Morehead-Cain | San Diego Housing Commission

USING AI TO ENHANCE PUBLIC ENGAGEMENT AND ACCESS

Harini Alluri, Sarah Archer, Julia Ballou, & Raima Dutt

MEET THE TEAM

HARINI ALLURI

SARAH ARCHER

RAIMA DUTT

JULIA BALLOU

OUR TIME IN SAN DIEGO

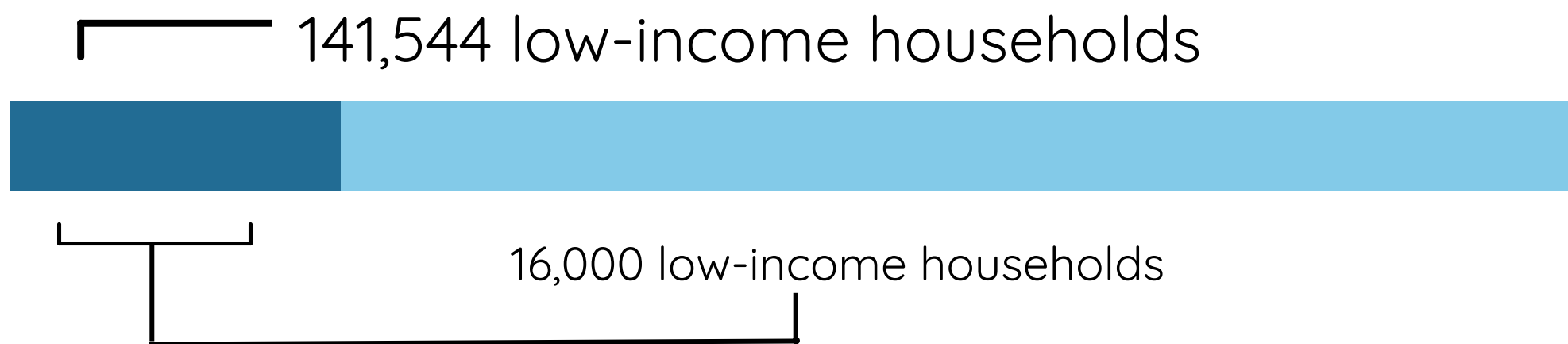# SCAN QR CODE
TO ACCESS FINAL REPORT

PROBLEM STATEMENT

How can the San Diego Housing Commission utilize AI platforms to strengthen outreach efforts and leverage community partnerships to ensure resources are accessible to residents?
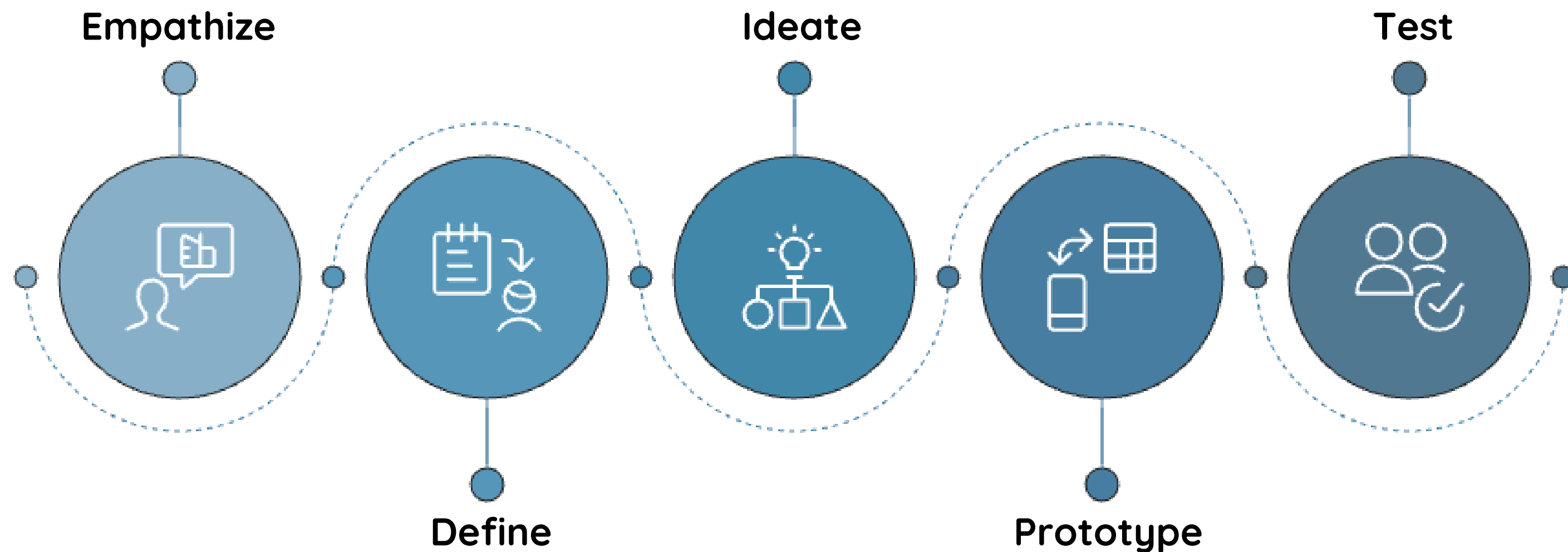
📍 San Diego, CA

141,544 low-income households

16,000 low-income households

THE MISSION

SDHC fosters **social** and **economic stability** for **vulnerable populations** in the city of San Diego residents by providing:

1 Quality, affordable housing

2 Opportunities for financial self-reliance

3 Solutions to homelessness

HUMAN-CENTERED DESIGN THINKING

To solve this problem, we used the 5-step human-centered design thinking process over the course of eight weeks, conducting over 35 stakeholder interviews.

Empathize

Define
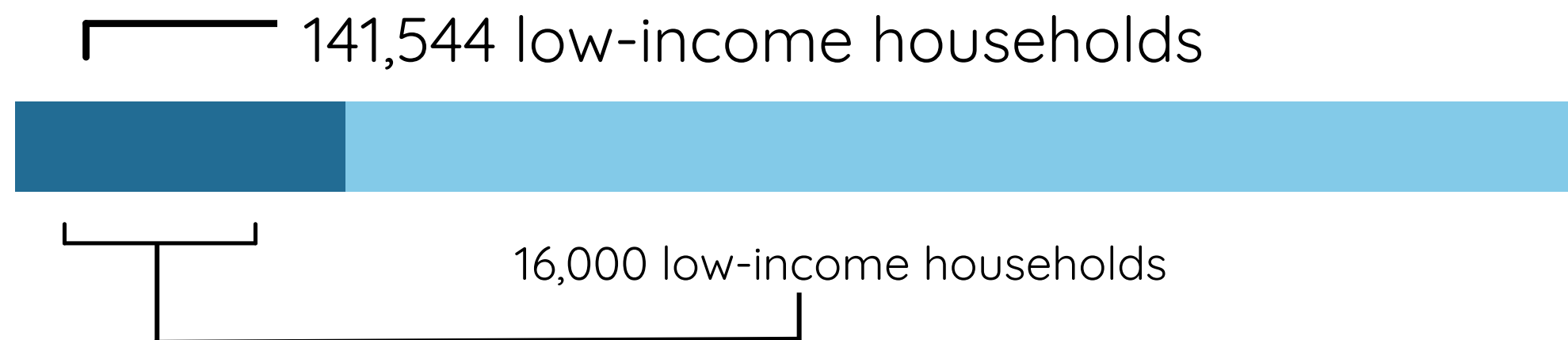
Ideate

Prototype

Test

PROBLEM STATEMENT

How can SDHC use AI and digital tools to better support elderly disabled residents by simplifying housing tasks and ensuring services/information remain clear, easy to navigate, and inclusive for everyone?

