

Leveraging Data Locally

*Utilizing data and data visualizations to
empower community action work*

Traffic Sources Overview



Direct Traffic
3,097.00 (40.49%)
Search Engines
2,910.00 (38.04%)
Referring Sites
1,642.00 (21.47%)

Map Overlay

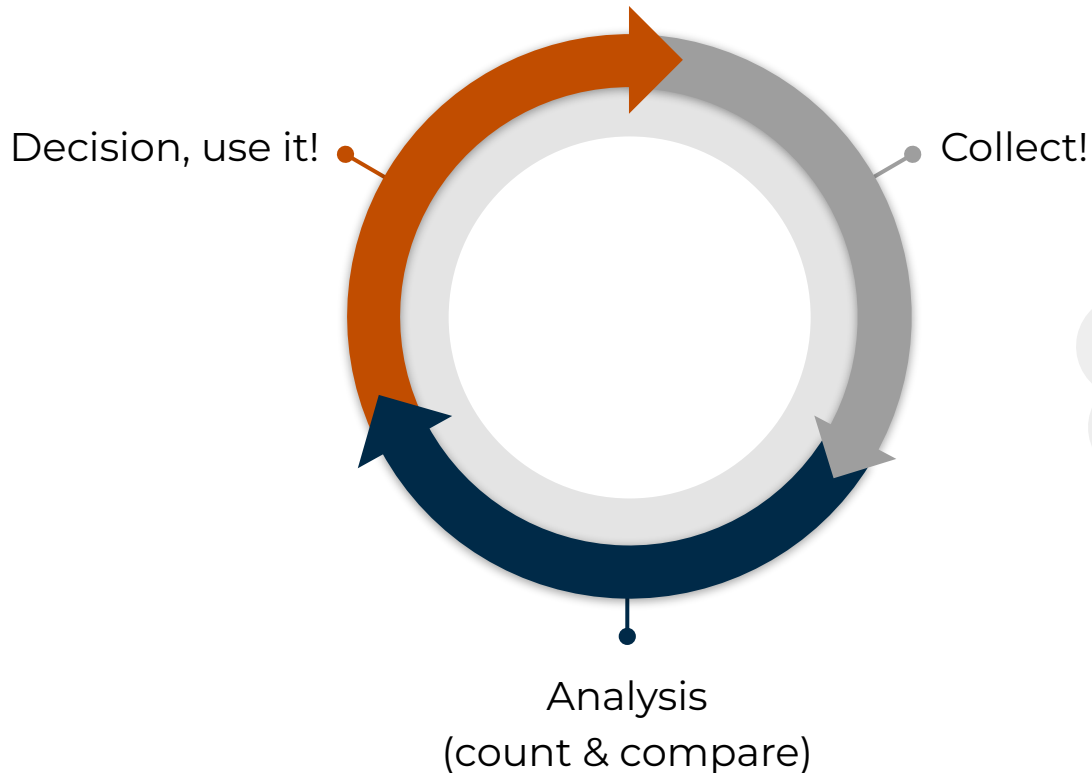


Google Analytics

95.45%	39.13%
92.31%	40.91%
85.71%	38.46%
100.00%	28.57%
40.00%	16.67%
0.00%	0.00%
	80.00%

Google Analytics

Your **CAA** collects a lot of data...



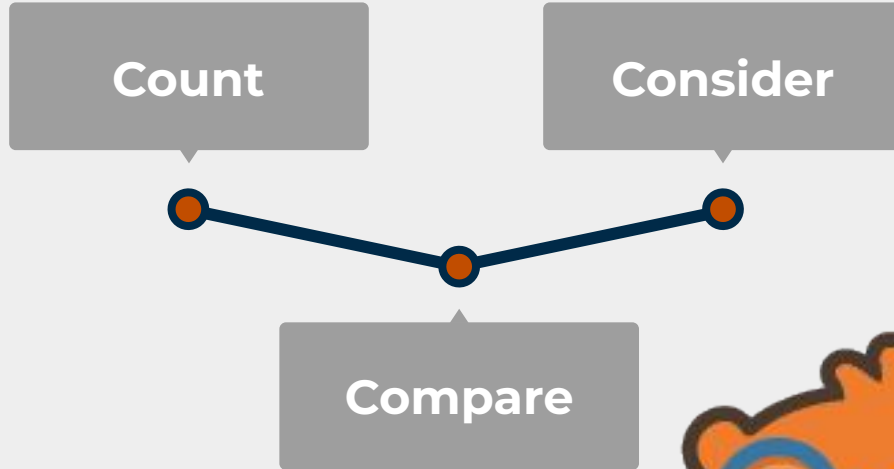
...let's use it!



