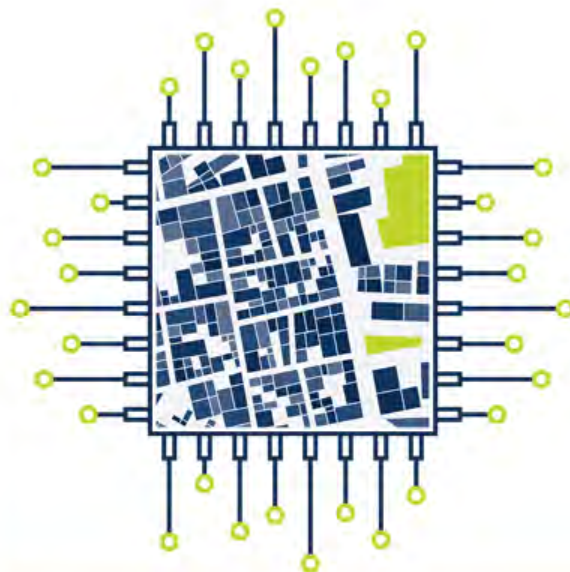


Data, Dashboards, and Intentional Design – Telling the Story of King County’s Homeless Response System

Sarah Argodale, MPA

Christina McHugh, MPP, MA



Solving Problems &
Impacting Communities
With Data

Who we are

Performance
Measurement &
Evaluation (PME) Unit,
King County Department
of Community and
Human Services (DCHS)

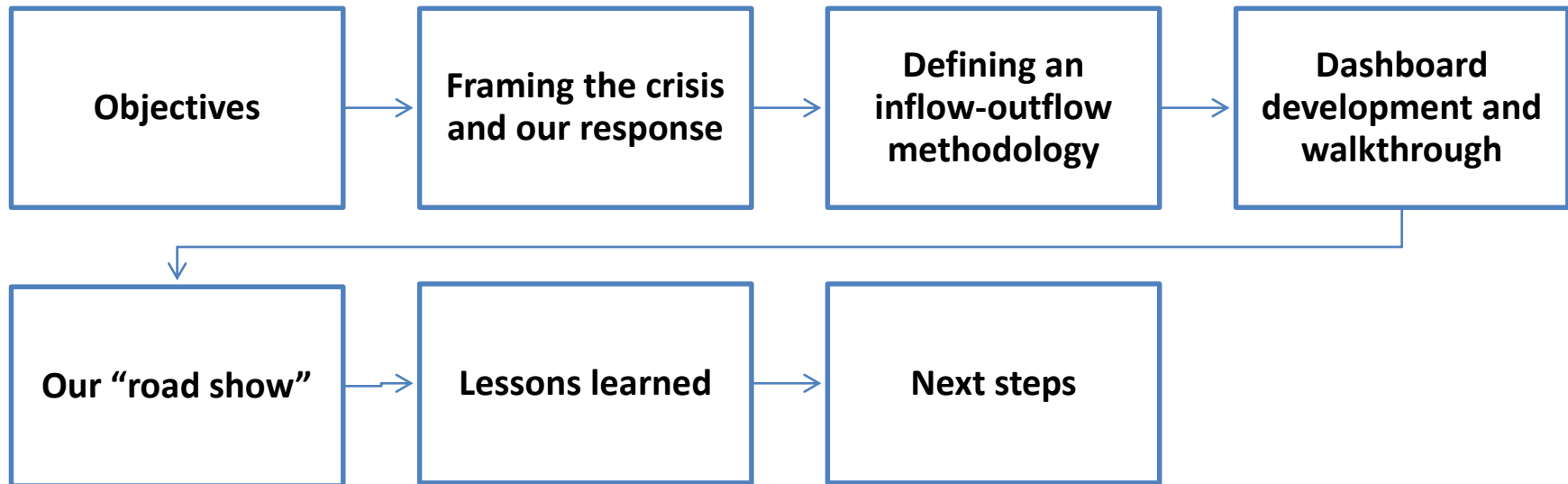
Team of evaluators and data scientists that supports the Department's performance measurement and evaluation needs



Housing and
Homelessness PME team

Analyzes HMIS data on system performance for Seattle-King County Continuum of Care
Communicates data on the crisis and our response to the public
Evaluates promising program models and pilots
Designs and maintains the CoC's data website and dashboards

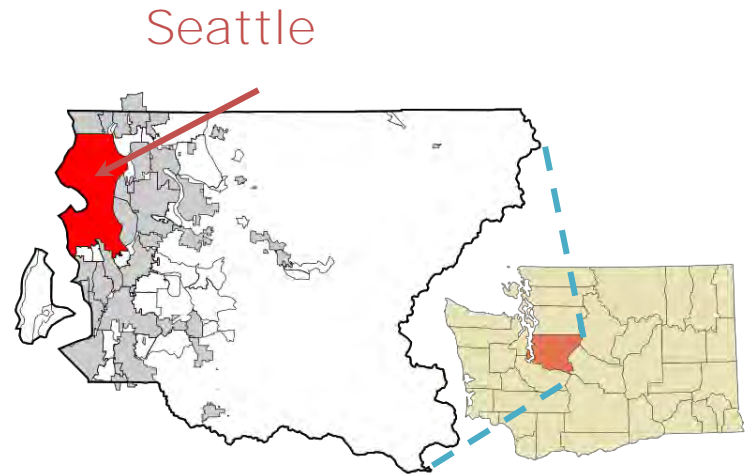
Agenda





About King County, WA

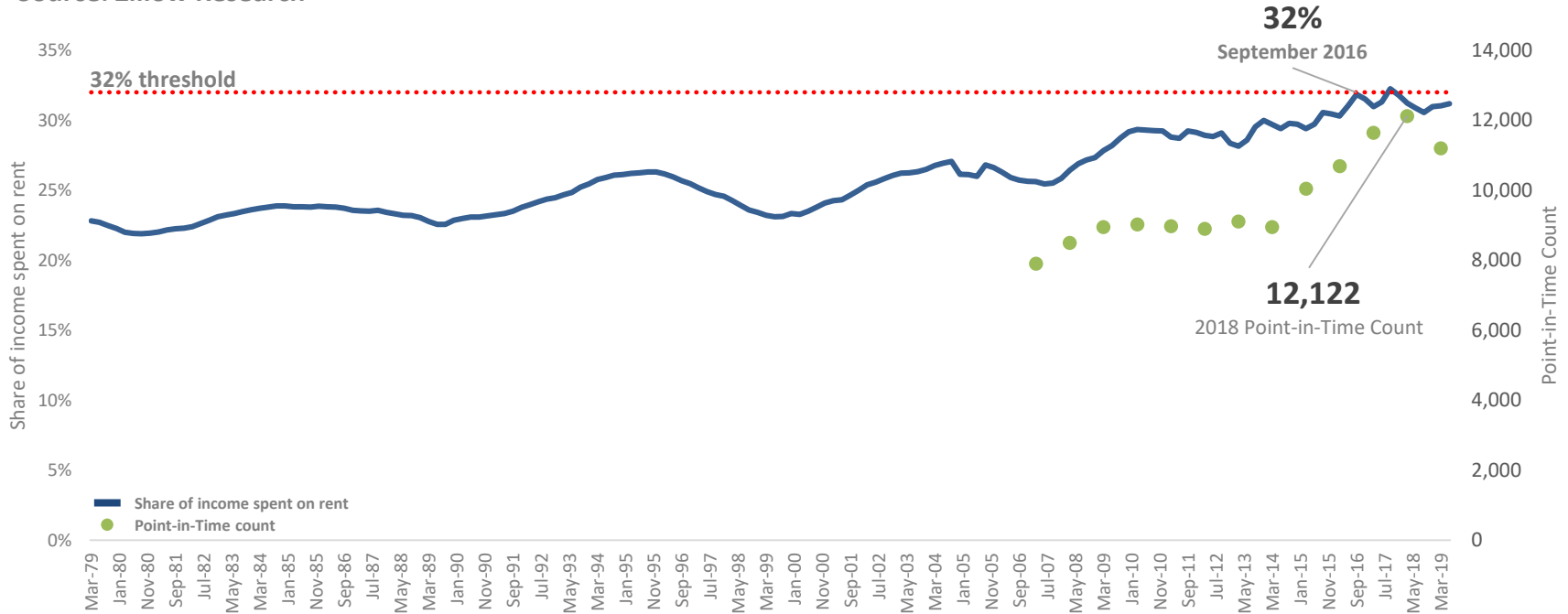
- Home to 2.2 million people
- One of the fastest growing counties
- Wide Household Income Gap
 - Top 20%: \$250,000+
 - Lowest 20%: \$35,000



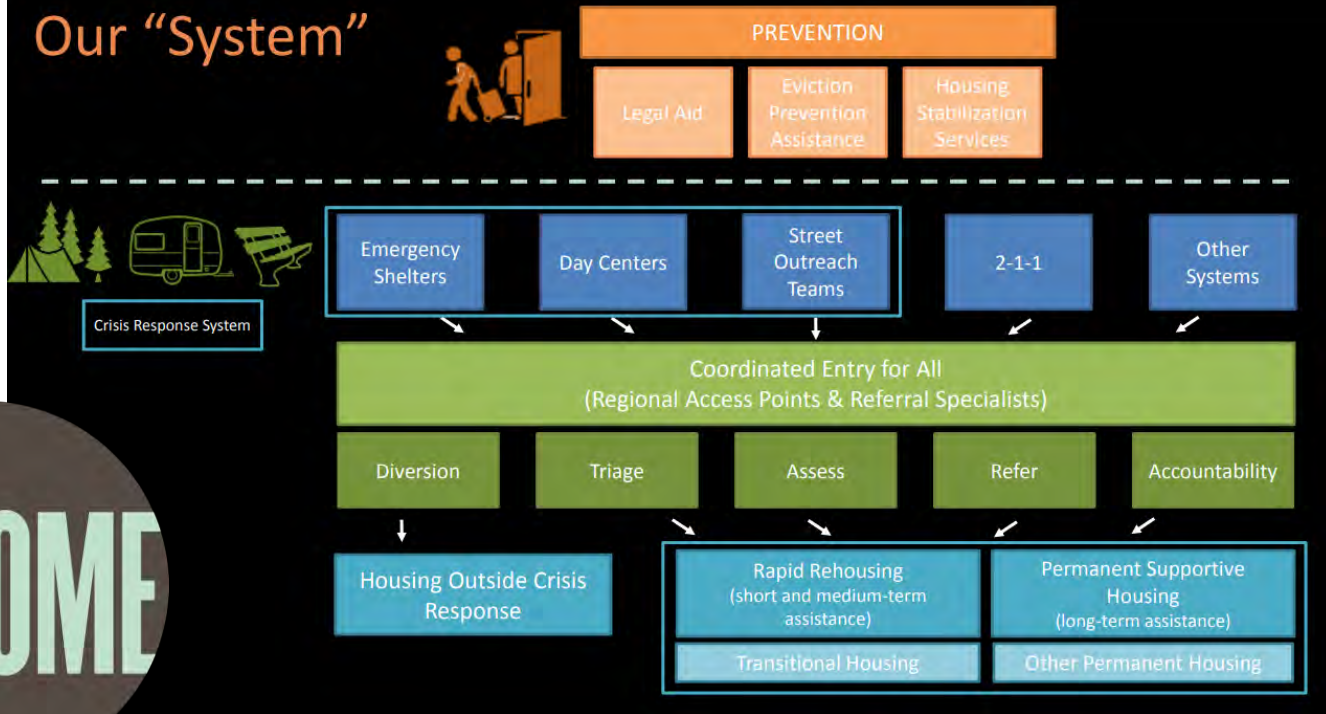


Research has shown that homelessness rates climb faster when rent affordability hits a 32% threshold, which Seattle reached in 2016

