URBAN FOOTPRINT

Get the Intelligence You Need To Distribute Resources More Effectively

Distributing billions of dollars of aid to vulnerable individuals and communities is surprisingly hard.

For agencies that manage public assistance funds, the challenge lies in locating eligible and vulnerable households and ensuring that benefits get to them.

SERVING THE BEST IN GOVERNMENT

Department of Children & Family Services

BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY · BCSH

FEEDING LOUISIANA

LISC

HOUSING AND COMMUNITY DEVELOPMENT · CALIFORNIA

With actionable data, you can target resources for greater impact.

UrbanFootprint's Assistance Program Intelligence empowers government agencies and community-based organizations with capabilities to analyze outreach efforts and measurably improve program performance:

- **Map and measure risk of food insecurity, eviction, or foreclosure**
- **Locate eligibility for food, housing, or water assistance programs**
- **Identify gaps in program enrollment**
- **Target outreach to priority populations**
- **Track program progress**
- **Report on outcomes to stakeholders**

With clear maps, intuitive dashboards, and powerful analytics, agencies can ensure that assistance gets to households who need it most, pinpointing and addressing any gaps in service quality or equity.

Allocate Better

Bring data-driven delivery, progress tracking, and outcome reporting to any eligibility-based assistance program. All from a single source of actionable data on food insecurity, eviction/foreclosure risk, social vulnerability, economic stress, and health risk.

Ready to get started with UrbanFootprint? **Reach out to our team →**

UrbanFootprint Assistance Program Intelligence empowers you with the insights to distribute aid precisely to where it's needed most, targeting areas missed by traditional outreach methods.

Map and Measure Need, Eligibility, and Enrollment

Whether you're a state agency, community based organization, or program partner, UrbanFootprint gives you a clear picture of need, eligibility, and enrollment at any scope: state, county, even sub-county—down to the neighborhood level.

- Identify areas at risk of food insecurity, eviction, or foreclosure
- Locate eligibility for food, housing, or water assistance programs
- Map and close gaps in program enrollment

Program administrators can answer high-level planning questions and make informed policy decisions. **CBOs and program partners** can identify which outreach efforts work best, and plan place-based outreach, direct application assistance, or paid media programs.

Target Outreach to Priority Populations

UrbanFootprint easily segments and locates disadvantaged populations by a range of socio-demographic factors, enabling you to target your outreach:

- Seniors and young children
- Underserved races & ethnicities
- Military veterans
- Lack of broadband access
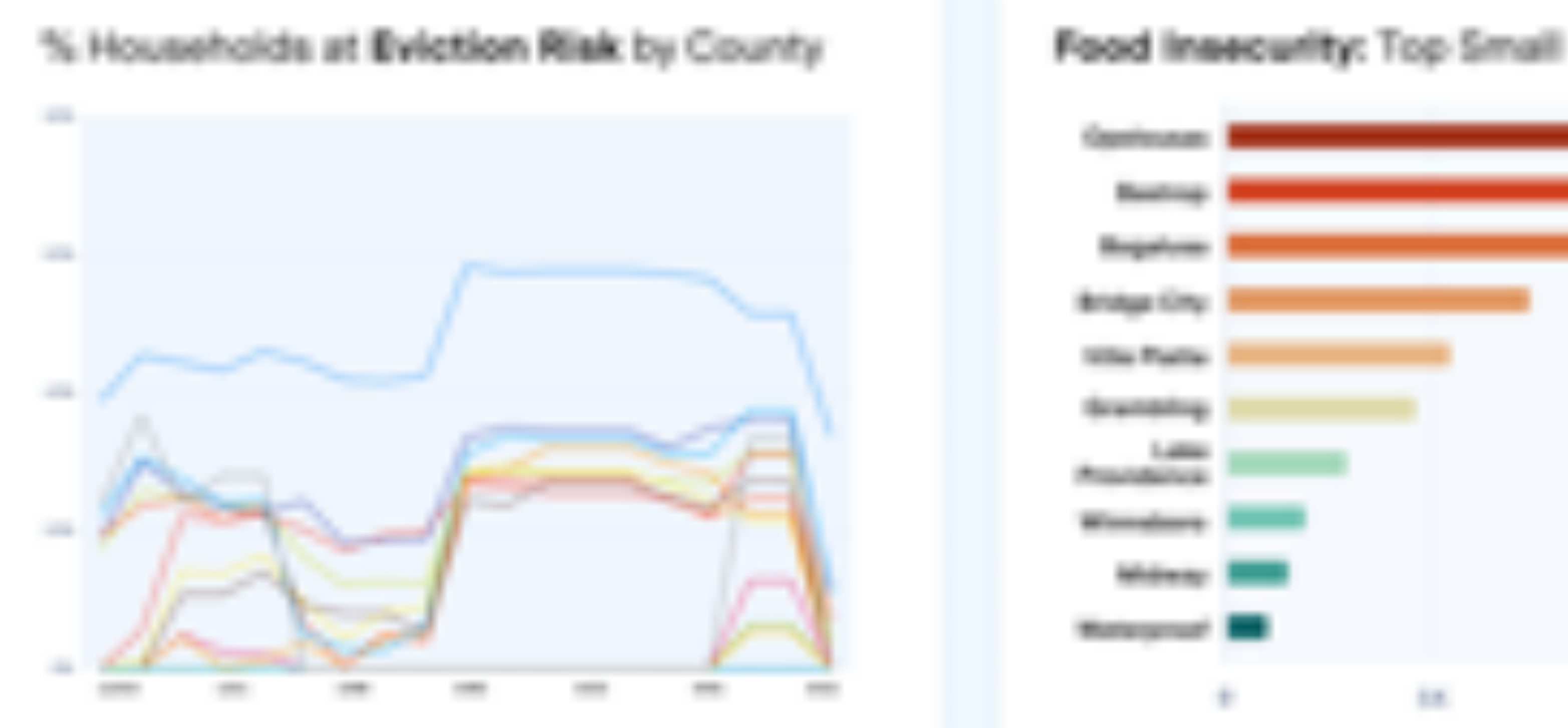- Lack of transportation access
- Health risk factors

Improve Program Performance

Combining risk and eligibility mapping with your program's enrollment and operational data, Assistance Program Intelligence enables you to measure outreach performance and make holistic program improvements—all through a simple browser-based interface.

Meet Program Reporting Requirements

Data visualizations help you engage with agency regulators, program administrators, and community stakeholders. With clear maps, charts, and dashboards, you can easily report on internal operations, outreach progress, and program performance.

With UrbanFootprint Assistance Program Intelligence, government agencies and community based organizations can assess risk and resilience, distribute resources to where they're needed most, and ultimately design more effective and equitable policy.

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