



There's an App for That

Mobility Options for Meeting the Changing Needs of our Services

Laura Chavez, Information Systems Supervisor

County of Los Angeles Department of Public Social Services

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But Where do I Start?



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Why Should I Consider a Mobile Solution?

- Increase opportunities for participants to ***self serve***.
- Increase ***access*** methods for participants.
- Recognize the growing reliance on ***mobile*** devices for internet access.
- Leverage Mobile Technology (e.g., camera, GPS) to provide ***enhanced*** services.
- Meet ***demand*** for real-time case information.

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Our Population is Changing

- 60% of the individuals with household incomes eligible for assistance have access to the internet and 54% have a mobile device
- 71% of Americans between the ages of 25 and 34 now own a Smart phone

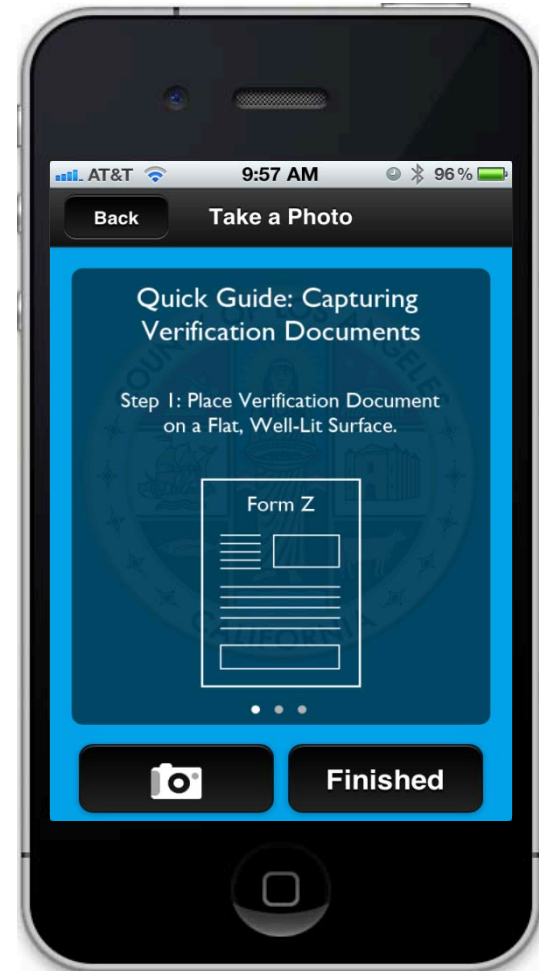


<http://pewinternet.org/Commentary/2012/February/Pew-Internet-Mobile.aspx>

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What are My Mobile Options?

- Create a cross-platform mobile app
- Create a native mobile app
- Create a mobile version of my website
- Ignore the mobile craze and do nothing



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The Future is Yet to be Defined

- Informational videos and sites
- Check-in
- Mobile video interviews
- eNotices
- CalFresh / SNAP Information
- Appointment Scheduling
- EBT Payments





Questions & Answers