

LIFECYCLE OF A PILOT PROGRAM: 5 PHASES

1Discovery	2Design	3Launch	4Distribution / In-flight	5Analysis & Next Steps
<p>Definition: This is the earliest phase of the Pilot Lifecycle, when an org determines the viability of running a pilot in their community. Information gathered during this phase will inform design.</p> <p>Key Questions:</p> <ul style="list-style-type: none">• What is an appropriate timeline for the the phases of our program?• What resources from other pilots could help us?• What diverse set of orgs in my community should I bring together in coalition to support the design and / or implementation of my pilot?• What demographic of recipients make most sense to target in my community?• How can we best include the people we plan to serve in the design process?• How will the payments be categorized and how can we minimize impact on recipients access to social safety net programs?• Strategically, should funding be from public or private dollars? Are there grants currently available?	<p>Definition: This is a critical phase for a pilot, when informed strategy fuels the decision making for all aspects of a pilot, including: funding, research, distribution, community engagement, benefits impact, and more.</p> <p>Key Questions:</p> <ul style="list-style-type: none">• How many participants will our pilot include, and how many months will payments go out?• How many staff do we need to administer the pilot?• Which distribution mechanism / partner makes the most sense for our targeted recipients?• What research organization best aligns with our mission and goals?• What types of advisory boards do we include in decision making, including community members with lived experience?• How will we conduct outreach to potential recipients and make the application process accessible?• How will we create excitement for the guaranteed income program in the broader community?• How do we want to launch: all at once or in phased approach?• How will recipients be selected and how can we be transparent during this process?• What communication tools are needed to interact with recipients?	<p>Definition: This phase often takes 3-6 months and includes the application launch, participant selection process, initial onboarding of all participants, and first months of distribution where troubleshooting occurs.</p> <p>Key Questions:</p> <ul style="list-style-type: none">• What does an application and launch process look like that builds trust with the broader community and potential pilot participants?• How can you design the pilot application process to balance goals of making it easy while needed to gather specific data?• How can you support the community through the application process via education, tech support and more?• What are the various channels for communication with applicants, and which is most appropriate at key moments that help maintain trust and gather feedback?• What does the onboarding flow for participants look like and how many people do you need to support them and they join the program and receive their first monthly payments?	<p>Definition: This is the full duration of your pilot, for most organizations this is 12 - 36 months.</p> <p>Key Questions:</p> <ul style="list-style-type: none">• How do we anticipate potential issues with receiving / accessing funds and front load solutions into the design?• What are different kinds of support and community building we can offer pilot participants (and potentially their families)?• Official data / pilot results will take years to analyze and report. How can we share participant stories of impact and experience with the broader community during distribution? How do we ensure participants don't feel obligated to tell their stories as part of the program?• How can we continue to engage with the broader community during the pilot, to connect the program to the broader movement and feel inspired to advocate for state and national programs?	<p>Definition: Data analysis and report creation is often a 12 - 24 month process itself. Once Report is ready, promoting and socializing the results via events, press, and strategic policy discussions ensues. In addition to the Report, next steps can include: documenting best practices and sharing with broader pilot community, nurturing local coalition of orgs and leaders to continue basic income advocacy work, prepping for a next cohort or new program (if that's on your roadmap).</p> <p>Key Questions:</p> <ul style="list-style-type: none">• How do we ensure that the energy and support for basic income in our community continues after the pilot is done and we enter the final phase?• What kind of information do we now have that we wish we'd had at the beginning of the pilot process? What is the best way to share these with other pilot organizations?• What can the data results inform more effective direct cash policy?