



# How to Become a Data Passionate Organization

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Presented by: **GAITHER STEPHENS**

**NHSDC SPRING 2022 CONFERENCE**  
MINNEAPOLIS, MN | MARCH 28-30, 2022

# How to Become a Data Passionate Organization

GAITHER STEPHENS

## AGENDA



Introduction

Racial Equity

Collaboration

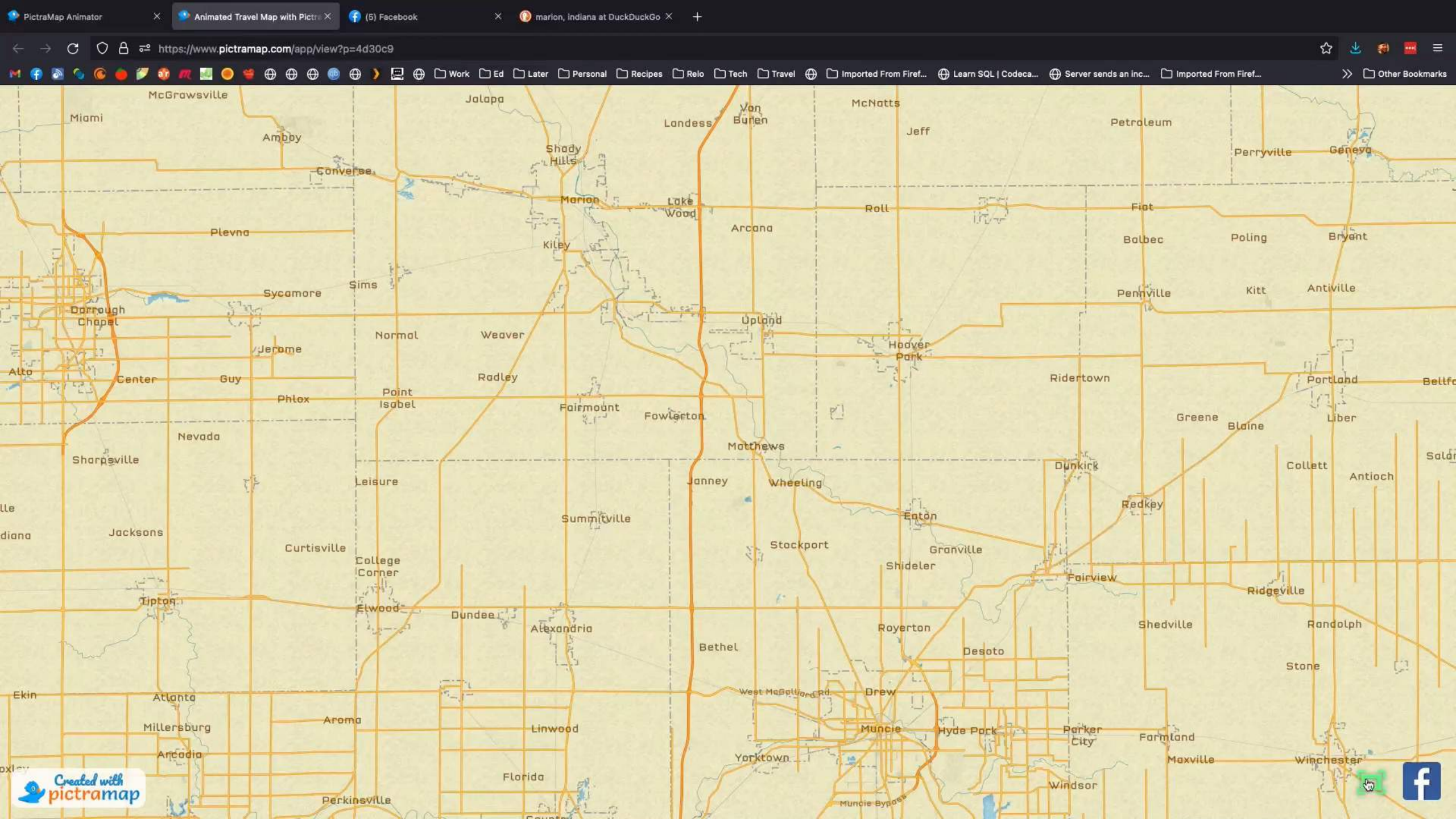
Tips & Tricks

Q&A



## INTRODUCTION







## INTRODUCTION - Education

### Purdue University (AS)

Computer Science / Information Systems



### Indiana Wesleyan University (BS)

Business Administration



### Boston University (MS)

Computer Information Systems



## INTRODUCTION - Professional

### **Regional Manager (18 years)**

Radio Stations WLYV, WCVX, WJMM, WCGW, WLRT, & WGRI

### **Chief Technology Officer / HMIS Admin (5 years)**

Gulf Coast Partnership CoC/HMIS Lead for Charlotte County, Florida

### **CEO (2 years)**

Data Dashboards, HMIS Learning Management System, VI-SPDAT Replacement, Racial Equity Research and Dashboard, HMIS Consulting



## RACIAL EQUITY – COC- APR & ESG CAPER



## RACIAL EQUITY – HUD COC-APR and ESG CAPER

### Programming Instructions:

Report the distinct counts of clients by race and household type. See [Reporting counts of clients by element by household type](#) for column instructions.

1. Rows 2-6 represent different race categories. Determine the total number of applicable records for each race category based on the values in Column Z. To be reported in these rows, the client must have one and only one response in [\[race\]](#).
2. Multiple Races (row 7) = Select each person where distinct count [\[race\]](#) > 1 and [\[race\]](#) in (1, 2, 3, 4, 5).

## RACIAL EQUITY – HUD COC-APR and ESG CAPER

12a - Race	
	Total
White	3450
Black, African American, or African	2883
Asian or Asian American	6
American Indian, Alaska Native, or Indigenous	22
Native Hawaiian or Pacific Islander	12
Multiple Races	181
Client Doesn't Know/Client Refused	22
Data Not Collected	504
<b>Total</b>	<b>7080</b>

## RACIAL EQUITY – HUD COC-APR and ESG CAPER

American Indian / Alaska  
Native / Indigenous

(All)

Asian /  
Asian American

(All)

Black / African  
American / African

(All)

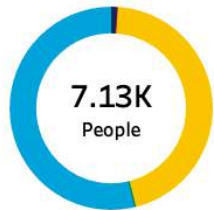
Native Hawaiian /  
Pacific Islander

(All)

White

(All)

### Race



0.8% | American Indian/Alaska Native/Indigenous

0.2% | Asian/Asian American

42.7% | Black/African American/African

0.3% | Native Hawaiian/Pacific Islander

50.9% | White

### Counts Per Race Category:

59 person(s) identified as American Indian/Alaska Native/Indigenous

12 person(s) identified as Asian/Asian American

3,047 person(s) identified as Black/African American/African

20 person(s) identified as Native Hawaiian/Pacific Islander

3,631 person(s) identified as White

*\*People may identify with more than one race category, therefore the total sum percentages across categories may not add up to 100.*



## RACIAL EQUITY – HUD COC-APR and ESG CAPER

12a - Race	
	Total
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Total	7080

## RACIAL EQUITY – HUD COC-APR and ESG CAPER

American Indian / Alaska  
Native / Indigenous

(All)

Asian /  
Asian American

SHOW (Asian/Asian American)

Black / African  
American / African

(All)

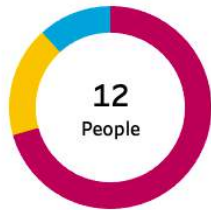
Native Hawaiian /  
Pacific Islander

(All)

White

(All)

### Race



0.0% | American Indian/Alaska Native/Indigenous

100.0% | Asian/Asian American

25.0% | Black/African American/African

0.0% | Native Hawaiian/Pacific Islander

16.7% | White

#### Counts Per Race Category:

0 person(s) identified as American Indian/Alaska Native/Indigenous

12 person(s) identified as Asian/Asian American

3 person(s) identified as Black/African American/African

0 person(s) identified as Native Hawaiian/Pacific Islander

2 person(s) identified as White

*\*People may identify with more than one race category, therefore the total sum percentages across categories may not add up to 100.*

## RACIAL EQUITY – HUD COC-APR and ESG CAPER

Think about this in the context of Tiger Woods, if Tiger Woods received services and a COC-APR or ESG CAPER were run, he would not show up in the 'Black, African American, or African', the 'Asian or Asian American', or the 'American Indian, Alaska Native, or Indigenous' categories, all of which he should, instead, he's simply, 'Multiple Races'.

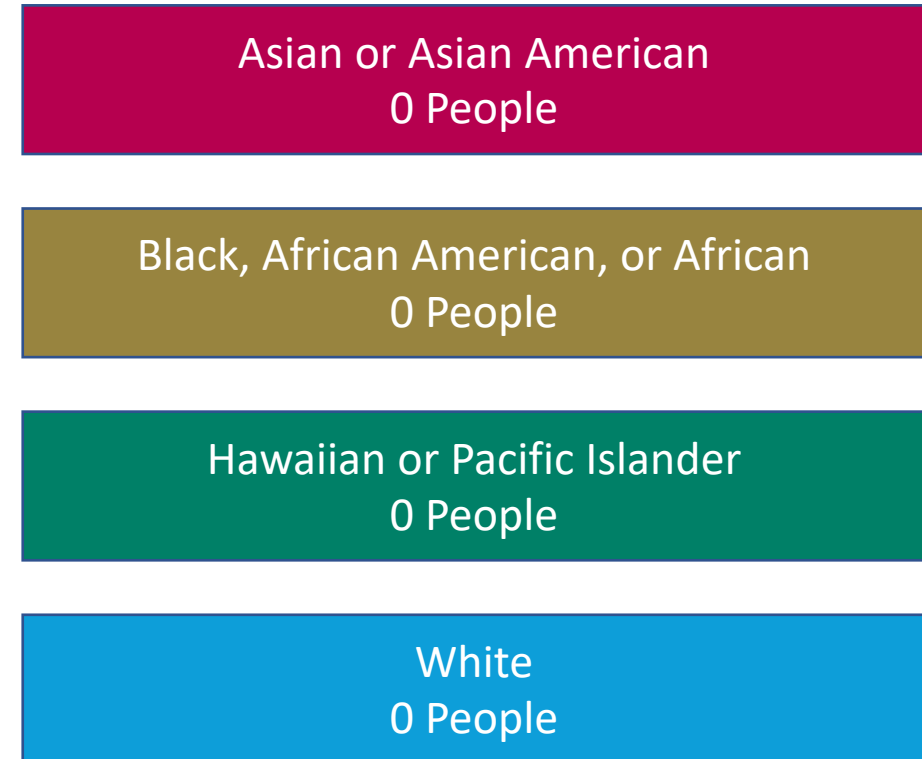


## RACIAL EQUITY – HUD COC-APR and ESG CAPER

Multiple Races – 1000 People



Actual Race Categories – 0 People





## RACIAL EQUITY – HUD COC-APR and ESG CAPER



VS.



## RACIAL EQUITY – HUD COC-APR and ESG CAPER

This is not only sloppy, but it does not promote inclusion. In fact, it dilutes the effectiveness of reporting and diminishes the importance of the individual because as soon as someone adds a second race to their current race, their current race is no longer factored into reporting. Imagine being told that because you are more than one race, none of your individual races matter any more? This could be devastating to someone and is not productive from a social or a data driven perspective.

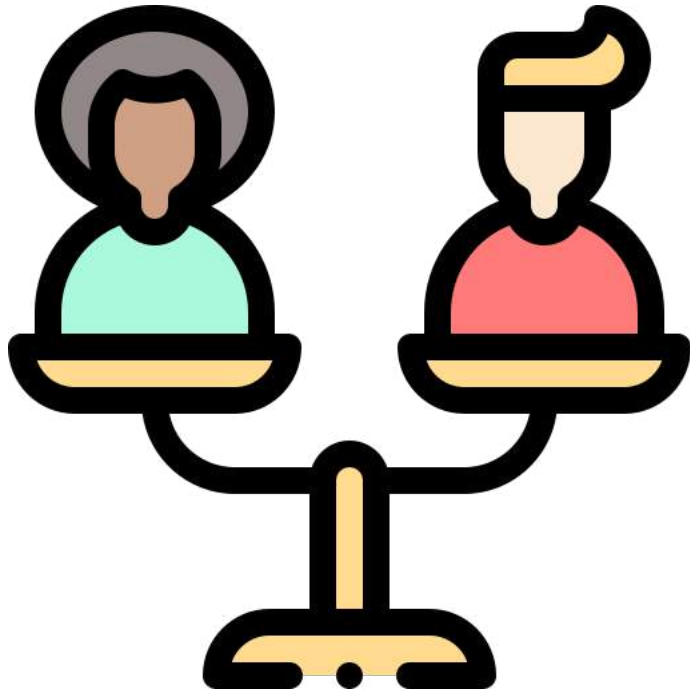


## RACIAL EQUITY – HUD COC-APR and ESG CAPER

What can be done to fix this? Add an additional section where each race is counted separately and inclusively regardless of whether there are more than one race or not. This gives people the option to view races in two different ways rather than limiting them to only one that is ambiguous!