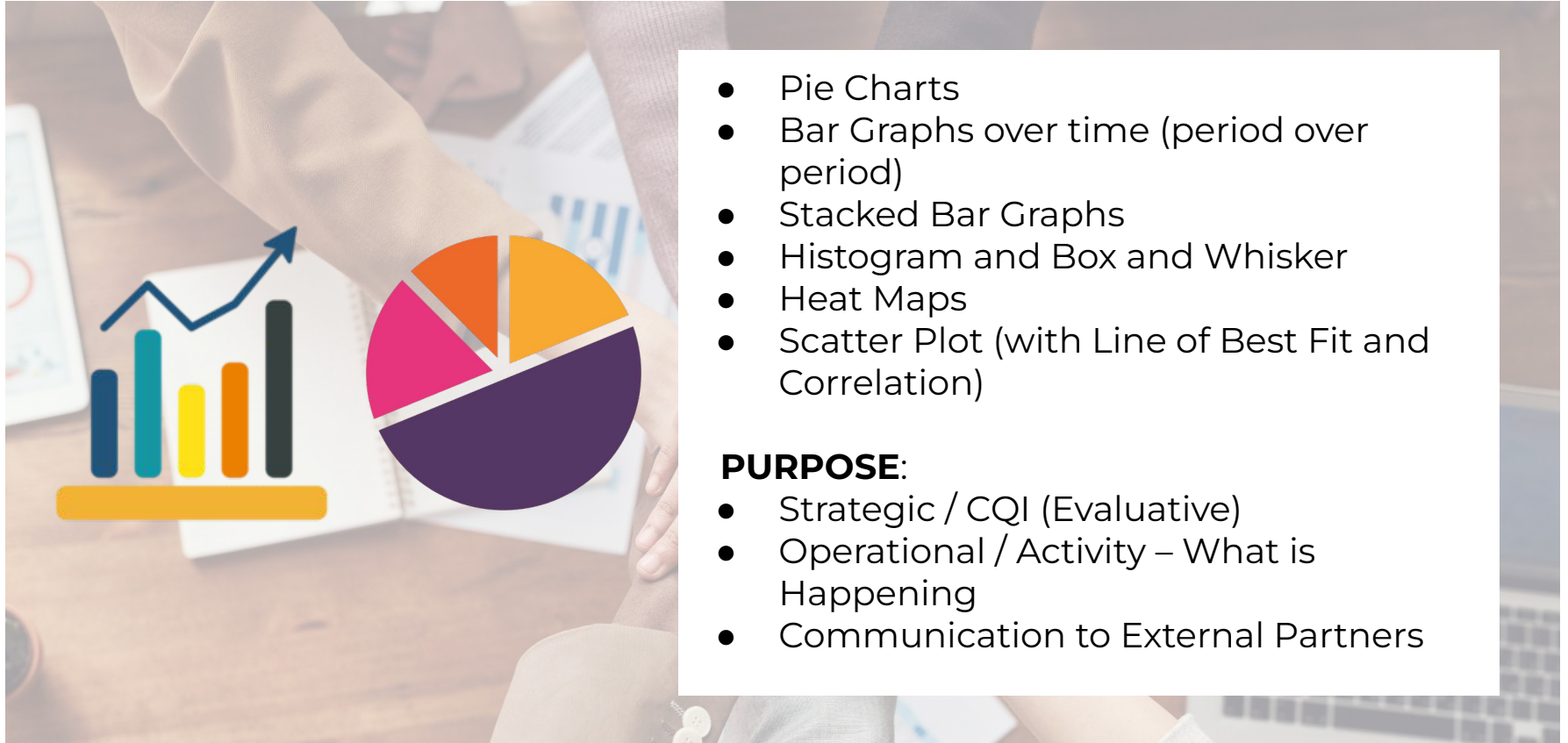
Framework - Use It!