Source: Zillow Research



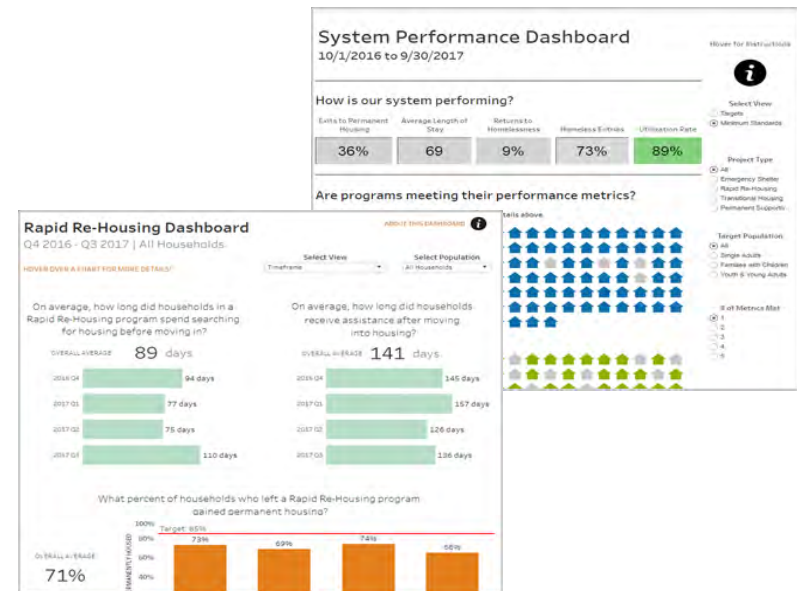
Our "System"





King County's original dashboards

- Built largely for providers and those who are already well-versed in the data
- Scattered through different web locations
- Did not follow the same data visual best practices or designs



Why did King County redesign its dashboards?

Better answer the
public's most common
questions

Move away from the
CEA queue and PIT
Count as estimates of
number experiencing
homelessness

Consolidate an array of
disparate King County
dashboards

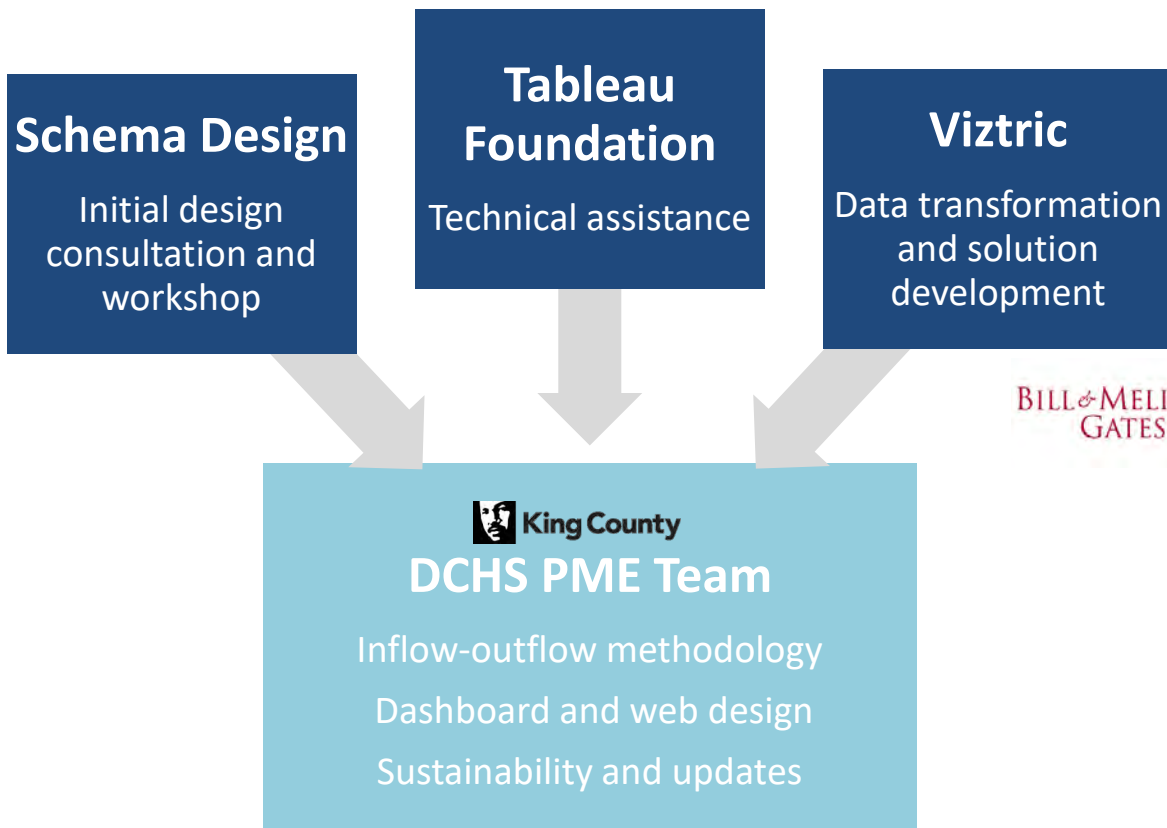
Tell the story of the
homelessness crisis and
our community's
response

More effectively
juxtapose HMIS data
with the PIT count



DEFINING A NEW METHODOLOGY

Dashboard development and our inflow-outflow-active methodology

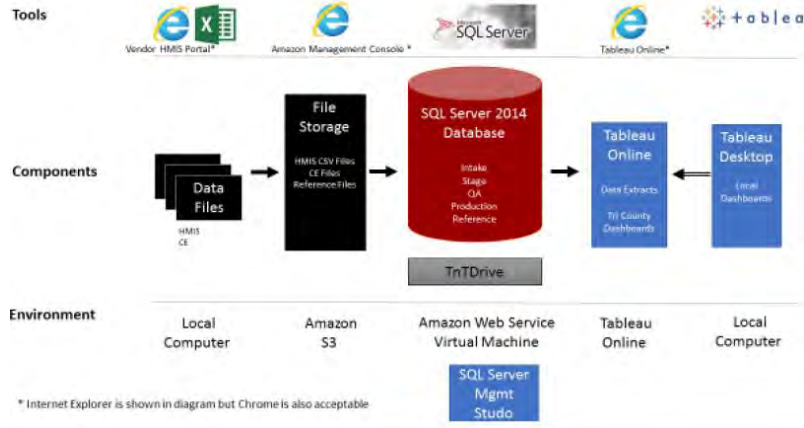


BILL & MELINDA
GATES foundation



Viztric DATA SOLUTION

- Multi-year support of King County through the Data Driven Culture Initiative, funded by the Bill and Melinda Gates Foundation
- HMIS data available through a SQL server
 - Easy way to link data to Tableau
 - Makes analytics more straightforward
- Data analysts worked with Viztric to leverage this data system to create the inflow/outflow methodology

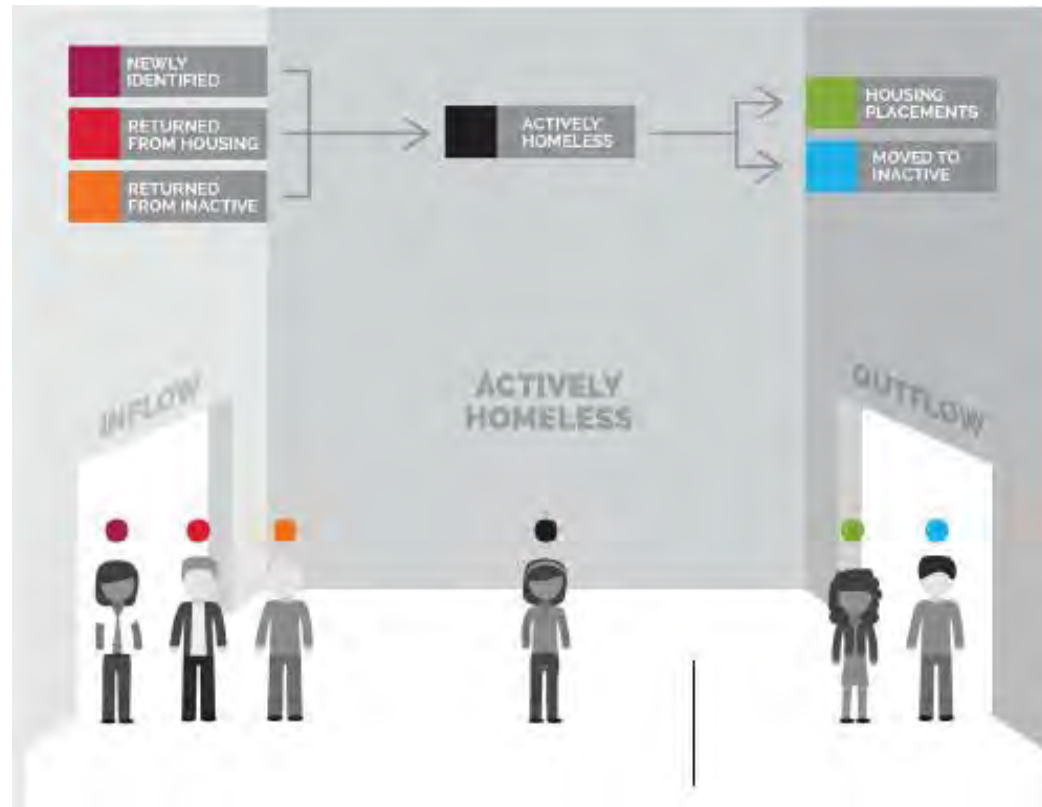




Starting Framework

INFLOW-OUTFLOW-ACTIVE

COMMUNITY
SOLUTIONS



Defining the framework within our community

INFLOW

Newly homeless in
past 24 months

Previously inactive in
past 24 months

Previously housed in
past 24 months

ACTIVE

Unsheltered

ES, TH, or searching
for RRH

Coordinated Entry

OUTFLOW

Permanently housed

Temporarily housed
or unsheltered

Unknown destination
or deceased

INFLOW

The number of households entering the homeless system over time

Inflow Types:

