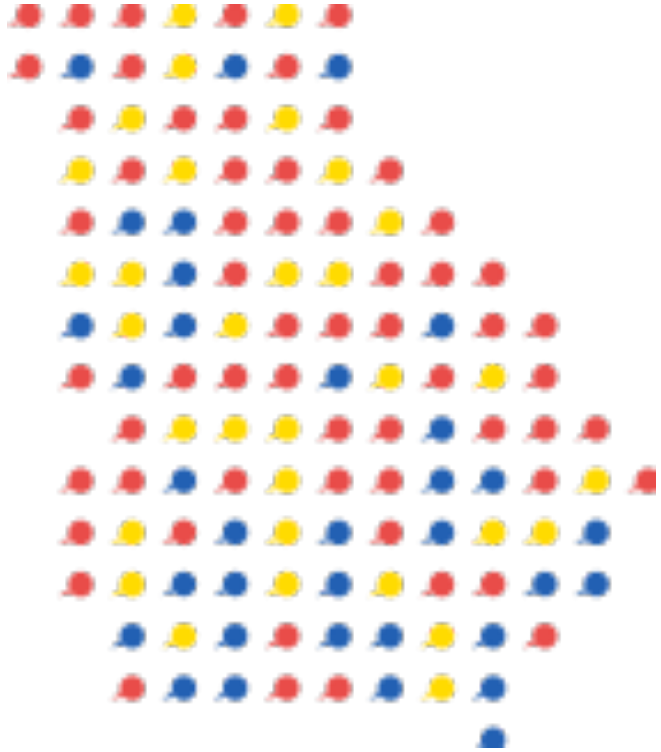
Partnership for Inclusive Innovation



Mini City Compassionate Tech Hub for the Indigent

IA Final Project Presentation

Date: July 2023

pin partnership for inclusive innovation

pingeorgia.org

Mini City: Compassionate Tech Hub for the indigent

pin

Project Team

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PIN Summer Intern

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Project Overview

In 2022, Mini City began version 2.0 of their tech platform with a goal of assisting 25,000 citizens in need. Over the two year course of the PIN project, Mini City software will launch:

- **A resource hub that digitally connects employment partners to citizens seeking employment, fostering an otherwise isolated workforce.** Through the employment partner tools, Mini City can connect citizens to programs that prepare for job readiness, interview prep and skill training. This is done alongside our digital platform that auto generates employment forms (resumes, cover letters) to employment partners offering positions.

- **A resource hub that digitally connects enterprise partners that offer benefits backed services to citizens** faced with digital inequity or other life barriers

- **A resource hub that digitally connects benefits to citizens seeking access to government assistance.** Temporary Assistance to Needy Families (TANF), Medicaid, Food Stamps, Emergency Refugee Cash, Grandparents Caring for Grandkids and the ability to register to vote, increasing citizen's ability to remain gainfully employed, housed, and thrive within a community.

This is to support a larger goal of changing the lives of 25,000 needy citizens and partnering with 150 Community Based Orgs (CBOS)

The Problem

There are 500,000 individuals experiencing homelessness on any given night in the United States
Mini City is addressing an epidemic of lack with tech.

Over 50% of the homeless are unable to access housing, food stamps, jobs and **more due to lack of ID.**

Housing

Food Stamps

Jobs

Medical

The Problem

Community Based Orgs (CBOs) offer assistance for the homeless, but **CBOs are struggling to maintain caseloads and efficiently connect the homeless to services.**

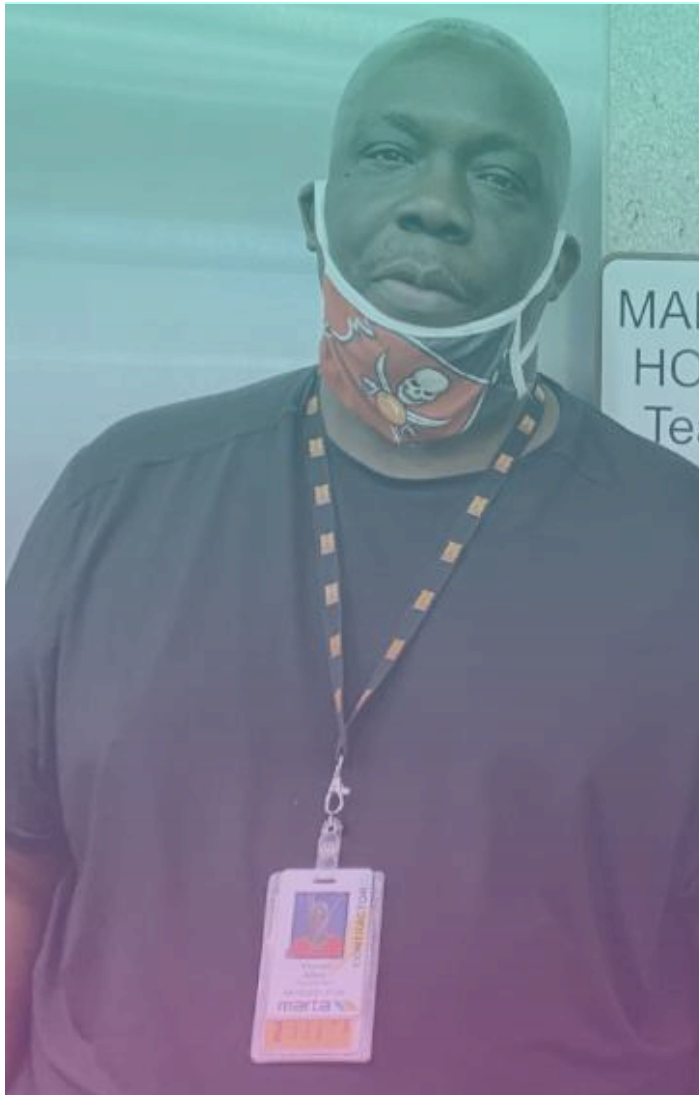
Overworked, heavy caseload

Focus on those with ID

Current solution leaves needs unmet

> ID remains one of the single largest obstacles for the homeless, Salvation Army has been addressing this issue for centuries and **it to this day is the single largest pain point**

Melinda Allan
Former Grants Manager
Salvation Army



The Problem

Enterprise Corporations are highly motivated to tap into grassroots organizations to tap into the indigent market and expand their benefits backed products and offerings.