Categories of use	Primary WHO	Purpose	Looking for data that shows...
Planning	Staff and Board	Broad set data about environment, agency, and community in order to make strategic decisions about where to expend resources	Trends, gaps, performance, strategic skills, and opportunities Needs assessment
Operational / Management	Managers and Frontline Staff	Monitor what is happening and how well it is happening	Services by staff and by time, staff actions, information about clients and process, feedback, real time info...
Strategic / CQI	Management and Leadership	Strategic position, performance on goals, and opportunities for improvements	Aggregated services, costs, client progress (sliced by ...), outcomes, financial position
Outcome / Evaluative	Staff, Leadership, Customers, Board, Supporters	Understand what is working and what isn't, and sometimes why	Comparisons over time between groups, between service interventions
Communication	Community, Partners, Funders, Donors	Build support & understanding	Successes and unique contributions

Analyze It!



Visualizations



Data Set Examples

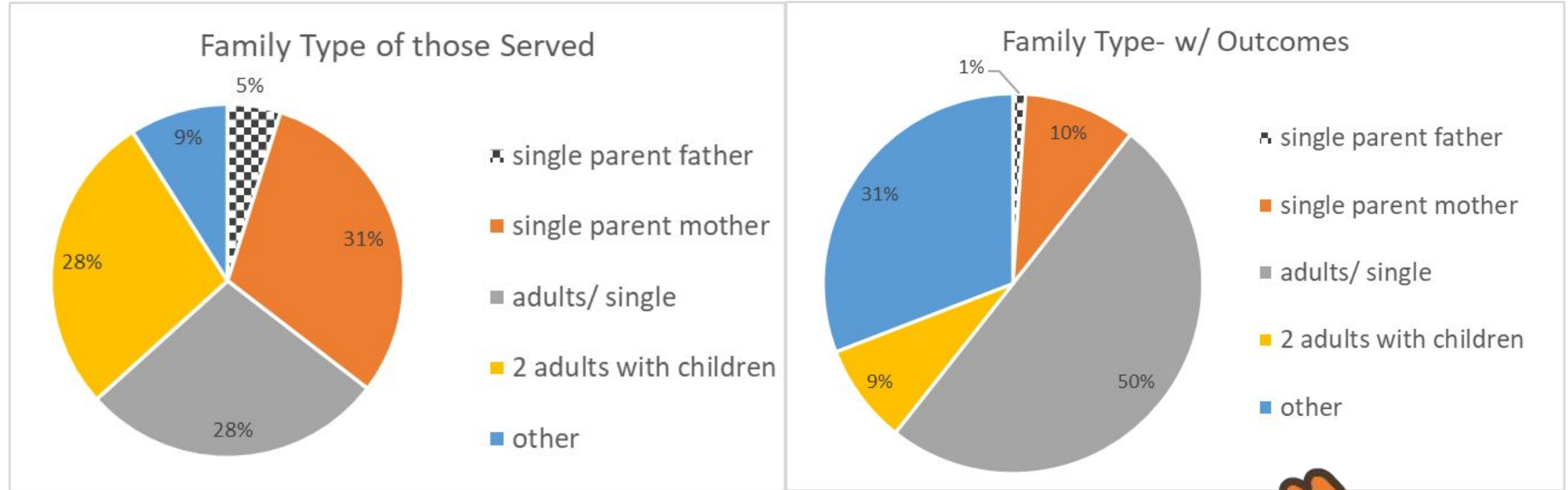
Client ID	HouseholdID	Housing Status	Family Type	Employment
1	100	Homeless	2 Adults	unemployed
9	100	Homeless	2 Adults	employed part time
11	200	Renter	Single parent household	employed part time
12	300	Homeowner	2 parent household	employed fulltime

Client ID	Client Service	Client Service Date
1	Rent Payment	1/1/2021
1	Utility Payment	3/1/2021
9	Food Box	4/15/2021
11	Rent Payment	2/1/2021
12	Housing Counseling Session	4/17/2021
12	Down Payment	2/11/2021

Visualizations for analysis –
for helping to understand
what is happening!



