

# Mobile Outreach: Responding to Homelessness through an Open & Closed Source Community Referral App





# THE CHALLENGE



**HELP Homeless Outreach Teams Efficiently Respond to Community Referrals Through Use of Mobile Apps**

**WHY IS A MOBILE OUTREACH TOOL  
IMPORTANT AND NEEDED TO ADDRESS  
HOMELESSNESS IN HAWAII?**



# #1 There is a **demand** for a mobile community referral system

- FY16 Community Referral Statistics – IHS received at least **3,175 homeless referrals** from concerned community stakeholders:

- 955 via IHS' Website
- 845 via Businesses (Ex: Security Guards, Hotels, Condos, Parking Lots, etc.)
- 639 via Hospitals and Medical Centers
- 587 via Email & Social Media
- 149 via Phone (including AUW 211 & Partners)

**NO MOBILE TOOLS AVAILABLE IN HAWAII**





# #2 - Homeless Migration – Kapalama Canal Case Study

**Daytime** Assessment 6:30AM – 9:00PM



40% COFA Migrants

- 10-13 families

60% Locals

- 40% Singles & Couples, Substance Abuse Users
- 20% Local Families



**Response Strategies Based on Inter-Relationship of Systems & Information**



# #2 - Homeless Migration – Kapalama Canal Case Study

**Nighttime Assessment 9:00PM – 6:30AM**



70% COFA Migrants

- 15-20 families, most have cars

30% Locals

- Local residents (Filipinos and Hawaiians)
- Diverse age group (early 20's – early 60's)



**Response Strategies Based on Inter-Relationship of Systems & Information**



# #3 Transient Future Homeless Population



**WHAT IS A MOBILE OUTREACH TOOL?**





Our Calling  
Homeless  
Response App &  
Outreach is  
located in Dallas,  
Texas.

Mobile App Code  
is not available  
for duplication or  
customization

**Closed Source Fields:**


**Photos of  
Encampments or  
Individuals  
(Native App)**


**Descriptive  
information**

**How to contact  
the referencing  
party**

**Note: Directory of  
Services (Open Source  
Fields)**






@HomelessVoice

Report Homelessness

Help us help others by reporting persons who are homeless and in need of assistance, whether those seen on the streets or someone you know.



☐ Show my location

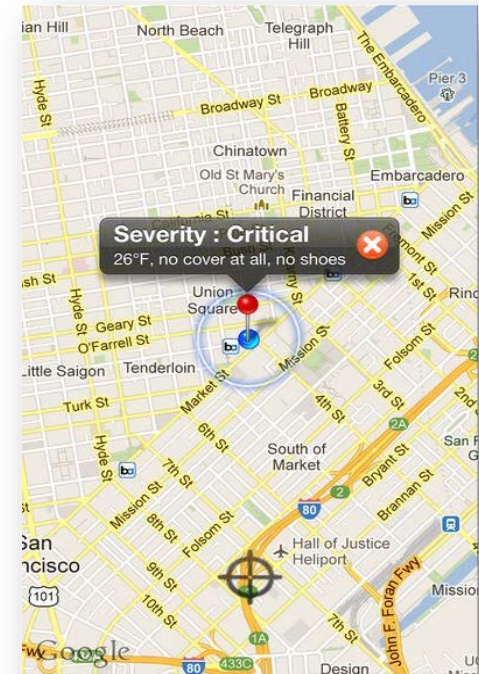
Please describe the circumstance of the person

Submit

## Location Sharing – Open Source Fields:

- Geo-Coordinates by Longitude and Latitude – Google Maps Style
- Pin Drops by District or Area – Keep it general, but keep options open to design and create custom maps
- Factor Inside vs. Outside Buildings

