Virtual Bridges: Designing Better Remote Engagement Opportunities for People with Lived Experience of Homelessness

INTEGRATE INNOVATE MOTIVATE

NHSDC 2022 FALL CONFERENCE

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Introduction: Homebase

Our Mission is to build community capacity to end homelessness and reduce poverty, and to foster thriving, inclusive communities. We support communities and agencies in establishing the systems and programs needed to help people who are homeless or at-risk achieve housing stability, improve health and wellness, maximize economic self-sufficiency, and reclaim their dignity.

Session Agenda

I.   Welcome

II.   Project Tips & Tricks: Beginning to End

III.   Small Group Breakout Rooms

IV.   Close (end at 11:15 AM)

Project Tips & Tricks: Beginning to End

Key Principles of Engagement with PWLEH

- **Power-Sharing:** How can we give persons with lived experience decision-making power in this process?

- **Equity**: How can we ensure a representative group of PWLEH are participating in this work?

- **Actionable:** Does this project have the space to lead to impactful changes?

- **Creating Conditions for Success:** How can we make sure that PWLEH that want to participate in this process are able to in a meaningful way and are compensated for their effort?

Project Design

Engagement Questions

- Engagement questions should be:
  - **F**ocused
  - **A**ctionable
  - **N**ew Information

Creating Accessible and Inclusive Engagement Spaces

- Include PWLEH on the **planning team** to help create meeting agendas and identify conversation topics that are relevant and accessible to all participants.

- Create **defined spaces** for people with certain sets of expertise to discuss specific topics

- Acknowledge and work to overcome **implicit and explicit power imbalances** that may be present within diverse groups of stakeholders

Feedback Collection Methods

- Interviews
- Survey
- Focus Groups
- Working Group
- Town Hall

Surveys	Focus Groups	One-on-One Interviews	Workgroups
Best for collecting **high-level opinions and perspectives** from large numbers of people.	Can gain a better understanding of **where participants agree and disagree on topics** and why.	Best for **deeper, nuanced, complex understandings** of participants' opinions and experiences on complex issues.	Best for **complex research questions that might require more contextual background** for participants to participate and provide feedback on
Allows for **greater anonymity** of respondents than other data collection methods.	Participants can **hear each other's perspectives** and build off one another's feedback.	More **conversational**, can be used to build rapport.	Allows for the **most clarification, explanation, and follow-up**.
Good to gather **preliminary information** to identify who to follow-up with in an interview or focus group.	Can allow you to **gather in-depth information** in a short period of time.	Allows for **clarification, explanation, and follow-up questions**.	**Iterative and can be adapted** based on how groups are perceiving topics.

Feedback Collection Methods

When to use a specific feedback method depends on:

Engagement Question

Timeline

Community Capacity

Budget

Other Data Sources

In Person vs. Hybrid vs. Virtual

- Which approach will be: (1) the most accessible for the most participants, (2) possible to implement, and (3) collect the best information to answer our question?

- Considerations:
    - Scope & Budget
    - Access to Technology
    - Comfort with Technology
    - Access to Transportation
    - Translation Services

Compensation Considerations

- Livable wage for your area

- Flexible (i.e., variety and frequency)

- Consider potential impacts on eligibility for essential benefit programs

- In line with financial requirements for your organization (e.g., W-9s, receipt collection)

Common Compensation Types

Method	Considerations
Gift Cards	- Limited uses - If shipping, can take 8-10 days to arrive; need a stable address - Arrives instantly if sending virtually to recipient - Can be difficult or confusing to use - When recipients have questions, need to direct them to company for support
Electronic Funds Transfer (EFT)	- Most flexible option - Quick to distribute - Easy to use, can be used to pay for anything - Can be complicated to set up and explain

Participant Recruitment & On-Going Support

Outreach

- Use **relationships** to publicize opportunities
- Create **bright and easy-to-read** materials
- Distribute or post flyers in **communal spaces**
- Send opportunities to **large mailing lists**
- Give **sufficient time** for recruiting participants
- Send **multiple reminders**
- **QR codes**

SUPPORTIVE HOUSING LEADERSHIP GROUP

In 2022, the Santa Clara County Continuum of Care (CoC) will be creating and implementing a Participant Feedback Survey for local housing programs funded by the federal Continuum of Care Program.

