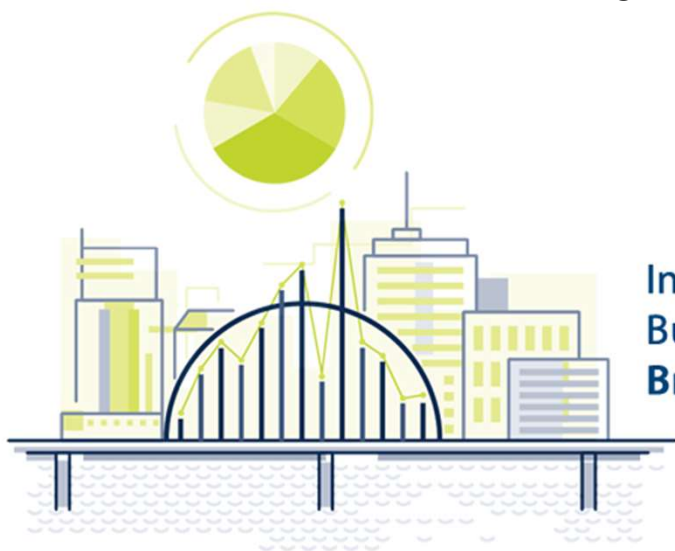


Reaching New Standards

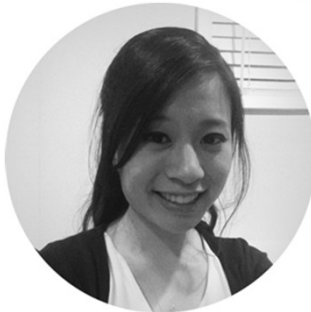
**You Have a By-Name List, but is it Quality Data?
How Can You Use it to Measure System Performance?**



**Increasing Capacity &
Building Connections:
Bridging to the Future**



Presenters



Esther Tang
Data Systems Manager
Community Solutions



Yareli Salgado
HMIS Admin
Lake County



Jen Padgett,
Data Advisor
Community Solutions



Learning Objectives

1. The concept of a by-name list (BNL) scorecard for all single individuals experiencing homelessness in your community
2. Concrete steps for achieving quality data
3. How to use calculations of your data to understand 1) inflow and outflow in your system and 2) if your data is reliable over time
4. Dashboard Examples that may be helpful to review & understand this data



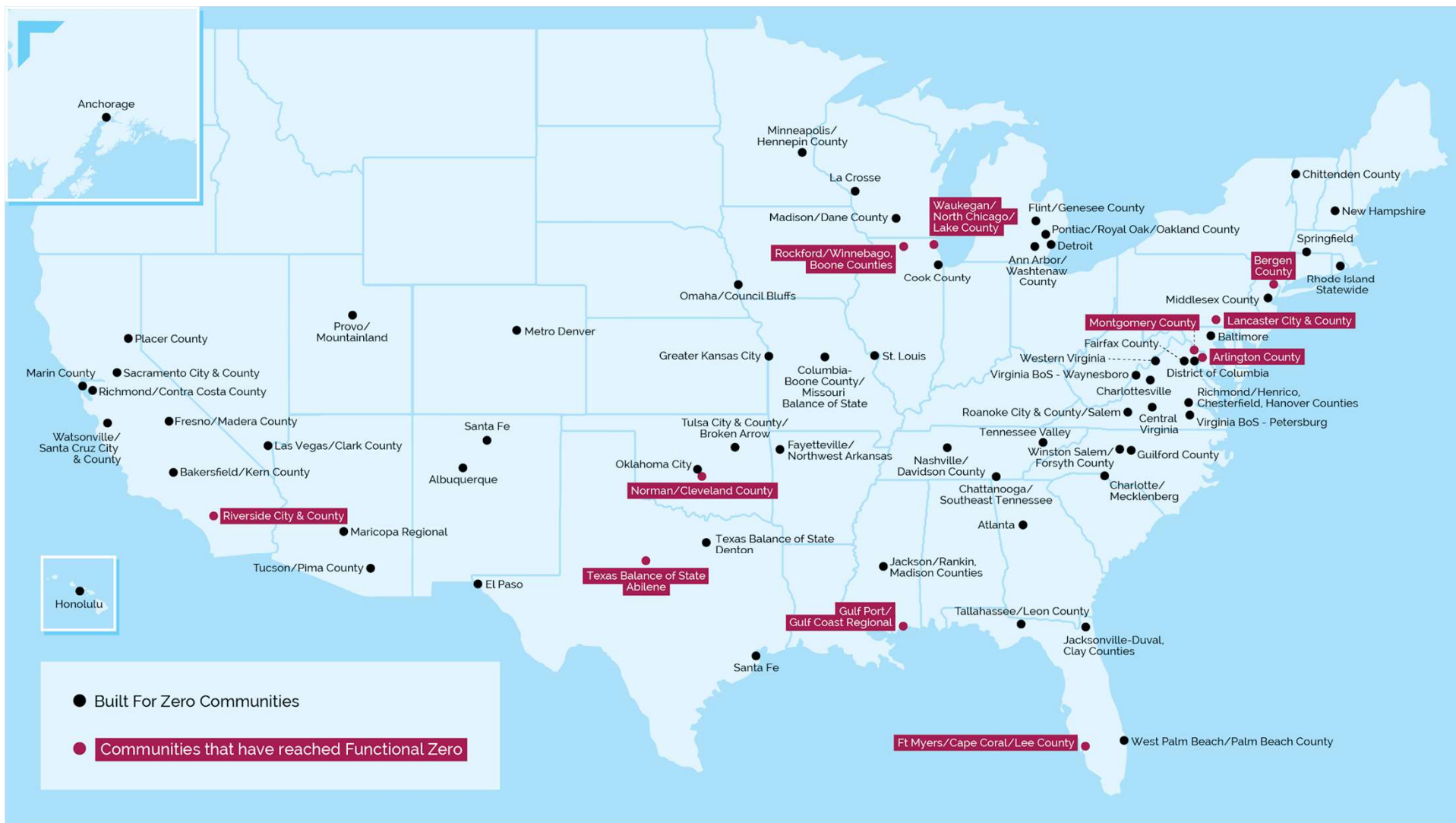
Agenda Overview

- **Overview/History of Quality Data: (20 minutes)**
 - Built for Zero Overview/History
 - 7 Key Data Points
 - The Quality By-Name List Scorecard
 - The Data Reliability Measure (10)
- **The Performance Management Tracker: Live! (10 min)**
- **Waukegan/Lake County: The Road to Functional Zero (10 min)**



Built For Zero Initiative Aim: to end chronic and veteran homelessness.

