Good afternoon, everybody.

0:23
Good afternoon, everybody. Welcome to <u>Data Tells the Real Story</u>. I just wanted to say hello quickly, and we will start in just a few moments. Thank you.

2:37
Good afternoon everybody and welcome to another series in the HOPWA Modernization webinars. Today, we're going to be talking about <u>Data Tells the Real Story: Using Data for HOPWA Modernization</u>. We're happy that you're all with us today for this webinar. First of all, we're going to introduce our presenters here. We have Steve Ellis from The Cloudburst Group, "Welcome everyone." And we have myself, Heather Rhoda, also from The Cloudburst group.

3:10
Before we dig into the webinar, please note that the webinar is being recorded and all lines are muted. We encourage questions throughout which can be submitted in the questions box located on your screen.

3:34
So today the objectives from this webinar.

3:38
Are to assist grantees and project sponsors to have an improved understanding assessing quality data and the importance of using data in planning for HOPWA Modernization and overall program design as using data is critical for HOPWA Modernization as well as overall program design. However, data can only go so far if you can't trust its quality, completeness, accuracy, or if you find out later that all your planning is based on inaccurate and faulty data.

4:15
Having said that once your data is solid, planning will only go so far if you don't know how to interpret the data and don't know what story the data is telling.

4:26
So today the webinar is going to focus on a few key elements: key elements associated with data quality,

4:36
review and explain some non-HOPWA and HOPWA data sources, and resources that might be helpful to you in planning for HOPWA Modernization and overall program design, show examples of how the data sources can be used, and review how HOPWA data tells the story of your program.

5:01
As a reminder remember all of these webinars and the individual T.A. efforts been provided to grantees to support the values that have been established by the Office of HIV/AIDS Housing, OHH at HUD. And, as a reminder those values are no person should become homeless as a result of HOPWA Modernization, all funds should be used to meet the needs of eligible households with no funds recaptured from grants, and Grantees should ensure their program design meets the changing needs of the modern HIV epidemic with the goal of positive health outcomes / reduced viral loads for HOPWA assisted households.

5:50

Next, here we have a quick Save the Date as a preview of Coming Attractions. The next Modernization webinar is titled HOPWA Modernization National Update. That webinar will be taking place on September 29th, 2019 from 1:00 to 2:30 p.m. Eastern time.

6:17

So let's dig in! You are only as good as your data. What does this mean? Well, remember at the beginning, I mentioned the data can only go so far if you can't trust its quality, completeness, accuracy, and then finally find out later that all of your planning is based on inaccurate and faulty data. For example, let's discuss the following: the Office of HIV Housing recently did an analysis on the impact Modernization would have on households assisted with HOPWA based on grantee recorded cost per unit from information that was reported on each communities' CAPER, HOPWA CAPER. Some community's household analysis looked odd because the underlying data wasn't solid.

7:15

So, if the underlying data isn't solid, your projections and HUD projections aren't going to be accurate and this matters.

7:29

So, this is where we arrive at data quality and it's six key elements. What are those elements? Completeness, consistency, conformity, accuracy, integrity, and timeliness. Let's take a look at some examples.

7:55

Data quality. Let's look at completeness. What does completeness mean? Completeness means expected comprehensiveness of reported data, and your data meets the expectations of its purpose. So how do you know this? Well, ask yourself the following, "Is all required information available? Are there any missing data elements?"

8:23

"If so, what data elements are missing?"

8:28

For example, completeness should begin as early as client applications for HOPWA assistance all the way through to reporting and completing the CAPER and any other req- required grantee reports.

8:44

If the reports and grantee reports and project sponsor staff are asking all the required questions on applications. How do you know if the data is complete if using a system such as HMIS? What do your data reports say about missing data fields? How often are those run?

9:09

For instance, are you missing name data fields? Are you not collecting information on date of birth or race and ethnicity?

9:19

Race and ethnicity are specific data elements required for the HOPWA CAPER.

9:31

Let's look at data consistency. What does this mean? Data across the whole system should reflect the same information or should be in sync with larger systems and reports.

9:46
So how do you know if your data is consistent? You could ask yourself, "Does the data seem to make sense?"

9:54
"Is data conflicting with other data that you might have available to you? And if so, why? Does the conflicting data change your analysis?" Here's an example of that. Say for instance your HOPWA program normally serves about 250 households a year with TBRA, and you've done that for the past five years. In year five you notice that your project sponsor's monthly reimbursement forms, your, the sponsors appear to be serving the same number and their monthly spending is on track, but at year-end reporting they report they report serving 350 households with TBRA; so, what does this mean? And are you checking the data for consistency and accuracy?