Sharing location



**HOW WILL THE MOBILE OUTREACH TOOL  
BE USED?**

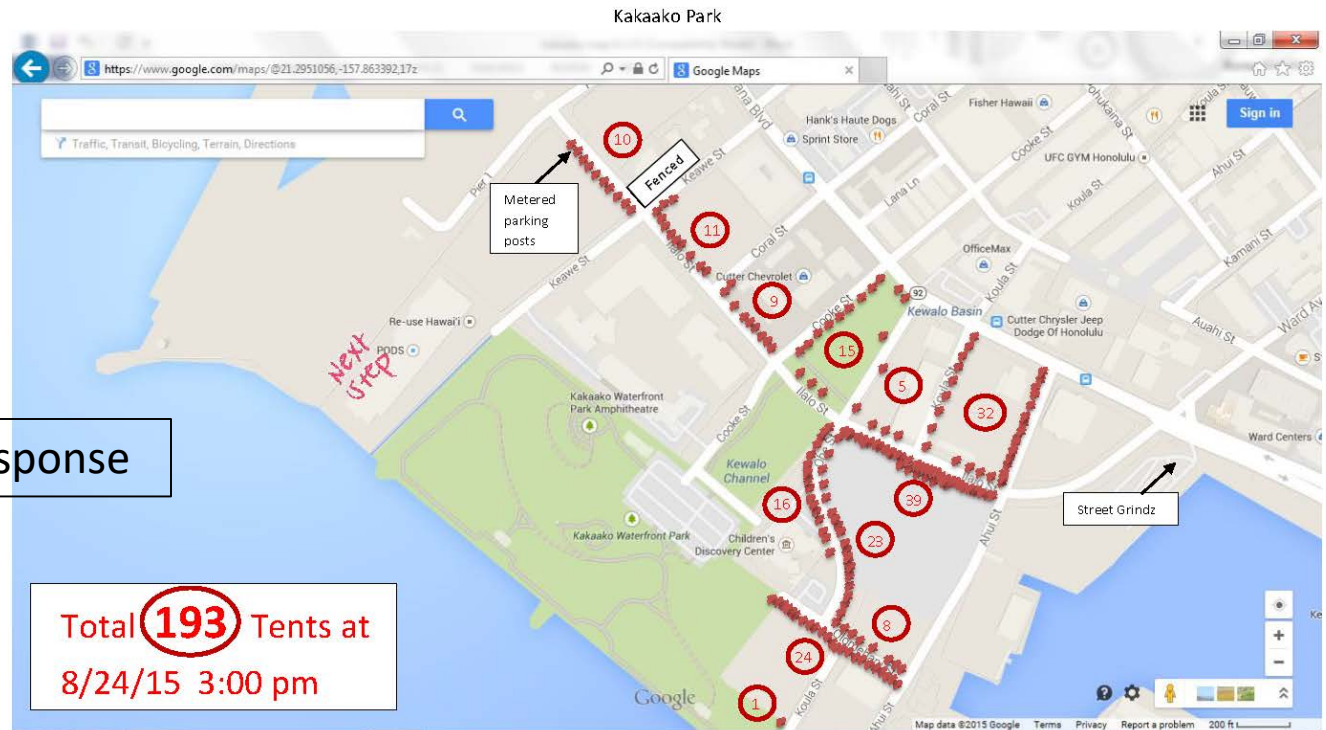


Secure Web Interface

App Connects to API

Information Received into  
Database & accessed by  
Outreach Providers

Homeless Outreach Response



Total **193** Tents at  
8/24/15 3:00 pm

Previous counts:	9/2/14	5:00 pm	76 tents	12/8/14	10:00 am	89 tents	3/31/15	1:30 pm	131 tents
	9/3/14	12:15 pm	NONE (sweep am)	12/16/14	3:00 pm	100 tents	4/1/15	10:00 am	125 tents
	9/11/14	3:00 pm	62 tents	1/2/15	2:00 pm	94 tents	4/15/15	10:00 am	106 tents
	9/19/14	10:00 am	85 tents	1/13/15	1:00 pm	103 tents	4/24/15	9:30 am	100 tents
	10/1/14	2:00 pm	78 tents	1/26/15	9:00 am	121 tents	5/6/15	9:30 am	116 tents
	10/13/14	11:00 am	81 tents	2/5/15	2:00 pm	122 tents	5/20/15	1:30 pm	158 tents
	10/31/14	11:00 am	82 tents	2/19/15	3:00 pm	121 tents	6/29/15	10:00 am	183 tents
	11/6/14	5:00 pm	96 tents	3/2/15	10:00 am	123 tents	7/27/15		
	11/26/14	2:00 pm	84 tents	3/10/15	2:30 pm	119 tents	8/4/15		
"Tents" counted are units of tents, tarps, sheets, boxes, etc.									

