

## **1. HEADLINE:**

### **VALLEY ORGANIZATIONS USING TECHNOLOGY TO END HOMELESSNESS**

New MAP (Multi-Agency Portal) Will Transform Lives at the Human Services Campus

## **2. DATELINE + OVERVIEW**

**PHOENIX, AZ - (BUSINESS WIRE) - JANUARY 1, 2020** The Human Services Campus announced today the launch of a new portal called MAP (multi-agency portal) for capturing and sharing service information to improve outcomes for people experiencing homelessness. Thanks to a public-private partnership between The ASU Cloud Innovation Center and the 20 programs of the Human Services Campus, a new client-centered, real-time data portal will enable faster problem resolution and better outcomes for people experiencing homelessness. The new portal is estimated to reduce the time to services by an average of 40%. MAP will increase access to better services for the 7,000 people served at the Campus each year.

## **3. Leadership Quote**

"In 1984, Newsweek called Phoenix the City without a heart for our lack of homeless services," said Jonathan Koppell, Dean of ASU Watts College. "We've come a long way since then and MAP shows our commitment to finding innovative and impactful solutions to help those experiencing homelessness get the resources they need to live a life with dignity."

## **4. Opportunity + Problem**

People experience homelessness and remain homeless for a variety of complex reasons, including lack of affordable housing, employment, and proper identification, as well as lack of access to mental and physical healthcare and substance use treatment. Launched in 2005, the Human Services Campus has grown into a national model as a comprehensive, one-stop shop that provides a full suite of services and resources for people experiencing homelessness. The 20 programs on the Campus work collaboratively as much as they can, but without an application designed to keep everyone informed with essential information, collaboration can be limited. Without access to real-time data, it is hard to fully understand how each agency works with homeless individuals and what resources are immediately available. The MAP changes all of this and will usher in a far more effective era of sharing, efficiency and impact.

## **5. Customer Quote**

"I used to spend at least 40% of my time trying to find out which services my client already has in motion," said Cole Hickman. "Now I see all that when I meet a client. As a result, I have more time to spend reaching more clients and focusing on where the gaps still are for those I am already serving. While I am excited about MAP on campus, I also see MAP as a regional solution to enhance everything we're doing on campus and throughout the Valley to assist clients and end homelessness."

## **6. Customer Experience**

Accessible on a range of electronic devices, MAP alerts providers when their clients have appointments with other agencies and includes a dashboard with the list of agencies and programs an individual is already enrolled with and/or eligible for. For example, MAP's dashboard incorporates a Housing feature informing providers if the client has an open housing referral and where they're at on the community's coordinated list for housing. The new tool cuts

down on communication time, as case managers and other direct service staff can automatically see what programs the client is connected with and what housing options they're eligible to receive.

## **7. Call to Action**

To learn more about the Multi-Agency Portal and how you can use MAP to improve your city's efforts to end homelessness visit <https://smartchallenges.asu.edu/homelessness>.

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