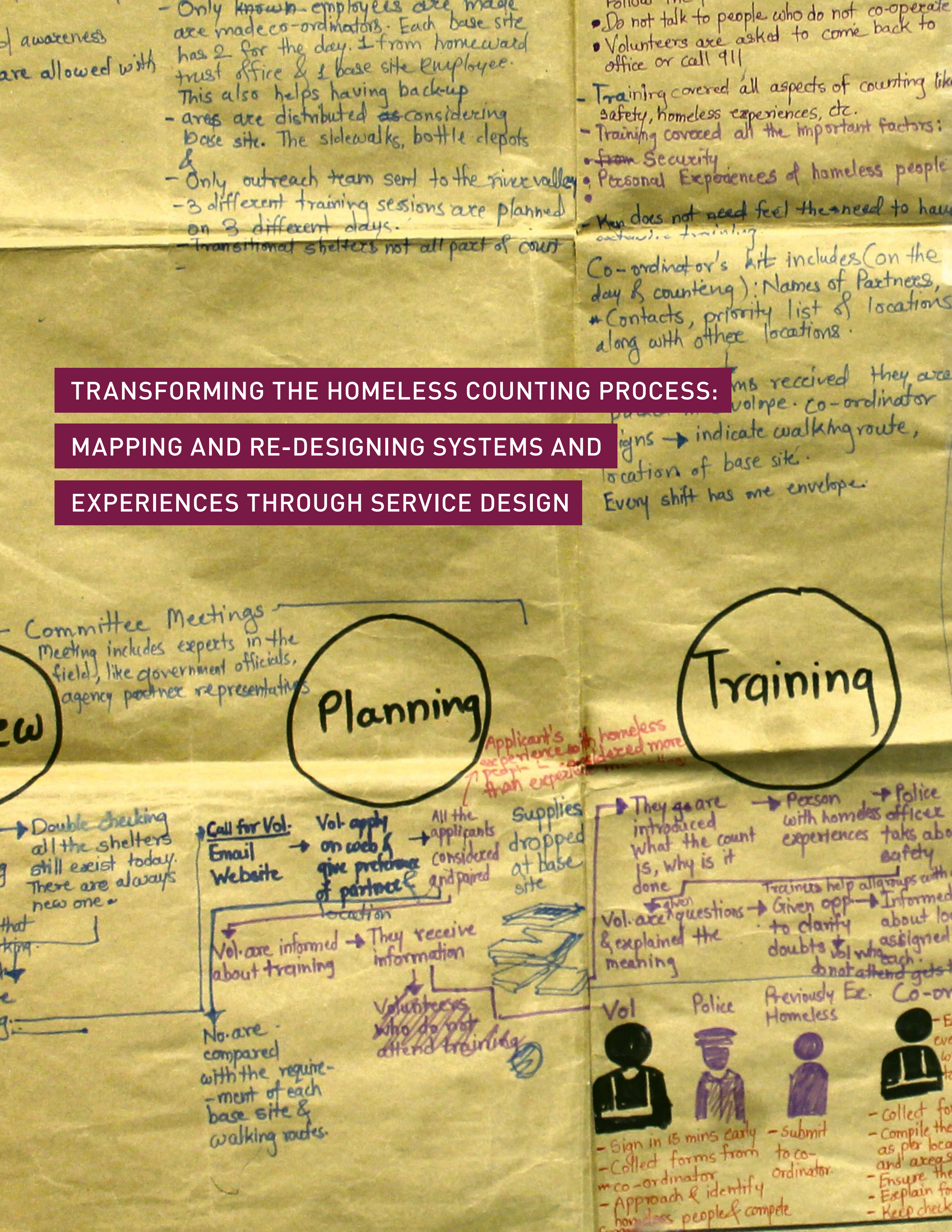
TRANSFORMING THE HOMELESS COUNTING PROCESS: MAPPING AND RE-DESIGNING SYSTEMS AND EXPERIENCES THROUGH SERVICE DESIGN



TRANSFORMING THE HOMELESS COUNTING PROCESS: MAPPING AND RE-DESIGNING SYSTEMS AND EXPERIENCES THROUGH SERVICE DESIGN

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Master of Design

Visual Communication Design

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Abstract

Homelessness is a significant issue that has raised a variety of social and economic challenges in Canada and many other countries. This Master of Design research focused on redesigning the homeless counting process in Edmonton, Alberta, Canada. It focuses on count volunteers' perspectives and takes into account their relationships with other stakeholders. Through mapping and interrogating the current homeless counting process issues were identified amongst the participants involved. The design response to this research employs a service design approach and involves recommendations to improve the homeless count process, a redesign of the forms used in 2014, and the design of a digital application for collecting surveys.

1. Introduction

Homelessness has been a concern in many countries, such as Canada, the USA, Australia, Ireland and the United Kingdom, to name but a few. According to Habitat for Humanity, an estimated 1.6 billion people lack adequate housing (Habitat for Humanity, 2015). The quality of life and longevity among homeless people is considerably lower than in the general population, and the suffering these individuals are forced to endure on a daily basis should cause moral outcry (Philipps, 2012, pp. 46–47).

Multiple solutions to the problem have been established to help homeless people deal with their difficult situations; some of these include Housing First and other facilities such as shelters and detox centres. In Edmonton, Homeward Trust conducts a homeless count to categorize and understand trends among the homeless population. However, this process of collecting, sorting, and entering data is paper-based and is highly dependent on volunteers and partnerships with various facilities.

This investigation of the homeless count is approached from a service design perspective employing design thinking; focusing on the actors/stakeholders, touch points, offerings, needs and experiences. The research data collection focuses on volunteers' perspectives and their relationships with other stakeholders to gain insights on strategies used.

The data are then analyzed using personas, stakeholder maps, and affinity mapping. Journey mapping is also employed to clarify recognised problems and identify design opportunities to improve the system. As the designer Robert O'Toole explains, design thinking starts from a philosophical and historical position and is now taking shape as an attitude and perhaps also as an approach to learning and designing (qtd in M. Stickdorn 2010). The use of mapping initiates systematic thinking and learning for the purpose of designing. The design response involves recommendations to improve the counting process, form design and a digital application (app) for data collection. The analysis focuses on the experience of all stakeholders.

This thesis begins by introducing the complexity of the problem; The chapter one expands upon the definition of homelessness, and experience of homelessness. The second chapter elaborates on existing strategic responses to homelessness, such as Housing First, and organisational dynamics. The next four chapters establish the context of this project, with Chapter Three discussing the purpose of Point-in-Time (PiT) counts, the use of homeless counts, different counting methods and the history of the Homeless Count in Edmonton; Chapter Four introduces the homeless counting process; and Chapter Five outlines the various tools used for the homeless count. Chapters Six and Seven introduces the research approach and research methods. The eighth chapter articulates research results and design response followed by Chapter Nine describing possible future areas and Chapter 10 concludes the research.

1.1. Homelessness and Social Justice

Rawls and Kelly (2001) define social justice as assuring the protection of equal access to liberties, rights, and opportunities and taking care of the least advantaged members of society (qtd in Robinson, 2015). In Canada, as per the findings in 2013, at least 200,000 Canadians accessed homeless emergency services (Gaetz, Richter, Gulliver, 2013, p. 5). Similarly, in 2009, San Francisco's only homeless count found 6,514 homeless people, including 2,709 people sleeping on the street, 1,516 in emergency shelters, 394 in jail, and 98 in hospitals and clinics (*The New York Times*, 2011). However, the term "justice" is complex to understand and apply in the situation of homelessness. Therefore it is essential to better understand the definition and the context of homelessness.

1.2. Defining Homelessness

This chapter defines homelessness according to the terminology employed by the Canadian Observatory on Homelessness. It also discusses the experiences and effects of homelessness, not only on homeless people themselves, but on society as a whole.

Among the organisations in Canada that work with homeless people are Hope Mission and Pathways to Housing, as well as the Canadian Observatory on Homelessness, a non-profit, non-partisan research institute. As the Homeless Hub website states, the Observatory has committed to conducting and mobilizing research so as to contribute to solutions to homelessness. It works together with a group of researchers, service providers, policy and decision makers, and people with lived experience of homelessness as well as graduate and undergraduate students from across Canada (Canadian Observatory on Homlessness, 2015, p. 1).

1.2.1. Definition of Homelessness

The Canadian Observatory on Homelessness (2015) describes homelessness as the situation of an individual or family without stable, permanent, appropriate housing, or the immediate prospect, means, or ability to acquire it. It is often the result of systemic or societal barriers, a lack of affordable and appropriate housing, the individual's financial, mental, cognitive, behavioural, or physical challenges, or racism and discrimination. Most people do not choose to be homeless, and the experience is negative, unpleasant, and distressing.

The Canadian Observatory on Homelessness has created a typology of homelessness based on four classifications of living situations:

a. **Unsheltered** people live on the streets or in places such as sidewalks, squares, parks, private spaces and vacant buildings, cars, garages, closets, shacks or tents that are not intended for human habitation.
b. **Emergency Sheltered** people include those staying in overnight shelters as well as shelters for those impacted by family violence.
c. **Provisionally Accommodated** refers to those whose accommodation is temporary or lacks security of tenure. This category includes couch surfers or the hidden homeless, people living in Interim Housing Systems — a supported form of housing that is meant to bridge the gap between unsheltered homelessness or emergency accommodation and permanent housing. They also include short-term accommodations such as motels, hostels, or rooming houses, or people using institutional care with no arrangements in place to ensure they move into safe, permanent housing upon release from institutional care.
d. **At Risk of Homelessness** refers to people who are not homeless, but whose current economic and housing situation is precarious or does not meet public health and safety standards (Gulliver, Gaetz, & Scott, 2013).

The Observatory also classifies homelessness into three categories based on its duration. **Situational** or **Transitional Homelessness** refers to those who enter the shelter system or temporary housing for a single stay and a limited period, typically as a result of a catastrophic event such as unemployment, poverty, or family discord. **Episodic Homelessness** refers to situations in which people move in and out of homelessness, from shelters to inpatient units, jails, or other temporary settings such as treatment programs. **Chronic Homelessness** refers to situations in which homelessness becomes more entrenched, often characterized by longer-term shelter use.

1.2.2. Homelessness Beyond Definition

The problem of homelessness is more complex than the physical boundaries of homelessness. Wong (2012), from the University of Waterloo, takes a phenomenological approach to the issue. For Wong, homelessness involves a complex array of stressful situations and emotions, as homeless people struggle to maintain dignity and self-worth in addition to facing the challenge of lacking permanent housing (p. iii). Goffman (1963) defines self-identity as the subjective sense of a person's situation and the continuity and character that a person develops as a result of his or her various social experiences. An individual whose identity is at issue feels the reflexive matter of character, which is different than others' perceptions of that individual (pp. 105–106). For example, a volunteer with Edmonton's 2014 Homeless Count, who was also a research participant, shared his experience with a homeless welder. He waited until the volunteer had finished counting, and then showed him the work he had done to demonstrate his welding skills. During their conversation, the volunteer realized that the homeless man just wanted to talk, in order to articulate his worth and humanity (Volunteer, 2015).

Homeless people often face issues understanding their current identity. They tend to preserve their past identities prior to becoming homeless, devalue their present status and create selves oriented toward the future. Both newly and chronically homeless individuals demonstrate this sense of pride in who they had been and what they had done (Boydell, Goering, & Morel, 2000, pp. 26–38). In a 2015 interview with journalist Anna Maria Tremonti of CBC Radio, Captain (nickname) and Cheryl shared their life stories. 37-year-old Cheryl found herself vulnerable to dangers such as exchanging sex for a place to stay at night. At the time of the interview, she had been homeless for seven years. Cheryl's father had molested her, as had her employer. She raised her sister until the sister was 17. Since becoming homeless, Captain never contacted his family, because he was too proud and too embarrassed to admit his situation, and he often compared himself to his more "successful" family members. However, he still believes he can get out from his homeless situation. Cheryl and Captain both explain the meaning of home as "Stability, safety and security" (Cheryl & Captain by Anna Maria Tremonti, 2015). A physical home is a symbol representing psychological constructs such as an individual's sense of identity, self-worth, and self-efficacy. When one loses their physical home, these mental constructs often also become lost (Hallebone, 1997, pp. 6–7).

A common theme among all of Bodell, Goering, and Morel's (2000) homeless interviewees was the notion of being different from other homeless people. Many of the newly and chronically homeless interviewees in this project referred to themselves as not like them (other homeless people), not as bad, not as lazy, and not as unmotivated (p. 32).

Many citizens are aware of the suffering of the homeless population and feel a responsibility towards the betterment of homeless people. In January 2015, for example, a bakery owner in Toronto helped a young homeless woman, Taylor Sevigny and her dog by offering a job in his bakery. According to the CBC, the young woman praised the owner for turning her life around. Diba, the bakery owner, gave her a job as a dishwasher, but also helped her get out of the poverty cycle. Taylor also highlighted the importance of companionship. In her case, her dog Abby's companionship helped her to keep away from using drugs in many stressful situations (CBC News, 2015).

The state of homelessness is not limited to the physical housing situation; it involves a complicated emotional journey alongside physical structures of accommodation and mental structures of identity. Even with typologies of homelessness, understanding the qualitative importance of the experience is equally essential to the Homeless Count, because of its focus on making connections with homeless people and the trends that affect them.
The Homeless Count is discussed further in Chapter 4.

2. Implemented Approaches to Homelessness

With the complexity of the problem in mind, homeless people require assistance to improve their quality of life. This chapter outlines various approaches that have been implemented to help these people rebuild their lives. Examples include the Housing First Approach and campaigns to raise awareness about homeless life.

2.1. Raising the Roof Initiative

Often homeless people are viewed through a distorted perspective of morality and they are judged as lazy or worthless. An initiative called *Raising the Roof* seeks long-term solutions to homelessness. Each year, the initiative supports more than 50 community agencies across Canada and works together with partners in all sectors. The purpose of the organisation is to bring awareness and attention to the challenges of homelessness, engaging Canadians through public education (Raising The Roof, 2015).

The campaign *Humans for Humans by Raising the Roof* highlighted insensitive tweets by people. As the campaign website states, the purpose of the campaign is encouraging anyone to take part in changing the

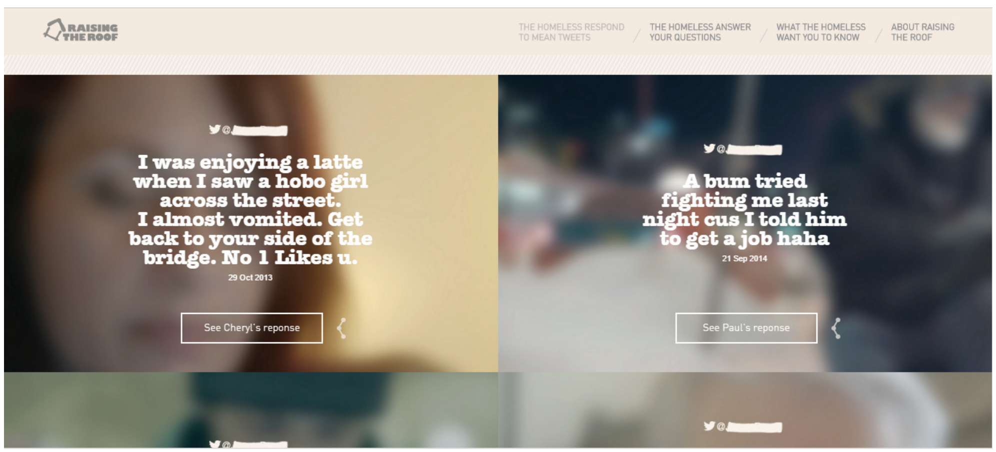


Image 2a. *Humans for Humans* Campaign Website

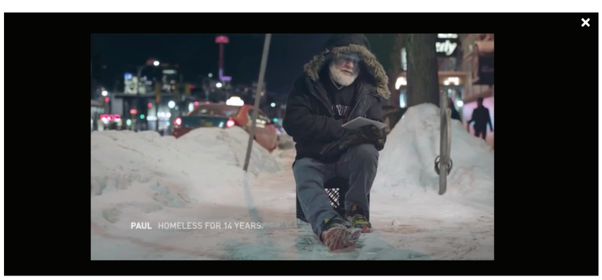


Image 2b. Video Still of the Interview with Paul

Image 2c. Video Still of the Interview with Sheril

conversation to give people experiencing homelessness the compassion and assistance they need (Raising the Roof, 2016).

Some sample tweets included: “I hate when it gets cold out because all the homeless people get on the bus.” “I was enjoying a latte when I saw Hobo girl across the street. I almost vomited, get back on your side of the bridge, no one likes you.” “Why can’t your family help you?” Melissa, one of the interviewees from *Raising the Roof*, replied to this last comment: “My mother was problematic. She was abusive towards my siblings and me. Once she locked my sister and me in the house and set it on fire. We were returned to her care, and when she wasn’t taking our care, my sister and I were taken from her ending up in a group home in Toronto. I ran away from there when I was 17, and I have been alone since then.” Another tweet stated, “I hate when homeless people want us to sympathize with them. We all get 24 hours; it depends on what do you choose to do with them.” Jesse, a young homeless man, replied to the comment: “It is true yet if a person is spending most of his time on staying warm and finding food then the chances are he is not as worried about finding a job” (Raising The Roof, 2015). However, it is easy to forget that people do not choose to endure the violence, negative stress, and lower quality of life that come with being homeless (Homeless on the Street, 2015).

2.2. The Housing First Approach

Housing First is a recovery-oriented approach to homelessness that involves moving individuals without homes into independent and permanent housing as quickly as possible, with no preconditions, and then providing them with additional services and supports as needed. The underlying principle of Housing First is that people are more successful in moving forward with their lives if they are first housed (Gulliver, Gaetz, & Scott, 2013, p. 2). A recovery orientation focuses on individual well-being and ensures that clients have access to a range of support that enables them to nurture and maintain social, recreational, educational, occupational and vocational activities (Gulliver, Gaetz, & Scott, 2013, p. 6).

According to Sam Tsemberis, founder of Pathways to Housing (the "Housing First Program"), housing is the cure for homelessness (Bri & Robinson, 2009, p. 13). Pathways to Housing, an early adopter of Housing First programs in the USA, claims the Housing First model to be simple: provide housing first, and then combine that housing with supportive treatment services in the areas of mental and physical health, substance abuse, education, and employment. Pathways in the USA and Belgium, Homeward Trust in Canada, and Simons in Ireland have all implemented the Housing First approach that was first popularized by Sam Tsemberis and Pathways to Housing in New York in the 1990s. They provide a variety of services including housing, health services, and other complementary services. Therefore, it is a recovery-oriented approach that works best when it helps people nurture supportive relationships and become meaningfully engaged in their communities (Gulliver, Gaetz, & Scott, 2013, p. 2).

Similar to Housing First, in Australia, the Young Women's Crisis Accommodation Program (YWCA) was established at Lisa Lodge Ballarat in December 2001. It provides crisis accommodation for homeless young women aged 15–21 and offers additional services such as social support, counselling, and referrals to other service agencies. A feature of this program is the placement of each of the young women entering the program in shared accommodation with two older homeless women. However, the program is different than Housing First in several ways. For example, young women sign a lease of 13 days and are supported by case managers to ensure beneficial combinations for homeless women signed into the program. They are also offered additional assistance with finances, budgeting, addiction counselling, and psychological counselling (Green, Mason, & Ollerenshaw, 2004, p. 46). According to studies of this program, the combination of this experiment with other support services has proved beneficial to young women.

In Canada, the Homeless Foundation from the Ontario region, which speaks on behalf of some 550 housing co-ops across the province and the 125,000 residents of co-operative housing, submitted several anti-poverty recommendations to the Ontario region of the Co-operative Housing Federation of Canada in November 2009. The organisation recommended committing to funding an affordable housing program to increase the supply of affordable housing by 8,000 units per year. The report argues that stable and secure housing provides the following benefits:

- A foundation for people to escape from poverty and homelessness;
- Reduced need for more costly government services; and,
- Attracting and keeping the skilled workers required for improving our economic competitiveness (The Co-operative Housing Federation of Canada, 2009, p. 4).

In Edmonton, Homeward Trust funds the Housing First program. The organisation uses a points system to evaluate each case and to allocate houses to clients based on such factors as age and health issues. Data collected from the beginning of Homeward Trust's Housing First program on April 1, 2009 until December 31, 2012, revealed that 2325 individuals were housed; 786 of those were Aboriginal, and 86% of all housed individuals retained their housing. The data also showed that, compared to the non-Aboriginal population, a greater portion of Aboriginal clients are women (59% compared to 32% of non-Aboriginal clients). Also, Aboriginal participants were more likely to be housed as a family (Gulliver, Gaetz, & Scott, 2013, p. 13). *Homeward Trust will be discussed further in the following section.*

According to Homeward Trust, 46% of clients housed by Intensive Case Management teams are Aboriginal, 58% of families housed are Aboriginal, and 60% of children and adult dependents housed are Aboriginal. Lastly, housed Aboriginal families tend to be slightly larger than non-Aboriginal families, with the average size of an Aboriginal family as 3.3 people, compared to 2.6 people in non-Aboriginal families (Homeward Trust, 2013; Gulliver, Gaetz, & Scott, 2013, p. 13).

2.3. About Homeward Trust

Homeward Trust Edmonton is a non-profit organisation that uses a community-based approach to its goal of ending homelessness in Edmonton. It is funded by the governments of Edmonton, Alberta, and

Canada, as well as by various community partners. Through its governance structure, particularly the Board of Directors and Aboriginal Advisory Council, Homeward Trust works in close collaboration with Aboriginal communities and stakeholders. This model of shared responsibility reflects the challenges faced by Aboriginal communities, in particular in addressing issues related to homelessness (Homeward Trust, 2016). The primary role of the organisation is to coordinate responses to housing needs and to work together with local agencies and all orders of government. Its goals include:

- Increasing access to housing by funding the development of new units and accessing market groups;
- Coordinating the provision of support services;
- Undertaking community planning and research; and
- Raising awareness in the community through events and initiatives that promote ending homelessness in Edmonton (Homeward Trust, 2016).

In addition to the construction of new housing units, Homeward Trust works to secure rental units for participants in the Housing First support program with the cooperation of landlords and property management companies (Homeward Trust, 2016). The organisation's Winter Emergency Program enables several city drop-ins to extend their operating hours, ensuring that homeless individuals are not left outside to face the harsh winter conditions. This program also funds a winter warming bus that provides services to people in need and helps connect them to emergency shelters (Homeward Trust, 2016). It also funds and coordinates the development of new housing units for individuals and families who are homeless, at risk of homelessness, or in need. Along with Housing First and the Winter Emergency Response, Homeward Trust also organizes the Homeless Count to collect demographic data. They also provide an interim housing program, which refers to temporary housing either while long-term housing is being secured or while clients wait for long-term housing to become available. One beneficiary of
the interim housing effort is Hope Mission's Youth Transition Program, which provides support to young people who are working on finding permanent housing.

2.4. Homeward Trust Partners

All the programs, community research and awareness activities conducted by Homeward Trust are organized in conjunction with community partners. Homeward Trust is connected to different community services, such as outreach teams, drop-in centres, shelters and many other organisations who help homeless people. Homeward Trust funds these organisations and, in many cases, works back and forth with them. Multiple discussions that I had with Homeward Trust led to the diagram (2d) that describes the mesh of dynamics. Stakeholder mapping was used to better understand the relationships between the organisations.

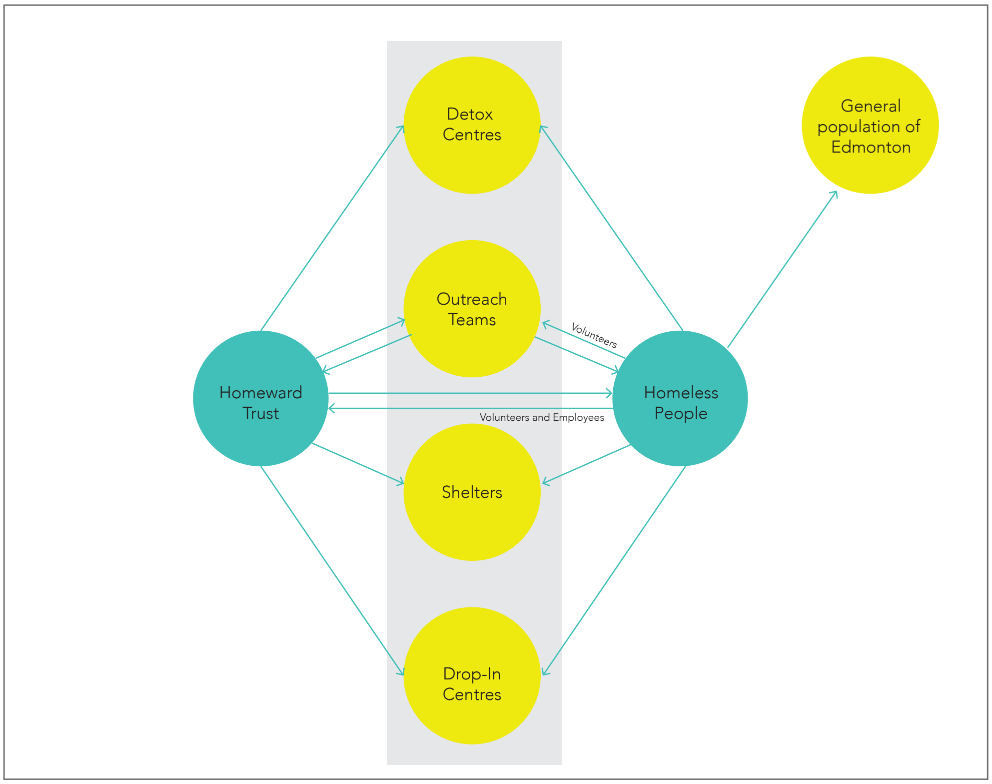


Image 2d. Map Describing Relationships Between Homeward Trust and Organisations

2.4.1. Shelters

Shelters provide temporary housing for homeless people, following are three types of shelters for different needs: Emergency overnight shelters for people who are homeless; Shelters for individuals/families impacted by family violence; and, Emergency shelters for people fleeing a natural disaster or destruction of accommodation due to fires, floods, etc. Generally, they are provided at no cost or minimal cost to the user (Canadian Observatory on Homelessness, 2012). Most of the shelters are open for certain durations, homeless people check in during that time and stay in the shelters.

2.4.2. Drop-in Centres

Drop-in Centres provide services like mental health support, foster care, and day care centres for working moms. Community organisations like Boyle Street Community also arrange daily meals for homeless people. Outreach-team workers help people living on the streets with their needs: food, money,
clothes etc.

2.4.3. Outreach Teams

These teams work directly with homeless people. They are one of the direct links to homeless people. Many organisations have their outreach teams working for different groups of homeless people. The Women's Outreach Team helps women who are marginalized by homelessness, addiction and sexual exploitation in Edmonton. They help women on the streets, in brothels, in strip clubs, in jails and at sex-trade shows, to encourage women to come for referrals, relationship and immediate help (Women's Outreach Team, 2016). The Bissell Centre has their own outreach team that works towards locating, engaging, and housing people who are homeless. Consisting of seven outreach workers, the team works under-serviced and unreached areas of the city where homeless people congregate (Bissell Centre, 2014).

2.4.4. Drug Rehabilitation Centres

These centres including Detox Centres work to help people to overcome their drug dependency (Drug Rehab Institute, 2016). They provide assistance in a supervised environment to all genders under the influence of drug or alcohol who need help stabilizing their condition. Some of the Detox Centres in the city also provide shelter services. The Drug Rehab Institute provides free consultation services with certified counsellors. They provide free assessment and help finding treatment that suits a person's need (Drug Rehab Institute, 2016). The Drug Rehab Institute in Canada provides services nationally.

2.5. Continuum of Care (CoC)

In the USA, a Continuum of Care (CoC) is a regional or local planning body that coordinates housing and services funding for homeless families and individuals (The National Alliance to End Homelessness, 2010). Their goals include providing funding for efforts by non-profit providers, state and local governments to quickly relocate homeless individuals and families while minimizing the trauma and dislocation caused to homeless individuals, families, and communities by homelessness; promoting access to and ensuring the use of mainstream programs by homeless individuals and families; and optimizing self-sufficiency among individuals and families experiencing homelessness (US Department of Housing & Urban Development, 2014). However, in order to acquire funds from a CoC, the organisation must be designated by the CoC to receive those funds. Continuums of Care focus on permanent housing, transitional housing, supportive services, a homeless management information system, and homelessness prevention (US Department of Housing & Urban Development, 2014).

2.6. Summary

The incidence of homelessness itself and the experiences of childhood abuse and family violence may create further vulnerabilities for young people who are homeless (Heerde & Hemphill, 2016, p. 266). One important step in creating an effective response to homelessness is establishing the dimensions of the problem (Koegel, Morton, & Burnam, 1996, p. 378). Both governments and private organisations work with homeless people on several levels. Responses like Housing First and campaigns such as *Humans for Humans* contribute to the goal of the elimination of homelessness, it is also essential to generate and interpret statistics about homelessness to recognize the severity of the problem and determine the best possible solutions. The Homeless Count is one method by which these statistics are gathered.

