Yesler Central

Seattle Housing Authority

Supporting Information Dissemination from SHA Staff to Residents at Yesler Terrace

The Yesler Central Platform is a tool that supports SHA staff members in housing Yesler Terrace resources. By consolidating information, the platform aims to increase accessibility of service provision information in order to aid in efficient information dissemination from the administrative side. The platform features a filter-friendly event calendar, service provider and resident directories, and mass texting functionality.
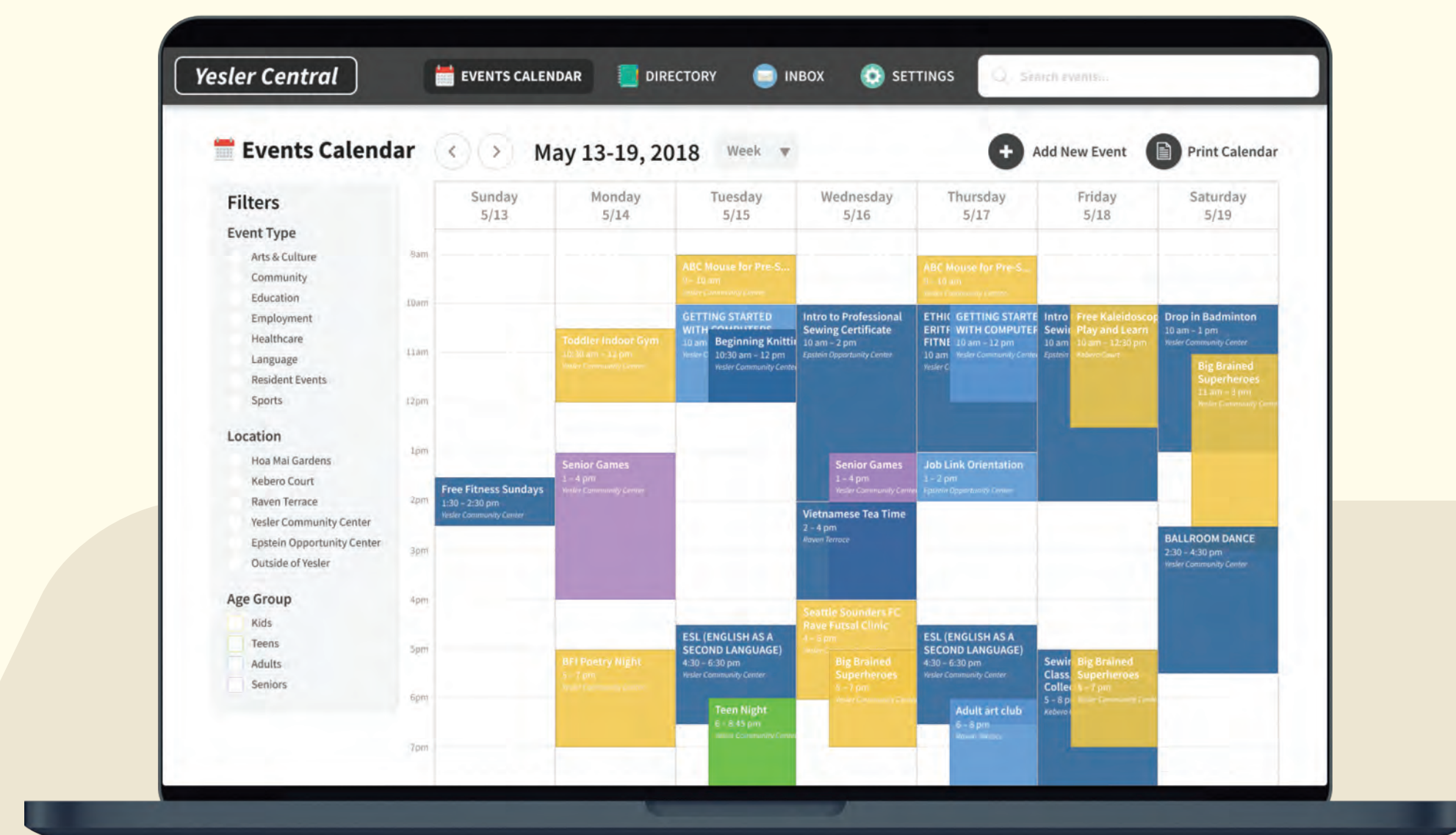

