

**Fall 2022 Design Research and Strategy (GIXD-502-01)**

**Homeless in  
California**

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- Why is it a problem?
- What are being done?
- What is missing? how can we help?
- Concept for missing puzzle
- Research plan



# Definition of Homeless

- Primary night time residence that is a public or private place not meant for human habitation.
- Living in a publicly or privately operated shelter designated to provide temporary living arrangements.
- Resided for 90 days or less and who resided in an emergency shelter.

# Today

**116,600 homeless people in California. Grew by 7% from 2019 to 2022**



# Why it is a problem?

- **Waste of human resources**

It leads to insufficient human resources to upgrade society to the next level.

- **Can't collect taxes**

The government can't collect more taxes to fund infrastructure, education, and health projects.

- **It cost more money**

Based on 2017 data, each homeless person costs the government almost \$40,000 a year. That's about one person's yearly salary and contradicts the purpose of getting a job.

# Why People Become Homeless

- **Lack of cheap housing**

The average rent for an apartment in California is \$1,726 for 1,020sq.ft

- **Low wages / Inflation of living cost**

In 2022, the California minimum wage is \$15 per hour.

- **Job opportunities**

In 2021, 9/100 people had less than a high school diploma or equivalent at the age of 25 and older in the United States. 1/4 people had a high school diploma as their highest school level completed.

- **Medical bill / Disability / Mental health issue**

According to the HUD, about 45% of homeless have mental health issues. Due to the high cost of medical treatments, the homeless can't continue their treatment, and over 40% have disabilities. It makes them even harder to get a job.

# Rent vs Earning

\$15(minimum wage) x 8hr = \$120/day

\$120 x 5days = \$600/week

\$600 x 4weeks = \$2,400/month

**\$2,400(monthly earning) - \$1,726(rent) = \$674**

**About 25% of America's homeless are employed and trying to get themselves out of homeless.**

# Essentials

## Insuarance

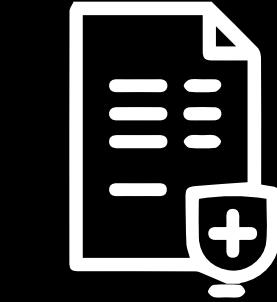
Food



Medical



# \$674



## Telecomunication



## Transporation



## Education

# Homeless Programs



one person can get

**\$281 per month.**



## Medi-Cal

**Free coverage** if you're an individual earning \$18,755 or less a year or a family of four making \$38,295 or less annually.



## McKinney-Vento Law

It requires all local educational agencies (LEAs) to ensure that homeless students have access to the same **free, appropriate public education**, including public preschools, as provided to other children and youth.