3. Homeless Counts

This chapter begins with the definition and purpose of the counting process, discusses different approaches of counting that have been applied in various countries, and compares them with the existing counting process in Canada. The chapter also discusses existing digital tools used for generating the statistics and categories that allow us to better understand homelessness.

3.1. Defining the Point-in-Time Count

There have been several different approaches to counting the homeless population, which will be elaborated on in section 4.5. The Homeless Count in Edmonton often employs a Point-in-Time (PiT) method, which is a snapshot of sheltered and unsheltered homeless people in a community on a single night. Although the definition specifies a single night, the hours of the count in that night vary per city. Factors that contribute to the decision include budget, volunteer capacity, and areas to be covered; *these factors are discussed further in Chapter 4.* The primary purpose of the count in Canada is to make contact with the population that is hard to reach and raise public awareness (Gaetz, 2014).

According to Stephen Gaetz, the director of the Canadian Observatory on Homelessness and a professor at the Faculty of Education at York University (2014), a key challenge in addressing complex problems such as homelessness is how to foster a stronger link between research, policy, and practice. The count in Canada is also used in:

- Identifying the characteristics of the local population;
- Increasing capacity to undertake a local needs assessment;
- Enhancing system planning and program development;
- Measuring progress towards ending homelessness;
- Increasing public awareness about homelessness; and
- Enhancing the ability to test the efficacy of programs and interventions aimed at ending homelessness (Homeless Hub, 2016).

In the USA, the Housing Inventory Count (HIC) data are based on annual Point-in-Time counts of beds conducted by Continuums of Care (CoCs) (National Alliance to End Homelessness, 2015). Another data-gathering approach, the S-Night, was initially an attempt by the Census Bureau (USA) to count homeless people. According to the Census Bureau (1991), the S-Night was not intended to, and did not, produce a count of the homeless population of the country. It was designed to augment traditional census procedures to ensure the fullest possible count of America's population (Straw, 1995, pp. 331–332). Australia also uses prevalence counts along with analytical techniques, based on both the characteristics observed in the Census and assumptions about the way people may respond to Census questions (Australian Bureau of Statistics, 2011). *Methods and techniques will be discussed further in sections 4.6 and 4.7.*

3.2. Myths about Point-in-Time Counts

In a document published in February 2014, the National Alliance to End Homelessness addresses a variety of myths about Point-in-Time (PiT) counts. One such myth is that Point-in-Time counts do not count every homeless person and are thus inaccurate. Even though it is true that the PiT count does not include all homeless people, it is described as the only method that assesses the relative size of the homeless population over time. Therefore, PiT counts provide a snapshot of the homeless population (National Alliance to End Homelessness, 2014). The data collection in shelters not only reflects fluctuations in the usage of beds but also showcases the interaction among people in beds, people unsheltered, and use of beds, and compares them with the number of homeless people (National Alliance to End Homelessness, 2014).

3.3. The Challenge of Quantifying the Qualitative

Even if the homeless count contributes to understanding the phenomenon of homelessness, many scholars have other views. For example, academic Christine Jocoy (2012) views counting as a ritual that feeds the culture of bureaucracy much more than it offers solutions to people living without a permanent home (p. 398). In her article "Counting the Homeless: The Culture of Quantification in American Social Policy," she expresses discomfort about the limitations of quantifying social geographies and the practice of quantification:

> City administrators have asked my thoughts on what the numbers suggest regarding the success of assistance programs and what should be done differently, but I do not have answers for them that I find satisfying. I attribute this discomfort to the limitations of quantifying social geographies and the culture of quantification that fuels this practice (Jocoy, 2012, p. 2)

Institutional action in support of policy formulation is commonly geared to the production of the bureaucracy's preferred form of evidence: numbers (Neylan, 2005). Numbers appear as stable, objective, standardized and spatially portable facts (Jocoy, 2012, p. 399). As Jocoy further notes, numbers can describe some objects, with little controversy, in the explicitly constructed data categories into which objects fall. When working with the city, Jocoy was asked to remove demographic comparisons of the homeless and general Long Beach populations, such as statistics showing the overrepresentation of African Americans among the homeless, from her report. In her opinion, the city wanted to avoid comparisons that might lead to interpretations about racial disparities that could rouse controversy. This example illustrates that comparisons of categories generate meaning; in Jocoy's case, the overrepresentation of African Americans in her report suggested racial disparities.

3.4. Enumeration and Advocacy

According to Cynthia J. Bogard's (2001) discussion of the relationship of enumeration and advocacy, counting homeless people is sometimes thought of as an act of support because efforts to ameliorate documentation can aid understanding of the extent of the homeless problem. In *Advocacy and Enumeration: Counting Homeless People in a Suburban Community*, Bogard concludes,

> A methodology for enumerating homeless people that overtly considers homelessness as a product of the way local resources are distributed. It can produce a much more enriched and therefore useful measure of this social problem as it exists about social structural conditions that surround it (2001, p. 118).

The purpose of Bogard's study was to document how many homeless people did not sleep in shelters and why they did not. Her project was divided into three parts. Initially, she contacted organisations working for homeless people to gain information about homelessness and possible locations. The second part of her investigation focused on establishing shelter capacity in town, conducting an initial count of shelter dwellers, and collecting basic demographic data on the population to aid in the sample interview section. Based on the first two parts, the third part of her study was intended to uncover the whereabouts of the street-dwelling population. She and her research team believed that enumerating street dwellers according to their sleeping locations was the most viable way to conduct the survey. The study took place in the areas that were assessed as the most likely locations of homeless residents. The conclusion highlights the importance of knowledge about the geographical distribution of street dwellers.

In the USA, Canada and Australia, the homeless counts are supported by the government. Unlike in the USA and Canada, the Australian homeless count is directly conducted nationally by the Australian Bureau of Statistics (Australian Bureau of Statistics, 2011). In the USA, the Department of Housing and Urban Development (HUD) requires communities to submit these data every other year in order to qualify for federal homeless assistance funds. Many communities conduct counts more regularly than others (National Alliance to End Homelessness, 2016). In Canada, the Canadian Bureau of Statistics collects data only on the sheltered homeless population (Statistics Canada, 2015).

3.5. History of Homeless Counts in Edmonton

In Canada, the count in 2016 was the first homeless count nationally coordinated by the government. A common Point-in-Time (PiT) Count approach was developed in consultation with communities that have experience using this method (Government of Canada, 2015). Previously, in Edmonton, the official homeless count was started by the Edmonton Task Force on Homelessness, who organized the first official count to provide a snapshot of the City's homeless population in 1999. Subsequent counts occurred in March 2000, September 2000, October 2002, 2004, 2006, 2008, 2010, 2012 and 2014 (Homeward Trust, 2014). Currently, Homeward Trust coordinates the homeless count, though the exact year in which they began doing so is not known. For the 2016 count, although the federal government planned the count on a national level, Edmonton did not participate, suggesting the federal government let local municipalities conduct the count for this year (Edmonton Journal, 2016). In Edmonton, the Homeward Trust uses the survey method for data collection, though other enumeration methods have been used and/or considered elsewhere.

3.6. Enumeration Methods

The US Department of Housing and Urban Development describes a variety of methods of counting and estimating the number of homeless people. There are variety of methods of counting:

3.6.1. Census Count

A census count is an enumeration of all homeless people or a distinct subset of homeless people; for example, families including adults and children. This counting approach provides a direct and complete count of all people on the given night and their characteristics. The Point-in-Time count is a form of census count. The method does not require any estimates. Future census counts can use the existing numbers as a benchmark.

3.6.2. Sampling

This method is a partial enumeration of the entire homeless population (or a subset of the homeless population) and can be more feasible for communities or for certain required data, such as information on substance abuse disorders. In the USA, CoCs (Continuums of Care) sample a smaller group of homeless people that are selected from the larger homeless population or a subset, such as homeless youth, and use it to estimate the number and characteristics of the entire homeless population or a subset within the CoCs (USA Department of Housing and Urban Development, 2014). Sampling can be either random or non-random.

Random Sampling requires each randomly selected respondent, such as a sheltered homeless family with at least one child, to have an equal chance of getting selected in the sample. **Non-Random Sampling**, chooses respondents with a specific goal in mind. Both sampling methods use extrapolation to achieve accurate numbers.

The Point-in-Time Guide of 2014, developed by the US Department of Housing and Urban Development, provides all CoCs with the liberty to combine census and sampling approaches to complete their Point-in-Time count. For example, a CoC may conduct a census to count the total number of homeless people, while using a random sampling approach to generate the necessary demographic information, such as data concerning gender and race.

3.6.3. Capture-Recapture Approach

This method asks enumerators to observe characteristics and life events of the person and determine whether they are homeless or not. In "A Repeated Observation Approach for Estimating the Street Homeless Population," Brent Berry (2007) argues that Capture-Recapture Approach estimates are more accurate when based on single-day follow-up observations that also occur within a well-defined study area such as a hospital or emergency-response catchment area. Berry used multiple and single teams to implement this method, resulting in the identification of characteristics observed in homeless people, such as panhandling in areas with regular pedestrian traffic and garbage or bottle collection.

The method does not involve a conversation with the participant. Therefore, an observation-based procedure, in contrast to personal interviews, is non-invasive and can be used independently or in combination with other methods. In British Columbia, this method was used during the homeless count along with an interview process. Counting volunteers were asked to answer the question of Gender based on their judgment (Ministry of Public Safety and Solicitor General Housing Policy Branch, 2009, p. 46).

This approach assumes certain factors, such as a lack of change in population during observation (Seber, 1986), sufficient identification of observed homeless so that they can be identified in other observations, independence of multiple samples from incomplete lists generated from administrative data (Berry, 2007), and a possibility of being in the sample.

3.6.4. Indirect Estimation Approach

This approach is the most common and least expensive approach, which uses auxiliary information provided by respondents such as agency directors, usually in the form of cumulative shelter counts, use of food banks, soup kitchens, and other services geared toward the homeless (Brent, 2007; Farrell, Reissing, & Aubry, 2002). However, as Brent noted, the approach has limitations, including a high potential for multiple counting, differences in defining the homeless between different services, inconsistent collection periods, lack of seasonal variations in homelessness, and the possibility of missing people who do not use shelters. These limitations lead to misrepresentation in the count generated.

3.6.5. Extrapolation

This is a method for estimating the total number of people receiving residential homeless services when some, but not all, of the residential service providers participate in the Homeless Management Information System (Buron & Poulin, 2004). Homeless Management Information Systems (HMIS) is a locally-administered electronic data collection tool that stores person-level information about men, women, and children who access the homeless services system in the USA (PATH: Projects for Assistance in Transition in Homelessness, 2010). *HMIS will be further discussed in Chapter 6.* Without complete participation of all the services it is impossible to fully estimate the exact number of people receiving residential homeless services. Therefore, extrapolation helps to estimate the total number of homeless people based on the data generated by HMIS.

All five of these discussed enumeration methods are useful for different purposes. For example, as Berry (2007) noted, street-based capture-recapture methods are most useful in urban environments in which the homeless have a fairly high probability of being sighted. Therefore, thoughtful selection of method(s) is necessary. The application of this method(s) may vary depending upon the duration of the count.

3.7. Dimensions of Data Collection

The Australian Bureau of Statistics defines dimensions of counting that can be understood based on the primary difference between the duration of the count and depth of the data collected. Two of those dimensions are **Prevalence** and **Incidence**.

3.7.1. Prevalence

This is the first estimate of homelessness at a particular point in time to judge the scale of the problem (Australian Bureau of Statistics, 2011). The study estimates measures on a consistent, comparable basis and at regular intervals to determine trends and the direction of change.
In Canada, the count is conducted every two years, on a specific day. However, in the USA, many communities hold the count every year (National Alliance to End Homelessness, 2015). For example, in the last week of January, on a single night, all the communities organized into Continuums of Care conduct their count (National Alliance to End Homelessness, 2015).

3.7.2. Incidence

Incidence refers to an estimate of the number of people experiencing at least one period of homelessness over a given length of time. The study in the city of Adelaide counted people for a four-month period between June–September 2005. Incidence measures all experiences of homelessness over a period of time, and may include multiple incidences of homelessness for some individuals (Australian Bureau of Statistics, 2006).

Incidence also increases the understanding of movements into and out of homelessness (Australian Bureau of Statistics, 2006). It is hard to find a collection vehicle to count these phenomena in real time (Australian Bureau Statistics, 2006). Critical to the analysis of such experience data is the ability to identify sub-populations and the characteristics of persons with particular experiences (Australian Bureau of Statistics, 2006).

Some states in the USA also conduct counts lasting for more than a single day. In 2007, in a rural area of South Carolina, the count was held for two weeks. However, the data were also collected on other days than the official night of the count – the S-Night – and the status of homeless people on the day of S-Night was investigated (Homeless Hub, 2008). However, the count in South Carolina cannot be understood as an example of incidence. Because it measured homeless people over a longer period instead of one day of enumeration.

3.9. Discussion

The homeless count results in two dimensions: the qualitative nature of quantities and advocacy about homelessness. As it has been conducted many times, the Homeless Count in Edmonton has established a benchmark and has become known to the city's homeless people. The timings of the count and duration, resources, the data collected on homeless people and their locations can be useful to motivate advocacy in support of the homeless.
Additionally, even if data categories and their comparisons refer to quantities, the effect of these quantities and categories on experiences during the count and their role in policy-making makes it crucial to understand different data sets generated from the count. I will elaborate more on these categories in Chapter Five.

Lastly, as noted by the National Alliance to End Homelessness while addressing a variety of myths about Point-in-Time (PiT) counts, "the homeless count is the only effective way to determine the number of homeless people." Surveys are the most commonly used method; however, this method does not guarantee coverage of all homeless individuals.
The strengths and weaknesses of the different aspects of the counting process

are discussed further in Chapter 5. Different methods can be combined as a useful approach to increase the involvement of the homeless individuals being surveyed. For the purpose of a Point-in-Time count, for example, an observation method such as the capture-recapture approach, along with a survey, can help account for people who were left out during the initial count.

4. Homeless Count in Edmonton

This chapter describes the Homeless Count process in Edmonton. The following chart is a compilation of the Homeless Count process. It is derived from the data gathered during interviews with the research participants. *The investigation method will be discussed in Chapters 8 and 9.*

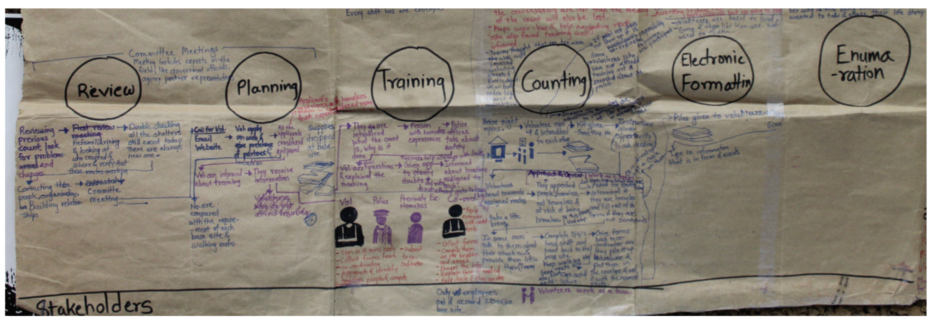


Image 4a. Map Describing the Complete Homeless Count Process

4.1. Five Phases of the Homeless Counting Process and Stakeholders Involved

The Homeless Count in Edmonton can be understood in five phases: Review (Pre-Planning), Planning, Training, Counting and Generating Statistics. The above image of a service map (4a) shows the process in 6 phases in contrast to the phases mentioned above. After creating the map (above) it made sense to combine the stages Electronic Formatting with Enumeration and name it Generating Statistics for the convenience of documentation. I will describe all five phases after describing the stakeholders in the process.

4.1.1. Stakeholders Involved in the Homeless Count

Multiple stakeholders participate on numerous levels in the count. Following is a list of all the stakeholders in the Homeless Count process:

a. **Individuals Participating in the Count**
   - Previously Homeless People: discuss their experience of being homeless during the training sessions for volunteers
   - Volunteers (Counting on streets): survey homeless people on the streets or at appointed facilities
   - Volunteers (Scanning and compiling the forms): help digitize the completed surveys

b. **Edmonton Police**: discuss safety of volunteers during training and manage safety of volunteers during the count

c. **Outreach Team Members**: provide insight into the locations of homeless people during the planning of the homeless count

d. **Homeward Trust Employees**
   - Base Site Coordinators: manage the base site (the operation station for the coverage of each area) on the count day
   - Homeless Count Coordinator: manages the complete count from Review (Pre-Planning) to the execution of the count
   - Analysis Team: handles the compilation of all surveys in digital format and generating statistics

e. **Committee Members (usually includes scholars and government officials)**: provides help and guidance to the homeless count team

f. **Shelter and Facility Employees**
   - Shelters and Facilities Authority: initiates communication in the initial phase of the count process
   - Volunteer Base Site Coordinator: helps the other Base Site Coordinator manages the base site

Even though the homeless count process is described using five phases there are overlaps in the process. Now, I will describe the tasks of all the stakeholders and their relationships using the five phases.

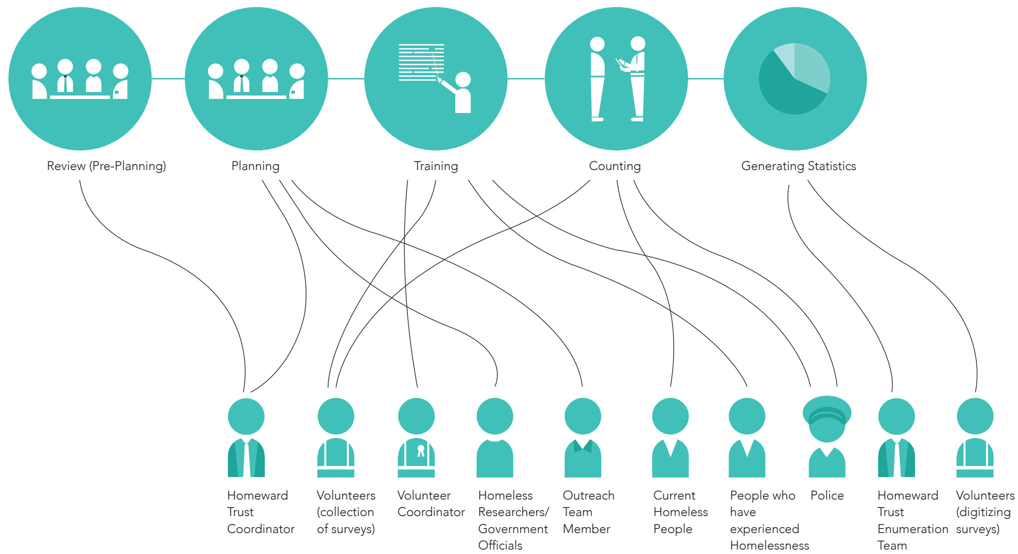


Image 4b. Stakeholders Involvement at Each Phase of Homeless Count

4.1.2. Review (Pre-Planning)

The Homeless Count starts with reviewing the previous count, considering previously covered areas and issues noticed as well as re-connecting to agencies including shelters and soup kitchens. The Homeless Count Coordinator is responsible for contacting and coordinating with them. Once, the shelters participating in the count are finalized and sufficient funds are approved then the first committee meeting is held and the committee meeting members are introduced to the count. This phase also initiates discussion on the questions to be asked in the survey. In the 2014 count, all the cities in Alberta cooperated and agreed on conducting the count at the same time and asking questions that are approximately similar so that the data is comparable. *The variations observed in the 2014 count are discussed in section 4.2.*

4.1.3. Planning

The planning process of the Homeless Count focuses on volunteer and coordinators enrolment, geographical area coverage, defining base sites and their schedule, allocating manpower, organizing training for volunteers and coordinators and deciding the day of the count. After consideration, when systems and facilities respond, the Coordinator generates the list of all the volunteered systems and services. These locations serve as a base site during the count. When making the decisions on the base sites and areas to be covered the Outreach Team's opinion is taken into consideration. They are invited to the Homeward Trust office and the locations of homeless people observed are discussed using a city map. Then the list of organisations that are part of the count and the areas identified are cross referenced and base sites, routes and places like bottle depots are to be covered are decided.

Each base site has one Homeward Trust employee and a base site employee as a coordinator. In the case of lacking coordinators, Homeward Trust arranges volunteer coordinators with experience with homeless people.

Simultaneously, a committee meeting is held to supervise the complete process. During the meeting, factors like budget, volunteer targets and survey questions are discussed.

In 2014 all the cities in Alberta discussed the questions and the goals behind them to approximately match with each other. Though the questions were similar to each other the surveys differed based on the purpose and facilities, shelters and areas counted.

4.1.3.1. Discussing Questions and Surveys

The count in Edmonton used 3 surveys: Route Survey, Shelter Survey and Facility Survey. All the questions in the surveys were analyzed and compared against each other. The questions differed as per the form. Following are the listed differences in the surveys:

a. Unlike the Shelter and Facility survey, the Route survey included questions about the locations of sleep and sources of money.
b. The only demographic information collected by the survey concerned age, gender, Aboriginal status and visible minority (everyone except caucasian).
c. In total 17 questions were included in the Route survey, 15 in the Shelter survey and 6 in the Facility survey. They focused on collecting location information as well as demographic information concerning age, gender, stay in Edmonton and Canada, span of being homeless, Aboriginal and visible minority status.
d. The question of visible minority was eliminated from the 2016 count.

Further discussion concerning the data collection through survey is found in section 5.4 Homeless Count Data Collection and Analysis.

The committee meeting is followed by placing a call for volunteers on the website www.homelesscount.ca. Publicity to gain volunteers also includes interviews on TV and a call on the Homeward Trust Website.

Once the coordinator receives the list of volunteers the shifts at each base site are decided, she assigns volunteers and coordinators to each and informs them about the day, shift and base site. The decision of allocation is based on volunteer's preference of location and partner along with the availability of the time slots. Volunteers are paired together as a team based on this information. Multiple training sessions are organized for volunteers and coordinators separately. Information of their shift is provided after the training session. In some cases, the coordinator makes amendments to the shifts if they are not convenient.

4.1.4. Training Volunteers and Base Site Coordinators

Different training sessions are conducted for volunteers that will be filling out surveys, and for base site coordinators. In 2014, two training sessions were held at different locations and on different days. However, all the coordinators, being employees, received only one training session.

4.1.4.1. Training for Volunteers

This session informs volunteers about the purpose of the count, safety issues along with the meanings of questions in the survey and how to fill them out. It also includes a previously homeless person describing his or her experience. The volunteers are taught about the dynamics of the homeless experience. They are also given time to discuss and ask questions. Volunteers who do not attend the training session are supposed to receive information on the day of count from the coordinator. Conducting the training for coordinators is easier as only Homeward Trust and base site employees are eligible to be a coordinator.

4.1.4.2. Training for Coordinators

The session is held in the office of Homeward Trust. After conducting the Homeless Count multiple times, most of the coordinators are aware of the process. However, they still need information about changes. Training is also useful for first time coordinators. During the training they receive packets of required information including: a list of volunteers and their contact details, routes and teams assigned to the routes and priority routes. The additional list of routes i.e. priority routes is provided to ensure they are covered in absence of volunteers. On the day of the count, when volunteers reach the base site and sign in for the count, the coordinator introduces them, and asks them if they have any questions, and hands over the route map and forms to the team.

4.1.5. Homeless Count

A day before the count, the count coordinator or the base site coordinator drops all the supplies including vests, surveys, envelopes, printouts of the individual route maps, list of volunteers appointed on the base site and their routes. On the day of the count, the base site opens half an hour before the count starts. The base site coordinators set up the site. When volunteers arrive at the base site they log down their time. The base site coordinator introduces the partners and distributes the bundle of surveys and route maps. In the case of Shelter surveys, volunteers do not receive a map. Volunteers walk on the streets approaching people, they introduce themselves to people and tell them about the count and ask for their consent. If the interviewee is identified as homeless, volunteers give them a pamphlet of contact details. By the end of the shift volunteers come back to the base site and hands over the forms to the base site coordinator.

The base site coordinator takes care of situations like finding a replacement volunteer in case of absence, coordinating with the count coordinator if required and ensuring the forms are filled out correctly.

Once all the surveys are received, the coordinator puts them in individual envelopes along with the route map. In the case of Shelter or Facility surveys only one envelope is used to compile all the surveys. All the envelopes are brought back to the Homeward Trust office.

4.1.6. Generating Statistics

After all the forms are brought back to the Homeward Trust office, another call of volunteers is sent out via email and website. The job of the volunteer working during this phase of the process is to scan all the surveys and import them into OMR Remark Office (OMR stands for Optical Mark Recognition).

The scanner reads the marks and characters when the scanned survey is imported in the software, putting it into a table format. The volunteer's job is to scan the forms and cross-reference them with the information in the table. *The details of the software's function will be discussed in Chapter 7.*

Once all the forms are compiled, the table is exported to Microsoft Excel (spreadsheet) format. The information in the Excel format can also be visualized in a statistical format and the final numbers are achieved.

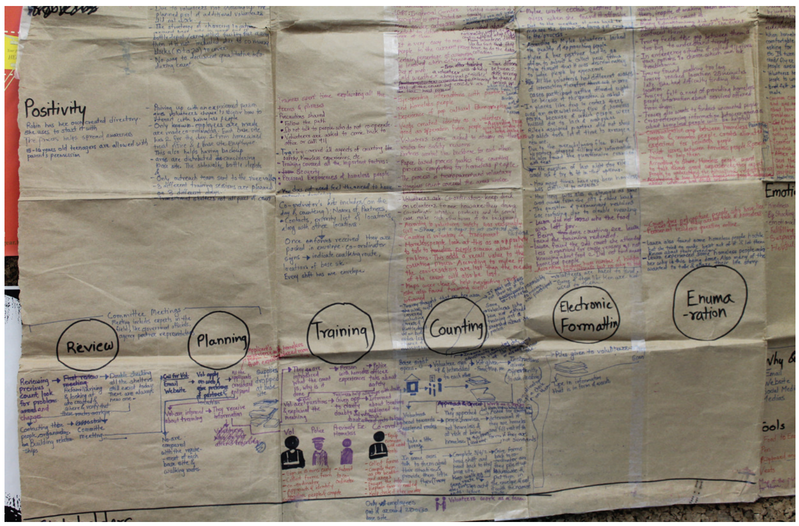


Image 4c. Homeless Counting Process Journey Including Positive and Negative Aspects and Homeless Experiences

Even though the system of counting is in place, it does not always work smoothly. Lots of variations and issues arise during the execution of the Homeless Count. Some of them include: volunteers not showing up, the tedious nature of survey digitization, coverage of areas, inclusion and identification of homeless people and double counting. *The following chapter discusses the variations observed in the homeless count in 2014 and issues identified in different countries.*

4.2. Variations and Issues Observed During the Count

This section discusses variations and issues observed in different aspects during the provincial homeless counts conducted across Alberta in 2014. It also includes the first national-level homeless count, and compares the various counts using four aspects: Timing and Duration, Area Coverage Strategy, Resources, and Data Collection and Analysis. The count in 2014 was the first provincial count conducted in Alberta, for which all cities agreed to do the count at the same approximate time. The variations of the count are explained in the chart below. The table is divided into the three parts that cover the different surveys: Route Count, Facilities Count, and System Count.

