Help the Homeless

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Introduction: Participatory Sensing

What It Is:

• Participatory Sensing is the idea of having people in our communities participate in conducting research.

Using Participatory Sensing

• We will be using Participatory Sensing to gather data relevant to our campaign. This data will then be reviewed and analyzed, ultimately representing the approximate population of homeless people in certain areas.

The Problem: Reaching Out to the Homeless

Homelessness

From a study done by an organization called MAGIS at LMU, there was an approximation of 48 people living in the Ballona Wetlands area. Of those 48, 15 interviews were attempted and 13 were successful. The interviews consisted of several questions, one of them determined the cause of homelessness. The majority of responses for that specific question was a loss of housing, or unaffordable housing in their area.

Surprisingly, many who are technically considered homeless still work, have families, and in many cases their families are homeless, too.

Proposed Solution: Using Our Campaign to Raise Awareness

• Our campaign is designed to give everyone the chance to help someone other than themselves. When you see a homeless person on the street, 9 times out of 10 you think about yourself before you even consider doing something for the person in need. With the “Help the Homeless” campaign you are doing something bigger than just giving spare change, you are putting someone who is in need of help in a position to be helped by homeless shelters in your city.