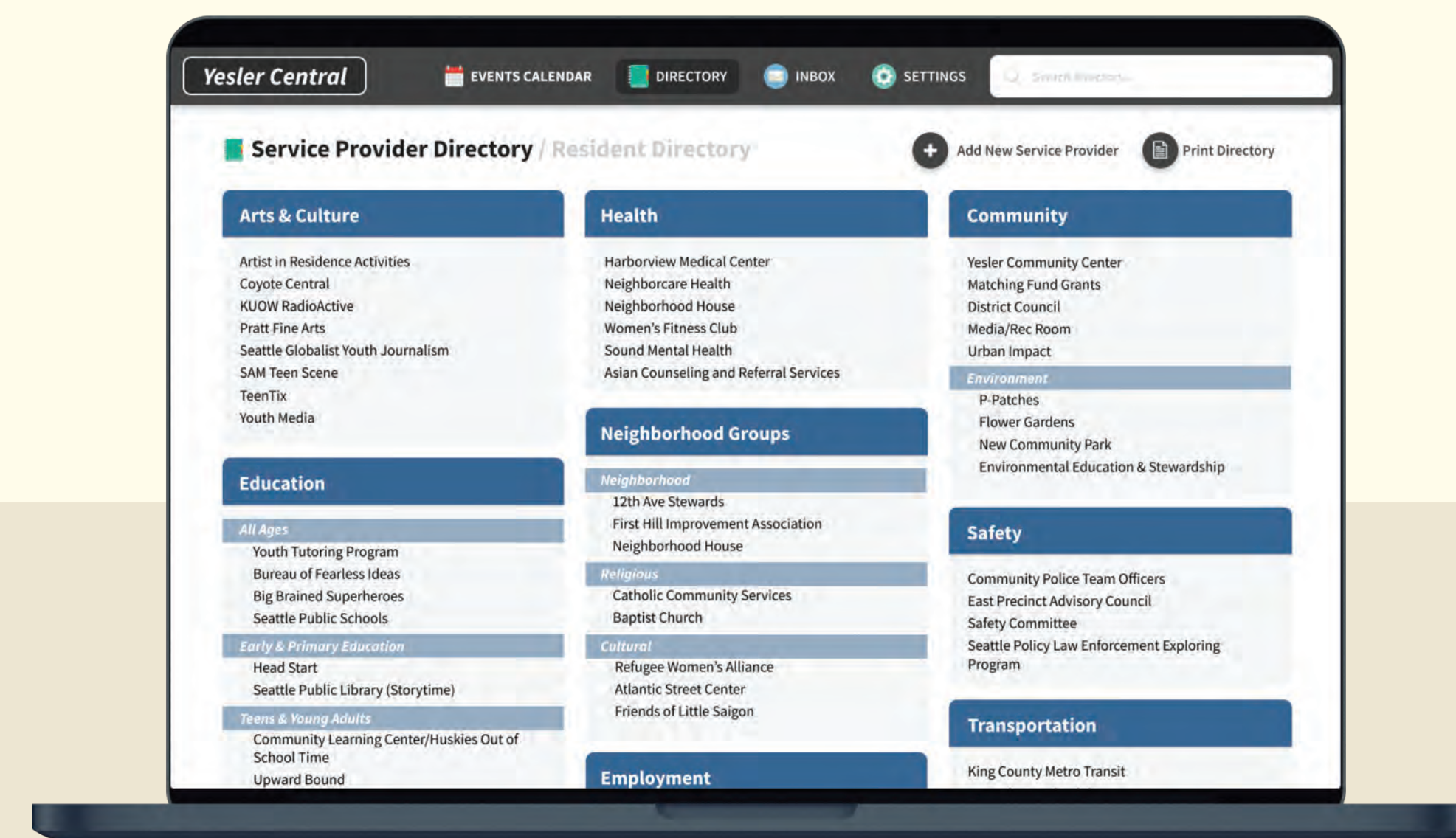Figure 1. Filter-Friendly Event Calendar