WHY?
To hear directly from current participants in CoC-funded programs about their experience with program support, things that have gone well, and things they'd like to see change.

HOW?
To help create and administer the survey, Homebase is calling for applicants for a new Supportive Housing Leadership Group.

What will Leadership Group Members Do?

- Meet regularly on Zoom;
- Give input into survey questions and how the survey will be distributed;
- Review drafts of survey questions outside of meeting times;
- Approve the final survey questions and the plan for distribution;
- Optional: Provide peer support for people who are taking the survey.

WHO?
The Supportive Housing Leadership Group will be a group of 8-10 people with lived experience in Permanent Supportive Housing (PSH), Rapid Rehousing (RRH), or Transitional Housing (TH).

WHEN?
If you are interested in being on the Supportive Housing Leadership Group, please fill out the application form by Wednesday, May 18.

Access Supportive Housing Leadership Group Form Here

Compensation at $25/hr will be provided to Supportive Housing Leadership Group members who are unemployed or who are participating in Leadership Group work outside of their regular employment.

Please share this information widely to people who might be interested!

THE COUNTY OF SANTA CLARA

Homebase
ADVANCING SOLUTIONS TO HOMELESSNESS

SUPPORTIVE HOUSING FEEDBACK SURVEY

Santa Clara County Supportive Housing Leadership Support Group

HOW IS THIS SURVEY DIFFERENT?

- Your feedback will go directly to the people that oversee one of the funding sources for your housing program (the Continuum of Care).
- Your feedback will be shared with leadership groups who have lived experience of homelessness.
- This survey is part of the Continuum of Care's work to bring lived experience voices into decisions about funding and how housing programs work.

WHY
We want to hear directly from current residents in your housing program about your experience with program support, things that have gone well, and things you would like to see change.

HOW
Please fill out this 5-10 minute short survey: xx.

☎ Need help*? Call this number (408) 753-7392.

A member of our Supportive Housing Leadership Group will be happy to help you! Supportive Housing Leadership Group members are all people with lived experience of homelessness who have lived in supportive housing programs.

WHEN
Please fill out the application form by xx.

You will receive a $15 e-gift card for participating in this survey

Further details regarding compensation are at the bottom of the survey. This survey is not from the agency that runs your housing program. It is from the Continuum of Care – the local group that oversees major federal funding for housing programs.

QUESTIONS:
Contact Homebase at eli@Homebaseccc.org

Selection

- Create **low barriers to participation**
- If you must follow an application process:
  - What is included in the application materials?
  - How are you communicating your commitment to diversity?
  - Who reviews the application?
  - How are candidates selected?

Diversity Mechanism

Identity /Experience	Member #1	Member #2	Member #3
BIPOC			X
LGBTQIA+	X		X
Survivor of IPV		X	
Parents/families			
Youth and young adults	X		
Elderly		X	X
Has a disabling condition		X	
Veteran status			
Substance use experience	X		
Immigrant experience	X		
Households that are undocumented			
Foster care experience			X
Use of mental health services	X		
Geographic distribution (North/East/ South County)	South	East	North
Current experience of homelessness		X	

On-going Support

- Create space to ask **questions**

- Set up regular **check-ins**

- Coordinate **staff support**

- Learn about participants' **goals for participation** this process

- Offer opportunities to take on **more responsibility**

On-going Support

- Provide **context, background information, and definitions** for common terms

- Consider how and when you are introducing **quantitative data**

- Providing an opportunity for the program to **course correct early on** and ask clarifying questions.

- Send out **multiple reminders** and do <u>not</u> rely on calendar invites alone
  - Preferred methods of communication (i.e., texting and calling)
  - Register for folks on their behalf and re-send them the direct link the day of the meeting