📍 San Diego, CA

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WE AIM TO ADDRESS

1 Understaffed and Overwhelmed System

2 Structural Shortcomings Primarily Affect Elderly and Disabled Residents

3 Public agencies are cautious with innovation to protect public interests

4 Simplicity Is Key

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OUR APPROACH

Our **three-pronged** solution, **A.I.M,** will help SDHC better serve residents and ease staff workload. Together, these steps create a more **efficient**, **inclusive**, and future-ready **housing experience**.
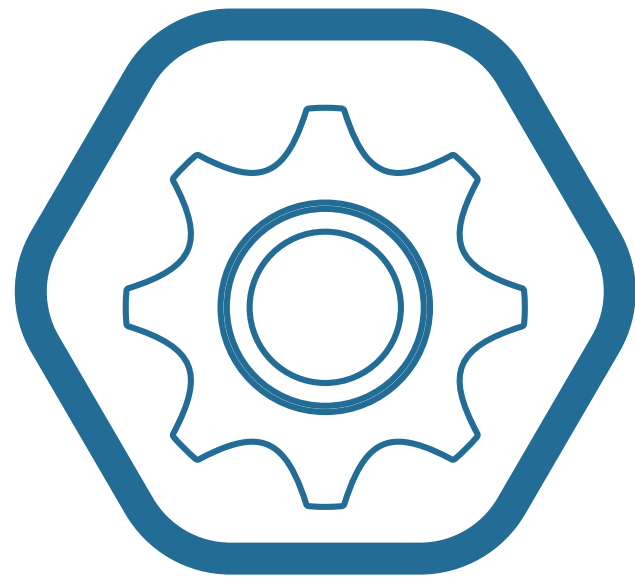
AUTOMATE

Automate with Bob.AI

Phase in Bob.AI to automate tasks like recertifications, inspections, and voucher management. This reduces staff workload and allows time for hands-on service work.

INFORM

Inform with an AI-Powered Chatbot

Deploy a plain-language, mobile-friendly chatbot that guides residents through the SDHC website, helping them find services quickly and efficiently.

MODERNIZE

Modernize the Website

Redesign SDHC's website to be easier to navigate, with user-friendly layouts, icon-based menus, and helpful "how-to" videos, ensuring residents can access information easily.

EASE WORKLOAD WITH BOB.AI

Bob.ai automates documents, applications, and communication, cutting costs and freeing staff for direct support. By adopting it, SDHC can modernize, serve residents better, and lead public housing innovation.

- Voucher Emails
- Inspections
- Rental Adjustments
- eRFTA
- Voucher Signing
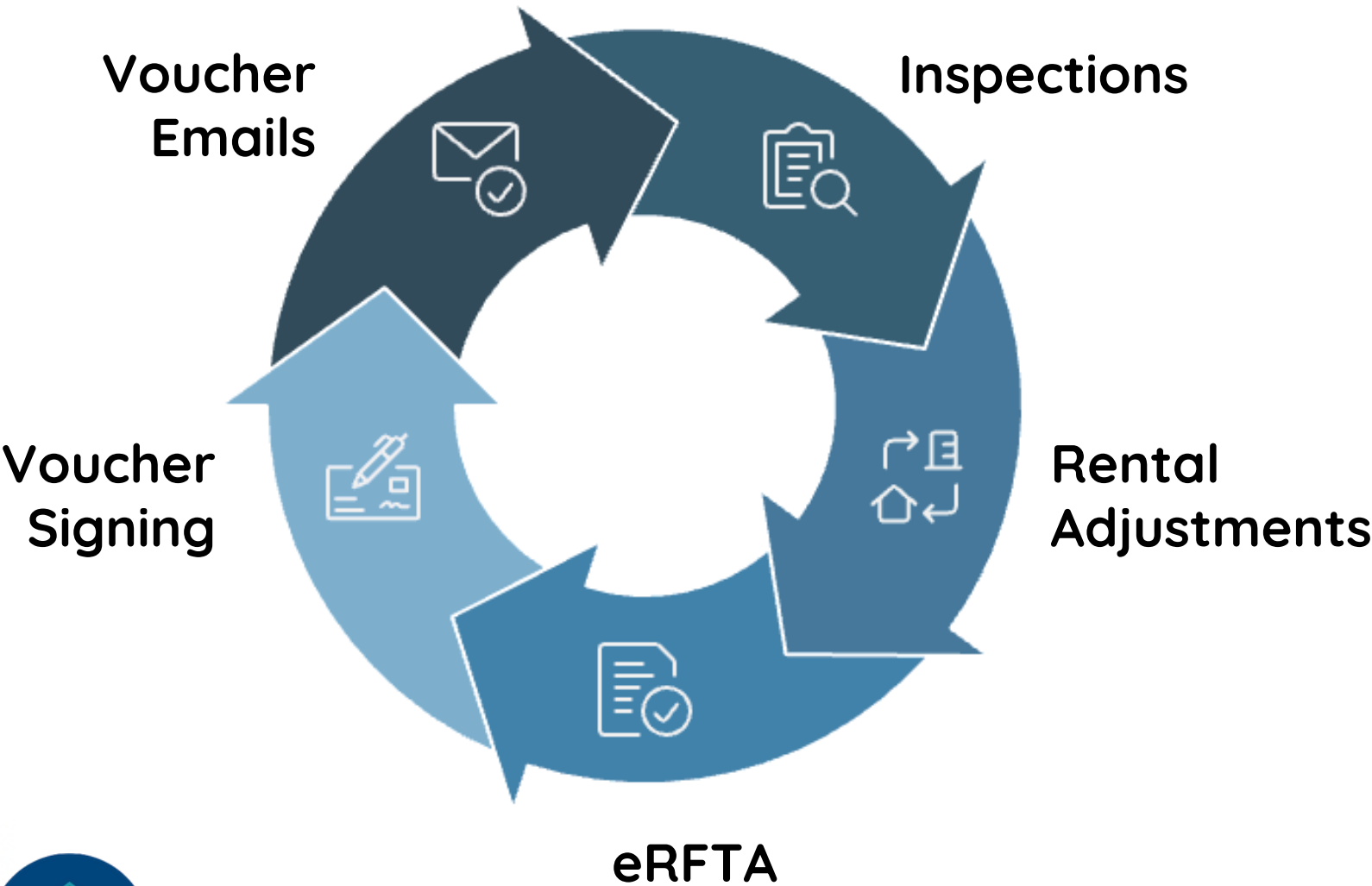
"AI is being used to **organize** folders online for employee work, it would be nice to have it as a resource to **streamline** across the board."
~Megan Burt

"All **repetitive** tasks can be **simplified** using artificial intelligence"
~Geof Bartell

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The DHA manages around 16,000 vouchers and several other boutique programs, serving expansive communities throughout Texas. They began using Bob.AI in 2019, before the onset of the COVID-19 pandemic.