And then **all homelessness.**





Success in Built for Zero Communities

10 COMMUNITIES
ENDED VETERAN
HOMELESSNESS

3 COMMUNITIES
ENDED CHRONIC
HOMELESSNESS

39 COMMUNITIES
HAVE ACHIEVED A
MEASURABLE
REDUCTION

65 COMMUNITIES
HAVE ACHIEVED QUALITY REAL-TIME
DATA ON HOMELESSNESS

70% FUNCTIONAL ZERO
PROOF POINTS
SUSTAINING GOAL

104,853 TOTAL
PEOPLE
HOUSED

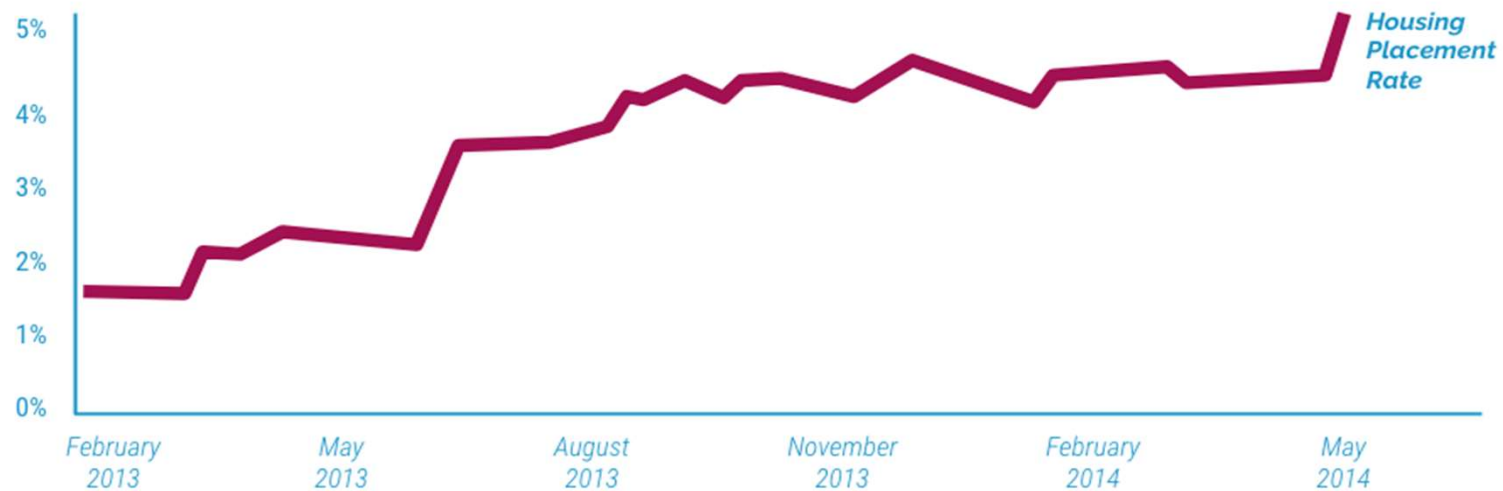
**Built for Zero communities use the Built for Zero standard for ending veteran homelessness, a single measure that provides a higher, more measurable bar than the federal criteria and benchmarks. We eagerly support communities in meeting the criteria and benchmarks on their way to the BfZ standard.*

7



Key Lessons from 100K Homes

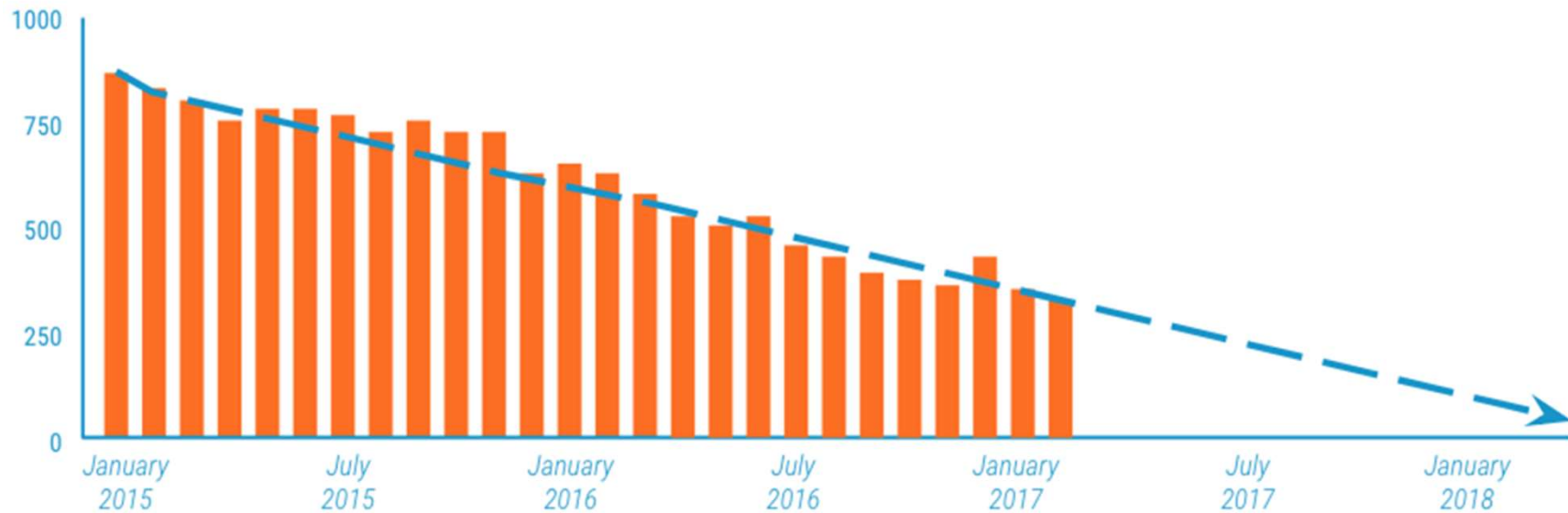
The 100,000 Homes Campaign proved that communities could increase their housing placement rates, but this did not automatically reduce homelessness.





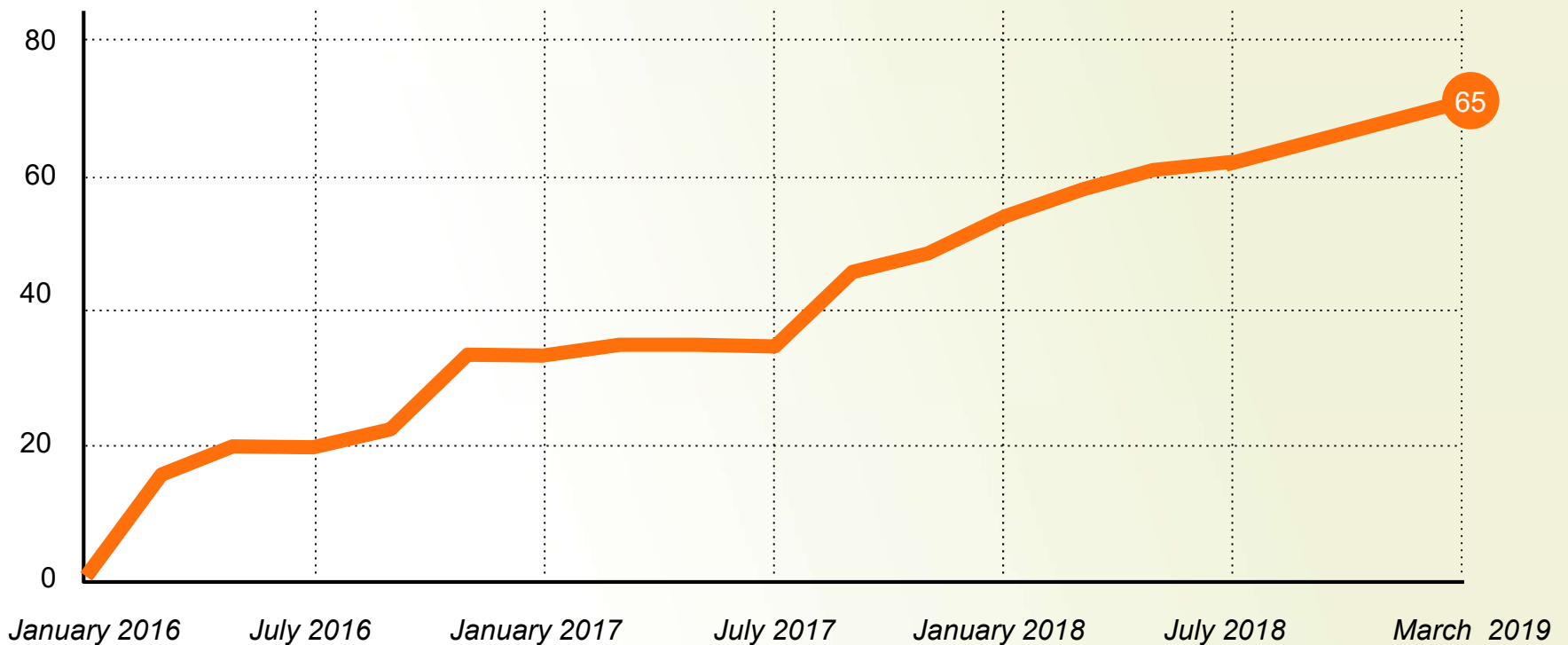
The Challenge of Counting Down

Built for Zero is designed to help communities **countdown to zero** — a more complex challenge that requires a clearly defined end state for communities to shoot for.