Feedback Collection

Surveys: Tips and Tricks

- Avoid acronyms or technical terms
- Aim for a 5th grade reading level
- Vary the question style
- Make the survey is:
  - Short
  - Readable on different devices
  - In large font
 - Translated into multiple languages
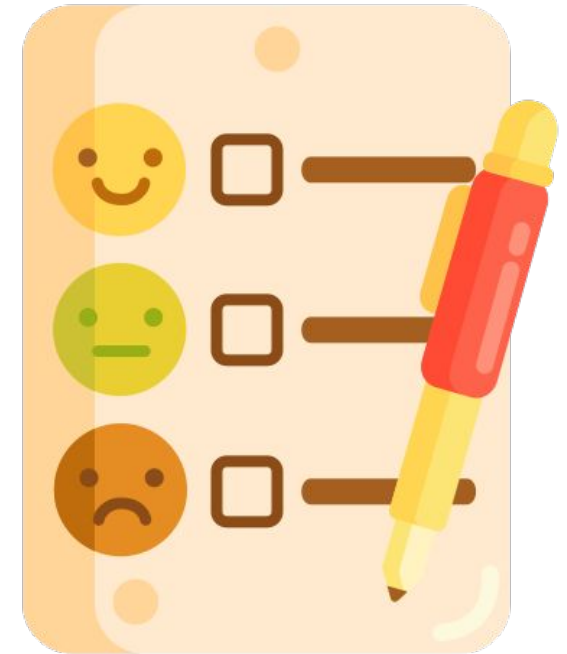
Surveys: Tips and Tricks

- Consider:
  - Technology accessibility (i.e., individual devices and internet)
  - Which virtual platform to use
  - Offering physical versions of the survey
  - Setting up a phone number to provide support
  - Identifying staff that can on-site to help with the survey
  - Hosting a townhall, working group, focus group, or key interviews instead

Focus Groups and Interviews: Tips and Tricks

- Start with **broad questions**

- Use **open-ended questions** or begin with closed questions and move towards open-ended questions

- Ask **how, why, and what** questions

- Give questions in the **order that someone experienced the events**

- Use **look-back techniques** to anchor the experience in time
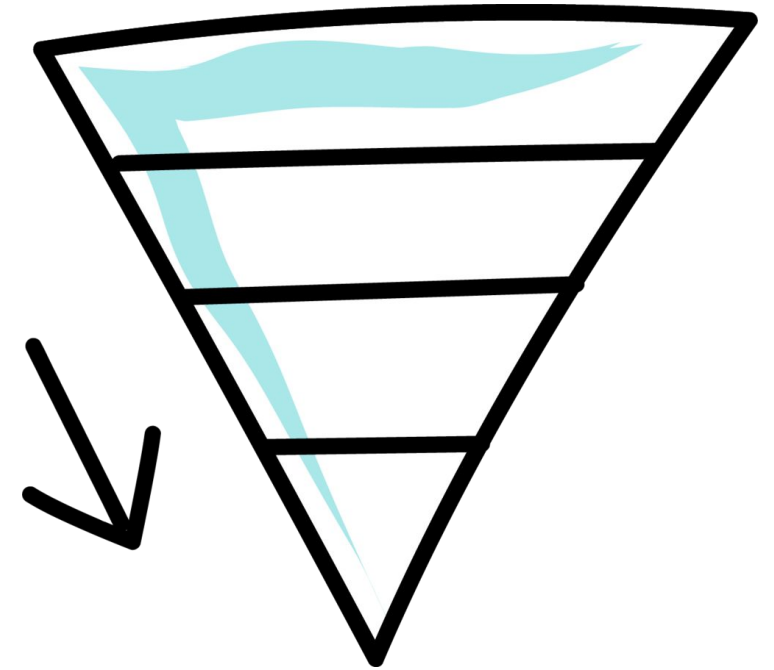
Focus Groups: Tips and Tricks

- Ask **on-site staff** to:
    - Join early to help with set-up
- Ask **participants** to:
    - Join on a shared device <u>or</u> one person per room
    - Speak one at a time
    - Introduce themselves each time they speak
    - Provide consent to record the focus group
- If all else fails, consider re-scheduling and/or setting up key stakeholder interviews.

Virtual Engagement Tips and Tricks

- Double check that the **links** work

- Share **dial in information** to join by phone

- Minimize the number of **additional technology platforms** used during the meeting.
    - If used, provide alternatives to participate (e.g., share out loud or in the chat).

