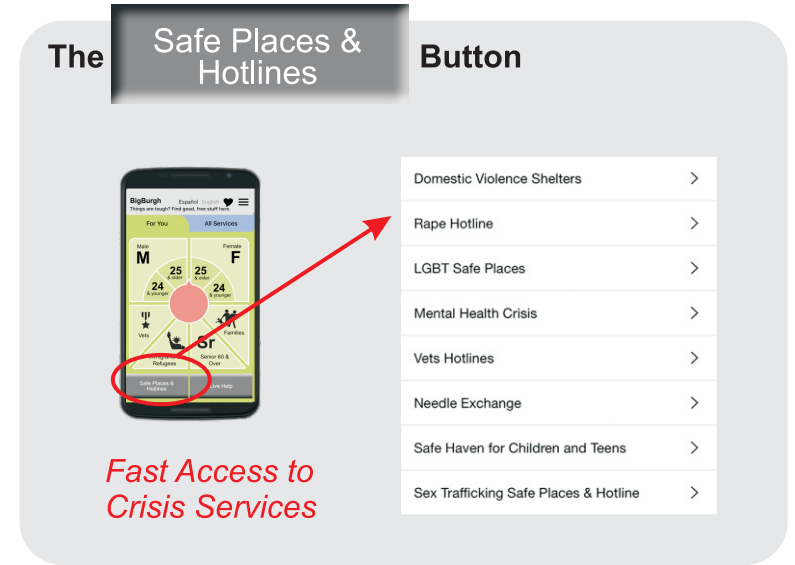
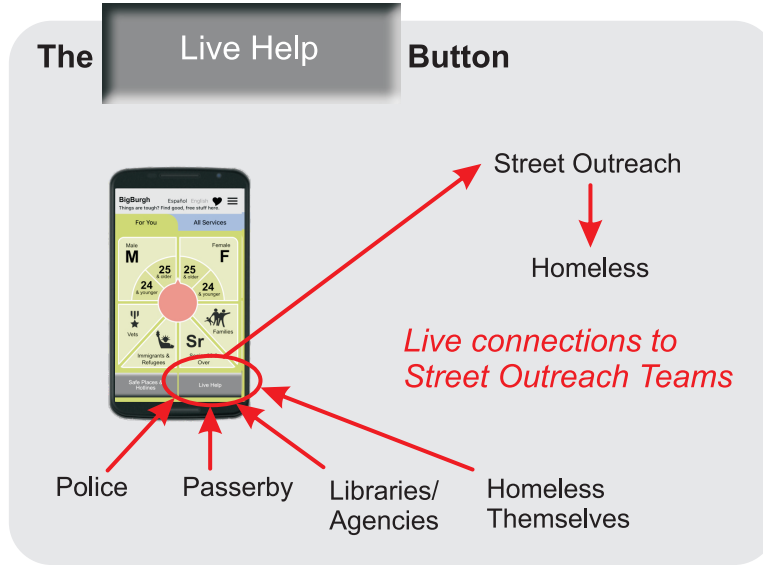
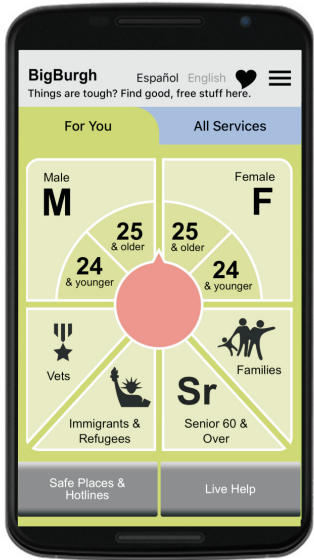
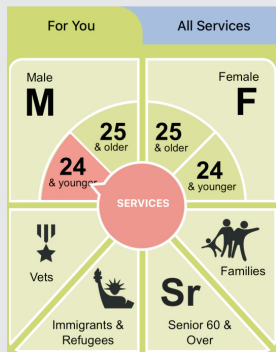


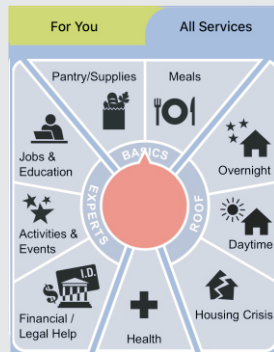
BigBurgh.com Web-App as Cloud Service: Street Help for the Homeless



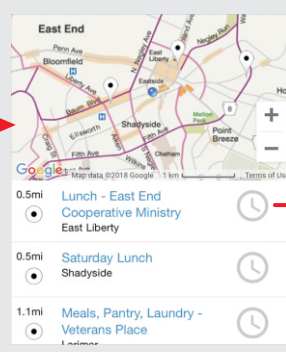
Emergency Safety Net



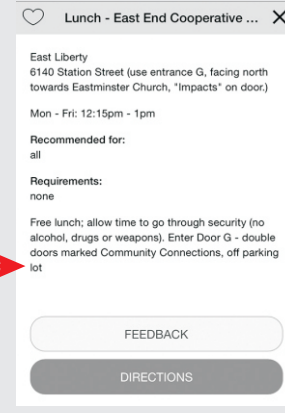
by population type . . .



or by service type



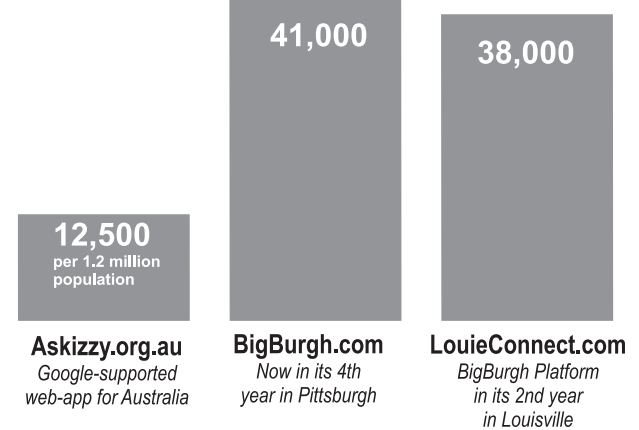
mapped & listed
(in distance order)



with succinct,
action-oriented
descriptions

500 Services at your Fingertips

Homeless Apps: Annual Site Visits



Askizzy.org.au
Google-supported
web-app for Australia

BigBurgh.com
Now in its 4th
year in Pittsburgh

LouieConnect.com
BigBurgh Platform
in its 2nd year
in Louisville

BigBurgh.com

Lessons Learned

1. *Integrate Police and Street Outreach into the App from Day One.*

By learning what best serves their needs, the app becomes an invaluable tool for street outreach.

2. *Get buy-in from government, corporate & foundation leaders.*

3. *Update via continuous engagement with agencies.*

The only way for the app to stay truly up-to-date is by becoming a natural part of agencies' work flow.

4. *Package the information to be tight and fast.*

Have never more than 9 categories at a time in the visual field (the limit that short term memory can juggle easily); have all content be succinct, user-expectations-conscious, and action-oriented granular (the one button = one action app paradigm).

App Framework Extras

Opioid Help Button

Applying the Individual-to-Help-Team Email Strategy to the Opioid Crisis.

Empty Bed Alert

Shelters can email all Street Outreach on unexpected shelter vacancies.

Non-911 Police Email

Street outreach can email Police liaisons by zone to non-911 issues.



*Low-cost and surprisingly effective promo:
5,000 business cards distributed per quarter
to libraries, agencies and outreach professionals.*