



20,000 Homes Campaign Data Collection, Reporting and Analysis

- November 2, 2015

What is the 20,000 Homes Campaign?

- A national movement of communities to permanently house 20,000 of Canada's most vulnerable homeless people by July 1, 2018
- A grassroots, non-partisan advocacy effort to build public support for ending homelessness and political support for renewed federal and provincial investment in housing and support services
- Inspired by the successful 100,000 Homes Campaign in the United States, but adapted to work in a Canadian context

- Understand the reporting requirements and requests of the 20,000 Homes Campaign
- Understand what data will be reported and how it will be used by the campaign
- Learn ways that the data you collect can be used to inform decisions and improve services and systems
- Understand the data journey and how your community can start on it

The first thing you need to know is.....

- **Data is sexy!**



Data Requirement # 1: Know Everyone By Name

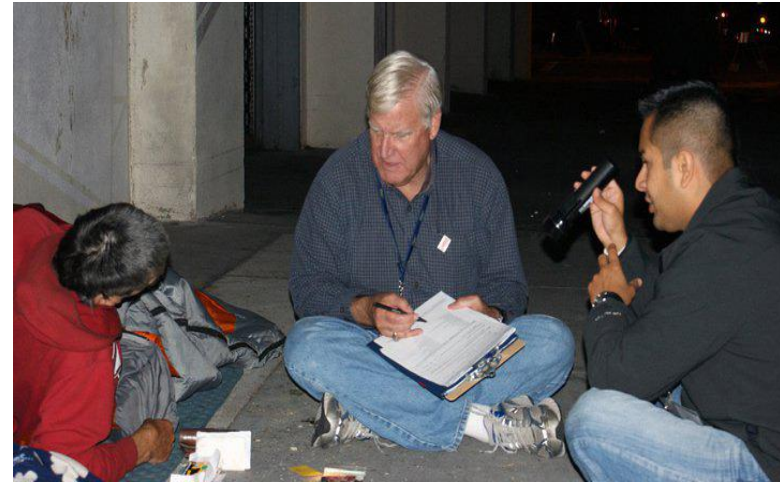
What: A continuously updated list of everyone experiencing homelessness in your community including their names, needs and preferences

How: A Common Assessment, Registry Week and System in place to support continuously updating the by-name list

Why: So you can understand the scope of homelessness in your community and what it would take to solve it . So you can prioritize your most vulnerable/acute neighbors and triage each person experiencing homelessness to the most appropriate resource

What Data Does 20,000 Homes Need? List of communities that have completed a Registry Week, Aggregate Data (dashboards) and best practices for maintaining an updated by-name list

What is a Registry Week?



If you'd like to proceed, we will need your consent to use and share the following responses for that purpose.

****PLEASE MAKE SURE CLIENT FILLS OUT CONSENT/RELEASE BEFORE PROCEEDING****

****IF CLIENT DOES NOT FEEL COMFORTABLE ANSWERING A QUESTION, PLEASE TYPE IN "REFUSED" IN FIELD****

* Required

Administration

Interviewer's First Name *

Please state the FIRST name of the person who conducted the assessment.

Interviewer's Last Name *

Please state the LAST name of the person who conducted the assessment

Agency (If Applicable)

What agency/organization is submitting this form on behalf of the client?