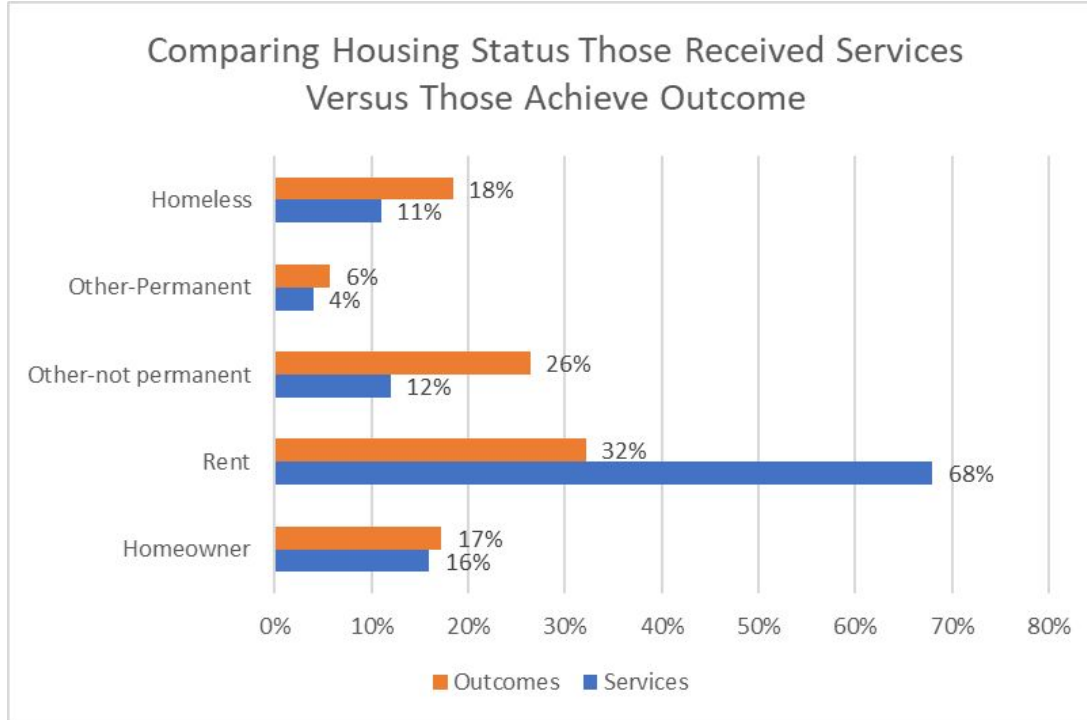
Comparison – Family Type of Those Receiving Services *versus* Achieve Outcomes



*What do you notice in comparing these two?
What questions does that lead you to ask?*



