATIONSHIP, CATALYZING EQUITY

Source: Adapted from Nesta and IDEO Designing for Public Services model.

Designing the Right Thing

Design the Thing Right



Today's "Problem Space"

Identify actionable strategies for prioritized communities to heat or cool their home in the most affordable, safest, environmentally friendly way.



Personas

Parent:

I am low-income single, working parent of two elementary school children and worry that my daughter's asthma may be due to the pollution from the nearby highway, as so many of my neighbors' children also have asthma. I rent my house, and wonder if mold or other things inside my house might also be making my daughter's asthma worse.



HOW MIGHT WE?



IDEAS



Adult:

I am a low-income person who saved for many years and was able to take advantage of a program to help me buy a house, but the house I could afford needs a lot of work. It is drafty and always cold. When fall arrives, and I need to fill the oil tank, I struggle to have enough money for my other bills. The oil furnace is really old, but I can't afford to replace it.



HOW MIGHT WE?

HMW... make it easier? Faster? Cheaper? More accessible? More dignified?

DIGNITY

Home + Personal safety

Feeling safe/secure

Govt. as a trusted & friendly resource

Other trusted source

SELF DETERMINATION

Agencies more approachable

Highlight the pros vs cons

Eliminate burden ~ Reduce anxiety

Make it easy + accessible

Designed for people like me

Need more \$ less bills

FAST

Reduce risk to personal health

Multilingual orientation to navigating the system

JUSTICE

Improve Customer Service

Racial Justice training to Customer Service/Service providers

HMW... ensure we mitigate energy risks and safety hazards from oil leaks?

How might we... give low-income homeowners today the same kind of help we gave white GI's returning from WWII?

HMW... make the switch to an alt. heating/cooling system MORE AFFORDABLE?

Empower low income home owners to feel financially + technically secure

HMW... facilitate access to services for low-income homeowners?

HMW... reduce anxiety, increase sense of safety and security in the pursuit of affordable home energy solutions?

HMW... facilitate the transition away from home heating oil?

How might we make it affordable thru low-income thru common knowledge like credit, COP, etc. that are not in the public domain?

HMW... be an ally to low-income homeowners?

HMW... centralize, explain, simplify the choices homeowners have?

HMW... cover 100% of (Govt) costs for transitioning low-income homeowners from oil to HEHP?

HMW... provide culturally and linguistically appropriate resources? & financial resources

HMW LEVERAGE EXISTING CITY STRUCTURE MECHANISMS?

How might we Partner with community organizations to build acceptance, have liaisons in different languages?

How might we ensure homeowners feel dignified + self-determination in making choices about going for their home? <LOW-INCOME

HMW... ensure privacy, respect, and security for residents who request/use city resources?

HMW... ensure elderly homeowners are secure in their homes?

HMW... eliminate the stress and anxiety for low-income homeowners in searching for a more secure, friendly, heating/cooling system?

HMW... reduce the cost burden of energy for low-income homeowners?

HMW... help people invest in their homes with CONFIDENCE?

IDEAS

ANXIETY, TRUST/FEAR, COST OF ACCESS, SERVICE, TIMELINESS, SAFETY/SECURITY, CLEANITY, ENERGY/EMPLOYMENT

Pay 100% of cost to switch

Lower or defray costs

Loan, Forgiveness w/ Fuel Switch on mortgage

Community Controlled assets

REJECT HOME-OWNERSHIP PARADIGM

FREE COLLEGE TUITION

Match (LI) investments

one owner

ability in place

Healthy Housing is a basic human right

Right of first refusal tenant collective ownership program

Tax oil to raise \$ to pay low-income costs

Comprehensive outreach on energy efficiency/heating options

Educate people about electric heating + cooling

How to heat/cool your home Campaign

Education about how to operate new system

Door knocking campaign to 1,100 LI homes

AmeriCorps Fellows - Get out the oil! Fellow contractors

18,000 homes w/ oil about income & other considerations

Contractor List

Low income home-owner support programs

Follow up support to those that have electrified

Save savings expected from switching to HP used to cover switch costs

Make the case that Energy burden ↓

rent-to-own alt. Energy (pump) program

Free Electric panel upgrade

Sign people up for free tank insurance program

Youth education program

DIY/traditional methods

information / data

Community - city steward liaison / expert ambassador Program

Partner w/ manufacturers for discounts

Connect electricians w/ weatherization auditors (EE auditors)

Reach out to low income through existing services: health, school, supportive, energy

Rent to buy HEHP

Low cost easy to install ASHP heating/cooling

Free heat pump maintenance for 10 years

Combine replacement program with other job programs

product & infrastructure

One stop shop No more oil

Combine services after fuel switching

Get oil dealers to install & maintain Electric Heat pumps

USE those that care for the elderly as trusted source of info

Direct install weather stripping

Free oil tank replacement for low-income homeowners

Free Blinds/window coverings

No permit fee for tank decommissioning

Ban oil underground tanks

Tank-free

low-income home ownership assistance program pay for improvement before LI buys home

Interior/Perforay happy adopters campaign

Upgrade heat pump filter for asthma sufferers

Free oil tank replacement for low-income homeowners

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Free oil tank replacement for low-income homeowners

Get City LGHTS to be able to FUEL SWITCH

Expand E.D.I.P.

Heat pump training for oil dealers

Put on a Sweater

Put on a Sweater

Put on a Sweater

Put on a Sweater

Cash for tanks

buy tank and offer alt. energy system for low-income homeowners

State legislation to ban require oil tank insurance

0% loans for qualified LI individuals to make healthy home improvements

Dance! when you're cold

Dance! when you're cold

Dance! when you're cold

Dance! when you're cold

NO tax on new investments/ upgrades property

Health in ALL Policy (CA)

Energy disclosure ordinance

Design for low-income user (rather than wealthy white default)

Phase out program like T.V. canning

Community-based Organization:

My organization serves communities that have experienced environmental injustice and work with community members to better their lives through green job training and placement, environmental education, access and ownership of healthy foods, and youth leadership development.

Thank you!

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