How it Works



20,000 Homes Registry Week Model



Sample Registry Week Dashboard

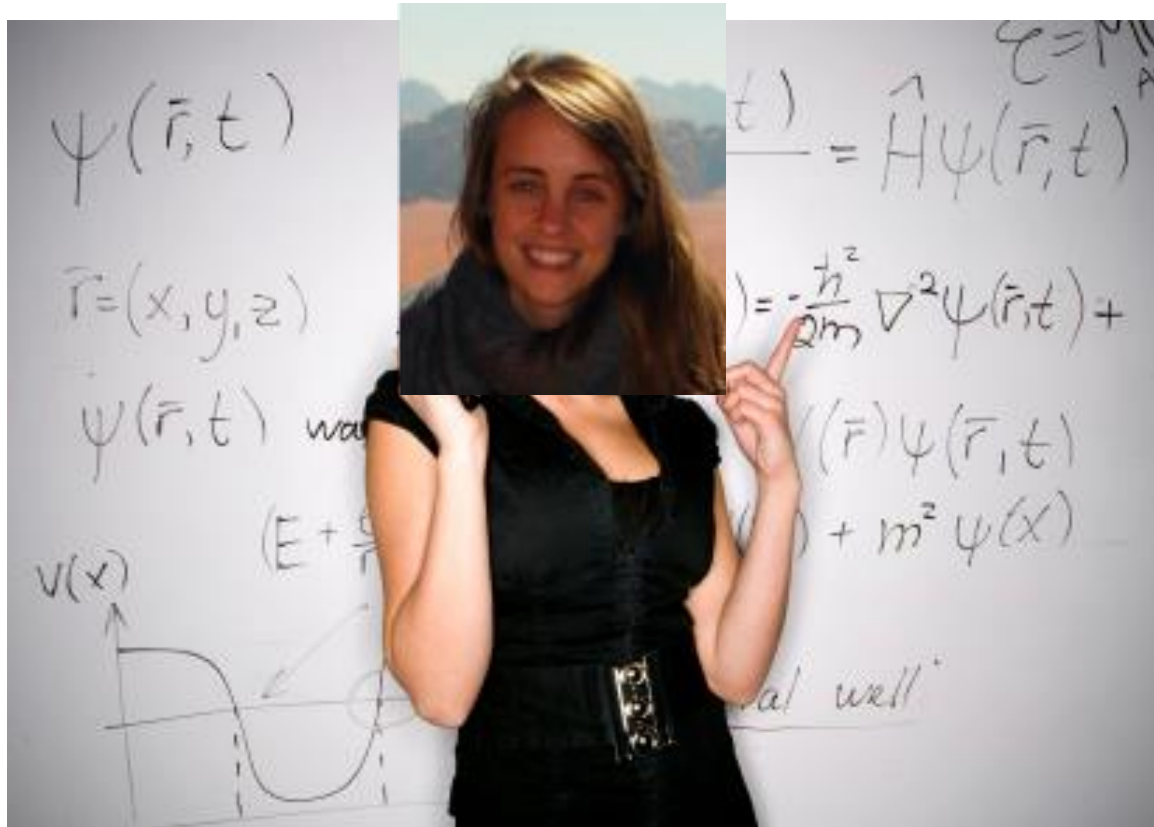
Registry Week Plus PIT Count!

- Did we mention that we have approval from the Federal Government to coordinate your PIT Count and Registry Week?
- We have all the tools you need to pull this off
- If you are receiving funding for your PIT Count we guarantee you can also afford to do a Registry Week at the same time!

- Campaign will work with you on a process to add people to the list (as you identify people) and remove people from the list when they have found housing (or otherwise don't require permanent housing)
- The U.S. 100,000 Homes Campaign has many examples of this
- Canadian Pilot Communities like Hamilton, Waterloo and Ottawa are working on this now
- Subject of a Campaign All Hands on Deck call for early 2016

Just in case you forgot.....

- **Data is sexy!**



What: A Monthly Report on the target population of people experiencing homelessness in your community who have moved into permanent housing

How: Via an online [Housing Placement Form](#)