Basic Comparison – Receive Services **versus** Achieve Outcomes

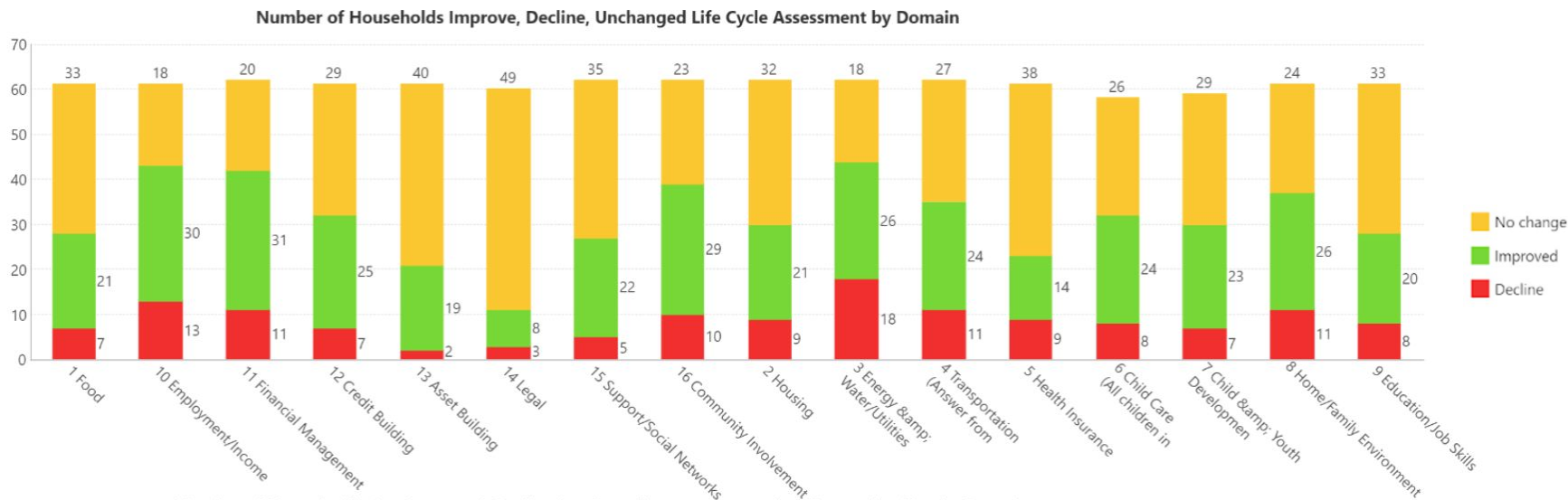


Easier or harder to compare than the pie chart?

What questions/thoughts do you have looking at this?

Who is a likely audience / where might you discuss?

Stacked Bar Chart



Comparison of latest answer to earliest answer on specific domain question.