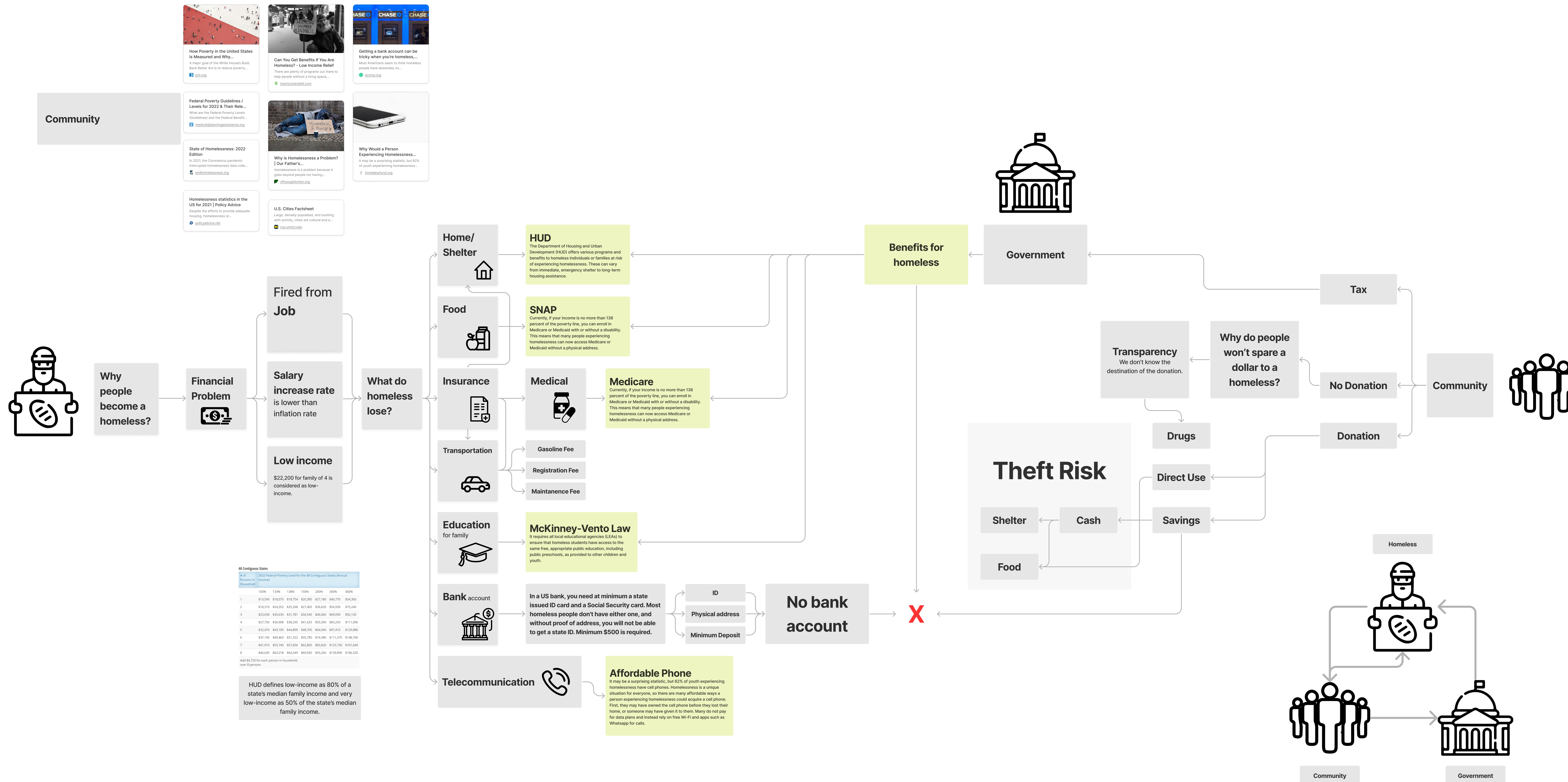
## HUD

The Department of Housing and Urban Development (HUD) offers various programs and benefits to homeless individuals or families at risk of experiencing homelessness. These can vary from immediate, emergency shelter to long-term housing assistance.



## Affordable Phone

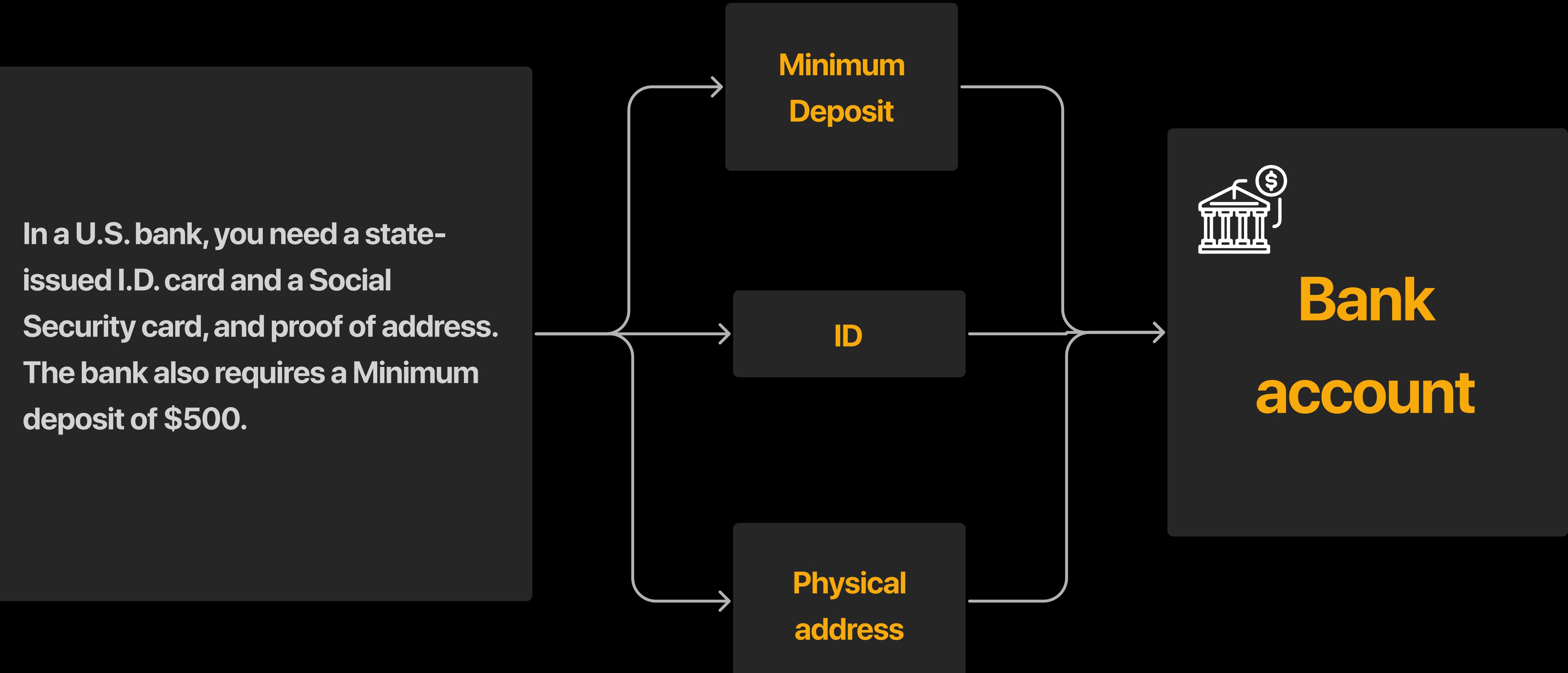
**62% of youth** experiencing homelessness have cell phones. **50 years and older** and found **72% have cell phones** or permanent access to a cell phone. Many do not pay for data plans and instead rely on free Wi-Fi and apps such as Whatsapp for calls.