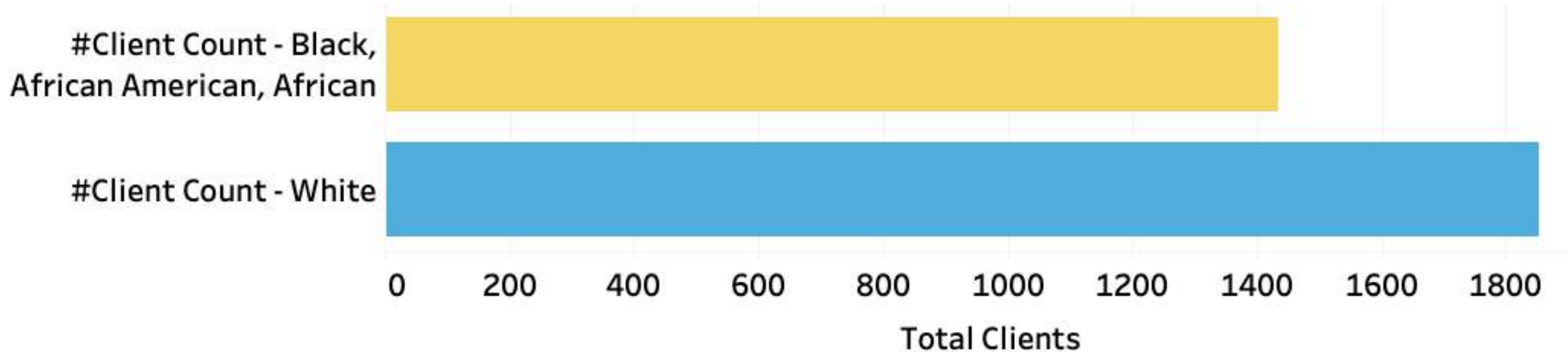
## RACIAL EQUITY – Data Exploration

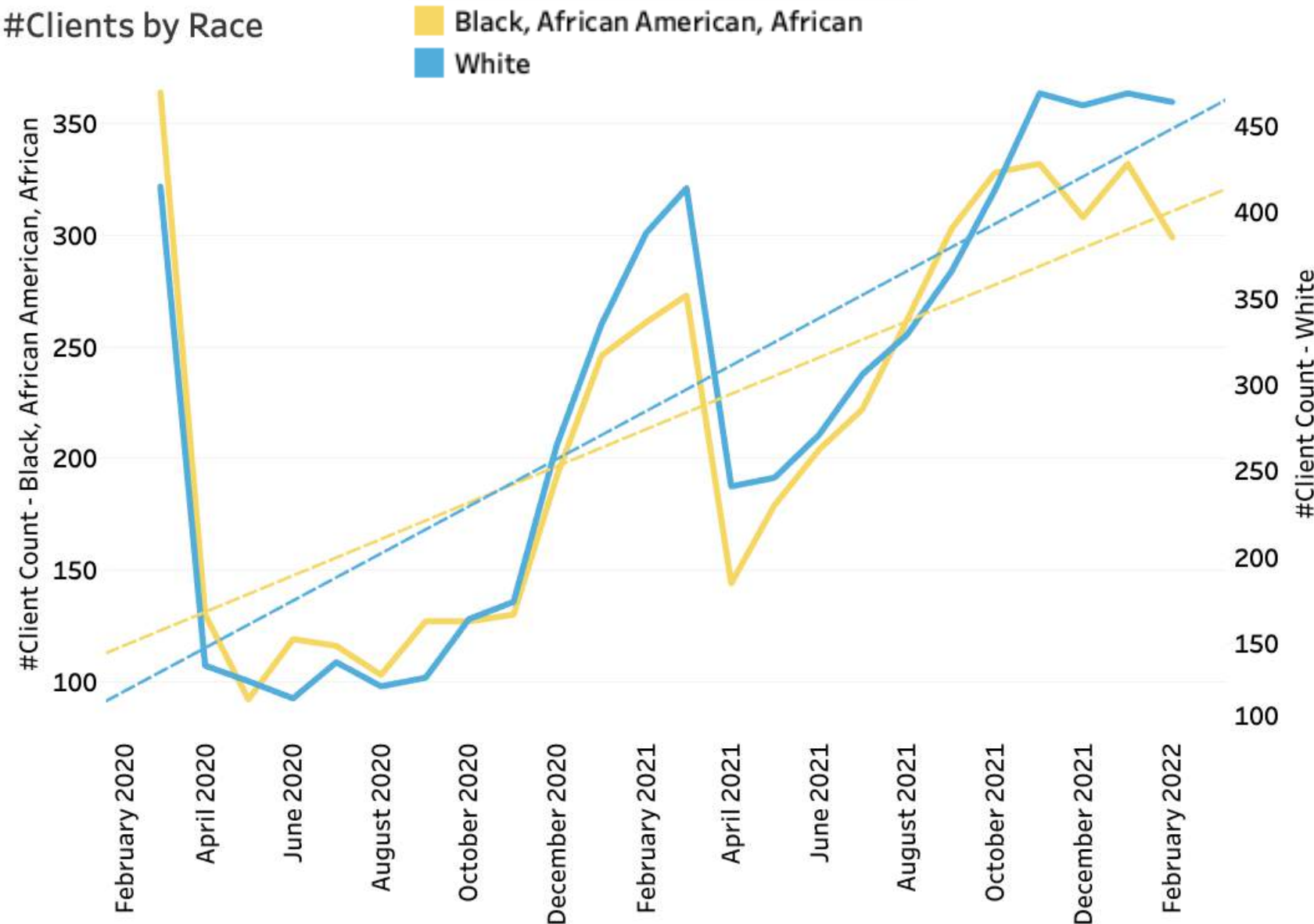




## RACIAL EQUITY – Data Exploration...Let's begin!

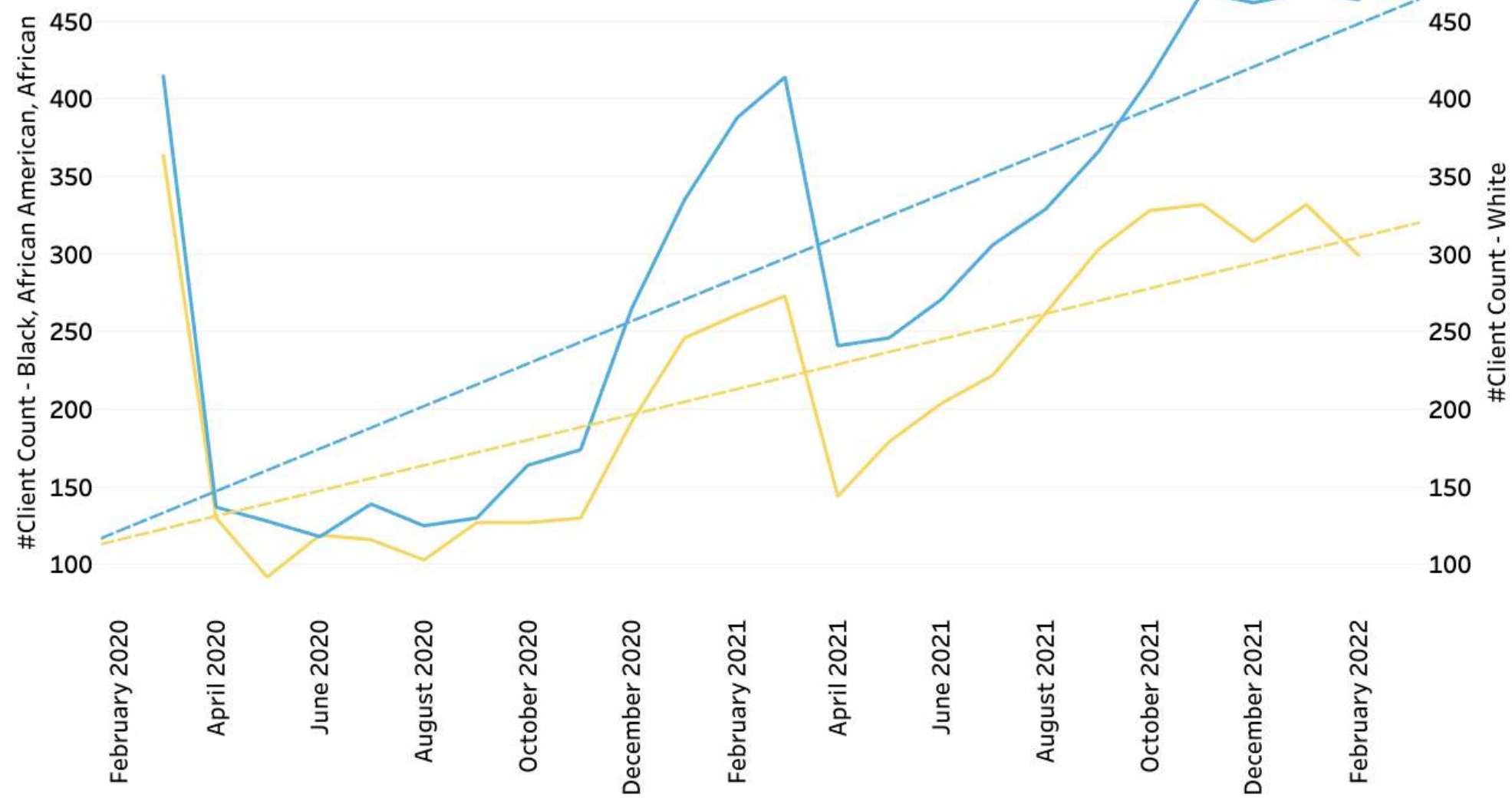
### #Total Clients by Race



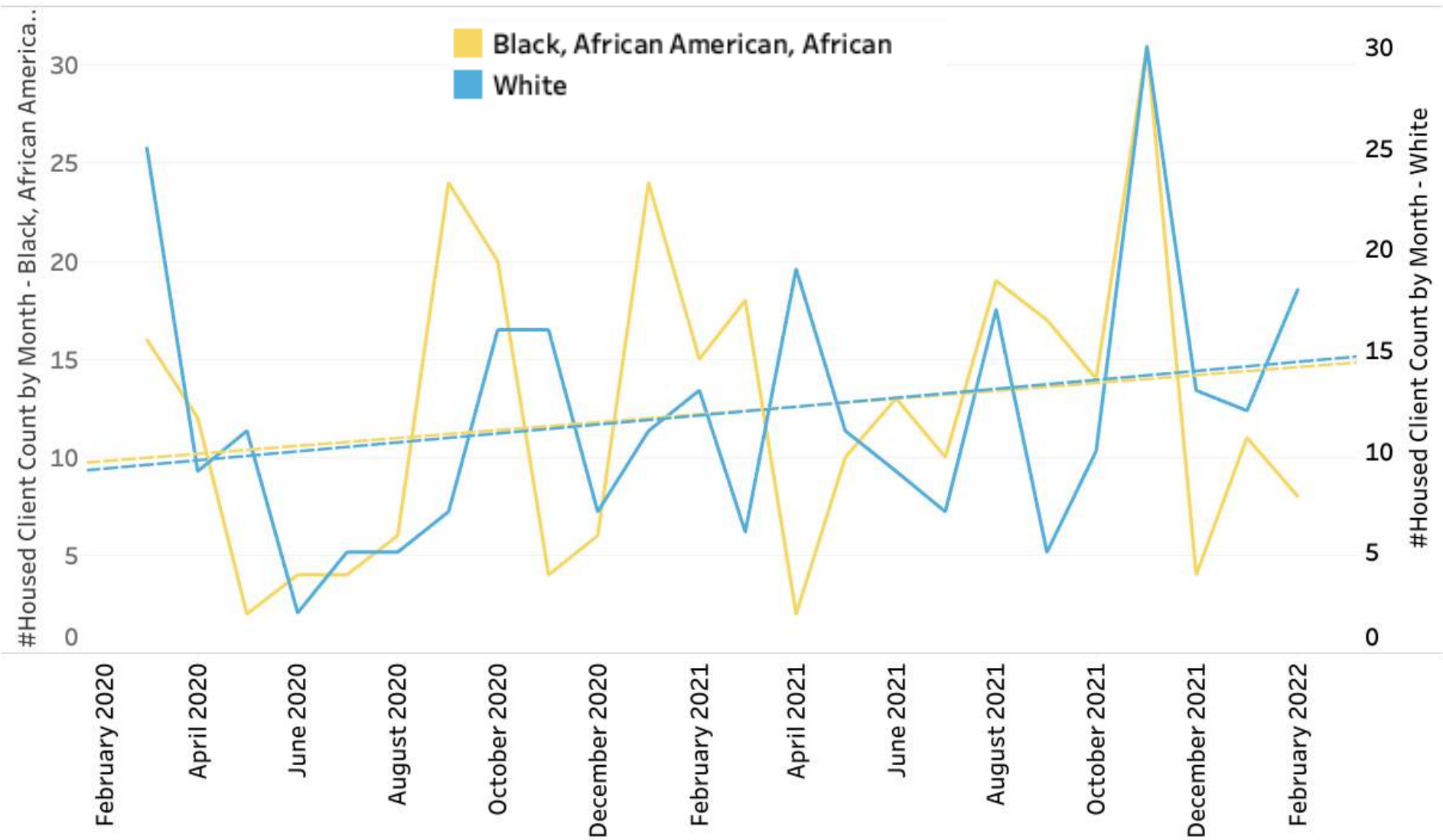


#Clients by Race (Axis Sync)