U.S. Communities with a Quality By-Name List





How We've Used Data in the Past

Point in Time Counts

- Time-limited Event
- Dated?
- Usability?



Registry Events

- Time-limited Event
- Dated?
- Usability?

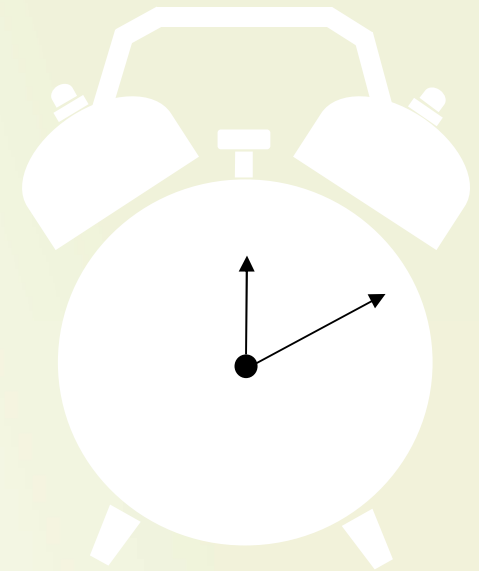




How We Use Data Now: By-Name Lists

Real-Time Data for Improvement:

- Consistent
- Timely
- Improves System
- Drives Reductions





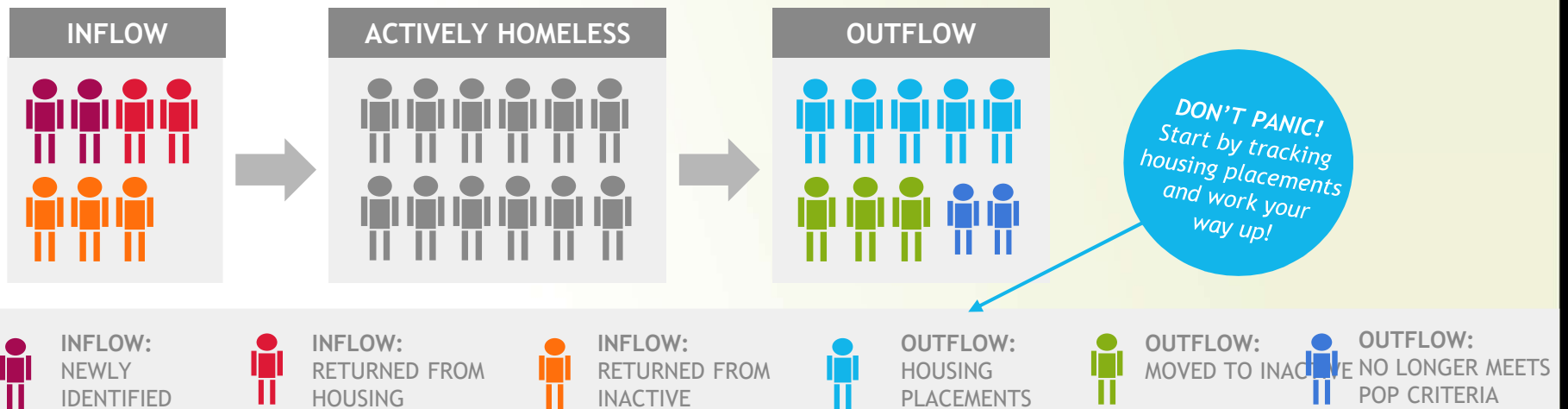
What is a Real Time Quality By-Name List (BNL)?

1. **It's a List:** BNLs are informed by real time data about individuals experiencing homelessness.
2. **It's a System:** The BNL is the backbone for your Coordinated Entry System! It allows you to prioritize housing and match individuals to housing/services.
3. **It's a Calculation:** BNL data helps you understand your system inflow and outflow.



Key Built for Zero Data Points

Using your BNL to tracking these 7 data points allows your community to respond to a more dynamic picture of your full system in real time!





What's Next? Getting to Quality



Defining a Quality By-Name List

FULL COVERAGE

- All agencies and programs are represented
- List includes people sleeping in shelters and on the streets

PERSON-LEVEL DATA

- Each person has an entry that includes their name, history, health and housing needs
- Each person can be followed through the system

RELIABILITY

- Data balances month over month, just like your checkbook
- Changes in actively homeless numbers are accounted for in inflow + outflow

REGULAR UPDATES

- List is updated monthly, at a minimum
- As people's housing status changes, so do their list entries



Benefits of a By-Name List

SMARTER TRIAGE

- Target limited housing resources to the most vulnerable individuals and families
- Stretch resources further by connecting people to the most cost effective support to meet their needs

IMPROVED SYSTEMS

- Use aggregate data to see trends, flag bottlenecks, and identify improvement opportunities across your system
- Test new strategies and know quickly whether your efforts are reducing homelessness

RESOURCE ADVOCACY

- Ground your advocacy in concrete data
- Use monthly data trends to make stable projections and quantify your projected resource gaps



Scorecard: Qualitatively Assessing your List

A framework for measuring the quality of your community's data and improvements over time

COMMUNITY PARTICIPATION & COVERAGE

1. Outreach coverage

2. Providers reporting data

3. Tracking all homeless
individuals

POLICIES & PROCEDURES

4. Inactive policy

5. Tracking without full
assessment

6. Timely/accurate data
updates

DATA INFRASTRUCTURE

7. Tracking homeless
status

8. Unique identifier

9. Tracking newly identified
people

10. Tracking returns to
system

11. Tracking outflow

12. Tracking population
status

13. Tracking population
status over time

The scorecard is a checklist of 28 questions mapped to the above topics used to comprehensively understand whether a by-name list has quality data.



How to Define Quality Data

Perfect Score on the BNL Scorecard

+ Reliable Data

= Quality Data!



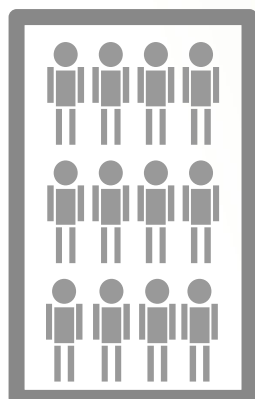
Data Reliability: Quantitatively Assessing your List



- Combined with a score of 28 (perfect score) on the By-Name List Scorecard, reliable data can provide confidence that your data is good enough to track progress toward ending homelessness.
- Inflow/outflow data matches changes in actively homeless number month-to-month

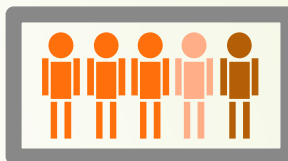
Tracking the Whole System using a By-Name List

January Actively
Homeless: 12



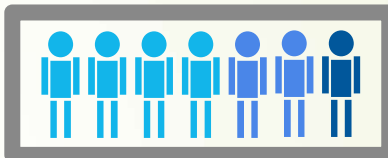
February Inflow: 5

3 Newly Identified + 1 Returned from Inactive + 1 Returned from Housing



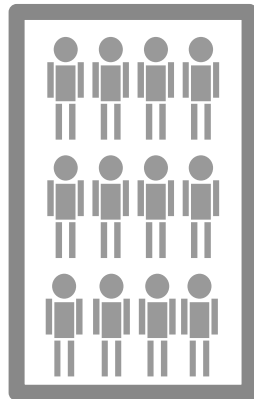
February Outflow: 7

4 Housing Placements + 2 Moved to Inactive + 1 No Longer Meets Population Criteria

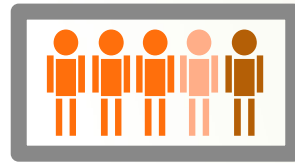


Balanced Data Looks Like This:

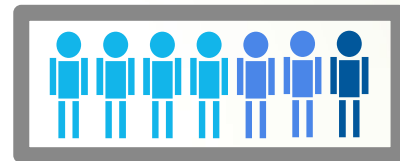
January Actively
Homeless: 12



February Inflow: 5



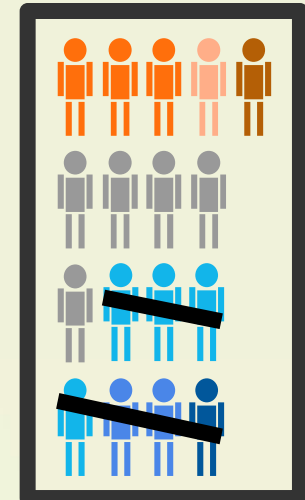
February Outflow: 7



12 people on BNL in Jan
+ 5 people entered
- 7 people left

**we EXPECT 10 people on
our Active List in Feb**

**ACTUAL
February Actively
Homeless: 10**



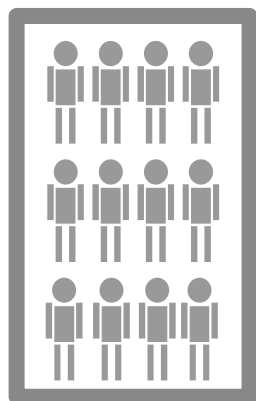
ACTUAL	-	EXPECTED	=	OFF BY
10		10		0
people on Active List		people on Active List		people

BALANCED!

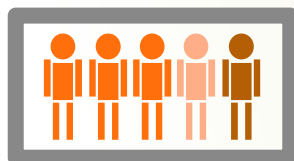


Unbalanced Data Looks Like This:

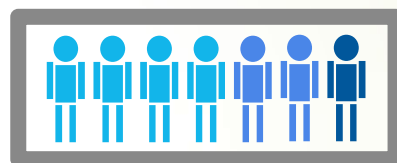
January Actively
Homeless: 12



February Inflow: 5



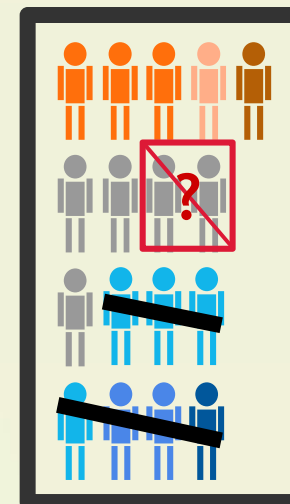
February Outflow: 7



12 people on BNL in Jan
+ 5 people entered
- 7 people left

we EXPECT 10 people on
our Active List in Feb

**ACTUAL
February Actively
Homeless: 8**



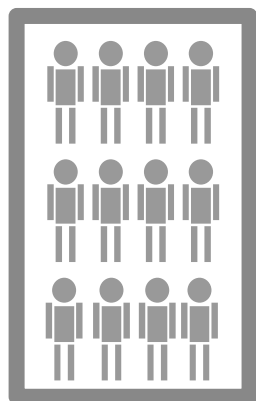
ACTUAL	—	EXPECTED	=	OFF BY
8		10		-2
people on Active List		people on Active List		people

UNBALANCED!

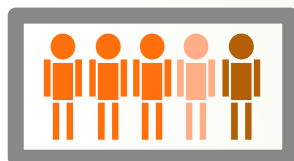


Unbalanced Data Looks Like This:

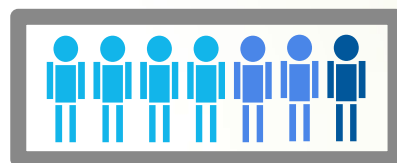
January Actively
Homeless: 12



February Inflow: 5



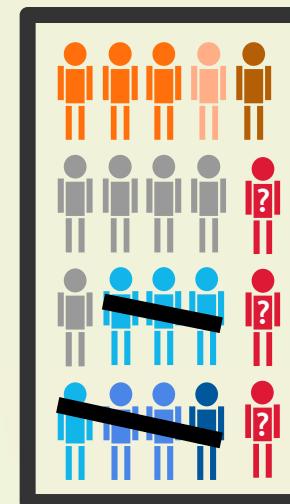
February Outflow: 7



12 people on BNL in Jan
+ 5 people entered
- 7 people left

we EXPECT 10 people on
our Active List in Feb

**ACTUAL
February Actively
Homeless: 13**



ACTUAL	—	EXPECTED	=	OFF BY
13		10		3
people on Active List		people on Active List		people

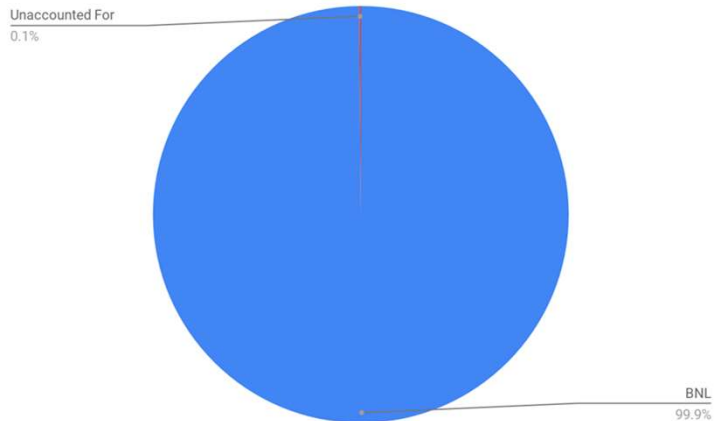
UNBALANCED!



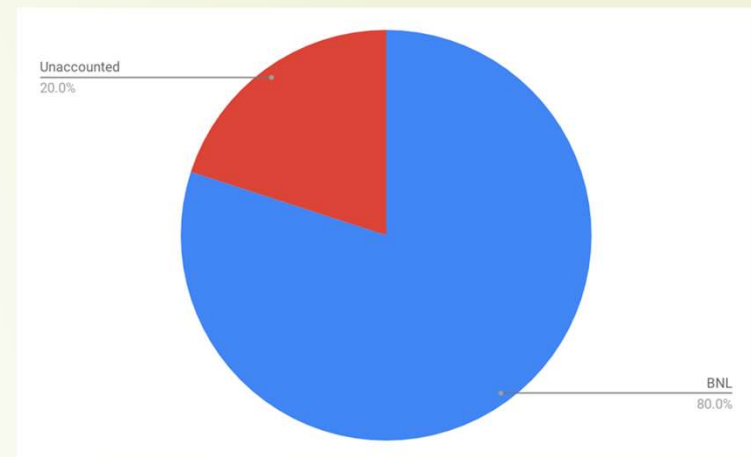


How Good is Good Enough? Scale Matters

Being off by 3 in:
New York City



Being off by 3 in: Lookout
Mountain, TN





What is Data Reliability?

Data Reliability measures how far off our data is from being balanced. To arrive at a Data Reliability Percentage, we determine how far off the **ACTUAL** number of people on our Active List is from the **EXPECTED** number of people on our Active List and look at the difference as a percentage of the number of people on our Active List.

$$\begin{array}{rcccl} \text{ACTUAL} & - & \text{EXPECTED} & = & \text{OFF BY} \\ 13 & & 10 & & 3 \\ \text{people on Active List} & & \text{people on Active List} & & \text{people} \end{array}$$

$$\frac{\begin{array}{c} \text{OFF BY} \\ 3 \\ \text{people} \end{array}}{\begin{array}{c} \text{ACTUAL} \\ 13 \\ \text{people on Active List} \end{array}} = \begin{array}{c} \text{23\% Data Reliability} \end{array}$$



**So does my data need to be
absolutely perfect?**

Nope.