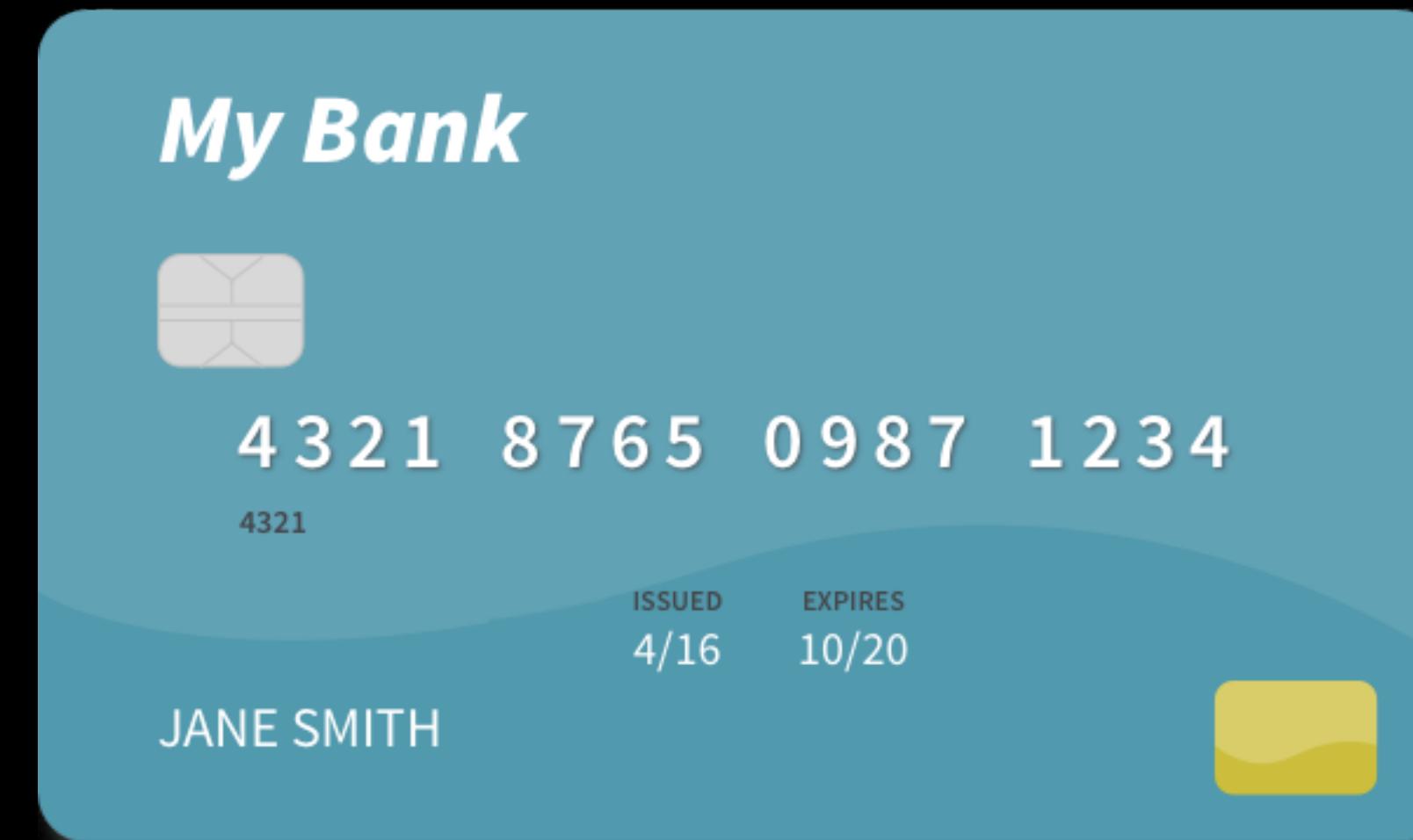
# What's missing?

Current government programs help the housing, food, job, insurance, and education.

However, there hasn't been an effective program for a financial tool.