Newly Homeless in Past 24 Months: A household who enrolls in an HMIS program or is added to the CEA queue with no HMIS enrollments or CEA queue activity in the past 24 months

Reentered, Permanently Housed in Past 24 Months: A household who was permanently housed and then re-enrolls in HMIS or is added to the CEA queue within 24 months of being housed

Reentered, Not Permanently Housed in Past 24 Months: A household who was not permanently housed from the homeless response system and then re-enrolls in HMIS or is added to the CEA queue within 24 months of exiting the homeless response system. *This includes households who were temporarily housed, whose exit destinations were not reported, or were unsheltered when they left the homeless response system.*

OUTFLOW

The number of households leaving the homeless system over time

Outflow Types:

Exited to Permanent Housing:

- Enrolled in PSH/OPH or a Rapid Re-Housing program and moved into housing
- Self-resolved and removed from the CEA queue
- Exited to permanent housing from any HMIS program

Temporarily Housed: Exited from any HMIS program to a temporary or institutional destination (e.g. hospital, jail, staying with family/friends temporarily) more than 90 days ago

Exit Destination Not Reported in HMIS:

- Exited from any HMIS program to an unknown location more than 90 days ago
- Did not receive services in Day Shelter for **more than 90 days**. We consider these households to be inactive in these programs.

Unsheltered: Exited to a place not meant for habitation more than 90 days ago

Deceased: The head of household was deceased

Inactive: Administratively removed on 9/7/18 due to inactivity in the CEA queue to align with national best practice.

EPISODES

A homeless episode consists of one or more overlapping or contiguous **events** as documented in HMIS and Coordinated Entry for All (CEA). Events include **enrollments** in HMIS programs or being added to the CEA **community queue**.

- An episode begins when a household enrolls in a program or is added to the CEA queue.
- An episode ends when the household exits all programs and/or is removed from the queue.

Some households may have multiple episodes of homelessness in a given timeframe

ACTIVE

The number of households active in the homeless response system at a point in time

Active Status Types:

Transitional Housing: Enrolled in a transitional housing program in HMIS

Shelter:

- Enrolled in a shelter program; or
- Exited to an institutional or temporary location within the last 90 days

Unsheltered, Searching for Housing: Enrolled in a Rapid Re-Housing program, but not yet moved in.

Unsheltered:

- Enrolled in a Rapid Re-Housing program without a move-in date;
- Enrolled in a Sanctioned Encampment/Permitted Village;
- Enrolled in a Diversion program;
- Enrolled in Street Outreach with a service within the last 90 days
- Enrolled in Homelessness Prevention, Day Shelter, Services Only, or Other program within the last days and were literally homeless at the time of enrollment;
- Exited from an HMIS program to a place not meant for human habitation within the last 90 days

Unknown:

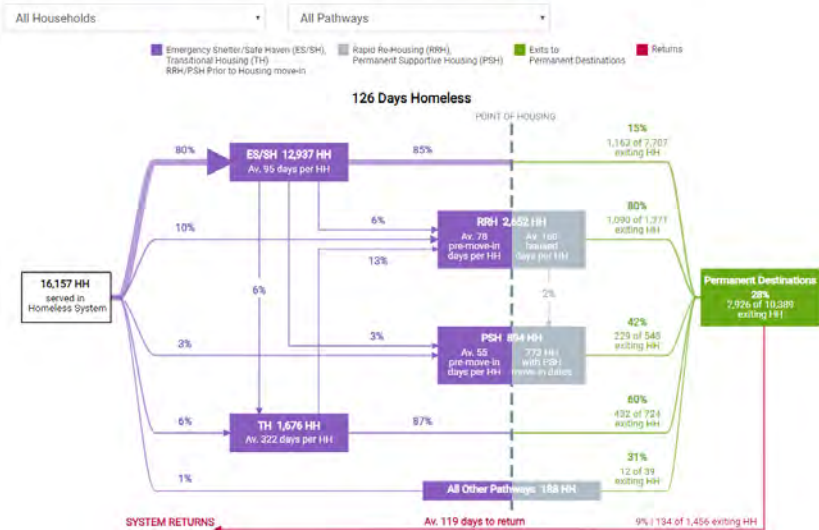
- Exited from an HMIS program to an unknown location within the last 90 days
- Added to the CEA queue and have not been housed or otherwise removed



What is an episode?

System Performance Map

Households use different combinations of project types during the time they are served in the homeless system. These project type combinations are referred to as pathways. Each pathway has different average cumulative days homeless, exits to permanent housing and returns to the homeless system. The system map shows performance for the main project types in the homeless system and can be filtered to show performance for the main pathways.



- A homeless episode begins when a household enrolls in a program or is added to the CEA queue, and ends when the household exits all programs and/or is removed from the queue
- Some households may have multiple episodes of homelessness in a given timeframe
- Episodes help us understand how clients experience the system, and the demand for services



What does it look like to have multiple episodes of homelessness in a year?

SCENARIO 1: A FAMILY

Source: [Facing Homelessness](#)

Profile

A Black/African American mother in her mid-20s with her child.

First Episode

In early March 2018, the family entered the homeless response system when they were triaged in Coordinated Entry and subsequently added to the CEA queue. In late March, the family was taken off the queue because they resolved their housing crisis on their own.

Second Episode

In August 2018, the family returned to Coordinated Entry and were placed back on the CEA queue. Within four days they were referred to a Rapid Re-Housing (RRH) program and enrolled. After two months in the program, the family moved into housing. At the end of 2018, they exited from the program to a rental unit by the client with no housing subsidy.

During their time in RRH, they received help with rent arrears, move-in cost assistance, and rent assistance. Their monthly household income doubled from program entry to exit.



Source: [Facing Homelessness](#)

Profile

A single adult male veteran in his 60s.

First Episode

He entered the system in January 2018 when he enrolled in a Transitional Housing program. His intake records show that he has a long-term chronic health condition and long-term chemical dependency. While enrolled, he received assistance with bus fare or gas money, meals, general case management, and substance abuse and mental health counseling. The day after enrollment, he exited the program to a psychiatric hospital or other psychiatric facility.

Second Episode

He enrolled in a Permanent Supportive Housing program in July 2018, and is currently still enrolled.



Source: [Facing Homelessness](#)

Profile

A single adult Black/African American female in her 50s.

First Episode

She entered the system in May 2018 when she enrolled in an Emergency Shelter. According to her intake records, she has a physical disability, chronic health condition, and co-occurring behavioral health concerns. She is also receiving Supplemental Security Income (SSI) and Medicaid benefits.

After two weeks in Emergency Shelter, she exited the shelter to stay temporarily with family. Because she exited to a temporary location, she was kept on the actively homeless list. However, after 90 consecutive days of no further contact with the system, she was removed from the active list in early August 2018, thus ending her first episode of homelessness.

Second Episode

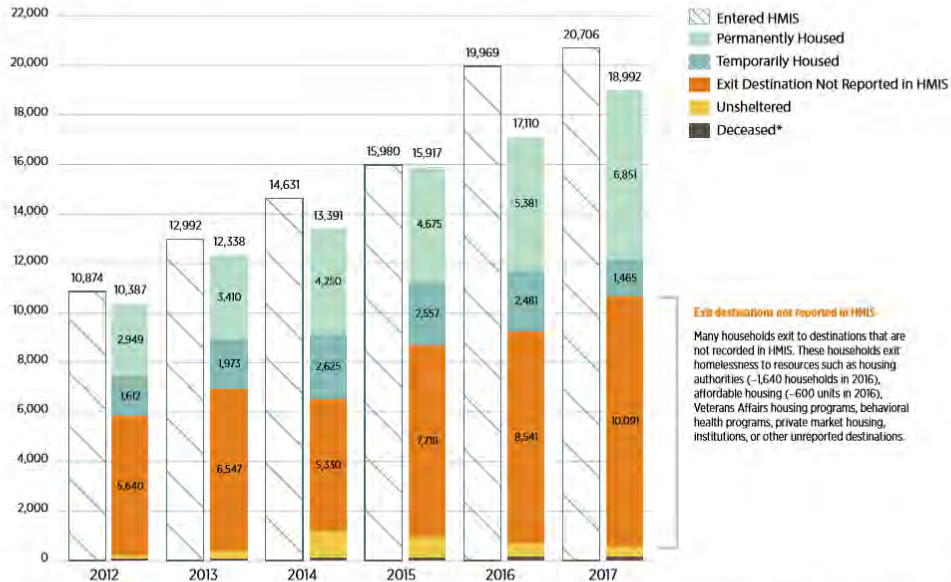
In mid-August 2018, she was assessed in Coordinated Entry at a Regional Access Point and added to the CEA queue. As of December 2018, she is still on the queue.



King County

Number of Households Entering and Exiting HMIS in King County, 2012-2017

Note: HMIS tracks only agencies funded with homeless fund sources. Other systems such as housing authorities help people exit from homelessness but do not record those exits in HMIS.



Exit destinations not reported in HMIS
Many households exit to destinations that are not recorded in HMIS. These households exit homelessness to resources such as housing authorities (~1,640 households in 2016), affordable housing (~600 units in 2016), Veterans Affairs housing programs, behavioral health programs, private market housing, institutions, or other unreported destinations.