Black, African American, African  
White

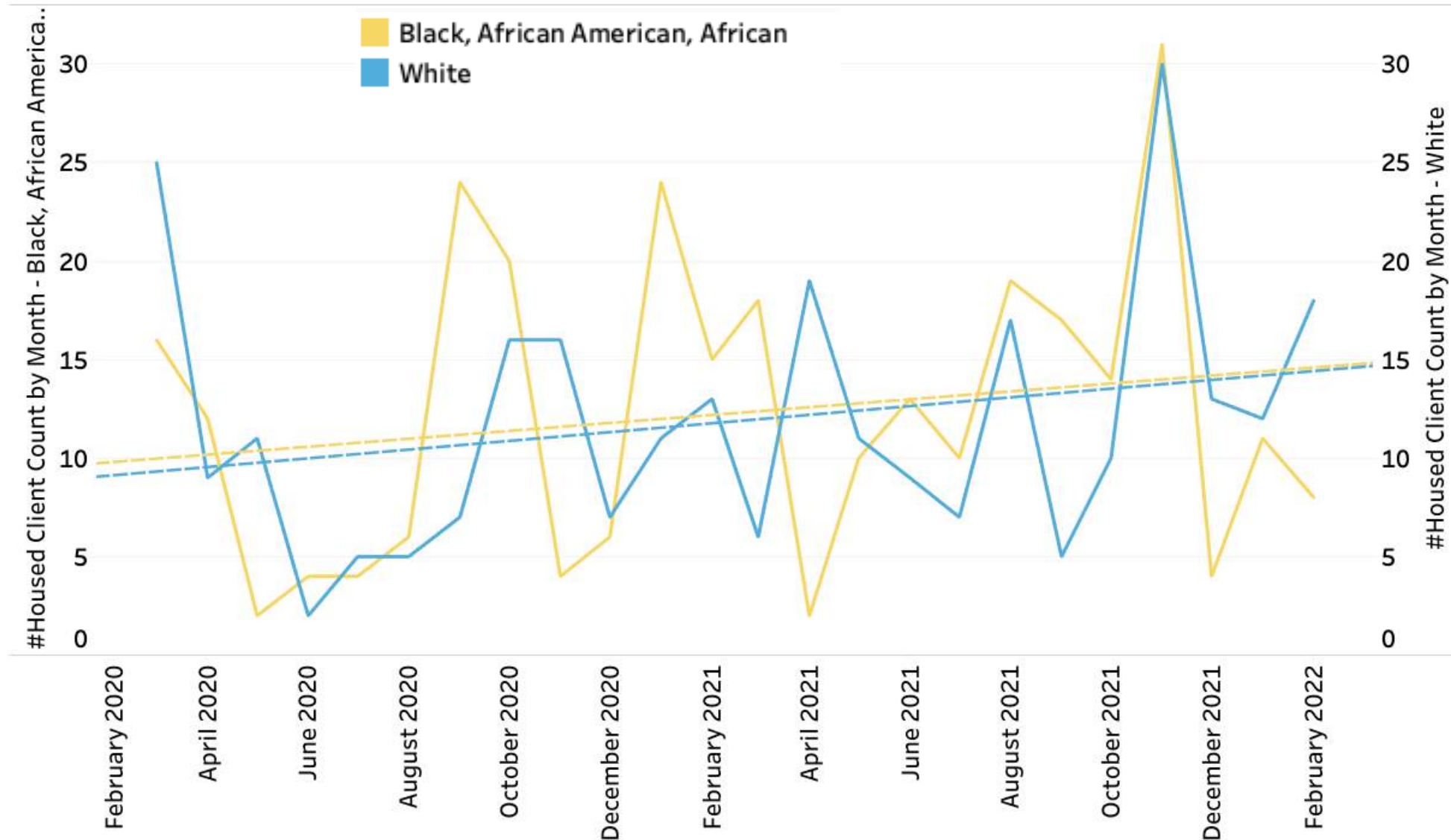


#Clients Exited to Positive Destinations by Race

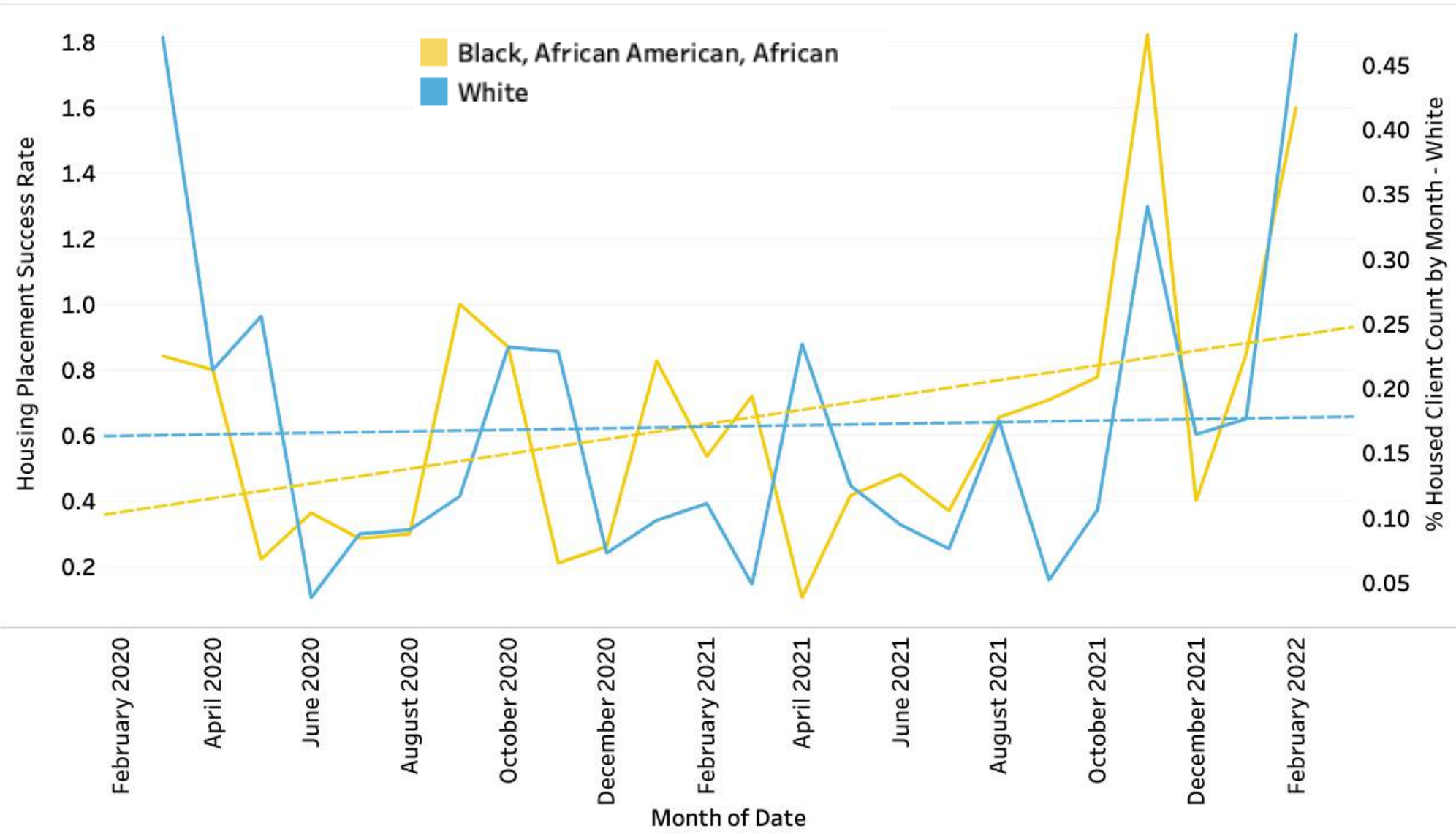




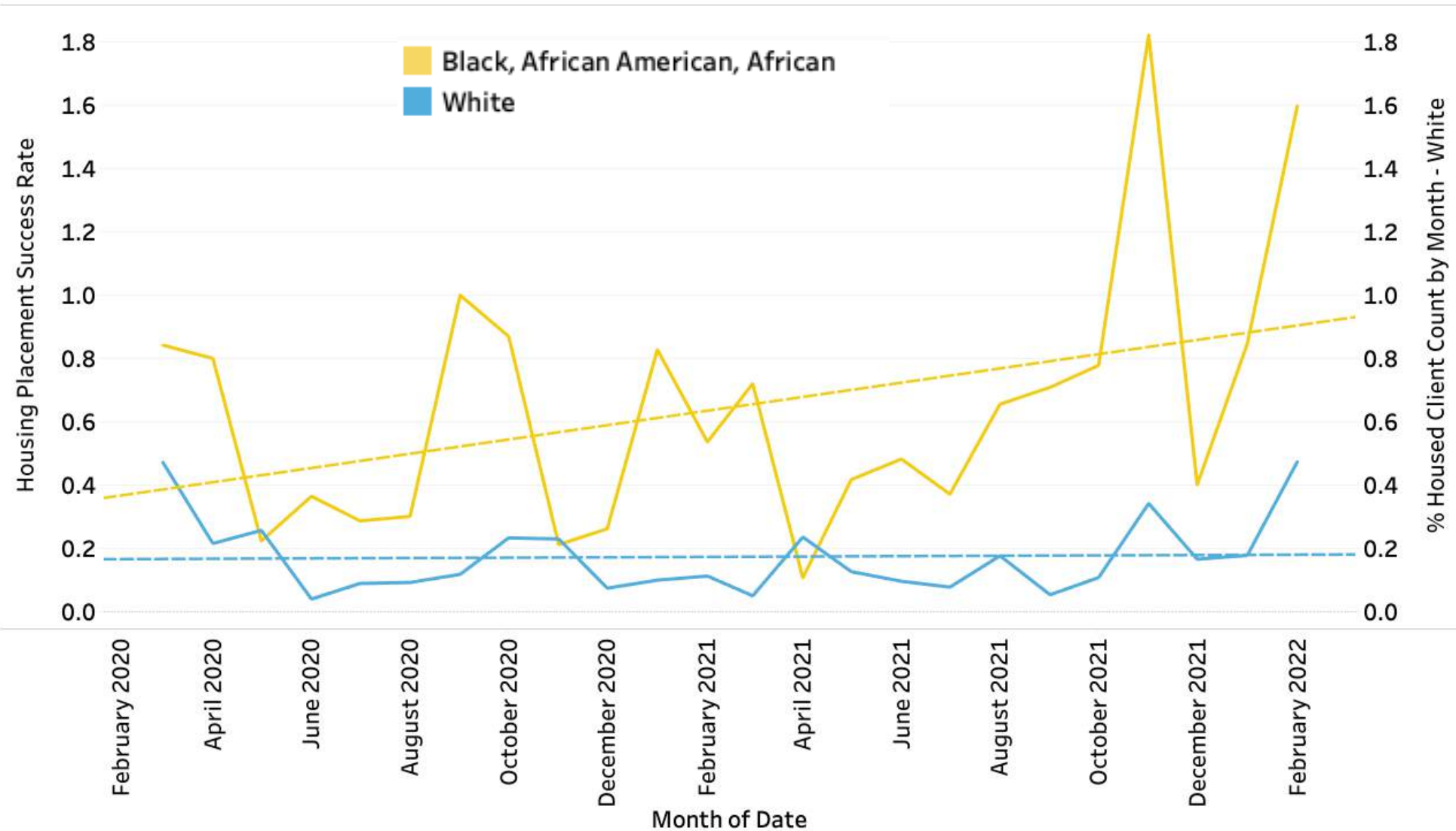
#Clients Exited to Positive Destinations by Race (Axis Sync)



%Positive Exit Destination by Race

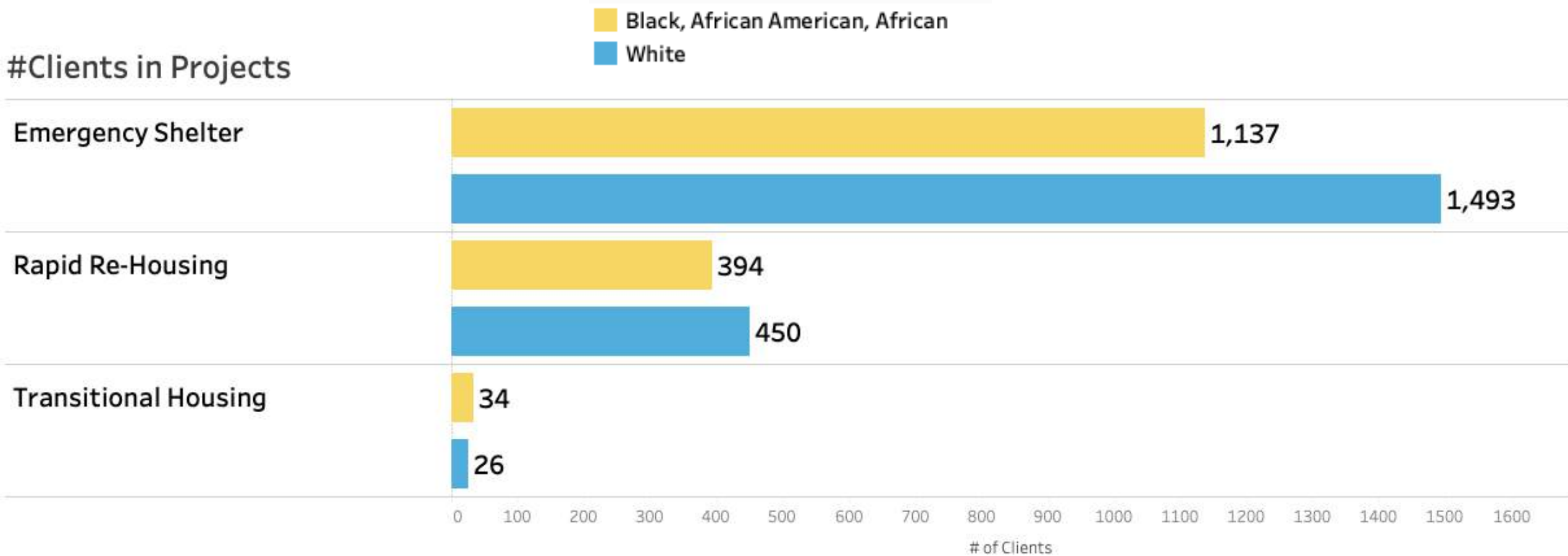


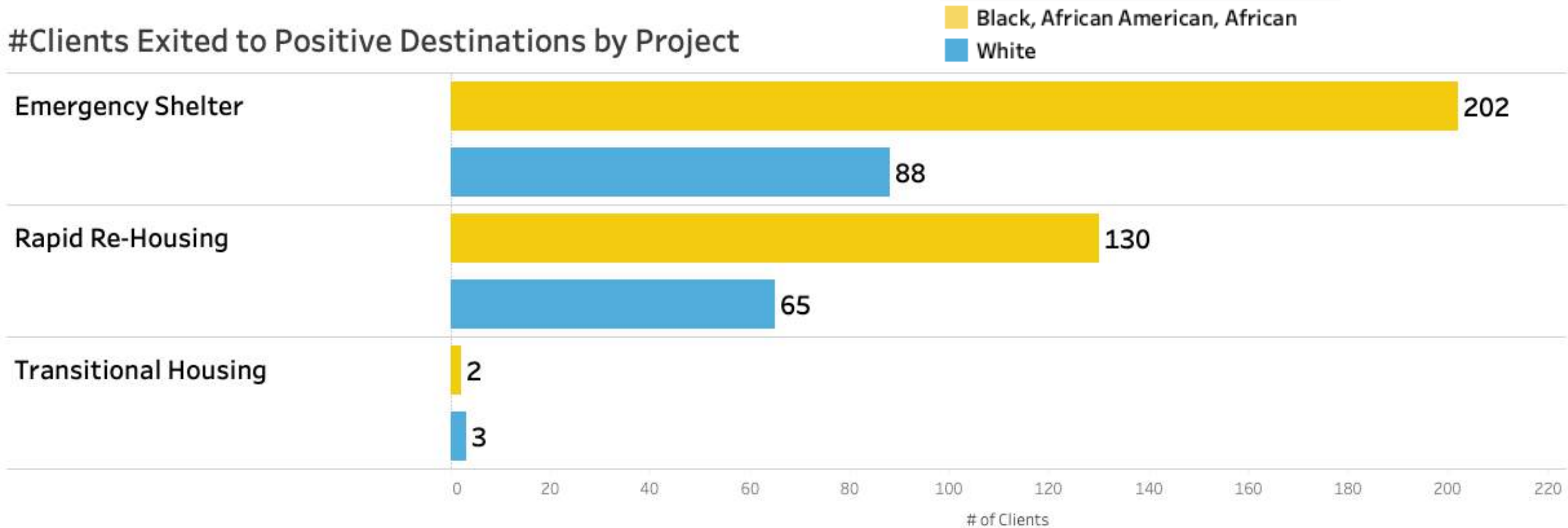
%Positive Exit Destination by Race (Axis Sync)