# No Bank



Homeless **can't create a bank account.**

**The minimum deposit and the fee as the main problem.**

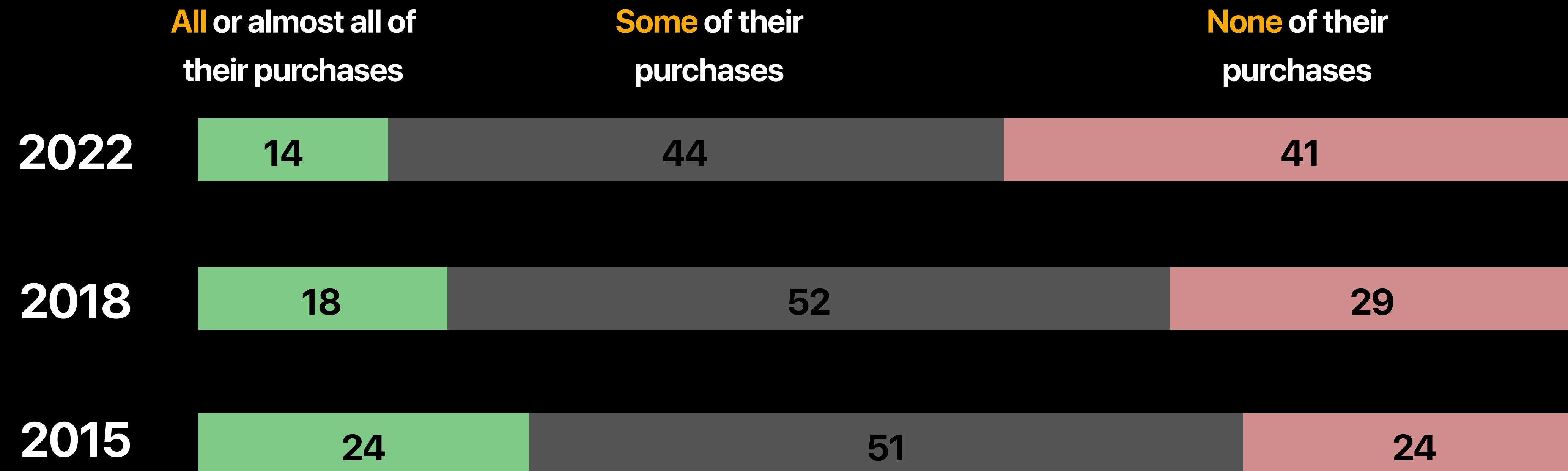
# Unbanked 5.9 million

**Based on FDIC(Federal Deposit Insurance Corporation) data, approximately 5.9 million people, including the homeless in the U.S., were "unbanked" in 2021, which means the above people did not have a checking or savings account at a bank or credit union.**

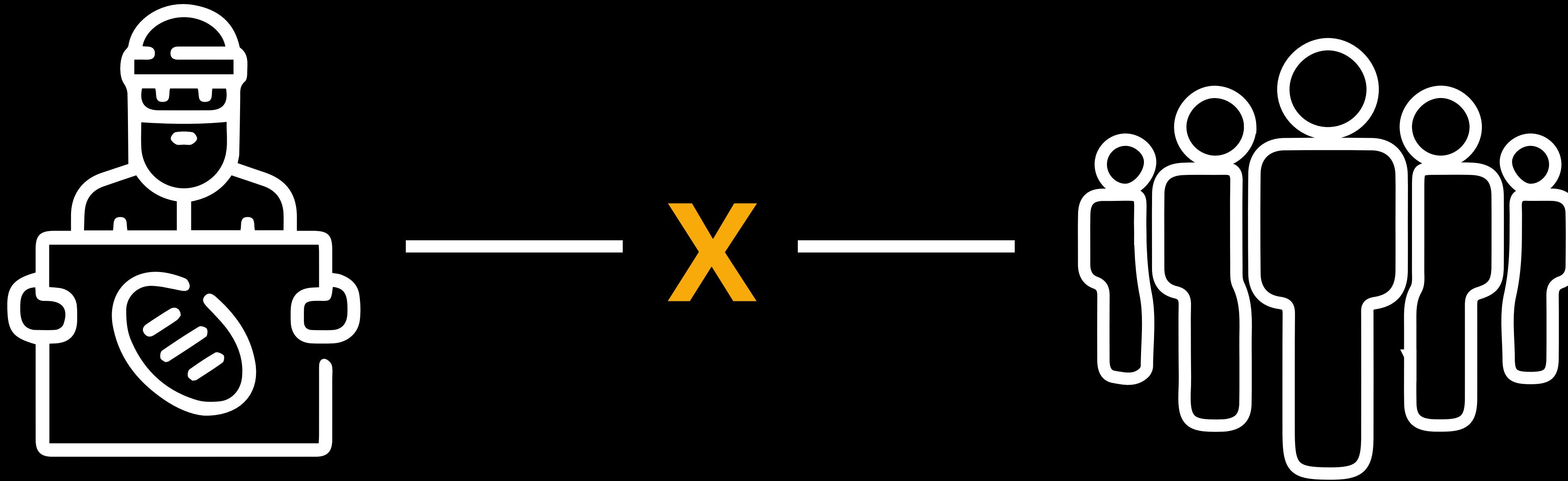
# Cashless Society

Americans have become cashless society and **don't use cash for purchases.**

More Americans say they don't carry cash.