Notes

About 30% of clients do not consent to share their identifying information in HMIS. As these clients cannot be de-duplicated, these inflow estimates might be slightly higher than the actual inflow to the homeless system.

**"Deceased" indicates that the head of household was deceased.

** Coordinated Entry for All (CEA) launched in April 2016 and resulted in a large influx of households requesting homeless services (approximately 7,500 each in 2016 and in 2017 YTD).



King County

Number of Households Entering and Exiting HMIS in King County, 2012-2017

Note: HMIS tracks only agencies funded with homeless fund sources. Other systems such as housing authorities help people exit from homelessness but do not record those exits in HMIS.

Only one inflow category



Static image that would not work well on a website

Notes

About 30% of clients do not consent to share their identifying information in HMIS. As these clients cannot be de-duplicated, these inflow estimates might be slightly higher than the actual inflow to the homeless system.

***Deceased* indicates that the head of household was deceased.

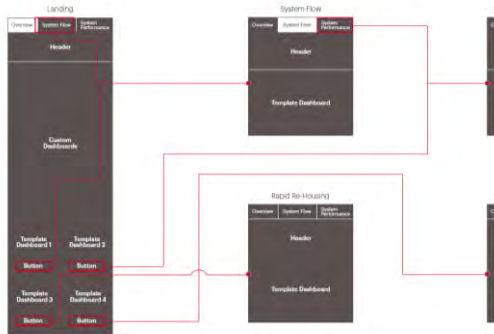
** Coordinated Entry for All (CEA) launched in April 2016 and resulted in a large influx of households requesting homeless services (approximately 7,500 each in 2016 and in 2017 YTD).



Schema DESIGN SUPPORT

Site Map

The system is composed of 6 types of pages: Landing, System Flow, System Performance, Rapid Re-Housing, and Coordinated Entry. Below is a map of how each type is related. The user can navigate the first 3 types through the navigation bar of each page, and the user can view Rapid Re-Housing and Coordinated Entry through buttons on Landing. Details of each type will be specified in "Pages".



Colors

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed magna aliquam. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Hues



Green
#758061
rgb(119, 128, 177)
cmyk(82%, 0%, 6%, 26%)



Light Green
#B8D0C8
rgb(184, 221, 200)
cmyk(17%, 0%, 10%, 19%)



Blue
#6F9EE1
rgb(111, 160, 225)
cmyk(43%, 33%, 0%, 12%)



Brown
#5A5151
rgb(90, 81, 81)
cmyk(10%, 10%, 10%, 65%)



Orange
#E3711C
rgb(227, 117, 28)
cmyk(0%, 44%, 88%, 11%)



White
#FFFFFF
rgb(255, 255, 255)
cmyk(0%, 0%, 0%, 0%)

Greys



Pure Black
#000000
rgb(0, 0, 0)
cmyk(0%, 0%, 0%, 100%)



Dark Grey
#9C9C9C
rgb(156, 156, 156)
cmyk(10%, 0%, 0%, 50%)



Less Black
#231F20
rgb(35, 31, 32)
cmyk(0%, 11%, 9%, 86%)



Grey
#CCCCCC
rgb(204, 204, 204)
cmyk(0%, 0%, 0%, 20%)

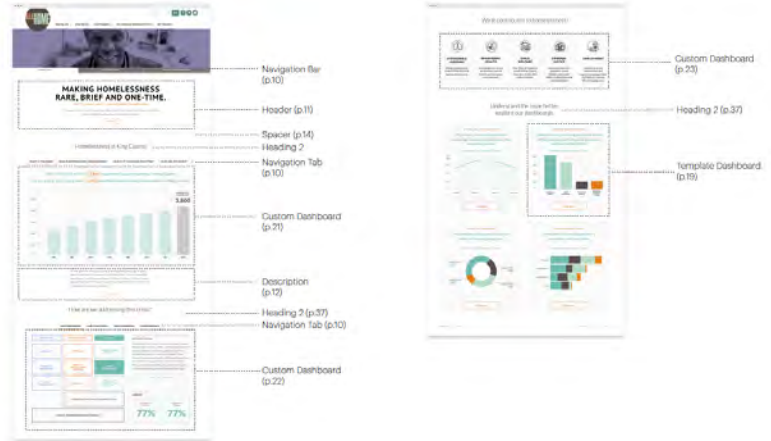


Light Black
#333333
rgb(51, 51, 51)
cmyk(10%, 0%, 0%, 80%)



Light Grey
#DCCDCD
rgb(220, 220, 220)
cmyk(10%, 0%, 0%, 14%)

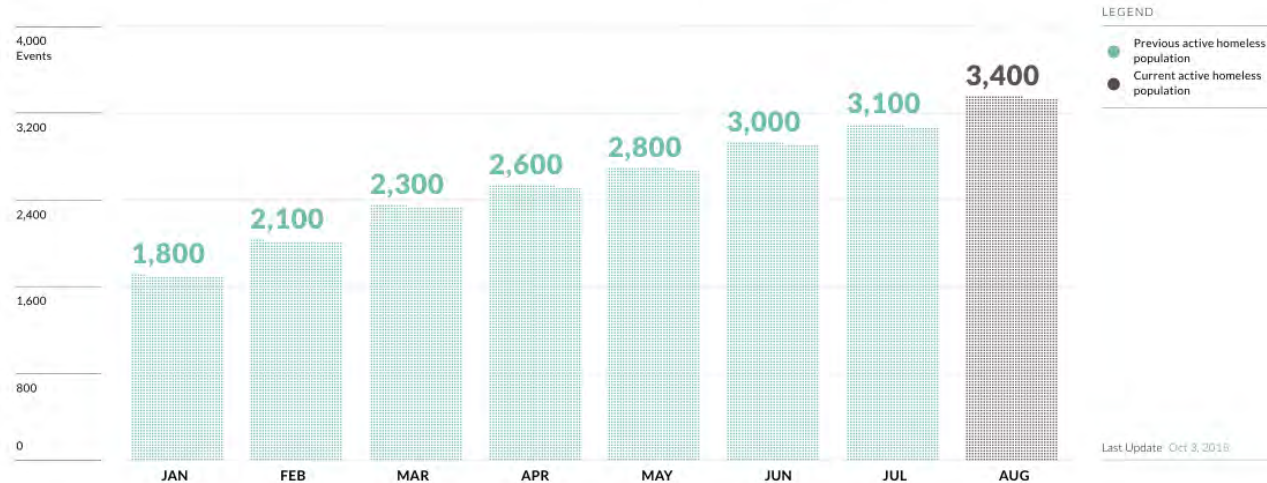
Pages Landing

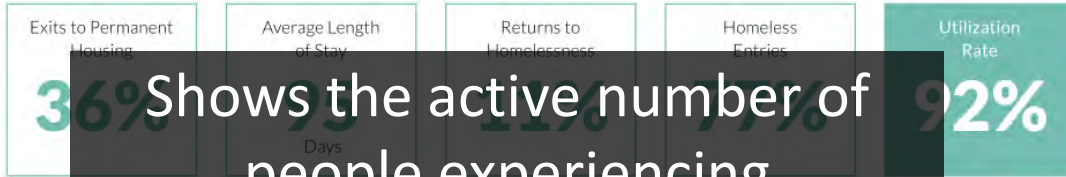




EXPLORE THE DATA

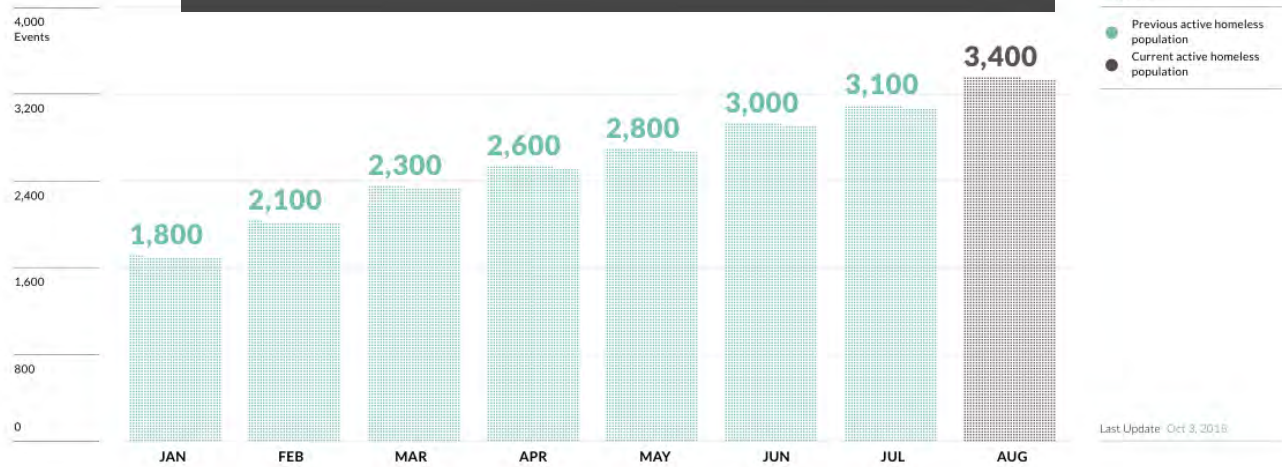
Why the homeless population is growing in King County?





Shows the active number of people experiencing homelessness growing each month

Why the homeless population is growing in King County?





