USING BASELINE DATA TO SET OUTCOME GOALS WITHIN LOCAL HOMELESSNESS ACTION PLANS
Welcome & Introductions

Introductions

Attendees will be muted. Please ask questions in the chat.

There will be time for questions about baseline data and goal-setting during the webinar.
**Purpose:**

- Review HHAP-3 application requirements
- Provide examples of how grantees can use the “Baseline Data for Outcome Goals” spreadsheet to set their Outcome Goals within their Local Homelessness Action Plans

**Agenda:**

- Overview of Local Homelessness Action Plans requirements
- Overview of Outcome Goals within Local Homelessness Action Plan and Baseline Data
- How to Use Baseline Data to Set Outcome Goals
Local Homelessness Action Plan
Overview
✓ **Landscape Analysis of Needs, Demographics and Funding**
  - Local Landscape Analysis
  - Identification of the Number of People Served
  - Identification of Funds Used and Budgeted to Provide Housing and Services

✓ **Outcome Goals and Strategies for Achieving Those Goals**
  - Baseline data provided by Cal ICH
  - Focused on System Change

✓ **Narrative Responses**
  - Information on Regional Coordination, Capacity Building and Equity Efforts
  - Alignment with local action plan goals and strategies

✓ **HHAP-3 Funding Plan**
  - Description of how HHAP-3 funds will be used
Agendizing Requirement

✓ Must be on the agenda at a local governing board meeting

✓ Available for Public Comment

✓ Content presented may be “draft” content

✓ Taking Formal Action is **NOT** Required

✓ Adopting Content is **NOT** Required

✓ Submit Copy of Agenda with HHAP-3 Application
Outcome Goals

Applicants will Set Outcome Goals and Describe Strategies for Achieving those Goals

- **CoC** goals – applicants should work with their CoC to set goals.
- Goals and strategies are intended to **reflect system-level efforts and outcomes**, not HHAP-3 funded activities alone.
- Recipients who achieve Goals will be eligible for bonus funding.
- Bonus funding includes all recipients within the CoC.
Resources to Support You

✓ Baseline Data for Outcome Goals spreadsheet (emailed to applicants)

✓ Companion Guide with Crosswalk and Glossary (emailed to applicants)

✓ Baseline Data Technical Webinar (forthcoming in April)

✓ Drop-in Hours (starting in April)

✓ Individualized Technical Assistance

✓ Tell Us What You Need
Overview of Outcome Goals and Baseline Data
What are Outcome Goals?

The Outcome Goals within the Local Homelessness Action Plan specify the amount of change that is expected to occur on each of six performance measures related to preventing and reducing homelessness as well as how those goals apply to disproportionately impacted populations.

Goals should represent achievable progress from the Baseline Data period (CY 2020) through June 30, 2024.

Goals are set and performance will be measured for the CoC geographic area.

City, County and CoC applicants should work together to set shared outcome goals for the CoC.
Outcome Goals Performance Measures

- Reducing the number of persons experiencing homelessness
  - Annual number of people accessing services who are experiencing homelessness
  - Daily estimate of number of people experiencing unsheltered homelessness
- Reducing the number of people who become homeless for the first-time
- Increasing the number of people exiting homelessness into permanent housing
- Reducing the length of time persons remain homeless
- Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing
- Increasing successful placements from street outreach

Separate equity-focused goals must be set for improving outcomes for any underserved and/or disproportionately impacted population(s) in relation to all six Outcome Goal Performance Measures.
Provide HHAP3 applicants with baseline CY2020 data at the CoC-level and additional information to help develop Outcome Goals and determine HHAP investments that will maximize impact.

- Baseline and detail data generated from each CoC’s HMIS upload to HDIS.

HDIS Measures are similar to HUD’s System Performance Measures (SPM) but modified to meet California’s statutory requirements for HHAP-3.