How Good is Good Enough? 15% Threshold Over 3 Month Period

	Actively Homeless Number	3 Mo Outflow Total	3 Mo Inflow Total	3 Mo Data Reliability
February 2019	239	57	73	4%

Month, Year of Month	Actively Homeless Number	Housing Placements	Moved To Inactive Number	No Longer Meets Population Criteria	Newly Identified Number	Returned To Active List From Housing N..	Returned To Active List From Inactive ..	1 Mo Net Change	1 Mo Data Reliability
February 2019	239	22	7	0	26	2	0	-1	10%
January 2019	216	10	3	0	27	0	0	14	-9%
December 2018	221	15	0	0	18	0	0	3	-7%
November 2018	233	14	1	0	19	0	0	4	7%
October 2018	213	24	14	0	41	3	1	7	-19%
September 2018	247	51	9		19	0	0	-41	0%
August 2018	287	6	4		22	0	0	22	1%



What's the deal with #s?





Without Quality Data You Can't:

- Understand where you are relative to the goal of ending homelessness
- Make projections or set meaningful reduction goals
- Know what is or isn't working in your community
- Get to zero AND stay there!



How to Define Quality Data

Perfect Score on the BNL Scorecard

+ Reliable Data

= Quality Data!



Performance Management Trackers Live!

PERFORMANCE MANAGEMENT TRACKER | SCORECARD RESULTS

Veteran By-Name List Scores

Chronic By-Name List Scores

Single Adults By- Name List Scores

Youth By-Name List Scores

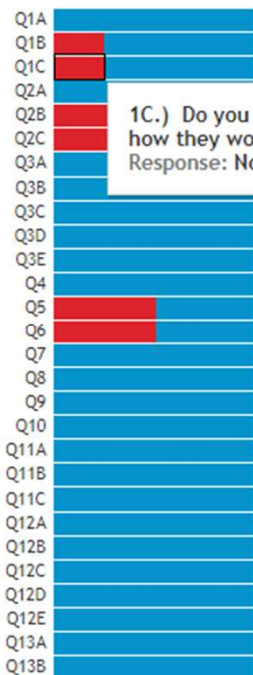
INSTRUCTIONS

Select your community from the drop-down menu below. The By-Name List Scorecard results represent a self-evaluation of your community's data infrastructure.

To retake the By-Name List Scorecard, please use the green buttons below this dashboard.

June.. Dec.. Febr.. Marc..

22 24 26 28



1C.) Do you have a documented outreach policy that clearly states how your outreach teams will be deployed and how they work with each other to swiftly connect individuals to housing?
Response: No

DASHBOARD FILTERS

Select Community

Baltimore CoC

Answered Yes

Answered No

PERFORMANCE MANAGEMENT TRACKER | ENGINES

Baltimore CoC Engines for Veteran

	Actively Homeless Number	3 Mo Outflow Total	3 Mo Inflow Total	3 Mo Data Reliability
February 2019	452	155	216	7%

Month, Year of Month	Actively Homeless Number	Housing Placements	Moved To Inactive Number	No Longer Meets Population Criteria	Newly Identified Number	Returned To Active List From Housing N..	Returned To Active List From Inactive N..	1 Mo Net Change	1 Mo Data Reliability
February 2019	452	31	32	1	1	5	59	1	-1%
January 2019	454	38	4	1	48	11	27	43	-5%
December 2018	433	31	16	1	43	5	17	17	-2%
November 2018	424	30	21	0	46	5	33	33	-3%
October 2018	404	39	2	0	36	9	20	24	-2%
September 2018	390	43	2	1	26	3	20	3	-4%
August 2018	403	22	2	0	47	2	22	47	6%
July 2018	333	28	5	0	0	15	71	53	-11%
June 2018	316	26	5	1	0	16	65	49	

INSTRUCTIONS

Select your community from the drop-down menu below and use filters to adjust the data. You'll be able to see additional information by hovering over the charts.

NOTE: Numbers reflect self-reported community data (submitted using the form below).

DASHBOARD FILTERS

Select Community

Baltimore CoC

Select Subpopulation

Veteran

Data to Display

All Data

Select Time Range

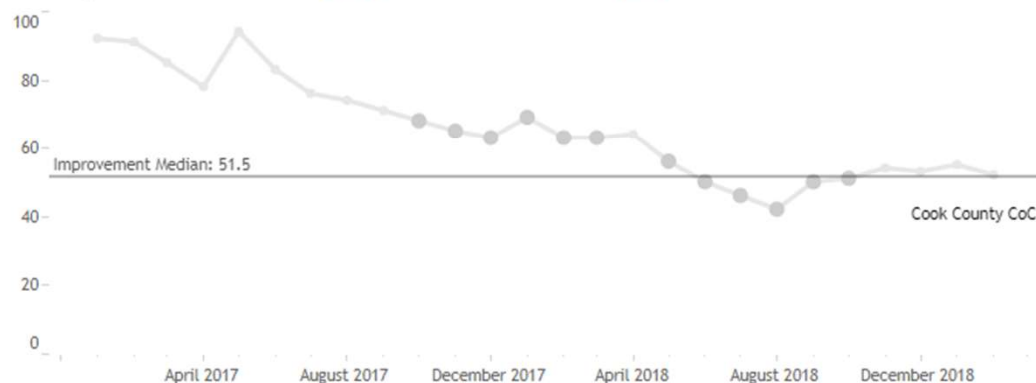
June 2018 February 2019



PERFORMANCE MANAGEMENT TRACKER | PROGRESS TO ZERO

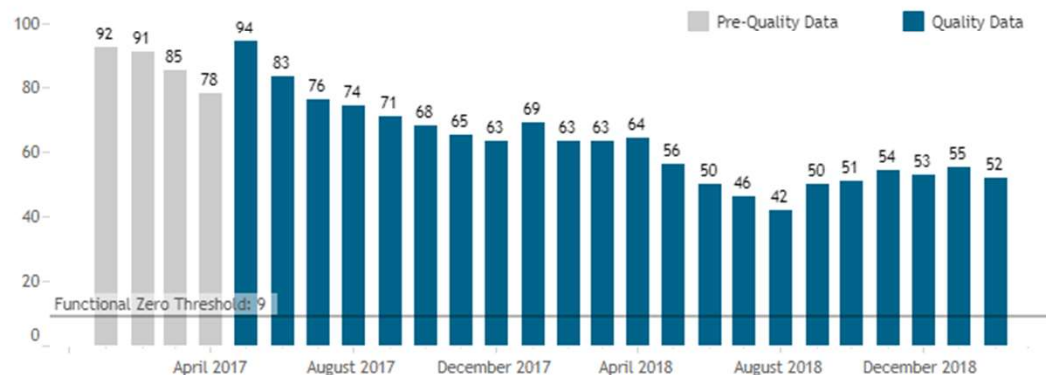
Actively Homeless

Monthly Veteran data with signal indicators for Shifts



Actively Homeless Population

Monthly count for Veteran subpopulation(s)



INSTRUCTIONS

Select your community from the drop-down menu below and use filters to adjust the data. You'll be able to see additional information by hovering over the charts.

NOTE: Numbers reflect self-reported community data (submitted using the form below).