# The critical impact



Community **can't casually share cash with the homeless.**

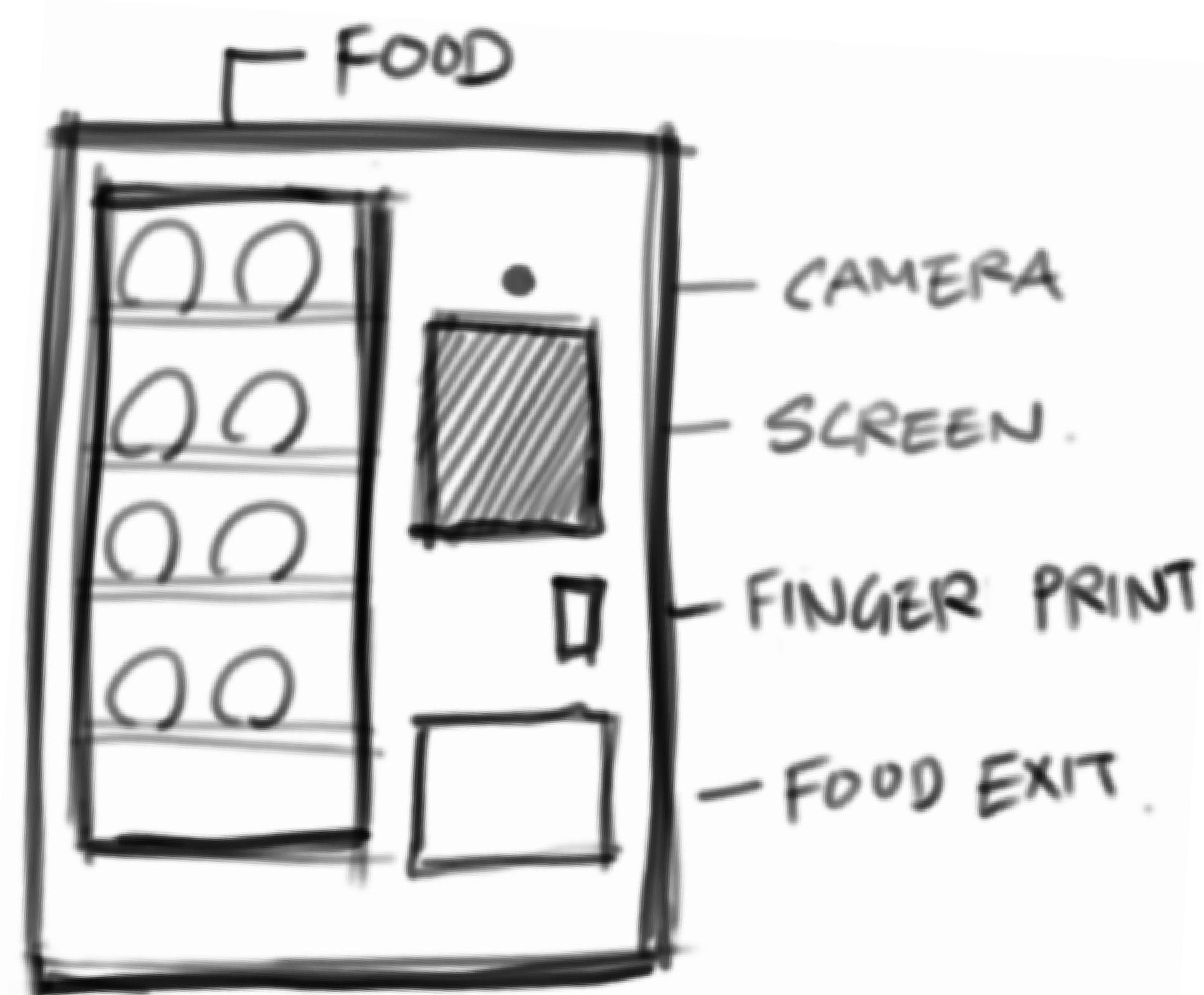
**Can't transfer money electronically.**

