

# **2025 Point in Time (PIT) Planning**

## **Sub-Committee Meeting #3:**

### **Survey Sampling Strategies**

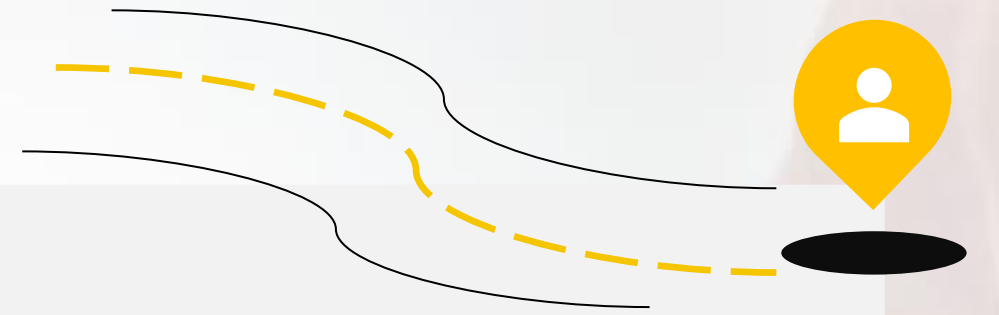
**Contra Costa Health:**  
**HEALTH, HOUSING & HOMELESS SERVICES (H3)**

**Wednesday, November 20, 2024**  
**2 pm – 4 pm**

# Welcome

- Introductions

# Agenda



2:10 – 2:20

What is the Point-in-Time Count?

2:20 – 2:35

Descriptive Data Collection: Characteristics of the Sheltered and Unsheltered Populations

2:35 – 2:50

Review of Survey Sampling Methodology

2:50 – 3:10

Survey Sampling Strategies – How do we collect the Data?  
What Partners Should be Involved?

3:10 – 3:25

Whiteboard Activity

3:25 – 3:40

Review of Draft Survey

3:25 – 4:00

Q&A/Open Discussion



# What is the Point in Time (PIT) Count?



**PIT Count:** Conducted every year in January to count people experiencing homelessness

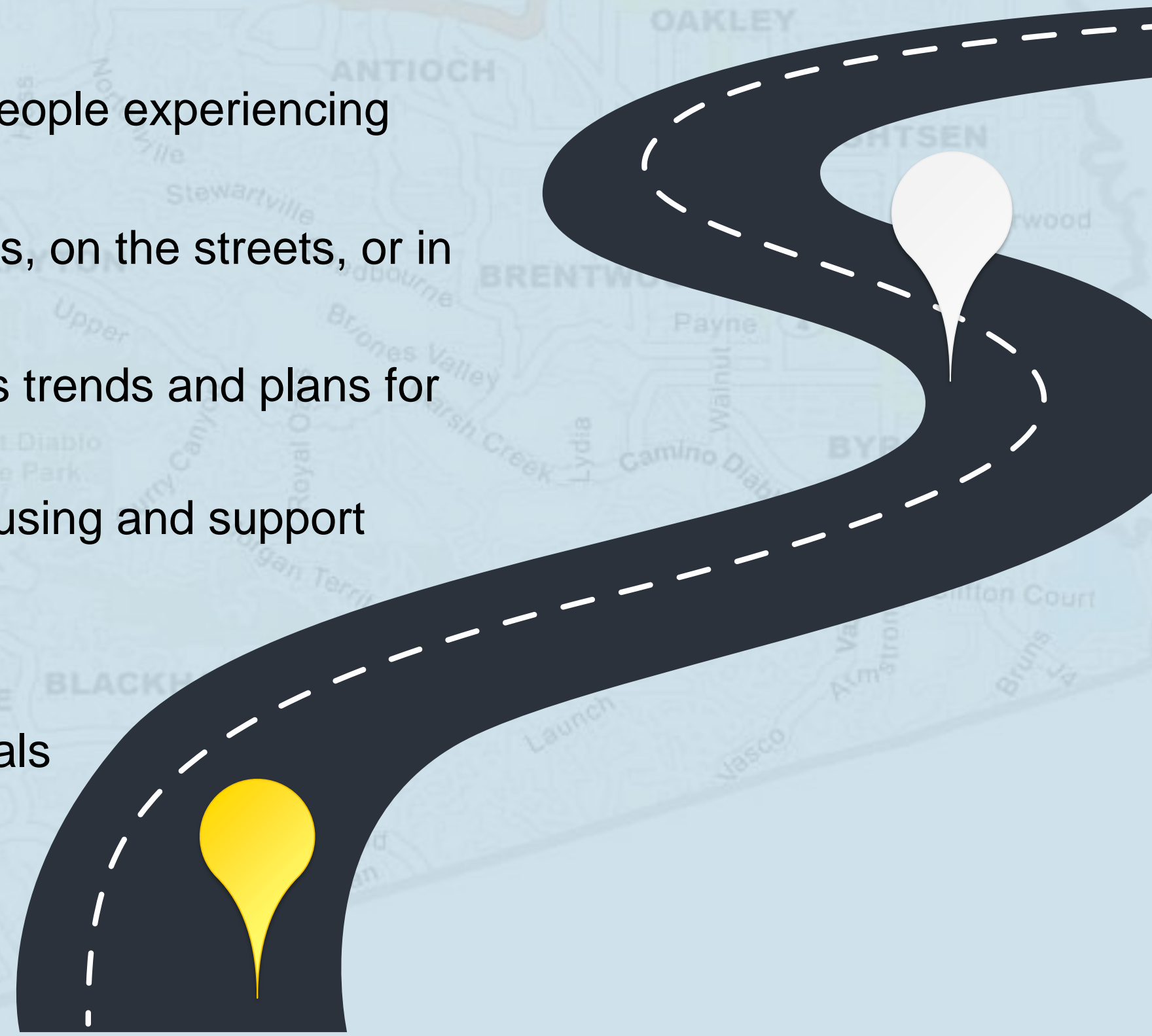
**Snapshot of Homelessness:** Captures those in shelters, on the streets, or in temporary living situations on a single night.