Cities	Resources, Covered Areas and Timings				
	No. of Volunteers	Volunteer to Homeless	Day and Time for Route, Shelter and	Zones	Weather Conditions
Edmonton	300	0.3:1	5:00 am–10:00 pm **Shelter and Facility:** Oct 15 **Route:** Oct 16	99	Mild and Dry 10.1H -2.7L 11.4H 1.4L
Calgary	84	0.5:1	10:00 pm–1:00 am **All counts:** Oct 16	25	Mild and Dry 11H 4L
Medicine Hat	83	16:1	9:00 pm–11:00 pm **All Counts:** Oct 16	21	Mild and Dry 11H 4L
Red Deer	200	9:1	10:00 pm–12:00 am **All Counts:** Oct 16	100	Mild and Dry 11H 4L
Lethbridge	135	5.6:1	10:00 pm–1:00 am **All Counts:** Oct 16	40	Mild and Dry 11H 4L
Grand Prairie	42	0.8:1 9	8:30 am–12:00 am **All Counts:** Oct 22	8	Cool and Wet 5.5H 1.4L
Wood Buffalo	54	0.3:1	8:00 am–6:00 pm **All Counts:** Oct 15	10	Mild and Dry 11H 4L

Chart 4a. Resources, Covered Areas and Timing (Homeward Trust, 2014)

Cities	Shelters and Facilities Included in the Count		
	Emergency Shelters	**Short Term Supportive Housing**	**Addiction Treatment Facilities**
Edmonton	Included	Included	Included
Calgary	Included	Included	Included
Medicine Hat	Included	Included	Included
Red Deer	Included	Included	Included
Lethbridge	Included	Included	Not Included
Grand Prairie	Included	None Exist	Not Included
Wood Buffalo	Included	Not Included	Included

Chart 4b. Shelters and Facilities Included into the Count (Homeward Trust, 2014)

Cities	Categories of Homelessness Covered					
	LGB	Male	Female	Trans	Children in Emergency Shelters	Children in Short Term Supportive Housing
Edmonton	Not Included	Included	Included	Included	Included	Included
Calgary	Not Included	Included	Included	Included	Included	Included
Medicine Hat	Not Included	Included	Included	Included	Included	Included
Red Deer	Not Included	Included	Included	Included	Included	Included
Lethbridge	Not Included	Included	Included	Included	Not Included	Included
Grand Prairie	Not Included	Included	Included	Included	Included	None Exist
Wood Buffalo	Not Included	Included	Included	Included	Not Included	Not Included

Chart 4c1. Categories of Homelessness Covered (Homeward Trust, 2014)

Cities	Categories of Homelessness Covered (Continued)				
	Physically and Mentally Challenged	Seniors (65+)	Aboriginal	Immigrants	Youth (up to 24)
Edmonton	Not Included	Included	Included	Included	Included
Calgary	Not Included	Included	Included	Included	Included
Medicine Hat	Not Included	Included	Included	Included	Included
Red Deer	Not Included	Included	Included	Included	Included
Lethbridge	Not Included	Included	Included	Included	Included
Grand Prairie	Not Included	Included	Included	Included	Included
Wood Buffalo	Not Included	Included	Included	Included	Included

Chart 4c2. Categories of Homelessness Covered (Homeward Trust, 2014) (Continued)

Cities	Facilities Included in the Count					
	Health Facilities	**Correctional Center**	**Alberta Works Hotels**	**AISH Hotels**	**Red Cross Hotels**	**Police Holding Cells**
Edmonton	Included only discharges	Not Included	Included	Included	Not Included	Not Included
Calgary	Included	Included	Included	Not Included	Not Included	Included
Medicine Hat	Not Included	Not Included	Not Included	Not Included	Not Included	Not Included
Red Deer	Included	Included	Included	Not Included	Not Included	Included
Lethbridge	Included	Included	Included	Not Included	Included	Included
Grand Prairie	Not Included	Not Included	Not Included	Not Included	Not Included	Not Included
Wood Buf-falo	Included	Included	None Available	None Available	Not Included	Included

Chart 4d. Facilities Included in the Count (Homeward Trust, 2014)

4.2.1. Time and Duration for the Alberta PiT Counts

The duration of the count refers to the dimensions discussed in Chapter 4: Prevalence and Incidence. In Canada, Homeward Trust conducts Point-in-Time counts, applying the dimension of prevalence. Apart from choosing the length of the count, the timing of the count is equally essential. In all cities, time and duration can influence the compatibility of data among all communities. All other elements including collected data and the format of questions also need to be consistent in order to achieve better comparisons between cities.

In Canada, communities in British Columbia conduct the count as per their individual calendars due to the impracticality of doing the same day and time count in all communities (Ministry of Labour and Citizen's Services, 2009, p. 16). One reason for these differences in timing is the varying climate in each community. According to the Ministry of Labour and Citizen's Services, late fall, winter, or early spring are the best times to count homeless people in BC. Cold or wet weather conditions lead to increased use of shelters and facilities during times of poor weather, which also increases the chances of accounting for a maximum number of people using the shelters and other services.

In the case of Alberta, all the cities have distinctive seasons, with cold weather in the fall, winter, and spring. As noted in the *Edmonton Journal,* Susan McGee, the chief executive of Homeward Trust, disagreed with the current plan to count the homeless population between January and April because the count might not include the "hidden" homeless (Edmonton Journal, 2016). One interviewed research participant supports the argument stating that many homeless women sleep in abandoned cars. Therefore, performing the count from January to April risks missing the homeless at risk.

In 2014, the Homeless Count in Edmonton was held on the night of October 15th, overnight, and on October 16th between 5:00 am and 10:00 pm. Every count in Edmonton since 2002 has taken place in October, eliminating possible seasonal fluctuation in the count (Homeward Trust, 2014).

According to the provincial Point-in-Time count, each Alberta city experienced some irregularities in its respective count. For example, Grande Prairie and Wood Buffalo undertook their counts on October 22 to capture shift workers in the oil and gas sector, and to ensure adequate resources were in place, respectively. However, the city of Edmonton counted homeless people on the 15th and 16th of October. All the other cities, Medicine Hat, Calgary, Red Deer, and Lethbridge, conducted the Route count on the 15th.

The national methodology recommends that the Route, Facility and Shelter Counts occur at the same time in order to avoid double-counting (Turner, 2015, p. 17). Calgary, Lethbridge, Red Deer, Medicine Hat, and Grande Prairie conduct their Route counts overnight on the same night they perform the Shelter count. Unlike the other cities, Edmonton counted shelters at night and held its Route Count on the following day. The daytime counts in Edmonton and Wood Buffalo are particularly challenging to compare against night-time counts in the other five cities (Turner, 2015, p. 16).

4.2.2. Area Coverage Variations for the Alberta PiT Counts

Apart from streets, the Route Count includes parks, the river valley, soup kitchens, and bottle depots. The Facilities Count includes Emergency

Shelters, Short-Term Supportive Housing, and Addiction Treatment Facilities. Similarly, the Shelter Count includes Health Facilities, Correctional Centres, Alberta Works Hotels, AISH Hotels, Red Cross Hotels and Police Holding Cells. However, as Chart 5.2b shows, Wood Buffalo did not include children in Short Term Supportive Housing.

Facilities and systems play significant roles in the coverage of the count. Since they work as a base site, if the service denies being part of the count, the areas around the sites are often not covered. In the 2014 count, for example, Edmonton included all the Emergency Shelters. However, not all Transitional Shelters and Short Term Supportive Housing were part of the count. Similarly, the inclusion of the only known areas in the route count neglected the inclusion of other possible areas, such as abandoned cars. The coverage of sectors also depends on the available resources.

4.2.3. Resources for the Count

The implementation of the count depends on a variety of resources: manpower, a partnership with facilities, and institutions, and monetary resources. Manpower for the Homeless Count consists of volunteers and coordinators. Volunteers are trained to understand the questions to be asked in the survey. As mentioned in section 5.1.3.1. Training for Volunteers, Homeward Trust employees pointed out that as part of the training, they were informed about the reasons for the homeless count, as well as logistical decisions and safety concerns. The volunteers were taught about the dynamics of the homeless experience and the questions they were supposed to ask. They were also given time to discuss and ask questions. The coordinators also underwent training that included information on essential documentation, such as lists of routes, compulsory coverage routes, and compilation of forms.

On the day of counting, volunteers introduce themselves to participants on the street and ask for the consent of the potential participants. If approval is given, then the questionnaire continues. If not, then the survey ends there. Documentation does not include extra information on that person.

According to a research participant from Homeward Trust, the number of volunteers involved and participating shelters and facilities in the 2014 counts in each participating city in Alberta affected the ability to cover all the areas in each city (Employee, 2015). As Chart 4a shows, Lethbridge, Red Deer, and Medicine Hat had access to higher numbers of volunteers per homeless person. Therefore, they had a greater chance of reaching the maximum number of homeless people than other cities with smaller numbers of volunteers. The ratio of volunteer to homeless person also depended on the number of volunteers participating on the day of the count. In Edmonton, the count team set a minimum target of 300 volunteers, which they achieved. However, the team fell short of a few volunteers due to lack of participation on the day of counting. The shortage negatively affected the coverage of the areas.

Another factor that differed from city to city was the extent of geographical coverage. For example, Grande Prairie's homeless survey covered the entire city, but all the other cities included only areas known to have homeless populations. The coverage of the areas also depends on partnerships with other organisations and the participation of facilities. According to an employee from Homeward Trust, with the Homeless Count a voluntary effort, many organisations do not want to be part of it. For example, as a research participant during the interview mentioned many women's shelters choose to keep their locations hidden for safety reasons (Employee, 2015).

In the 2014 Alberta provincial count, inconsistencies were identified in the methods applied by enumerators on the ground. There was no consistent methodology used to deduce the number of emergency shelter users or short-term supportive housing residents who otherwise had permanent residence (Turner, 2015, p. 15). According to Turner, the city of Wood Buffalo used the observation method as well as a survey to count the aboriginal population, which was different from what the other cities did. The method change makes it challenging to compare the data with other cities that did not use the observation method. The data entry methodology is also varied for each city. Edmonton and Red Deer developed their own ways of generating the data and the use of Excel sheets for the provincial report.

On the other hand, as per the provincial report (p. 17) Medicine Hat, Lethbridge, Calgary, and Grande Prairie used the Excel sheet developed by the working group to enter their survey data. As a result, the cleaning of their surveys and merging of data was possible. (Turner, 2015, p. 17)

4.2.4. Homeless Count Data Collection and Analysis

All the Alberta cities mutually developed the questionnaire for the count conducted in 2014. The first two questions of the form defined whether the person is homeless or not. The questions are: "Do you have a permanent residence that you stayed at or could have stayed at last night?" and "Where did you stay last night?" The answers to these questions were used to define whether or not the person was homeless. However, as the report suggests multiple issues were identified in the data collection.

Calgary did not count individuals who reported not having a home but did say they were going to their apartment/house, or to someone else's place. In Edmonton, some respondents stated that they had no permanent home, but also answered "I stayed at my place" the night before the count. As noted by the research participant during the interview who was part of the planning process, the reason behind excluding them from the count was to make an estimation of people who may or may not be homeless in the future (Employee, 2015).

The data collected during the provincial count also reflected some inconsistencies among the various cities. For example, the provincial Homeless Count 2014 report noted that in the city of Wood Buffalo, the question "Do you have a permanent residence that you stayed at or could have stayed at last night?" was amended to include the night of the count as well as the night before. Medicine Hat, meanwhile, changed the screening question to "Do you have a permanent residence that you stayed at or could have stayed at last night (including rent or own residence, roommate, college residence, staying temporarily in Medicine Hat but have a residence in another community)?" (Turner, 2015, p. 15).

In addition to asking for an exact address including street and location, the survey asked participants for demographic information, some of which included:

- Age, year of birth and gender;
- Number of homeless experiences,
- Number of children in the family in total, and number of those children who are under age 18;
- Source of income;

- Military Service;
- Number of years in Edmonton;
- Aboriginal status; and
- Visible minority.

The discussions with Homeward Trust revealed that the team was unable to use exact locations of addresses due to the lack of a reliable documentation method. As well, the 2016 count omitted the question regarding visible minority status due to the ambiguity of the term "visible minority."

According to the report "Edmonton Point-in-Time Count 2014," the data collected were compiled into multiple categories: gender, ethnicity, age, time in Edmonton, military service, and country of birth. This information is further divided into the following subcategories:

- Age is discussed in relation to time in Edmonton;
- Ethnicity is discussed in relation to shelter usage, gender, military service, number of dependents, time in Edmonton, and age;
- Shelter usage is discussed in relation to gender, military service, immigrant status, dependents, age, and time in Edmonton;
- Gender is discussed in relation to military service, immigrant status, number of dependents, time in Edmonton, and age;
- Veteran status is discussed in relation to immigrant status, number of dependents, age, and time in Edmonton;
- Immigrant status is discussed in relation to number of dependents, time in Edmonton, and age;
- Number of dependents is discussed in relation to time in Edmonton and age; and,
- The use of information relating to income sources is unknown, while the use of location is difficult to document due to a lack of strategy.

In spite of the efforts to count homeless people, the method is not perfect, and comes with its set of challenges. The next section discusses key issues raised by researchers in relation to homeless counting processes.

4.3. Previously Identified Problems

Researchers have identified a variety of challenges and concerns with the Homeless Count process, most of which are related to logistical decisions and on–ground situations.

Homeless people who do not use shelters or other services, and in particular those who bed down in locations invisible or inaccessible to enumerators, are at very high risk of being undercounted (Koegel, Morton, & Burnam, 1996). The problem continues, as illustrated by the case of a volunteer participating in this research who was contacted by the landlord of a building on her street, who informed her of a woman and her children living under the stairs (Volunteer, 2015).

Second, there is no way to detect double counting. When using the under capture–recapture method, Berry (2007) maintained a distance of 0.5 km between all routes in order to minimize the possibility of double counting. However, he was unable to guarantee that double counting did not occur.

Third, the count in Edmonton asks for consent from every interviewee. If a person chooses not to continue may be interview, he or she is not counted. However, many volunteers have mentioned in interviews that the characteristics of the interviewee can be used to identify him or her as homeless. Due to the complexity of the homeless experience, many such persons, including veterans, do not wish to be seen or counted as homeless.

Furthermore, before the data are compiled and analyzed, Homeward Trust scans all the printed and filled out forms. Volunteers are asked to scan and enter written information. However, obtaining volunteers for this task has proven to be difficult. If Homeward Trust is unable to find volunteers, staff have to invest their time in this administrative work.

Volunteers conducting the count often notice that homeless people may find some of the questions offensive. This situation can create prejudiced opinions in homeless people's minds. In many cases, volunteers miss their initial training and do not know enough about the questions and the homeless experience to work successfully on the ground. This lack of knowledge adds to the errors made during data collection. In addition, some volunteers do not inform the organizers if they will be absent on the day of the count. Volunteer absence results in lack of information and wasted time as new volunteers must be found and prepared.

4.4. Discussion

To conclude, the homeless count captures a small group of people with special needs. The nature of the counting process makes it essential to attend to the unique character of issues regarding the count (Homeless Hub, 2008).

The literature and discussions with Homeward Trust employees and volunteers of the count highlight the need to explore the existing counting process from a design perspective. Reconsideration of the time and duration of the count, coverage of facilities, knowledge of volunteers, and inclusion of the "hidden" homeless population may help improve the picture produced by the snapshot generated by the PiT Homeless Count.

Improvement of facility coverage depends on the facilities agreeing to be part of the count. Consideration of data from those services that have declined the offer of being part of the count can enhance the quality of the data gathered. As discussed previously, a longer count may help ensure that more homeless people are included, but could also create further problems including the risk of double counting. Homeless counts are probably best accomplished in the summer or fall, as cold weather may prevent the "hidden" homeless population from being properly counted.

A lack of knowledge about the homeless count and survey also has a negative effect on the data collection process. Furthermore, the inclusion or exclusion of homeless people in the count directly affects categorization, which in turn influences the comprehension of homelessness from a holistic point of view. The use of paper-based processes for data collection is time-consuming, and a relative lack of tools to document and analyze the information can lead to important details being left out of the count. For example, answers to the question "Please describe where you stayed last night (street and avenue or nearest landmark)" were often not documented due to difficulties in compiling these data into an understandable format. This lack of understanding influences the next part of the project: investigating possibilities by mapping the homeless count process and better understanding the stakeholders to transform the process of the Homeless Count.

5. Tools used for analyzing data

This chapter discusses the tools used by Homeward Trust, as well as other digital tools and systems used for the census and homeless services management. These tools are compared to one another in terms of their features and their contributions to the data–collecting process. The chapter also considers tools used in other locations to generate statistical information and discusses their contributions to the counting system.

5.1. Tools used by Homeward Trust: OMR Remark Office 2014

Currently, Homeward Trust uses OMR (Optical Mark Recognition) Remark Office, a program that allows users to scan forms and translate them into digital data, in order to document and analyze the information collected in the surveys. The tool is convenient because it gives the users freedom to scan on any machine and supports multiple options for file formats, such as TIFF, PCX, JPG and PDF. It also simplifies qualitative data entry via speech recognition and OCR (Optical Character Recognition) technology, which offers automatic character recognition that saves the time of manual editing. The software also provides correction features that allow users to make changes and track those changes. The data can also be displayed in an editable tabular format, which simplifies the correction process.

Although the software provides freedom to design survey forms, OMR Remark Office makes recommendations to create forms to minimize errors. These recommendations include design-specific guidance such as using shapes, minimum point size and intensity, and tones of used colours (Appendices Section D).

However, the principal drawback of this method is that once the survey is completed, the job of compiling the data is left to the Homeward Trust employees and volunteers. Following is the user flow chart that describes the process of compilation.

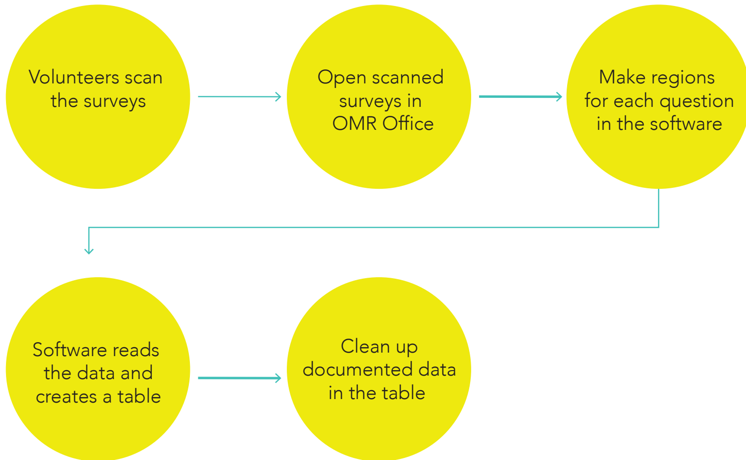


Image 5a. Process of Digitizing the Surveys Using OMR Remark Office software

Finding volunteers for this job is difficult due to the tedious nature of the task, which includes scanning forms, checking data entry, and typing corrections and adding in missing qualitative data.

5.2. Other Data Collection Tools: Open Data Kit and Google Fusion

5.2.1. Open Data Kit

Open Data Kit (ODK) is a free and open-source set of tools which help organisations author, field, and manage mobile data collection solutions. ODK provides an out–of–the–box solution for users to: 1. Build a data collection form or survey; 2. Collect the data on a mobile device and send it to a server; and 3. Aggregate the collected data on a server and extract it in useful formats (Open Data Kit, 2013).

The purpose of Open Data Kit, an Android application (app), is to collect, aggregate and author data (Open Data Kit, 2013). All three of these functions serve as individual parts of the app. The "collect" function contains various media types such as images, locations, audio files, video files, barcodes, and sketch annotations. The "aggregate" function runs on the server, acting as a repository for the forms and visualizing the data in the forms of maps and tables. The data can be exported to Google Fusion, Google Maps, and Google Earth. ODK also allows users to build a simple graphical form and an XLS Form in an Excel Sheet format. ODK is funded by a Google Focused Research Award and through donations from use, and is supported by a growing community of developers, implementers, and users (Google, 2008).

5.2.2. Google Fusion

Google Fusion is a data visualization application that converts information tables into infographics. The information can be uploaded and directly converted to a visualization.

However, one drawback of Open Data Kit and Google Fusion for the Homeless Count is that it does not allow access to multiple users depending upon their working profile. For example, volunteers do not need to obtain information about all the routes. But, coordinators of each base site need to see all the routes and keep track of all the volunteers.

Available Features	OMR Office	Open Data Kit	Google Fusion
Usability Features			
Moves data between devices/servers	●	●	●
Provides access to previous records		●	●
Translates paper format to digital format	●	●	
Capacity to build surveys	●	●	
Provides reports	●	●	
Export format options	Excel and other formats	Spreadsheets and other formats	
Optical Mark Recognition (reads forms with erasures, crossed-out marks, skewing, etc.)	●		
Optical Character Recognition (eliminates pre-sorting of forms with automatic form, page and respondent identification fea-tures, such as use of barcode or naming)	●	●	
Speech recognition	●		
Tabulation of survey style forms	●		

Data editing features

Collaborations for update time feed			●
Combining two tables			●
Change logs (tracks changes made to data files for security)	●		
Easy data clean up	●	●	
Data mapping using maps		●	●
Collaborative data gathering			
Creation of data visualization using color, and textures			●
Automatic filtration of data and providing statistics on specific criteria		●	
Data comparisons include different categories	●	●	
Statistics calculated	●	●	
Publishing statistics		Google Spread-sheets, Google Fusion Tables	Spreadsheet Tables
Form creation and filling do not need internet connectivity	Spreadsheet Tables		
Data collection includes barcodes, audio, video locations and images	●	●	

Chart 5a. Features of Existing Software

5.3. Government Efforts Towards Data Collection

Along with the efforts of digitizing and analyzing surveys on an individual organisation level, the Government of Canada is also making efforts to collect data about homeless people. The National Homeless Information System (NHIS) is a major initiative of the federal government's Homelessness

Partnering Strategy (HPS) designed to facilitate the collection of data from homeless service providers in support of creating a national portrait of homelessness (Employment and Social Development Canada, 2016). The NHIS's funding department supports the implementation and deployment of Homeless Individuals and Families Information System (HIFIS) software.

5.3.1. Role of HIFIS

A goal of HIFIS is to gather shelter usage information and other sources in order to develop a national portrait of homelessness. According to the Director of National Homelessness Initiative Canada, Jeff Bullard's presentation at the National Homeless Management Information Strategies Conference, the HIFIS initiative aims to contribute to the alleviation of homelessness by increasing knowledge and understanding of homelessness–related issues. To achieve this vision, the HIFIS Initiative pursues the following strategic objectives:

- to create and implement information services, tools, and technology to support capacity development in shelters;
- to create a sustainable national network of data-sharing partnerships and manage a national database; and
- to negotiate and manage multi-stakeholder partnerships for long-term sustainability (National Homelessness Initiative, Government of Canada, 2005).

This will contribute to the development of policies and effective measures to reduce and prevent homelessness across Canada (Employment and Social Development Canada, 2015). The software also helps collect data for Point–in–Time Counts. However, the use of HIFIS software is limited to data entry after the count is complete and forms are received, as well as fundamental analysis and reporting.

5.3.2. ANCHoR System

In the USA, the Automated National Client-specific Homeless Services Recording (ANCHoR) System makes available to providers and local state governments a Continuum of Care information system for homeless recovery (Culhane & Smith, 1996). It is a system designed to provide tools for consumers, providers, advocates, and government agencies to more efficiently organize the delivery of services to persons who are homeless (Ralph & Rog, 2000, p. 361). ANCHoR allows case managers to identify homeless individuals' eligibility quickly for a variety of health, human

service, and user programs (Community Action Network, 2010).
The National Symposium on Homeless Research has noted that databases of shelters have become important in administrative use. Culhane and Kuhn (1998) make a strong case for the value of these data to planners in order to obtain knowledge of client flow, distribution of short and long stays, and analysis of client characteristics among people with significantly different patterns of stay (qtd. in Fosburg & Dennis, 1999).

However, every digital system has a downside. The Center for Social Policy within the McCormack Institute of Public Affairs at the University of Massachusetts—Boston represented Boston in the coalition of governments that piloted the ANCHoR homeless data system beginning in 1996. Due to technical problems and unsuitability of the system's requirements, many communities in the USA shifted to using a different tool. Some systems may be set up with an emphasis on community-wide analysis of data, but individual agencies do not receive needed feedback that is of immediate help to them in serving clients. Other systems emphasize the control of different agencies over their data, which makes it valuable to each agency, but are weaker on the shared use of data and the production of system-wide statistics (Fosburg & Dennis, 1999, p. 17). Therefore ANCHoR is focused on services for homeless people, but its connection to the homeless count is not known.

5.4. Similar Systems: Edmonton Census

In 2016 the City of Edmonton introduced the Edmonton Census and digitally collected information based on the Government of Canada's reinstatement of the long-form census. This included collecting information about physical disabilities, health conditions, place of birth, ethnicity, education, employment, commuting, housing costs, and housing characteristics such as size and age (Young, 2016). The most recent census took place in May 2016. The survey included a secure access code to ensure that double counting would not occur; this number could also be used as a login identification if the household chose to complete the form online. For those who cannot or prefer not to complete the form online, paper–based forms were still available. The census also involved volunteers going door–to–door with a digital tablet to fill the form in digitally.

5.5. Conclusion

The digital tools that have been described in this section provide some features that ease the process of counting, including tabulation and translation of forms into digital format. The idea of ANCHoR as a sharing platform generates communication between services. However, not all digital data–collecting methods meet all requirements, creating issues such as limited amounts of time in which to scan all the forms, or lack of tools to analyze data such as accommodation. *Chapter 8, Research Results, outlines the various issues in detail.*

6. Systematic Approaches to Design

This chapter discusses different design approaches and investigates the relationships between them. An understanding of design approaches provides a framework that aids the choice of research methods used to map the actions of the stakeholders and influences the design response and actions. It starts with Human Centered Design and Design Thinking and further leads into Service Design and describes connections between a Human Centered Approach and Design Thinking. The chapter also considers Transformational Design and its influence on a Service Design approach.

6.1. Human Centered Design

Human Centered Design is based on an explicit understanding of users, tasks, and environments. It is driven and refined by user-centered evaluation; and addresses the whole user experience (U.S. Department of Health & Human Services, 2016). The understanding and refinement process outlines the phases throughout the design and development life-cycle while focusing on gaining a deep understanding of who will be using the product. The term "Human Centered Design" is often used as a replacement for "User Centered Design" or vice versa. Even though similar to each other, they differ from each other. The design studio Tubik Design, based in Dnipropetrovsk, Ukraine, describes "User Centered Design" as a subset of "Human Centered Design" (Yalanska, 2016). User Centered Design challenges designers to mould the interface around the capabilities and needs of the users and integrates information in ways that fit the goals, tasks, and needs of the users (Endsley & Jones, 2011).

The user-centred approach is very different from a "customer-centred" one, which focuses on meeting customer expectations (Burns, Cottam, Vanstone, & Winhall, 2006, p. 18).

Akendi, a user research and user experience design and product strategy consultancy describes elements of User Centered Design as stated in ISO (International Organisation for Standardization) 13407, as follows:
1. Specify the context of use, 2. Specify user and organisational requirements, 3. Produce design solutions, and 4. Evaluate against user requirements (Akendi Design Consultancy Netherlands, 2016).

6.2. Design Thinking

The core principles and practices behind all great design can be more broadly leveraged into general problem-solving and, most importantly, the reframing of opportunities strategically; this is what is often referred to as Design Thinking (Fraser, 2006, p. 25). Design Thinking is a creative, individual -level process influenced by social-level factors (that is, high inspiration by others, high user-centricity, high prototyping, and low criticism by other), which includes attention, memory, and learning and leads to an aesthetically appealing object (Plattner, Meinel, & Leifer, 2011, p. 53). Social-level factors like high prototyping and high inspiration by others suggest a process of thinking and the iterative nature of design thinking. It is also about the creation of, as well as the adaptive use of behaviors and values. Therefore, successful innovation through design thinking activities will always bring us back to the "human-centric point of view" (Design Thinking Research, 2011, p. XV). Fraser describes Design Thinking not as an attribute but fundamentally about action. Academic Donald Schön, when interviewed during Nigel Cross's research, describes the design thinking process as "a reflective conversation with the situation" (Cross, 2001, p. 23).

In his book *Design Thinking: Understanding How Designers Think and Work*, Nigel Cross, while interviewing Robert Davies, a member of the UK-based Faculty of Royal Designers Industry, describes common themes he identified:

- A perceptual aspect of design thinking;
- Use of visuals and models as a way of exploring problem and solution together; and,

- The cognitive importance of the act of sketching.

A perceptual aspect allows interpretation by the act of studying the problem and solution together. As the designer Robert Davies describes, “Designers need to use sketches, drawings, and models of all kinds as a way of exploring problem and solution together, and of making some progress.” The act of drawing/ sketching helps the exploration by clarifying thoughts and allows reflection and iteration in a social situation (Cross, 2001, p. 23).

At the core of the model for designers and engineers as described in the book Design Thinking: Understand—Apply—Evaluate, edited by Hasso Plattner, Christoph Meinel, and Larry Leifer there are three activity functions: "Plan", "Execute", and "Synthesize". These features resemble the way Service Design works: Explore, Create, Reflect and Implement (Stickdorn, 2011, pp. 122, 123).

6.3. Service Design

Service Design, as a practice, results in the design of systems and processes aimed at providing a holistic service to the user (Stickdorn & Schneider, 2010). The design thinking approach helps to imagine, test and redesign a solution quickly until it matches the reality of the market. In practice, Service Design combines analytical and imaginative thinking (Reason, Løvlie, & Flu, 2016, p. 8). In the context of this project, a Service Design approach was used to understand the reality of the collaborative homeless counting process.

Marc Stickdorn, the co-author of the book, *This is Service Design Thinking,* describes five principles of Service Design: 1. User-Centered, 2. Co-Creative, 3. Sequencing, 4. Evidencing, and 5. Holistic. As the book further explains, services are created through the interaction between a service provider and a customer; therefore the inherent intention of the service is to meet the customer’s needs and, as a result, be frequently used and recommended (Stickdorn, 2011, p. 34).

Therefore, Service Design is user-centered. A single service proposition can involve multiple actors which include employees and customers. The user-centered nature makes it necessary to engage them in the exploration and definition of the proposition and make the process co-creative. Also, services take place over a period; it is important to consider the timeline and the sequence of the service. Services often play a role in the background without the customer knowing. This inconspicuousness can create disparity in customer experience. Evidencing (physical elements of services) can avoid the gaps of interaction between the user and the service. Services are often intangible, but they take place in the physical environment and with physical artifacts. Customers subconsciously absorb these changes with their senses (Stickdorn, 2011, p. 44).