DASHBOARD FILTERS

Select Community

Cook County CoC

Select Subpopulation

Veteran

Data to Display

All Data

Select Time Range

January 2015

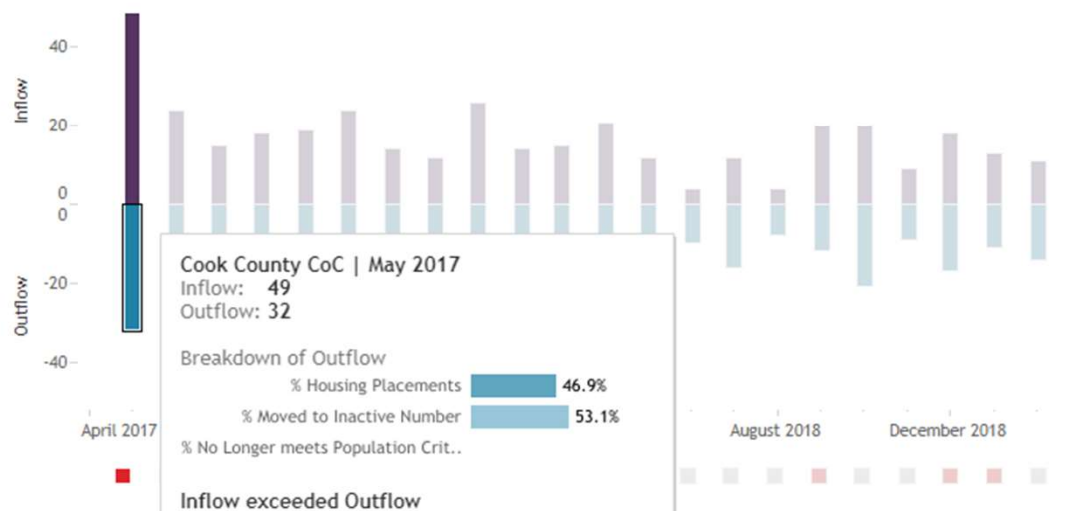
February 2019

Understanding Shift Signal

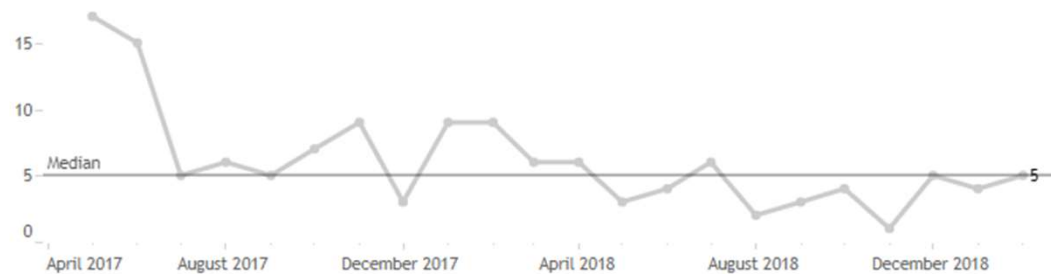
A grey dot will appear when 6 or more consecutive points are below a previous median. Use this signal to identify historical shifts.

PERFORMANCE MANAGEMENT TRACKER | INFLOW & OUTFLOW

Monthly Inflow & Outflow Red square at bottom indicates Inflow exceeded Outflow



Moved to Inactive Use drop-down at right to adjust metric displayed



INSTRUCTIONS

Select your community from the drop-down menu below and use filters to adjust the data. You'll be able to see additional information by hovering over the charts.

NOTE: Numbers reflect self-reported community data (submitted using the form below).

DASHBOARD FILTERS

Select Community

Cook County CoC

Select Subpopulation

Veteran

Data to Display

Quality Data

Select Time Range

May 2017 February 2019

Select Metric to Display

Moved to Inactive

Understanding Shift Signal

A pink dot will appear when 6 or more consecutive points are above or below the median. Use this signal to identify shifts.



Key milestones toward ending homelessness!

Form your improvement team, **build the will among community leaders** and develop a shared aim



Achieve a **real-time, by-name list** of people experiencing homelessness



Drive **monthly reductions** in your actively homeless number



Achieve a **measurable zero** in your community



Solidify a **system** to sustain zero and expand to other populations



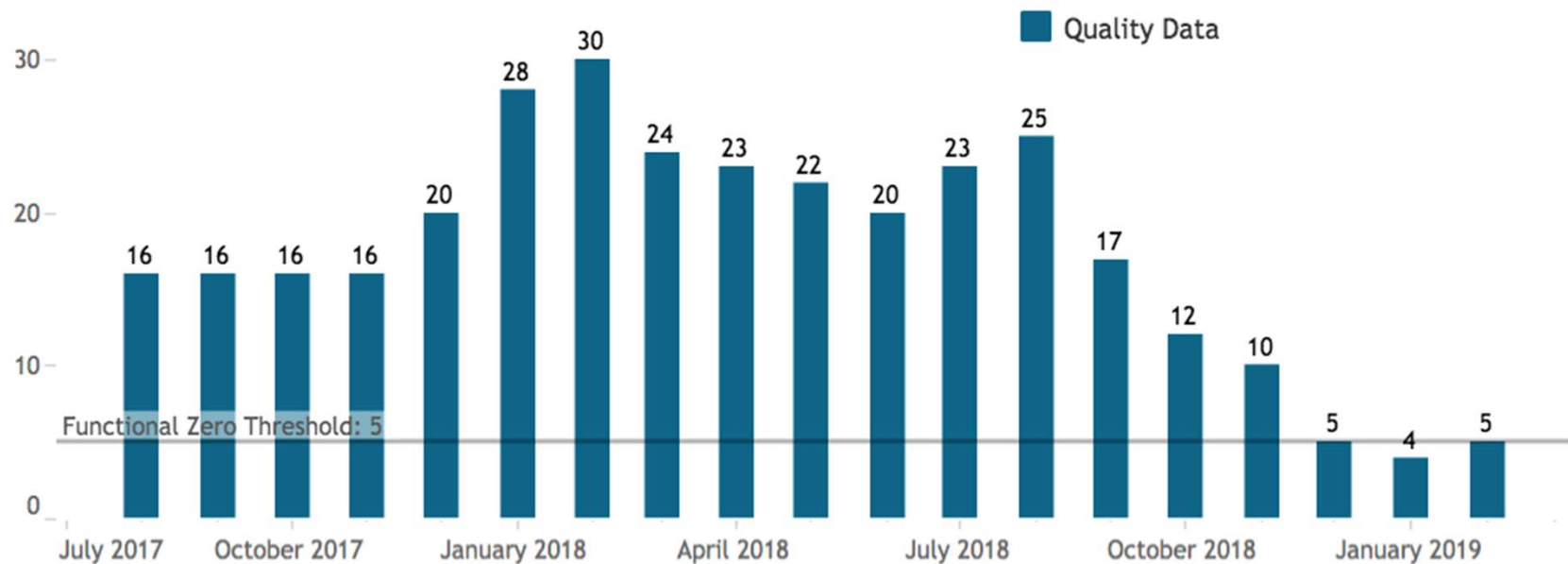
Waukegan/Lake County: Yareli Salgado

1. How Lake County used the BNL to end homelessness
2. Challenges
3. Solutions
4. Certifying for Functional Zero
5. Celebration Time!



Lake County: Functional Zero for Veterans!

Actively Homeless Population Monthly count for Veteran subpopulation(s)





**National
Human Services
Data Consortium**



**Increasing Capacity &
Building Connections:
Bridging to the Future**

2019 Spring Conference

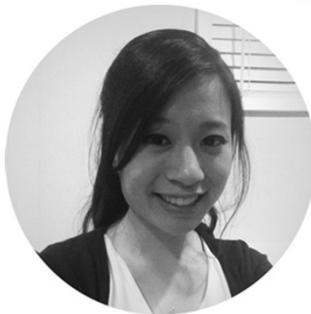
Nashville, TN

April 15-17, 2019

Questions?



Thank You!