Serve the under/unbanked

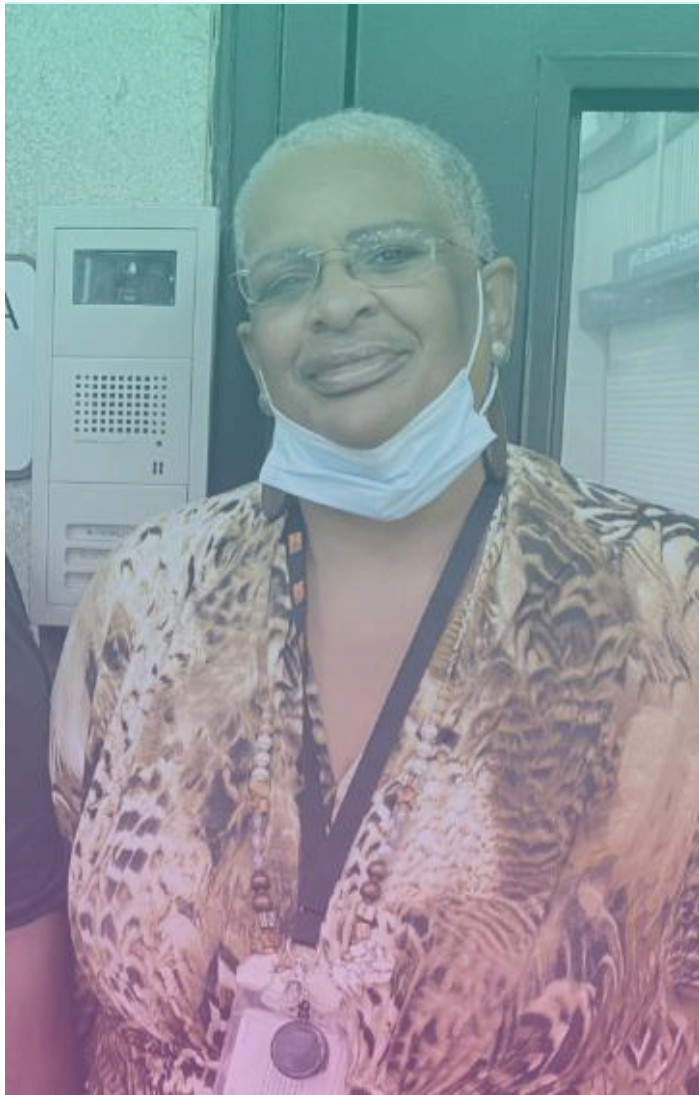
Expand benefits backed services

Expand community outreach

"We are in dire need of connecting the disadvantaged to the services we provide for them, we need that grassroots level engagement that Mini City provides…"

SVP, Enterprise Product Development

FinTech Bank Partner



The Solution

Mini City began as a compassionate tech solution that obtained legal forms of ID for citizens in need. Documentation is the invisible key the unlocks next steps to self sufficiency. **In 2020, Mini City realized obtaining ID is not enough.**

Starts with ID

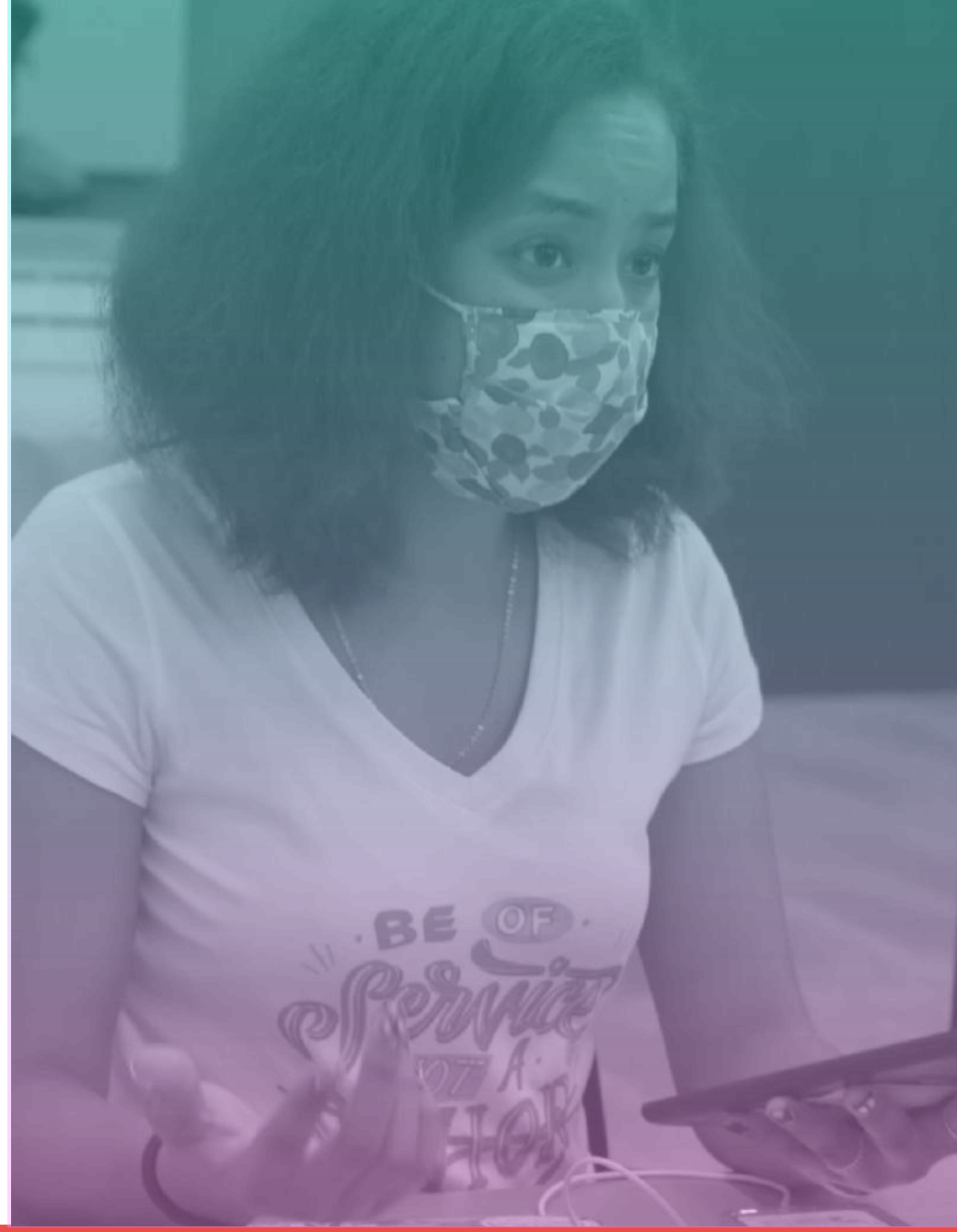
Connect to Gov't Benefits

Connect to Tools

Sustainability Achieved

To ensure someone is thriving and not merely serving in society, partners and CBOs **need to connect vulnerable citizens to life critical tools.**

During the first year of the PIN Project period, **the Mini City team rapidly expanded our software capabilities to remove logistical barriers** for CBOs, caseworkers, and the citizens they serve **in their search for documentation (ID), housing, government benefits and more.**



Project Partners

These are the partners that are assisting Mini City in connecting our vulnerable citizens to life critical benefits, government resources, legal forms of documentation, housing, employment and more.

COMCAST

xfinity

EQUIFAX

HOPE ATLANTA

CHRIS 180
Changing Directions.
Changing Lives.

EAST POINT GEORGIA

CHANGING LIVES ENDING HOMELESSNESS
gateway center

first step STAFFING for good

LIVE UNITED United Way

United Way of Greater Atlanta

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techstars_

Google for Startups

SCADpro

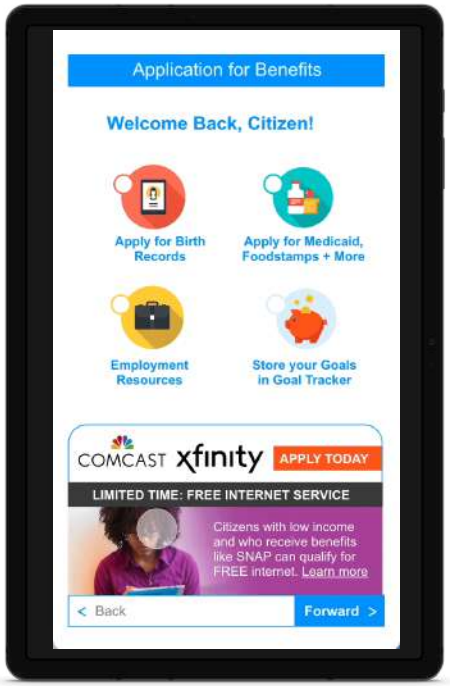
COMCAST NBCUNIVERSAL The FARM

pin partnership for inclusive innovation

Key Partner Highlight: Comcast Xfinity

Mini City's Enterprise partnership and tech integration with Comcast supported the corporation's goal of connecting low income families + vulnerable citizens to free internet connectivity. **This global telecommunication corporation had direct goals of supporting our nation's $14B Affordable Connectivity Program for those in need via the Mini City portal**

COMCAST xfinity



"The Mini City platform is the only solution we are aware of that can bring data and insights into our marketing outreach and awareness efforts to ensure we are… reaching the broadest benefits eligible market as possible."