## #Clients in Projects





## #Clients with Positive Exit Destinations by Project Type and Race

Black, African American, African  
White

Distinct count of @Housed Client First Month - White

0 10 20 30 40 50 60 70 80 90

Emergency Shelter

Rapid Re-Housing

Transitional Housing

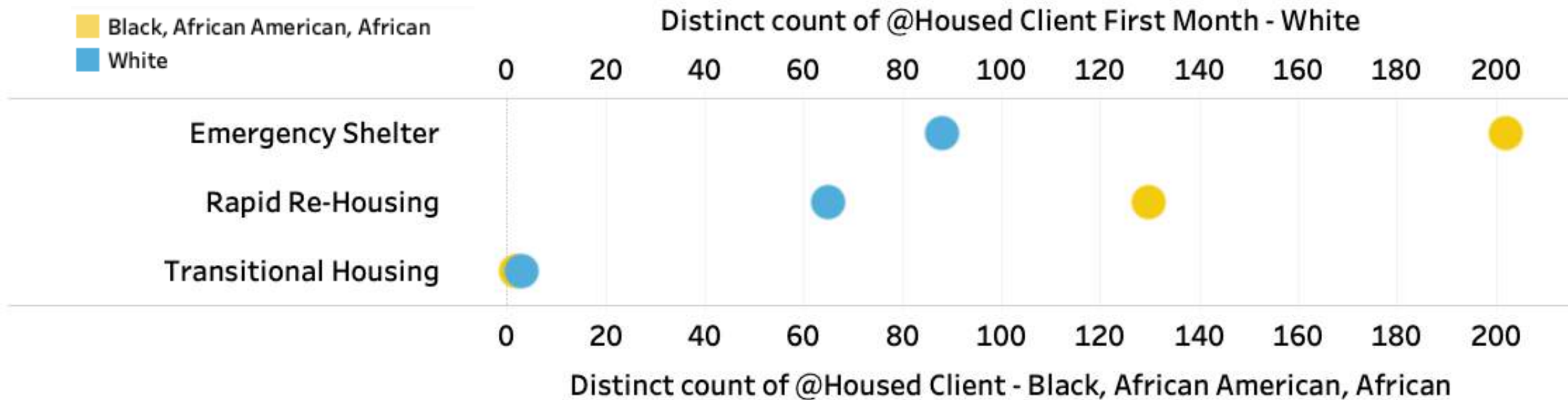
0 20 40 60 80 100 120 140 160 180 200

Distinct count of @Housed Client - Black, African American, African

200



## #Clients with Positive Exit Destinations by Project Type and Race (Axis Sync)



## %Clients with Positive Exit Destinations by Project Type and Race

Black, African American, African  
White

% Housed Client Count by Month - White

0.0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0

Emergency Shelter

Rapid Re-Housing

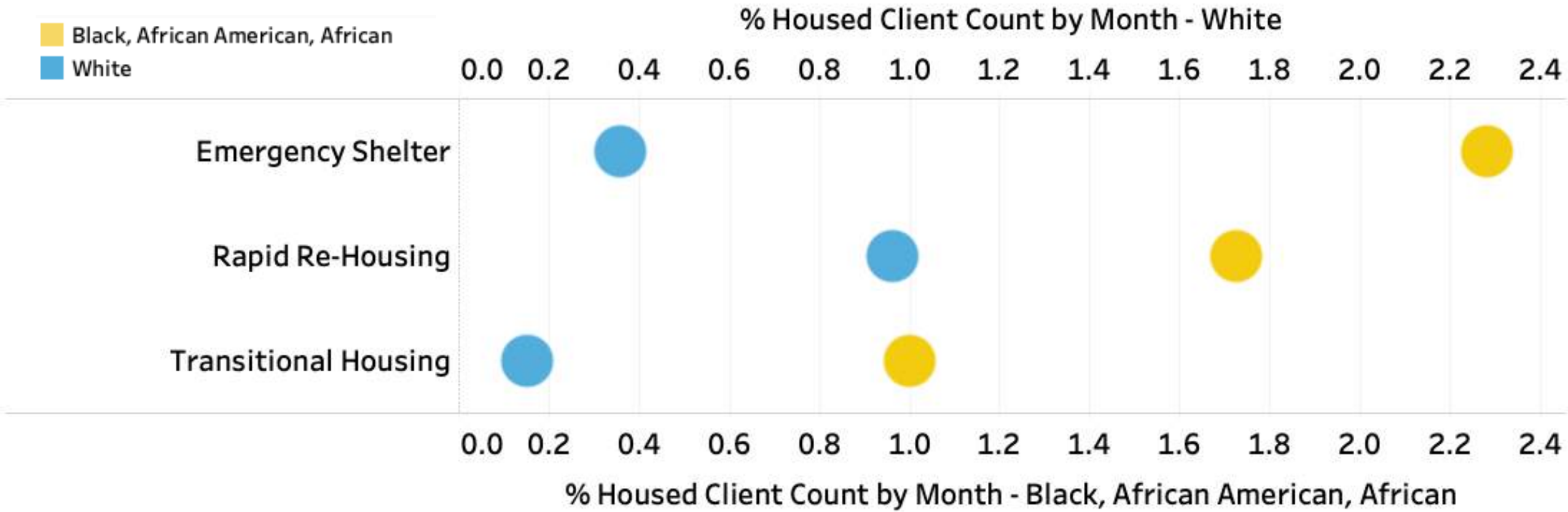
Transitional Housing

0.0 0.2 0.4 0.6 0.8 1.0 1.2 1.4 1.6 1.8 2.0 2.2 2.4

% Housed Client Count by Month - Black, African American, African

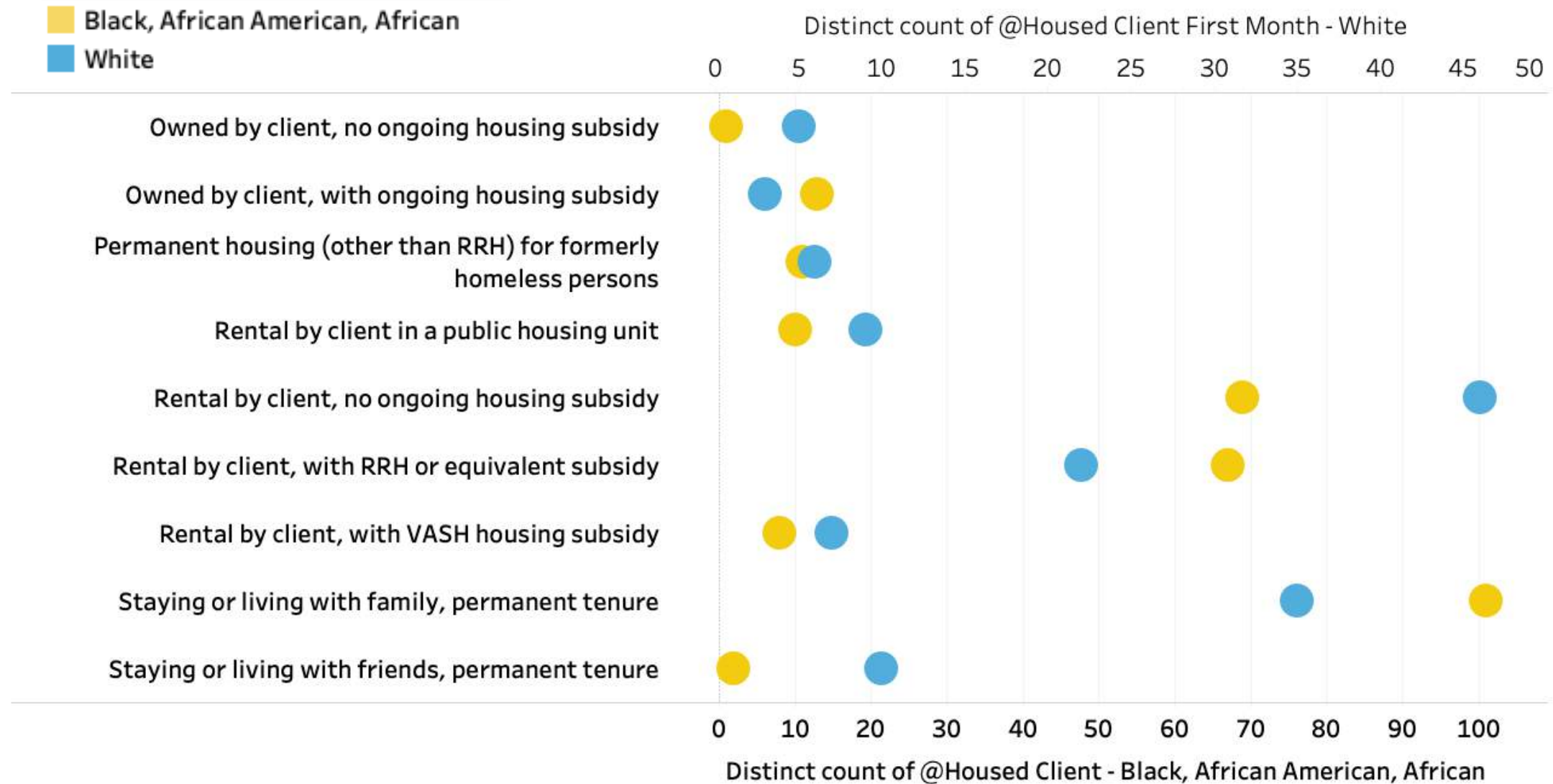


## %Clients with Positive Exit Destinations by Project Type and Race (Axis Sync)



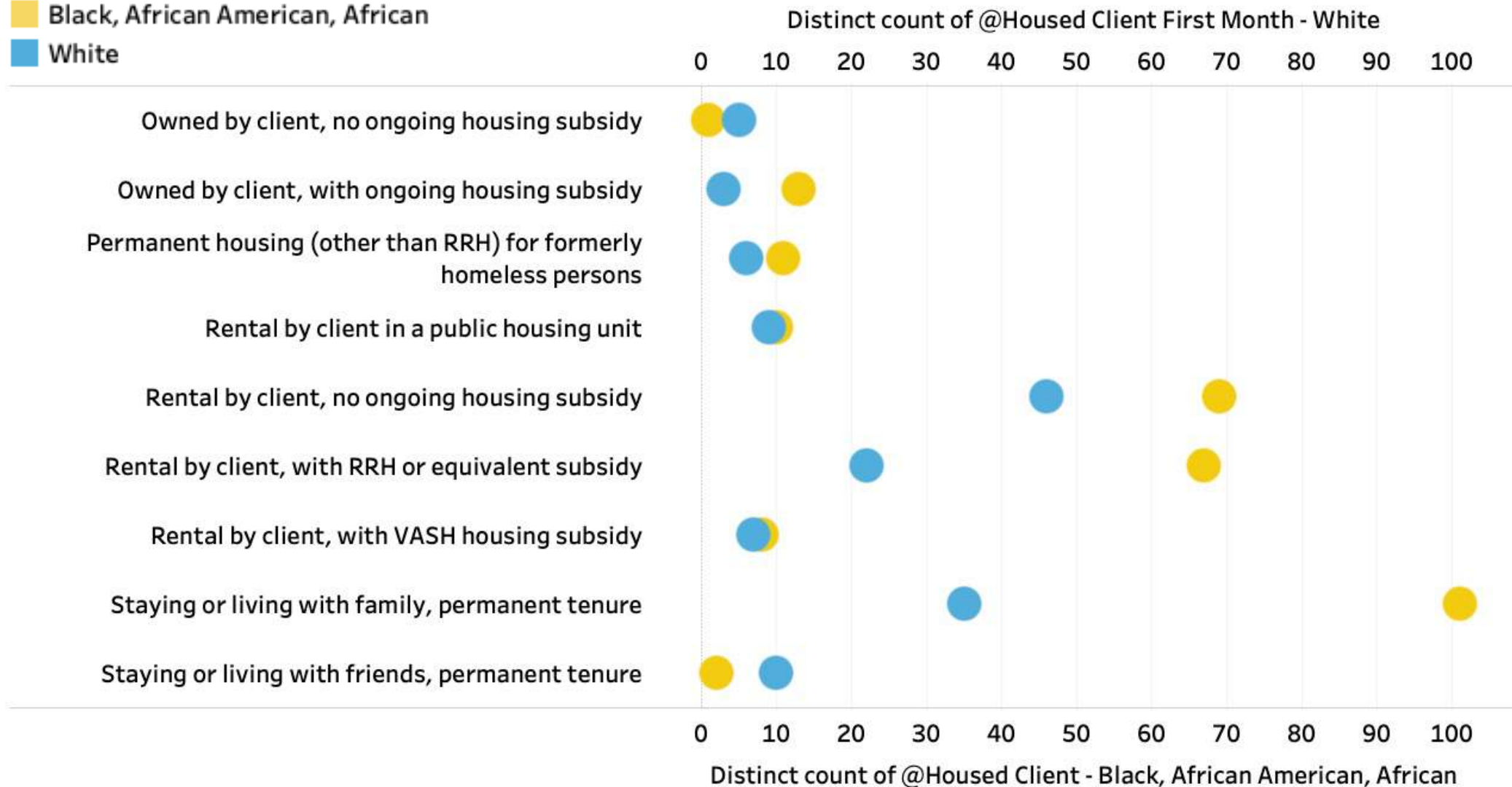


## #Positive Exit Destination by Destination and Race

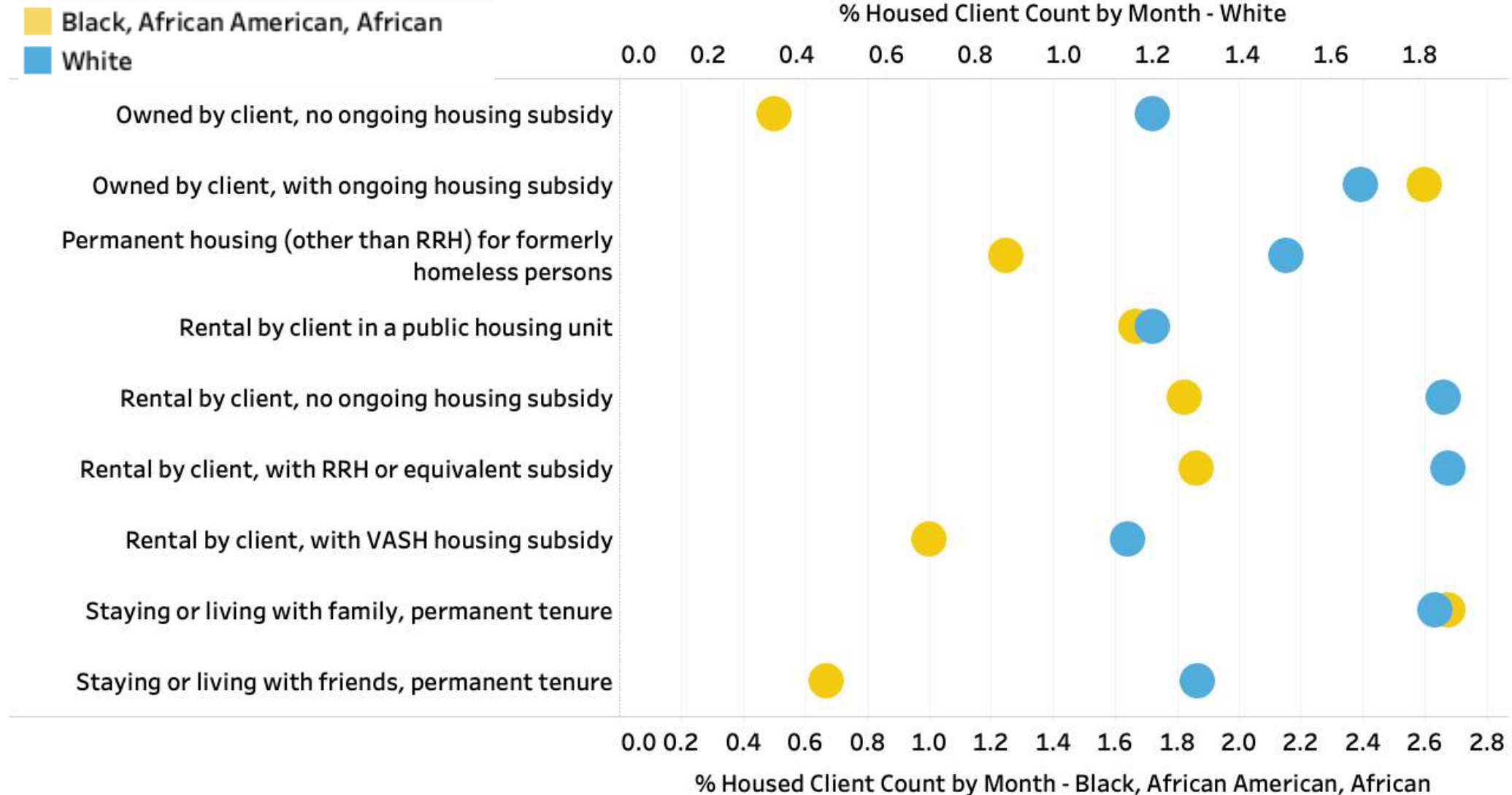


## #Positive Exit Destination by Destination and Race (Axis Sync)

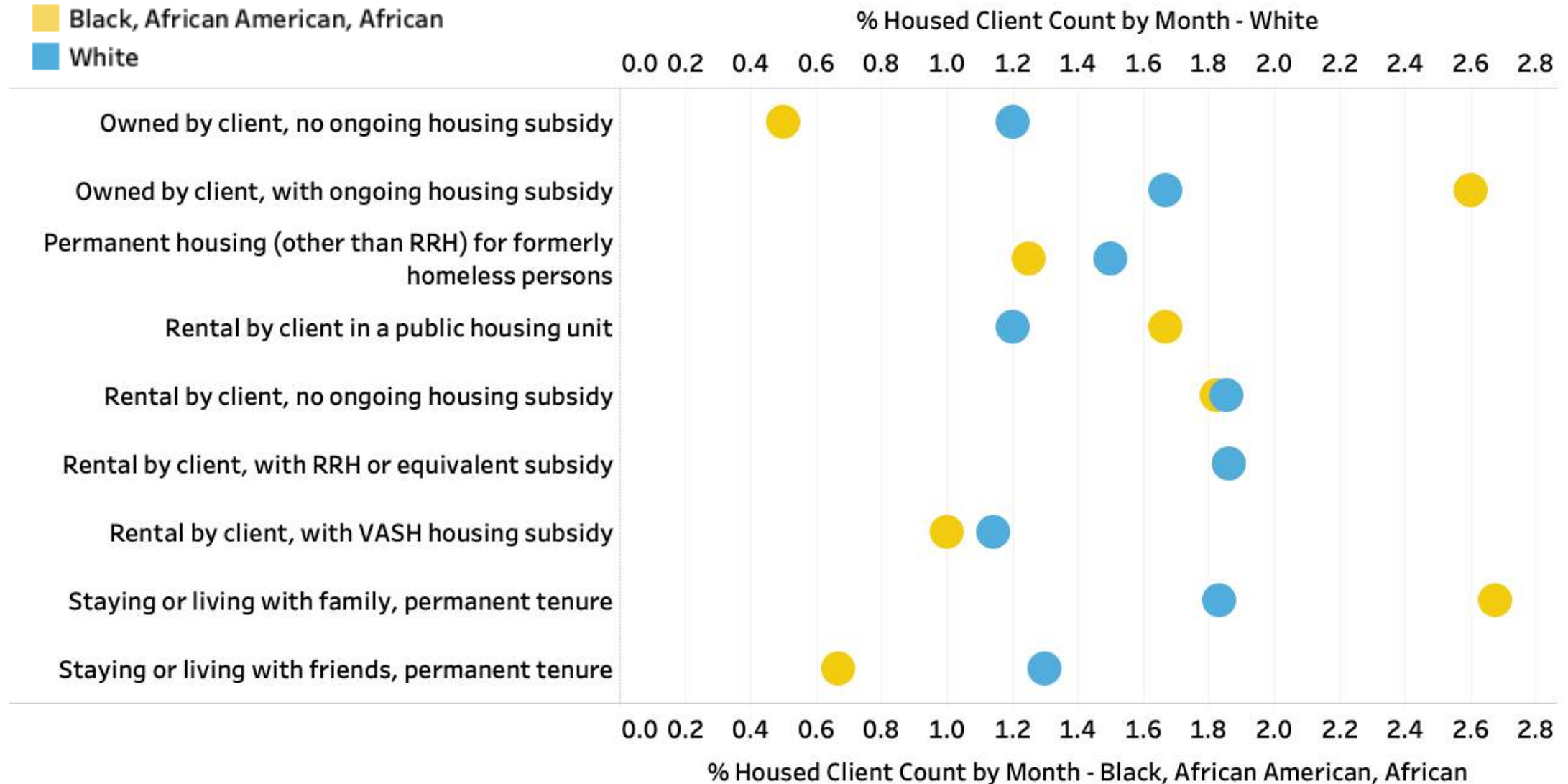
Black, African American, African  
White