Simon Clatworthy, contributing author of the book, *This is Service Design Thinking,* highlights services as a series of interactions with the customer. They can be understood based on the following characteristics: 1. Utility (defines the function of the service), 2. Usability (simplicity and obviousness), 3. Desirability (desirable interactions). He explains the AT-ONE approach that helps establish a common knowledge platform. The application of the approach facilitates the generation of ideas, synthesis, and decision-making. AT-ONE stands for Actors (includes all stakeholders connected and involved in the system), Touchpoints (refers to all the interaction points between all stakeholders), Offering (service), Needs (includes wants and desires) and Experiences (positive and negative). Characteristics of Service Design define a scope of the service on a broad level. On the other hand, AT-ONE provides specific checkpoints that can inform knowledge about the process. Therefore, I look at the characteristics as a *breadth* of the service design and AT-ONE as *depth* that informs understanding of the consumer or stakeholder's experience, and in turn, provides means to explore the characteristics: Utility, Usability and Desireability.

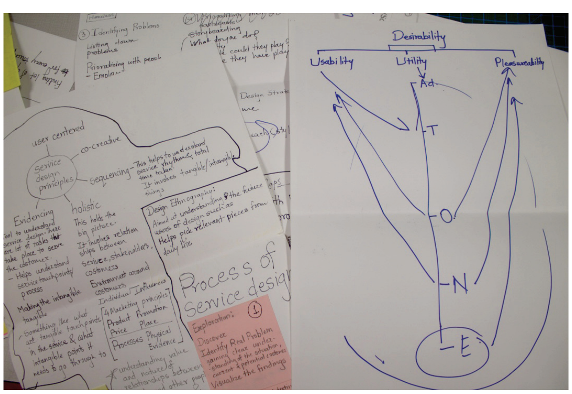


Image 6a. Understanding the Service Design Process

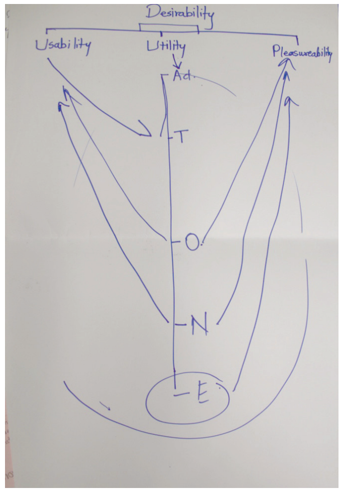


Image 6b. Relationships Between AT-ONE Approach and Characteristics (This was used as a base when collecting data)

6.4. Transforming Services Through User Centered Design

In this section, I discuss how a transformational approach towards Service Design can influence the design solution. The verb to "transform means to change in composition or structure" (Merriam-Webster, 2016). In the context of design, the word is used to describe the change on multiple levels. In organisational development, change is discussed and evaluated regarding degrees or levels. Early studies from Watzlawick, Weakland, and Fisch (1974) identified two levels of change as first-order and second-order change. The first-order change was related to adjustments and fluctuations within a given system, while second-order change implied qualitative changes to the system itself (Sangiorgi, 2010).

The term Transformation Design as set forth by Burns, Cottam, Vanstone, and Winhall (2006), has been associated with work within communities for socially progressive ends, but also with work within organisations to introduce a human centred design culture (Sangiorgi, 2011). As discussed earlier, Human Centered Design focuses on the experience of the users. Here, emotional considerations are equal to practical ones, and this demands the ability to look at a problem from a perspective that may be fundamentally different from that of the business-owner or service-provider (Burns, Cottam, Vanstone, & Winhall, 2006).

The implementation of a Transformational Approach requires mapping the existing situation, doing so addresses the touch points and user or customer's experience. Once the service journey is completed, it is used to better understand the pain points and their impact on all the stakeholders and to reveal the details of the dynamics of the system. The relevance of the touch point (all the interaction points between all stakeholders) in the given context is equally important to make a decision about the addition and removal of the touchpoint. As Kelley and Littman note, "A brainstormer without a clear problem statement is a company without a clear strategy" (2001). Understanding touchpoints and influences inform strategic decision making.

6.5. Qualitative Research and Ethnography

As Van Maanen, a professor from Massachusetts Institute of Technology, describes in his book, Reclaiming Qualitative Methods for Organisational Research (p. 520) qualitative research is an umbrella term covering an array of interpretive techniques which seek to describe, decode, translate and otherwise come to terms with naturally occurring phenomena.

Sharan B. Merriam and Elizabeth J. Tisdell in their book Qualitative Research: A Guide to Design and Implementation describe four characteristics as key to understanding the nature of qualitative research: a focus on process, understanding and meaning; the researcher as a primary instrument of data collection and analysis; an inductive process; and richly descriptive product. Qualitative researchers are interested in understanding how people have constructed said meaning i.e. how people make sense of the world and the experiences they have in the world (Merriam & Tisdell 2015, p.15).

Ethnography is the study of social interactions, behaviours, and perceptions that occur within groups, teams, organisations, and communities (Reeves, Kuper, & Hodges 2008). It attempts to create a fuller description of a particular world rather than just a segment of it. Grounded theories of ethnography include the following strategies:

- Simultaneous data collection and analysis;
- The pursuit of fundamental social processes within the data;

- Inductive construction of abstract categories that explain and synthesize these processes;
- Integration of classes into a theoretical framework that specifies causes; and,
- Conditions and consequences of the process(es) (Charmaz & Mitchell, 2001).

Christopher Ireland, in his chapter, "Qualitative Methods: From Boring to Brilliant", describes qualitative research as learning about the consumers, watching them and experiencing their lives first hand (Ireland, 2003). Bronislaw Malinowski calls it "The imponderabilia of actual life." In his book, *Argonauts of the Western Pacific*, Malinowski portrays intimate touches of natural life. To do that he uses a collection of ethnographic statements, characteristic narratives, typical utterances and items of folk-lore as documents of native mentality (Malinowski, 1932). The generated information is collected through minute, detailed observations, in the form of a ethnographic diary, made possible by close contact with native life.

The investigation of the Homeless Count seeks to better understand the practice of counting including the complete process of calculating and the experience of stakeholders. It also aims to construct abstract categories within data that explain and synthesize the process.

6.6. The Role of Empathy and Informance in Design Research

Design empathy is an approach that draws upon people's real-world experiences to address modern challenges. When companies allow a deep emotional understanding of people's needs to inspire them—and transform their work, their teams, and even their organisation at large—they unlock the creative capacity for innovation (Battarbee, Suri, Howard, & IDEO, 2014).

> Informance subsumes both Empathy and Design. It begins with ethnographic study questioning and observing people in the particular consumer segment. Researchers move to interpreting their data through empathy: seeing situations, uses, and elements as the studied consumer would see them. The next step is informance itself: acts of pretending which transforms empathy into action (Johnson, 2003).

Bonnie Johnson, in her book chapter, "The Paradox of Design Research: The Role of Informance" from the book, *Design Research: Methods and Perspectives*, further explains that informance can take many forms; User Journey and Experience Mapping can be two forms of informance.

6.7. Conclusion

The nature of Service Design facilitates transformational change. The social process of interaction using a Human Centered Approach makes the act of creating personal and allows different participants to bring their "object world"— as Nigel Cross describes individual knowledge and awareness of aspects of the issue. The interactive and holistic nature of the process creates an open-ended mindset towards the problem. Even if the comprehensive character of Service Design embraces uncertainty, the Human Centered nature of Service Design brings systematic thinking to the process.

The Homeless Count, viewed as an act of research, is part of the service to homeless people and to larger society. Approaching homelessness from a Service Design perspective means mapping out the complete process and understanding the roles of all stakeholders and their relationship becomes central to the process. Qualitative research methods are essential to better understanding the experiences of the stakeholders.

7. Research and Analysis Methods and Results

This chapter covers the different research and data analysis methods used and discusses their relevance and feasibility to the investigation of the Homeless Count. The data collection involved one-on-one interviews, focus groups, and quantitative research-based surveys, while the data analysis involved stakeholder maps, journey mapping and diagramming, persona development, and affinity mapping.

For the purpose of this research, volunteers and a count coordinator were interviewed. A better understanding of the perspectives and experiences of volunteers provides valuable insights. However, this knowledge does not provide insight on previous stages of the count. Therefore, the homeless

count coordinator's perspectives are also taken into account to better understand the complete counting process. The disadvantage of limiting the research to volunteers and the count coordinator is the limitation on the folllowing data:
The base site coordinator's experience is not included in the research. Even though the count coordinator has participated in the count also as a base site coordinator and managed Homeward Trust's office as a base site, the management was limited to a very small number of volunteers.
Homeless people are not directly part of the research i.e. this research does not include their perspectives.

7.1. Stakeholders Map and Relationships

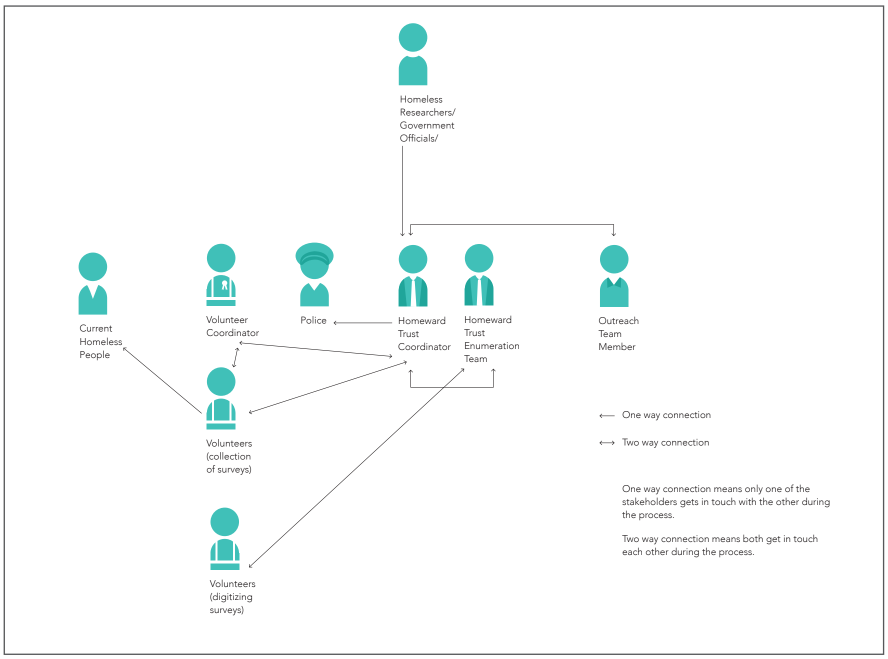


Image 7a. Stakeholders Map

This stakeholders map visually consolidates all participants including key stakeholders and diagrams the relationships between them. Because of the human-centered design approach for this project, it is important to better understand the stakeholders, define the scope of the investigation, and plan the research process. This method was useful in understanding the overall relationships among the stakeholders in this project more clearly.

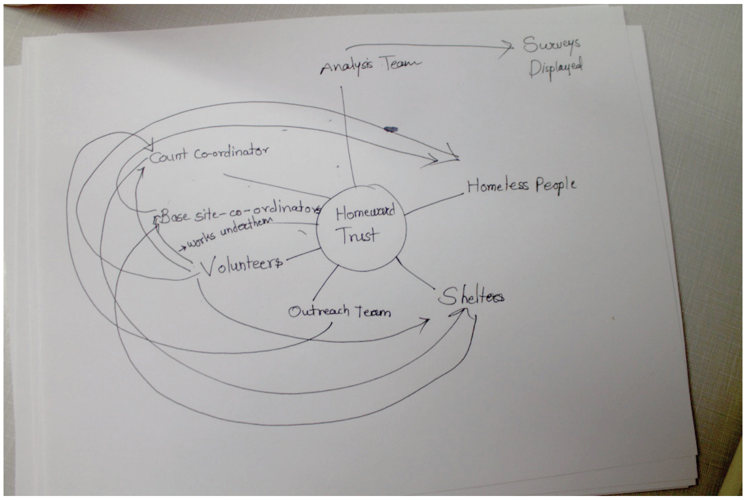


Image 7b. Explorations of Relationships

7.2. One-on-One Interviews

Ideally, one-on-one interviews are tightly scripted. The timing ranges from 20 minutes to hours (Ireland, 2003). Interviews are often structured, but can be unstructured, which allows for flexible detours in a conversational format. If the research is designed for exploratory purposes, then the informal format and flexible diversions are fine. However, if designed for more rigorous purposes where consistency across sessions is required, questions should be exactly scripted by each interviewer to minimize the introduction of subtle bias or altered interpretations by researcher or respondent (Martin & Hanington 2012b).

For the Homeless Count investigation, the interviews conducted were semi-structured to provide more freedom for the interviewer to gain a better understanding of the qualities, characteristics, and observations of the counting experience from the interviewee's perspective.

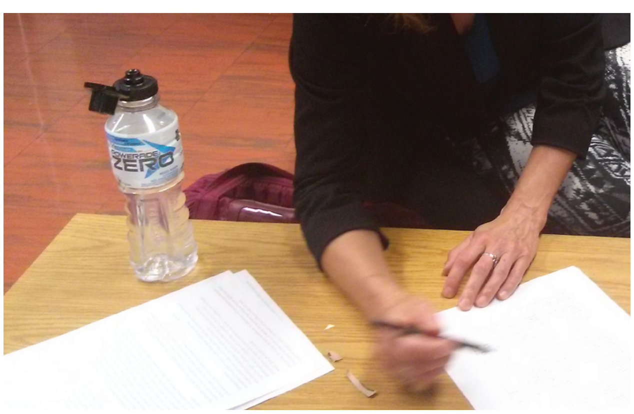


Image 7c. Discussion During the Interview

In total, 12 participants were interviewed including ten volunteers, a Homeless Count Coordinator, and one social worker. Each interview was audio recorded and transcribed. The transcripts were used to classify the qualitative data into multiple categories. The format of the interviews is below.

Name: ----
Age Group: 31-35
Gender: Female
Occupation: Student
Education: Doctorate
No. of time volunteered: 1
Volunteering time: Morning
No of time coordinated: none
Feeling about volunteering: Intrusive
Tools used for navigation: none
Mode of knowing about the count
Friend from Homeward Trust

“I think there was some confusion on my part. Me and my partner both didn’t know that we were supposed fill the forms for every single person that we talked to.”

Personality Observations:
Unsure and unaware, Anxious, Open minded, Empathetic, Curious, Awkward during interactions

Role and Responsibilities in the counting process
- Collecting forms from the coordinator

Image 7d1. Individual Interview Script Format

Motivations behind being part of the count
- Curiosity about empirical methodology used and on the ground representation because of closure to her research

Tools provided in the count
- Food to Eat
- Pen
- Pad and forms
- Vest

Experiences with homeless people
- During the walk she came across a well dressed man whom she found out to be homeless and was surprised. The experience was eye-opening for her.
-

System Dynamics
- She signed up with a friend though she wanted to be with the friend she was paired
  up with an experienced person due to her
  lack of experience.
- After Amy went to the base site, she was told about her partner.

Situations on the street
- The area she was allocated made her feel anxious.

Positive points of the process
- Interaction with partner and getting to know her was eye-opening for Amy
- Coordinator was friendly, kind and empathetic towards

Image 7d2. Individual Interview Script Format

volunteers.

Pain Points about the process
- Amy couldn’t go to the training session and missed all the information provided.
- Not knowing who she was paired with was uncomfortable

Confusing questions
- “Which of the gender do you identify with?” It was an awkward question to ask and some people seemed to be offended by that question.
- “How long have you been in Edmonton?”.
  The confusion was caused due to lack of clarity of the date/ month/ year should be considered as people from one city/ country to the other.

Changes suggested
- The participant will like to receive a package of instructions about the questions

Some ideas:
Power of conversation
People who might be missed in such scenario need to be part of count

Image 7d3. Individual Interview Script Format

The interview data contributed to the service journey map and generation of personas, which will be discussed in the following two sections.

7.3. Diagramming and Service Journey Mapping

Along with the semi-structured interviews, participating volunteers also created journey maps through diagramming. According to design educator Jorge Frascara (2001), diagramming is a tool that facilitates the ability to perceive interconnections among events and thus increase consciousness in action. James Kalbach (2016) in his book, *Mapping Experiences: A complete guide to create value through journeys, blue prints and diagrams*, uses the term "alignment diagram" to describe any map, diagram, or visualization that reveals both sides, such as people and organisation of value creation, in a single overview. Diagrams allow researchers to explore existing approaches in new and constructive ways.

User journey maps tell stories about individuals' actions, feelings, perceptions, and frame of mind, including positive, negative, and neutral moments as they interact with multichannel products and services over a period of time (Martin & Hanington , 2012b). They allow users and scholars to explore, create, and reflect (Stickdorn & Schneider, 2010, p. 159). The users' journeys reveal both positive and negative experiences: pleasantness or closure, but also indecision, confusion, or frustration. "Personalizing" the map by incorporating photographs, personal quotations, and commentaries can make it an even more immersive user-focused experience. Similar to journey maps, behavioural maps are also used to document location-based observations of human activity systematically, using annotated maps, plans, videos, or time-lapse photography. However, this method is primarily used to observe users in physical spaces such as parks, retail stores, service centers, and traffic patterns.

For the Homeless Count investigation, interviews utilised the mapping activity. The participants created journey maps in order to recall and discuss their observations and experiences and to document their experiences throughout the counting process.

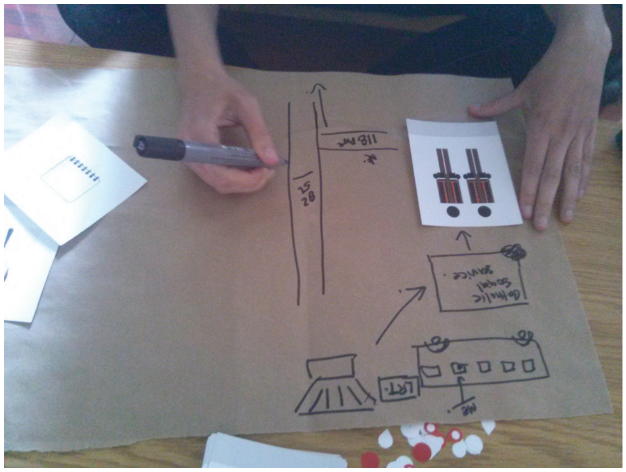


Image 7e1. Participant Journey Map Example 1

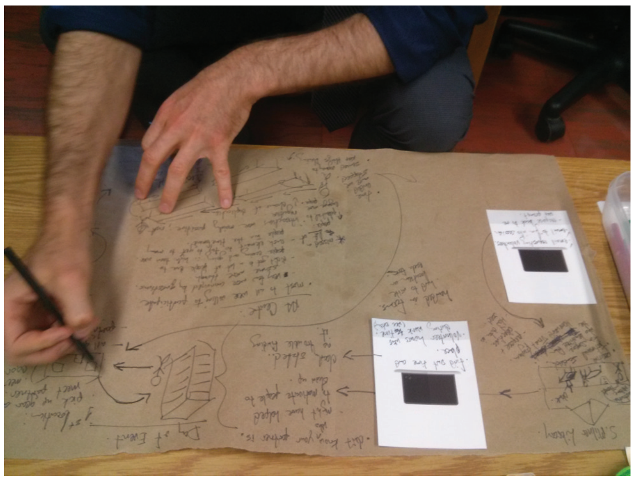


Image 7e2. Participant Journey Map Example 2

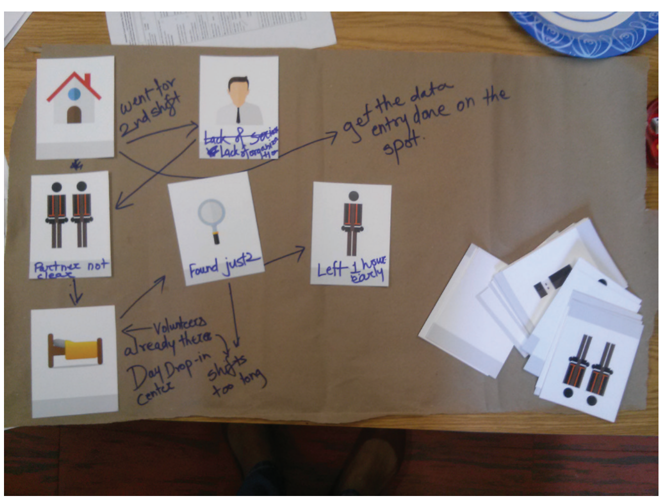


Image 7e3. Participant Journey Map Example 3

All the data collected and documented was compiled in one user journey map, which also reflects the relationships between the stakeholders, experiences, uses, and issues that were identified. Each part of the interview documents contributed to the journey mapping process; for example, the system dynamics section was compiled at the "steps of homeless counting process" and "stakeholders' involvement in the count" stages. Any problems described by the participants contributed to the outlining of negative and positive aspects of the count, and were further grouped according to similarities. *More on the meaning of "group" in this project can be found in the "Affinity Diagramming" section.*

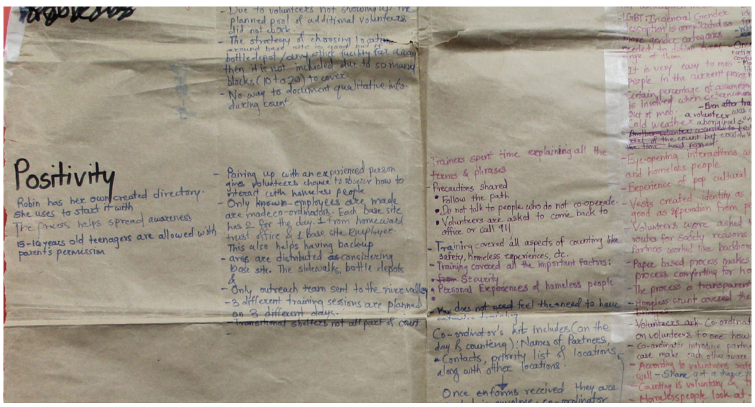


Image 7f. Issues and Positive Points Mapped

7.4. Personas

Personas, descriptions of user behaviour patterns categorized into representative profiles, are key elements of user-centered design. In contrast to surveys and quantitative data, personas help humanize the design focus, test scenarios, and aid design communication (Martin & Hanington , 2012b, p. 132). The personas usually consist of a name, photograph (usually a stock photograph to avoid revealing the participant's real identity) or sketch, and a narrative of the participant's life situation, goals, and behaviours relevant to the design inquiry. In the homeless count investigation, four volunteer personas were created based on interviews with ten volunteers. However, because there was only one interview with a coordinator or social worker, it was not possible to generate a persona for these roles. Interview documents contributed to the definitions of all four personas. In order to further develop these personas, similar interview documents were grouped together.

Image 7g. Reflecting on Each Document

Following are the short versions of the four personas:

1. FIRST TIMERS
   Age Group: 40
   Gender: Female
   Occupation: Lawyer and PhD Student
   Participation in the count: Street
   Personality: non-judgemental, compassionate, logical thinker, patient, helpful, curious, enthusiastic, open-minded, observer, unsure and shy

   "I think there was some confusion on my part. Me and my partner both didn't know that we were supposed fill the forms for every single person that we talked to."

2. HOMELESSNESS EXPERTS
   Age Group: 30
   Gender: Male
   Occupation: Social Worker
   Participation in the count: Route and Shelter

   "Me and my partner were able to talk people out of their triggered memories. We came across people who were unhappy and thought they did not get any support. We also gave the contacts that we had to people who said they did not get the support."

3. ELDER ENTHUSIASTS
   Age Group: 60
   Gender: Female
   Occupation: Employee in a a real estate company
   Participation in the count: Route
   Personality: confronting yet compassionate, passionate, helpful, curious, enthusiastic

   "I am a recovering alcoholic so dealing with homeless people is dealing with my own thing. By the grace of god I am better than them because I made different choices that's it. "

4. REPEATERS
   Age Group: 45
   Gender: Female
   Occupation: PhD Student
   Participation in the count: Route Count
   Personality: helpful, curious, open-minded, bold, unclear

   "This year count was not at all well-organized. My time was not well used."

Following is an example of a complete persona:

Persona 1: FIRST TIMERS

Age Group: 40
Gender: Female
Occupation: Lawyer and PhD Student
Participation in the count: Route Count
Personality: non-judgemental, compassionate, logical thinker, patient, helpful, curious, enthusiastic, open-minded, observer, unsure and shy

"I think there was some confusion on my part. Me and my partner both didn't know that we were supposed fill the forms for every single person that we talked to."

Behaviour Patterns

- Feels unsure about the count process even if with the counting partner due to missed training
- Explains repetitively if a homeless person is not able to understand the question
- Helps if homeless is found in need
- Respectfully listens to homeless person when he or she shares their story
- Feels unsafe to take her phone with her for the count

Connections (Direct): Count Coordinator, Base Site Coordinator
Connections (Indirect): Police, Person with Homeless Experience

Negative Points About the Process

- The counting was tiring
- Losing time if partner does not show up
- Unfinished forms and lack of coverage due to crowd and move in move out speed in drop in centre
- Lack of knowledge about the form completion process due to absence at the training wasted counting time
- Not knowing her volunteer partner made her uncomfortable.
- Digitizing the data was tedious
- She had to find out options in the list of options for first question
- "No acknowledgement for participation" policy makes her uncomfortable

Negative Points About the Questions

- Found it awkward to ask the question of gender
- No. of days in Edmonton was confusing for homeless people as they come and go.
- She was unsure about how to approach invasive questions
- In case of a few questions, she had to give respondents options to choose as they can't arrive at a definitive answer

7.5. Survey

Surveys are a quick method of collecting data from users. Surveys were used during the homeless count research after the one-on-one interviews were completed, in order to test the ideas that were discussed in the interviews. In total 25 surveys were collected from volunteers.

7.6. Affinity Diagramming

Affinity diagramming helps designers capture research-backed insights, observations, concerns, or requirements, which are written on individual sticky notes (Martin & Hanington, 2012b, p. 12) and then clustered based on their relevance to one another.

For the purpose of this investigation, affinity diagramming was used after the journey mapping was completed. The journey maps were compiled and clustered according to the concerns or requirements of each step. The second round of clustering took place when the first level of groups from the journey mapping process was further grouped into distinct subgroups. Following is the affinity diagram created using pain points discussed in all the interview documents:

Image 7h. Affinity Diagram

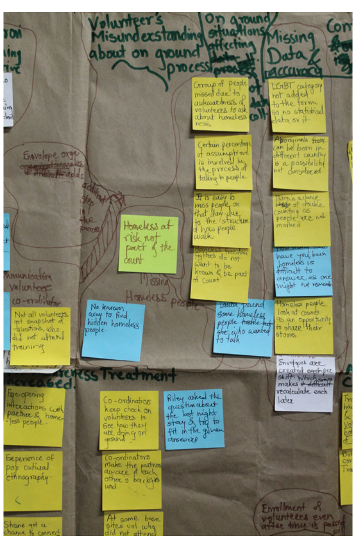


Image 7i. Example of Clustering

To conclude, after the interviews with 12 participants, documents from every participant were grouped and used to create 4 personas. Personas enhanced the understanding of the user profiles by communicating the user research in a format that is easy to understand. Additionally, affinity diagramming provided a list of issues in each stage of the counting as well as policy based issues. The journey map allowed more comprehensive understanding of the process and relationships with all the stakeholders by compiling and relating identifying issues and positive points to the complete counting process. An understanding of all these led the creation of the design brief based on identified issues in the process.

8. Defining the Design Brief and the Design Response

This chapter outlines the issues identified during the research and analysis phase of the process. They mainly cover issues focused on inclusion of homeless people in the count and justify the hypothesis of the digitization of the homeless count. The chapter starts by summarizing the issues identified through affinity mapping. Then, it addresses each issue in detail accompanied by the design response. It also includes multiple future directions identified during the research. These are the design opportunities not resolved by the above responses and reinforce the importance of digitization of the Homeless Count process.

8.1. Identified Issues and Design Response

Affinity mapping resulted in multiple themes or design opportunities. 8 primary themes were identified and mapped to the 5 phases of the count process: Pre-Planning, Planning, Counting, Training and Generating Statistics.

This section of the thesis illustrates each identified theme and discusses the design response.

8.1.1. Lack of complete shelter participation
8.1.2. No strategic approach towards interacting with homeless people
8.1.3. Lacking inclusion of homeless people: homeless at risk, homeless

who decline to be part of the count

8.1.4. No arrangement to confirm if double counting exists and if it does then no exploration to eliminate it

8.1.5. Uninviting and difficult to use surveys & vest

8.1.6. Lack of understanding about survey collection process in volunteers affects the data collection

8.1.7. Some parts of the collected data not used due to lack of tools

8.1.8. Digitizing the paper based forms is time consuming

8.1.1. Lack of Complete Shelter Participation

In the 2014 count, for the Alberta PiT Counts, even though all Emergency Shelters participated, not all Transitional Shelters and Short Term Supportive Housing participated in the count. The lack of participation affected the count in two ways:

1. Participating shelters act as a base site for the area around. Therefore, if the shelter does not participate, the areas around it are not as accessible in the count.
2. Homeless people staying in those shelters are also not counted.

Participating in the Homeless Count is not compulsory, however, when initiating the conversation shelters who do not wish to participate can be requested to provide the total number of homeless residing in the shelter on the day of the count. This allows inclusion of the homeless from other areas in the count. However, the possibility of inclusion will only be limited to the number of people living in the shelter, no surveys of people will be collected i.e. meaning detailed information is not collected.