EXPLORE THE DATA

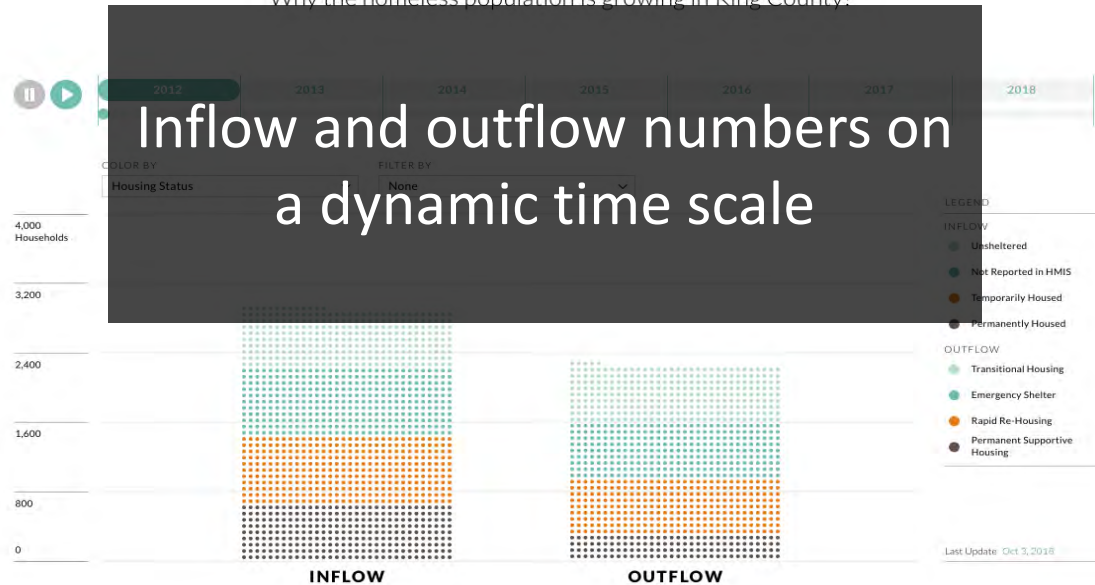
Why the homeless population is growing in King County?

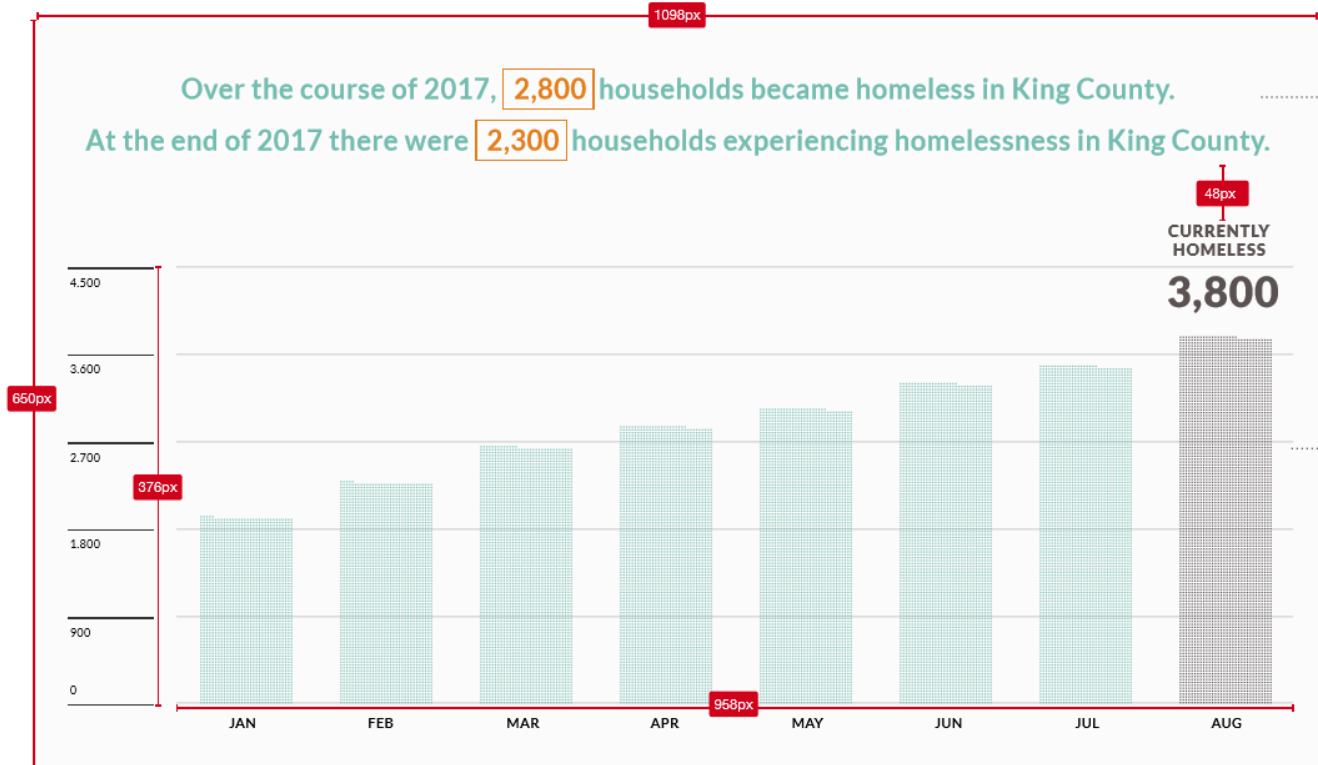




EXPLORE THE DATA

Why the homeless population is growing in King County?







Cannot include the inflow number...

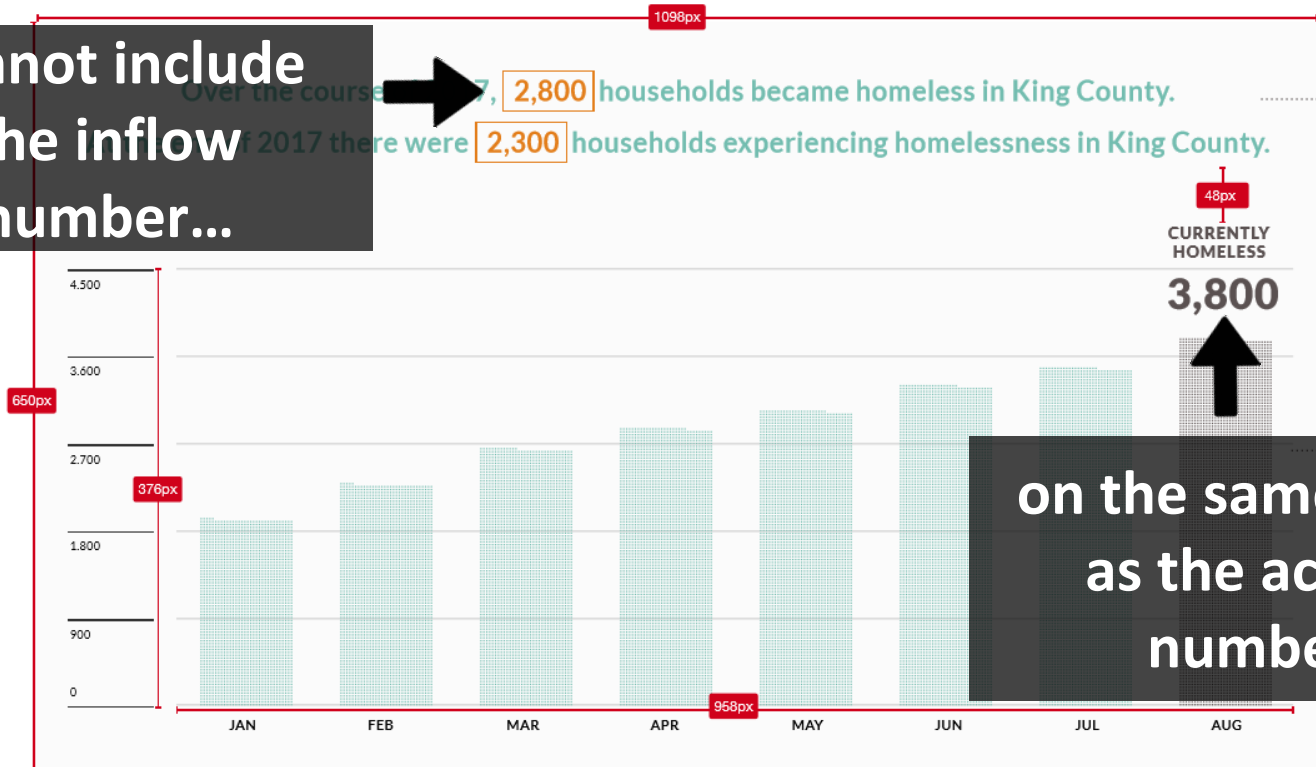


2,800

households became homeless in King County.

2,300

households experiencing homelessness in King County.