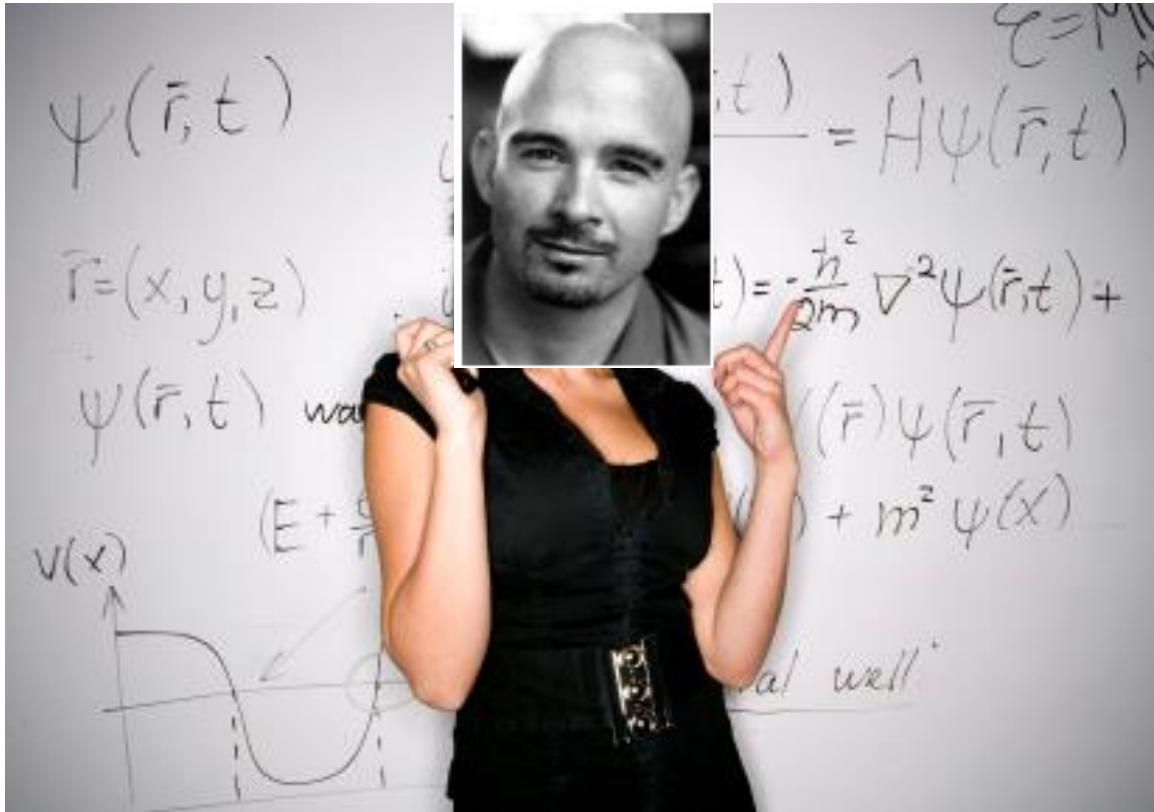
Why: So we can see how many people your community is ending homelessness for each month AND to reach our 20,000 Goal

What Data Does 20,000 Homes Need? Aggregate data (by type of housing and sub-populations) and your method for reporting

- Don't worry if you can't yet report all housing placements in your community
- Do report those placements that you are able to track
- Don't worry if you can't yet report by all sub-populations (just report what you can)
- Do write down your process for producing the report and send it to us
- Do write down what is missing and develop a plan to obtain missing reporting sources
- Don't send CAEH or the Campaign any client-level data
- Do make sure there aren't any duplicate placements
- Do just get started (and you can report back placements since you joined the campaign!)

You may have already heard this...

- **Data is sexy!**



What: A Comprehensive Questionnaire that assesses your community's homeless and housing placement system

How: A community gathers stakeholders who together have knowledge of their entire system and complete the 20,000 Homes Community Self Assessment Toolkit (SAT)

Why: So that you can learn about your strengths challenges and potential next steps in improving your system AND so that the 20,000 Homes Campaign knows how to target its efforts

What Data Does 20,000 Homes Need? The completed SAT is submitted to the campaign and the community receives an SAT Report indicating their strengths, challenges and proposed next steps for improving their system

- Asks questions related to existing planning and strategies at the community level
- Questions include:
 - Does your community have a Plan to End Homelessness?
 - Does [your plan] include data on total numbers homeless, annual inflow and outflow (housing placement) and the housing placement rate needed to end homelessness during a specific time period?
 - Does your plan include common objectives and target dates for completing them?
 - Are there ongoing processes in place whereby stakeholder plan their response to homelessness in a coordinated manner?