8.1.2. Lack of Strategic Approach to Interacting with Homeless People

As the section 2.1.2 Homelessness Beyond Definition and the example of the campaign "Humans for Humans" by "Raising the Roof" establishes, the experience of homelessness involves complex emotions. During the research interviews, volunteers found some homeless people were offended by the questions asked in the survey (Appendices Section A, Name: Lee). Also, as mentioned by the volunteer, the primary format of the conversation after the introduction to the potential participant in the survey was a questionnaire format. The social worker interviewed during the count pointed out the format is less personal in some situations (Appendices Section A, Name: Lee).

Another research participant who volunteered in the count and also frequently volunteers as a counsellor highlights the importance of empathy when conversing with the homeless. He illustrates his experience with a homeless person: When he approached a homeless person to ask questions he responded, "What good is this count going to do to me? Just go away." Even after that response the volunteer stuck there and asked him, "Did you eat?" This started the conversation and turned into a data. This experience highlights the importance of empathy when talking to homeless people (Appendices Section A, Name: Bob).

The interviewed social worker further highlighted some strategies that she and her partner used during the count. They suggested that volunteers should be trained to be strategic while talking to homeless people, some considerations include:

1. One volunteer could attend to a homeless person while the other records the information.
2. If it is a female homeless interviewee a female volunteer could take the lead and vice versa.
3. The question of gender could be observation based.

The recommendations mentioned above also highlight the need to involve social workers to highlight strategies in the training. Their involvement will not only make volunteers more aware of the homeless experience but also give them ideas about how to handle sensitive questions and enable conversation.

8.1.3. Lacking Inclusion of Homeless People

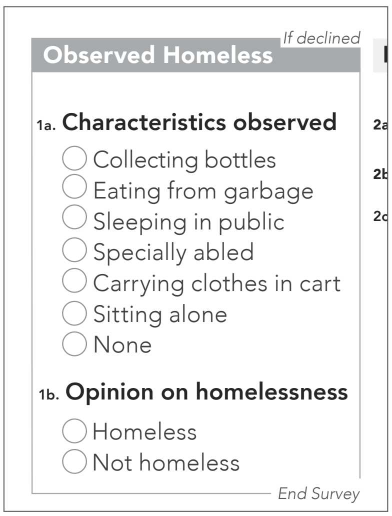
The inclusion of homeless people is not only affected by area coverage but also by categories covered in the Homeless Count. Based on the analysis of the surveys, the Homeless Count does not count homeless people at risk, participants who decline to be part of the count, and the specially abled. The first question of all three surveys (Route, Shelter and Facility) asks for consent. If the participant does not give consent, even if homeless the survey participant is not counted.

If the participant consents, the next 2 questions determine if they are homeless or not. The sequence of questions is as follows:

1. "Do you have a permanent residence that you stayed at or could have stayed at last night?" If answer to this question is 'No', then the second question is asked.

2. “Where did you stay last night?” If the answer to this question is “my apartment” that means the survey participant is not homeless. However, it is also important to note the duration mentioned in the question “last night”. This means, people entering homelessness after the specified duration are not included in the count. As per the definition of homelessness, they are known as homeless at risk. To ensure the involvement of both homeless at risk and homeless people who refuse consent the re-designed survey includes 2 more questions in the Route Survey:

8.1.3.1. Including Homeless Who Refused Consent


Observed Homeless
If declined
1a. Characteristics observed
- Collecting bottles
- Eating from garbage
- Sleeping in public
- Specially abled
- Carrying clothes in cart
- Sitting alone
- None

1b. Opinion on homelessness
- Homeless
- Not homeless

End Survey

Image 8a. Observation Based Questions

The questions from the Observed Homeless category, 1a. Characteristics Observed and 1b. Opinion on Homelessness are only to be filled if a person declines to be part of the count or lacks physical or mental capacity to complete the survey. The attributes of question 1a include common homeless activities like Sleeping in Public, Collecting Bottles, Carrying Clothes in Cart and Specially Abled. The categories mentioned above need more research to identify the attributes representing homeless behavior.

The Observed Homeless category is to be maintained as separate from the total count as this category risks a chance of double count. This question is only included for the Route survey as the total number of homeless people is already known in Shelters and Facilities. However, characteristics observed require further investigation for ultimate inclusion in the survey.

8.1.3.2. Including Homeless at Risk

2b. Do you have a permanent accommodation to stay next week? ◯ Yes *End Survey* ◯ No

Image 8b. Question to Confirm Permanent Accommodation

The question above focuses on homeless at risk. It is only involved in the Route count as Shelter and Facility includes only the homeless. However, the timing used in the question “next week” requires further exploration and research.

8.1.3.3. Including specially abled

8. Specially abled? *Observe only* ◯ Yes ◯ No

Image 8c. Question to Confirm the Specially Abled

The question above includes specially abled homeless to highlight the requirement of additional support for homeless people living in shelters and facilities. The training sessions of volunteers will explain the term for volunteers.

8.1.4. No system against double counting and accuracy of information

3a. First Name *1st 2 letters* ☐ **Last Name** *1st 2 letters* ☐

3b. Date of Birth *yy/mm/dd* ☐ ☐ ☐ **Age** ☐

3c. Gender ◯ M ◯ F ◯ Tr ◯ No Answer

Image 8d. Questions to Ensure No Double Counting

To further ensure no double counting takes place, the survey includes the above additional questions. Along with age and birth date, the re-designed survey asks for gender and the first three letters of first and last names. This information should be used to cross-reference all the collected surveys.

As image 8d shows, the gender question was considered to be an observe only question. The 2014 survey used by Homeward Trust, requires volunteers to ask the gender of the participants. Many interviewed volunteers mentioned an awkwardness between both the parties. To avoid this one approach could be marking the answer based on observation. However, this poses a concern of interpreting someone's identity. Another disadvantage could be that homeless people could be offended. Therefore, the design response does not employ an observation method and continues with the existing method.

Even though this change helps reduce double counting, using printed surveys can make it time consuming and tedious to cross-reference. *I will discuss this issue in detail in section 8.1.7. and 8.7.8. The addition of the questions discussed in section 8.1.3. and 8.1.4. in the survey is visualized in next section.*

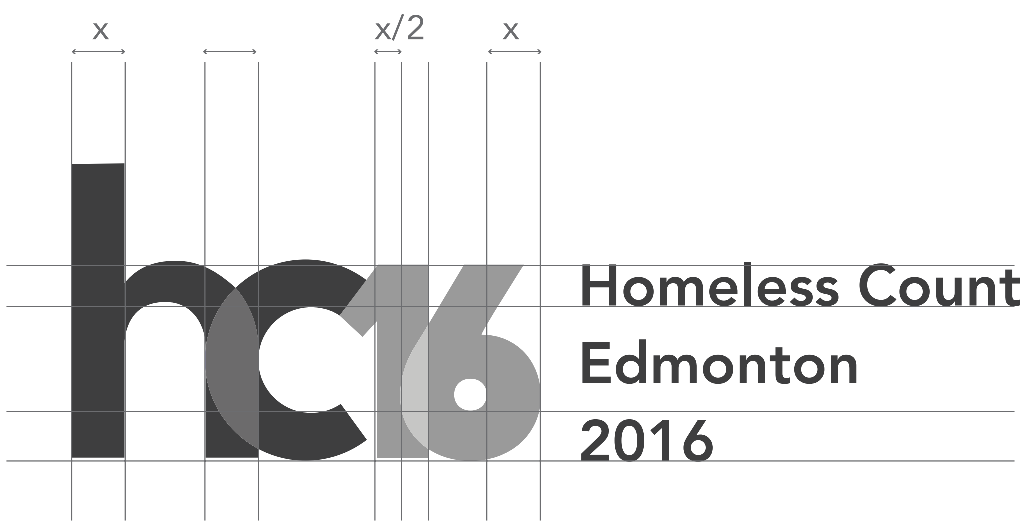
8.1.5. Uninviting and difficult to use surveys

The existing surveys from the 2014 count were used during all the interviews with the research volunteers. In addition to issues with specific questions, identified issues include a lack of readability and difficulty finding appropriate answers quickly from the list of answers. To ease the readability of the survey, to identify answers faster and to add the survey questions discussed in Section 2, all three surveys (Route, Shelter and Facility) were designed considering the usage of the surveys in cold weather and ease of writing when pinned on clipboards.

A new identity system was also designed to give character to the Homeless Count and ensure the consistency in all the surveys. In this part I will present the identity design and the three re-designed surveys. The fourth deliverable will be discussed in the next section 2.

8.1.5.1. Identity Design

Img 8e1. Homeless Count 2016 Identity



Img 8e2. Structure of the Homeless Count 2016 Identity

Primary Colour Scheme

C: 75	R: 50	C: 52	R: 129	C: 0	R: 240	C: 0	R: 240
M: 68	G: 39	M: 40	G: 143	M: 85	G: 78	M: 56	G: 31
Y: 67	B: 100	Y: 0	B: 199	Y: 99	B: 36	Y: 68	B: 32
K: 90		K: 0		K: 0		K: 0	

Secondary Colour Scheme

C: 97	R: 50	C: 75	R: 76	C: 68	R: 105	C: 97	R: 121
M: 100	G: 39	M: 68	G: 81	M: 64	G: 104	M: 100	G: 122
Y: 29	B: 100	Y: 67	B: 156	Y: 16	B: 156	Y: 29	B: 186
K: 18		K: 90		K: 0		K: 18	
C: 70	R: 100	C: 44	R: 146	C: 70	R: 243	C: 0	R: 246
M: 70	G: 95	M: 42	G: 144	M: 70	G: 112	M: 54	G: 140
Y: 0	B: 170	Y: 0	B: 198	Y: 91	B: 48	Y: 89	B: 53
K: 0		K: 0		K: 0		K: 0	
C: 7	R: 232	C: 64	R: 87	C: 24	R: 194	C: 3	R: 245
M: 51	G: 143	M: 55	G: 86	M: 19	G: 193	M: 2	G: 245
Y: 98	B: 39	Y: 52	B: 90	Y: 19	B: 194	Y: 2	B: 245
K: 0		K: 28		K: 0		K: 0	

Image 8f. Primary and Secondary Colour Scheme

Following are the guidelines to ways for using the identity:

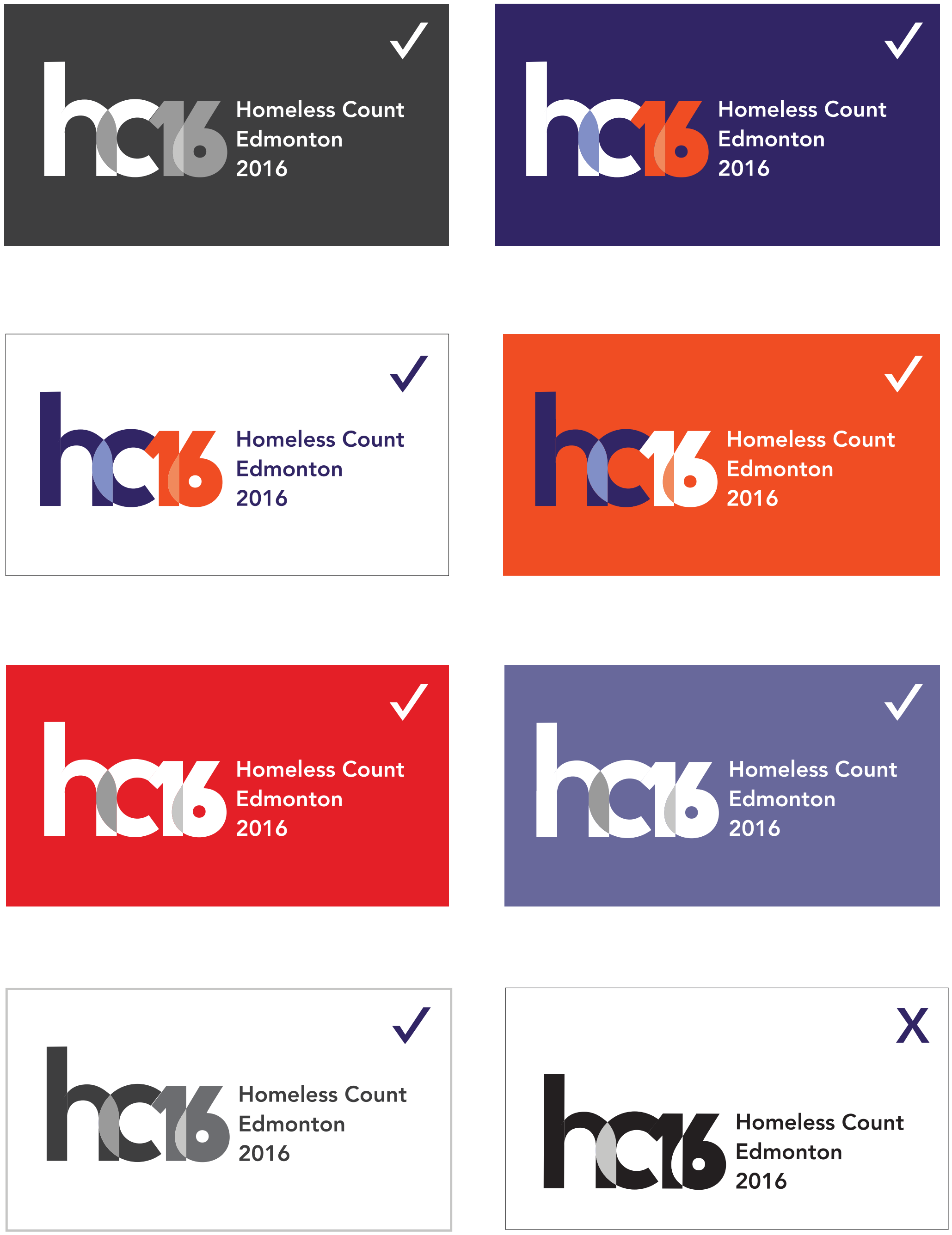


Image 8g. Using the Identity

Following are the typefaces to be used for web and print deliverables.

Avenir Light

ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstvwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Avenir Book

ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnop qrstvwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Avenir Book Oblique

ABCDEFGHIJKLMNOPQRST VWXYZ
abcdefghijklmnopqr stvwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Avenir Roman

ABCDEFGHIJK LMNOPQRS TVWX YZ
abcdefghijklmnopqrs tvwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Avenir Oblique

ABCDEFGHIJKLMNOPQRS TVWXYZ
abcdefghijklmnopqrs tvwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Avenir Medium

ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqr stvwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Avenir Medium Oblique

ABCDEFGHIJ KLMNOPQRST VWXYZ
abcdef ghij klmnop qrst vwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Avenir Heavy

ABCDEFGHIJKLMNOPQRST VWXY Z
abcdefghijklmnopqrst vwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Avenir Heavy Oblique

ABCDEFGH IJKLMNOPQRSTVWXY Z
abcdefghijklmnopqrst vwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Avenir Black

ABCDEF GHIJKLMNOPQRST VWXY Z
abcdefghijklmnopqrst vwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Avenir Black Oblique

ABCDEFGHIJKL MNOPQRSTVWXYZ
abcdefghijklmnopqrst vwxyz
1234567890
!@#$%^&*/(){}[]<>,.;:’’””

Image 8h. Typography: Typefaces

The redesigned surveys use the following specifications:

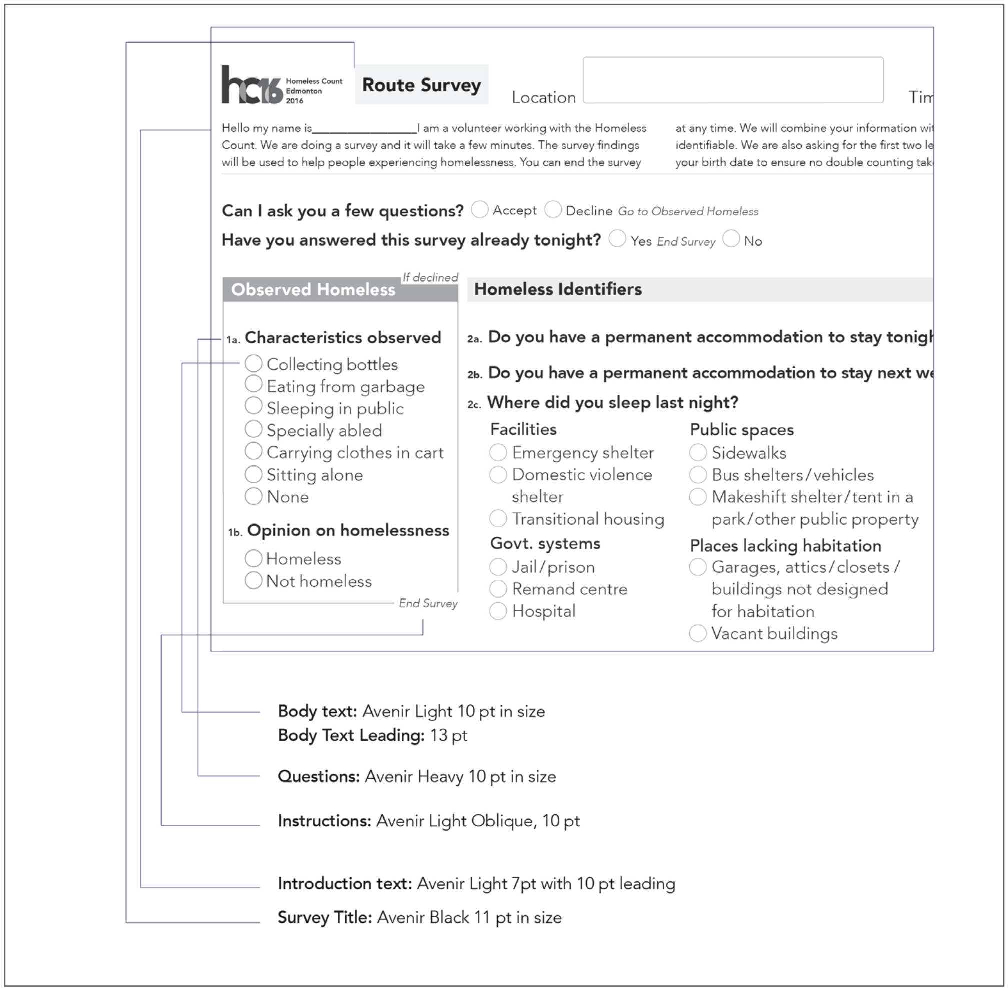


Image 8i. Typography: Information Hierarchy

8.1.5.2. Surveys

Using the design specifications finalized above, all three surveys used in the 2014 Edmonton count were redesigned. To do that, context of use was considered. Currently, volunteers receive a clipboard, pen and a bunch of surveys. They walk, talking to people on the streets filling surveys. Therefore, for the convenience of filling the surveys out, all three surveys contain information only on one side of the page. The re-designed surveys were tested and iterated to finalize the designs. The Route Survey was designed first to explore and define the typography guidelines described in the section 8.1.5.1. The main concern identified during this phase was the limitation of the space. The selection of the final design of the Route Survey was based on usability, efficient use of space, layout and typography.

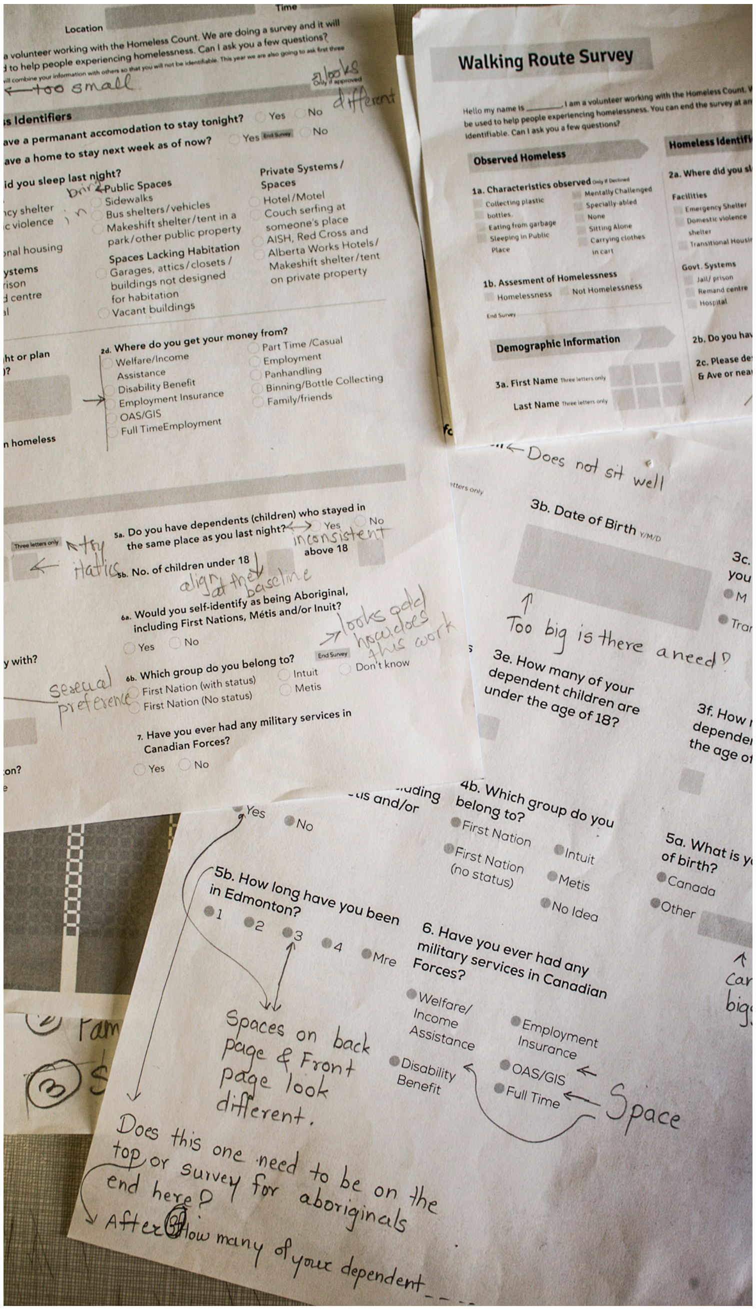


Image 8j. Exploring and Iterating Surveys

I first present the each existing survey followed by the redesigned survey.

Homeless Count October 16, 2014 - Walking Route/Single Sites (PLEASE SHADE CIRCLES)

Hello my name is ________. I am a volunteer working with the Homeless Count. We are doing a survey and it will take a few minutes. The survey findings will be used to help people experiencing homelessness. You can end the survey at any time. We will combine your information with others so that you will not be identifiable. Can I ask you a few questions? DECLINED ○

Location:		Time of Interview:	

Q1. Have you answered this survey with a person with this identification? Yes **(End Survey)** ○ No ○

Q2. Do you have a permanent residence that you stayed at or could have stayed at last night? Yes ○ No ○

Q3. Where did you stay last night?

Hospital, jail, prison, remand centre **(End Survey)** ○	Your own apartment/house **(End Survey)** ○	Emergency Shelter, Domestic violence shelter, Transitional Housing ○	Public spaces such as sidewalks or bus shelters ○
Makeshift shelter/tent in a park, parkland, forest or other public property ○	Makeshift shelter/ tent on private property ○	Someone else's place—couch surfing on temporary basis ○	Cars or other vehicles ○
Garages, attics, closets or buildings not designed for habitation ○	Vacant Buildings ○	Hotel/ Motel ○	

Q4. Please describe where you stayed last night (Street & Ave or nearest landmark) ☐

Q5. How old are you? (Age or Year of Birth) ☐ Age ☐ YOB

Q6. Which of the following do you identify with? Male ○ Female ○ Transgender/ Transsexual ○

Q7. How many different times have you been homeless in the past 3 years? ☐ # of times

Q8. Do you have dependents (children) who stayed in the same place as you last night? Yes ○ No **(go to Q10)** ○

Q9. How many of your dependent children are under the age of 18? ☐

Q10. Where do you get your money from?

Welfare/Income Assistance ○	OAS/GIS ○	Panhandling ○	No Income ○
Disability Benefit ○	Full Time Employment ○	Binning/Bottle Collecting ○	No Answer ○
Employment Insurance ○	Part Time / Casual Employment ○	Family/friends ○	Other: ☐

Q11. Have you ever had any military services in Canadian Forces? Yes ○ No ○

Q12. How long have you been in Edmonton? ☐ # of Months ☐ # of Years

Q13. Would you self-identify as being Aboriginal, including First Nations, Métis and/or Inuit? Yes ○ No **(go to Q15)** ○

Q14. Which group do you belong to? **(End survey for Aboriginal participants)** First Nations (Status) ○ Inuit ○ Métis ○ First Nations (Non-Status) ○ Don't Know ○

Q15. What is your country of birth? Canada **(go to Q17)** ○ Other: ☐

Q16. How many years have you lived in Canada? ☐

Q17. Do you consider yourself to be part of a visible minority? Yes ○ No ○

Image 8k1. Route Survey Used in 2014 Count (Original Size: 8.5"X 11")

Route Survey Location ______ Time ______ hc16 Homeless Count Edmonton 2016

Hello my name is_________________I am a volunteer working with the Homeless Count. We are doing a survey and it will take a few minutes. The survey findings will be used to help people experiencing homelessness. You can end the survey at any time. We will combine your information with others so that you will not be identifiable. We are also asking for the first two letters of your first and last name and your birth date to ensure no double counting takes place.

Can I ask you a few questions? ◯ Accept ◯ Decline *Go to Observed Homeless*

Have you answered this survey already tonight? ◯ Yes *End Survey* ◯ No

Observed Homeless *If declined*

1a. **Characteristics observed**
- ◯ Collecting bottles
- ◯ Eating from garbage
- ◯ Sleeping in public
- ◯ Specially abled
- ◯ Carrying clothes in cart
- ◯ Sitting alone
- ◯ None

1b. **Opinion on homelessness**
- ◯ Homeless
- ◯ Not homeless

End Survey

Homeless Identifiers *Only if approved*

2a. **Do you have a permanent accommodation to stay tonight?** ◯ Yes ◯ No *To 2c*

2b. **Do you have a permanent accommodation to stay next week?** ◯ Yes *End Survey* ◯ No

2c. **Where did you sleep last night?**

Facilities
- ◯ Emergency shelter
- ◯ Domestic violence shelter
- ◯ Transitional housing

Govt. systems
- ◯ Jail/prison
- ◯ Remand centre
- ◯ Hospital

Public spaces
- ◯ Sidewalks
- ◯ Bus shelters/vehicles
- ◯ Makeshift shelter/tent in a park/other public property

Places lacking habitation
- ◯ Garages, attics/closets / buildings not designed for habitation
- ◯ Vacant buildings

Private systems/spaces
- ◯ Hotel/motel
- ◯
- ◯ AISH, Red Cross and Alberta Works Hotels/ Makeshift shelter/tent on private property
- ◯ Your own apartment

2d. **Please describe where you stayed last night or plan to stay (Street & Ave or nearest landmark)?**

2e. **How many different times have you been homeless in the past 3 years?** ◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5/more

2f. **Where do you get your money from?**
- ◯ Welfare/income assistance
- ◯ Disability benefit
- ◯ Employment insurance
- ◯ OAS/GIS
- ◯ Full-time employment
- ◯ Part-time/casual employment
- ◯ Panhandling
- ◯ Binning/bottle collecting
- ◯ Family/friends

Demographic Information

3a. **First Name** *1st 2 letters* ☐ **Last Name** *1st 2 letters* ☐

3b. **Date of Birth** *yy/mm/dd* ☐ ☐ ☐ **Age** ☐

3c. **Gender** ◯ M ◯ F ◯ Tr ◯ No Answer

3d. **What is your country of birth?**

◯ Canada ◯ Other ☐

4. **How many years have you been in:**

Edmonton: ◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5/more

Canada: ◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5/more

5a. **Do you have dependents (children) who stayed in the same place as you last night?** ◯ Yes ◯ No *To 6a*

5b. **No. of children under 18** ☐ **above 18** ☐

6a. **Would you self-identify as an Aboriginal, including First Nations, Métis and/or Inuit?** ◯ Yes ◯ No *To 7*

6b. **Which group do you belong to?** *To 8 if group identified*
- ◯ First Nation (with status)
- ◯ First Nation (no status)
- ◯ Inuit
- ◯ Métis
- ◯ Don't know

7. **Have you served in the military services in Canadian Forces?** ◯ Yes ◯ No

8. **Specially abled?** *Observe only* ◯ Yes ◯ No

Image 8k2. Re-designed Route Survey (Original Size: 8.5"X 11")

Homeless Count October 15, 2014 - Shelter Survey **(PLEASE SHADE CIRCLES)**

Hello my name is _____. I am a volunteer working with the Homeless Count. We are doing a survey, it will take a few minutes. The survey findings will be used to help people experiencing homelessness. You can end the survey at any time. We will combine your information with others so that you will not be identifiable. Can I ask you a few questions? DECLINED ◯

Shelter: [ ] Time of Interview [ ]

Q1. Do you have a permanent residence that you can return to tonight? Yes ◯ No ◯

Q2. Are you staying at this shelter tonight? Yes ◯ No ◯

Q3. How old are you ? (Age or Year of Birth) [ ] Age [ ] YOB

Q4. Which of the following do you identify with? Male ◯ Female ◯ Transgender/ Transsexual ◯

Q5. How many different times have you been homeless in the past 3 years? [ ] # of times

Q6. Do you have dependents (children) who are staying in the same place as you tonight? Yes ◯ No **(go to Q8)** ◯

Q7. How many of your dependent children are under the age of 18? [ ] # of children

Q8. Where do you get your money from?