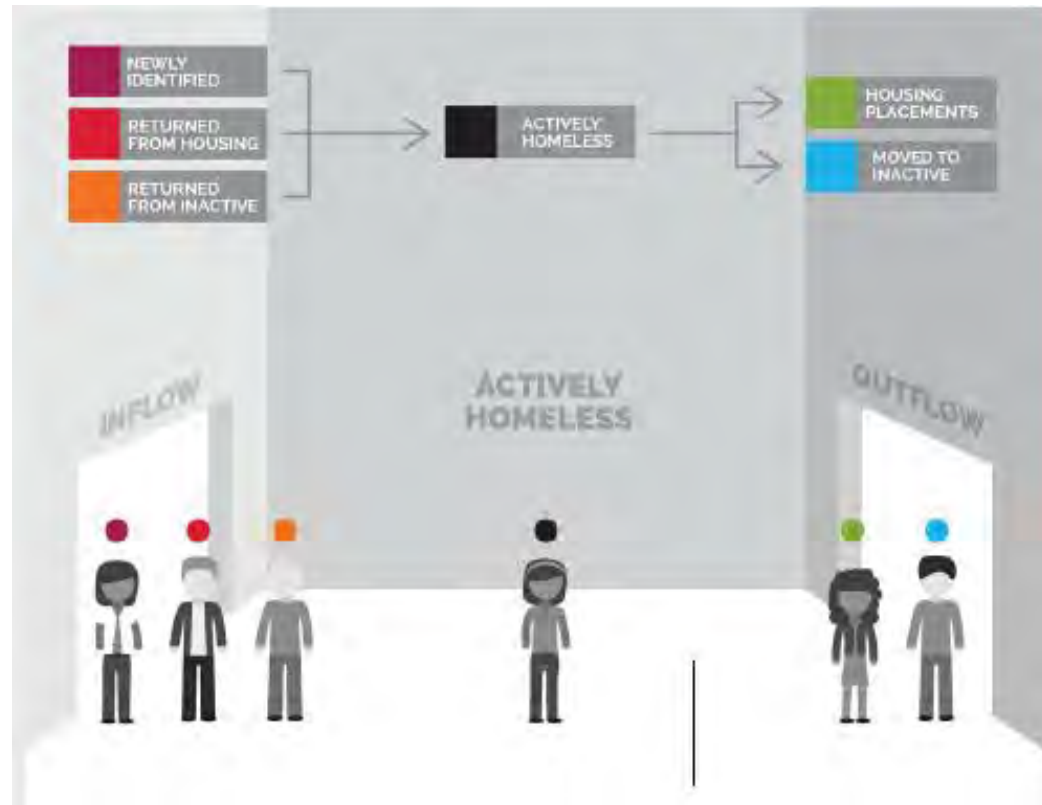
on the same page as the active number



Starting Framework

INFLOW-OUTFLOW-ACTIVE

COMMUNITY
SOLUTIONS



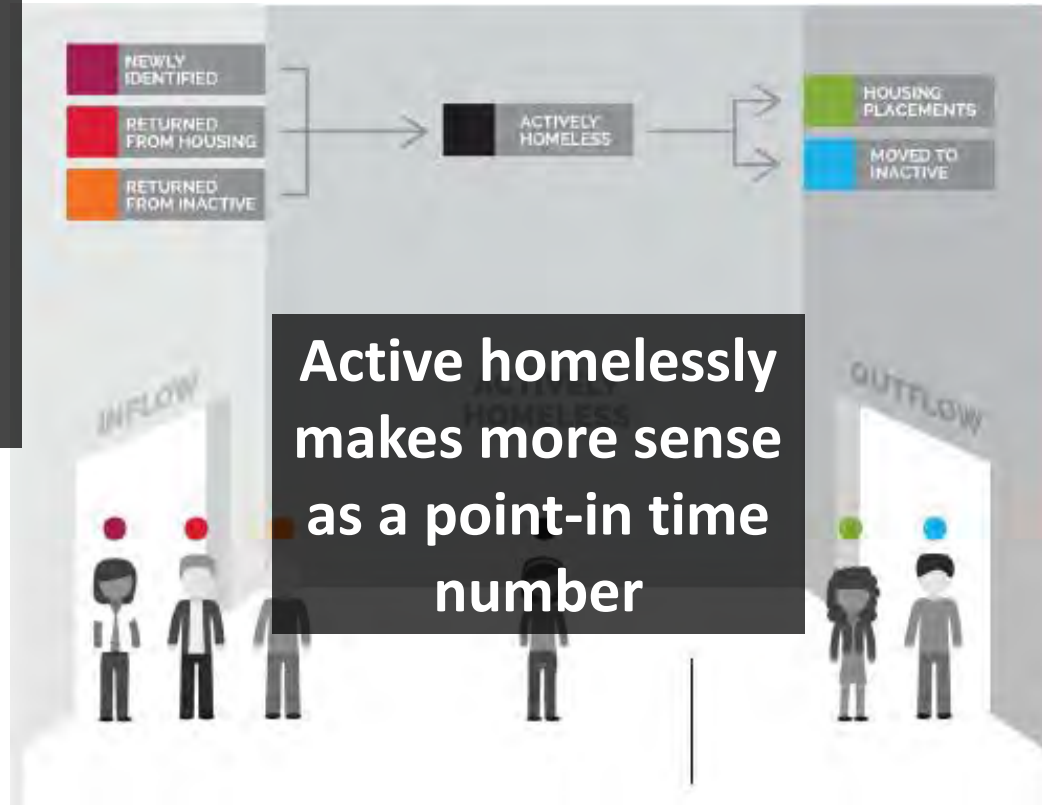


Inflow and outflow are on a larger timeframe (month/quarter/year)

Starting Framework

INFLOW-OUTFLOW-ACTIVE

COMMUNITY SOLUTIONS



Active homelessness makes more sense as a point-in time number



THE FINISHED PRODUCT

New website and dashboard walkthrough

Visit our site at www.allhomekc.org/data-overview/



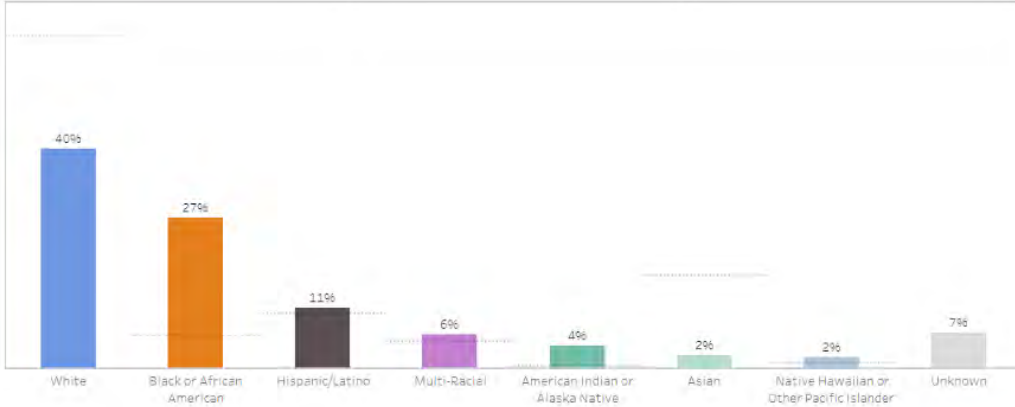
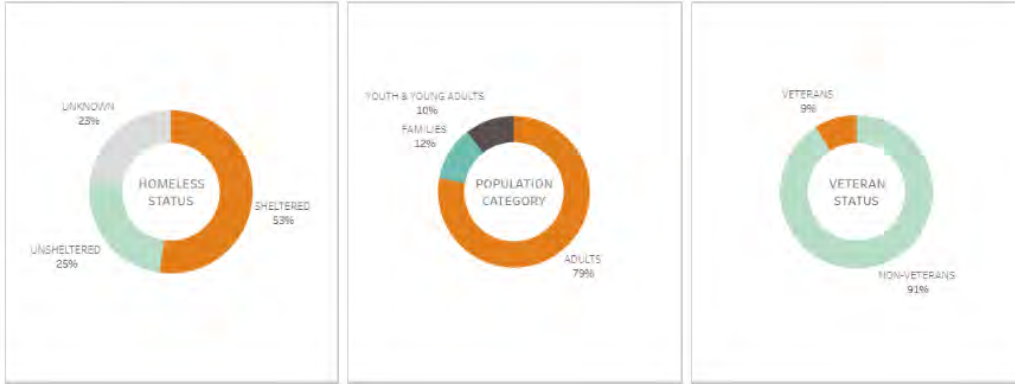
- How many households are experiencing homelessness right now?
- What causes homelessness?
- Why do I keep seeing different numbers (PIT v. HMIS)?
- How many households are you serving?
- How well is the system working?

THE OVERVIEW PAGE

Answering the public's most commonly asked questions

12,027 households experiencing homelessness

received services in the homeless response system on 7/31/2019



1. Data includes households experiencing homelessness and accessing services as captured in Homeless Management Information System (HMIS) on 9/1/2019.
2. Demographic data reflect characteristics of the head of household.
3. Dotted lines represent the King County population according to the 2017 American Community Survey.

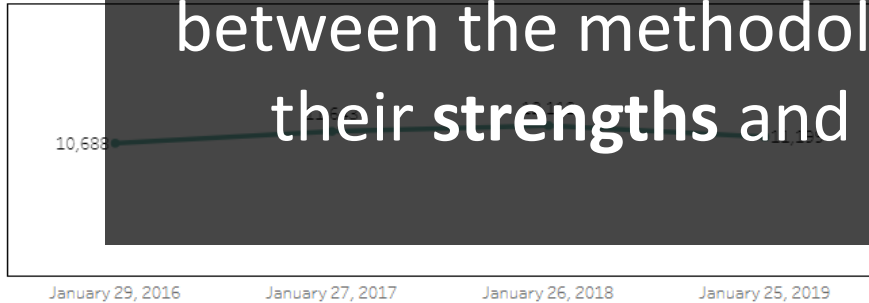
[Learn more about our methodology](#)

The public is most interested in knowing **how many** households are experiencing homelessness at any give time, and **what are their characteristics**

Households accessing services in the homeless response system



Individuals experiencing homelessness identified in the Point-in-Time count



Measuring how many people experience homelessness is challenging, particularly in a large and diverse community. No methodology can provide a 100% accurate count of individuals experiencing homelessness, and any approach inevitably will result in an undercount.

Yet, the Seattle-King County Continuum of Care is committed to improving our measurement strategies. We use multiple methodologies to determine homelessness, and through these different ways we attempt to measure homelessness in our community.

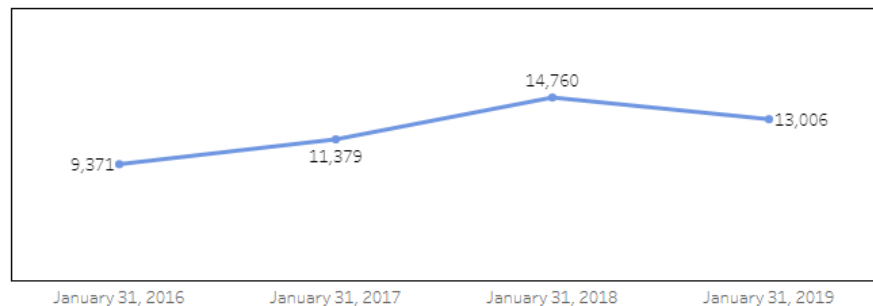
Point-in-Time Count Methodology: A Point-in-Time Count (PIT) is a snapshot on the last day of the month of how many households experiencing homelessness are accessing services from a Continuum of Care. PIT counts are conducted in January, and a requirement of the U.S. Department of Housing and Urban Development for all Continuums of Care.

[Learn more about our methodology](#)

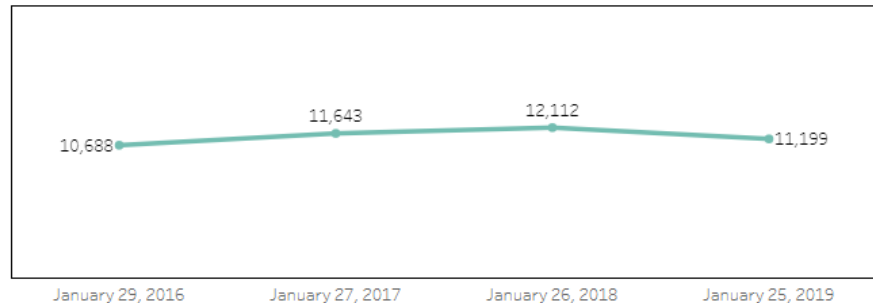
[Learn more about the PIT count](#)

By incorporating the Point-in-Time count into the dashboard, we could educate the public about the differences between the methodologies as well as their strengths and weaknesses

Households accessing services in the homeless response system



Individuals experiencing homelessness identified in the Point-in-Time count



Measuring how many people experience homelessness is challenging, particularly in a large and diverse community. No methodology can provide a 100% accurate count of individuals experiencing homelessness, and any approach inevitably will result in an undercount.