- Street Outreach and other non-residential projects (e.g., coordinated entry, services only, day shelters) are included in measures to ensure that people experiencing unsheltered homelessness are included in the data.
- Refer to Crosswalk of HDIS-based Performance Measures to Federal System Performance Measures document for a more detailed comparison of each measure.
Timeline of Baseline Data & Outcome Goals

Baseline Data Performance for Calendar Year ending 12/31/2020

Outcome Goal = Change Expected by 6/30/2024

Change will be measured based on comparison of CY2020 versus FY2024 performance rates

Baseline Data Period

Performance data for CY2018 and CY2019 are provided to show historical changes in annual performance from year to year
Overview of Baseline Data Spreadsheet

▪ Glossary: Tab with detailed descriptions of each measure and definitions of key terms.

▪ HHAP-3 Table 4. Outcome Goals: Copied from the Application Template. Baseline data is populated in this tab.

▪ CY 2020 Baseline Data for Goals: Includes 2018, 2019 and 2020 data with the percent change over those three years.

▪ Measure 1-7 Details: Tabs show further detail and breakouts by population and/or project types for each Measure.
How to Use Baseline Data to Set Outcome Goals
Using Baseline Data to Set Outcome Goals

▪ Use baseline data and community context to set goals and determine best investments and identify strategies to reach those goals.

▪ CY 2020 data will be impacted by the pandemic – look at trend from prior years (CY 2018 and CY 2019) to see how CoC was performing prior to the pandemic.

▪ State and federal recovery funding may impact CY 2020 baseline data and what resources will be available during the Outcome Goals period.
Using Baseline Data to Set Outcome Goals

- To set the goals think about the data in four ways:
  - What does the historical data tell me? What trends can I see in the prior performance data?
  - What does the baseline data say about where we are? Is there anything happening right now (new programs, changes in evictions, etc.) that would change it?
  - How much can we change our system – with the money and time and political will?
  - Goals are interrelated and performance on one goal will impact performance on other goals.
Goal-Setting Process

Examine Data  Interpret  Strategize  Goal
Goal-Setting Example: Measures 1 & 2

Baseline Data: Both first-time homelessness (Measure 2) and total number of people experiencing homelessness in 2020 (Measure 1a) are increasing.

Examine detail tab: Newly homeless are a large proportion of total number of people experiencing homelessness (Measure 1a). Returners have not increased as fast as first-time homelessness.
Goal-Setting Example: Measures 1 & 2

**Interpret** based on community knowledge:
Prevention programs are not targeting people most likely to become homeless. Evictions and cost-of-living are increasing.

**Strategize**: Prevention programs should better target people likely to become homeless, including households in doubled-up situations or facing eviction. Invest in resources to better identify who is most at risk.

**Expected Outcome**: Reduction in first-time homelessness and the total number of people experiencing homelessness.
Goal-Setting Example: Measures 3 & 5

Baseline Data: System exits from homelessness to permanent housing have decreased since 2018. Returns to homelessness are flat instead of decreasing as desired.

Examine details: System exits from ES to permanent housing have decreased while exits to temporary and unknown destinations have increased. Return rates from ES have increased but remain low from RRH.
Goal-Setting Example: Measures 3 & 5

Interpret: More people are exiting shelter to unknown destinations or to temporary housing. Rapid Rehousing projects are not funded enough to keep up with the demand from people exiting emergency shelter who may benefit from RRH.

Strategize: Increase funding for Rapid Rehousing projects so they can reach a larger proportion of people leaving Emergency Shelter and provide more rental assistance and support services to help people maintain housing after exiting from the homelessness system.

Expected Outcome: Increase in exits to permanent housing and decrease in returns to homelessness.
Goal-Setting Example: Measure 4

Baseline Data: Length of time homeless has increased significantly in recent years.

Examine: The average number of days between enrollment and housing move-in in Rapid Rehousing and Permanent Supportive Housing projects is increasing.
Goal-Setting Example: Measure 4

Interpret: Housing programs are taking a long time to house people. Explore data quality to ensure that move-in dates are accurately captured in HMIS. Explore with RRH and PSH providers what are the barriers to housing move-in.

Strategize: Consider increasing staffing ratios, providing landlord incentives, or landlord outreach campaigns to speed up housing placements.

Expected Outcome: Reduction in average length of time homeless.
Q & A
THANK YOU

Cal ICH Website: https://www.bcsh.ca.gov/calich

Send Questions to: HHAP@bcsh.ca.gov