**Purpose:** Helps communities understand homelessness trends and plans for future services.

**Impact:** Data influences federal and local funding for housing and support programs



**Volunteers:** PIT volunteers will be assigned specific locations within the county to count unsheltered individuals on the streets, using a mobile application on their smartphones to collect data & drop pins





# POINT-IN-TIME COUNT VOLUNTEERS NEEDED!

**CALLING ALL VOLUNTEERS! WE NEED YOUR HELP!**

**WE ARE SEEKING VOLUNTEERS TO JOIN US IN CONDUCTING THE POINT IN TIME  
COUNT TO HELP UNDERSTAND AND ADDRESS HOMELESSNESS IN OUR  
COMMUNITY.**

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**WHEN?**

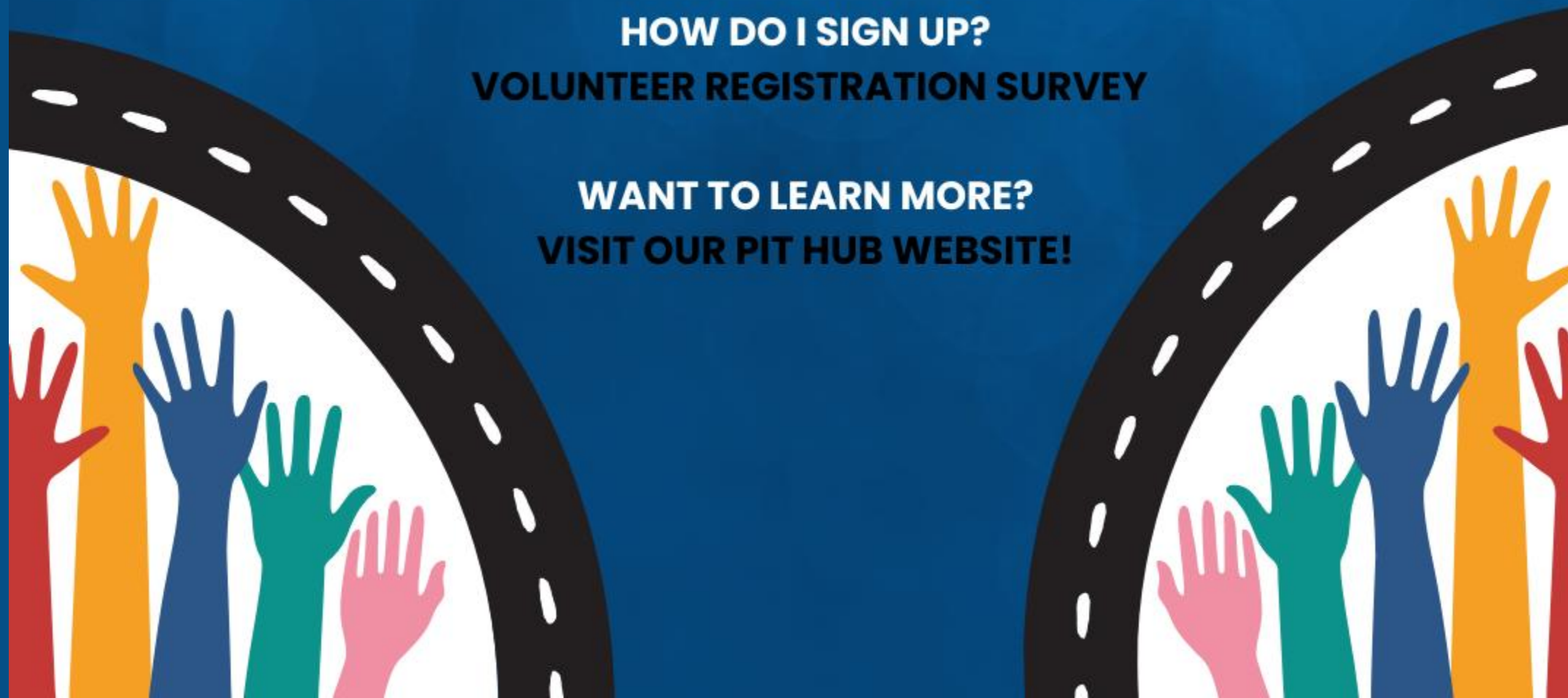
**JANUARY 30TH, 2025**

**HOW DO I SIGN UP?**

**VOLUNTEER REGISTRATION SURVEY**

**WANT TO LEARN MORE?**

**VISIT OUR PIT HUB WEBSITE!**



# Questions

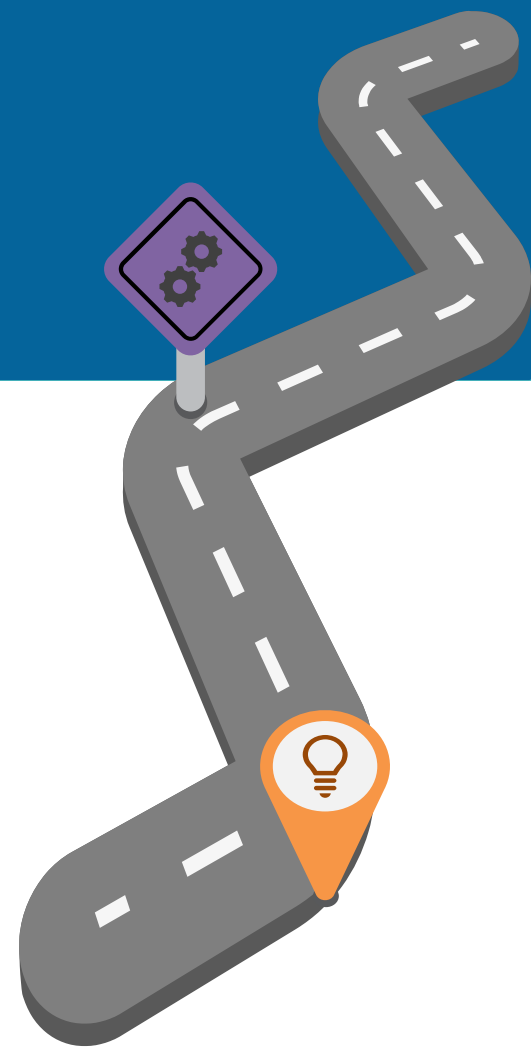




The background is a vibrant, abstract collage. It features several hands in various colors (pink, orange, brown, blue) reaching out or holding objects. There are numerous geometric shapes like circles, triangles, squares, and diamonds, some with patterns like polka dots or stripes. The colors are pastel and muted, creating a soft, artistic feel.