ONBOARDING & IMPLEMENTATION

DHA

Leadership

Launched Bob.AI with training, support, and phased rollout.

Residents
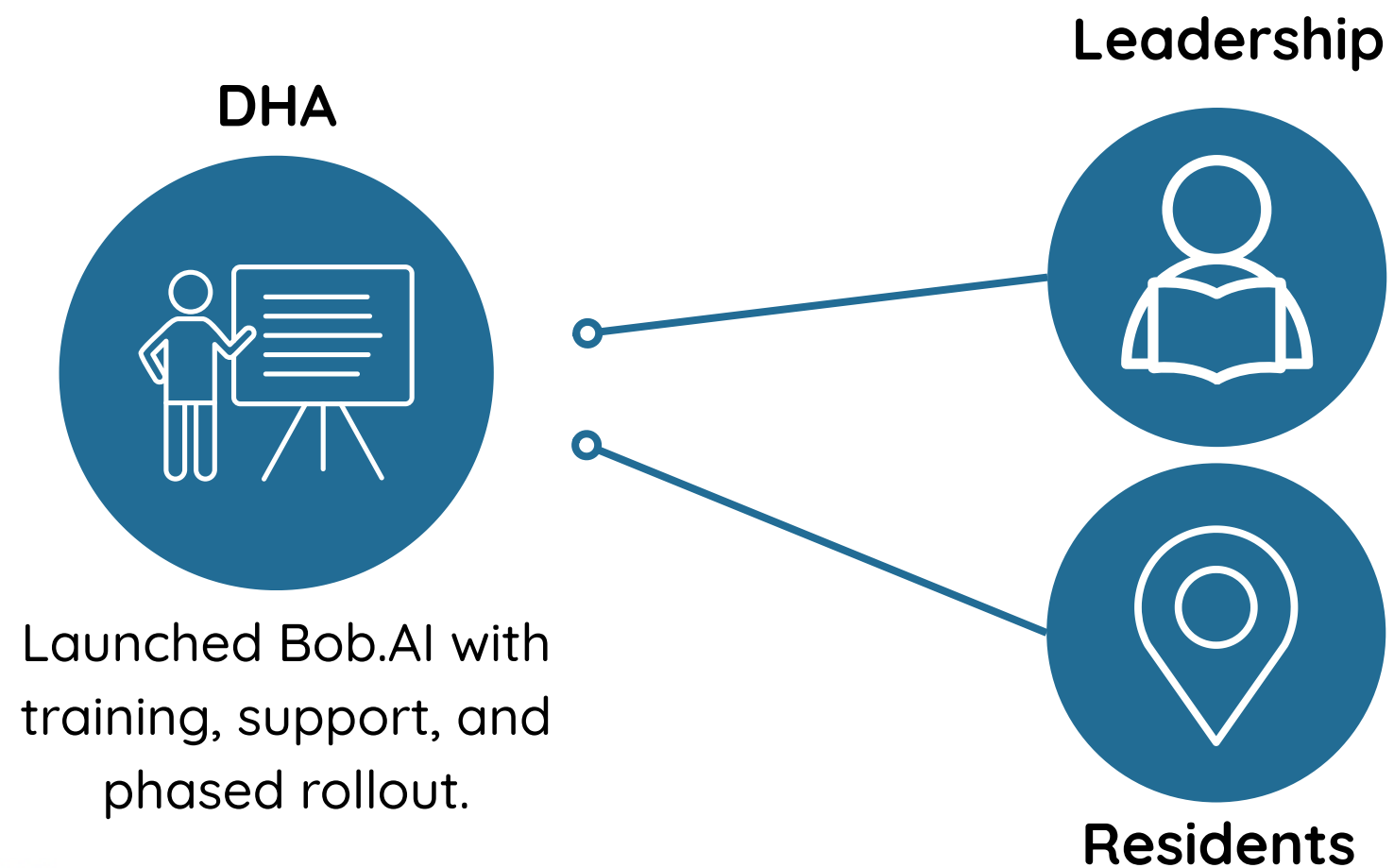
STREAMLINED WORKFLOW

30 DAYS

48 HOURS

Bob.AI streamlines **inspections** with real-time tracking, moves **RFTAs** online with instant checks and alerts, and **cuts full relocations** from 30 days to under 48 hours.

MC   SDHC

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THE **SHOCKING** RESULTS

HACSB, the largest U.S. county by geography, uses Bob.AI to boost **efficiency** and **maintain commitment to resident services** despite the logistical challenges of the region.

3600 IN 3.5 DAYS
DURING THE HOLIDAYS

Key Use Case:
Interim Rent Adjustments

In response to financial pressures, HACSB adjusted tenant rent portions. To implement these changes, Bob.AI was used to process interim recertifications, resulting in a **near-seamless update** with **less than a dozen** records flagged for **errors**.

LEADERSHIP BUY-IN

CORE VALUE OF
INNOVATION

"IT'S GREAT FOR STAFF TO FOCUS ON CUSTOMER SERVICE RATHER THAN MANUAL WORK."

~HACSB Official
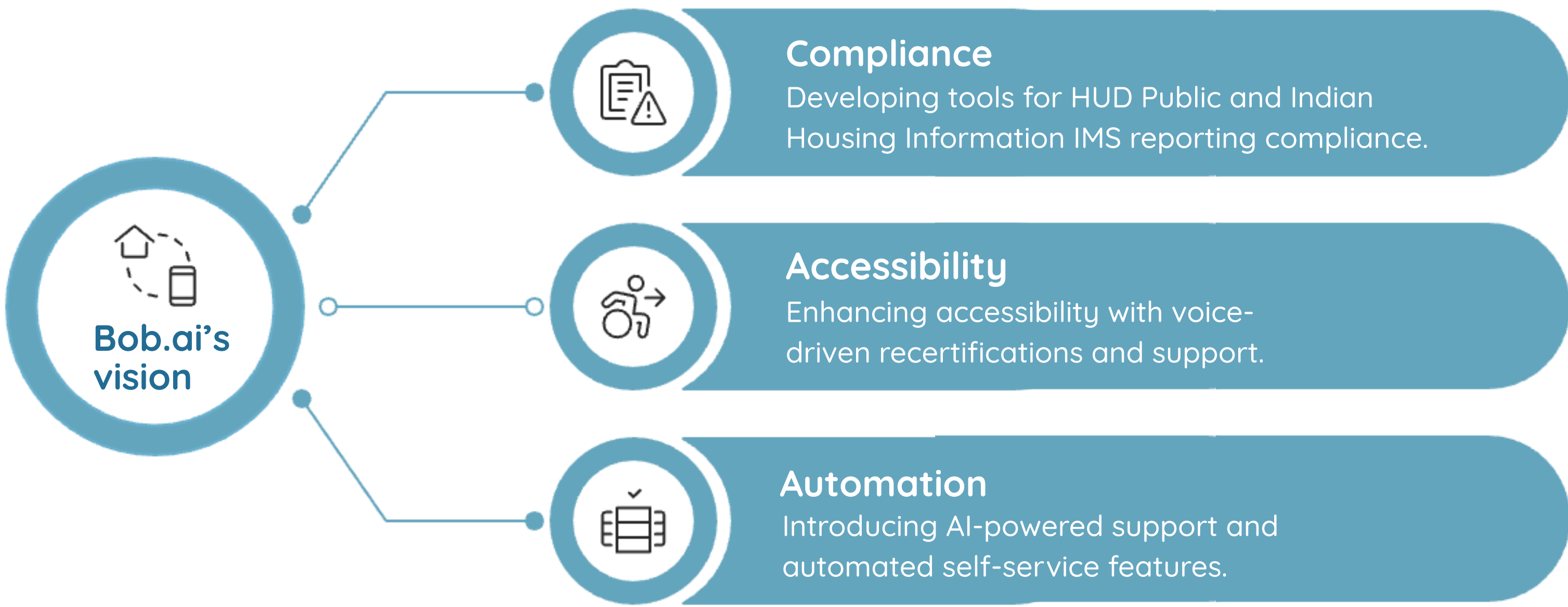
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BOB.AI
TWO YEAR PLAN