Example: Zoom Tips Slides

Zoom Housekeeping

✓ Live Transcript function available

✓ Chat box: questions and comments

✓ Tech issues
  • Direct message Carla / email
    carla@homebaseccc.org
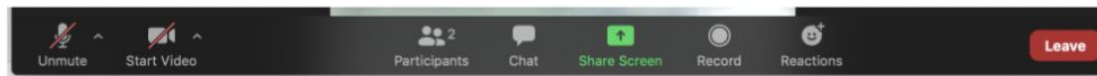
Zoom Logistics

• Thumbs up
• Claps
• Mute
• Camera
• Participants
• Chat

• **Note**: *This meeting is being recorded. If you do not wish to be recorded, please chat your request to the meeting host.*
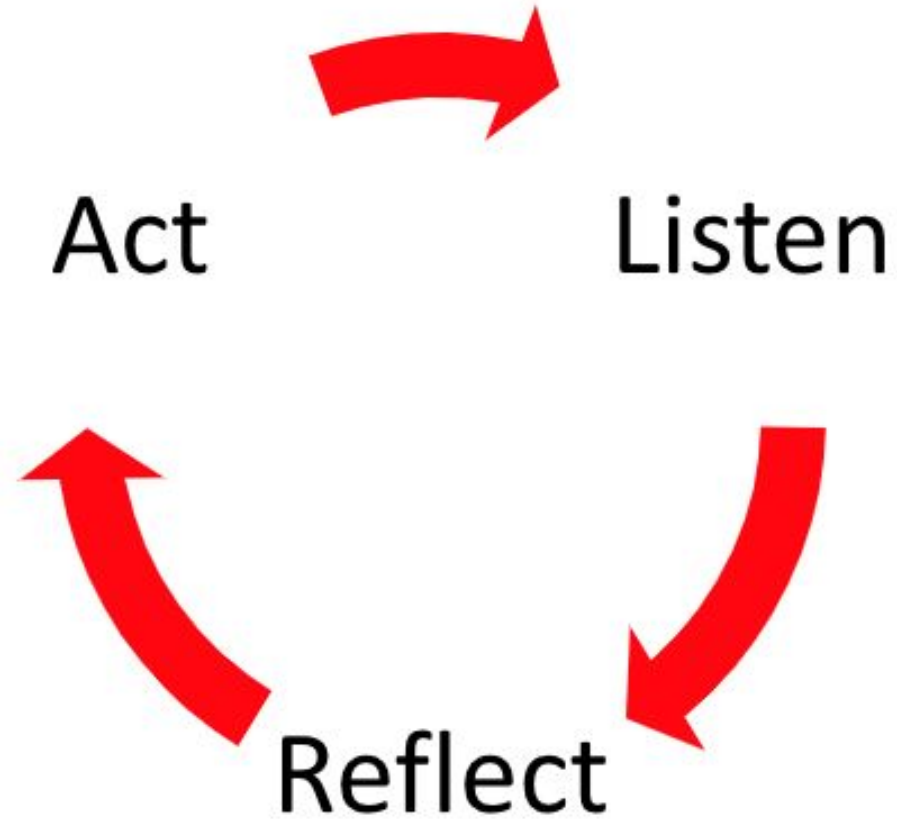
Action

Action: Tips & Tricks

- Embrace **positive** *and* **negative** feedback.
- Share back to **all involved parties** what the agency is doing in response to feedback.
- Share the context and reasoning **when changes cannot be made**.
- Focus on **face-to-face opportunities** to share back.
- Consider setting up a **feedback loop** to assess progress over time.

Action: Feedback Loops

Action: Debrief the Project

- Collect feedback **throughout the process**
- Involve **key stakeholders** from throughout the process
- Reflect on **new things you tried** and **how they could be improved** in the future
- Distill key lessons learned and suggestions for future efforts in a **single document**

Small Group Discussion

Scenarios

1. You are convening a **workgroup** with members who have never met and are coming from geographically diverse areas. What are strategies to build community and encourage consistent future engagement in this workgroup?

2. There is a group of folks who are willing to respond to your **survey**, but they do not have access to internet and/or cannot navigate the electronic survey form. What are some alternative strategies you can explore to solve this?

3. You are leading a **focus group** and participants have never used Zoom before. What are some steps you can take to better ensure a smooth focus group where participants feel empowered to participate?

Reach out to us!

Maddie Nation, maddie@homebaseccc.org

Nikole Thomas, nikole@homebaseccc.org

Project Design: Bring in PWLE Early and Often!

- Consider bringing in staff with lived experience, engaging a local LEAB, or convening a time-limited committee to help design the project.