## %Positive Exit Destination by Destination and Race



## %Positive Exit Destination by Destination and Race (Axis Sync)

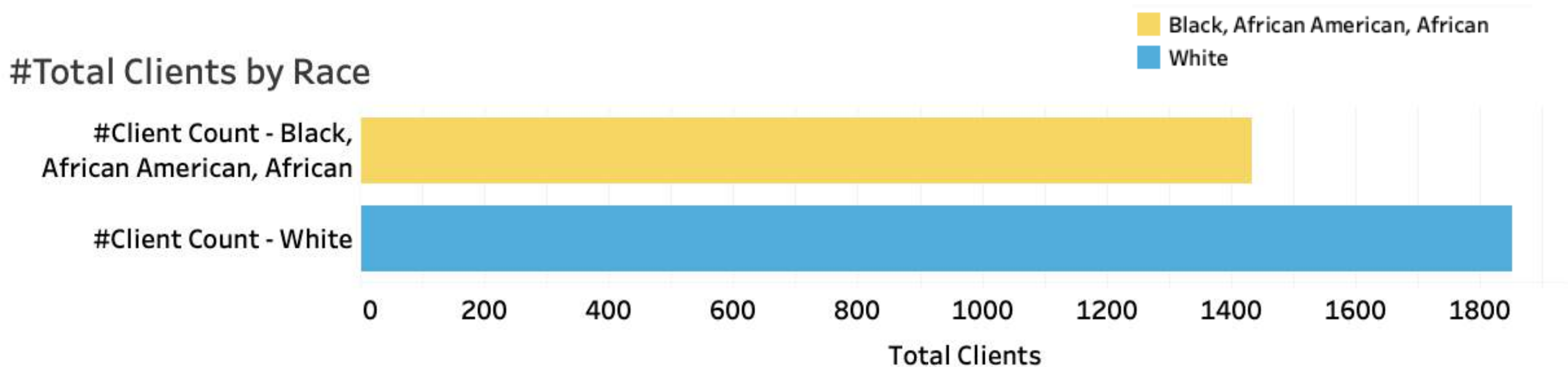




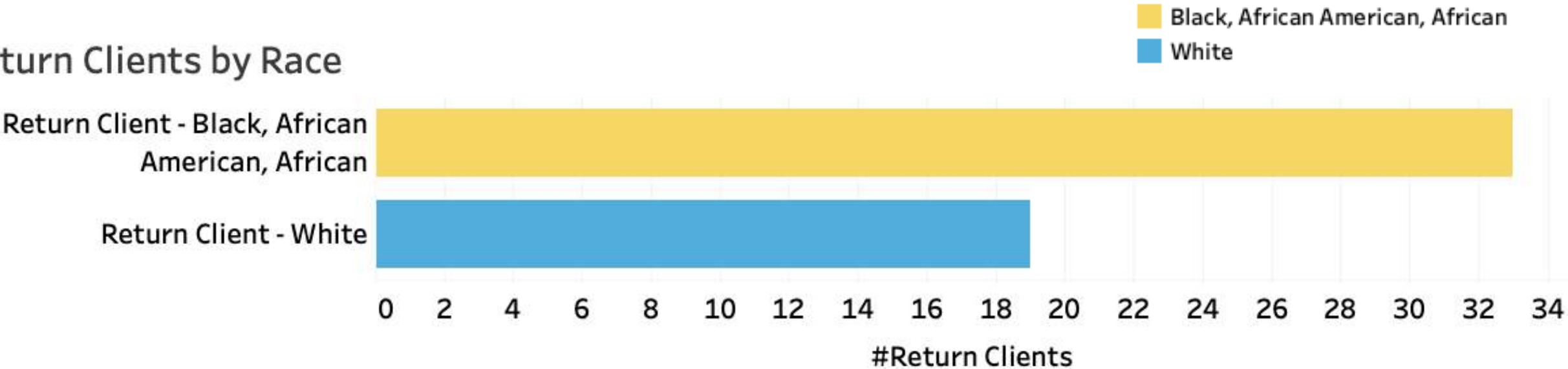
## RACIAL EQUITY – Data Exploration...**a Warning!**



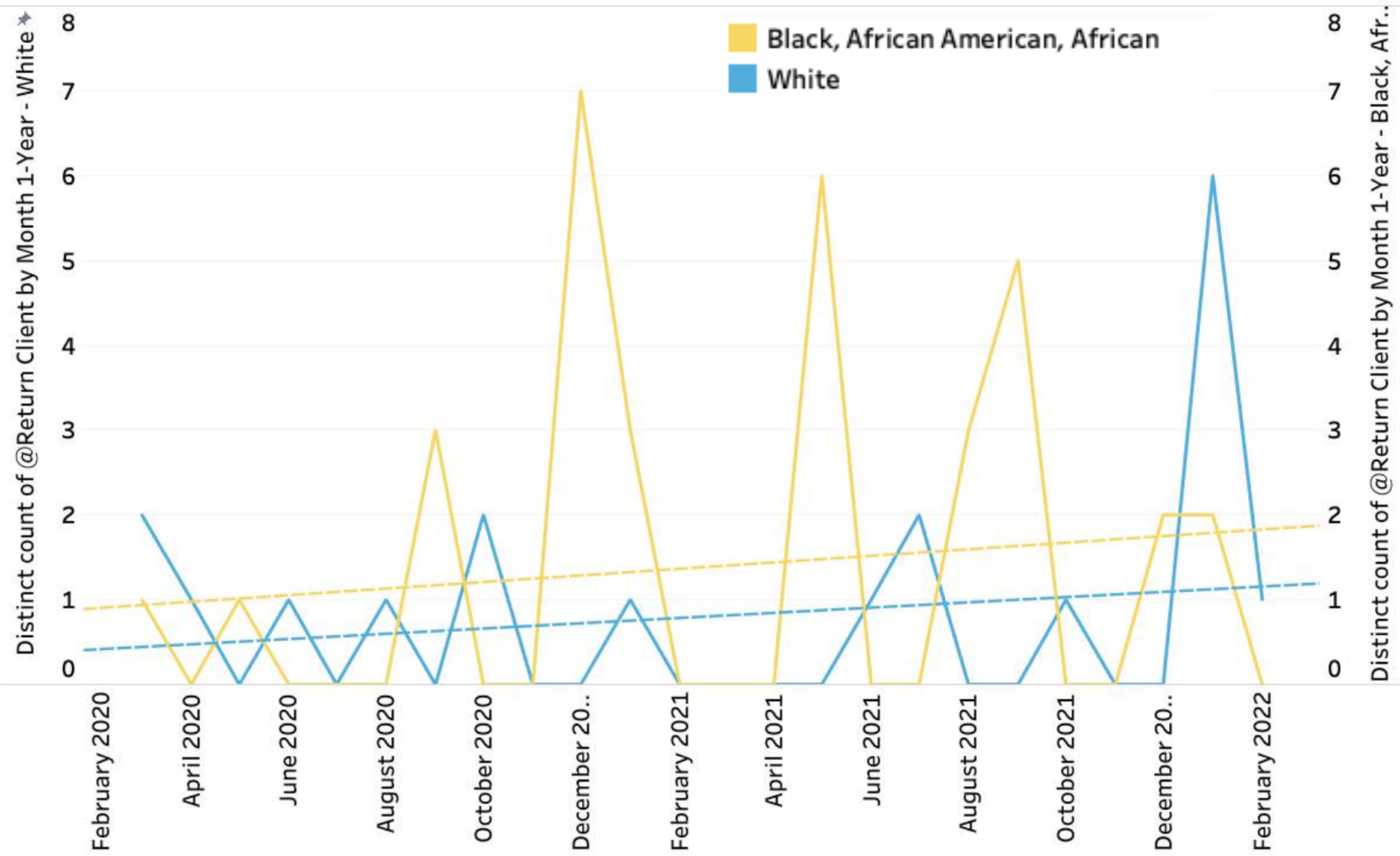
## RACIAL EQUITY – Data Exploration...Let's continue!



#Return Clients by Race

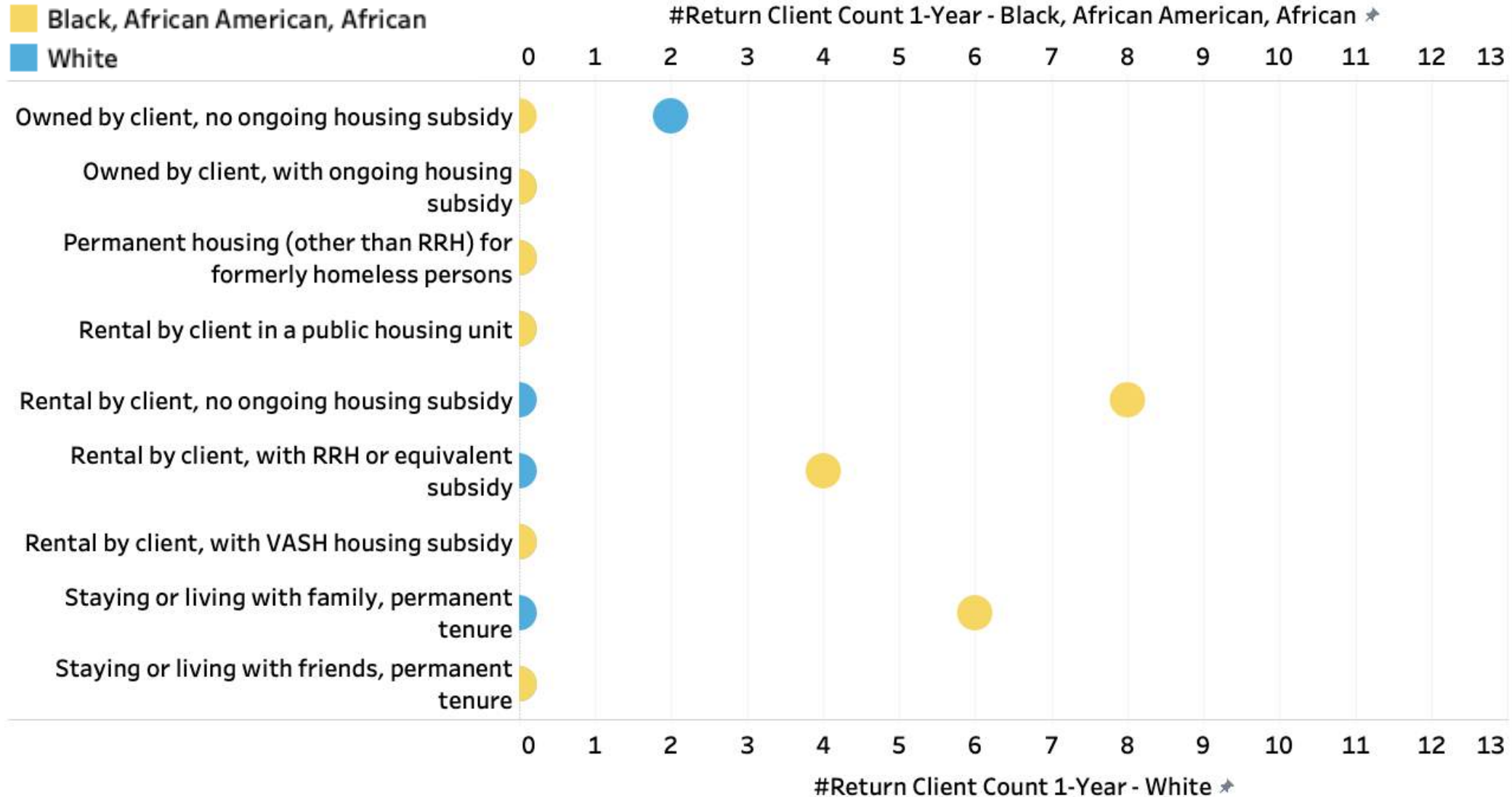


#Return Client by Race





## #Positive Exit Destination by Destination and Race (Axis Sync)



## RACIAL EQUITY – Data Exploration

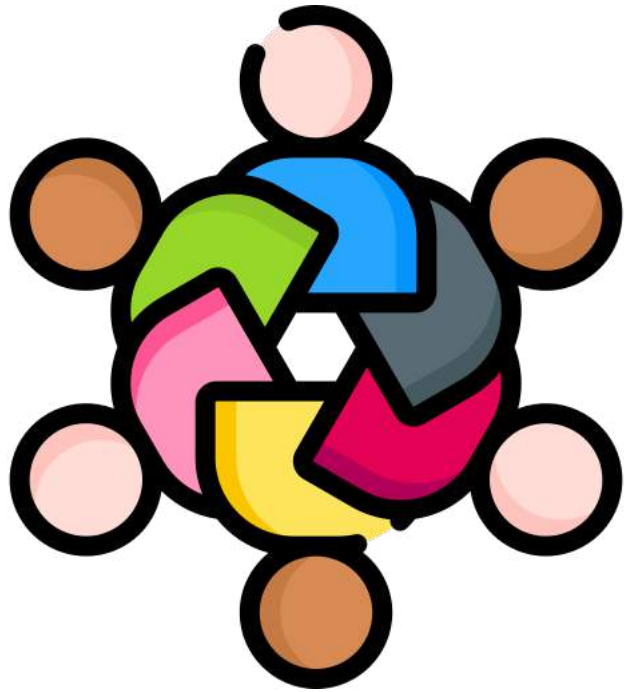
Now that we've broken this down to individual components, possible next steps may include:

- Contacting clients to see if their exit destinations were recorded correctly.
- See if the anomalous exits could be attributed to one user or one agency.
- Add contextual information to assessments to reduce errors.