Esther Tang
Data Systems Manager
Community Solutions



Yareli Salgado
HMIS Admin
Lake County



Jen Padgett,
Data Advisor
Community Solutions



BREAK

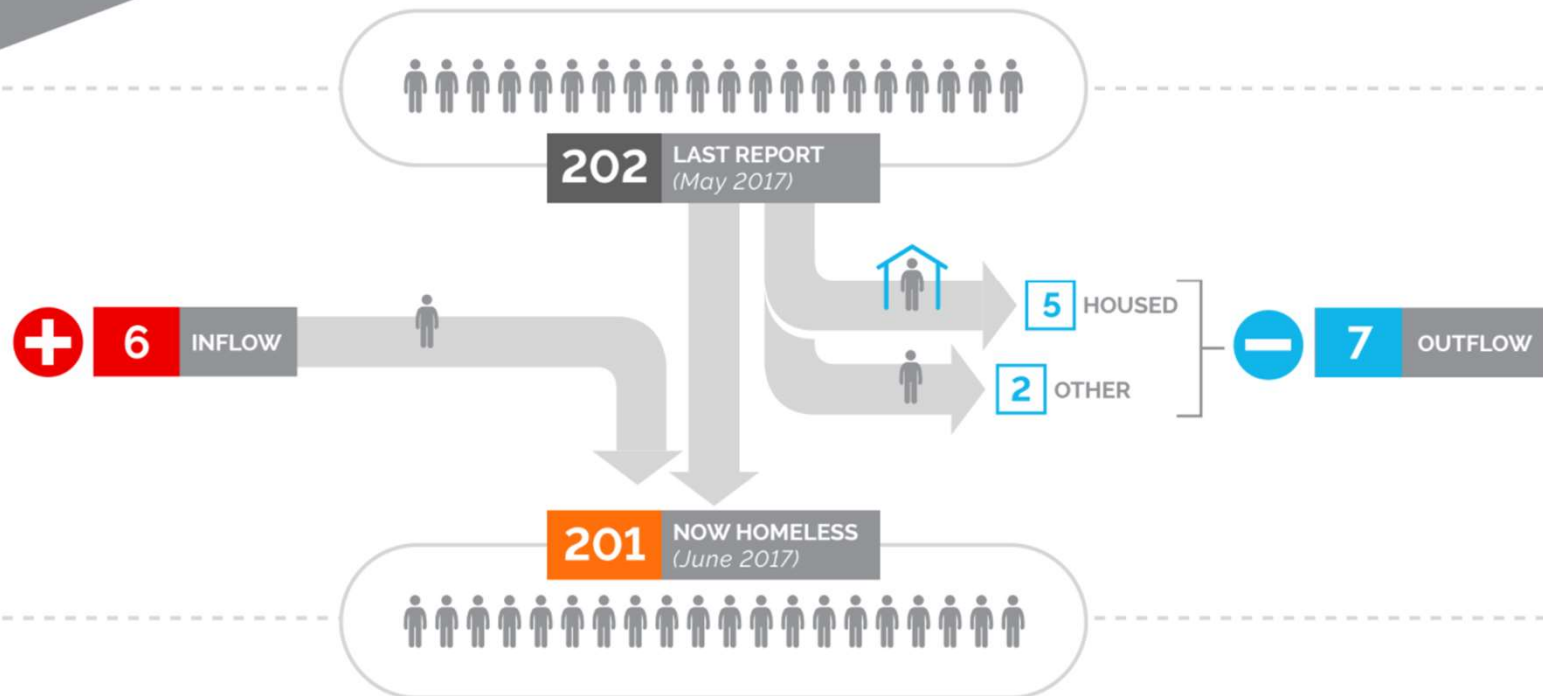
Slides below may be used as examples/references during Q&A



Montgomery County

1. Wanted to advocate for more units for Vets
2. Used inflow/outflow data to understand
3. Created visuals/projections to have conversation with community
4. Advocacy worked! MoCo almost there