Welfare/Income Assistance ◯	OAS/GIS ◯	Panhandling ◯	No Income ◯
Disability Benefit ◯	Full Time Employment ◯	Binning/Bottle Collecting ◯	No Answer ◯
Employment Insurance ◯	Part Time / Casual Employment ◯	Family/friends ◯	Other: [ ]

Q9. Have you ever had any military services in Canadian Forces? Yes ◯ No ◯

Q10. How long have you been in Edmonton? [ ] Months [ ] Years

Q11. Would you self-identify as being Aboriginal, including First Nations, Métis and/or Inuit? Yes ◯ No **(go to Q13)** ◯

Q12. Which group do you belong to?
(End survey for Aboriginal participants)

First Nations (Status) ◯ First Nations (Non-Status) ◯ Métis ◯
Inuit ◯ Don't Know ◯

Q13. What is your country of birth? Canada **(go to Q15)** ◯ Other: [ ]

Q14. How many years have you lived in Canada? [ ]

Q15. Do you consider yourself to be part of a visible minority? Yes ◯ No ◯

Image 8l1. Shelter Survey Used in 2014 (Original Size: 8.5"X 11")

Shelter Survey Location Survey 1 Survey 2 Time Survey 1 Survey 2

hc16 Homeless Count Edmonton 2016

Hello my name is (Survey 1)________________(Survey 2)________________ I am a volunteer working with the Homeless Count. We are doing a survey and it will take a few minutes. The survey findings will be used to help people experiencing homelessness. You can end the survey at any time. We will combine your information with others so that you will not be identifiable. We are also asking for the first two letters of your first and last name to ensure no double counting takes place.

Can I ask you a few questions? ◯ Accept ◯ Decline *End survey*

Homeless Identifiers

1a. **Do you have a permanent accomodation to stay tonight?** ◯ Yes ◯ No *To 2b*

2a. **Do you have a permanent accomodation to stay next week?** ◯ Yes *End Survey* ◯ No

2b. **Are you staying at this shelter today?** ◯ Yes ◯ No

2c. **How many different times have you been homeless in the past 3 years?** ◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5/more

2d. **Where do you get your money from?**
◯ Welfare/income assistance
◯ Disability benefit
◯ Employment insurance
◯ OAS/GIS
◯ Full-time employment
◯ Part-Time/casual employment
◯ Panhandling
◯ Binning/bottle collecting
◯ Family/friends

Demographic Information

3a. **First Name** *1st 2 letters* ☐ **Last Name** *1st 2 letters* ☐

3b. **Date of Birth** *yy/mm/dd* ☐ ☐ ☐ **Age** ☐

3c. **Gender** ◯ M ◯ F ◯ Tr ◯ No Answer

3d. **What is your country of birth?**
◯ Canada ◯ Other ☐

4. **How many years have you been in:**
Edmonton: ◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5/more
Canada: ◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5/more

5a. **Do you have dependents (children) who stayed in the same place as you last night?** ◯ Yes ◯ No *To 6a*

5b. **No. of children under 18** ☐ **above 18** ☐

6a. **Would you self-identify as an Aboriginal, including First Nations, Métis and/or Inuit?** ◯ Yes ◯ No *To 7*

6b. **Which group do you belong to?** *To 8 if group identified*
◯ First Nation (with status) ◯ Inuit ◯ Don't know
◯ First Nation (no status) ◯ Métis

7. **Have you served in the military services in Canadian Forces?** ◯ Yes ◯ No

8. **Specially abled?** *Observe only* ◯ Yes ◯ No

Can I ask you a few questions? ◯ Accept ◯ Decline *End survey*

Homeless Identifiers

1a. **Do you have a permanent accomodation to stay tonight?** ◯ Yes ◯ No *To 2b*

2a. **Do you have a permanent accomodation to stay next week?** ◯ Yes *End Survey* ◯ No

2b. **Are you staying at this shelter today?** ◯ Yes ◯ No

2c. **How many different times have you been homeless in the past 3 years?** ◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5/more

2d. **Where do you get your money from?**
◯ Welfare/income assistance
◯ Disability benefit
◯ Employment insurance
◯ OAS/GIS
◯ Full-time employment
◯ Part-Time/casual employment
◯ Panhandling
◯ Binning/bottle collecting
◯ Family/friends

Demographic Information

3a. **First Name** *1st 2 letters* ☐ **Last Name** *1st 2 letters* ☐

3b. **Date of Birth** *yy/mm/dd* ☐ ☐ ☐ **Age** ☐

3c. **Gender** ◯ M ◯ F ◯ Tr ◯ No Answer

3d. **What is your country of birth?**
◯ Canada ◯ Other ☐

4. **How many years have you been in:**
Edmonton: ◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5/more
Canada: ◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5/more

5a. **Do you have dependents (children) who stayed in the same place as you last night?** ◯ Yes ◯ No *To 6a*

5b. **No. of children under 18** ☐ **above 18** ☐

6a. **Would you self-identify as an Aboriginal, including First Nations, Métis and/or Inuit?** ◯ Yes ◯ No *To 7*

6b. **Which group do you belong to?** *To 8 if group identified*
◯ First Nation (with status) ◯ Inuit ◯ Don't know
◯ First Nation (no status) ◯ Métis

7. **Have you served in the military services in Canadian Forces?** ◯ Yes ◯ No

8. **Specially abled?** *Observe only* ◯ Yes ◯ No

Image 8l2. Re-designed Shelter Survey (Original Size: 8.5"X 11")

homeward trust edmonton
opening doors. building hope

Edmonton Homeless Count - October 16, 2014

updated October 13, 2014

Facility Name:_______________ Form Completed by (Name): ___________________________ Phone #: _________________ Total Count (All Pages): _______

Please fill out this form for <u>every individual</u> in your facility. You can either use registration/administrative data or ask the individuals directly.

- **Answer Question 1 for everyone. "Yes" indicates that individual has left (or will leave) the facility on October 16th, "No" indicates that they are still in the facility on October 16th.**
- **If the individual had a fixed address at time of admission or was discharged/released/left to a fixed address on the October 16th, indicate "No" in 2a/2b and end the survey.**
- **Continue providing information for any individuals who were either homeless at admission or were discharged/released/left to homelessness (e.g. a shelter or no fixed address) on October 16th.**

Question 1	Question 2a (only if "Yes" in Q1)	Question 2b (only if "No" in Q1)	Question 3	Question 4	Question 5	Question 6 If "Yes" (Aboriginal) in Question 5, do not ask this question.
Discharged/released/left on Oct 16, 2014?	**Discharged/released to No Fixed Address or shelter?**	**No Fixed Address or homeless at admission?**	**Gender?**	**Age (2 digits) or Year of Birth (4 digits 19XX)?**	**Self-identify as Aboriginal? (END SURVEY FOR ABORIGINAL PARTICIPANTS)**	**Part of a visible minority? (END SURVEY FOR ALL PARTICIPANTS)**
☐ Yes (go to Question 2a) ☐ No (go to Question 2b)	☐ Yes (go to Question 3) ☐ No (End Survey) ☐ Unknown (go to Question 3)	☐ Yes (go to Question 3) ☐ No (End survey) ☐ Unknown (go to Question 3)	☐ Male ☐ Female ☐ Other	Age or YOB: ______	☐ Yes (End survey) ☐ No (go to Question 6) ☐ Don't Know (go to Question 6)	☐ Yes (non-Caucasian, non-Aboriginal) ☐ No (Caucasian or Aboriginal) ☐ Don't know
☐ Yes (go to Question 2a) ☐ No (go to Question 2b)	☐ Yes (go to Question 3) ☐ No (End Survey)	☐ Yes (go to Question 3) ☐ No (End Survey) ☐ Unknown (go to Question 3)	☐ Male ☐ Female ☐ Other	Age or YOB: ______	☐ Yes (End survey) ☐ No (go to Question 6) ☐ Don't Know (go to Question 6)	☐ Yes (non-Caucasian, non-Aboriginal) ☐ No (Caucasian or Aboriginal) ☐ Don't know
☐ Yes (go to Question 2a) ☐ No (go to Question 2b)	☐ Yes (go to Question 3) ☐ No (End Survey)	☐ Yes (go to Question 3) ☐ No (End Survey) ☐ Unknown (go to Question 3)	☐ Male ☐ Female ☐ Other	Age or YOB: ______	☐ Yes (End survey) ☐ No (go to Question 6) ☐ Don't Know (go to Question 6)	☐ Yes (non-Caucasian, non-Aboriginal) ☐ No (Caucasian or Aboriginal) ☐ Don't know
☐ Yes (go to Question 2a) ☐ No (go to Question 2b)	☐ Yes (go to Question 3) ☐ No (End Survey)	☐ Yes (go to Question 3) ☐ No (End Survey) ☐ Unknown (go to Question 3)	☐ Male ☐ Female ☐ Other	Age or YOB: ______	☐ Yes (End survey) ☐ No (go to Question 6) ☐ Don't Know (go to Question 6)	☐ Yes (non-Caucasian, non-Aboriginal) ☐ No (Caucasian or Aboriginal) ☐ Don't know
☐ Yes (go to Question 2a) ☐ No (go to Question 2b)	☐ Yes (go to Question 3) ☐ No (End Survey)	☐ Yes (go to Question 3) ☐ No (End Survey) ☐ Unknown (go to Question 3)	☐ Male ☐ Female ☐ Other	Age or YOB: ______	☐ Yes (End survey) ☐ No (go to Question 6) ☐ Don't Know (go to Question 6)	☐ Yes (non-Caucasian, non-Aboriginal) ☐ No (Caucasian or Aboriginal) ☐ Don't know

Thank you for your help!

Page No. ______ of ________
PLEASE FAX COMPLETED FORM TO 780-496-2634. Questions? Call 780-944-2851.

REFERENCE No. (Homeward Trust)_______________
INSTITUTION AND FACILITY BASIC DEMOGRAPHIC FORM

Image 8m1. Facility Survey Used in 2014 (Original Size: 8.5"X 11")

Facility Survey Location ☐ Volunteer Phone No. ☐ No. of Homeless ☐ Homeless Count Edmonton 2016

Homeless Identifiers

1a. **Discharged/released/left on Oct 16, 2016 to no Fixed Address or shelter?** ◯ Yes ◯ No *End Survey*

1b. **No Fixed Address or homeless at admission?** ◯ Yes ◯ No

Demographic Information

2a. **Gender** ◯ M ◯ F ◯ Tr ◯ No Answer

2b. **First Name** *1st two letters* ☐ **Last Name** *1st two letters* ☐

2c. **Date of Birth** *yy/mm/dd* ☐ ☐ ☐ **Age** ☐

3. **Would you self-identify as an Aboriginal, including First Nations, Métis and/or Inuit?** ◯ Yes ◯ No

4. **Specially abled?** ◯ Yes ◯ No

Homeless Identifiers

1a. **Discharged/released/left on Oct 16, 2016 to no Fixed Address or shelter?** ◯ Yes ◯ No *End Survey*

1b. **No Fixed Address or homeless at admission?** ◯ Yes ◯ No

Demographic Information

2a. **Gender** ◯ M ◯ F ◯ Tr ◯ No Answer

2b. **First Name** *1st two letters* ☐ **Last Name** *1st two letters* ☐

2c. **Date of Birth** *yy/mm/dd* ☐ ☐ ☐ **Age** ☐

3. **Would you self-identify as an Aboriginal, including First Nations, Métis and/or Inuit?** ◯ Yes ◯ No

4. **Specially abled?** ◯ Yes ◯ No

Homeless Identifiers

1a. **Discharged/released/left on Oct 16, 2016 to no Fixed Address or shelter?** ◯ Yes ◯ No *End Survey*

1b. **No Fixed Address or homeless at admission?** ◯ Yes ◯ No

Demographic Information

2a. **Gender** ◯ M ◯ F ◯ Tr ◯ No Answer

2b. **First Name** *1st two letters* ☐ **Last Name** *1st two letters* ☐

2c. **Date of Birth** *yy/mm/dd* ☐ ☐ ☐ **Age** ☐

3. **Would you self-identify as an Aboriginal, including First Nations, Métis and/or Inuit?** ◯ Yes ◯ No

4. **Specially abled?** ◯ Yes ◯ No

Homeless Identifiers

1a. **Discharged/released/left on Oct 16, 2016 to no Fixed Address or shelter?** ◯ Yes ◯ No *End Survey*

1b. **No Fixed Address or homeless at admission?** ◯ Yes ◯ No

Demographic Information

2a. **Gender** ◯ M ◯ F ◯ Tr ◯ No Answer

2b. **First Name** *1st two letters* ☐ **Last Name** *1st two letters* ☐

2c. **Date of Birth** *yy/mm/dd* ☐ ☐ ☐ **Age** ☐

3. **Would you self-identify as an Aboriginal, including First Nations, Métis and/or Inuit?** ◯ Yes ◯ No

4. **Specially abled?** ◯ Yes ◯ No

Homeless Identifiers

1a. **Discharged/released/left on Oct 16, 2016 to no Fixed Address or shelter?** ◯ Yes ◯ No *End Survey*

1b. **No Fixed Address or homeless at admission?** ◯ Yes ◯ No

Demographic Information

2a. **Gender** ◯ M ◯ F ◯ Tr ◯ No Answer

2b. **First Name** *1st two letters* ☐ **Last Name** *1st two letters* ☐

2c. **Date of Birth** *yy/mm/dd* ☐ ☐ ☐ **Age** ☐

3. **Would you self-identify as an Aboriginal, including First Nations, Métis and/or Inuit?** ◯ Yes ◯ No

4. **Specially abled?** ◯ Yes ◯ No

Image 8m2. Re-designed Facility Survey (Original Size: 8.5"X 11")

However, the redesign of the surveys does not resolve all the problems. The next three sections discuss those remaining issues and the design responses.

8.1.6. Lack of Understanding About the Survey Collection Process by Volunteers

Multiple issues have been identified in the collected data. As section 5.4.4. Homeless Count Data Collection and Analysis mentions: In Edmonton, some respondents stated that they had no permanent home, but also answered, "I stayed at my place" the night before the count. This issue, mentioned in the provincial report of 2014 count, highlights the gap of communication between volunteers and homeless people and understanding how to fill out the survey.

Another research participant who partook in the 2014 count shared her lack of awareness in filling out the surveys for interviewees who denied participation. She and her partner had to remember their interactions with people and fill the surveys based on memory after returning to the base site. A different volunteer participant shared her concern about miscommunication, when volunteering for the count as she always found herself in a situation of having to clarify the questions to respondants. For example, she was still confused about whether if she had to fill the surveys out for everyone (Appendices Section A, Name: Jenny).

8.1.7. Some Parts of the Collected Data is Not Used Due to Lack of Tools

Surveys used for homeless data collection use questions in a variety of forms. Most of the questions are multiple choice or single choice. However, some questions require textual information. For example, "Please describe where did you stay last night or plan to stay tonight?" The survey participant provides information about the location that needs to be written down.

In the case of hand written forms, multiple situations create poor data collection conditions often due to unreadable handwriting. Missing the data on the location of homeless people means not gaining a better geographical understanding of homelessness. Also, unreadable handwriting makes compilation of the data more challenging due to the time consuming process of mapping it for information generation.

8.1.8. Digitizing the Paper Based Forms is Time Consuming

Once the counting is completed, Homeward Trust uses volunteers to digitize the data into an Excel format. The transfer to digital format requires approximately

2000 forms to be scanned and digitized. One of the research participants volunteered for the task of scanning and checking the data; by the end of the first day she had fully completed digitizing only a few forms and refused to volunteer next day. The app intends to collect surveys digitally, assist volunteers with any confusion arising while collecting data and provide tools to analyze data.

Change in the behaviour of volunteers

It is proposed that the application would be used in conjunction with paper-based forms to further test its use and applicability. If the digital app is used for the count, volunteers will collect the surveys on a digital tablet (e.g. Apple iPad). Surveys will be automatically uploaded to the system compiling all the data when connected to the internet. If the tablet loses internet connectivity for any reason the app will use tablet memory to save all the surveys.
The app can be used with the help of stylus or by hand. Other possible future design opportunities include: live tracking of all surveys, automatic calculation and visualization of the data, and administration of the complete count by the team from Homeward Trust and all the base site coordinators.

The process of app design started with paper prototypes; this stage of exploration aided in developing the information architecture and wireframes (design represented in form of lines and placeholders). The following images shows the paper prototype based exploration:

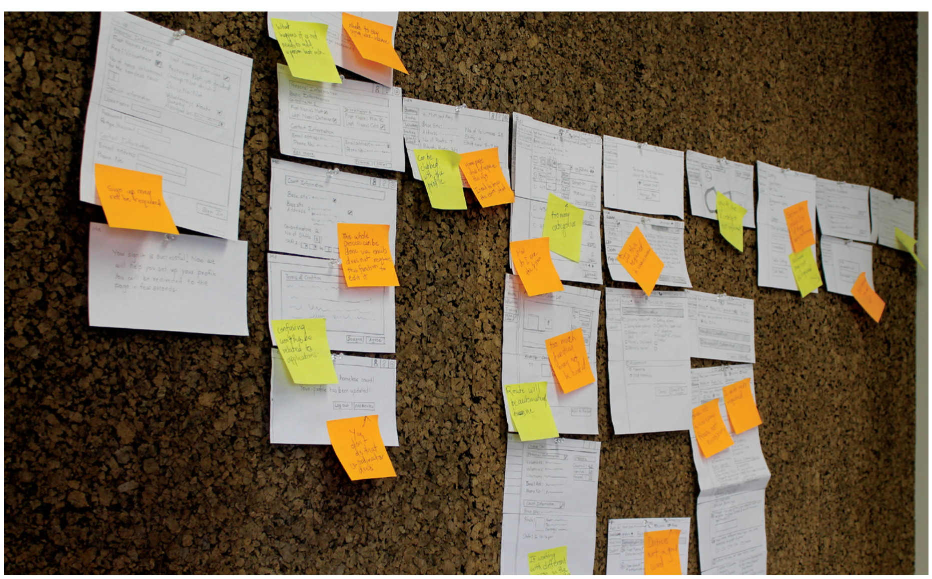


Image 8n1. Initial Paper Prototyping

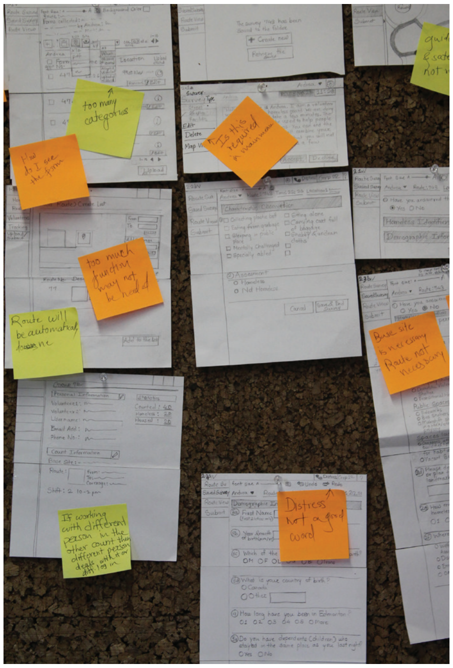


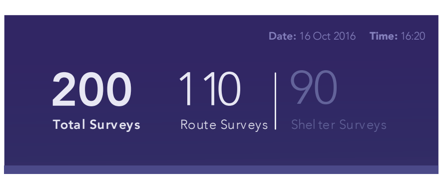
Image 8n2. Initial Paper Prototyping Analysis Close-Up

8.1.8.1. Key Features of the Digital Application

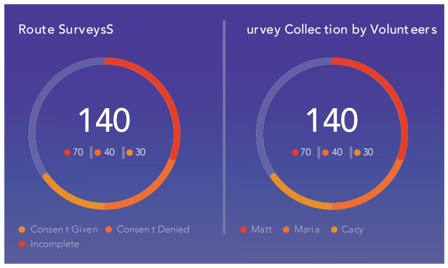
Along with paper protoyping, the design process of the application further included: Information Architecture, Wireframes and User Interface Design. Following are the key features of the application:

1. Tracks overall progress and filled surveys
2. Safety of volunteers
3. Instant access to help
4. Structured information for volunteers
5. Direct access to individual data
6. Autofilling surveys
7. Adjustable text size

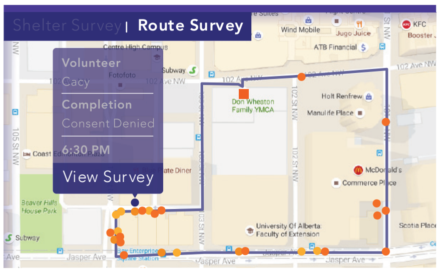
1. **Tracks overall progress and filled surveys**



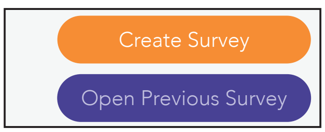
Tracks the number of surveys collected



Tracks overall progress and filled surveys



Visualization of all collected surveys on the map



Quick access to previously saved survey

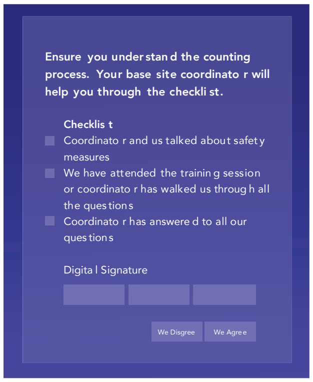
2. **Safety of volunteers**

An Emergency Button notifies police in an emergency

3. **Instant access to help**

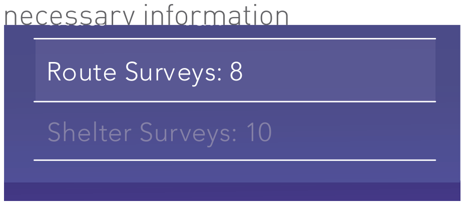
Volunteers can access information on communicating with homeless and survey questions

4. **Structured information for volunteers**



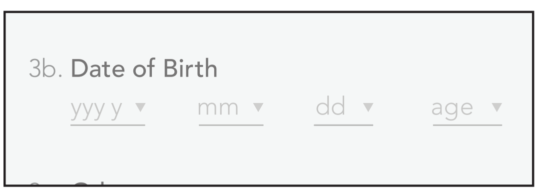
Confirmation that that volunteers have received all the necessary information

5.



Individual data access for both individual volunteers and coordinators

6. **Autofilling surveys**



Once the birth date is filled, age is automatically updated

7. **Adjustable text size**

Three increments in the font size for people with vision issues

8.1.8.2. Information Architecture

Following is the information architecture of the digital application (app):