Jenna Kurath
Comcast | Vice President of Startup Partnerships

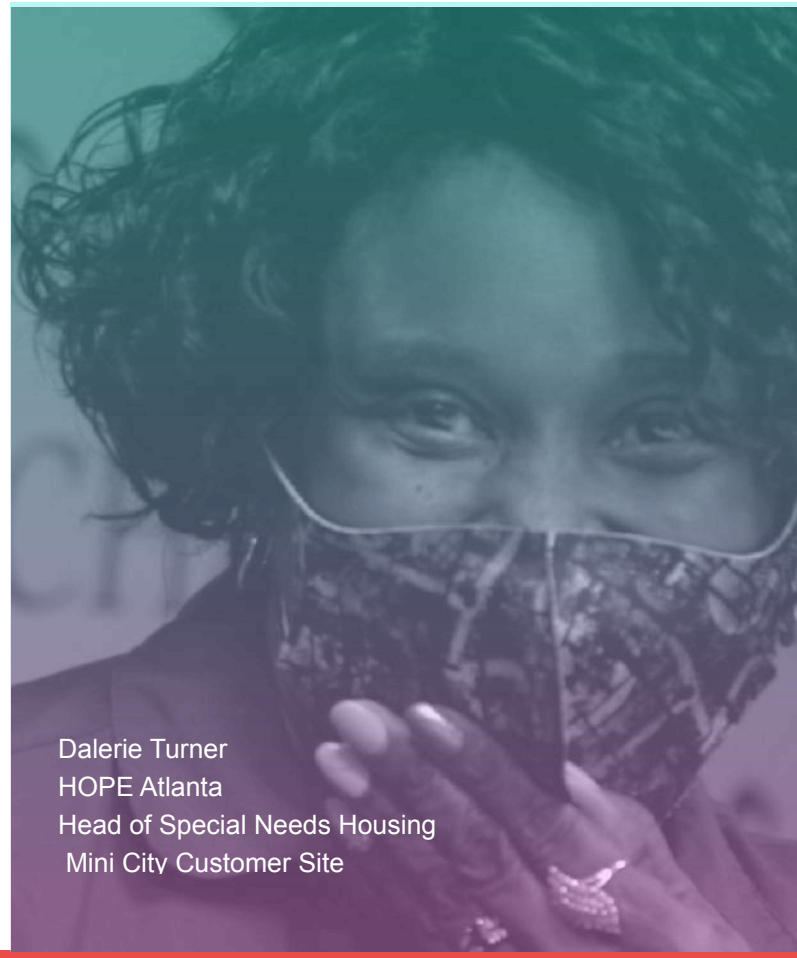
Key Partner Highlight: HOPE Atlanta

HOPE provides individualized assistance, resources, and advocacy for people experiencing (or at risk of experiencing) homelessness and hunger across 28 Georgia counties with special resources for veterans and their families. **We empower nearly 90% of their street outreach caseworker and supportive teams with our software.**

HOPE ATLANTA

"The one thing that has stopped housing (during the pandemic) are birth certificates…the security that Mini City gives us, that we will get birth certificates, is needed to continue housing…"

Dalerie Turner
HOPE Atlanta | Housing Navigator for Special Needs



Key Partner Highlight: First Step Staffing

FSS is a non-profit staffing agency that empowers individuals on the path out of homelessness and poverty through employment. FSS employs individuals and offers Support Services Division that provides transportation, job coaching, housing referrals, and other assistance that is necessary to help individuals overcome the barriers to employment.

“The work that Mini City is doing is absolutely invaluable. So often, the clients we see for employment, and support services are in need of their documents, but don't know how to go about getting them. By using mini city, we have been able to assist our clients faster, and more efficiently.

Brian White
First Step Staffing | Director of Client Resource Navigation

Key Partner Highlight: Gateway Center

GWC programs are designed to address the underlying barriers that prevent individuals and families from transitioning out of homelessness, such as unemployment, behavioral health, housing affordability, and/or medical conditions.

"Mini City is a huge factor in our work load. Assisting clients with obtaining their ID while experiencing homelessness is difficult. With Mini City we've been able to obtain ID and benefits easier and faster."

Shenika Mckibbins
Gateway Center | Wellness (COVID) Hotel Caseworker

Key Partner Highlight: Equifax

Mini City launched a partnership with Equifax, utilizing **Equifax APIs to remove existing barriers in validating ID when connecting citizens in need to housing, government benefits and life critical resources.** Mini City identified State and Federal ID Trusts to streamline this process.

EQUIFAX

Mini City's partners were taking 6 -12 months to obtain ID and benefits for citizens in need. Our software speed up the process to 2-4 weeks. With Equifax, Mini City is able to validate identity information in seconds

Mini City is using the powerful suite of Equifax Cloud™ enabled Application Programming Interfaces to create transformative solutions designed to foster financial inclusion and improve access to services.

Process Improvements: Equifax Integration

Equifax cloud-enabled APIs allow us to validate ID in seconds. This remove existing barriers in validating ID when connecting citizens in need to housing, government benefits and life critical resources.

Equifax APIs bridging access gaps

Our partner average to obtain ID documentation and connect needy citizens to resources was 6-12 months, with Mini City at 4 weeks.
Equifax can validate ID in seconds.