Current



↓ 1

AVERAGE MONTHLY REDUCTION



199 MONTHS

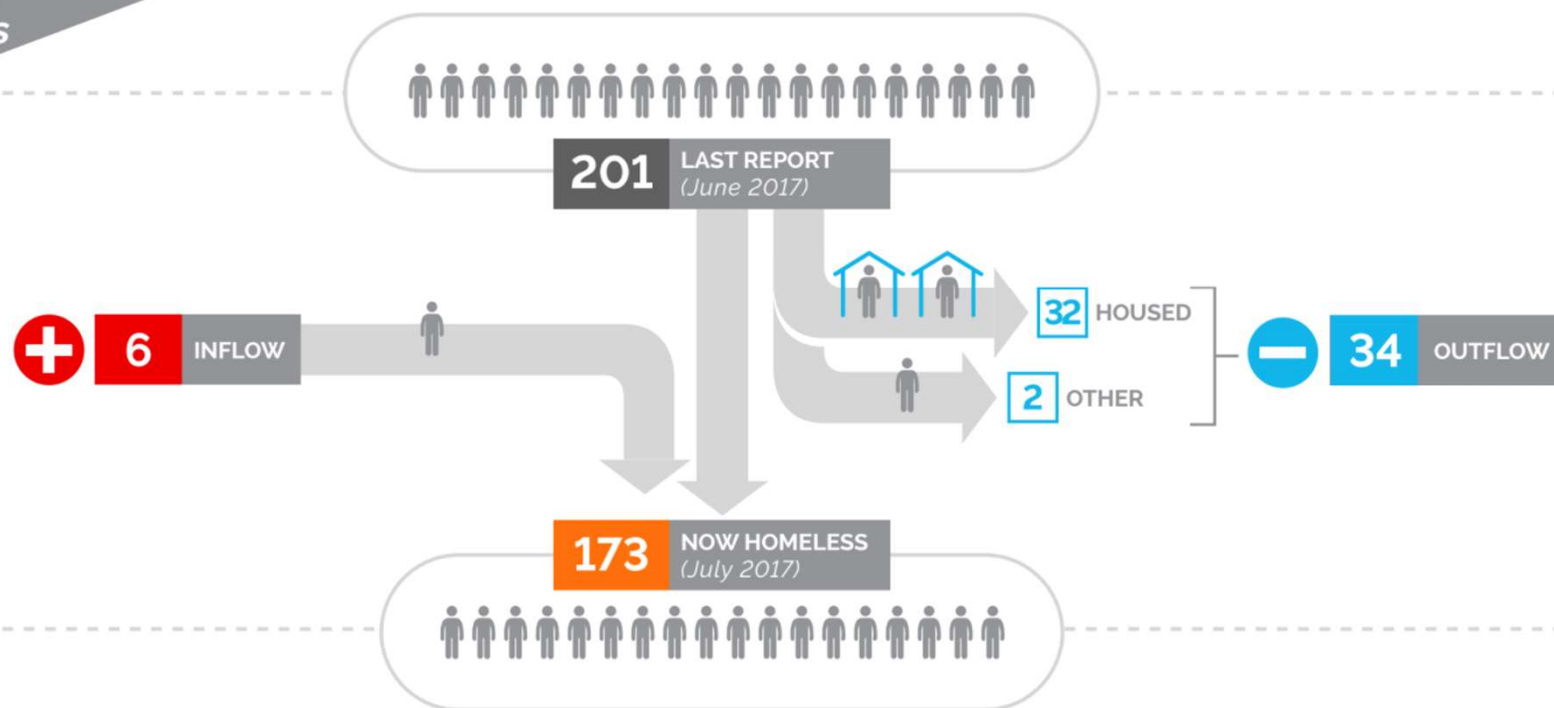
TO FUNCTIONAL ZERO



OCT 2033

DATE OF FUNCTIONAL ZERO

With New
Resources

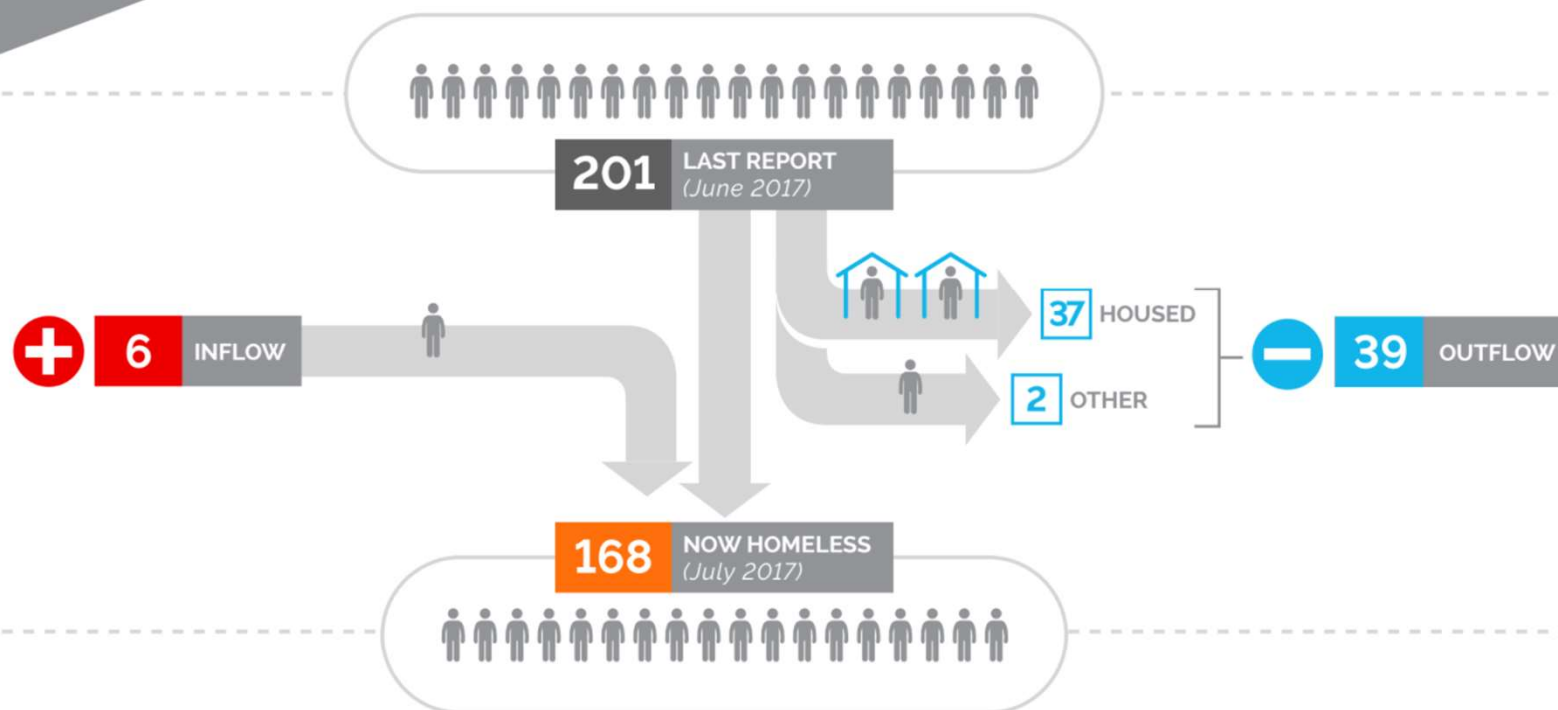


↓ 28
AVERAGE MONTHLY REDUCTION

⌚ 7 MONTHS
TO FUNCTIONAL ZERO

✓ FEB 2018
DATE OF FUNCTIONAL ZERO

Targeted Outcome



↓ 33
AVERAGE MONTHLY REDUCTION

⌚ 6 MONTHS
TO FUNCTIONAL ZERO

✓ DEC 2017
DATE OF FUNCTIONAL ZERO



What Does Functional Zero Mean?

Functional Zero for Chronic Homelessness

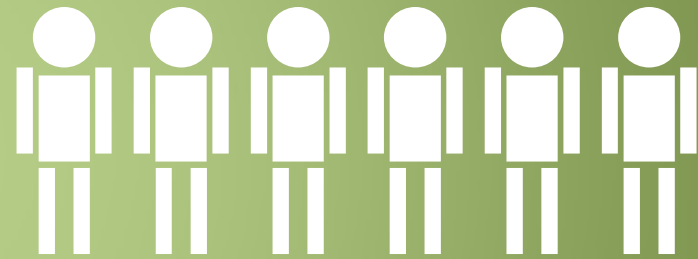

$$\leq \left[\begin{array}{c} 0.1\% \text{ of all} \\ \text{homeless} \\ \text{individuals} \end{array} \right] \text{ or } \left[\begin{array}{c} 3 \text{ people}^* \end{array} \right]$$

**Whichever is greater*

Functional Zero for Veterans



Actively
Homeless Veterans



6-Mth Avg. Housing
Placement Rate



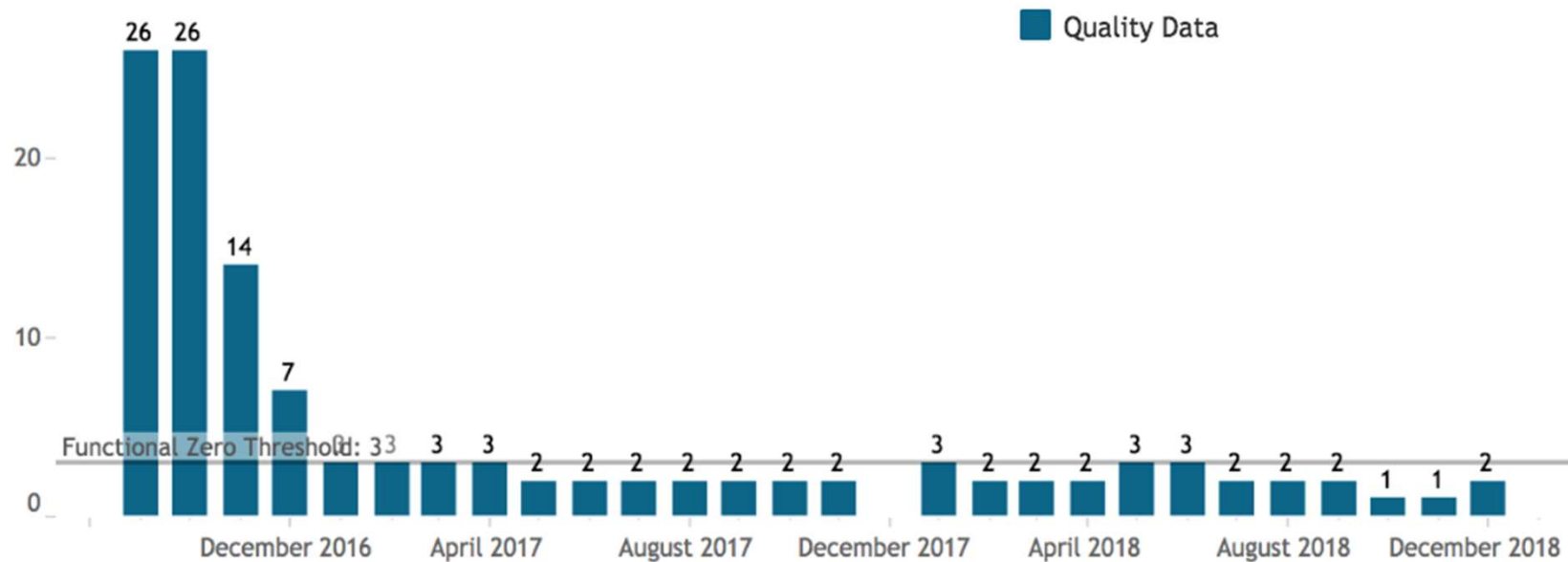
Challenges/ Solutions

- Communicating the difference between pulling a BNL for case management & using it to calculate BNL data to understand inflow/outflow/aging into CH
- Calculations need to be set up “behind the scenes”
- Many communities have been “manually” calculating
- Pulled data down and used Macros or software other than HMIS that helps memorize processes
- Built a custom report directly into HMIS
- Used a data warehouse/mart to pull/match/report data



Rockford, IL

Actively Homeless Population Monthly count for Chronic subpopulation(s)





Bergen County

Actively Homeless Population Monthly count for Chronic subpopulation(s)