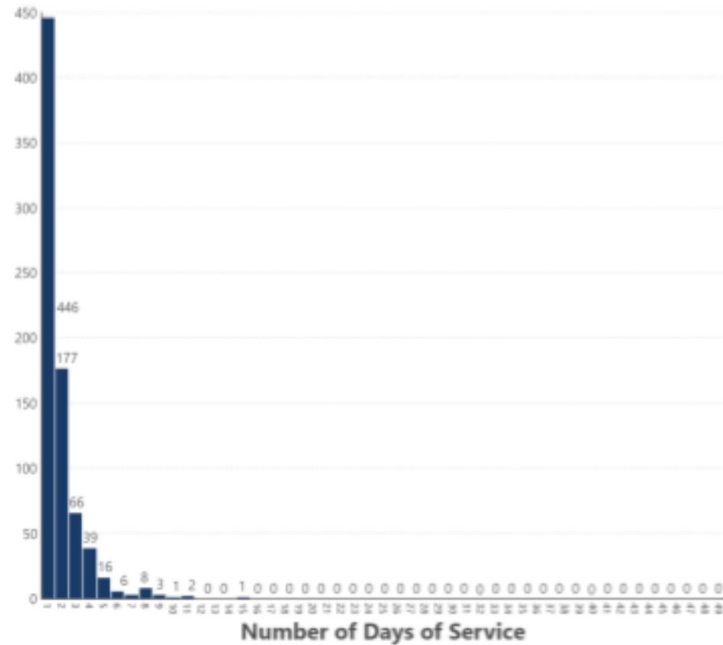


Histogram

Frequency of Service Visits (or Counseling Sessions) per Household

box and whisker

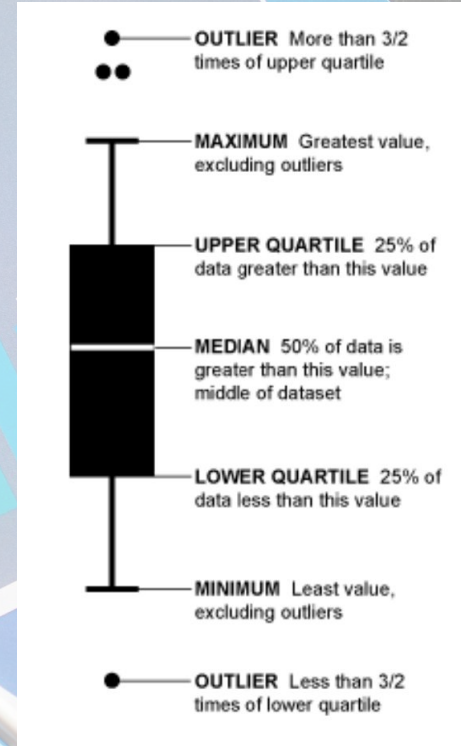
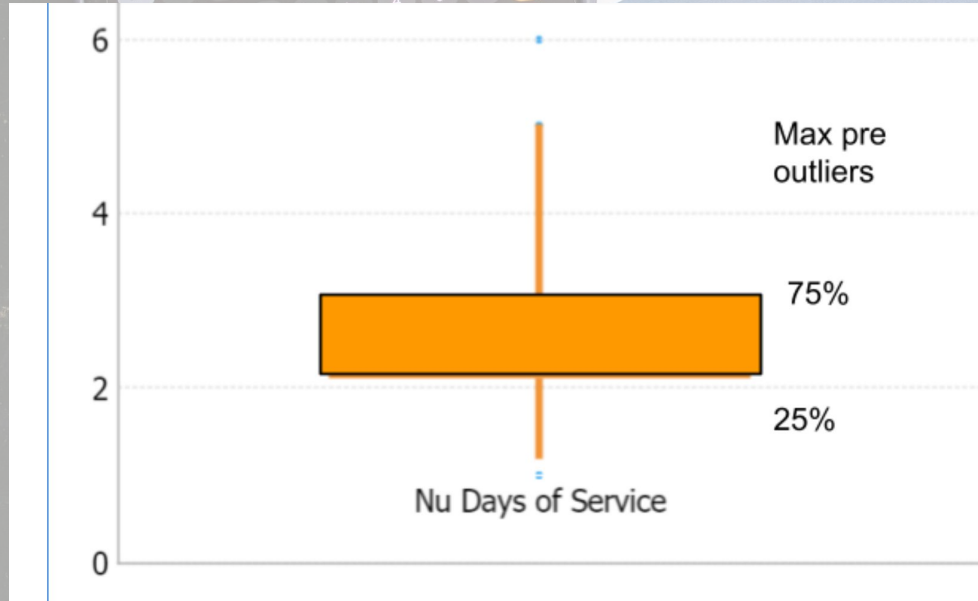
Dates of Service/Sessions - From August, 2019 To Open Range Boundary Select Location All



Emergency Programs Only

HouseholdName	Nu Days of Service
Grand	448
Inactive	15
Henry,	11
Wetzel,	11
Garlitz,	10
Bentley	9
Holler,	9
Moon, I	9
Brodie,	8
Hineba	8
McMast	8
Pape, R	8
Pauline	8
Raines,	8
Schrock	8
Wilhelm	8
Daem,	7
Georg,	7
Wilt, K	7
Elmritz,	6
Estil, A	6
Keefer,	6
Shifflett	6
Seler, A	6
Thomp	6

Box and Whisker Plot Quartiles



Correlation of Days of Service and Goals Complete

only includes days of service for households who have goals marked as complete

program associated with goal plan

[Redacted]