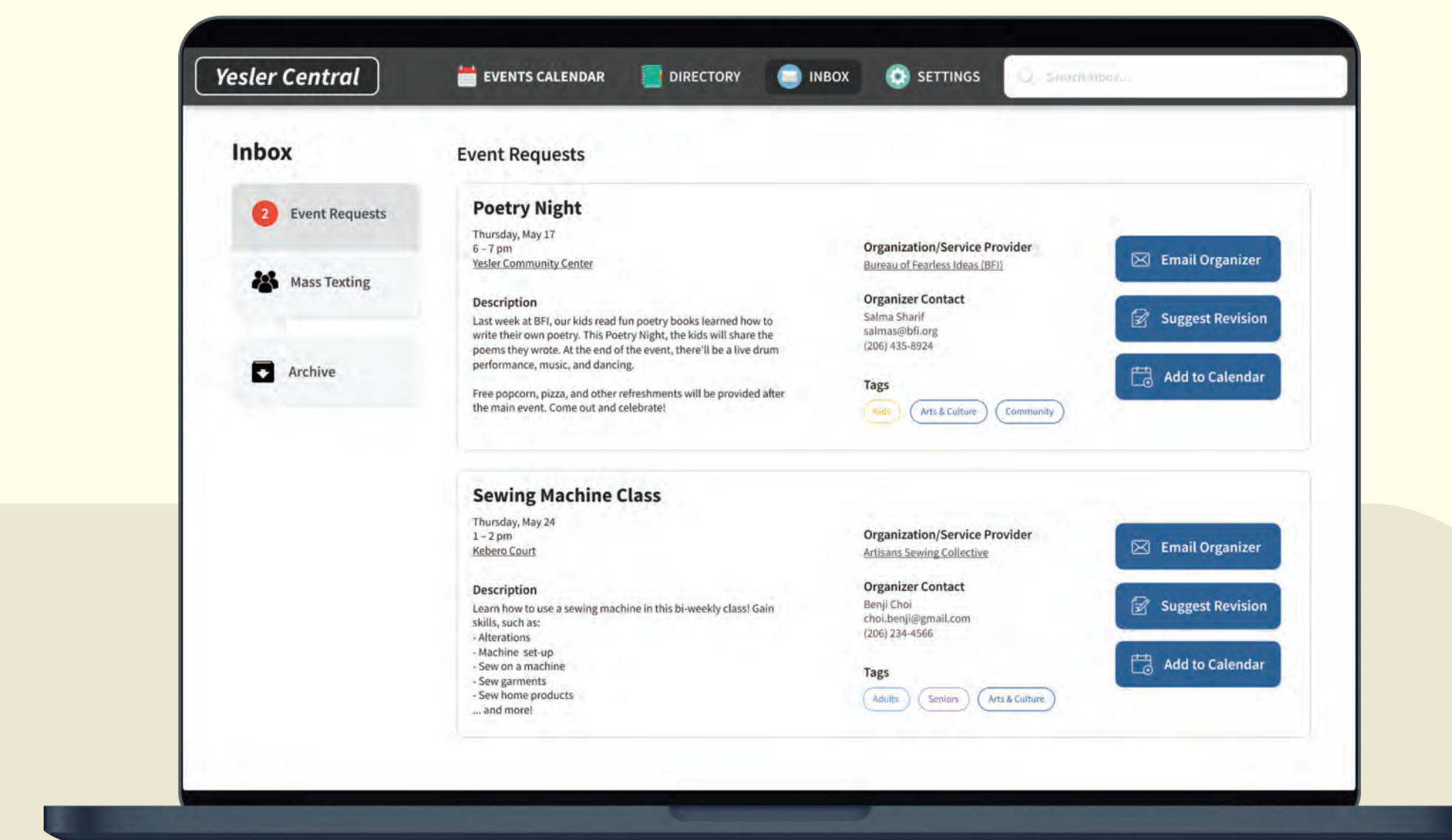Figure 2. Service provider and resident directories