Future Possibilities

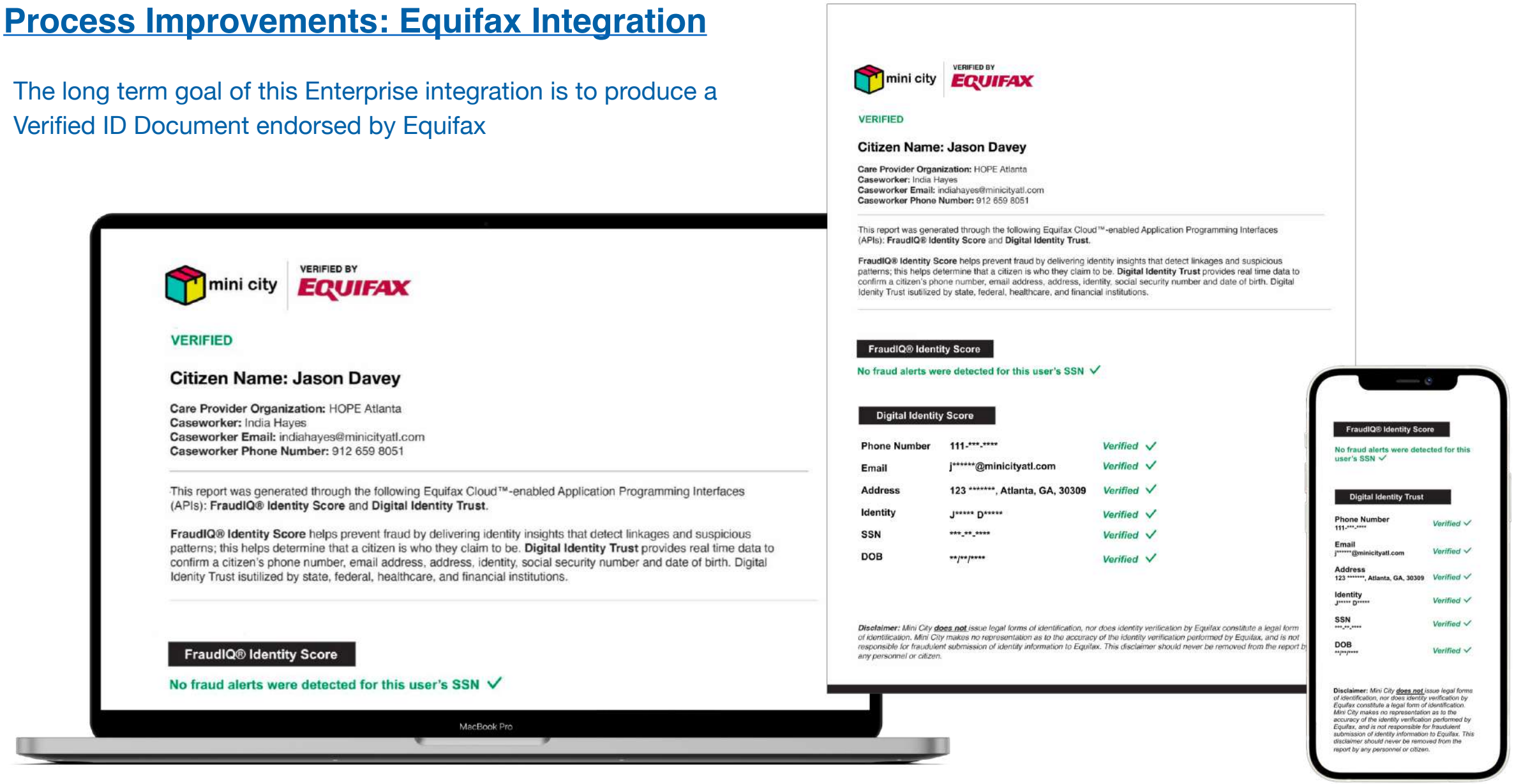
While this partnership may begin with validating ID for the purpose of connecting to **housing, benefits**, and **detecting fraud**, over time we can verify **education, employment** and more.

Equifax becomes a leader in digital equity

With hundreds of thousands of citizens across the nation **facing logistical barriers** on their path to sustainability, Equifax is poised to become a leader in digital equity through this partnership.

Process Improvements: Equifax Integration

The long term goal of this Enterprise integration is to produce a Verified ID Document endorsed by Equifax



Project Outreach Goals (2022 - 2024)

Description: Through the Mini City Compassionate Tech Hub we seek to transform the lives of 25,000 citizens in need, through partnership with 150 CBOs.

Baseline Condition: At the start of the project, Mini City was partnered with 3 CBOs that represented 20 divisions/ locations and had served a little 2,000+ citizens in need.

Target Condition: Launch of a robust compassionate tech hub that is incorporated into the core onboarding system for various homeless care providers across the southeast.

Key Proposed Project Metrics (2022 - 2024)

3	150	25,000	150*	$100,000*
Enterprise Partners	Community Based Org Partners	Citizens Assisted	Caseworkers Empowered	Benefits Unlocked

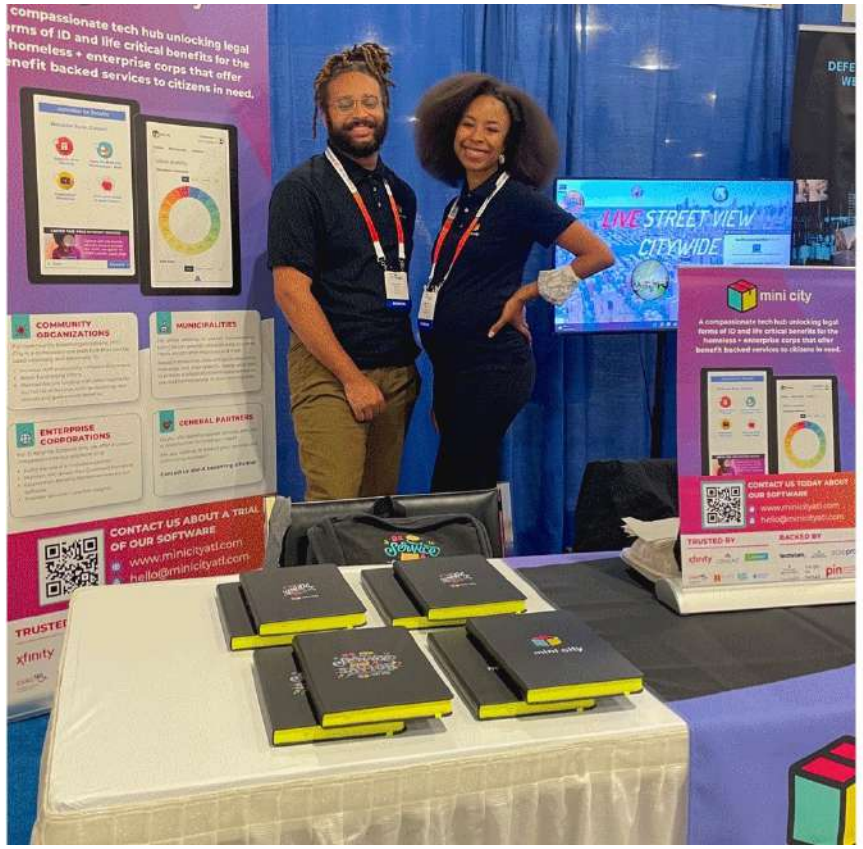
**new value proposition identified*

Project Outreach Outcomes (First Year)

Mini City launched with **3 additional Community Based Organizations** *(United Way of Greater Atlanta, First Step Staffing, and City of East Point);* **73 caseworkers** in and **assisted 236 citizens** in obtaining a variety of life critical benefits.

Mini City launched partnerships with **2 additional Enterprise Partners**; one of which has global reach in the identity sector (*Equifax*).