Bob.ai's vision

Compliance
Developing tools for HUD Public and Indian Housing Information IMS reporting compliance.

Accessibility
Enhancing accessibility with voice-driven recertifications and support.

Automation
Introducing AI-powered support and automated self-service features.

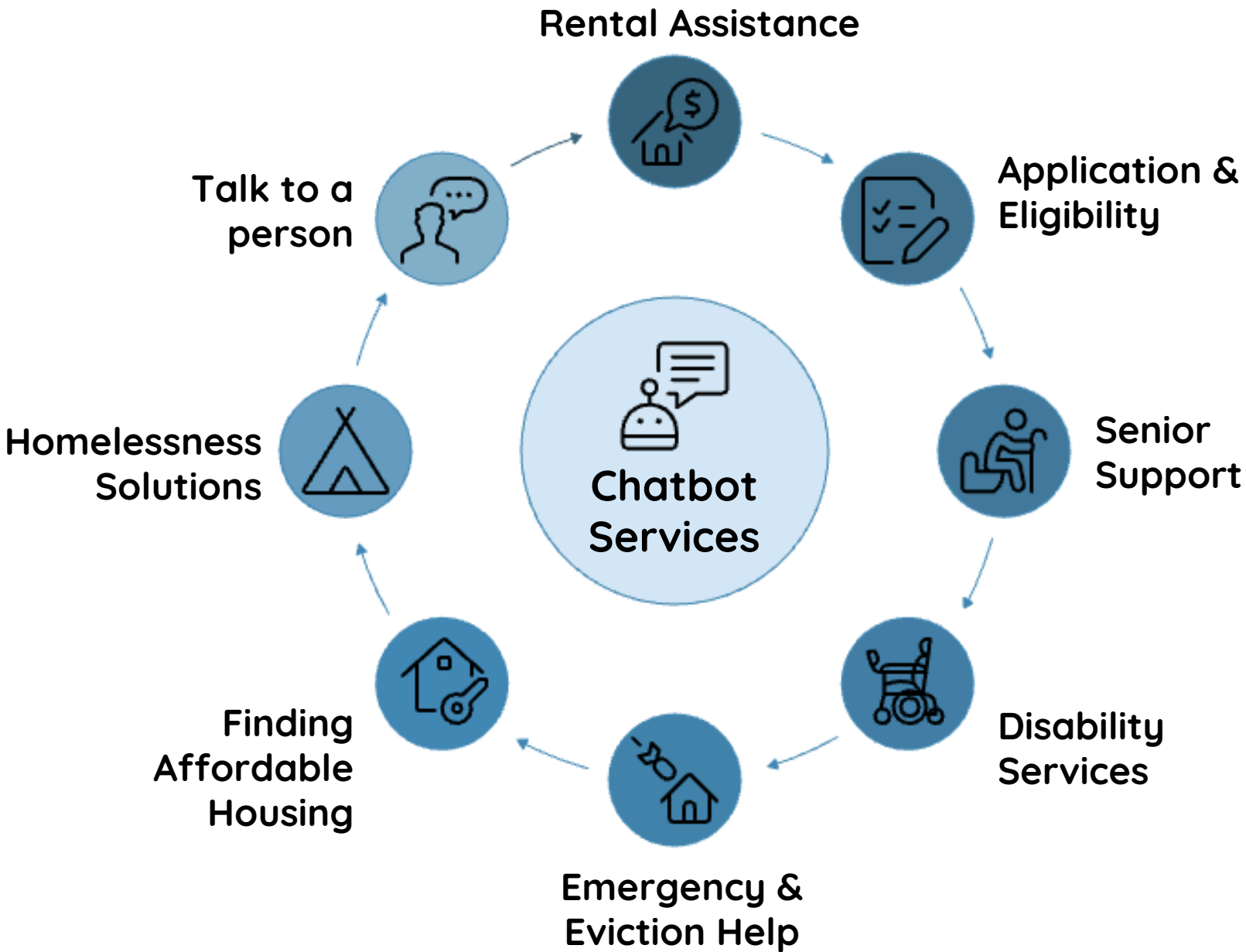Situation | Innovation | Execution | Appendix

REDIRECT WITH A CHATBOT

Seniors with limited tech literacy struggle to navigate SDHC's site. Our plain language chatbot uses a dynamic logic map and direct links to forms, contacts, and FAQ's, streamlining access and reducing confusion.