Date

August, 2020



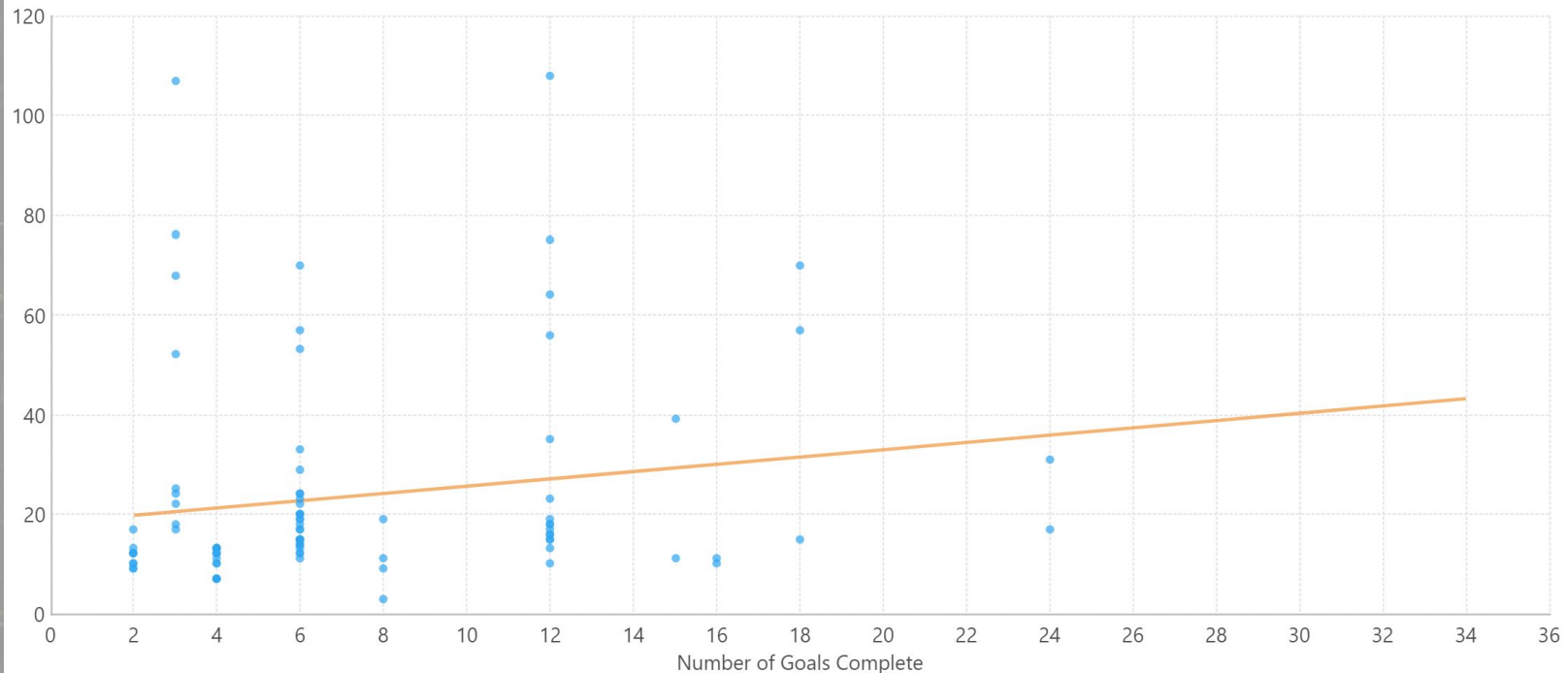
Date

Aug 02, 2021



Correlation

0.38



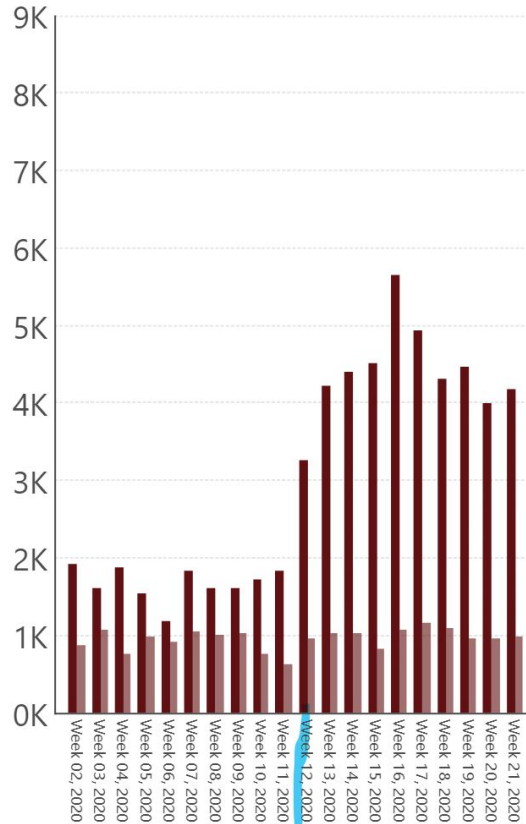
Communicating / Sharing External Partners