10:49
Is this data consistent with their reimbursed, reimbursed invoices?

10:55
Is this consistent with your historical TBRA data? Is this data consistent with findings of other housing programs? Are they seeing the same results?

11:14
We talked about, also, data conformity. Data should follow standard definitions such as collection methods, the format in which data is reported, the type of data and questions asked, as well as how they're asked.

11:31
So, ask yourself, "Does data meet requested required format…"

11:38
"…in your grantee policies and procedures?   For reporting requirements, are the project sponsors submitting data in the requested and format…"

11:50
"…you have required? Are similar questions and data elements being asked the same way across all collection methods?" For example, do your intake documents and applications for assistance include sections for collecting household income information?

12:13
HOPWA regulations and rent calculation requirements and other reporting systems include sections for collecting just this information. Are your intake documents and applications asking the same thing?

12:29
There should be conformity in also how questions are asked, what questions are asked from intake through to reporting.

12:43
Accuracy, what does data accuracy mean?

12:48
Well, technically, the degree to which data correctly reflects your community in the work you're doing.

12:56
So, ask yourself, "Does the data represent my community and those that you serve? Does the data represent the work that my HOPWA program is doing? Gf not, why doesn't it?"

13:20
Let's take a look at data integrity; this is the validity of data across all sources.

13:28
Remember when we discussed intake forms and applications? So here we're talking about from intake of household to final report, data can be connected to other data and other data sources.

13:44
Do the intake and application forms all ask all ask the necessary questions tied to data reporting?

13:54
Are all intake application answers being accurately entered and reported? If there are errors, what linkages are missing from data sources - for instance: household information, landlord information, and where are those? Where are the data sources missing from?

14:20
And lastly, we have timeliness. Information reported should be collected within the same timeframe and time period and reported when expected and needed.

14:36
Ask yourself, "Is all data collected for the same time period?" If not, this will skew the data you had if there's an overlap from a different time period. Is data being, is data being requested and reported when expected and required?

14:58
That is the first section. And so, in summary, we covered all of the elements critical for determining data quality: completeness, consistency, conformity, accuracy, integrity, and timeliness.

15:19
But that's not all! What other things can you be looking at?

15:25
There are different data sources for which Steve is going to talk about now.

15:33
As you all know from doing a year's worth of Modernization work and planning as well as years of some great HOPWA work, there are a lot of different data sources available for use in planning for HOPWA Modernization and your program design and not just your own HOPWA data; there's clearly non-HOPWA data. So, to help you navigate the data jungle, let's review just a few data sources for which you might find helpful as part of your program design and Modernization planning.

16:12
On this screen you'll see a list of different data sources and some of the descriptions that you might find in those data sources. Some of these data sources are HOPWA specific, some are not;

some data sources are HIV specific, some are not; some data are housing specific while others are not; but all of these can be used to measure your program's design, your activities, and outcomes as well as use for HOPWA Modernization purposes.

16:47

Many of these sources can be used to determine if your own data seems to be accurate or other programs share some common goals.

16:57

You'll see on the screen some of these, and some of these we will go over in greater detail in the following slides. If you do have any questions about any of these sources or additional sources, please feel free to submit a question in the question box and we will get to them at the end.

17:18

So, for today's webinar, we're going to pull out three examples of data sources.

17:25

Some of these examples will help you compare your program to the greater community in which you live; others will help you compare your activities to other housing activities, but all will help you analyze your program. In particular, we will focus on the American Community survey, COC program awards, as well as taking a deeper dive into your HOPWA Consolidated Annual Performance Evaluation Report, also known as the CAPER.

18:00

And we certainly hope everybody on the call knows what the HOPWA CAPER is; i'm sure you all do and have a lot of fun completing it as well.

18:14

The American Community Survey: it's a pretty fancy name, but what is the ACS? The ACS is an annual survey that supplements the Census that occurs every 10 years that provides vital information to the United States about information of what's going on. Some of this information includes data about Veterans, renters, disability status, occupancy rates, and vacancy rates. This data, which is updated annually, helps inform how more than six hundred seventy five billion dollars per year in funds are distributed to states and localities.