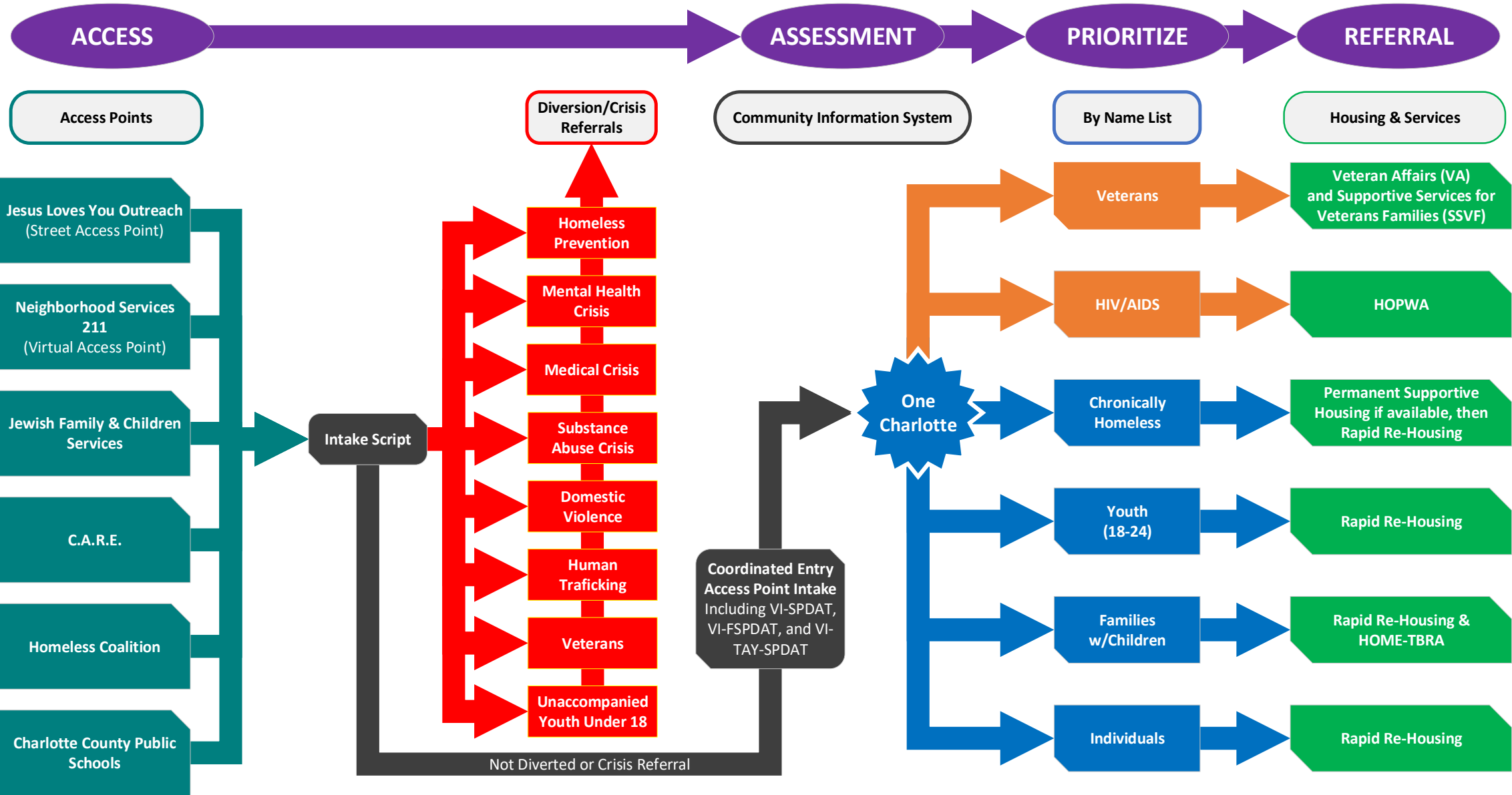
## COLLABORATION – Coordinated Entry



## COORDINATED ENTRY – What's Worked?

- Master case conferencing twice a month
- Separate meetings for veterans and people experiencing chronic homelessness
- By-Name-List in HMIS
- 24-hour access point information easily accessible via 211 and CoC website
- Coordinated entry project in HMIS
- RRH with wrap around services (Community collaborations with housing, mental health, physical health, and connections to SOAR experts)
- Getting people on waiting lists early
- System mapping





Example of By-  
Name-List  
(BNL) built into  
HMIS

View Shelter Inventory

Provider \*

GCP - One Charlotte - BNL (1674)

Search

My Provider

Clear

Check Unit Availability

Unit List \*

One Charlotte By-Name-List

Submit

Type

By-Name-List

Shelter Inventory Information

Unit List - One Charlotte By-Name-List

Display



























Full Beds

Sort By

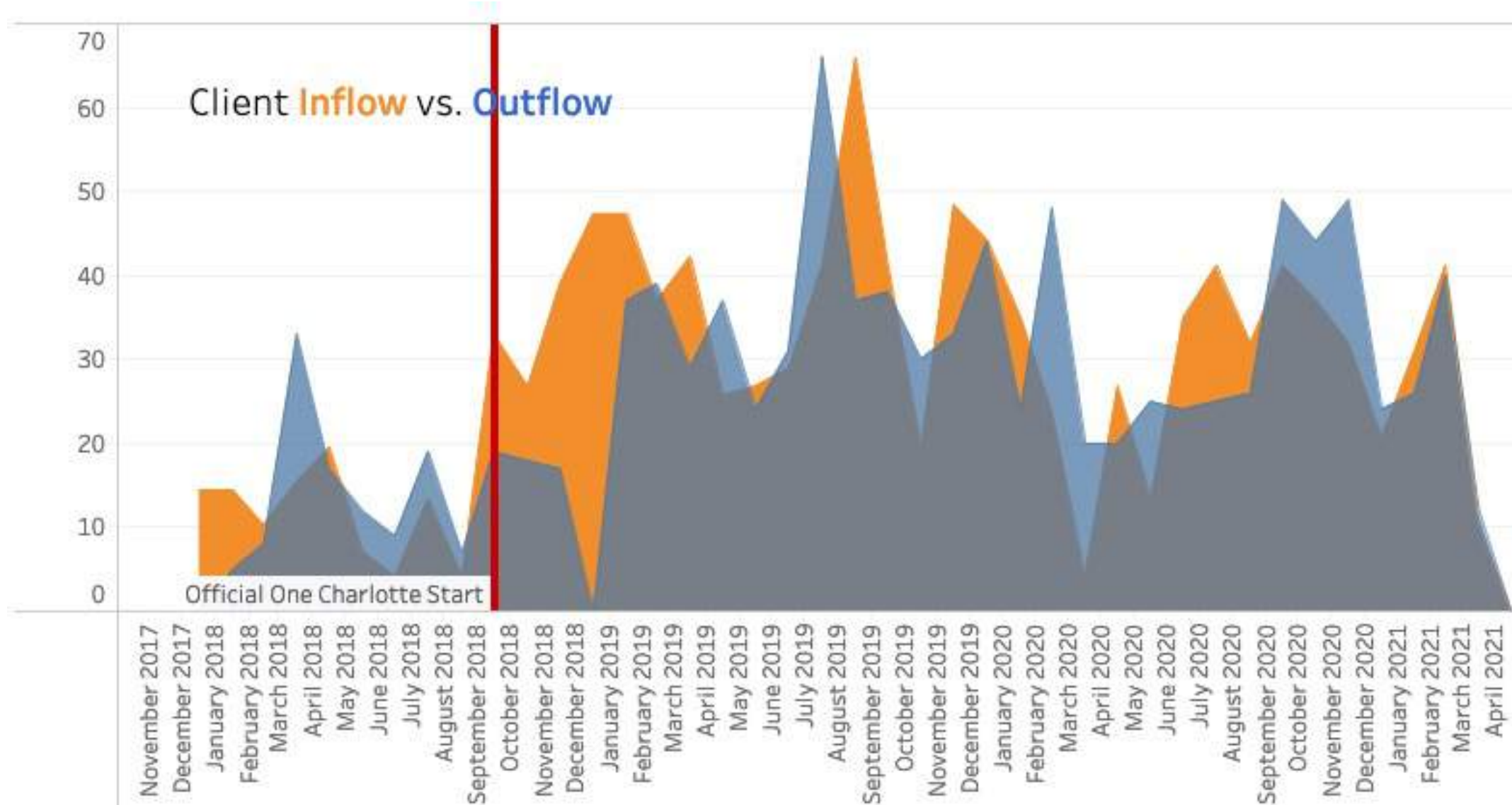
Client

Ascending

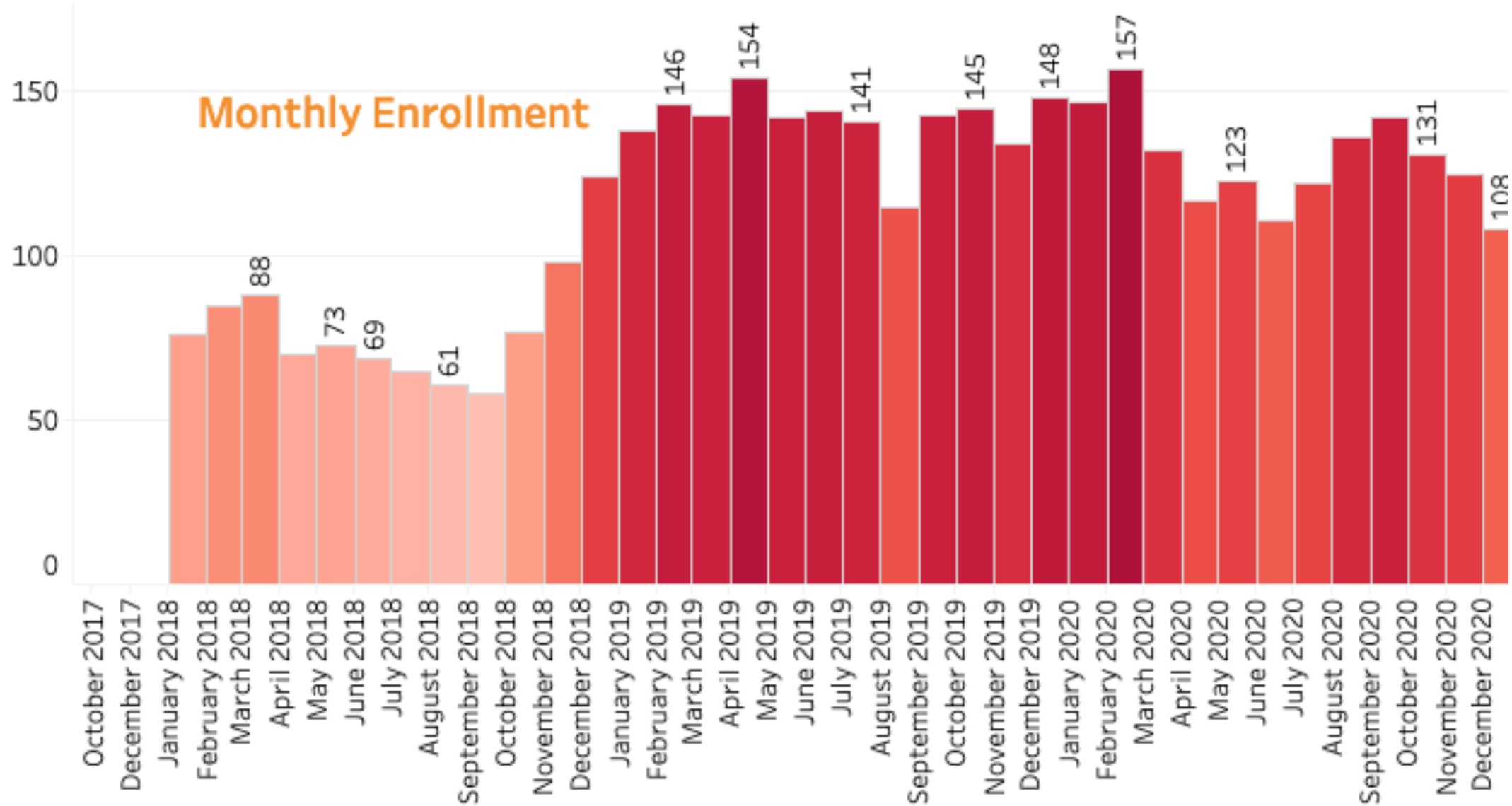
Sort

	Date In	Category	Status	Slot	Hold	Client	Date of Birth	Gender	Group ID	Conf.	Codes/Notes
	05/09/2019	Chronic	Unsheltered	CH UN 001		(3538)	/1964	Male		No	
	06/24/2020	Chronic	Unsheltered	CH UN 002		(4410)	/1970	Female		No	
	11/24/2020	General	Unsheltered	GEN UN 011		(10739)	/1984	Male		No	
	10/29/2020	General	Sheltered	GEN SH 007		(63918)	/2013	Female	749334	No	
	12/17/2020	General	Unsheltered	GEN UN 010		(48125)	/1972	Female		No	
	12/22/2020	General	Sheltered	GEN SH 011		(28731)	/1976	Male		No	
	10/29/2020	General	Sheltered	GEN SH 022		(63797)	/1968	Female		No	
	11/26/2020	Veteran	Sheltered	VET SH 034		(26293)	/1961	Male		No	
	10/27/2020	Veteran	Sheltered	VET SH 032		(59800)	/1992	Male		No	
	11/19/2020	General	Unsheltered	GEN UN 023		(63781)	/2018	Female	752776	No	
	11/19/2020	General	Unsheltered	GEN UN 024		(63780)	/1988	Male	752776	No	
	10/30/2020	Veteran	Unsheltered	VET UN 002		(19431)	/1949	Male		No	
	09/11/2020	General	Unsheltered	GEN UN 003		(63805)	/2001	Female		No	
	01/13/2021	General	Unsheltered	GEN UN 029		(16151)	/1978	Male		No	
	06/15/2020	Veteran	Sheltered	VET SH 040		(63643)	/1967	Male	737584	No	
	06/15/2020	Veteran	Sheltered	VET SH 042		(63644)	/1973	Female	737584	No	
	01/13/2020	Veteran	Sheltered	VET SH 020		(63469)	/1957	Male		No	
	08/14/2020	Veteran	Sheltered	VET SH 008		(63600)	/1970	Male		No	
	05/18/2020	Veteran	Sheltered	VET SH 026		(63634)	/1981	Male		No	

