



# Our Children, Our Families Council



|  
**Service Inventory Working Group**  
**DRAFT Meeting Notes**  
**April 27, 2016 at 4PM**  
**DCYF, 1390 Market Street, Suite 900, Mint Conference Room, San Francisco, CA**

**Member attendees:**

Adam Nguyen	Office of the City Administrator
Co-Chair Aumijo Gomes	Dept. of Children, Youth, and their Families
Bob Palacio	Recreation and Parks
Graham Dobson	Office of Early Care and Education
Kathy Fleming	SFUSD
Krista Canellakis	Mayor's Office
Co-Chair Lyslynn Lacoste	BMAGIC/PEEF CAC
Margaret Farruggio	SFUSD
Yohana Quiroz	Family Service Agency of San Francisco

**Members not in attendance:**

Max Rocha	Department of Public Health
Paula Jones	Department of Public Health
Laura Busch	Mayor's Office of Public Policy and Finance
Alison Collins	Parent
Alecia Barrillas	Parent & former City College student
AnneMarie Donnelly	Recreation and Parks Department
Kim Coates	SFUSD
Mele Lau-Smith	SFUSD
Orla O'Keefe	SFUSD
Teresia Chen	Student Delegate of the Board of Education
Miguel Tantiado	Student Delegate of the Board of Education

**Council Staff:**

Dr. Laurie Scolari

**Members of the Public:**

Rod Hsiao	InPlay
Wyatt Donnelly- Landolt	Office of the City Administrator
Sally Jenkins-Stevens	Dept. of Children, Youth, and their Families
Heather Tufts	Dept. of Children, Youth, and their Families
Sonali Joshi	OCOF Consultant

**I. Call to Order and Roll Call**

- Call to Order. Co-chair Aumijo Gomes called the meeting to order, held roll call and reviewed the following meeting objectives:

- Provide update on the Summer Activity Guide Pilot and solicit further feedback
- Discuss the design, strategy and objectives of the long-term service inventory
- Discuss next steps and timeline for the long

## **II. Summer Activity Guide Update by Aumijo Gomes and Sonali Joshi**

- The Summer Activity Guide pilot was reviewed and discussed. A beta version of the site is at [www.sfgov.org/ocof](http://www.sfgov.org/ocof). The site contains more than 1,000 activities. Based on early user feedback, the site continues to undergo some design changes as it prepares for a public launch in mid-May including updates to the homepage and navigation.
- The following lessons learned on the current pilot to date were shared and discussed:
  - Providers responses early and enthusiastically
    - Emails from DCYF garnered high rate of response
    - Most providers welcomed this new resource to promote services and help families
  - Must streamline data gathering/ingestion process
    - Develop way for providers to input and update their own data
    - More automatic feeds, formatting connections for large providers
  - Design tweaks needed to be more user friendly
    - Think through the SF-specific page within InPlay's larger site (different homepages)
    - Get additional user feedback
  - Additional lead time = more robust site earlier
    - Asked for multiple new features and 100s of activities to be uploaded within short time
    - Delays in timeline unavoidable, but difficult given fast-approaching summer
- Working group members provided feedback on the pilot
  - InPlay reported that 500 people have visited the site in the last 30 days. Only a few have accessed it in Spanish and the Chinese translation is forthcoming.
    - Note, if a person usually accessing websites in another language, their cookie browser will automatically upload the site in that language.
  - Initial feedback is that the site is really great so far and really well organized.
  - A solution needs to be implemented for showing better pricing for low-income families so that it's organized or sorted by lowest price first.
    - InPlay indicated the issue is being worked on and it will show dollar signs and scholarships very clearly.
  - In terms of outreach, once the usability of the site is fixed, flyers will be posted at every rec center, aquatic center and every library in the city.

## **III. Long-term Service Inventory Strategy and Design**

- Sonali Joshi went over a presentation outlining the case for the service inventory initiative including

- How difficult it is for many San Francisco families to navigate the maze of services, as well as for helpers (e.g., direct service providers) to assist them in finding appropriate services.
- How most residents in need have multiple inter-related needs and therefore often need multiple services
- How poverty and the need for social services impact health and education outcomes
- How connecting children, youth and their families to social services has been shown to have demonstrable positive impact on education, health and financial outcomes
- How studies on the impact of technology including digital assessments and service inventories are showing that positive impact
- **Co-Chair Lyslynn Lacoste led a discussion on the defining the end users of the service inventory. Attendees brainstormed different types of residents and helpers (e.g., direct service providers) who would use the service.**

- **Residents:**

Parent for art classes (visual or dance)	Teens (pregnant or parenting) for parenting classes	Teachers for own counseling
Families for weekend activities	Teen father for support group	Mom looking for affordable daycare by work or home
Youth for LGBT services and supports	Teen parents looking for shelter for herself & baby	Undocumented families for legal aid
Older sibling looking for afterschool activities for younger siblings	Parent looking for a job for their teen	Parents for carpool
Mom looking for 1:1 tutoring program	Teens looking for volunteer activities	Parents for medical care
Seniors looking for assisted living	Teens looking to attend post-secondary education	Parents for individuals/family counseling
Parents looking for culturally-specific activity		CalFresh recipients