- Asks questions about infrastructure, funding and relationships to support work toward ending homelessness
- This section includes questions about:
 - How would you categorize the relationships among the various stakeholders in your community?
 - What local decision-making bodies (related to homelessness) exist and what areas of the system do they make decisions on?

- This section asks questions about how the homeless system is organized.
- Includes questions on:
 - How your community categorizes or calls the various parts of your system
 - Whether permanent housing units are targets to people experiencing chronic homelessness and episodic homelessness
 - Whether specific sub-populations are targets for some of your resources/services
- This section includes a Systems Map where communities are asked to map on a single chart their entire system
- This section includes a Community Trend chart to find out more about the individuals and families in your system

- This section attempts to determine the extent to which your community's services and resources are coordinated
- It includes questions related to:
 - Whether there is a way to quickly determine eligibility for services and supports
 - Whether your community has a way to know everyone experiencing homelessness by name AND a way to track their progress through your system

- This section asks questions related to how your community uses data systems to guide your work
- It includes questions related to:
 - Maintaining real-time list of people currently experiencing homelessness
 - The ability to know your inflow rate into homelessness and your outflow rate out of homelessness
 - Whether your community has a system-wide privacy policy that allows for information sharing across programs and services

- This section asks questions related to whether your community has standard protocols and how your community assesses the quality of programs and services
- It includes questions related to:
 - Whether standards of care exist for each program type
 - Whether there are standard outcomes/targets for your program
 - How and to what extent your community assesses the quality of your programs

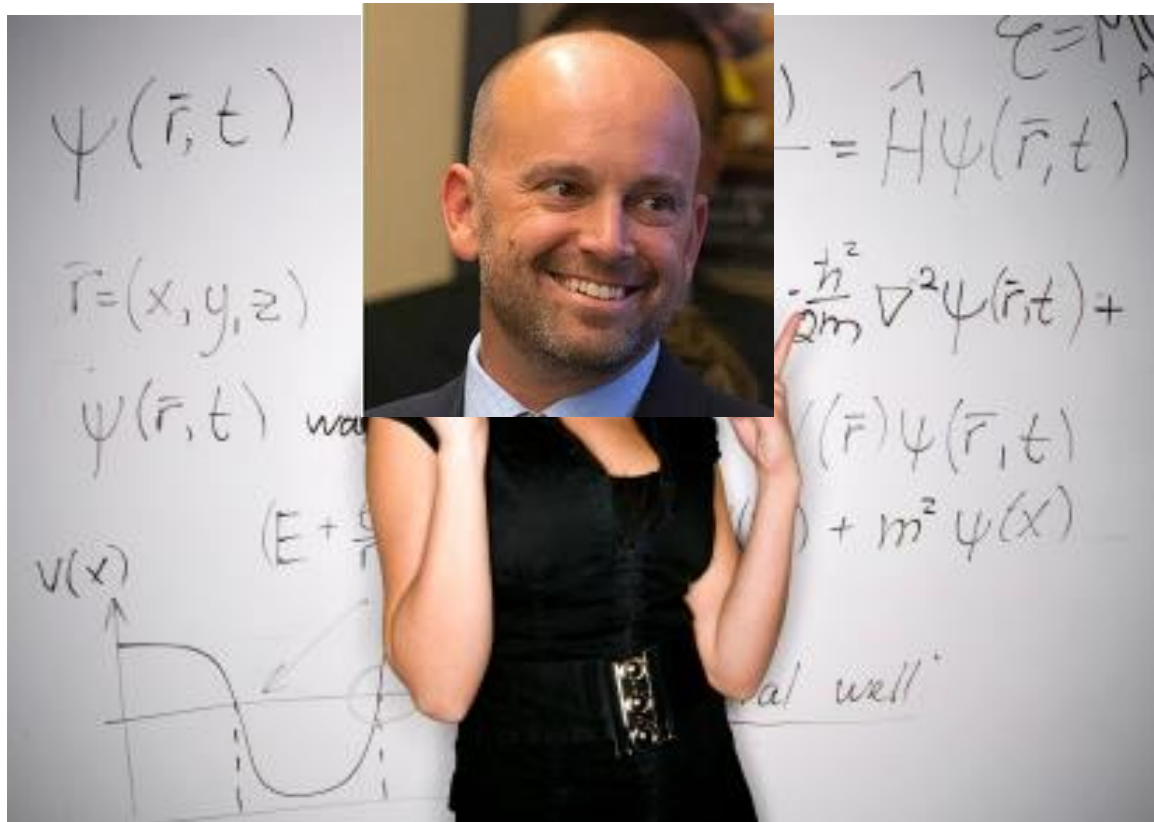
- This section ask questions about how your homeless system is integrated with other sectors and systems
- It includes questions related to:
 - How your homeless system interacts with other systems (e.g. mental health, police, child protection, etc.)
 - The strengths of your contacts and your ability to advocate at all levels of government

