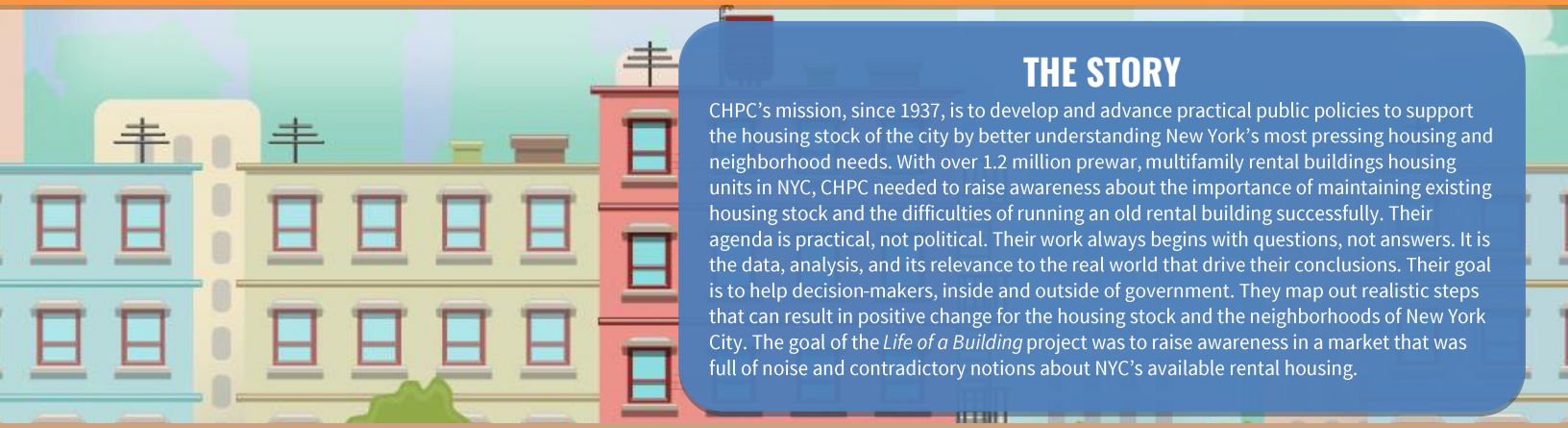


CASE STUDY

SUDDEN HELPS THE NYC CITIZENS HOUSING & PLANNING COUNCIL CREATE CHANGE THROUGH GAMING!

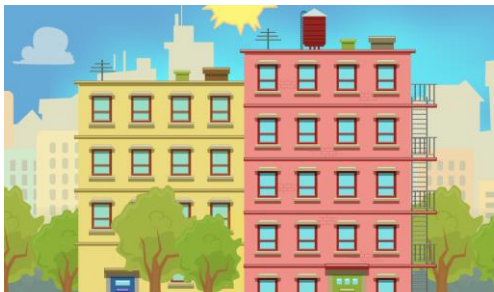


Sudden develops an online educational game showing the challenges of keeping an old rental building in NYC in good financial and physical health



THE STORY

CHPC's mission, since 1937, is to develop and advance practical public policies to support the housing stock of the city by better understanding New York's most pressing housing and neighborhood needs. With over 1.2 million prewar, multifamily rental buildings housing units in NYC, CHPC needed to raise awareness about the importance of maintaining existing housing stock and the difficulties of running an old rental building successfully. Their agenda is practical, not political. Their work always begins with questions, not answers. It is the data, analysis, and its relevance to the real world that drive their conclusions. Their goal is to help decision-makers, inside and outside of government. They map out realistic steps that can result in positive change for the housing stock and the neighborhoods of New York City. The goal of the *Life of a Building* project was to raise awareness in a market that was full of noise and contradictory notions about NYC's available rental housing.



THE CHALLENGE

- Rising above the general noise and conflicting opinions concerning available NYC housing stock
- Creating a product that would quickly attract attention and make an impact with a targeted audience of city administrators, city council members, educators and a general audience
- Discussions about housing policy in New York City often pit landlords versus tenants and it can be difficult to engage in the topic without taking sides
- In preparation for this project, CHPC conducted extensive research into the challenges of owning and managing old rental buildings in New York City, talking to for-profit and non-profit owners, property managers, lenders, underwriters, government officials and advocacy groups to pinpoint the most important issues old rental buildings face in different neighborhoods of the city.
- Based on that information, Sudden was tasked with delivering a digital experience that best illustrated these challenges

OUR SOLUTION

- Based on CHPC's findings, Sudden developed an HTML5 game, *Life of a Building*, to be a learning tool that raised awareness about maintaining our existing housing stock and the difficulties of running an old rental building successfully.
- This time and resource management game demonstrates first-hand what a daunting task it can be, requiring financial know-how and attentive management.
- The game allows for an endless combination of scenarios that illustrate the fine balance required to retain tenants, conduct repairs and maintenance, and abide by government regulation — all while keeping the building financially sustainable, physically sound, and desirable for residents.
- The game takes into account the building's **financial health**, which will change based on the choices a player makes. The game also measures the **physical health** and the **social health** of the building, which indicate whether the building is in a state of good repair and whether the residents are satisfied and happy to live there, respectively.

THE RESULTS

- *Life of a Building* was selected in 2017 to be a featured game on *GamesForChange.com*
- 2017 - Best Government Website - Communicator Awards
- 2017 - Best Government Interactive Application - Internet Advertising Competition

Website

www.lifeofabuilding.nyc