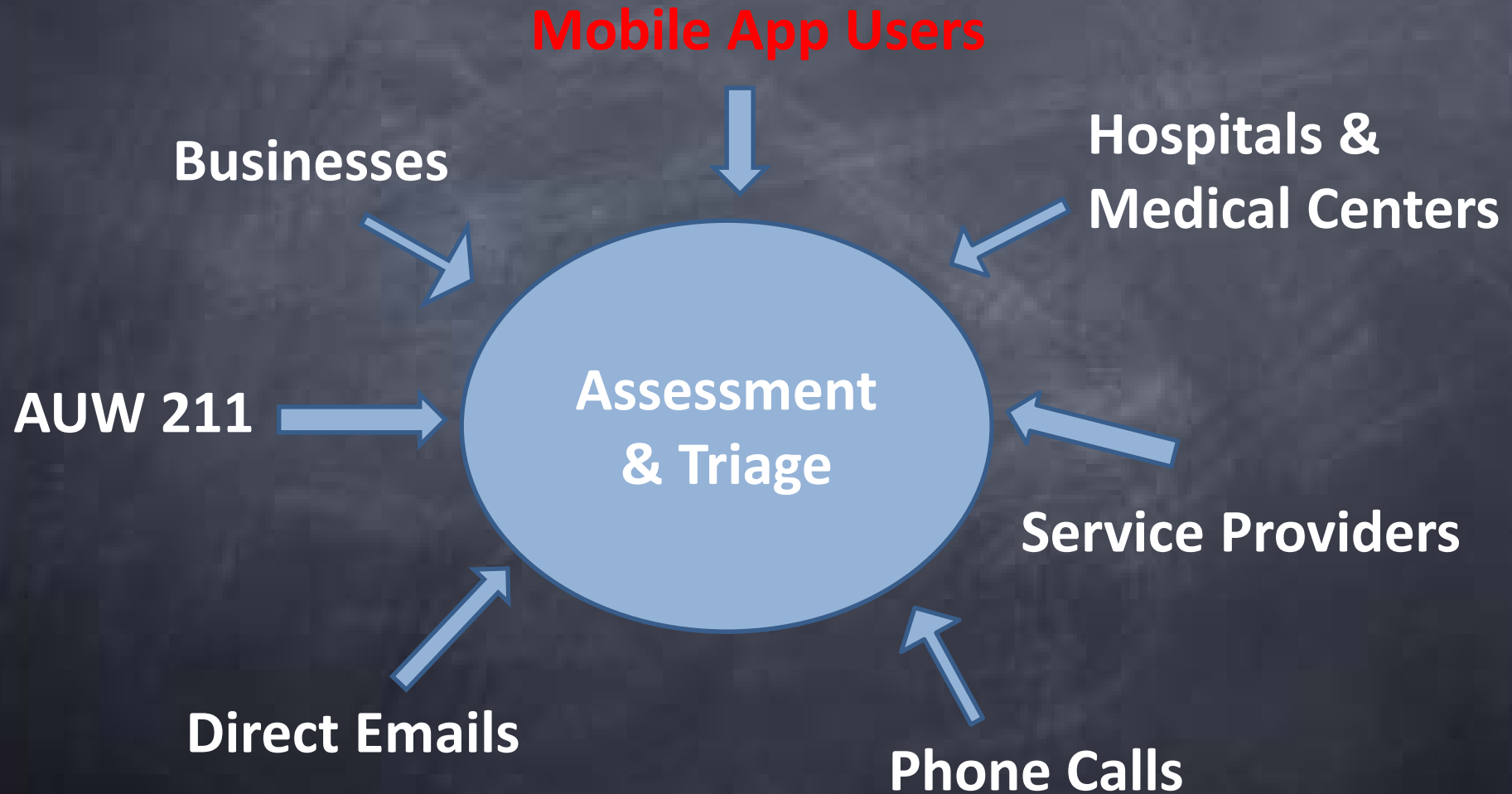
Count by  
East Honolulu PHNs  
Stacy Gibo &  
Vicki Bunao

