



Stockton Economic  
Empowerment Demonstration



STOCKTON  
**REINVENTION**  
TOUR

# As simple as it is innovative



100 STOCKTON RESIDENTS



\$500 PER MONTH



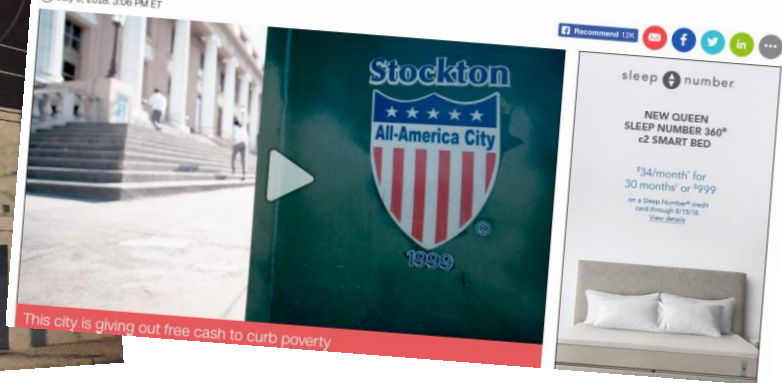
18 MONTHS

# Spotlight on Stockton

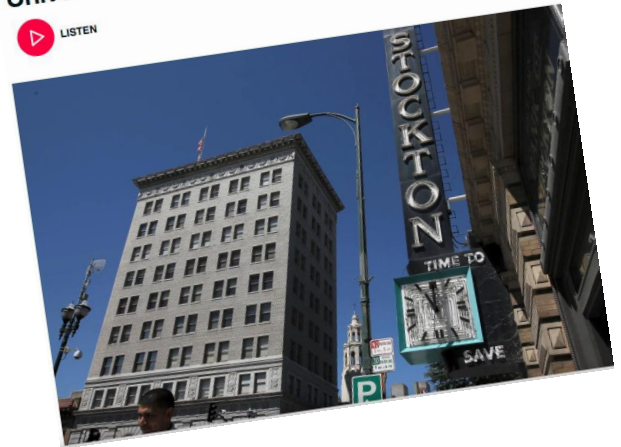


This California town will give a \$500 monthly stipend to residents

by Rachel Crane @CNNTech  
July 9, 2018, 3:06 PM ET



THE CALIFORNIA REPORT  
Stockton Gets Ready to Experiment With Universal Basic Income



OFF MESSAGE

## Can This Millennial Mayor Make Universal Basic Income a Reality?

3rd party ad content

Michael Tubbs is the 27-year-old leader of one of California's biggest cities. And he's using that position to try out some truly radical policy ideas.

By EDWARD-ISAAC DOVERE | April 24, 2018



# Goals of today

- **Understand the pillars of the demonstration**
  - Research & evaluation
  - Storytelling
  - Thought leadership
- **Selection criteria & process**
- **Q&A**

# Demonstration Pillars

- **Research & evaluation**
- Storytelling
- Thought leadership



# Research & evaluation guiding principles

**Mixed methods  
approach**



**Responsive to  
our community**



**Maximize learnings  
within limits**



# Project Pillars

- Research & Evaluation
- **Storytelling**
- Thought leadership



# Storytelling guiding principles

*"If you want to change culture and lead change, you must identify and change the stories people tell."*

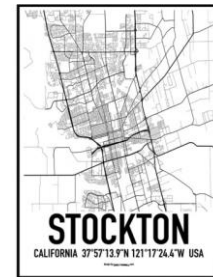
**Center voices of most affected**



**Tell longitudinal story of cash**



**Tell bigger story of Stockton**





# Project Pillars

- Research & Evaluation
- Storytelling
- **Thought leadership**



# Thought leadership

- Engage unmet demand
- Leverage public interest to position Stockton as policy leader
- Educate community
- Foster civic action



# Selection criteria & process

- Neighborhoods where AMI  $\leq$  \$46,033
- Randomly select *addresses*, allow HHs to select recipient
- No individual criteria or req's
- Led by evaluators