**Loses extra support and gives up on hope.**

**How can we provide a financial tool for the homeless to eat and return to society?**

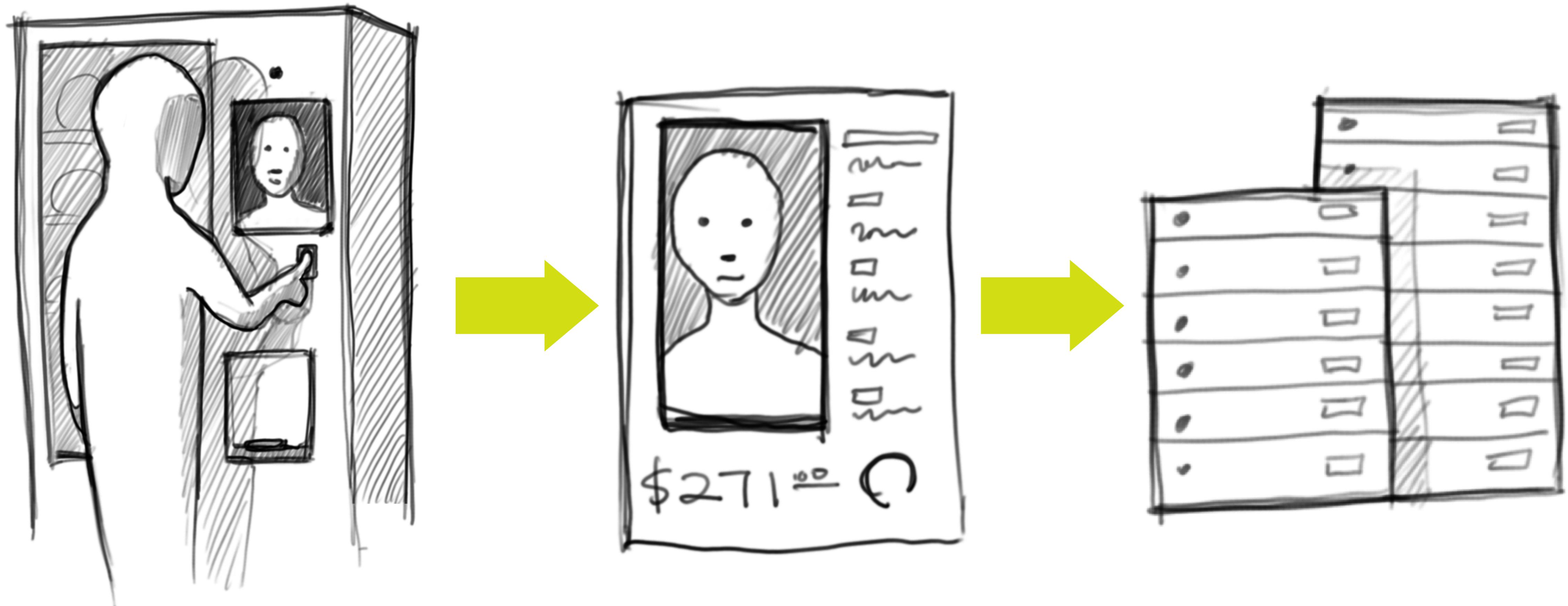
# Vending Machine + ATM Concept

Receive/send/use money at VTM



- Provide safe financial storage.
- Do not need to carry wallet or card.
- Requires face recognition and finger print therefore only the direct person can use it.
- Purchase food.