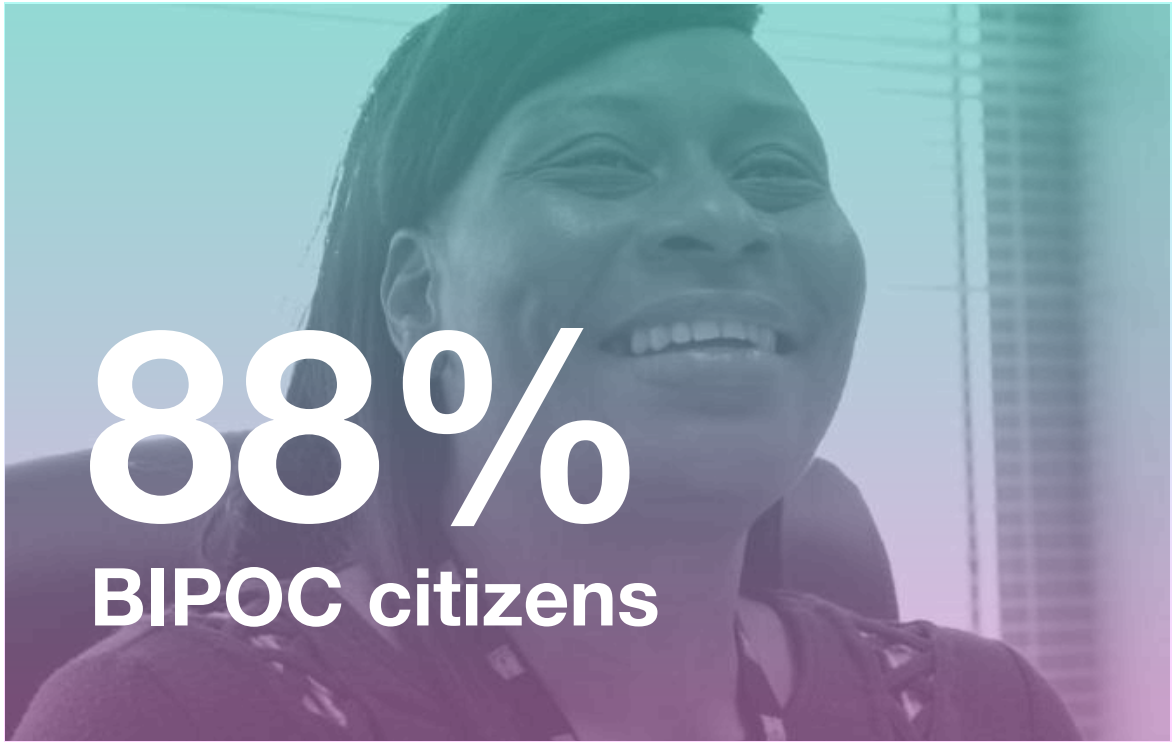
Project Mid-Point Considerations: Mini City has met or exceeded the number of Enterprise Pilot Partnerships but struggles to connect to CBOs, thus affecting citizen reach.



3	26	236	73	$223,079
Enterprise Partners	Community Based Org Partners	Citizens Assisted	Caseworkers Empowered	Value of Gov't Benefits Unlocked

***6 CBO Customer Sites, 20 CBO Resource Partners*

Project Outreach Outcomes (First Year)



$123,240

Value of SNAP benefits awarded to Mini City citizens

$95,939

Value of Medicaid benefits awarded to Mini City citizens

$2,325

Value of TANF benefits awarded to Mini City citizens

2

Additional benefits being reviewed for automation

Project Outreach Outcomes (First Year)

Mini City identified a new impact metric to track for the PIN Project: **Caseworkers Empowered** (trained with the Mini City software) and **Value of Government Benefits** (estimation of dollar amount of benefits granted to Mini City citizens)

During this project, we have found that **the more caseworkers that are trained at a specific partner location the higher the social impact/number of citizens assisted.** The value of gov't benefits unlocked increases as well.

A core example of this would be Mini City's ability to train the entire outreach staff of HOPE Atlanta. The caseworkers that make up HOPE are serving a community kitchen, supportive service sites for veterans, MARTA stations, the Atlanta Hartsfield-Jackson Airport and street outreach with our software.

Solutions and Process Improvements

- **Expanding Community Support:** Mini City hired a Community Outreach Consultant whom spearheaded a community event in the Summer, Fall and Winter of 2022. These resource events brought services like internet connectivity, employment opportunities/ interviews, and gov't resources to needy citizens across Atlanta.

- **Expanding Community Resources:** The citizen portal lists resources from 20 new partners, powered by the Mini City partner portal. This brings resources such as workforce development training (*Goodwill*), connection to no fee bank accounts for the under banked (*Capway*) citizens across Atlanta

Mini City Community Fall Event

Solutions and Process Improvements

- **Expanding Community Resources (cont):**
  Mini City Resource Partners include:

Capway
Goodwill of North Georgia
First Step Staffing
3D Girls
AmeriGroup
Comcast Xfinity
Atlanta Public Schools
Good Samaritan Health Center
Mercy Care
3D Girls
WorkSource Georgia
Tender Foundation
Big Brothers Big Sisters
Yess4Youth

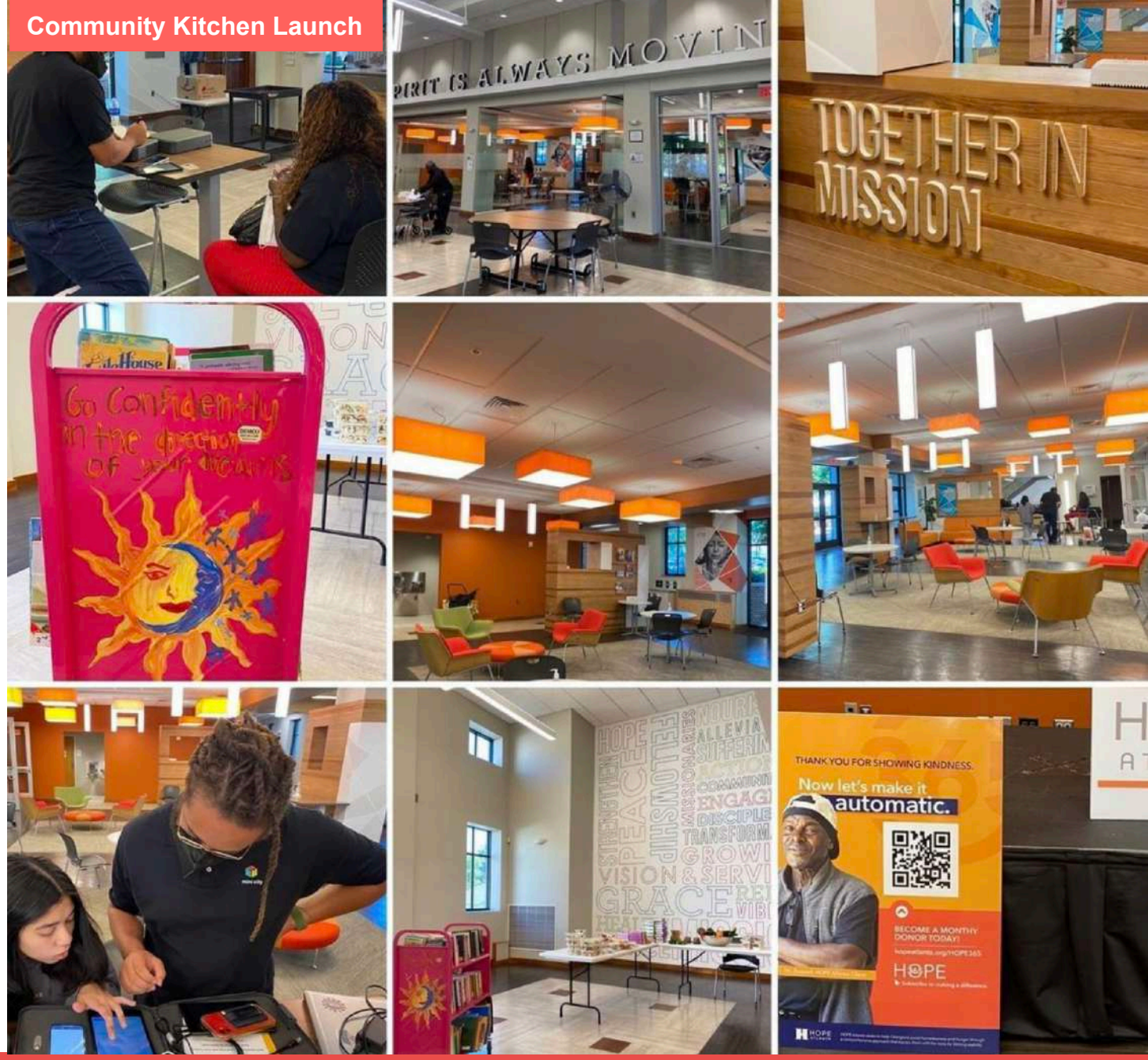
Salvation Army
Cox
Kid-Doc-on-Wheels
The Ansley School
Ona
Metro Community Ministries