# NHSDC Spring 2022 Conference



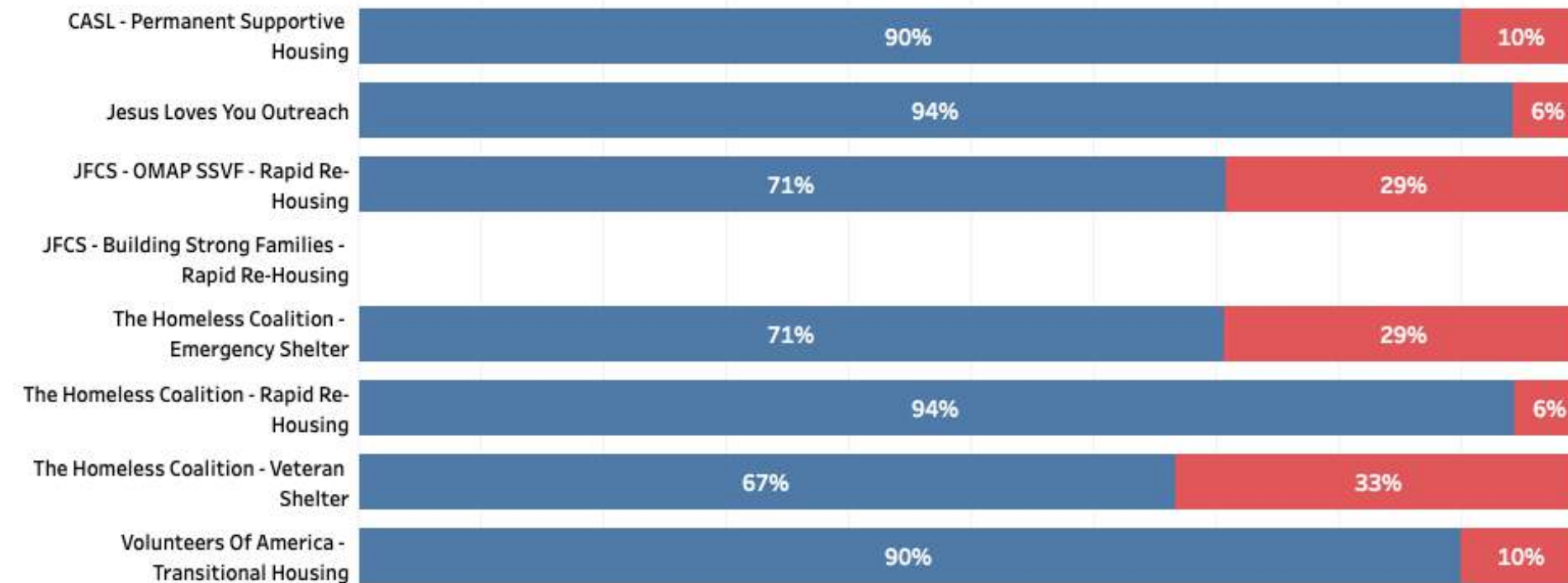
# NHSDC Spring 2022 Conference



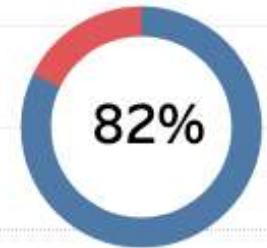


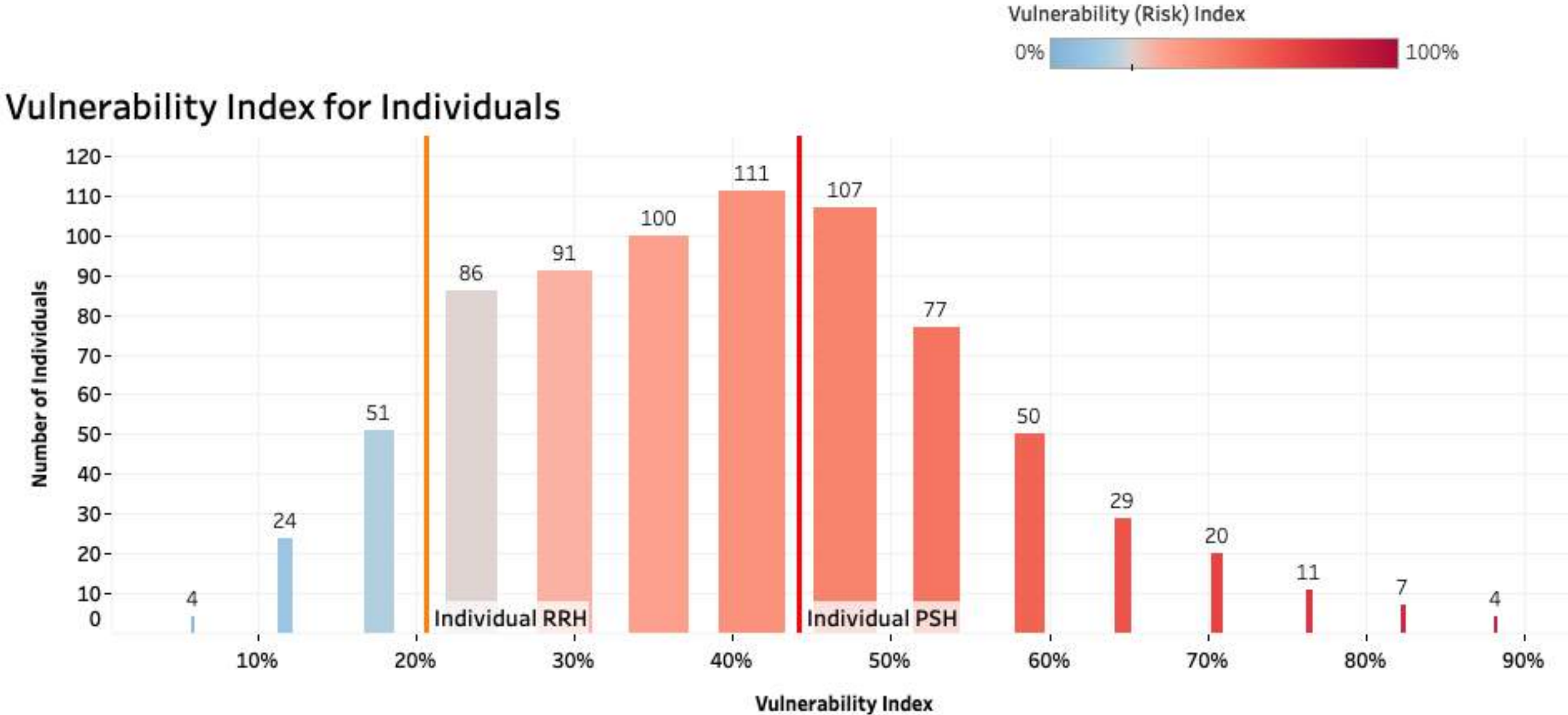
■ Enrolled in One Charlotte  
■ Not Enrolled in One Charlotte

## Participation Rate by Agency



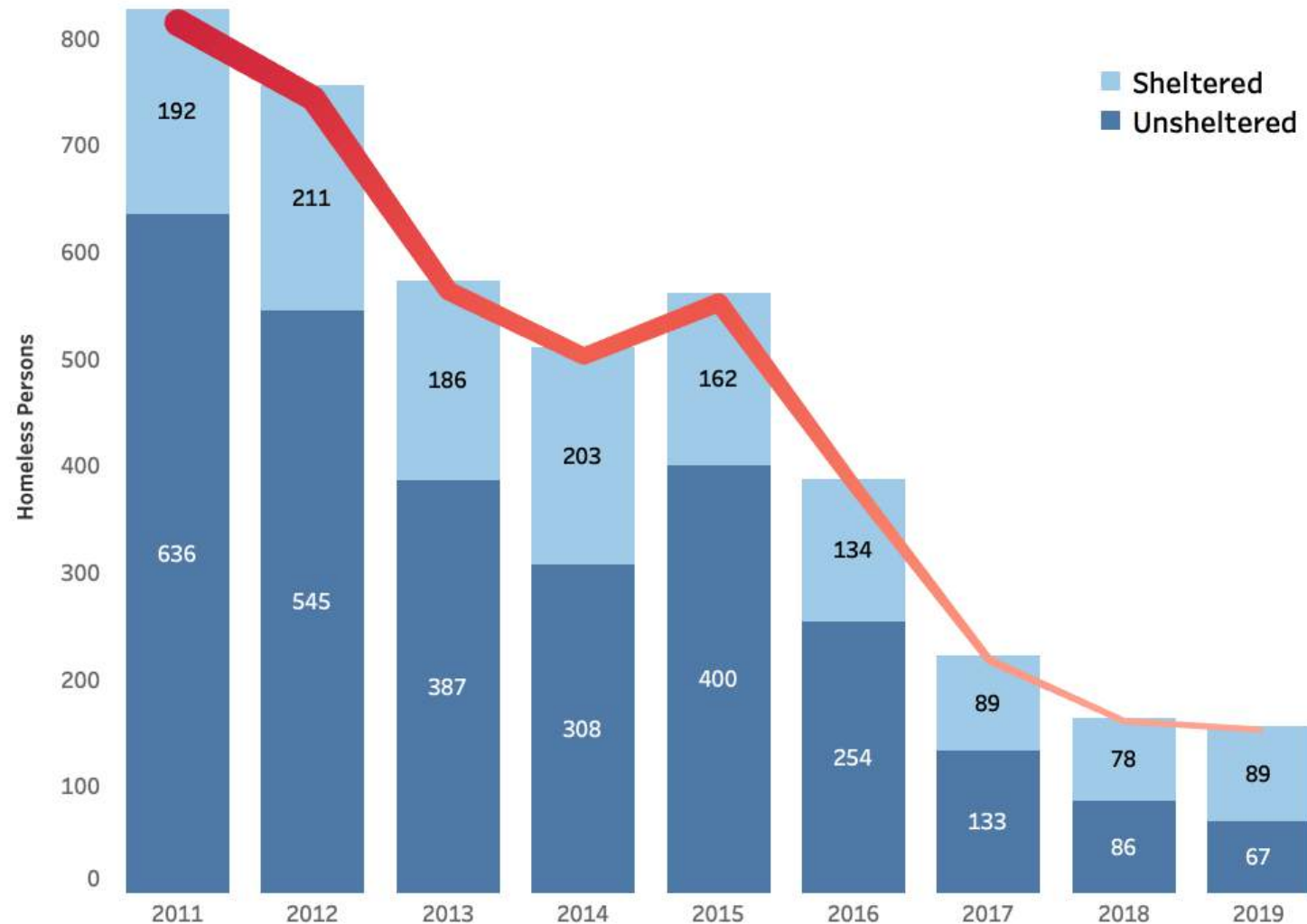
## Current Participation Rate



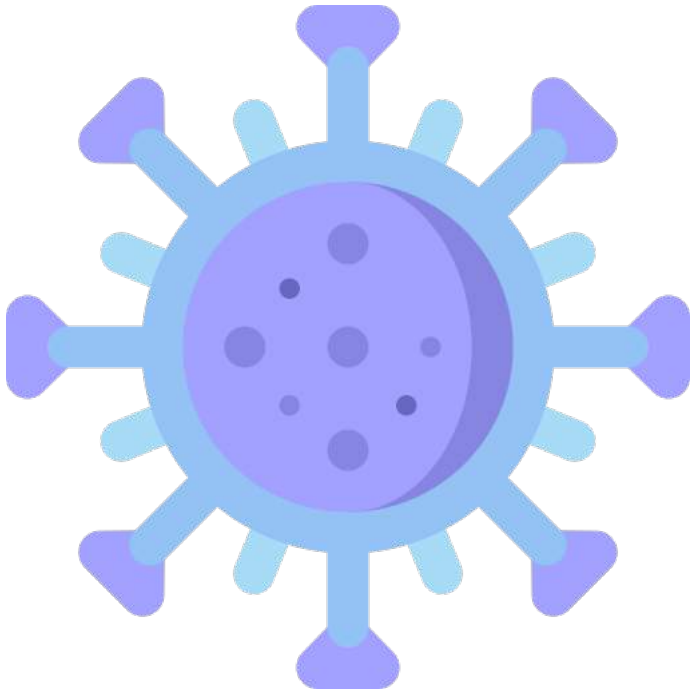


## COORDINATED ENTRY – Fruits of our labor!

Point In Time Count by Year



## COLLABORATION - COAD

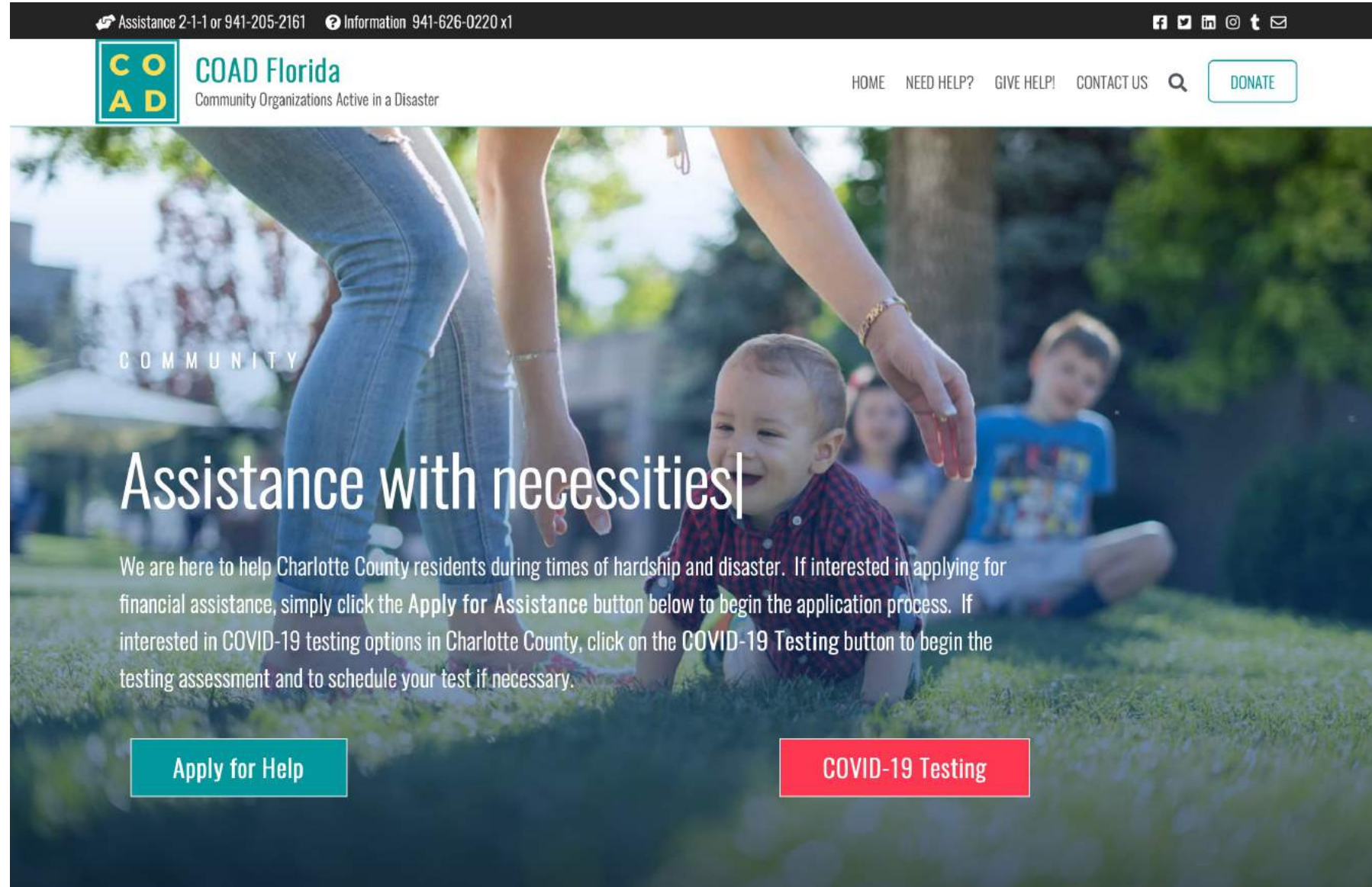




## COLLABORATION - Community Organizations Active in a Disaster




## COLLABORATION – COVID Testing



Assistance 2-1-1 or 941-205-2161 Information 941-626-0220 x1

COAD Florida  
Community Organizations Active in a Disaster

HOME NEED HELP? GIVE HELP! CONTACT US  [DONATE](#)

COMMUNITY

### Assistance with necessities

We are here to help Charlotte County residents during times of hardship and disaster. If interested in applying for financial assistance, simply click the [Apply for Assistance](#) button below to begin the application process. If interested in COVID-19 testing options in Charlotte County, click on the [COVID-19 Testing](#) button to begin the testing assessment and to schedule your test if necessary.