Contact Vicki Bunao for  
distribution permission  
at 733-8300

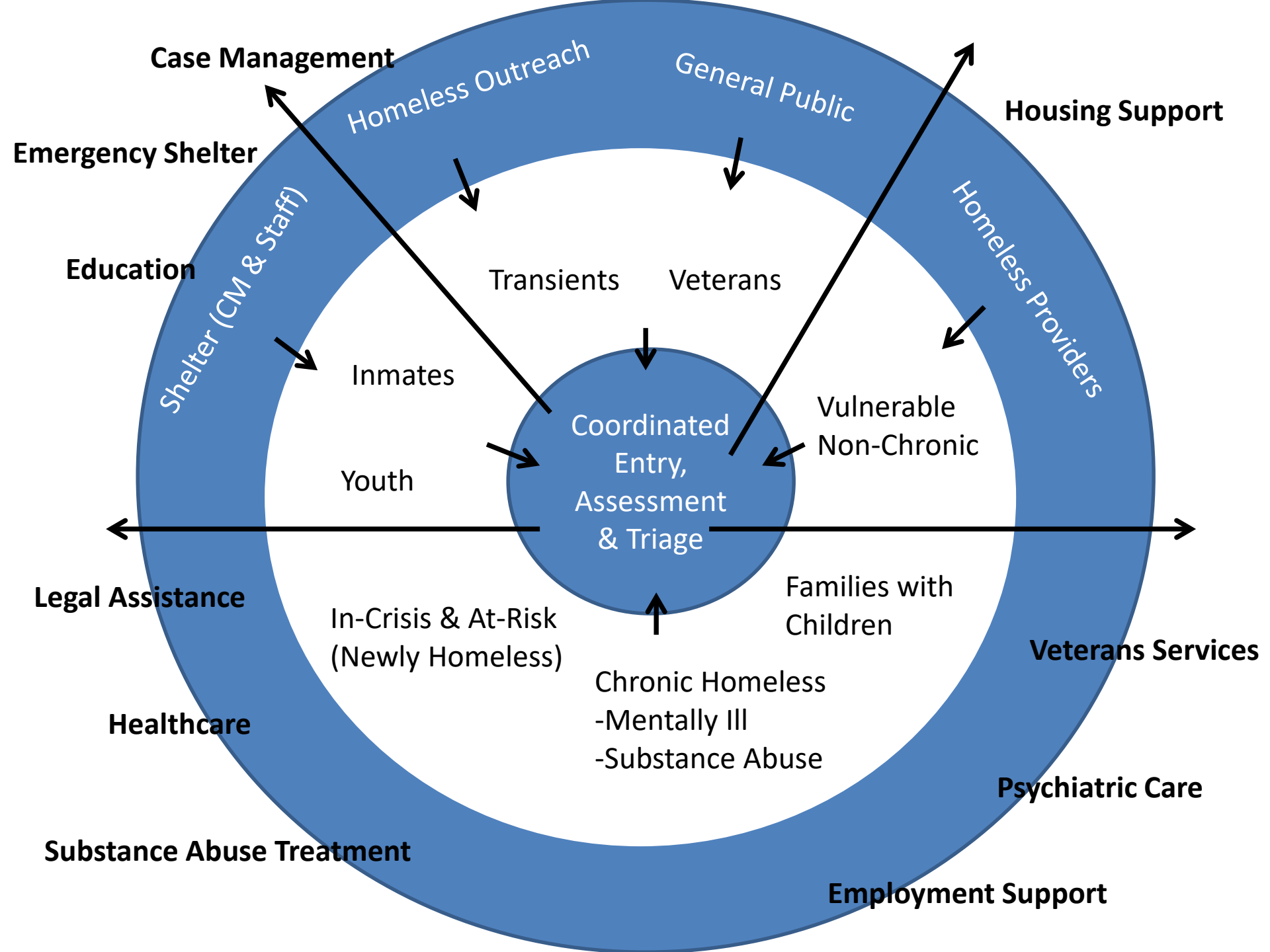




# Coordinated Response & Entry Into Services







# THE CHALLENGE



**HELP Homeless Outreach Teams Efficiently Respond to Community Referrals Through Use of Mobile Apps**

# THE CHALLENGE



**BE PART OF THE SOLUTION**



# MAHALO!

