There’s an App for That
Mobility Options for Meeting the Changing Needs of our Services

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There’s an App for That

But Where do I Start?
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.
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
There’s an App for That

The Future is Yet to be Defined

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