GoodMojo

Case Study

CITY AND COUNTY OF SAN FRANCISCO MAYOR'S OFFICE

The Challenge

A major focus for the Mayor's Office is movement toward shared prosperity, including more homes for working families. The city of San Francisco is very dynamic and neighborhoods change rapidly, so information about them needs to be updated frequently. The staff responsible for ensuring that funds are used to promote community development was getting repeated requests for information that it didn't have and it really needed a better way to collate, analyze and retrieve data in order to effectively determine where the gaps in the system were. Since the Mayor's Office is dedicated to closing those gaps, they were looking for a solution to enable better and more timely data.

> "All of our new initiatives have to be substantiated and funders love the fact that we have the hard data to back up our claims."
>
> Anna Yee, Deputy Director of Mayor's Office of Community Development,
> City and County of San Francisco

The Mayor's Office must also report on the distribution of HUD funds of almost $50 million in grants to non-profits annually, a process which was paper-based and laborious. They urgently needed to streamline this burdensome task to allow staff to focus on more and better analysis. They turned to GoodMojo Funder as the best solution for their needs.

The social workers who report to the Mayor's Office ideally wanted a single point of entry for all their system needs, including data capture, calendaring, keeping track of the number of buildings and funding sources, record- keeping, and all forms of constituent relationship management. They even wanted a system that could create traditional-looking printable calendars for the senior citizens who needed to see what activities would be taking place and were less likely to get their information digitally.A major focus for the Mayor's Office is movement toward shared prosperity, including more homes for working families. The city of San Francisco is very dynamic and neighborhoods change rapidly, so information about them needs to be updated frequently. The staff responsible for ensuring that funds are used to promote community

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The Solution

The exercise of sitting down with the GoodMojo team to prepare for the implementation of the solution turned out to be a value in itself. The process was helpful in thinking though what information they needed, how data sets should be linked and what they wanted to analyze. They had to get specific about who the recipients were and what they needed. The construction of the database showed them linkages they had not been aware of and helped them better understand their constituents' needs. Moreover, the database GoodMojo built for them was flexible, so as they became aware of further queries they needed to run, these could be added. The ability to individualize the query and get information in real time has been a huge benefit.

Another benefit was the speed with which the GoodMojo solution could be implemented. Many systems take months, if not years to fully implement, but a first iteration of GoodMojo Funder was implemented within weeks and allowed the staff to make adjustments to the database and develop new queries as they got familiar with the capabilities of the system. The GoodMojo team took in the diversity of functionalities and produced a tailored system that met their needs.

The Results

The Mayor's Office is a vital part of the City and County of San Francisco's management of funds. It has managed a total of $1.2 billion and supported a total of 170,000 unique individuals through this system over the past 5 years. The office is proud to be the branch of the city government most able to produce current data on short notice. They are able to identify emerging needs rapidly and develop initiatives to meet them. They credit this ability to the fact that they are using data better and doing more analysis. They can be proactive in shifting resources in response to needs and have the hard data to back up their decision making. This has been instrumental in strengthening their credibility with the donor community as well as increasing the effectiveness of their service provision.