- Get a small group together (who have knowledge on your system) and complete the SAT (takes 2-3 hours)
- Don't worry if you don't have answers for some questions
- Don't worry if you don't have in place a lot of the systems, protocols or standards that the SAT asks about
- Do celebrate the strengths that your community has
- Do review the feedback report you receive and schedule a time to talk with the 20,000 Homes Campaign staff
- Do use the SAT feedback report to help you improve your system

- Avg Score on Building a Unified System: 37%
- Avg Score on Data Management: 43%
- Avg Score on Targeting/Prioritization & Housing First: 38%
- Avg Score on Mainstream Resources: 34%

Need we mention...

- **Data is sexy!**



Next Steps on our Data Journey

- We want these 20,000 Canadians to find and KEEP their homes
- We will be working with a small group of communities to determine how best to track retention and will pilot retention reporting with these communities
- Any communities interested in this pilot?
- Retention will be reported on an online form (potentially an addition to the Housing Placement Form)
- Pilot will begin in early 2016 with rollout campaign-wide by June 2016

“Take-Down Targets”!

Current number of People Experiencing Homelessness



Projected Inflow of People Experiencing Homeless (through 12/31/19)



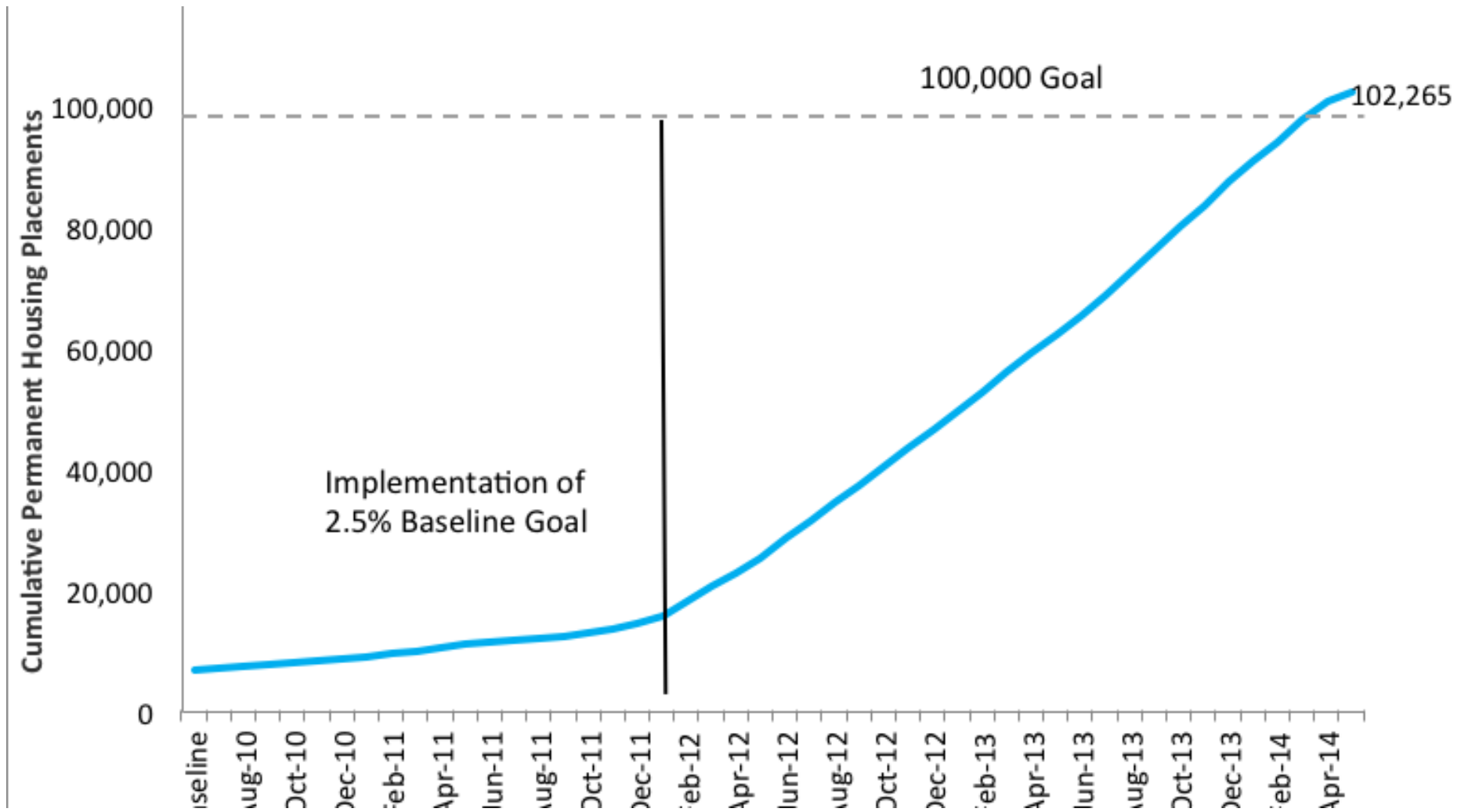
Your Take-Down Target!

- Tell you the total number of people who will need housing to end homelessness in your community by a certain date
- Allows your community to calculate the monthly housing placement rate needed to end homelessness (or homelessness among a sub-population) in your community (within certain time frame)
- The 20,000 Homes Campaign will help you set a Take-Down Target by:
 - Helping you know everyone who is currently homeless
 - Knowing your historic inflow into homelessness
 - Knowing your historic outflow from homelessness
- Take-Down Targets may be modified as you have more and better data