19:03

But how can you use the ACS for Modernization planning and program design? I'm sure you're asking that, and I'm, we're glad, you're asked. I can't wait to hear how. So, some ways that you can use the ACS is to compare known, your known HOPWA population versus the greater community, and we'll will show example of that, as well as to take a deeper dive into your community demo- demographics and help identify any potential gaps in the population you're serving.

19:40

So, this chart shows one example of demographics within a certain locality. As you will see on the left, the ACS breaks up its data not only by year so that way you can get a historical analysis but also can get quite in-depth, particularly when it comes to demographics. So, these two charts that we have included show not only the sex of the population in this locality but as well as the age. So, some questions that you can ask yourself are, "Do the demographics of your HOPWA population or the people living with HIV/AIDS in your community match the greater community?"

20:25
"If not, why?" There could be very reasonable explanations why those with HIV or those being served with HOPWA do not match the demographics of the greater community, but if not, you should ask your question, ask yourself some questions to make sure there's no structural reasons for a gap between people living with HIV and HOPWA data and the greater community.

20:52
If they do not match, are certain subpopulations currently being underserved? Or, of particular interest to your program, how have the demographics of your community changed and how is that affecting the populations that you are serving with your HOPWA dollars?

21:11
With this information, there's a few things you could do.

21:16
For example, if you're seeing an increase in HOPWA, funding this might help guide where you design- decide to provide additional services or additional outreach to those least likely to apply for HOPWA assistance.

21:33
If you're seeing a decrease in HOPWA funds, you could use this data to help target your resources and activities to those with the greatest need or those that would have the greatest impact.

21:51
On the next page you will see information also from the American Community Survey about utility data in a locality.

22:02
So, on this particular screen, you will see not only does it list out the types of utilities on one column, but it also breaks this out by different types of occupancy, including owner-occupied or renter occupied housing. So, a chart like this might help you determine what are the common utilities in your area for which you are serving and, more importantly, is this information consistent with the TBRA or STRMU program participant paid utilities?

22:42
Is this information consistent for request for utility assistance that you see not only in your programs but in file reviews as well as questions from any of your project sponsors? So what do you do with these numbers? What is this data telling you about your program?

23:02
For example, if you're seeing an increase in funds, this information might help you plan for expanding the use of STRMU funding to cover the cost of utility assistance requests not previously provided or to expand knowing what maybe a historical trend is looking like for utilities in your area. If you're seeing a decrease in HOPWA funding, this information may be key in how you target where your STRMU

23:32
resources are used first, and where to look for leverage resources to help meet household need. Those are some great uses of the ACS survey.

23:49

To move on to our next source, we're going to go over some of the COC data sources that you might be able to use. Once again, I'm sure that you're all on the edge of your seat asking how you can use COC data sources for program design and Modernization planning. A few things that you can do that will cover is to compare an inventory of funded programs in your area against your HOPWA funded programs and activities, as well as you can use COC data sources to take a deeper dive and to help identify duplications or gaps in the types of services offered in your community.

24:32
And for those who may not be aware, COC is a term used for your local Continuum of Care Planning Group for which, um, they receive funding for, um, HUD funded programs for people experiencing homelessness.

24:54
So, on this particular slide, you will see information from a COC funded data source that lists out some potential housing resources in your area funded by the Continuum of Care. With information like this, some questions you can ask yourself, "Are there other HUD funded programs in your area?" Clearly from this information,

25:20
you can see that there are. You can also help to start to determine what kind of programs are they. Is that permanent housing? Is it transitional housing, or is it a COC funded activity that might just be Services Only? Information like this would be apparent on a database and would help to drive you to seek further information.

25:45
You can also help try to figure out if the programs are facility or tenant-based from this information. You can help identify gaps and determine if you should fund new activities in your area without duplicating services if those services aren't needed.

26:03
For those of you seeing a decrease, this might help you determine what particular HOPWA funded activities you prioritize when trying to determine what activity should be funded first.

26:21
Those were two examples of non-HOPWA related data sources, and how you can look at those information to help decide what you should do regarding HOPWA Modernization. Now, we will pivot some to the HOPWA Caper, which as Heather mentioned, I'm sure you are all well aware of and greatly enjoy filling out every year. But for those of you who may not have filled out a CAPER yet, at its simplest, the CAPER report is an annual aggregated report on program accomplishments, outcomes, outputs, and HOPWA funds expended in your area for a particular operating year.