"I don't go to the website that often anymore because it is so hard to find things...I honestly go to ChatGPT to find things on the website."
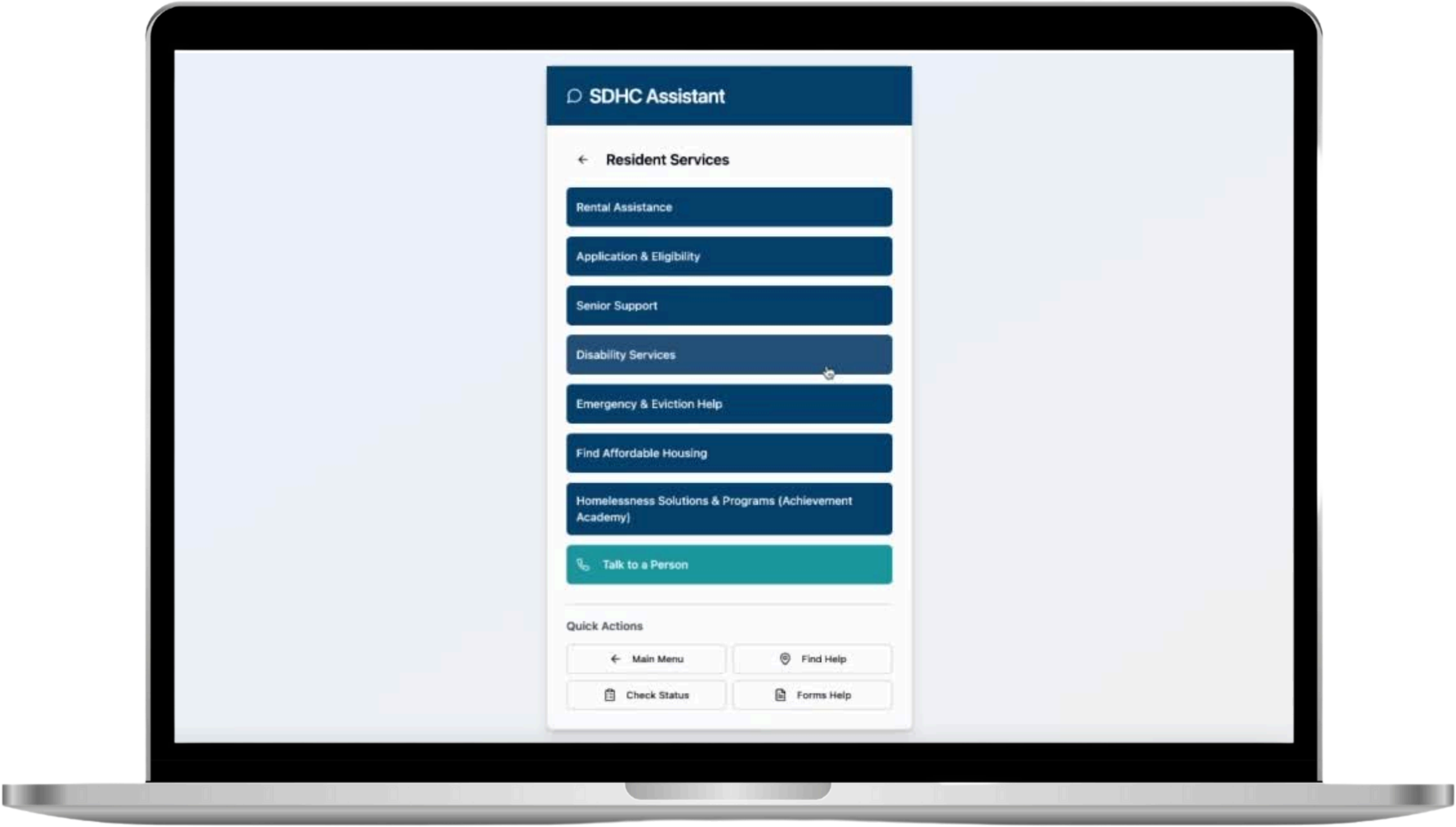~Melissa Petersman

"AI will help you figure out what you are looking for and get you there faster."
~Paul Morris

Rental Assistance

Talk to a person

Application & Eligibility

Homelessness Solutions

Chatbot Services

Senior Support

Finding Affordable Housing

Disability Services

Emergency & Eviction Help

CHATBOT DEMO

NEXT STEPS - CHATBOT

Finalize Internal Testing
Staff input is gathered to finalize testing

Soft Launch on Select Webpages
The chatbot is launched on specific pages to test

Staff Training
Training covers chatbot purpose, functions, and troubleshooting

Implement Mobile Interface
A mobile interface/text-message version is developed for the chatbot

Implement Live AI Agent
A live AI-powered agent is eventually implemented

Pilot with Diverse Residents
Testing with seniors and ESL speakers is conducted
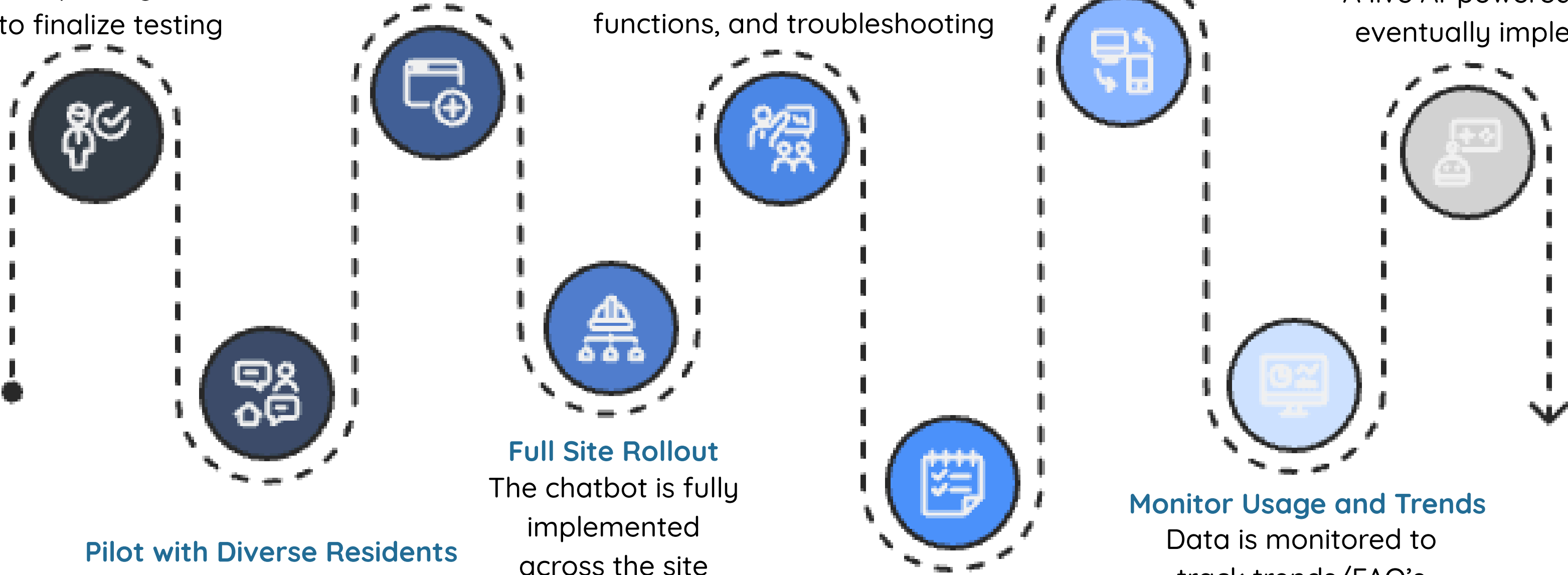
Full Site Rollout
The chatbot is fully implemented across the site

Quarterly Reviews
Content and languages are updated quarterly

Monitor Usage and Trends
Data is monitored to track trends/FAQ's

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SIMPLIFY
THE WEBSITE

The website is a key way clients access SDHC resources, but its heavy text and complex navigation make finding information difficult. Simplifying the site will help residents find what they need more quickly and clearly.