Mini City Winter Event for Mothers

Mini City Winter Drive

“Mini City allows citizens to apply for the supportive services they need in one place without having to waste time or resources going from organization to organization. Our citizens are always blown away by the amount of resources available in the Mini City portals and tablets”

Adeidra D. Washington
First Step Staffing | Grants Manager



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We spent 2022 refining our tech to meet the needs of vulnerable citizens and the organizations that assist them. **We are going to spend 2023 scaling our technology across Georgia to change the lives of thousands of citizens in need.**

pin

Project Tech Goals (2022 - 2024)

Description: The primary objective of the Mini City Project is to bridge gaps between our state's most vulnerable citizens and much needed products, government benefits, housing and employment opportunities. We will do this through the launch of our **Compassionate Tech Hub**

Baseline Condition: Began 2023 with standard tablet software

Target Condition: Launch of a robust compassionate tech hub that includes caseworker, citizen, and partner portals that citizens in need can tap into; with municipalities and CBOs providing benefits backed services.

This will foster a community of inclusion, bridging gaps and removing logistical barriers for needy citizens.

Key Proposed Project Metrics (2022 - 2024)

3	3
Enterprise Partner Integrations	Portals Launched (Citizen, Caseworker, and Partner

Project Tech Outcomes (First Year)

Mini City has launched the initial versions of our portals, alongside Enterprise Partner Pilot Integrations with Equifax, Comcast and Capway Banking. The most notable and active Enterprise integration is with Equifax which enables us to validate ID in seconds.

Project Mid-Point Considerations: Mini City has met or exceeded the number of Enterprise Partnership pilots and tech development expectations for the project for the first year.

3

Enterprise Partner Integrations

2

Portals Launched (Citizen and Caseworker)

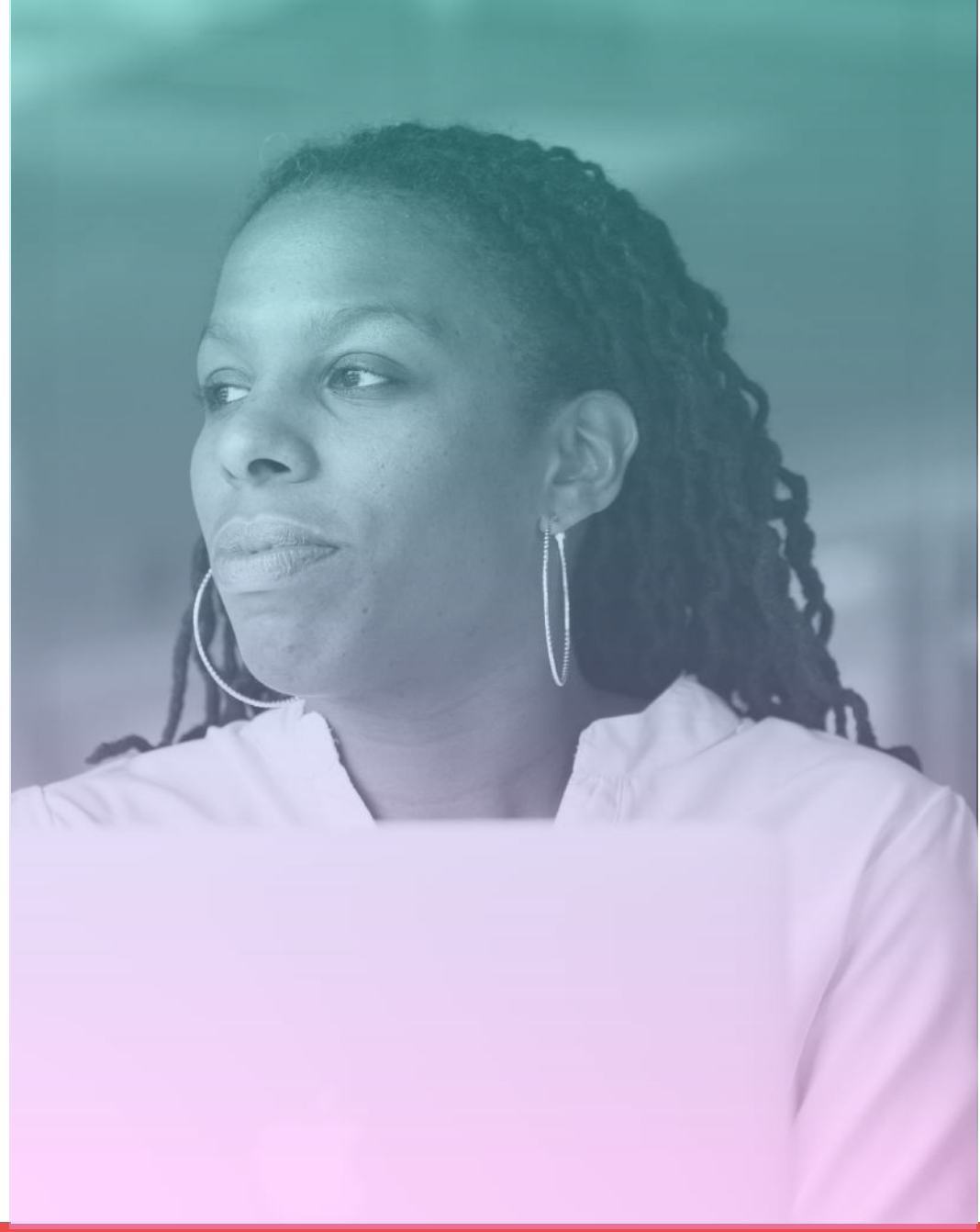
Solutions and Process Improvements (Caseworker Portal)

- **Managing Caseload:** Caseworkers have a centralized location from which to keep track of citizens under their care
- **Citizen Profiles:** Caseworkers can maintain profile information for each of their citizens. Initially collected via our app during citizen onboarding, caseworkers can augment these profiles with notes and documentation to support their own internal processes
- **Tracking Birth Record Requests:** Caseworkers are able to view the status of any in-progress birth record requests for their citizens, and are guided through any intervention required
- **Managing Sites And Employees:** Partner admins can manage Mini City enabled sites within their organization, as well their roster of caseworkers and their assigned citizens
- **Analytics -** Partner admins can access live analytics to track their impact, performance, and the needs of their citizens. These stats are often instrumental in supporting applications for grants and other critical funding
- Streamlining the **onboarding** and ongoing admin of our customer accounts and citizen applications is vital to enabling scaling, and reducing operational overhead for Mini City