27:01
It is worth noting for those of you who have not done a CAPER, this is done annually and is due 90 days after the close out of your operating year. So, therefore, it is a good example of the activities and dollar spent on a year by year basis.

27:23
So, instead of just giving you a bunch of data or asking you to look at your own data and to try to solve a problem going on in your community, let's talk about some of the ways you can apply

your CAPER data and what you do with it. With the CAPER data, you can evaluate your project sponsor outcomes and outputs; you can assess trends, particularly comparing data over multiple years;

you can help identify potential gaps in community services based upon what activities you fund and do not fund. This can help provide consistent and reliable data to other organizations in your area, particularly when you are looking to leverage resources, and this also helps tell a story about your program. Sometimes having numbers are a good way to backup all of the good work that you know that your community is doing and trumpet to your supervisors and to the powers that be, so having numbers behind it is a great way to share that information.

A few other examples of what you can do with your CAPER data which we'll get into is helping to determine a per-unit cost to help plan for potential, potential units or households, either to expand your program or households that need to be transferred to other programs.

You can use CAPER data to compare types of housing service categories to see which ones are producing the best outcomes and to help inform your program design changes. You can use your CAPER data to compare Supportive Services used, the cost of those services, and potential outcomes to determine which services to fund and which one should be leveraged.

That's a lot of big picture information, so let's dive into some examples of CAPER data and what you can do with it. That's great. And this is even a great point to reinforce the discussion. We had previously talked about data quality and the six key elements associated with data quality because this is a process, recording process that you're required to do as a grantee and a process for which you can certainly control the quality of your data, but first you need to be reviewing your data and looking at it regularly to make sure you're hitting on the six key elements we talked about regarding data quality.

So, with that in mind, let's look at the chart table housing subsidy assistance, which is a chart that's fairly early in your CAPER. Now as Heather mentioned, we do want to assume that the data that we are using meets all six key elements for data quality. So, data in this section should include reporting on every household in each separate activity and including all costs associated with delivering that activity. For example, TBRA costs include the housing assistance payment, or HAP, any utility reimbursements to a utility company or household,

staff time for qualifying households for TBRA, completing rent calcs, habitability or HQS inspections, and overhead costs for doing other direct TBRA activities such as office space phone and internet.

So, assuming that the data that we use meets these key elements including having all necessary households and financials included, you can look at this information and clearly determine what housing activities you perform and which you did not perform. But you can ask yourself the question, "Why? why did we determine that we should do TBRA and not permanent housing facilities?"

31:38

Making sure that you can look at your data to make sure that your housing activities match your community need. So, have you done a community needs assessment or look at the community needs assessments of other programs and does the activities you find match up with that? And from this, you can also help determine what activities should be expanded, should any be changed, should any be leveraged? Determining a cost per unit for some of these activities is a great way to determine some of those questions such as if the activity should be expanded change or leverage to another resource.

32:22

The next chart will help tell the Supportive Services story. So you will see the CAPER chart that breaks down the different and most common types of HOPWA funded Supportive Services. Data in this section should include reporting the number of households who received each type of Supportive Service and HOPWA funds expending, expended on providing those Services, which include things like staff costs for, associated with, qualifying households for Supportive Services, as well as some of the overhead cost we previously mentioned. So, what information can you obtain from and do with this data? What does this data tell you about your program and about Modernization planning for your community?

33:11

Some of the questions, clearly, that you should ask is, "What Supportive Services did you do and which did you not do? And, more importantly, why?"

33:21

To make sure that they're, all the accurate data, is all your data accurate to make sure it includes all the assisted households and relevant costs.

33:31

But to really focus on bigger picture ideas such as do the Supportive Services you fund actually match your community need? And, once again, should any of these activities be expanded, changed, or leveraged to other resources?"

33:52

Looking at STRMU, Short-Term Rent, Mortgage, and Utilities, and the story that can be told from that information. Data included in this section should include reporting on the number of households who receive STRMU assistance for each particular activity,

34:11

and all the funds expended on providing those services including, and you will see on this chart in particular, direct program delivery costs are pulled out.

34:23

So, what can you do with this STRMU data? You can help determine how STRMU assistance was utilized by households. You can help to make sure that do your, do your STRMU activities match to community needs, particularly when you compare not only against questions or applications that come through from your project sponsors, but also, also outside data sources such as Ryan White or the ACS data. Once again, being able to break this up by particular assistance line such as mortgage, rent, or utilities can really help you determine if any activity should be expanded, changed, or leveraged. So, when looking at each of these activities, it's worth determining how many applications were submitted for each type of assistance.