Monthly Campaign Targets

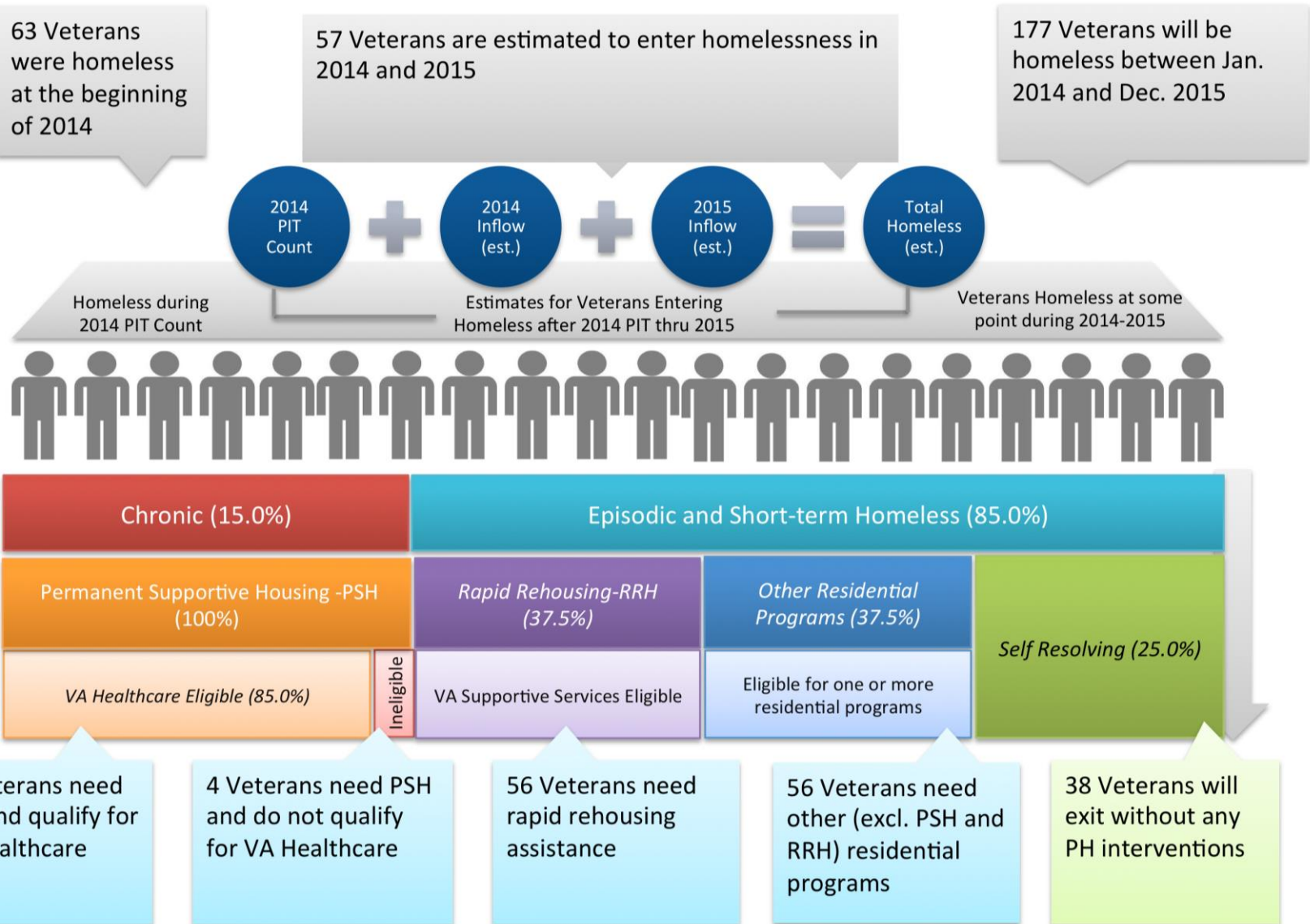
- As we learn more about the assets and needs in each community, the Campaign may start setting monthly housing placement targets for each Campaign Community
- This will be done in consultation with each community and will be achievable (though a bit of a stretch) given your current resources
- It can push your community to improve reporting and to move toward optimal uses of existing resources
- In the U.S. it dramatically improved housing placement rates (and allowed us to achieve our goal of ending homelessness for 100,000 people!)

The Power of a Good Placement Target



- A single excel based tool that allows you to see in one place your:
 - need (people experiencing homelessness)
 - Your supply (assets to end homelessness)
 - Your gap (if any) the amount and type of additional assets you need to end homelessness
 - Plan for how you can decrease or eliminate the Gap

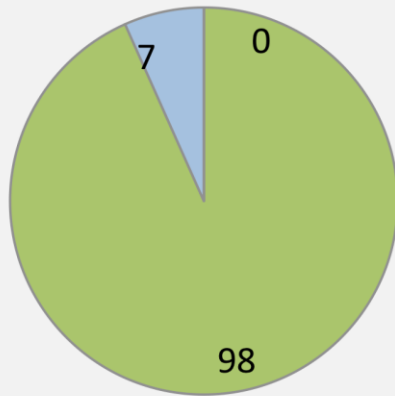
Needs Tab of the Gaps Analysis Tool



Assets Tab of Gap Analysis Tool (Dashboards)