1. Icons & Quick Links

2. Audience Clarity

3. How-To Videos
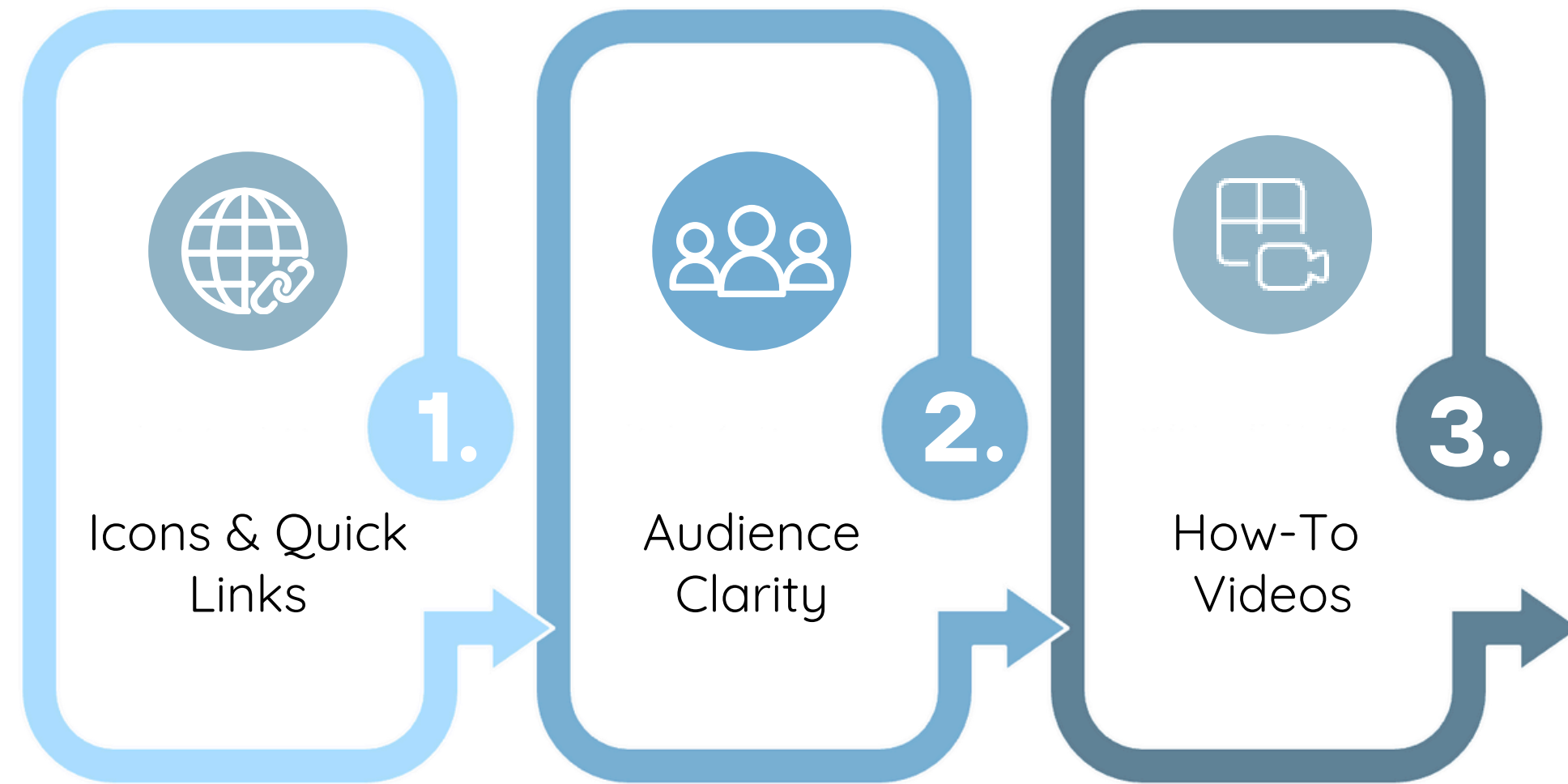
"Residents are often on a timer... We need