Figure 3. Mass Texting and Event Approval Inbox

Central awareness of where information exists

Reduces redundancy among services in efforts to aid efficient decision-making and establishes a foundation for future expansion to more resident-facing interventions.

Multimodal Forms of Communication

Accommodates diverse communication preferences and leverages existing communication methods, such as flier distribution and mass texting.

Efficient, Resident-Interest Driven Communication

Supports event filtering based on age group, building, and type of event– can generate event calendars and mass texts for specific groups of residents to streamline advertising efforts.
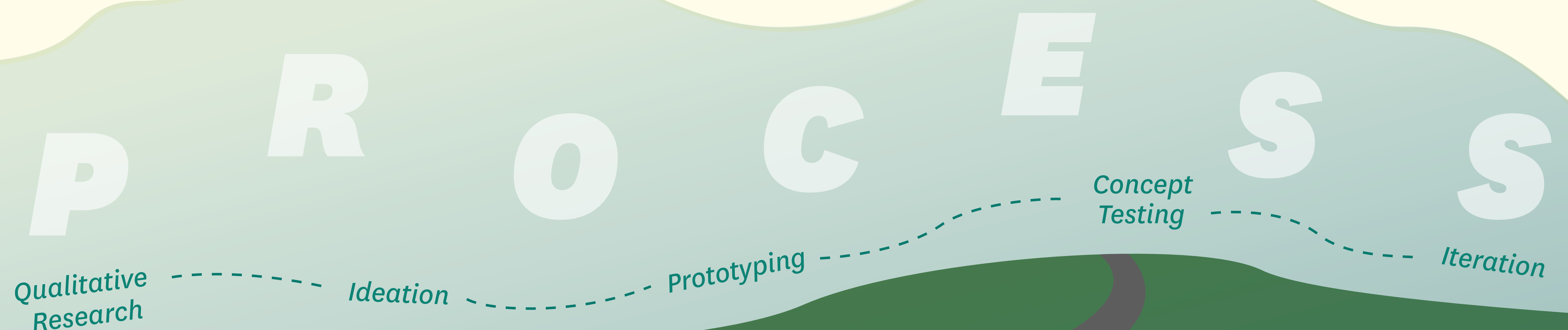
About Yesler Terrace

Yesler Terrace is a large Low-income Public Housing (LIPH) community located in Seattle's Central District neighborhood, and is operated by Seattle Housing Authority (SHA). Many Yesler Terrace residents are immigrants and/or refugees from African and Asian regions such as Somalia, Ethiopia, Eritrea, and Vietnam.

Project Motivation

As Yesler Terrace undergoes a significant amount of change due to recent redevelopment, SHA partners with local service providers in efforts to support residents in gaining access to educational, career, health, and recreational programs. However, challenges such as language barriers, a changing population, and inconsistent internet/phone usage often render these resources untapped. As the community grows alongside its service offerings, access becomes ever more important.

How might we support information dissemination about service provision from SHA staff and Yesler Terrace providers to residents?

YESLER WAY
TERRACE ST

PROCESS

Qualitative Research — Ideation — Prototyping — Concept Testing — Iteration

Process Strategy... was driven by the need to understand the communication styles and networks unique to the Yesler community. Ultimately, research yielded an opportunity to address the problem statement on the administrative side– we determined that focusing on SHA staff as the primary stakeholder afforded the most potential to support resident access to resources.

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