# **Descriptive Data Collection/Data Requirements:**

# HUD Data Requirements



## Data Categories to be Collected:

- **Total Individuals** (unsheltered and sheltered)
- **Household Type:** Families, unaccompanied minors, adult-only households
- **Demographics:** Gender, Age, and Race & Ethnicity
- **Chronic Homelessness:**
  - Frequency of homelessness, 4+ occasions totaling 12 months over 3 years
  - Length of time homeless, 12 consecutive months
  - Disabling conditions (mental health, substance use disorder, HIV/AIDS)
- **Veteran Status**
- **Domestic Violence History**

Each data point gives insight into different needs, helping create targeted support services for those populations.



# What other data is collected?

- City-Level Enumeration of Unsheltered Individuals
- Observation Types and Density by City
  - Types of Sleep Settings
  - Number of Individuals
- Children Under 18 in Alternative Sleeping Arrangements
- Primary Causes of Homelessness
- Age at First Episode of Homelessness
- County of Initial Homelessness
  - Length of Residency in Contra Costa County
- Foster Care History
- Sexual Orientation
- Health Insurance Coverage

\* These data elements are also collected in HMIS but have been included in past PIT surveys to compare PIT survey samples with CoC population



# What data *is not* collected?



Demographics & descriptive data *isn't* available by cities

➤ Due to survey sampling methods and limited resources, survey data isn't representative of the unsheltered/sheltered within each city

- At-risk of homelessness population characteristics
- Health insurance/benefit information
- Government assistance
- Criminal Justice History
- Education
- Program utilization

*\*HMIS service data offers more complete, comprehensive, and representative data that can be stratified by many different types of locations and populations*

# What do we do with the data?



## **Survey Data Analysis**

- Survey data collected on the day of the count is extrapolated to represent both sheltered and unsheltered populations within the community.

## **Data Submission**

- This data is submitted to HUD (Department of Housing and Urban Development) in early spring each year.

## **Federal and State Use**

- At the federal and state levels, the data informs funding allocations and helps assess the severity of homelessness across communities.

## **Local Application**

- Locally, this data guides decisions on resource allocation and helps identify areas of greatest need.



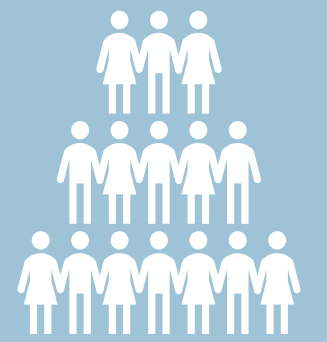


**Questions?**



# **Survey Sampling Methods:**

# Survey Sampling Methods



## Establishing Survey Targets

- After gathering the observational count data, we analyze pin data to determine the target number of surveys needed. We're aiming to conduct approximately **500 surveys** to ensure data coverage. (over-sample)

## Data Collection Timeline

- Post PIT Surveys will be collected over a two-week period following the initial count to capture accurate data.
- Planned Dates: February 18th – February 28<sup>th</sup>

## Importance of Timely Surveys

- Conducting surveys soon after the count is critical for maintaining data accuracy and capturing current conditions.



# Survey Sampling Methods



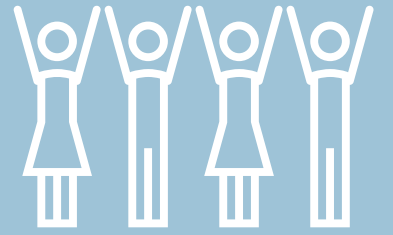
## Training for Interviews

- CORE staff and volunteers involved in the post-PIT survey administration will need to be trained and have experience conducting past PIT surveys to ensure they are well-prepared and experienced in conducting surveys effectively.

## Data Collection for Sheltered and Unsheltered Populations

- Sheltered individuals will be surveyed at designated shelters and service sites. Meanwhile, unsheltered individuals will be approached in the field and at various service locations

# Survey Sampling Methods



## Length of Survey/Interview

- Surveys are designed to be efficient for both interviewers and respondents, typically taking 10 to 20 minutes to complete. The duration may vary based on household information and specific disabling conditions.