- **Helpers (Direct Service Providers);**

Teachers to help families dealing with domestic violence	Early childhood teacher or daycare providers helping parents find a language elementary school or afterschool programs for older siblings	Lighthouse for the Blind & other CBOs looking for services for the residents with disabilities
SFUSD counselors and family liaisons looking for youth jobs and internships	Help Desk at the libraries	Hope SF/Housing Development looking for services for families
Volunteers at youth programs at schools	Coaches to help athletes cover medical expenses	Church staff who intercept families in need
SFUSD parent liaisons	Case managers supporting families access housing	CBOs helping teens fulfill HS volunteerism requirement or find jobs/internships
After-school staff	Summer camp/	Landlords/building

helping families find medical, dental, vision screenings	afterschool providers looking to fill their classes	managers helping residents find food and other services
School principal looking for activity providers for his school's community	Pediatricians helping with childcare and early referral options	Food pantry staff to help families access additional services
Teachers who want to further engage a student in a topic they covered in class	SF VIP (street outreach teams) who encounter multiple needs on the streets	Service providers looking for TAY housing options for a client
Probation officers looking for positive opportunities	Receptionists and other City staff who receive inquiries	Neighborhood groups and community centers
Educational staff (school site or early education) looking for therapists, testing and other services	Social workers looking for housing and/or legal representation for housing issues	Legal system including City Attorneys, Public Defenders Officer, CASA (Court Appointed Special Advocates), Probation Officers, etc.

- **Activity:** Each group selected a specific end user (both a resident and helper) to think through who they are (e.g., where they work, household size, income), how they are accessing information (e.g., for whom, where and in what format), what information they are looking for (e.g., food, medical, jobs, educational supports, activities) and any special formats or features this group user may require (see worksheet in the appendix).
  - **Resident Example**
    - A parent looking for medical care who lives with a wife and 5-year-old son and has a HH income between \$50k and \$75k a year.
    - They are looking up information between job shifts on their cell phone trying to find clinics and schedule an appointment.
    - They use the cell phone to locate information or pick up a flyer/brochure or ask a friend (e.g., co-workers/church members) for help.
    - They are looking for information on after-school/summer programs, medical/dental, financial services, legal services and academic supports.
    - Important information for this audience would be off-hour appointment slots and online appointments with text reminders.
  - **Direct Service Provider Example**
    - Probation Officer who is helping a youth on probation who would be accessing information on their laptop, cell phone, brochure/flyer or through co-worker and others' word of mouth
    - They would be looking for comprehensive information on food, housing, after-school programs, academic enrichment, services for kids not in school, medical/dental, job/internships, legal services, drug treatment, and mental health.
    - Critical to this population is easy access to updated information with an intuitive search feature.
  - Discussion ensued about how the exercise made transparent the need for cultural relevancy on how the data is formatted, maintained and displayed. As an example, a teen parent would not feel comfortable in a parenting or couples support group designed for and attended by 40-year-old parents, which still does not account for language and other cultural concerns.

- The importance of filters and tags that enable end users to shift through services to find appropriate ones for themselves was stressed.
  - In addition, to age and language, special needs and access were discussed such as limited physical mobility or blindness.
  - It was discussed that 'Culturally relevant' is a bit of a nebulous, ambiguous term that is difficult to capture in tags.
  - Rod from InPlay mentioned that InPlay has more than 150 tags as options (with the ability to add more). However, these tags are only as useful if the providers (or others) leverage them.
  - A potential feature may be having users add/suggest tags (e.g., how LinkedIn allows users to tag profiles of others with skills).
- Co Chair Lyslynn Lacoste facilitated a conversation on risks and challenges, as well as what success looks like for the inventory.
  - Challenges/Risks

<b>Culturally relevant</b> <ul style="list-style-type: none"> <li>• How is it defined?</li> <li>• How do we display?</li> </ul>
<b>User reviews and feedback</b> <ul style="list-style-type: none"> <li>• How do we incorporate, if at all?</li> <li>• How does it feel empowering and useful rather than discouraging (e.g., what if all \$400 camps are rated 4/5 stars, while free camps are rated ½ stars)?</li> <li>• How do we design a feedback loop so that providers receive appropriate feedback to improve service quality?</li> </ul>
<b>Data quality</b> <ul style="list-style-type: none"> <li>• How do we keep the data current?</li> <li>• What, if any, is the data vetting process (esp. for safety issues)?</li> <li>• How do we balance quality of programs vs. quantity?</li> </ul>
<b>User experience</b> <ul style="list-style-type: none"> <li>• Losing people if the initial experiences aren't good</li> <li>• How do we ensure access for the most disconnected (e.g., those who lack access to technology or data plans, those who are illiterate)?</li> </ul>
<b>User adoption</b> <ul style="list-style-type: none"> <li>• Ensuring service providers have access to and comfort with the directory to serve the needs of their populations – especially the most disconnected including SF VIP, Rec &amp; Park Gardeners and library staff.</li> </ul>

- Vision of Success: How will we know we have succeeded in five years?