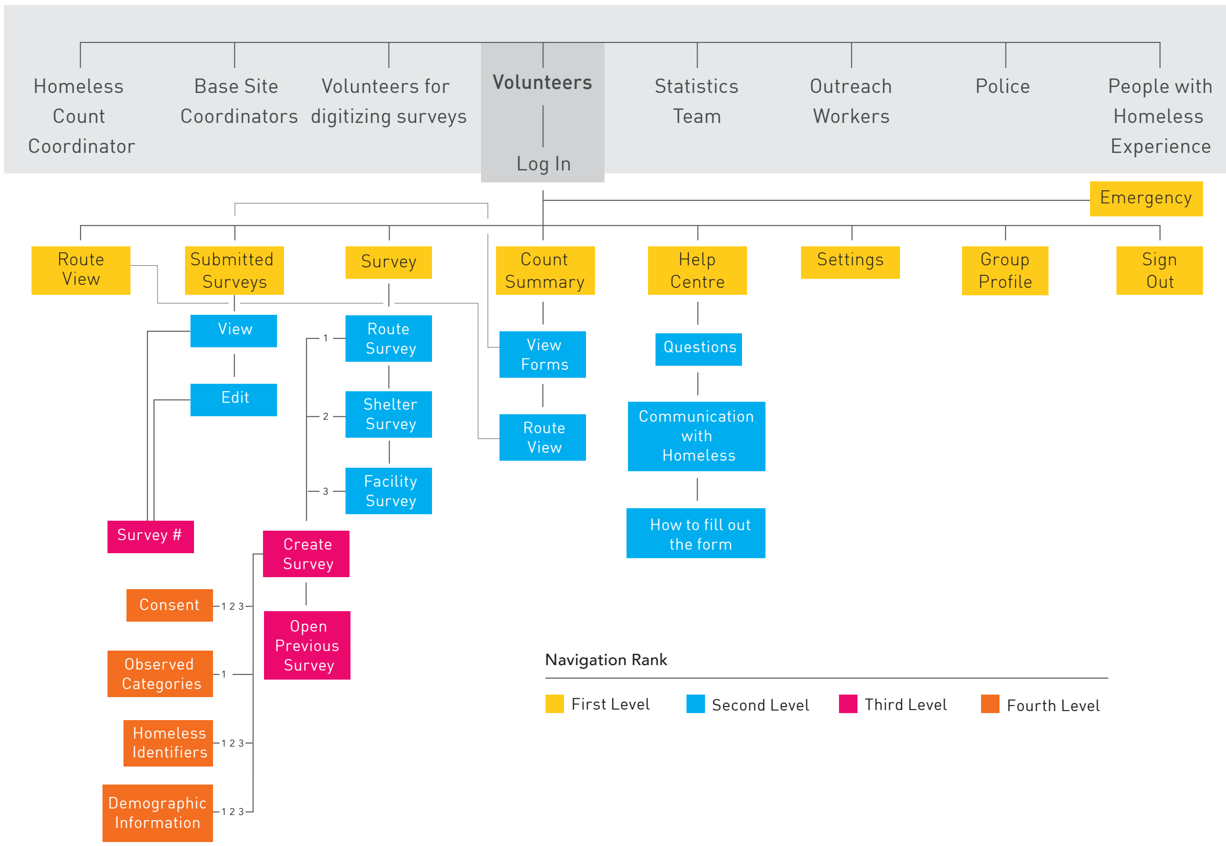


Image 8o. Information Architecture

8.1.3.3. Wireframing

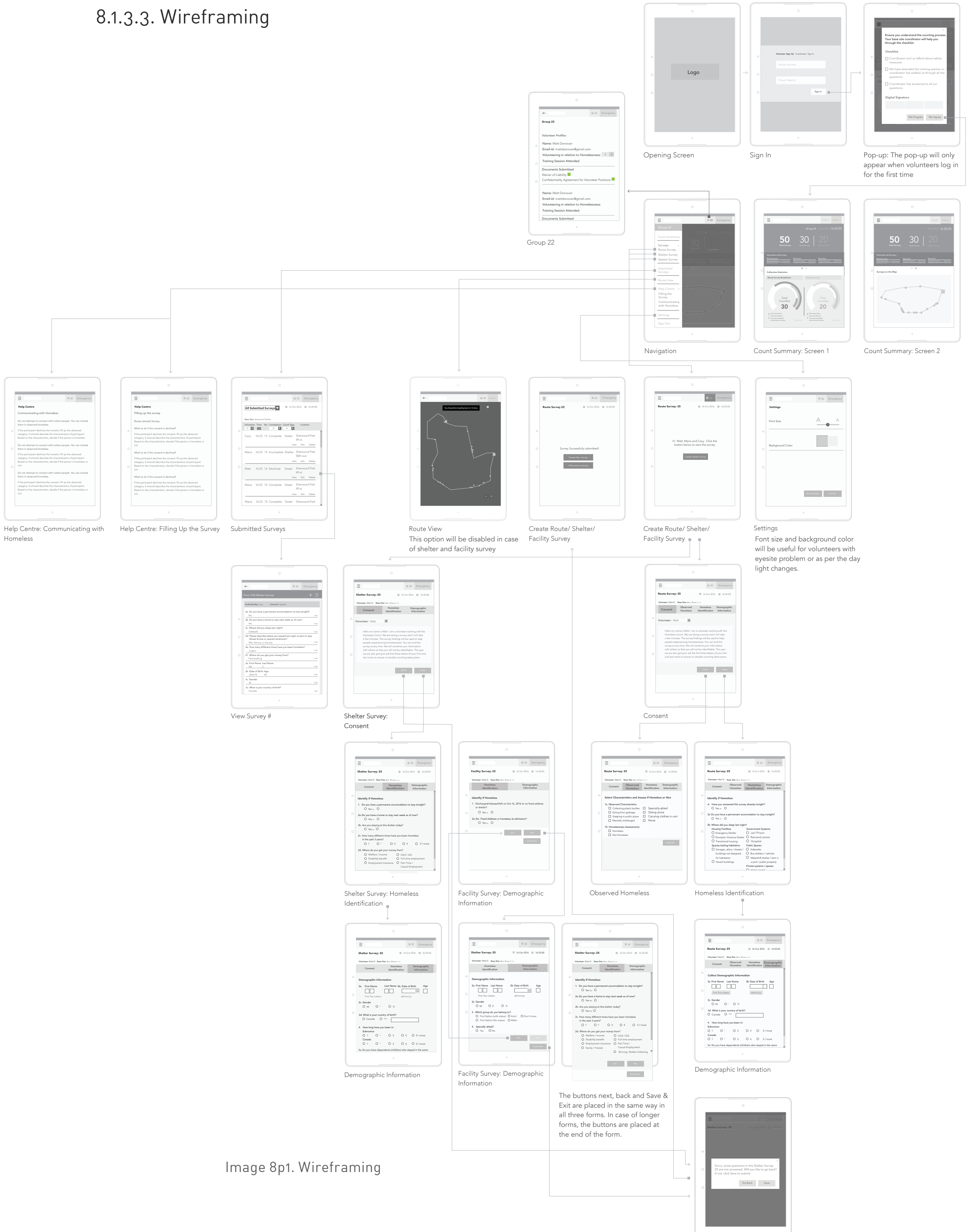


Image 8p1. Wireframing

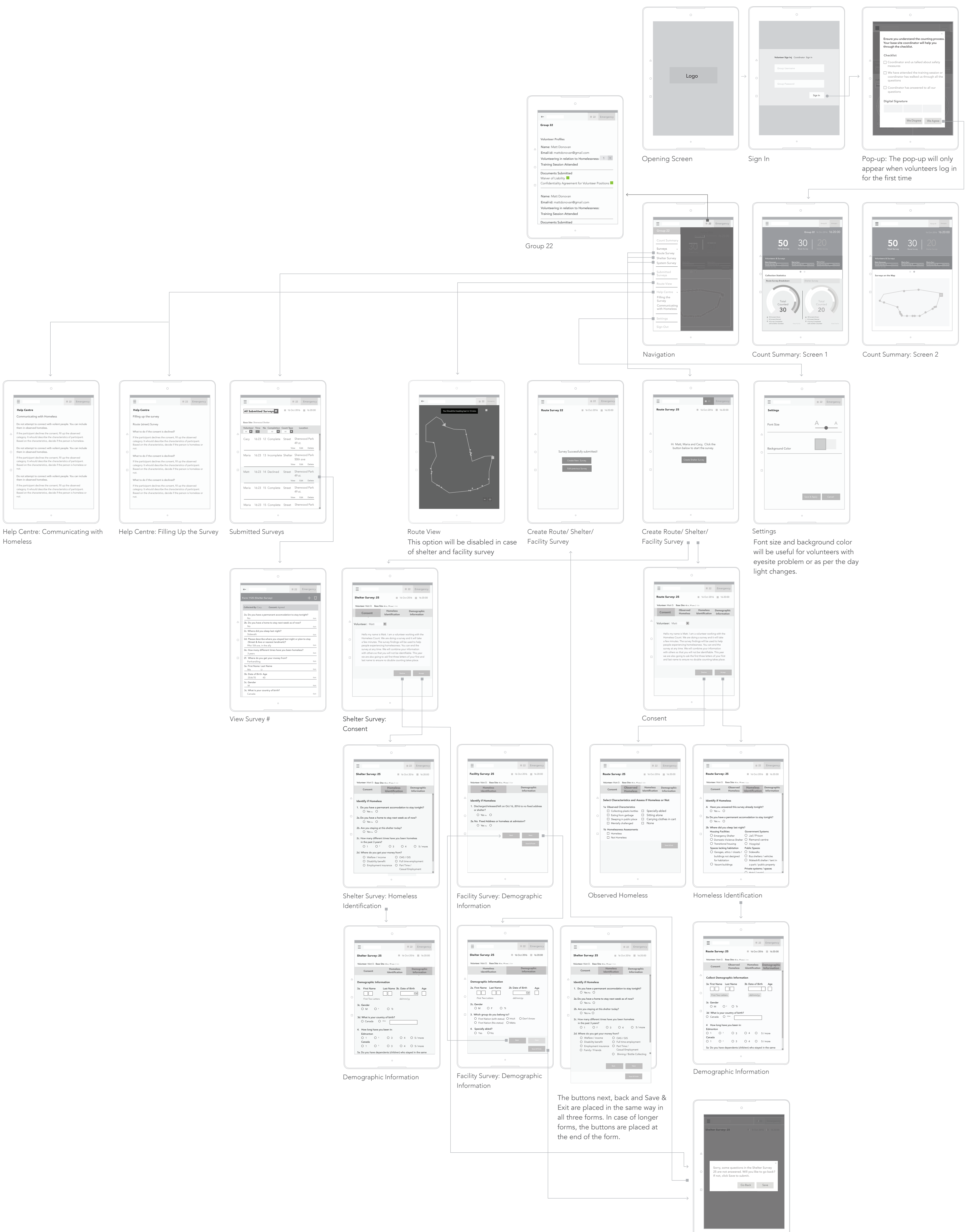


Image 8p2. Wireframing Enlarged

8.1.8.4. User Interface of Digital Application

For the purpose of the User Interface Design, I have narrowed down the focus to the following sections: Home Screen, Navigation and Route Survey. The designs were tested with volunteers in an environment similar to what volunteers experience during the count (outside and in the evening) to make necessary changes. The testing was conducted using JPEG images of the screens and focused on usability and readability.

The testing included consideration of usability and intuitiveness of the app. Based on the testing necessary iterations were made in the form of features including allowing users customization of the font size and background colours. Typography, colours, proportions and sizes of objects and buttons and contrast were also tested to make decisions about font sizes, leading to the contrast and sizes of interaction objects and buttons.