Possible PH Placements (Jan 2014-Dec 2015)

105

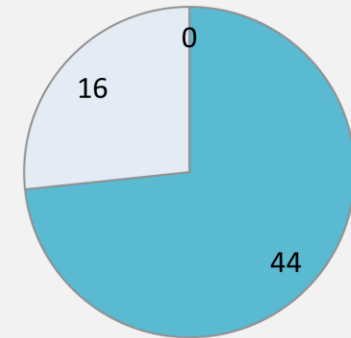


- SSVF RRH Only
- SSVF RRH Shared with VASH
- SSVF RRH Shared with VA Res. Programs

Based on 2013 and 2014 data, the chart above shows estimated proportions of PH Placements shared with other programs

Possible PH Placements (Jan 2014-Dec 2015)

60



- HCHV Only
- HCHV Shared with VASH
- HCHV Shared with SSVF RRH

Based on 2013 and 2014 data, the chart above shows estimated proportions of PH Placements shared with other programs

Initial Gaps Tab of the Gap Analysis Tool

Need	Programs meeting the Need (Multiple programs can help a Veteran achieve a PH Placement)	Permanent Housing (PH) Placements Needed (2014-2015)	PH Placements possible with available assets (2014-2015)	Gap in PH Placements (2014-2015)	Preliminary Excess PH Placements (2014-2015)
Chronically Homeless Veterans NOT eligible for VA-Healthcare and need Permanent Supportive Housing	Non-VA PSH	4	4	-	-
Chronically Homeless Veterans eligible for VA-Healthcare and need Permanent Supportive Housing	Non-VA PSH Excess after serving VHA in-eligible Veterans	23	-	-	-
	HUD-VASH alone, HUD-VASH along with SSVF RRH and HUD-VASH along with VA Residential Programs (GPD, DCHV, CWT/TR and HCHV)		24		1
Episodic and Short-term homeless who need Rapid Rehousing	SSVF Rapid Re-housing (RRH) alone	56	98	-	42
Episodic and Short-term homeless who need other interventions	VA Residential Programs (GPD, DCHV, CWT/TR and HCHV) alone, VA Residential Programs along with SSVF-RRH	56	44	12	-
Total*		139	170	-	31
	Episodic and Short-term homeless who will self-resolve and do not need any interventions	38			
	Total Homeless Veterans 2014-2015	177			

Our Data Journey together...

- Is a Journey of Failing Forward (together)!
- No community has perfect data
- No community is currently collecting all the data they need to end homelessness
- Every community in the campaign can complete this journey
- We can go from non-existent data, to lousy data, to so-so data, to pretty good data, to darn good data, together!

Failing Forward Vs. Simply Failing

Characteristic	Failing	Failing Forward
Motto	Get it Right the First Time	Try something out, fail (quickly) and improve
World View	Solving problems is like baking bread	Solving problems is like raising a child
When Faced with a Difficult Problem	This is just too hard for us to tackle right now	I wonder what it would take for us to solve this?
Beginning Premise	If we plan enough, we can get it right.	we can figure it out over time if we have a way to test our idea and a process for improvement
Implementation Protocol	Follow the work plan	Test the idea, iterate/improve as needed, and chart new course if called for
Use of Data	Data is used to report on past activities	Data is used to test ideas, guide activities and inform decisions
When things go wrong...	Hide mistakes and/or blame others	Share mistakes, celebrate them as a lesson learned, refine initial ideas or develop new ideas
Follow-up from mistakes	Increase intensity , continue doing the exact same thing or stop doing it	Next step is dependent on lessons learned

Celine and Justin Thank You!