to address their needs before that window closes."
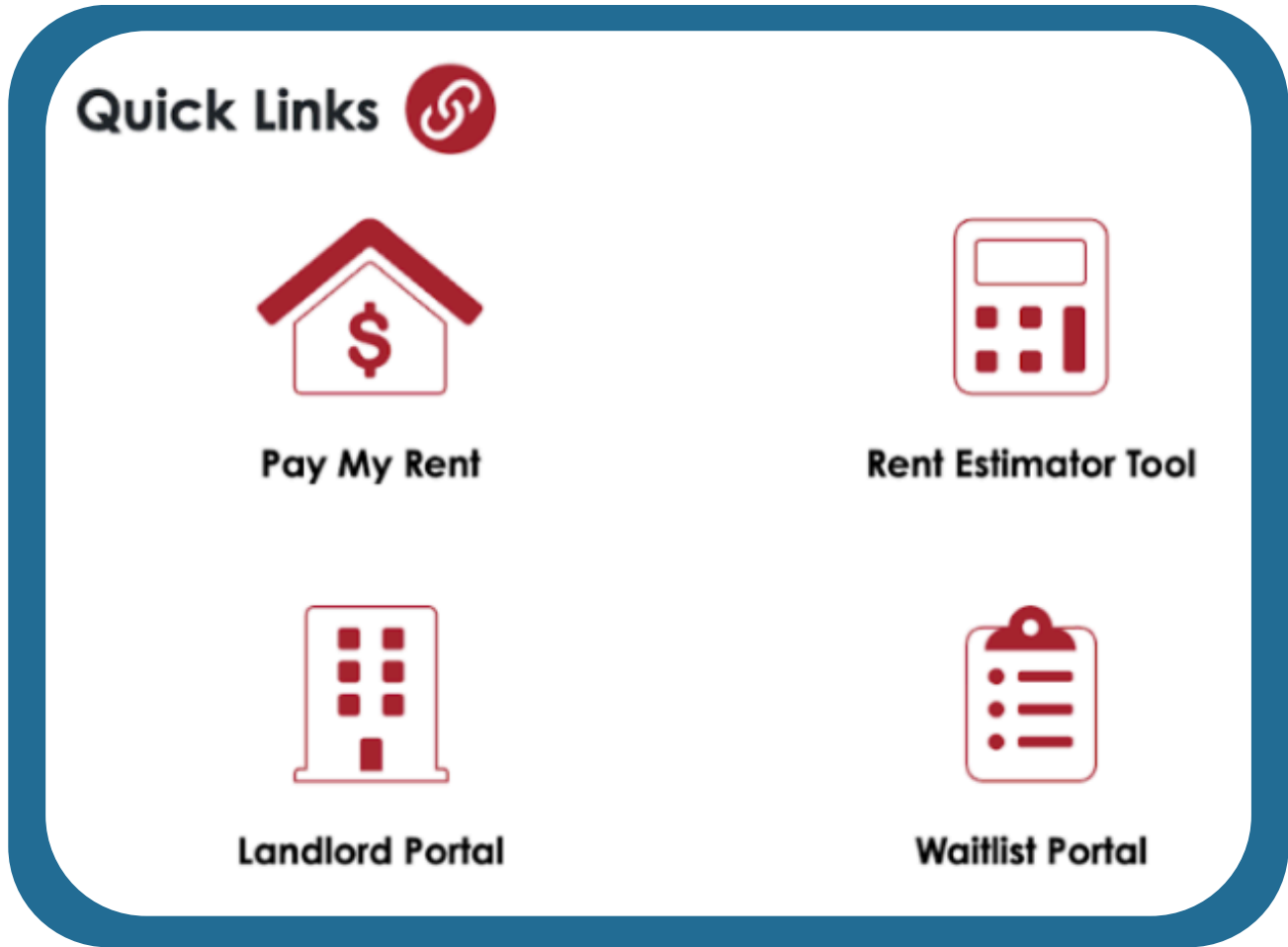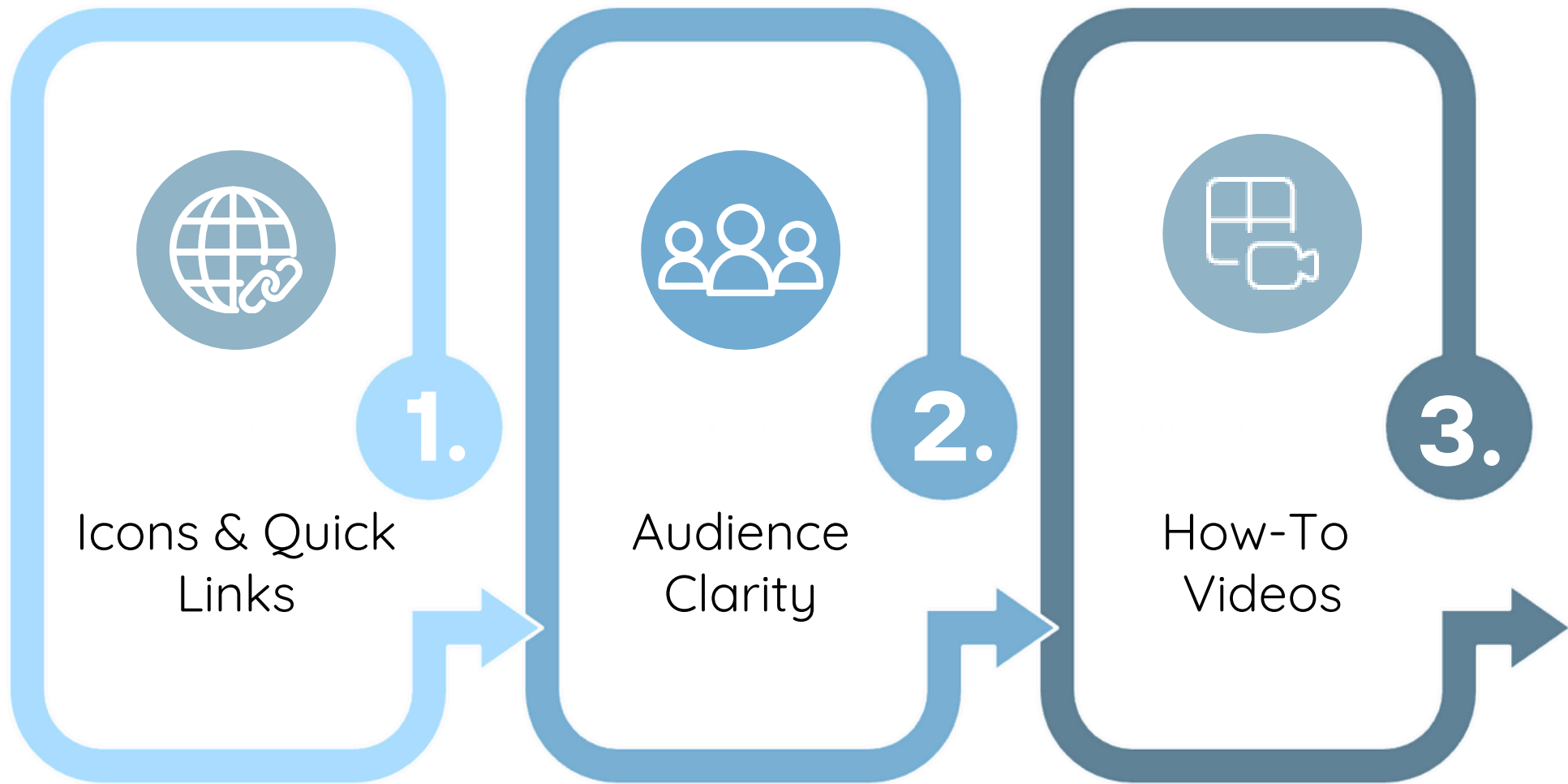~ Geof Bartell