Yet, the Seattle-King County Continuum of Care is committed to improving our measurement strategies. We use multiple sources to better understand this crisis. Below are several ways we attempt to measure homelessness in our community.

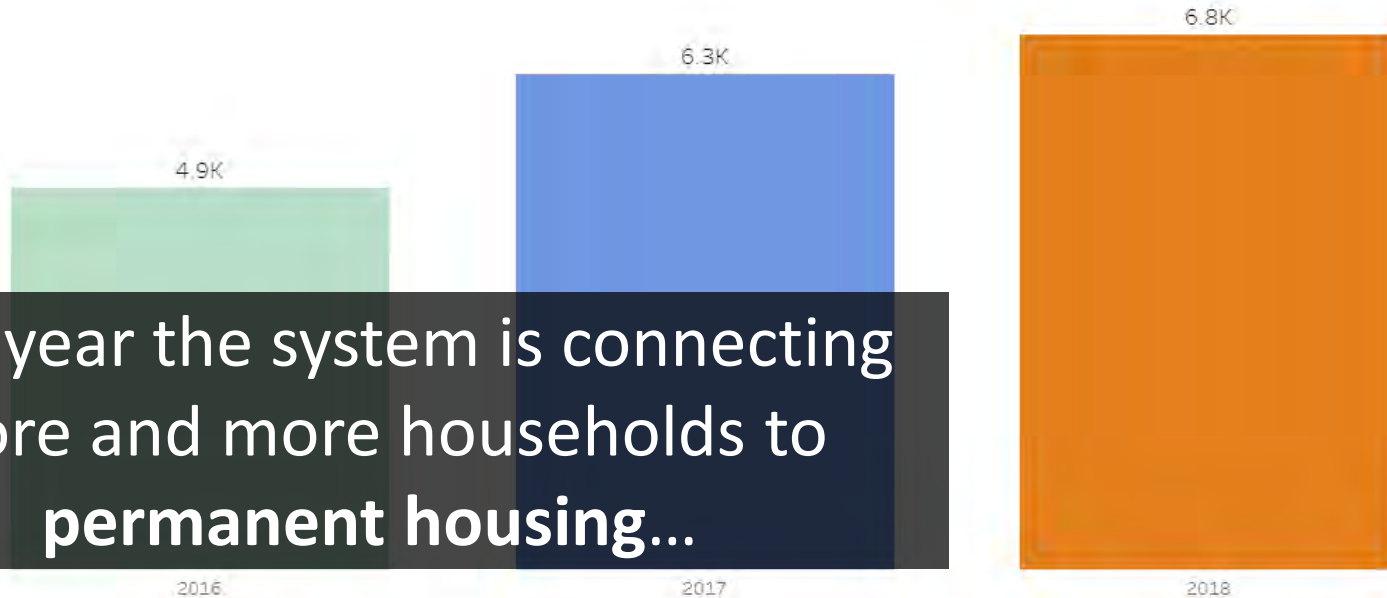
Accessing services in the homeless response system: A snapshot on the last day of the month of how many *households experiencing homelessness* are accessing services from a program participating in HMIS or on the Coordinated Entry for All queue.

Point-In-Time count: Also known as Count Us In, an annual count of *individuals* experiencing homelessness, conducted in January, and a requirement of the U.S. Department of Housing and Urban Development for all Continuums of Care.

[Learn more about our methodology](#)

[Learn more about the PIT count](#)

How many household **exits to permanent housing** are there each year?



Each year the system is connecting more and more households to **permanent housing...**

Source: Homeless Management Information System (HMIS) as of 4/1/2019. Note: a household may experience more than one episode of homelessness in a given year, and therefore may have more than one exit to permanent housing in the same year.

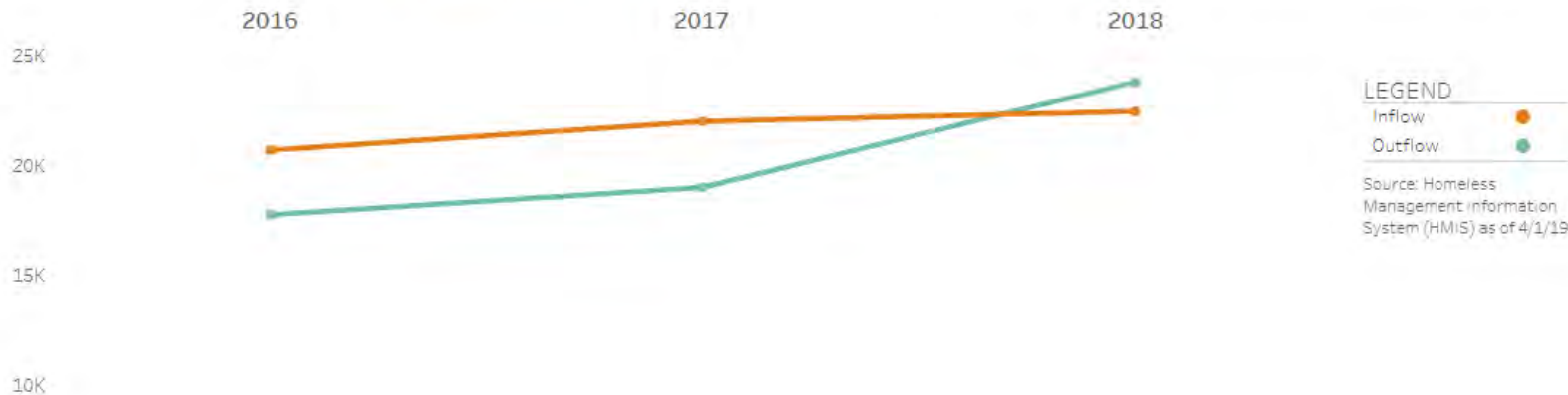
[EXPLORE THE DATA](#)

How many households is the homeless response system currently serving?



... yet our active number is increasing

How many household **entries** and **exits** are there in the homeless response system each year?

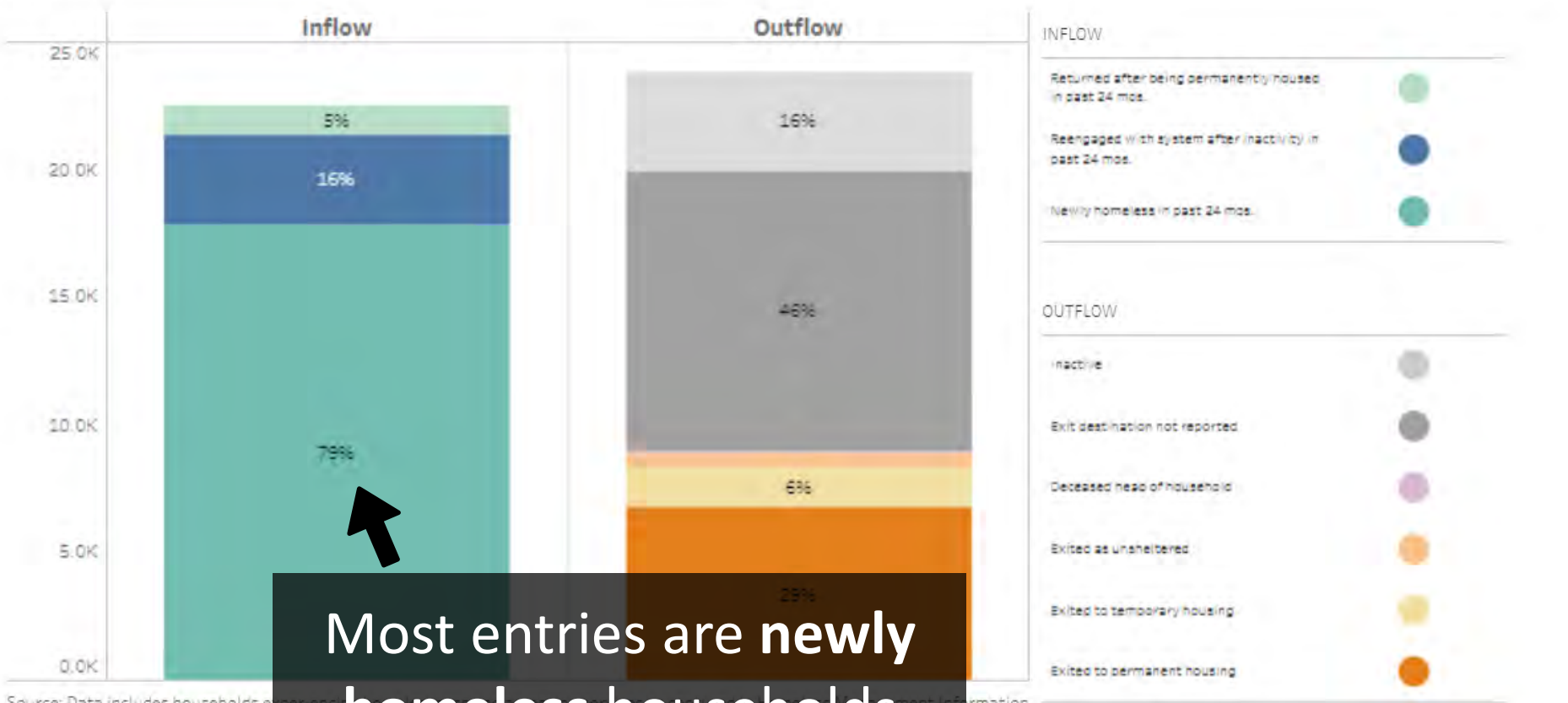


Because the **inflow** – or **entries** – into the system is **increasing faster than outflow**

[Learn more about our methodology](#)

Where do households enter the homeless response system from? Where do they exit to?