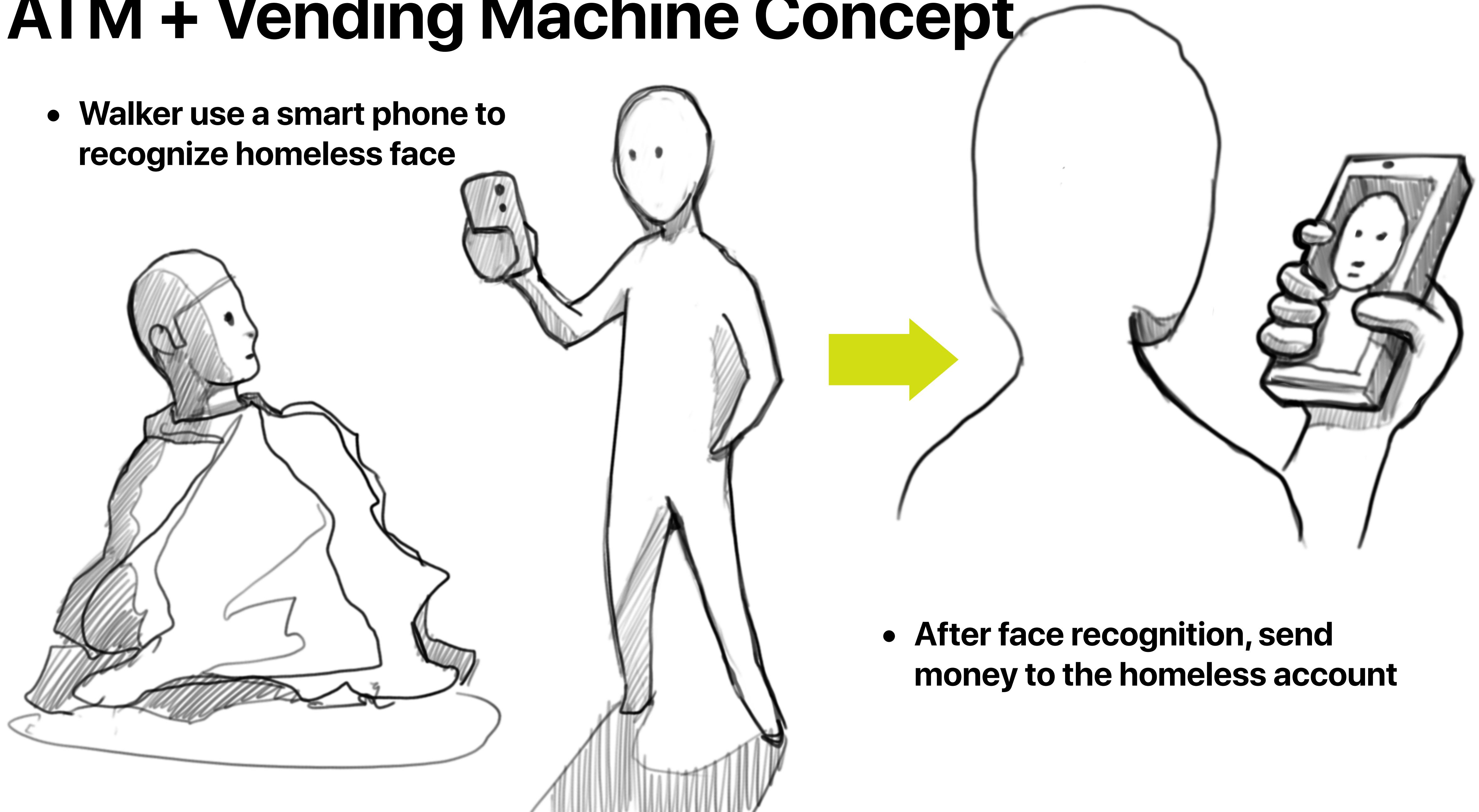
# ATM + Vending Machine Concept



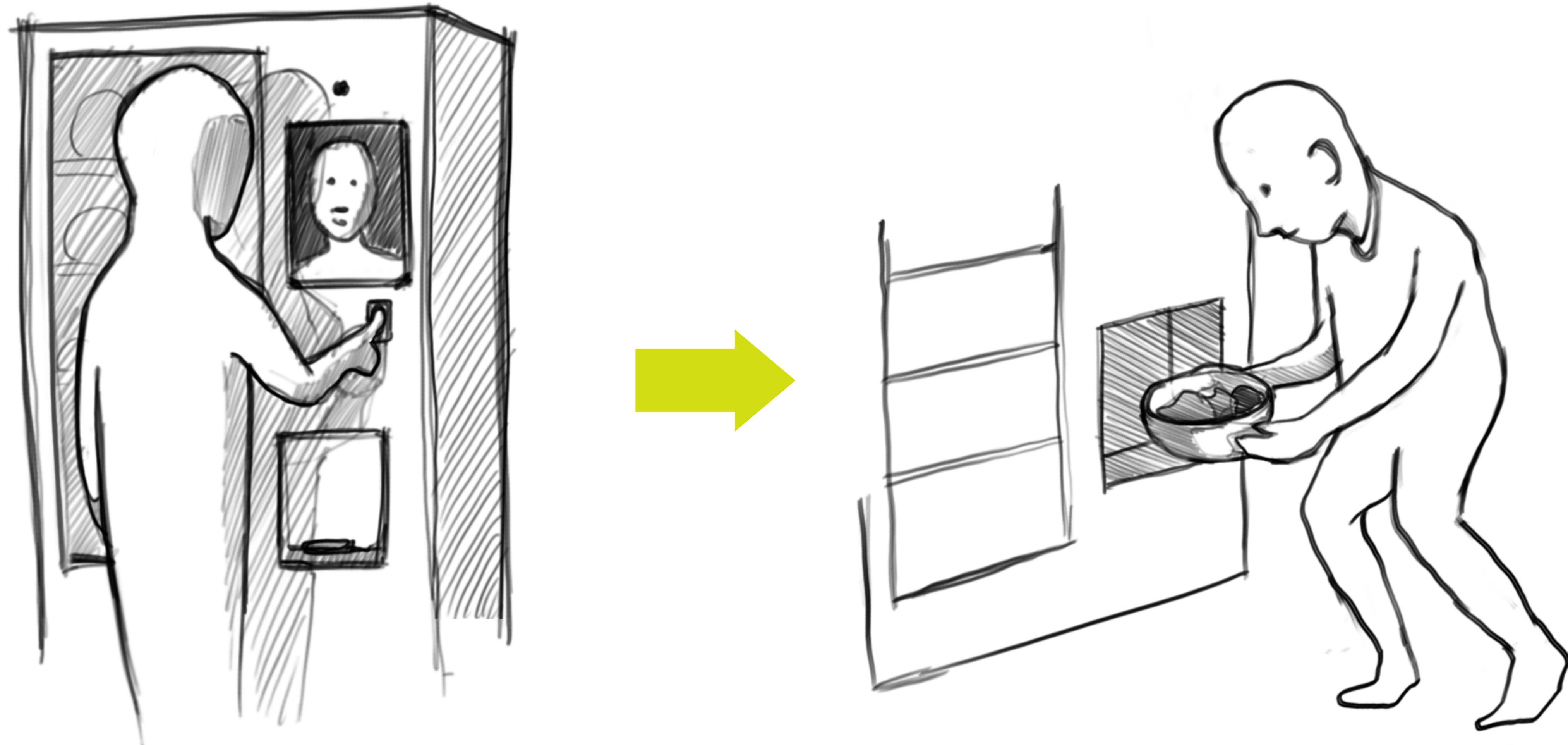
- Create an account at VTM
- View profile and balance
- Information goes to the data center