"Don't give people more than they need or want, don't answer more than what's being asked...our clients have a 4th-grade reading level."
~Casey Snell

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Quick Links

Pay My Rent

Rent Estimator Tool

Landlord Portal

Waitlist Portal

Elm City Communities' website

MC

SDHC

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San Bernardino Housing Authority''s website

San Diego Housing Commission's website

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"We have created AI demo videos for employees specifically."
~Geof Bartell

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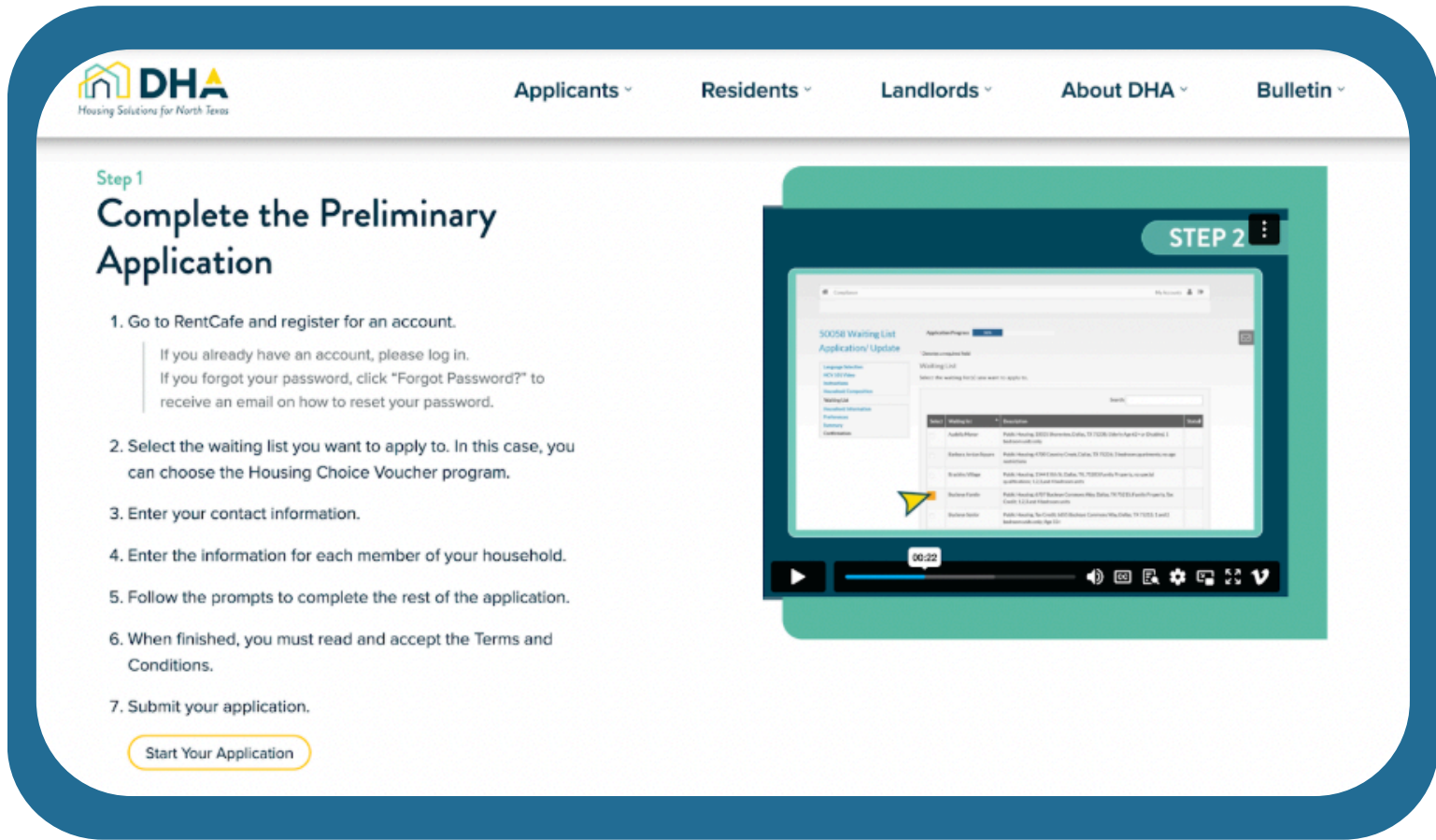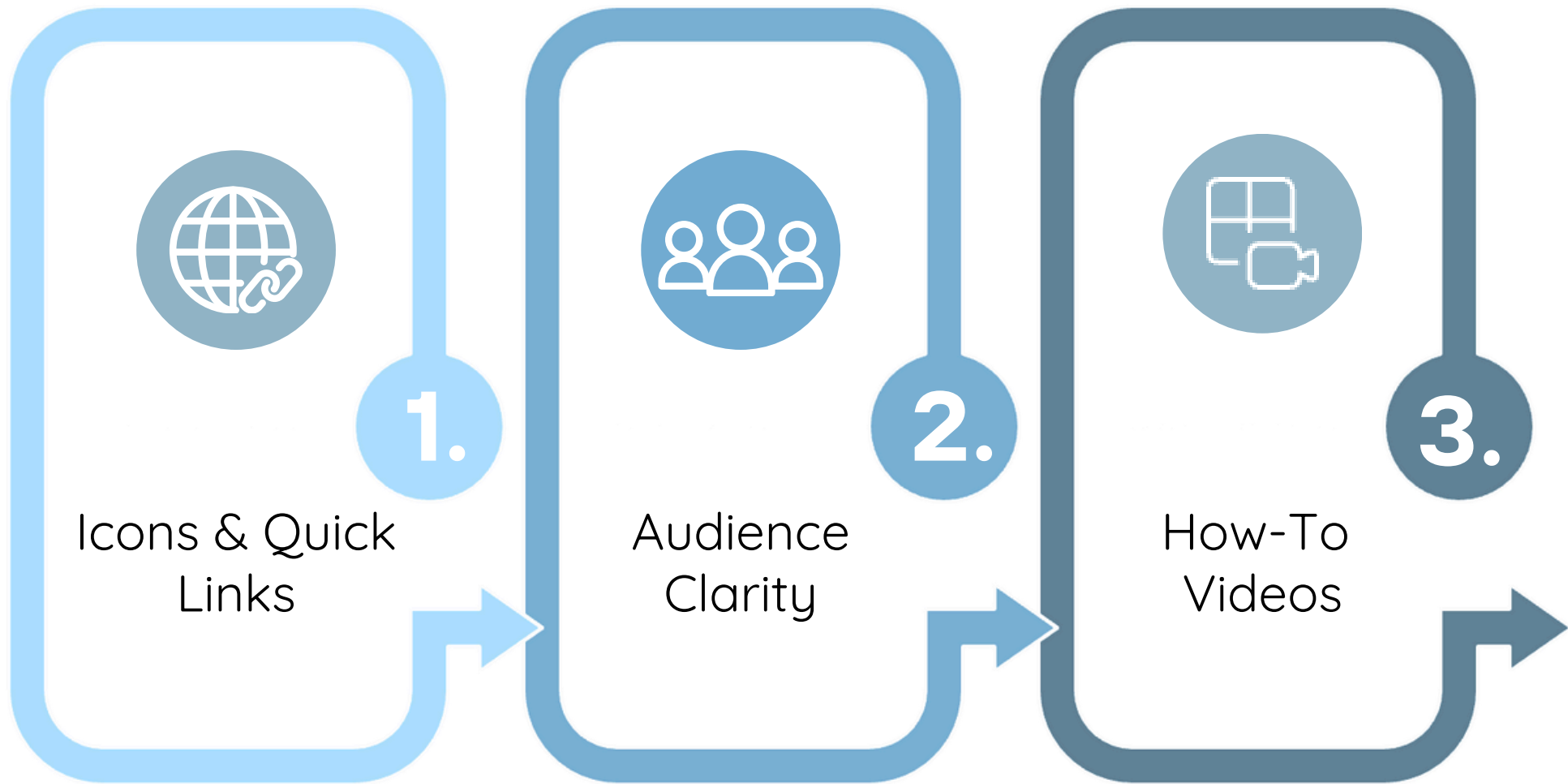
Dallas Housing Authority's website

RISKS & MITIGANTS

Yardi Competition

Features may overlap with YARDI, raising questions about compatibility and contracts.

Complementary Use

Bob.AI complements YARDI with unique AI tools. Other PHAs use both successfully, testing and peer insights can ensure smooth integration.

Privacy Concerns

Residents and executives may worry about sharing sensitive information through an AI tool.

No Data Collection & Human Option

The chatbot only redirects using public info, stores no personal data, and always offers a "Talk to a Person" option for transparency.

Brand Misalignment

Redesign may conflict with SDHC's required text-heavy, low-image branding.

Respect Guidelines

Align new design with brand kit and clear language. Train staff to manage updates smoothly and reduce in-person visits.

IN SUMMARY

OUR RECOMMENDATION INCLUDES...

How can the SDHC use **AI** and digital tools to better support **elderly disabled residents** by **simplifying** housing tasks and improving **access to information**, ensuring services remain clear, **easy to navigate**, and **inclusive** for everyone?

1 Automate tasks with Bob.AI to ease staff workload and improve service delivery

2 A simple redirection chatbot helps residents find answers quickly and sets the stage for future AI support.

3 Redesign website to help residents find information easily with clearer navigation and improved accessibility.

THANK YOU

Together, we can create a more accessible, efficient, and inclusive housing experience for all residents.

Any questions?

APPENDIX

PRICING MODEL

Product	Unit Price per Year /ACC Unit	Price for 12,195 ACC Units/Year	Implementation with RPA (One Time)	Total
One module	$2.93	$35,731	$24,937	$60,668
All modules	$11.72	$142,925	$99,748	$242,673

BOB.AI TESTIMONIALS

David Zappasodi
Senior VP & COO at DHA
"The digital communications at Bob.ai has enhanced connectivity acorss all audiences and improved DHA's reputation as a business partner with Owners/Landlords."

Brooke Etie
VP of Voucher Programs at DHA
"Bob.ai has increased the number of HCV clients finding housing and also reduced inspection wait time from 10-15 days to 2 days."

"Bob.AI is just acting as a user. They're not using any backend data—really, the systems don't even talk to each other. The data is just synced."

There were no legal or technical pushbacks from YARDI.