[Apply for Help](#) [COVID-19 Testing](#)



## Charlotte County vaccine appointments fill in minutes

by **Kyra Shportun** — 10:18 AM EST, Thu January 14, 2021



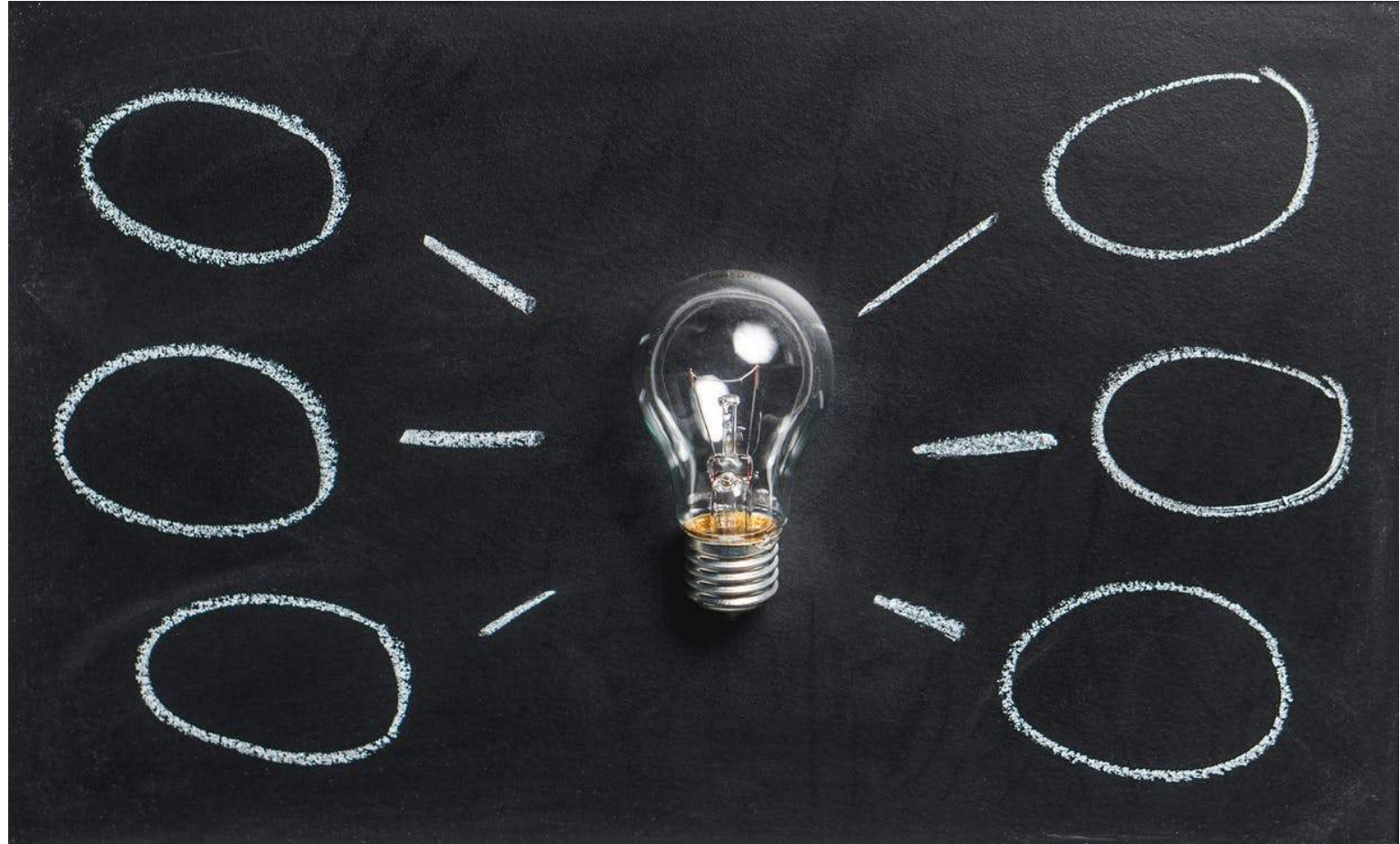
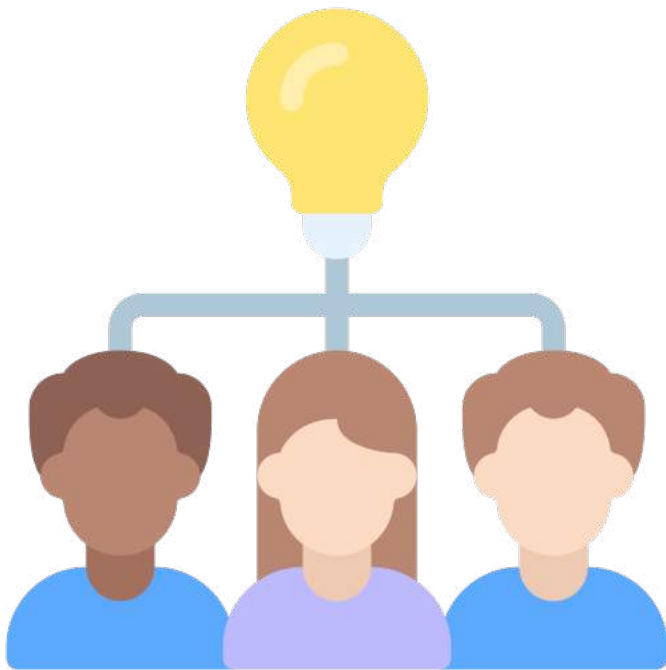
### TRENDING



Rare snake dies trying to eat giant centipede in Florida park

01

## COLLABORATION – CoC Alliance





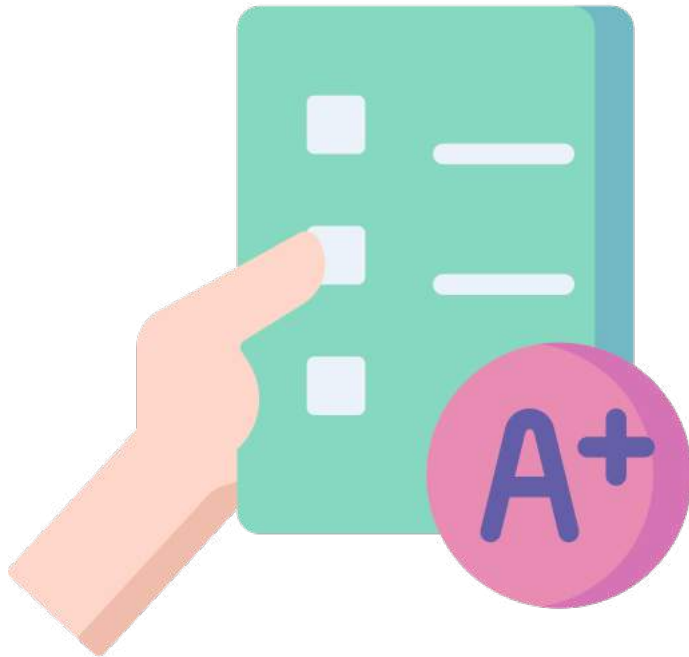
## COLLABORATION – CoC Alliance

### Key Features:

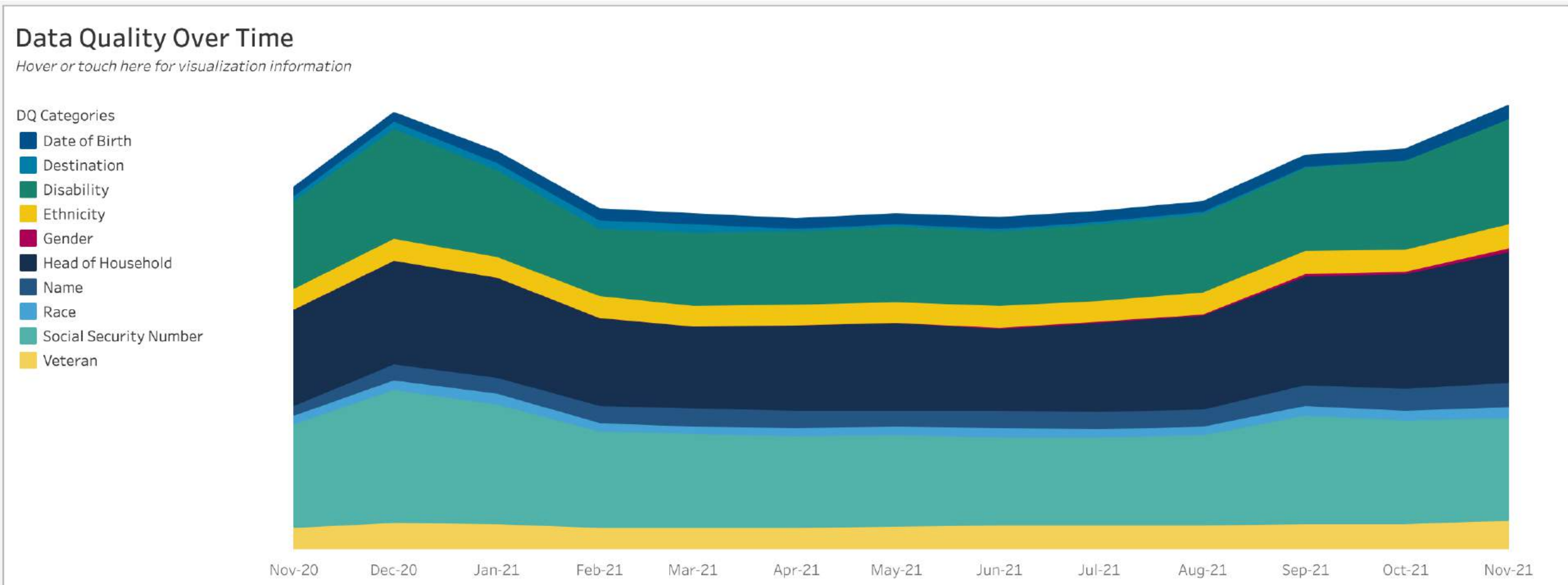
- Over 850 members providing peer support
- HMIS admins
- CoC Leadership
- Advocacy
- Slack and Facebook groups
- Free!
- [www.CoCAlliance.org](http://www.CoCAlliance.org)



## COLLABORATION - Data Quality



## COLLABORATION – Data Quality







All Data Quality  
83% | 1,121 Errors



Head of Household  
76% | 306 Errors



Date of Birth  
98% | 28 Errors



Destination  
99% | 16 Errors



Disability  
80% | 250 Errors



Ethnicity  
97% | 40 Errors



## COLLABORATION – Data Quality

- Run data quality reports at least monthly if not more often
- Don't data shame (give people a heads up before posting data quality reports and give them the tools to fix them first)
- Recruit agency rock stars! It helps to have someone at an agency that you can trust and rely on to fix data quality issues. This usually means going to the agency, seeing what they do, and getting to know them. Also, help them with their reports and they'll help you with yours!
- Post your data quality where the public can see it. Don't be ashamed!

## Collier County Community Snapshot

Data Range: 10/1/2017 - 12/13/2021

Powered by data out of the Homeless Management Information System (HMIS)



556

Left for Housing



174

First Time Homeless



71

Days in Projects



4

Returned to Homelessness



Start Date

11/30/2020

End Date

11/30/2021

Project Type

(All)

Project Name

(All)

Hover or touch here for dashboard instructions

RESET ALL



1.27K People

▲ 6% from October

1.27K Stayers



658 Households

▲ 6% from October

658 Stayers



FILTER



572 Homeless

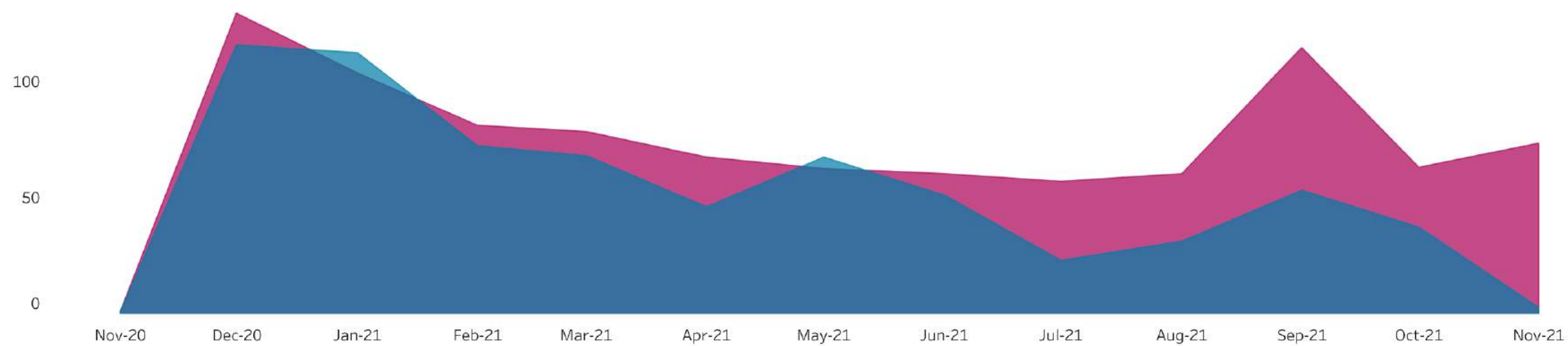
▲ 8% from October

572 Stayers



## Inflow vs. Outflow by Month

Hover or touch here for visualization information



FILTER



**30** Chronically Homeless

▲ 6% from October  
30 Stayers

FILTER



**372** Children

▲ 3% from October  
372 Stayers

FILTER



**85** Veterans

▲ 7% from October  
85 Stayers

## System Flow by Last Exit

*Hover or touch here for visualization information*





## TIPS & TRICKS



## TIPS & TRICKS – PIT Count

- Don't collect more data than you need, or you can cause survey fatigue (this is important for the Point-In-Time (PIT) Count...do NOT get tempted to ask 500 questions about whether the client has a bicycle or what color their favorite backpack might be)
- If the question is important enough to ask, then consider going out to ask it at a different time
- The more extra questions you ask the muddier the data can get (this gets worse when you multiply it by hundreds of CoC's)

## TIPS & TRICKS – Reporting

- Start at the end and work your way back (always read the deliverables first to make sure you are asking the right questions and collecting meaningful data)
- Never wait until when a report is due to run it. If you have reporting due in a year, check after the first month to make sure you can get what you need from your report
- Does your reporting make sense? Ask questions and look at the data to make sure it is more than just technically accurate, but also contextually accurate

## TIPS & TRICKS – NOFO & SysPM's

- Read the current or past NOFO/NOFA to find out what System Performance Measures to focus your time on
- Pay attention to SysPM's that affect each other such as measure 7 that looks at successful placement into permanent housing. While it's good to have this number high, if agencies overinflate this number by incorrectly reporting positive exit destinations, it can hurt them later in measure 2, returns to homelessness



## TIPS & TRICKS – Fiscal responsibility!

- [TechSoup](#) (get Tableau Desktop for \$58!!!)
- Ask if vendors have non-profit discounts
- [Office 365 by Microsoft](#) has extremely low prices for non-profits (as low as \$3/month per user!!!)
- [Google Workspace](#) for non-profits is free!
- PLUGINS AND TEMPLATES!!! The site and tools used for the COAD website to accept applications and schedule COVID testing/vaccinations utilized off-the-shelf plugins for around \$59

## TIPS & TRICKS – Resources

- [HMIS Data Exchange Resources](#)
- [HMIS Standard Reporting Terminology Glossary](#)
- [FY 2022 HMIS Data Standards](#)
- [HMIS Data Standards](#)
- [CoC Alliance](#)
- [Subscribe to HUD mailing lists \(HMIS!!!\)](#)
- [HDX](#), [HDX 2.0](#), [SAGE](#), [eSnaps](#)
- [HMIS Lead Series](#)

# QUESTIONS | CONTACT INFO

## **GAITHER STEPHENS**

CEO | Gaither Dynamic

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