- Identify Group Agreement together and revisit them often – they help to ground the group in safety and trust
    - Process to define Group Agreements:
        - What is the **worst** possible outcome? – chance to explore fears
        - What is the **best** possible outcome? – what are you hoping to get
        - What **beliefs** and **behaviors** do we need to assure the best outcome?
        - What can we commit to doing to bring about the best outcome?

Example:

Supporting Empowered Participation

- Provide context, background information, and definitions for common terms to all participants in advance of meetings.

- Minimize use of acronyms and technical jargon and provide sufficient context

- Think about how and when you are introducing quantitative data

Surveys: Tips and Tricks

- Typically, surveys include three components: (1) an introduction offering context for the survey and instructions; (2) questions on the focus on the survey; and (3) optional demographic questions.
  - Optional demographic questions can help you identify differences in experience across identities.

- Make sure questions focus on just one thing
  - <u>YES</u>: On a scale of 1-5, how happy are you with the meal program at Hope Housing?
  - <u>AVOID</u>: On a scale of 1-5, how happy are you with the meal program and childcare at Hope Housing?
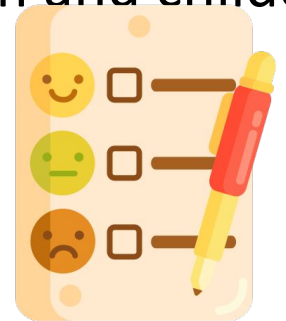
Engagement Norms

We'd love to see you, but turn off your camera if you need to.

Please ask clarifying and other questions in the chat during the presentation. We plan to answer them (to the extent practicable) during the Q&A period of the agenda.

If we use an acronym you are unfamiliar with, please let us know in the chat, so we can spell it out.

If you would prefer to ask your question out loud, please save it until the Q&A period at the end.

Analysis

Importance of Inclusive Analysis Processes

- Creating a light lift touch point for re-engagement helps with continuity and allows for the subject at hand to stay fresh in participants' minds, especially if the program anticipates a prolonged timeline for the action and implementation phase.

- Providing an opportunity for the program to course correct early on and ask clarifying questions.
  - For example: hosting focus groups after a large survey to do a deeper dive into trends.

- Focus group, survey, focus group

Surveys: Tips and Tricks

- Use rating scales (can be a scale of 1-5, a smiley face scale, etc.), multiple choice, "select your top 3," as much as possible

- Pair together closed-ended (e.g., multiple choice or scales) with open-ended (e.g., if you selected 'yes,' please describe why below)

- Keep in mind where you can turn open-ended questions into closed-ended.

- Make sure the font is large enough and that the survey is easily readable/accessible in various formats (phone screen vs. tablet vs. laptop screen)

Surveys: What to Avoid

- Questions that are too wordy/hard to understand what is being asked of them

- Vague or too high-level questions (be specific!)

- Too many open-ended questions (try to keep it to one per section or only a few in the entire survey)

- A question that asks about two or more issues but leaves room for just a single answer

- Asking questions that can be easily answered through data that has already been collected in another form

Types of Focus Groups and Interviews

- Structured
  - A specific set of questions is asked of all participants, with minimal probes and follow-up questions

- Semi-Structured
  - A mostly guided conversation with a preset list of questions / topics, but a bit more open-ended and room for exploration

- Unstructured
  - The discussion and topics are very much driven by the participant with few (if any) questions directly asked by the interviewer.

Surveys: Tips and Tricks

- Consider offering physical versions of the survey, which staff can then input into the virtual collection system for analysis

- Translate the survey into multiple languages

Surveys: Tips and Tricks

- Use rating scales (can be a scale of 1-5, a smiley face scale, etc.), multiple choice, "select your top 3," as much as possible

- Pair together closed-ended (e.g., multiple choice or scales) with open-ended (e.g., if you selected 'yes,' please describe why below)

- Keep in mind where you can turn open-ended questions into closed-ended.

- Design questions that respondents can answer from their personal experience and perspective.

Example: Zoom Tips Slide

Zoom Tips to Guide Discussion

We love to see your faces! If possible, please turn on your **video**.

As you have questions or comments during the presentations, please add them to the **chat** box.

You were automatically placed on mute when you entered the meeting.

Please feel free to **unmute** yourself when you are ready to speak.

If you have any technology **challenges** during the meeting, please use the chat feature or email roundtable@homebaseccc.org for assistance.