35:17

So, for example, if your program only did four or five STRMU applications for mortgage assistance, is that something worth spending your time and program design on looking to leverage that out? Or is it worth digging into the activities that are used most common by your households?

35:38

Great point. You'll see here some information about your housing stability. Housing stability is one key factor in determining client outcomes as well as your program outcomes. A more stable household leads to better outcomes for their health and well-being.

36:02

So, by looking at this chart, not only are you reporting on the total number of households that are served with TBRA, but you are reporting on those who continued on the HOPWA program and where those households that moved on where they went.

36:20

So, from this information, you can help determine how many households remained on TBRA. But, to go beyond that, you should ask yourself,

36:29

"Why? Why did those households on TBRA stay on TBRA? Is there something to be said about a large number of those who came off or a large number who stayed on? If they did exit the TBRA program, did they exit to a particular outcome, hopefully stability, and if so, how can that be replicated for future households?"

36:57

You can use information like this to also, to also help leverage resources and community partnerships by showing your stability rate and the great work you're HOPWA program is doing. For instance, a local public housing authority. Say, for instance, you're looking to leverage Housing Choice Vouchers as, perhaps, you might be experiencing a decrease in your HOPWA funding for those individuals who have long-term stability on HOPWA TBRA; this may be a plus in a great beginning conversation with a local public housing authority - consistent housing stability means less turnover, less administrative burden, and hopefully great record of tenancy and lasting landlord relationships.

37:50

This can be very, very appealing when you're looking to leverage additional types of mainstream affordable housing resources. And thank you Heather, that is a great example of how you take one particular chart in the CAPER and apply that to a real-world example, particularly when you're looking at leveraging a resource such as HCV voucher. One of the most common data sources that, I think, many HOPWA communities are looking at, particularly those seeing decreases, comes down to area median income. So, this particular chart breaks up the household served by area median income categories. So, what does this data tell you about your program, and what does this data tell you about Modernization planning in your community? So, for example, maybe your community is considering targeting assistance to households, households whose total household income is at or below 50% area median income, or AMI.

39:02

First thing to do before figuring out if this is something that your program should do is review your data.

39:09

And it's very possible that a majority of the households you're currently serving are already at or below 50% AMI. So remember, though, if you are going to think about restricting AMI in your area, you must seek HUD approval through your annual action plan as well as we would recommend contacting your technical assistance provider for additional information on how to do that.

39:43

I don't see any questions at this point. I'll keep checking the question box or the chat box. Here we have, on the next slide,

40:01

are additional resources. Of course, if you all, if you have any additional questions regarding use of data different data sources on how to ensure that your data is a good quality and meets the six elements as we did, we discussed previously, please reach out to your assigned Technical Assistance firm. In addition, as always, the HOPWA Ask-A-Question desk is also available.

40:34

Another thing to, another item to point out are the HOPWA performance profiles. These profiles are published quarterly and listed on the HUD Exchange at the link provided here. And this is very good, valuable information about the HOPWA program at the national level, but also at the indiv- individual grantee level where you can see illustrative view of your HOPWA program, and it is important for you to take a look at that, at least quarterly, to ensure that the information on the profile is accurate and is telling the story you think it should about your HOPWA program. And also, the HOPWA CAPER form,

41:27

it's listed here at the link provided on the HUD Exchange. And I'm sure you're all well aware of where to find the HOPWA CAPER.

41:38

And this is just a reminder and a save-the-date of Coming Attractions: the HOPWA Modernization National Update webinar taking place on September 29th, 2019 from 1:00 to 2:30 p.m.

41:53

And in summary when using data to plan for HOPWA Modernization, please ensure that your data is meeting the six key elements we discussed. As a reminder those are: completeness, consistency, conformity, accuracy, integrity, and timeliness. In addition, you can also use HOPWA data sources we discussed during this webinar for Modernization planning as well as the non-HOPWA data sources we talked about; that will ensure that you are thinking about your programs strategic- strategically and in hopes to maintain or redesign your program effectively.

42:43

All this to assure that your program is telling the story that it wants to tell.

42:52

I don't see any questions. If there are no questions, I think we can we can end this presentation. And again, we thank you for being with us, and we appreciate your time and attention. Thank you very much. Have a great afternoon.