



## SMC HOME (Homeless Outreach and Mobile Engagement)

**Overview:** SMC HOME (Homeless Outreach and Mobile Engagement) provides a more streamlined, data-informed approach to the County of San Mateo's commitment to end homelessness.

**Challenge:** Previously, the process of managing homeless outreach requests in San Mateo County was significantly fragmented. Responses were documented and tracked through individual emails, a method that lacked real-time collaboration capabilities between County agencies and Community-Based Organizations (CBOs). This inefficient system obstructed the quick and effective delivery of services to unhoused individuals. Moreover, the lack of a unified, data-informed platform hampered strategic decision-making efforts, making it challenging to understand and address the evolving dynamics of homelessness within the County effectively.

**Solution:** To overcome this hurdle, the SMC HOME App was collaboratively developed by the County's GIS team in the Information Services Department and the Center on Homelessness in the Human Services Agency. The app leverages automation tools and GIS technology to collect field data, manage real-time reporting, and dispatch requests to appropriate Community-Based Organizations (CBOs) based on their GPS location. Additionally, the app allows CBOs to track multiple attempts to contact individuals and to record the services offered once contact is made. The app marks a significant contribution to the Board of Supervisor's commitment to ending homelessness in the County by providing a more streamlined, data-informed approach that allows for faster, more efficient response to the needs of unhoused individuals.

**Innovation:** The innovative use of GIS technology and data analysis tools in this solution marks a paradigm shift in homeless outreach strategies. By providing automated notifications, user-friendly mobile forms, and a real-time data dashboard, the SMC HOME App has successfully transformed the process of addressing homelessness. The data generated and collected by the app provide invaluable insights that inform critical aspects of policymaking, service delivery, and resource allocation. By giving stakeholders real-time access to data, the app facilitates transparent, evidence-based decision-making, allowing for proactive rather than reactive solutions.

**Results:** During its pilot phase, the program outperformed its target by identifying 38 cases against an initial goal of 25. The system has also demonstrated impressive efficiency, achieving a 77% success rate in responding to reports within 24 hours. The invaluable real-time data provided by the app have been instrumental in guiding decision-making processes and enhancing resource allocation strategies, aligning with the Board of Supervisors' priority of reaching a functional zero level of homelessness within the County.

By improving the deployment of outreach services to reach vulnerable populations more quickly the app has facilitated a more targeted approach for outreach workers to engage individuals experiencing homelessness, offer resources, and report back on outreach results. Through streamlining processes, it has optimized resource use, reduced administrative overhead, and amplified the societal impact of each dollar spent.

**Replicability:** The app's underlying architecture is built on cloud-based universally accepted GIS technology, making it easily replicable in other jurisdictions seeking to enhance their homeless outreach. The success of this initiative in San Mateo County can serve as a blueprint for similar efforts in other areas. The initial costs would be mainly for development and deployment, while the operating costs would be for licensing and maintenance of the application.

The minimal amount of ongoing maintenance, scalability, and user-friendly interface of the app make it an excellent candidate for expansion. It is currently being prepared for use by Caltrans, the State Department of Transportation, and other cities within the County. The app's potential for broader implementation offers an optimistic future for innovative solutions that improve service delivery to homeless individuals.

**Contact Information:**

Mike Wentworth, Chief Information Officer | Claire Cunningham, Human Services Agency Director  
Email: [mwentworth@smcgov.org](mailto:mwentworth@smcgov.org) | [ccunningham@smcgov.org](mailto:ccunningham@smcgov.org)  
Phone: (650) 363-4710 | 650-363-4795

**Additional Information:** [Handout: Overview & Roles](#) | [Image of Dashboard](#)