<b>Near Universal Adoption</b> <ul style="list-style-type: none"> <li>• Parents say to friends, 'oh, just pull up your phone, it is so easy' – word of mouth referrals where families are able to help families</li> <li>• CBOs, say "this is great to connect our families to resources and helps me discover new services for my community."</li> <li>• Helpers including homeless shelter, church and library staff trained and comfortable using the tools</li> </ul>
---

<ul style="list-style-type: none"> <li>• As known and available as the phone book used to be or Google is</li> </ul>
<b>Critical Populations Served</b> <ul style="list-style-type: none"> <li>• including low-income communities of color and the disconnected</li> </ul>
<b>Increased Efficiency and Quality</b> <ul style="list-style-type: none"> <li>• CBOs and departments no longer maintain and publish their own resource guides</li> <li>• Fewer unfilled slots as the data helps CBOs better understand who they are reaching, and the portal(s) help with outreach</li> </ul>
<b>Better Outcomes</b> <ul style="list-style-type: none"> <li>• Community wellbeing, education and health outcomes improve</li> </ul>
<b>Continuous Improvement</b> <ul style="list-style-type: none"> <li>• Development of a long-term learning loop to help improve service quality</li> <li>• Data helps City, District CBO community identify and meet changing needs of our communities</li> <li>• Funders (City and State) use the data to make more informed funding decisions</li> </ul>
<b>Increased Coordination</b> <ul style="list-style-type: none"> <li>• Increased data sharing and coordination between City departments, SFUSD, funders and CBOs</li> </ul>
<b>National Leadership</b> <ul style="list-style-type: none"> <li>• San Francisco seen as a model for others</li> </ul>

- The group then discussed where current data sets reside and if there are any platforms that currently exist that could use the service inventory database.
  - It was recommended that this conversation be better handled by the Data SF team as that team already has mapped data sets within the City, as well as the OCOF Data Working.
    - As a next step, Sonali Joshi to meet with Joy Bonaguro, Chief Data Officer for the City and County of San Francisco as well as the co-chair of the Data Working Group, as well as John Burke who heads data efforts for SFUSD and is the other co-chair for the Data Working Group.
    - In addition, notes from the initial service inventory group work will be leverages as an initial brainstorm occurred at that time.
  - Data Sets – who has data sets that would be beneficial for this project?
    - DCYF – can use their systems and processes with grantees to collect the ‘right’ data for the inventory
    - First
    - SFUSD
    - BMAGIC
    - 211
    - One Degree
    - Arts Commission
    - OEWD
    - HSA
    - Office of Early Care and Education
    - DPH
    - SF General
  - Systems that could utilize the data
    - Juvenile Probation Office is adopting a new case management tool next fiscal year that could both leverage the data as well as contribute to it
    - MEDA uses Salesforce for the Mission Promise Neighborhood work
    - BMAGIC uses Zoho

#### **IV. Long-term Service Inventory Next Steps and Timeline**

- Sonali Joshi provided an update on the stakeholder engagement and interview process, as well as a high-level five-year timeline moving forward.
- The immediate next steps are a landscape analysis and workplan development including initial design options for service inventory backend. This includes a high-level of stakeholder engagement.
- The stakeholder engagement and interview process varies with each stakeholder.
  - Three types of stakeholders have been included in the landscape analysis with approximately 100 people in the list: data/technology experts, end users/data providers and analogous efforts.
  - For some stakeholder such as the technology and data departments of the City and District, and the City's Office of Civic Innovation, a long-term process to engage and align with those departments will be critical
  - For some CBOs, technology experts, analogous efforts and end users, an initial call and quarterly updates is warranted.
  - Staff are long-term stakeholder engagement plan to ensure buy-in, feedback, expertise and support throughout this multiyear effort.
- Questions were raised about various design options and potential features for the service inventory including whether the data could be automatically uploaded into the database from outside sources such as DCYF or 211. This is doable in multiple ways whether APIs, a Linked Data API methodology or scraping with backend cleanup. However, give the quickly evolving world of data integration, these questions will be raised and more than likely answered by data and technology staff in the City/District staff with assistance from outside experts.

#### **V. Announcements**

- An update was provided about progress made by the Our Children Our Families Council overall including the approved framework and 5 Year Plan.
- InPlay announced it has been approved for a Stanford class project, which will assess how best to help low-income kids to access programming. They would like to interview some San Francisco service providers about their experiences and challenges.

#### **VI. Public Comment**

- The floor was opened for public comments. No public comment was received.

#### **VII. Adjournment**