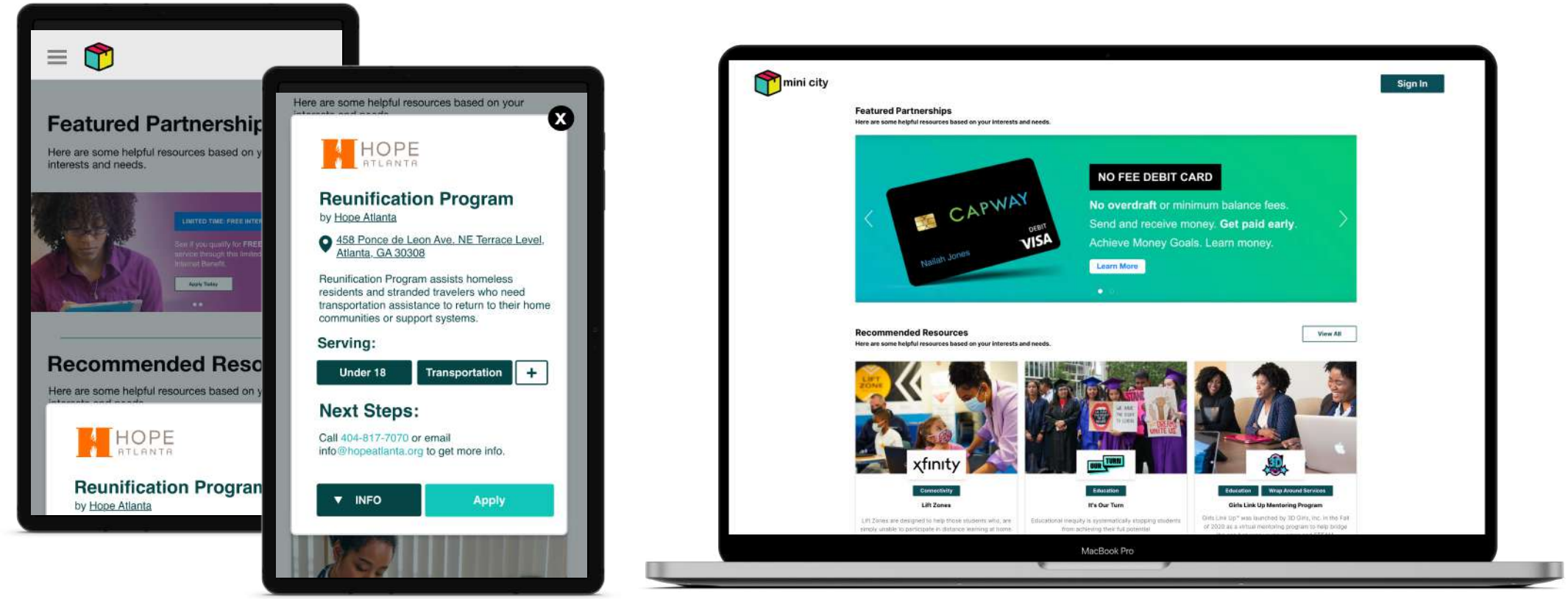
Solutions and Process Improvements (Citizen Portal)

- A curated directory of resources, offers and benefits to address the needs of citizens - housing, education, healthcare, employment, and more.These are provided by local community organizations, government agencies, and Mini City’s own partners

- We aim to be a hub where citizens can turn to discover these resources, and to proactively connect citizens with support based on their needs and eligibility.



Solutions and Process Improvements (Citizen Portal)



V1.0 LAUNCH

RESOURCE IDENTIFICATION & LISTING

SELF-SERVICE RESOURCE LISTING

ADVANCED SEARCHING & FILTERING

SMART RECOMMENDATIONS

19

Georgia based resources listed

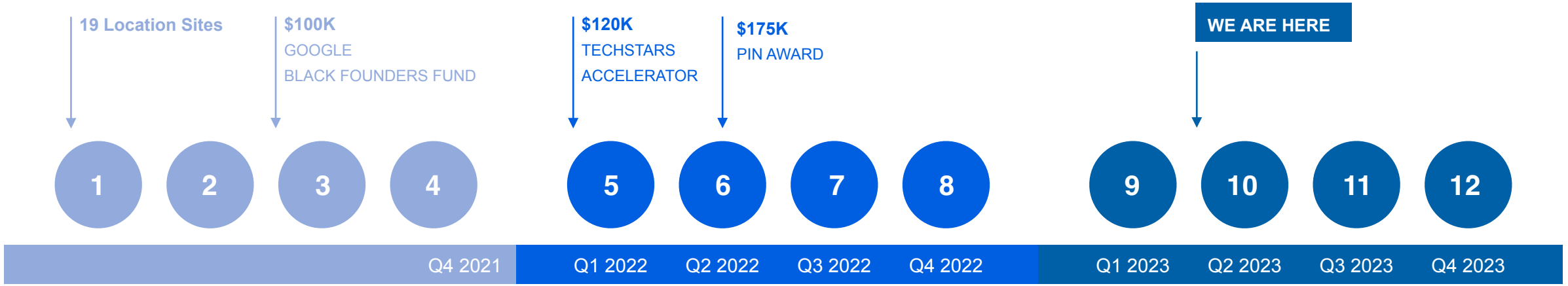
Solutions and Process Improvements (Partner Feed + Portal)

- The portal houses partnership offerings of enterprise, municipalities, and other groups, with the aim of connecting needy citizens to the benefits and service they provide, or otherwise enhancing Mini City's offering through custom integrations.

- These integrations can be of great value, but often require considerable time investment and bespoke integration work. Our bandwidth currently limits our ability to capitalize on all of the prospective partnerships we identify. Standardizing these integrations as much as possible will allow us to do so more efficiently.

Timeline

Mini City is building a hub to connect our nation's most vulnerable citizens, and those that assist them, to life critical tools.
We are on the path to eradicate chronic homelessness in Georgia.



STAGE 1

EXPANDING OUTREACH + OPERATIONS

1. DEPLOYMENT OF VIRTUAL ONBOARDING, TRAINING
2. CUSTOMER PAYMENT INTEGRATIONS
3. INFRASTRUCTURE FOR ENTERPRISE INTEGRATIONS
4. UX/UI REDESIGN (TABLET APP)

STAGE 2

SCALING THE TECHNOLOGY

5. TEST APP DISTRIBUTION VIA PLAY STORE
6. AUTOMATING OUTBOUND FULFILLMENT
7. CASEWORKER PORTAL WITH 73 ACTIVE CASEWORKERS, CITIZEN PORTAL WITH 20 RESOURCES PARTNERS
8. API DATA FEED RELEASE OR ENTERPRISE PILOTS (COMCAST)

STAGE 3

IMPROVING THE PROCESS

9. KAJEET TABLET SOFTWARE PROVISIONING AND MAIL FULFILLMENT
10. ANALYTICS DASHBOARD FOR CASEWORKER AND CBOS
11. SECURING 30 CBO/RESOURCE PARTNERS
12. RELEASE OF A LA CARTE SUBSCRIPTION

Future Project Plans Impact

Now that Mini City's tech is in place; it is critical that we scale across the state of Georgia with frontline organizations, municipalities, and benefits backed enterprise corporations.

- **Establish a unified, scalable tech hub**
  Now that we have seen our compassionate tech solution work effectively with hundreds of citizens in need, we are on track to scale the solution elsewhere. Mini City has goals of scaling our tech solution via dedicated outreach and continued caseworker training/empowerment in 2023

- **Making Smart Tech hyper-accessible to vulnerable citizens**
  Mini City's deployment of our Citizen, Caseworker and Partner Portal removes logistical barriers by placing benefits into the hands of citizens at our partner sites. We will tie up our tech efforts for the year, but focus heavily on placing our solution where citizens are: alongside Continuums of Care, at outreach sites, supportive service agencies, other task forces heavily utilized by the indigent.