PEOPLE SERVED - FOOD

*Estimated based on average household size of 4 people
Reporting organizations may serve residents from multiple counties*

■ Peopleserved ■ Peopleserved PoP-1Year



Bar Chart Over Time

Number people receiving food per week

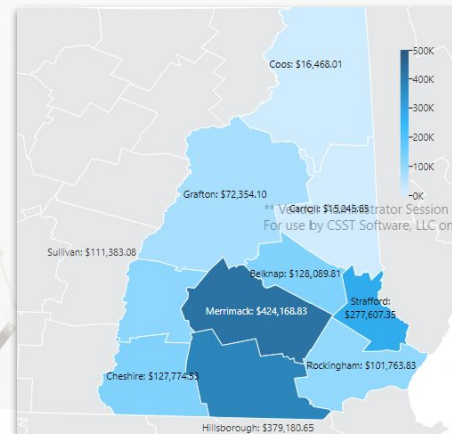
Week 12 emergency declaration

Audience: County Commissioners

Original Presentation Date was in Week 15, 2020

RESULT: *infusion of local funds into local food pantries*

Partner Dashboard - Activity

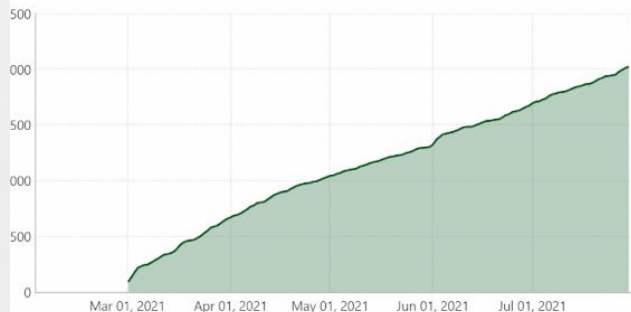


Douglas County Emergency Rent Assistance - Program Dashboard

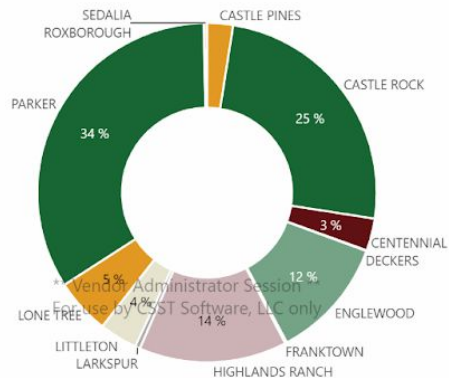
From 2021/03/01 To Open Range Boundary

Total Applications: 1,824
Assistance Authorized: 3,008,310.86

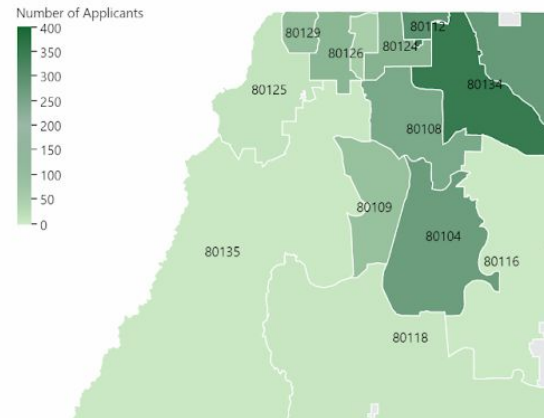
Cumulative Applications by Day



Applications by Jurisdiction



Households Applied by Zip Code



Summary Points



- ✓ Using data leads to better data collection
 - Good data collection allows for accurate analysis
- ✓ Using data requires some analysis...
 - In the process of analysis comes the “**story**” about meaning
- ✓ Analysis can be as simple as **counting, comparing, and asking questions**
- ✓ Visualizations can help with analysis
 - Summarize data sets
- ✓ Not every visualization will be interesting
- ✓ **Big Questions / Theory change / Strategic plan** - can help guide you to look at particular data