## Languages

- Surveys are available in both English and Spanish. For additional language needs, 211 provides translation services. Additionally, CORE has Spanish-speaking staff on hand to assist.

# Survey Sampling Methods



## Hard copy and mobile app data collection

- Primary mode of data collection will be on smartphones
- Hard copy surveys will be available to all survey administrators on an as-needed basis

## Alignment with Regional County Partners

- H3 collaborates with Bay Area communities to standardize survey questions across counties.
- Example standardized question: *“What conditions or events do you think led to your homelessness?”*
- This alignment enables PIT data to be aggregated at a regional level, offering a comprehensive understanding of homelessness trends across the Bay Area.





**Questions?**

# Survey Sampling Strategies

## Incentives & Support for Data Collection

### Participant Incentives

- **Gift Cards:** Individuals from both sheltered and unsheltered populations who provide data will receive a \$10 gift card as a thank-you for their participation.
  - \$10 Dollar Tree gift card & \$10 7-Eleven gift card.

### Support from People with Lived Experience (PWLE)

- **Stipends for PWLE:** Individuals with lived experience of homelessness who assist in interviews and data collection will receive stipends for their contributions.
- **Training for PWLE:** PWLE volunteers will undergo training to ensure they are well-prepared to support accurate data collection.



# Survey Sampling Strategies

## **Strategies to Boost Participation:**

- Explore partnerships with agencies that provide services for the unsheltered population.

## **Example of Agency based services:**

### **Food Bank:**

- Offers free lunches
- Available: Monday to Wednesday, 8-10 AM (Castro location)

## **List of Partner Agencies:**

### **Service Providers:**

- Identify additional providers that offer services to support survey collection.





# Survey Sampling Strategies

## Targeted Engagement with Vulnerable Populations

Populations of Focus:

- Transition-Aged Youth (TAY)
- Veterans
- LGBTQIA+
- Families

### List of Partner Agencies:

### Questions:

- Which agencies/providers directly support these populations?
- What additional shelters and service sites can assist with conducting interviews?
- What locations are critical for effective interview outreach?

# **Review List of Partner Agencies**

# Review of the Draft Survey



## 2025 PIT Survey Review

- **Blue font** – HUD-required questions (mandatory).
- **Orange font** – Optional questions recommended to address community and CoC needs.

## Updates to the Survey:

- Question #19: Response options have been revised to align with HMIS intake forms.

## Survey Design and Purpose:

- Keeping the survey short under ten minutes
- Each question helps us better understand and support the unsheltered population
- Survey data reflects in our reports and infographics

# Review of the Draft Survey



Requesting feedback on the survey items by 12/4/24

- Email [ContraCostaCoC@cchealth.org](mailto:ContraCostaCoC@cchealth.org) a Word doc version with comments and tracked changes

## Diversity of reviewers

- Diverse race/ethnicities
- Stakeholder representation (homeless service providers, COH Board members, City managers, community members, etc.)
- People With Lived Experience (PWLE)



# Review of Methods



## Using “night/morning of” strategy

Two components to this strategy:

1. Observational count (no interaction)
2. Follow-up PIT survey with sample of population

## Dates:

- Night of January 29<sup>th</sup>, 2025 (sheltered)
- Observation Count morning of **January 30<sup>th</sup>, 2025**
- PIT Surveys planned to be conducted on
  - Feb 18<sup>th</sup> – Feb 28<sup>th</sup> (2 weeks)

## Technology:

- ArcGIS Survey123 app
- Location tracking for teams
- Integration with Dashboard app for real-time monitoring
- Volunteer teams will canvass improved GRIDS

## “Observation Count”:

- East, West & Central kick-off sites
- CORE staff, and service providers assigned to specific regions based on their expertise
- Community volunteers will canvass suburban and rural areas

## PIT Survey:

- Surveys will be conducted in shelters, service sites, and unsheltered areas using random sampling strategies.
- Shelter and service site staff will conduct surveys at their locations, while CORE and other service providers will survey individuals in unsheltered settings.

# Vote to Approve Methods



Approve Proposed PIT Methods to be approved by Council on Homelessness





Questions?