Challenges

The largest risks and dependencies for the Mini City solution are malicious digital actors and restrictions in scale, We have comprehensive plans to combat these issues. We have planned and budgeted for maintaining this level of care as we grow and develop our software platform. **The challenges around scaling with CBOs and the tech delays posed by Enterprise partners were unprecedented. Mini City will focus the 2023 - 2024 on gathering additional metrics on the indigent, scaling our tech and integrating more seamlessly with Enterprise Partners.**

External Security Risks

Mini City store and manage sensitive information of numerous citizens across several locations.

- Adherence to NIST/HIPAA guidelines
- Technical and procedural safeguards include strong encryption and security best practices

Limit Around Scale

A challenge we currently face is the inability to rapidly scale to multiple CBOs and are in need of stronger CBO connections or municipal connections.

We have launched a HubSpot powered Sales Pipeline geared to CBOs to combat this, managed by our operations team.

Tech + Human Capital Constraints with Enterprise Partners

Nearly every Enterprise Partner Mini City worked with under the duration of PIN, posed extensive tech delays.

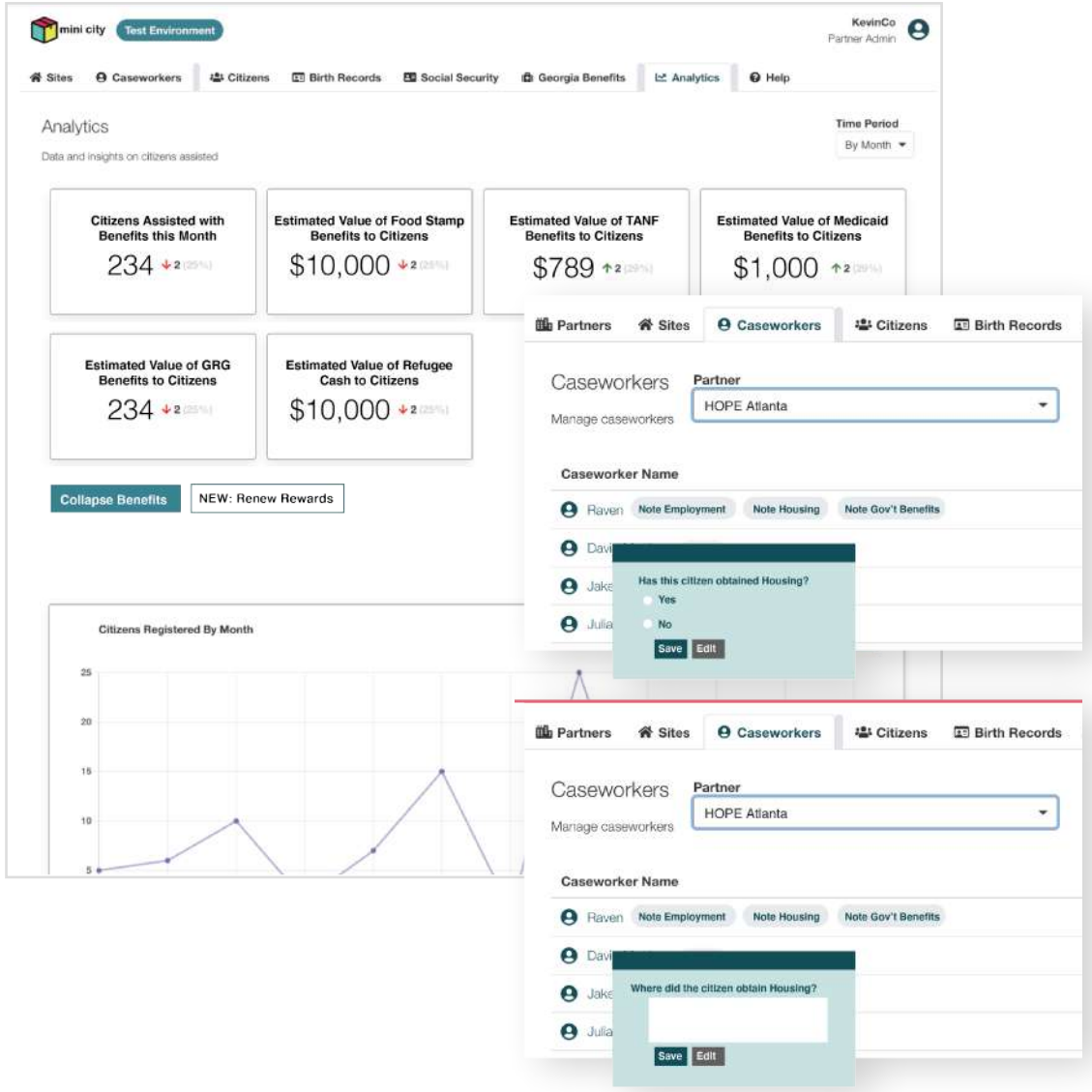
These integrations can be of great value, but often require considerable time investment and bespoke integration work.

Challenges

Overall, Mini City saw a missed opportunity in our data to gather additional metrics.

While we are able to say we assisted several hundred citizens in need, obtaining government benefits as well as identification, we were unable to accurately track how many of those individuals went onwards to obtain employment, housing and educational benefits.

There is little incentive for our current caseworkers to report this back to Mini City, so we have developed a live analytics dashboard that collects in real time each time caseworkers log into the Mini City portal to track benefits.



In phase 2 of the project and beyond, Mini City will capture additional metrics around:

- How many citizens we assist with gov't benefits and ID,
- **Were later able to secure:**
  - **Housing**
  - **Employment**
  - **Enroll in educational programs.**

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Future Project Plans

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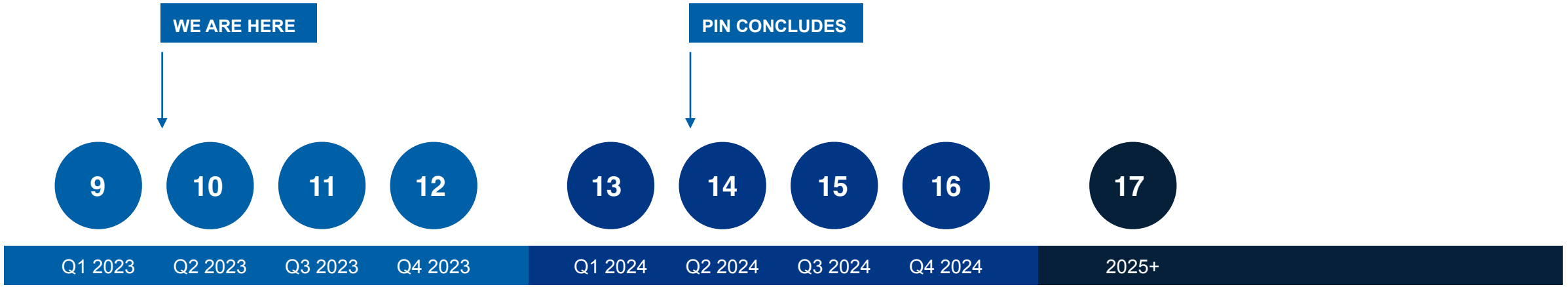

STAGE 3
IMPROVING THE PROCESS

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STAGE 4
EXPANDING THE IMPACT

STAGE 5
STATEWIDE COMPASSIONATE TECH HUB

CONTINUING IMPACT BEYOND PIN

Project Team Contact Information

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Innovation, opportunity and shared economic success.

Thank You

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