# ATM + Vending Machine Concept

- Walker use a smart phone to recognize homeless face



# ATM + Vending Machine Concept



- Homeless goes to VTM

- Purchase food or daily necessity.

# **Financial tool of the Homeless**

## **Research Plan**

### **Research Goal:**

- **Identify the financial factors which influenced users to become homeless.**
- **Analyze which financial tools they are currently using.**
- **Understand the barrier and the homeless's effort to overcome their low-income status.**

## **Participants:**

**7 people who fit the following criteria:**

- Homeless with no permanent shelter.**
- Low income: less than \$27,180 per year. (200% of the poverty line)**
- Enrolled in food stamp program.**
- Age between 22-44.**

## **Methodology:**

- Total 3 hrs: 1 hrs of 1:1 face interview session. 45 min of lunch. 1 hour of 1:1 face interview session. 15 min of photo documentation. Participants will be asked to discuss their financial journey. Post-journey interview, participants will be asked to provide answers on the current financial tools and their needs.**

# **Session Protocol and Script:**

**Hi, this is George. Is this a good time to talk?**

**Before we begin, I will need you to complete our privacy and security agreement. It says anything we discuss today is confidential, and the filmed interviews will not be used in public space. Please take a moment to read and sign it.**

**Our team is interested in learning about the background of people on the street or without permanent shelter. But, unfortunately, we only know a little about the actual cause of bringing the people to the street. We are interested in hearing about your journey from childhood to your current status.**

**After hearing about your journey, we will ask you about some of the tools or technology you use. There aren't any right or wrong answers. It is OK to change your answers at some point.**

**If it is OK with you, we will start the recording and interview. Before we begin, do you have any questions?**

# Journey(1hr):

- **What year were you born? (Match it with the economy timeline)**
- **Where did you grow up?**
- **Have you moved your residency since?**
- **What is the highest education degree you received? Middle school? High school? College?**
- **Did your parents work?**
- **Were you employed at some point? If so, what was your first job? Was it your dream job? If not, what was your dream job when you were growing up?**
- **How many different jobs have you worked?**
- **What is your current job? Or last job.**
- **Where did you live right before moving out to the street/temporary shelter?**
- **What made you commit to live on the street/temporary shelter?**
- **Do you have a family? Spouse, partner, or children? Do you live with them?**
- **What types of government benefits are you receiving? Insurance, food, employment.**
- **Are you taking any medication?**
- **If you can no longer stay in the city, are you willing to move to the rural area? If not, explain the reason.**

# **Financial tools and needs(1hr):**

- **When did you become financially independent?**
- **During your last employment or current employment, how much was your pay? did you get your paycheck through a check, cash, or wire transfer?**
- **How much was your rent?**
- **How much money do you spend on food?**
- **In total, how much money do currently have?**
- **Do you have a bank account?**
- **Do you carry a wallet?**
- **Do you carry a smartphone? If so, do you have internet service? Where do you charge your phone?**
- **Where do you store your valuables or money?**
- **Have you tried to find a job? If not, can you tell me the reason?**
- **What will be your first action if you get \$120(minimum daily wage) right now?**
- **Would you be concerned if your personal information is used to solve homeless problem?**
- **What are most important daily necessities? toothbrush, soap, glasses...etc**

# **Take picture of the shelter (15min):**

- Food storage.
- Daily necessities. Tooth brush, shampoo, glasses, watches...etc
- Cooking ware.
- Clothing.

## **Wrap up :**

**Do you have any additional thoughts or questions? Anything we didn't cover that you want to discuss or suggestions for the future?**

**Thank you**