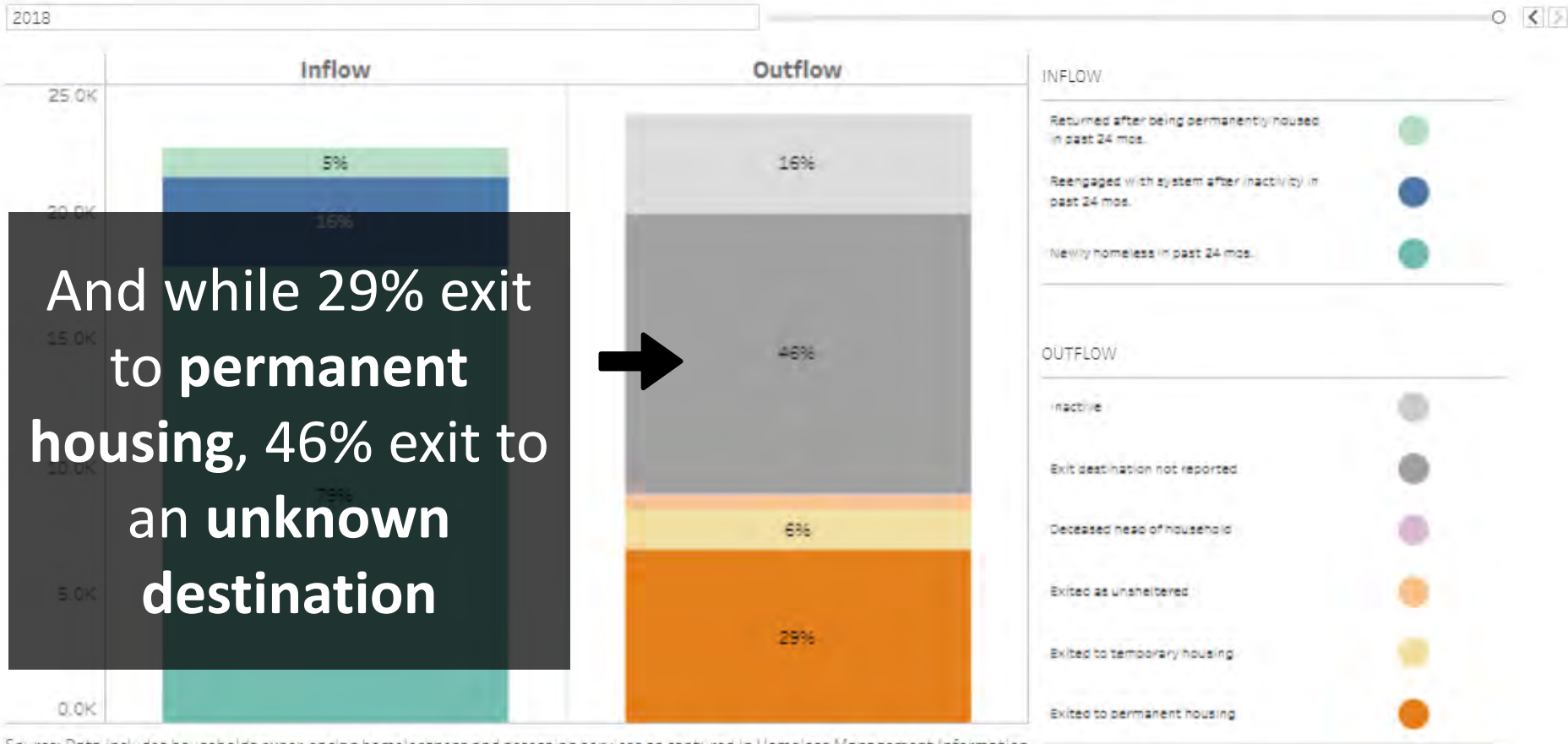
2018



Most entries are **newly homeless households**

Source: Data includes households experiencing homelessness in the Homeless Management Information System (HMIS) as of 4/1/19

Where do households enter the homeless response system from? Where do they exit to?



Source: Data includes households experiencing homelessness and accessing services as captured in Homeless Management Information System (HMIS) as of 4/1/19

How are our programs performing overall?

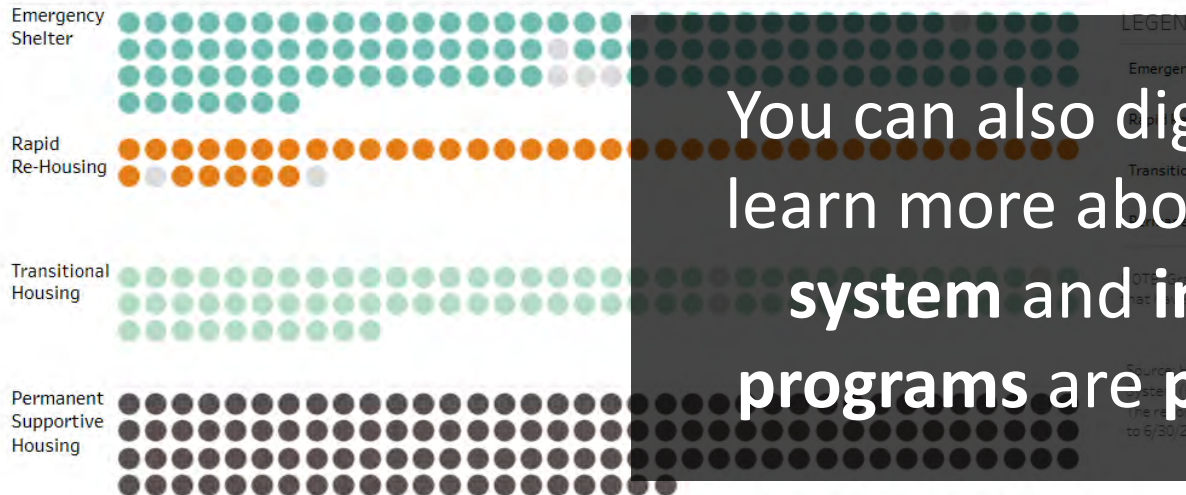
7/1/2018 to 6/30/2019



[EXPLORE THE DATA](#)

Are programs meeting their performance metrics?

PROJECT TYPE: TARGET POPULATION: MEETING TARGET: NUMBER OF TARGETS MET:



You can also dig deeper to learn more about how the system and individual programs are performing

RAPID RE-HOUSING

PERFORMANCE DATA

Rapid re-housing is an intervention designed to help individuals and families to quickly exit homelessness and return to permanent housing. Rapid re-housing assistance is offered without preconditions (such as employment, income, absence of criminal record, or sobriety) and the resources and services provided are tailored to the unique needs of the household.

We provide an in-depth look at
Rapid Re-Housing's system performance — with future plans for **Diversions and Coordinated Entry** dashboards

[Read More](#)

POPULATION

All Populations

Total # Households Enrolled

3,014

Average Move-In Time (days)

84

Average Assistance Duration (days)

152

% Permanently Housed

77%

Returns to Homelessness

6%

[EXPLORE THE DATA](#)



All sections have methodology pages for those interested... and contact information for our team if you have questions!



THE ROADSHOW

Gaining community buy-in and understanding of the data

Community buy-in and review process



Defined
audience



Developed list
of questions
audiences
have



Created site
map putting
public's needs
upfront



Workshopped
with diverse
stakeholders



Prioritized
clarity over
jargon



Developed
FAQs based
on feedback
received



Briefed media
to ensure
accurate
coverage and
data use

Engaging a diverse group of stakeholders ensured clarity and understanding of final product

City of Seattle

King County

Policy and
program
managers

Providers

CoC System
Performance
Committee

The media

People with
lived experience

City/County
communications
teams

Executive and
mayoral staff
and leadership



Homelessness in King County 2019



11,199

people were experiencing homelessness in King County on January 25, 2019.



By the numbers.

2,451

individuals in families with children

▼ 7%

830

veterans

▼ 10%

1,089

unaccompanied youth and young adults

▼ 28%

82 / 1089

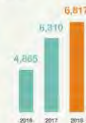
minors

▼ 52%

We are housing more people every year.

17,992

total exits to permanent housing from our system in the last 3 years:



Join us.

Preventing and ending homelessness takes the whole community. Take action:

- Say hello
- Speak up
- Share time
- Rent or hire

For more information on Count Us In, visit AllHomeKC.org

All data from Count Us In 2019 and the King County Homeless Management Information System (HMIS)

In partnership with **slalom**

Debuted new dashboards with the 2019 Point-in-Time Count

Leveraging the two data sources tells a **more complete story** of the crisis and our community's response

PIT dropped 8% as HMIS episodes increased – but we must serve more households, at least in the interim, to reduce homelessness



LESSONS LEARNED

Avoid our mistakes! Your community can do this too.



Bring in the community and
your stakeholders to
understand their needs

Hire to the technical skills
needed and identify the best
technical tools available to you

Plan for sustainability

Don't be wedded to the
technical jargon. Workshop
your language with your
audience.

Start with a standardized design
scheme. Credible design
supports the credibility of your
data.



Bring in the community and
your stakeholders to
understand their needs

Hire to the technical skills
needed and identify the best
technical tools available to you

Plan for sustainability

Don't be wedded to the
technical jargon. Workshop
your language with your
audience.

Start with a standardized design
scheme. Credible design
supports the credibility of your
data.



Bring in the community and
your stakeholders to
understand their needs

Hire to the technical skills
needed and identify the best
technical tools available to you

Plan for sustainability

Don't be wedded to the
technical jargon. Workshop
your language with your
audience.

Start with a standardized design
scheme. Credible design
supports the credibility of your
data.



Bring in the community and
your stakeholders to
understand their needs

Hire to the technical skills
needed and identify the best
technical tools available to you

Plan for sustainability

Don't be wedded to the
technical jargon. Workshop
your language with your
audience.

Start with a standardized design
scheme. Credible design
supports the credibility of your
data.



Bring in the community and
your stakeholders to
understand their needs

Hire to the technical skills
needed and identify the best
technical tools available to you

Plan for sustainability

Don't be wedded to the
technical jargon. Workshop
your language with your
audience.

Start with a standardized design
scheme. Credible design
supports the credibility of your
data.

Next steps



Develop a sustainable in-house data solution



Add new dashboards in alignment with our design guidelines

Diversion
Coordinated Entry
Additional demographic and programmatic breakdowns



Refine and improve inflow/outflow methodology

Incorporate new HUD data standards, particularly with Coordinated Entry event
Explore integrating data from systems beyond HMIS (e.g., VA placements)