Image 8q. Testing the User Interface

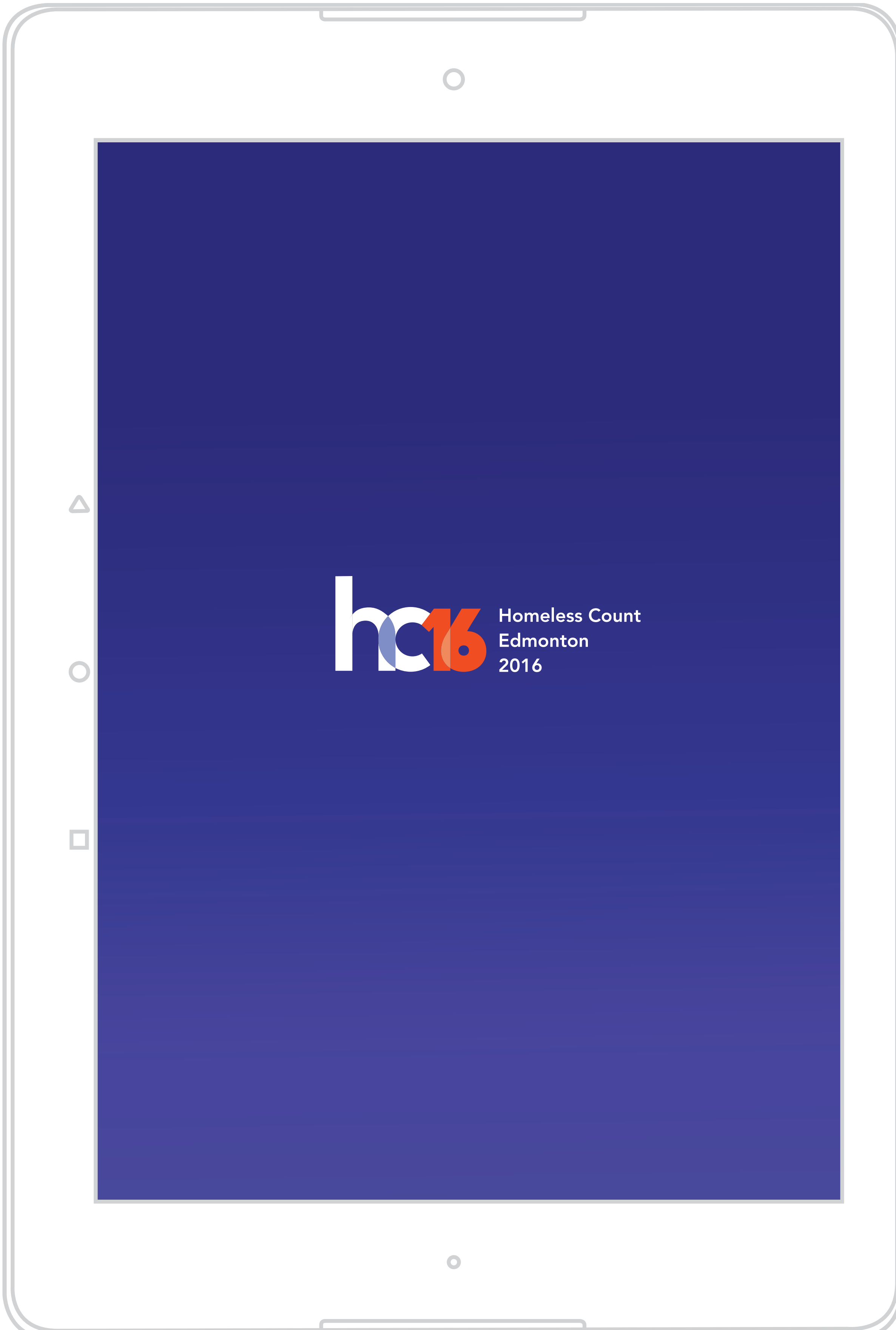


Image 8r1. Opening Page

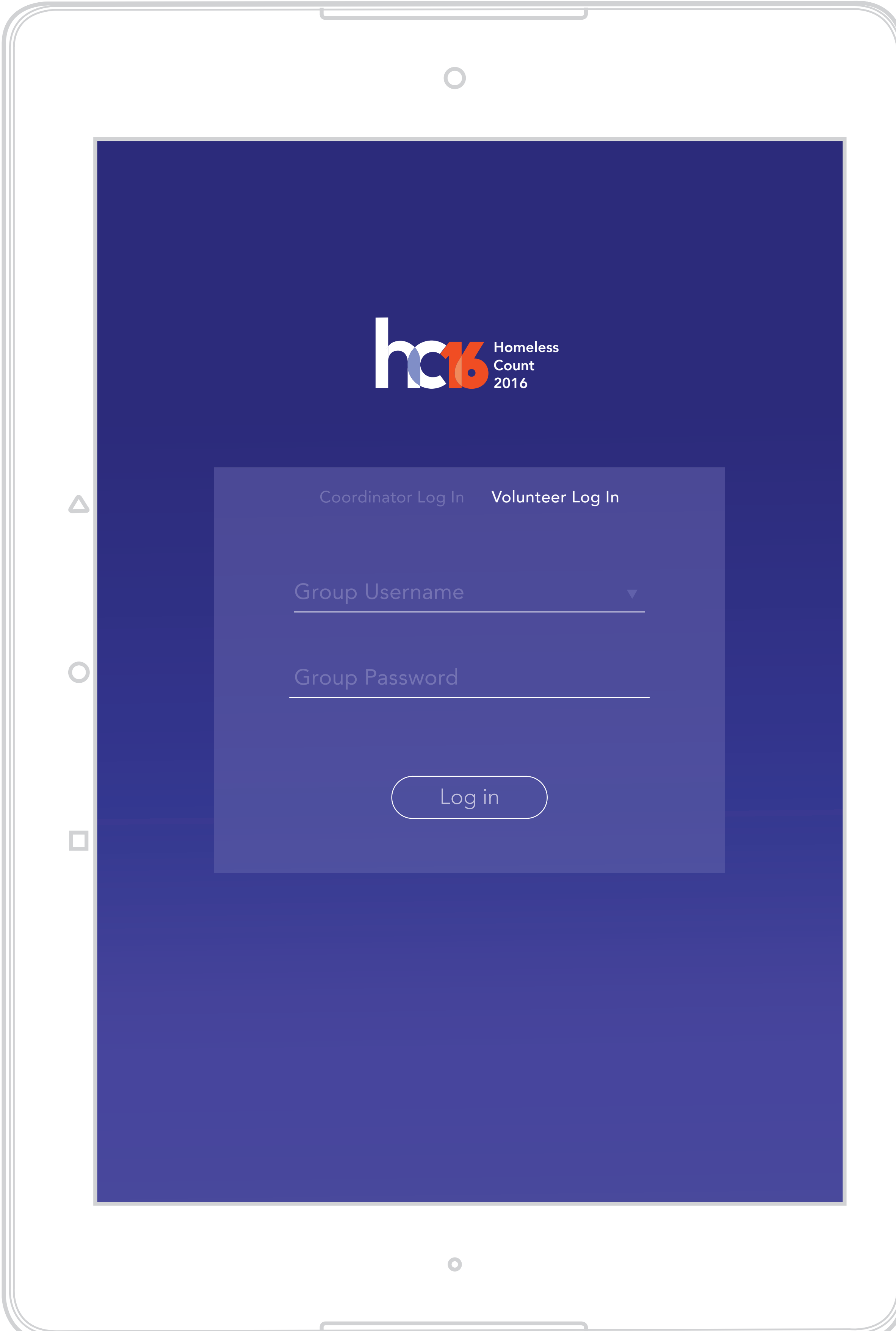


Image 8r2. Log In Page

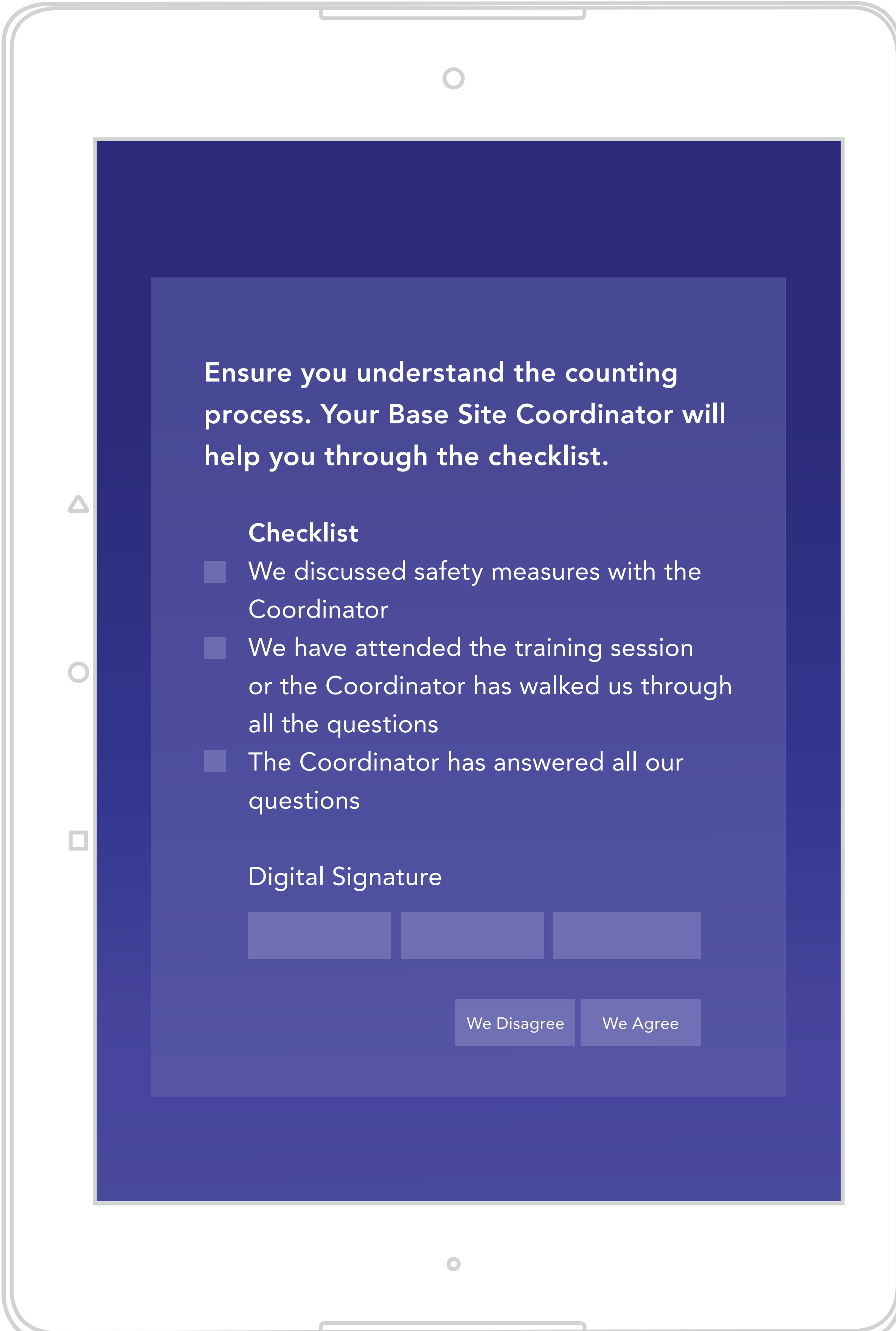


Image 8r3. Pop Up Screen After First Log In

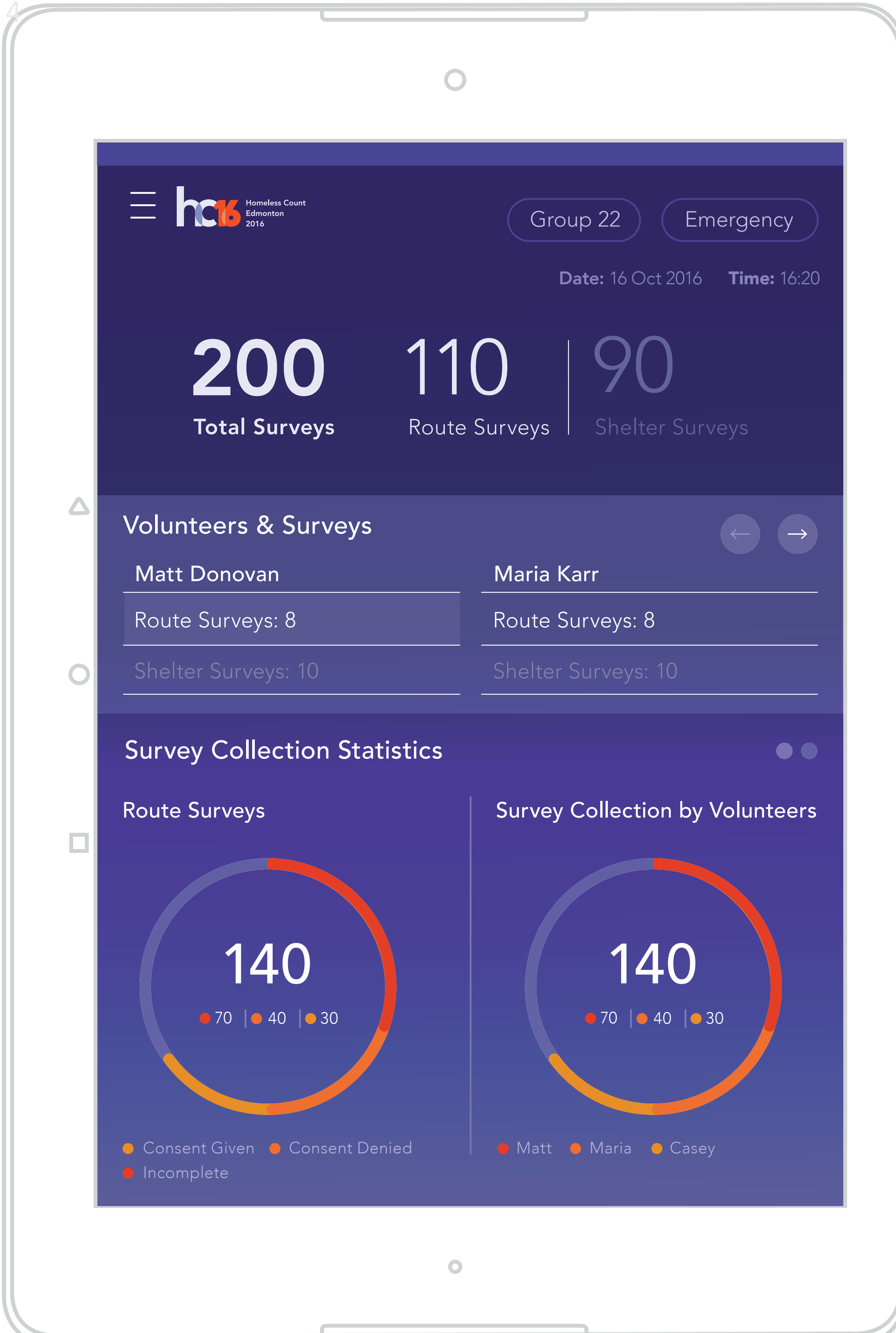


Image 8r4. Log In Page: Screen 1

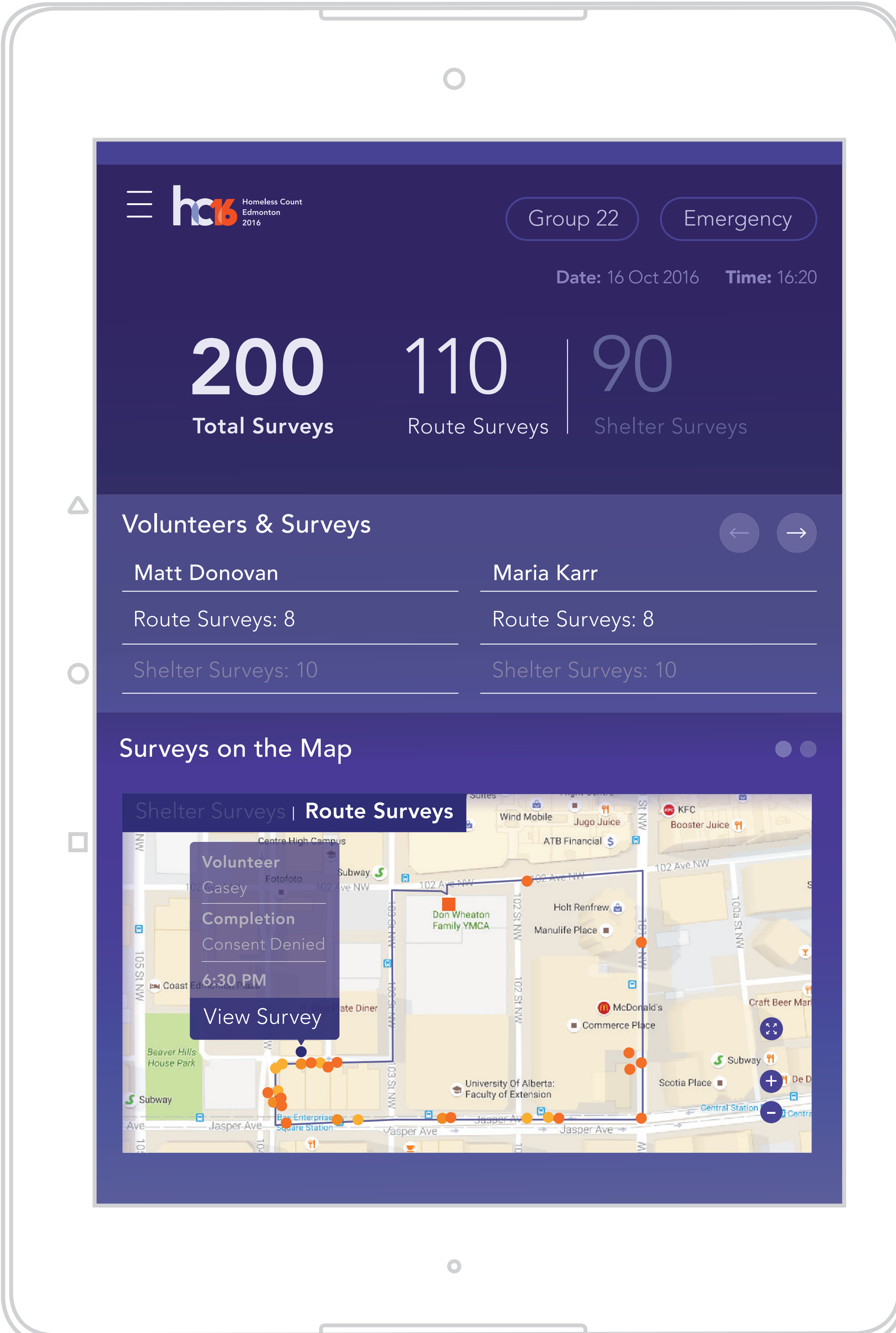


Image 8r5. Home Page: Screen 2

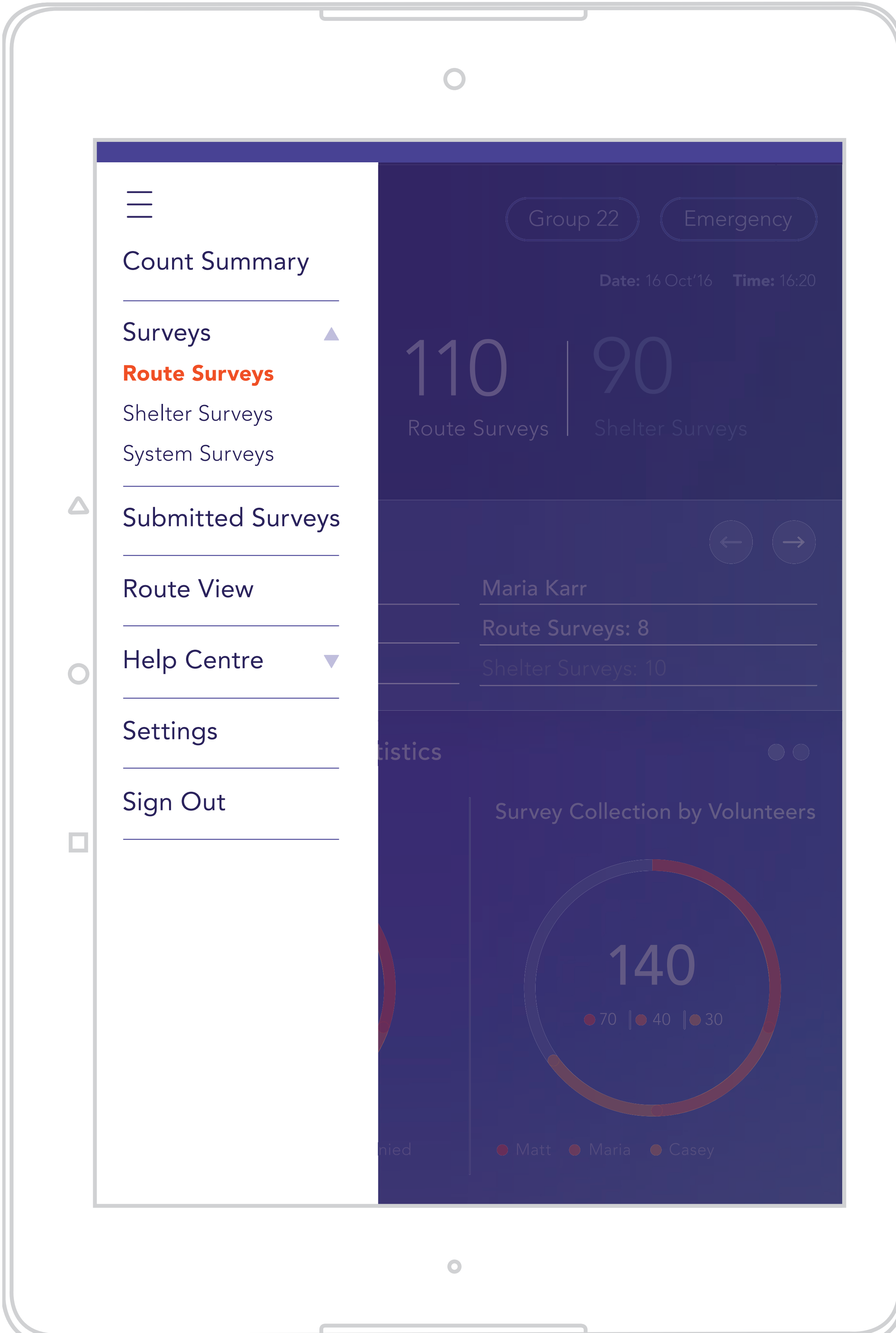


Image 8r6. Navigation

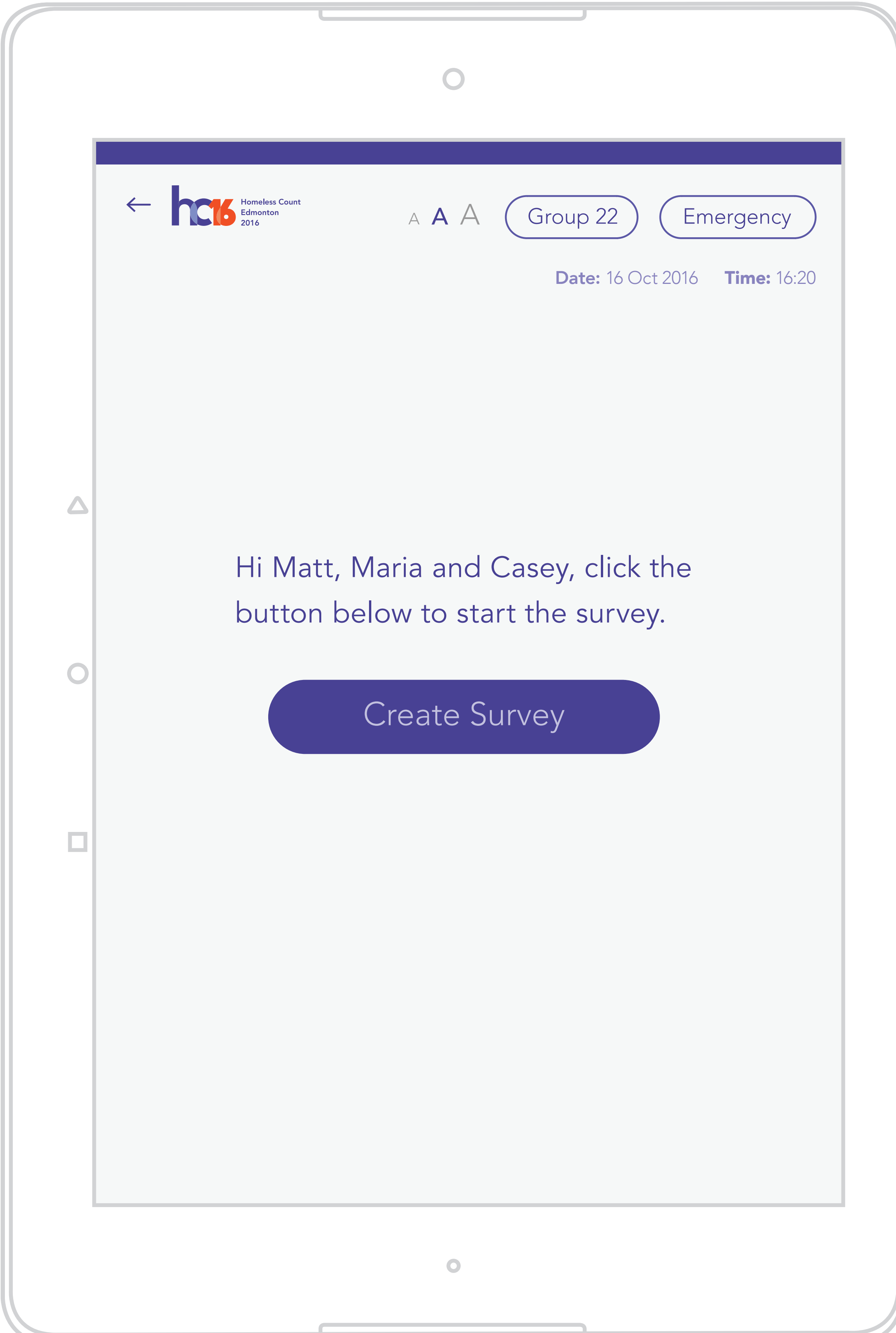


Image 8r7. Create Survey

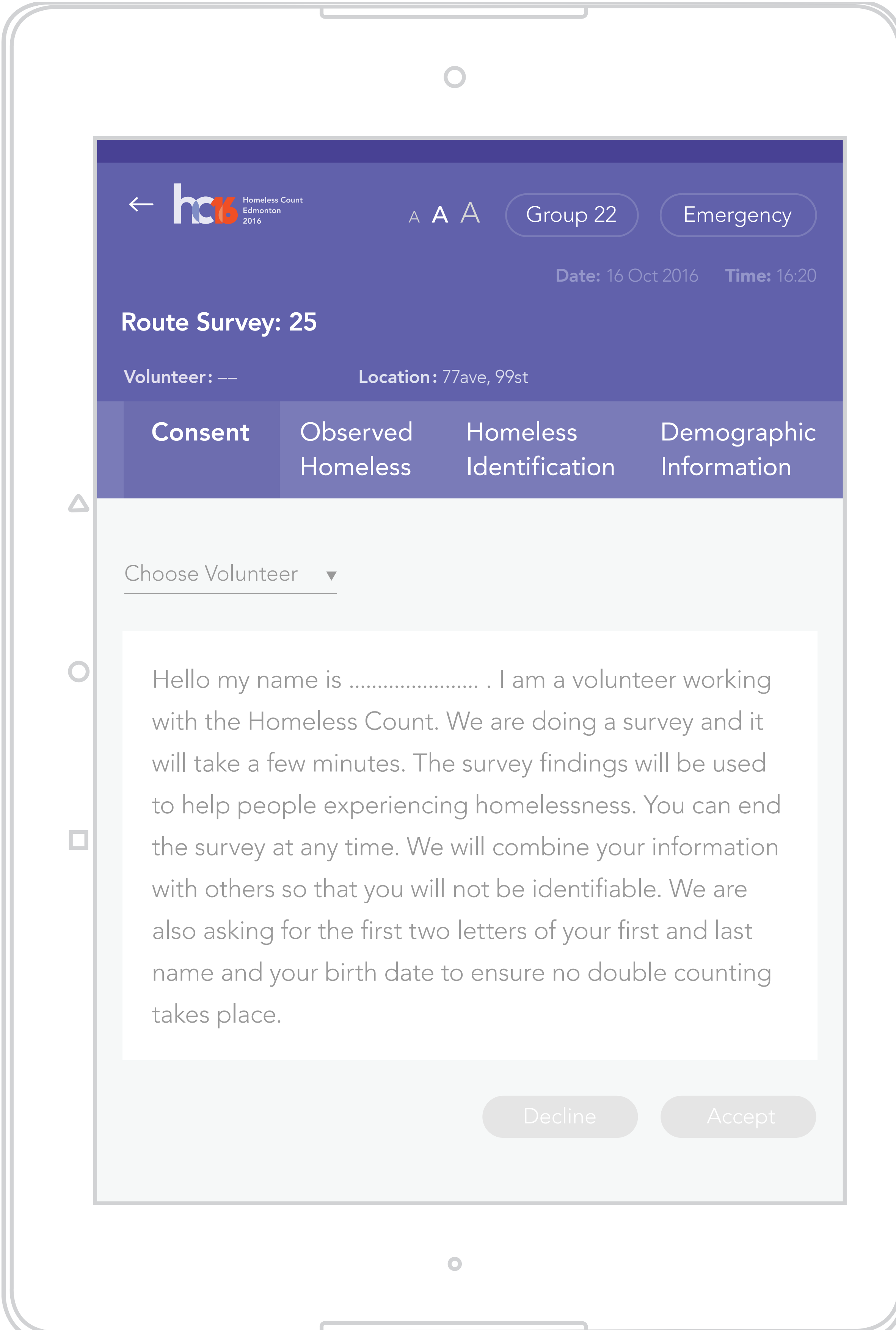


Image 8r8. Consent Page

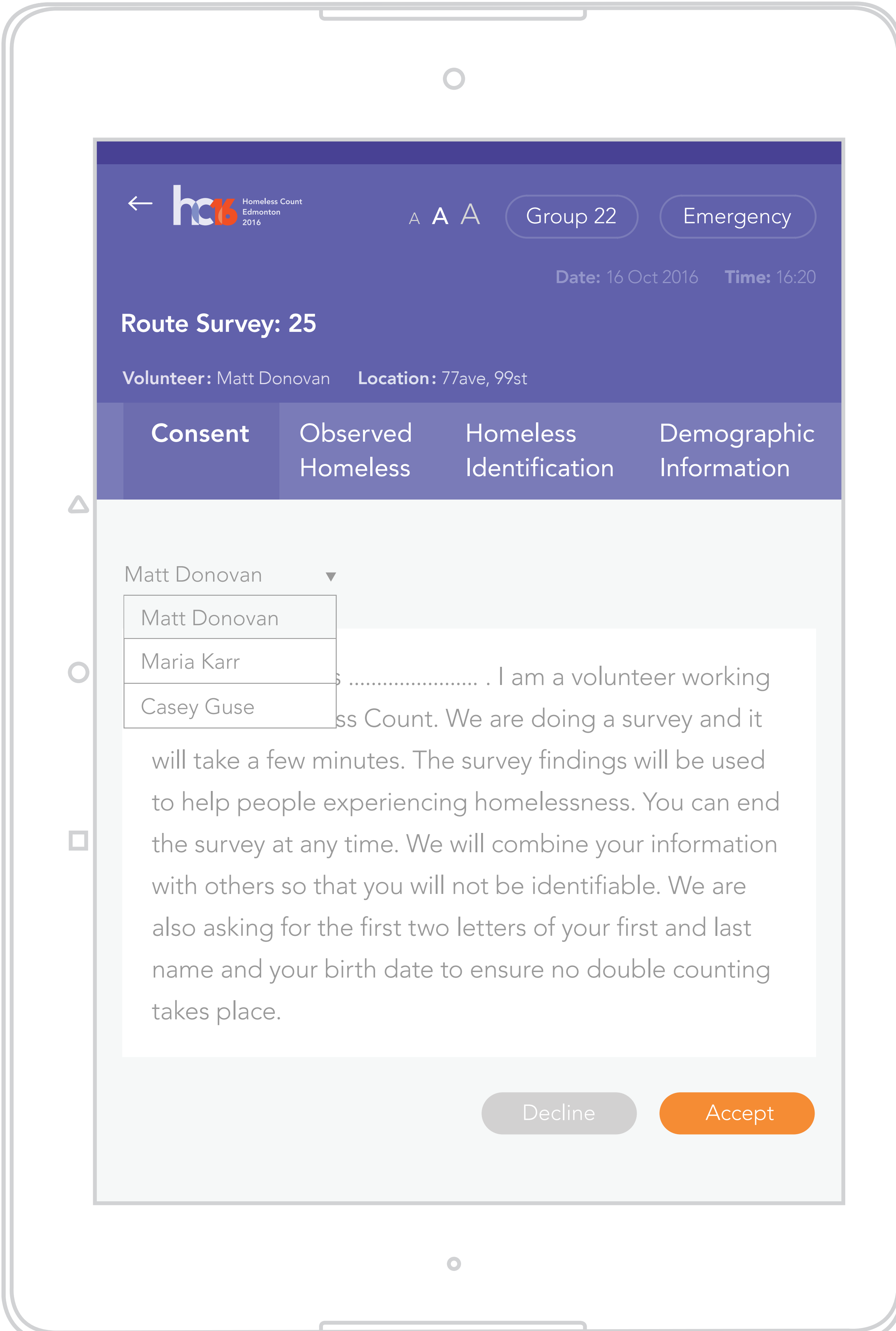


Image 8r9. Route Survey: Consent Page Navigation and Interaction

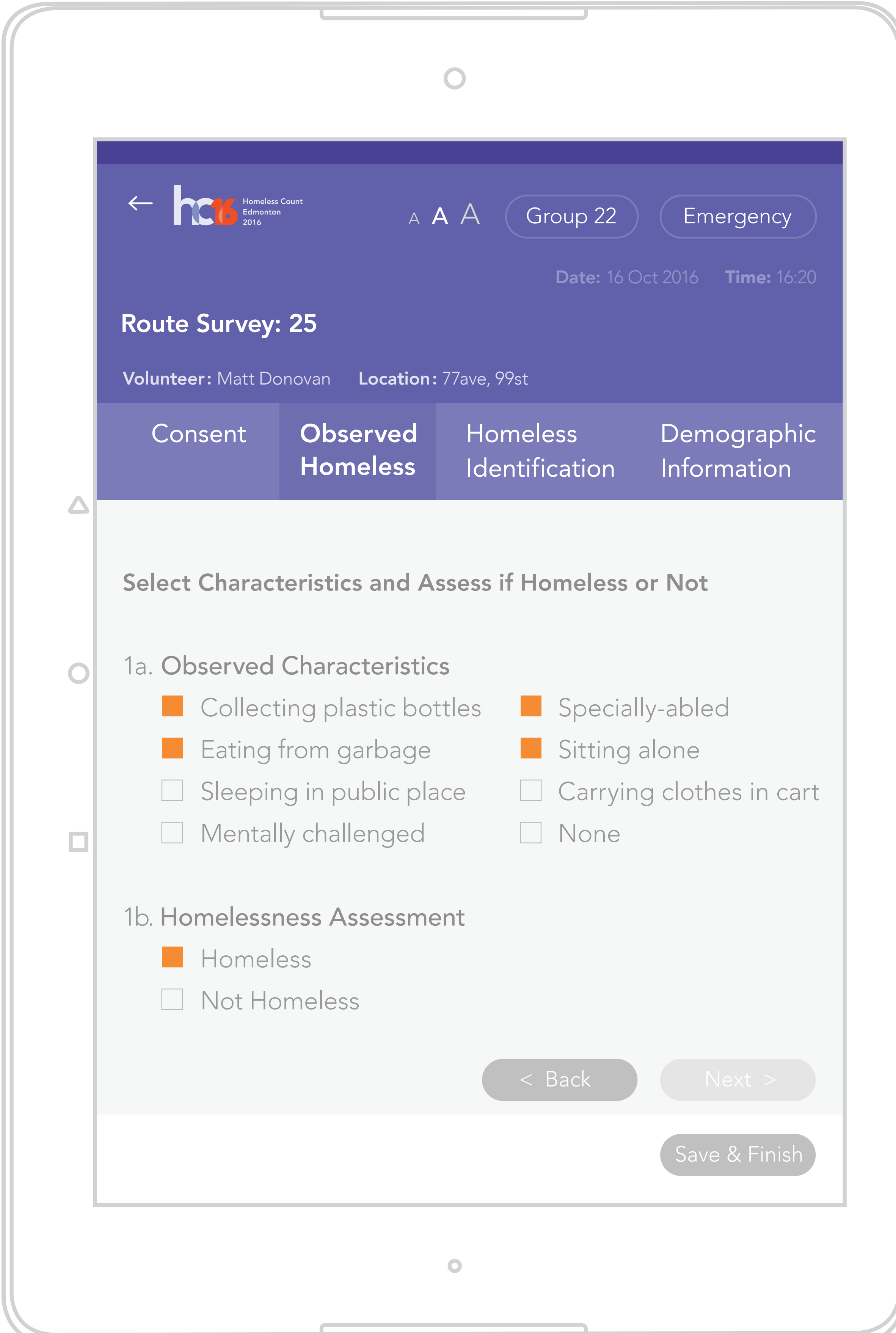
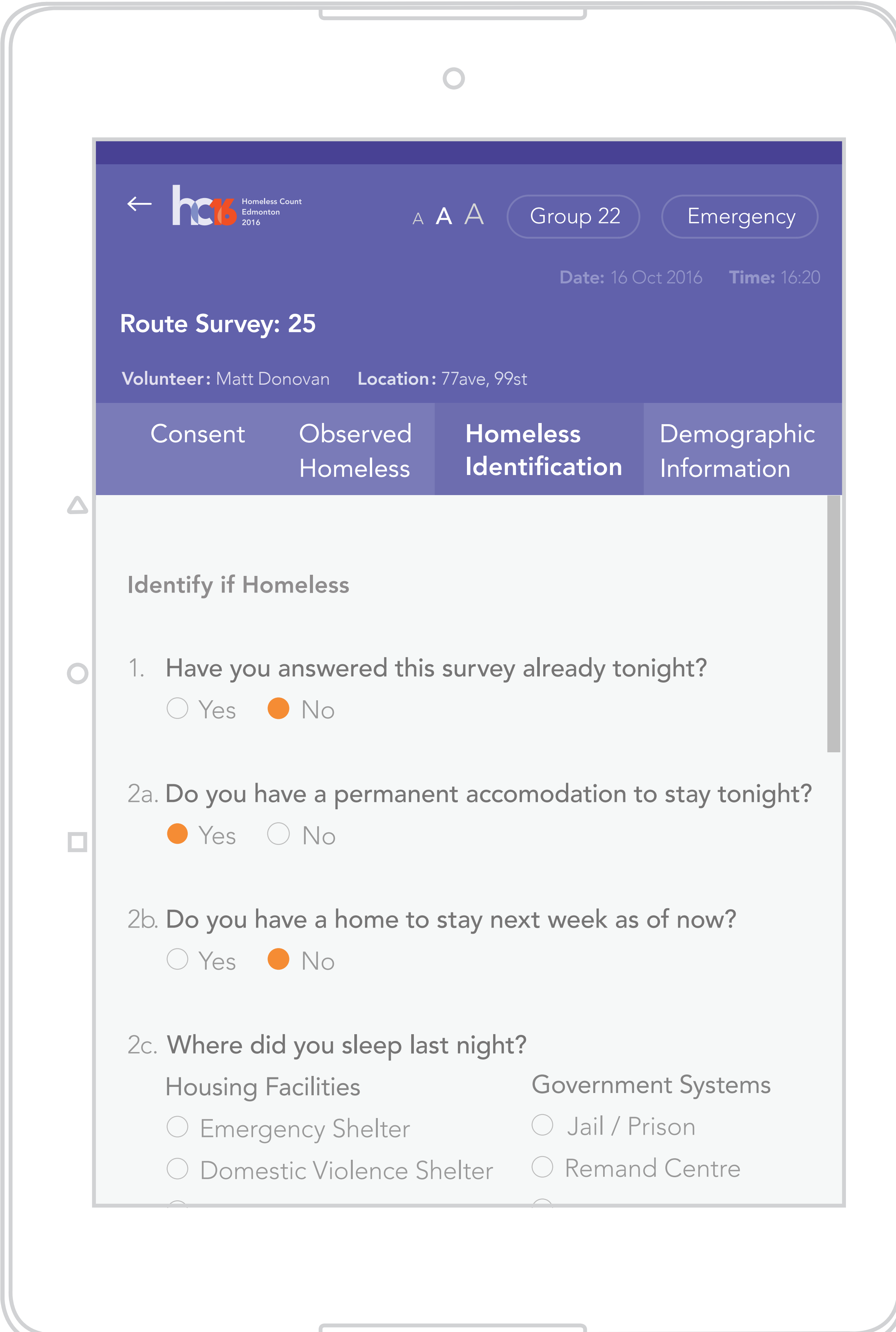
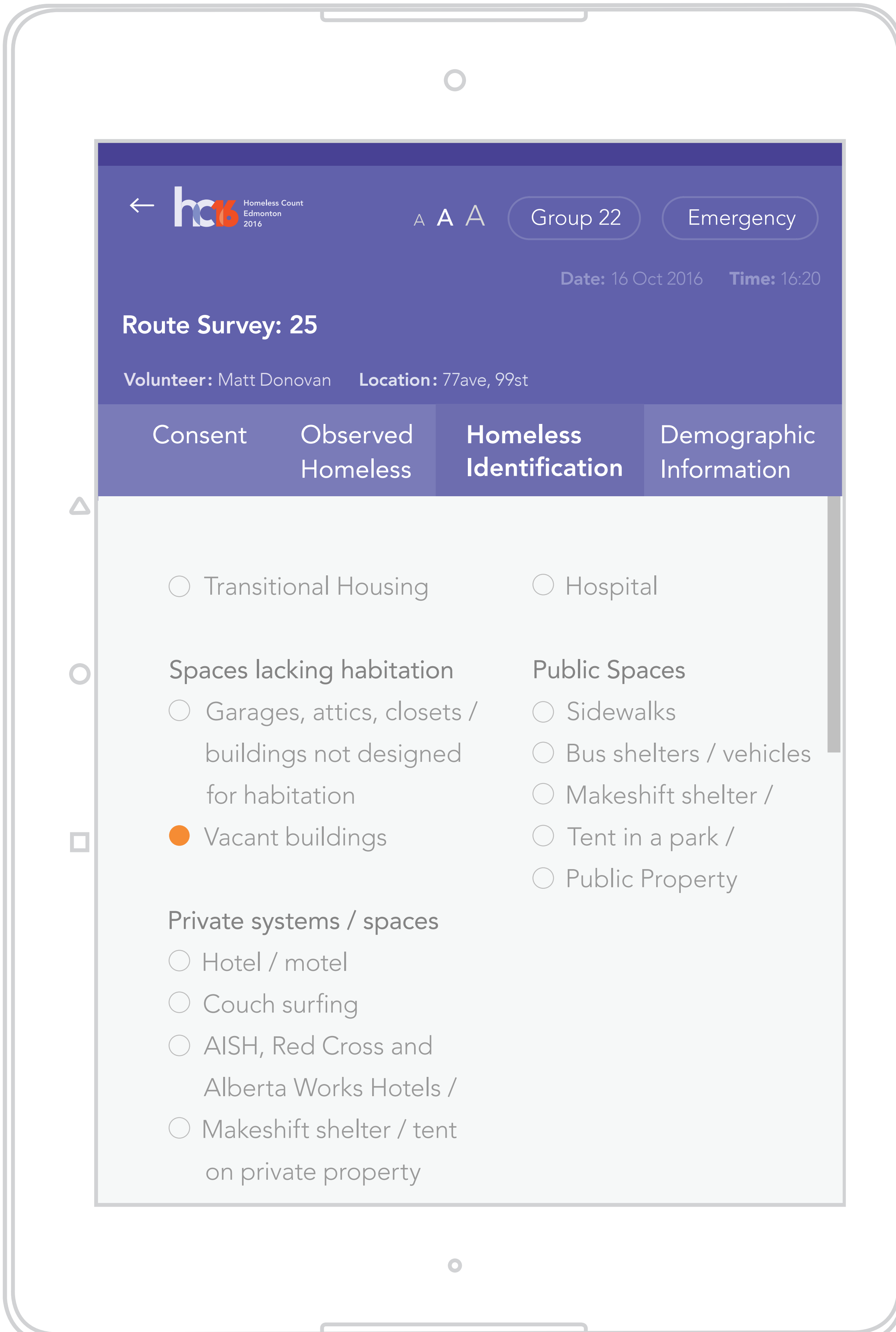


Image 8r10. Observed Homeless Page



img 8r11. Homeless Identification: Top of the Page



img 8r12. Observed Homeless Page: After Scroll Down

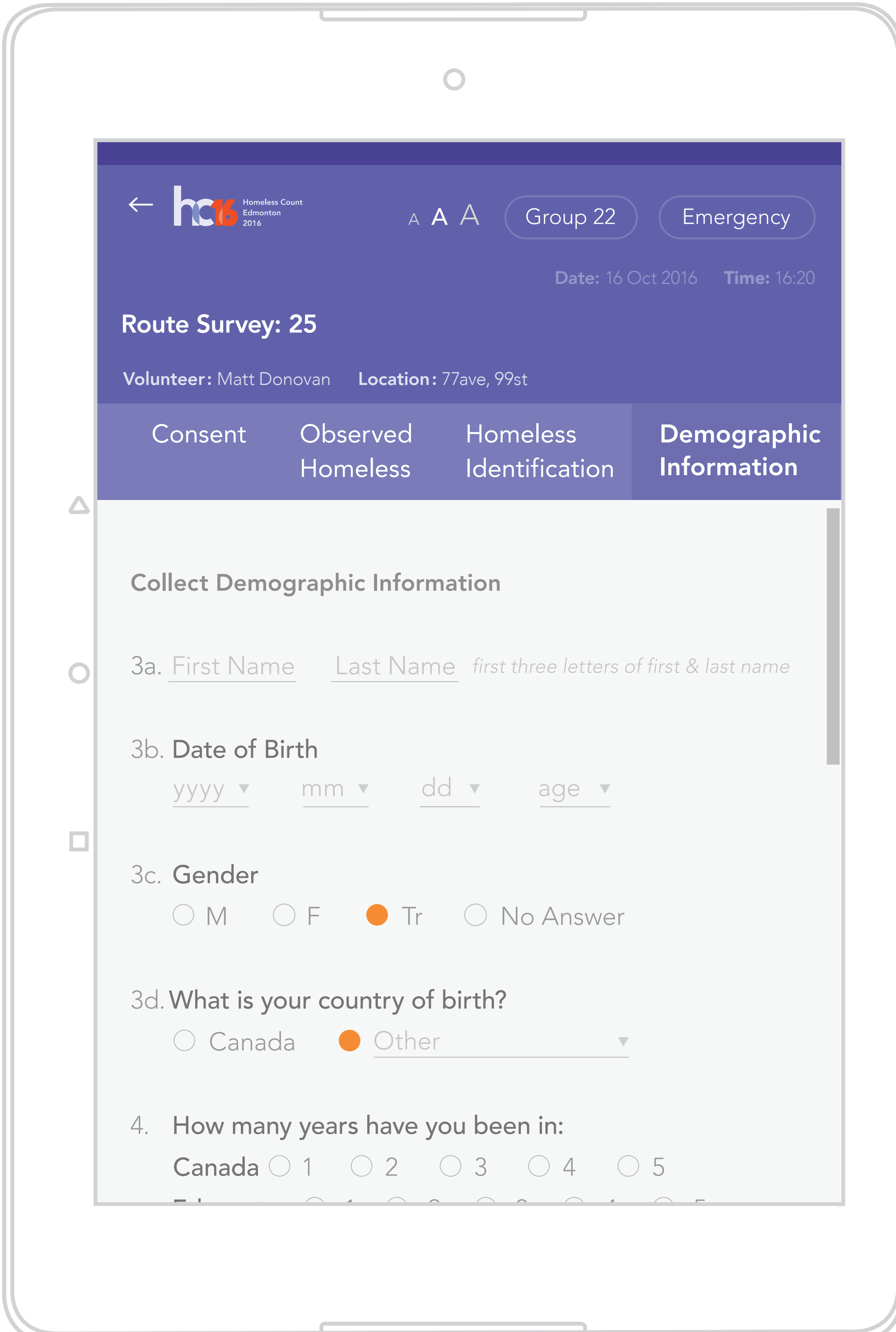


Image 8r13. Demographic Information

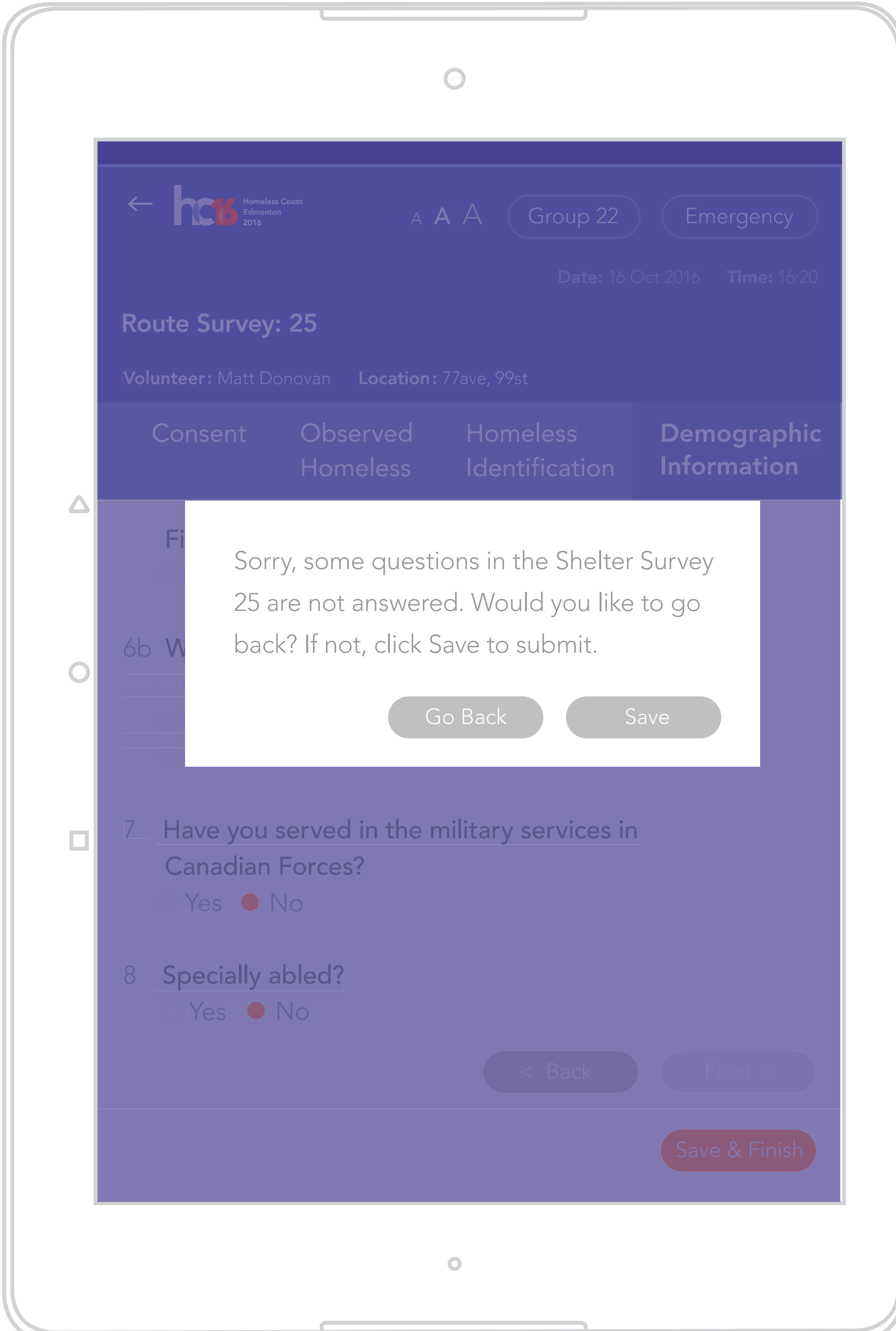


Image 8r14. Pop Up Before Saving the Survey

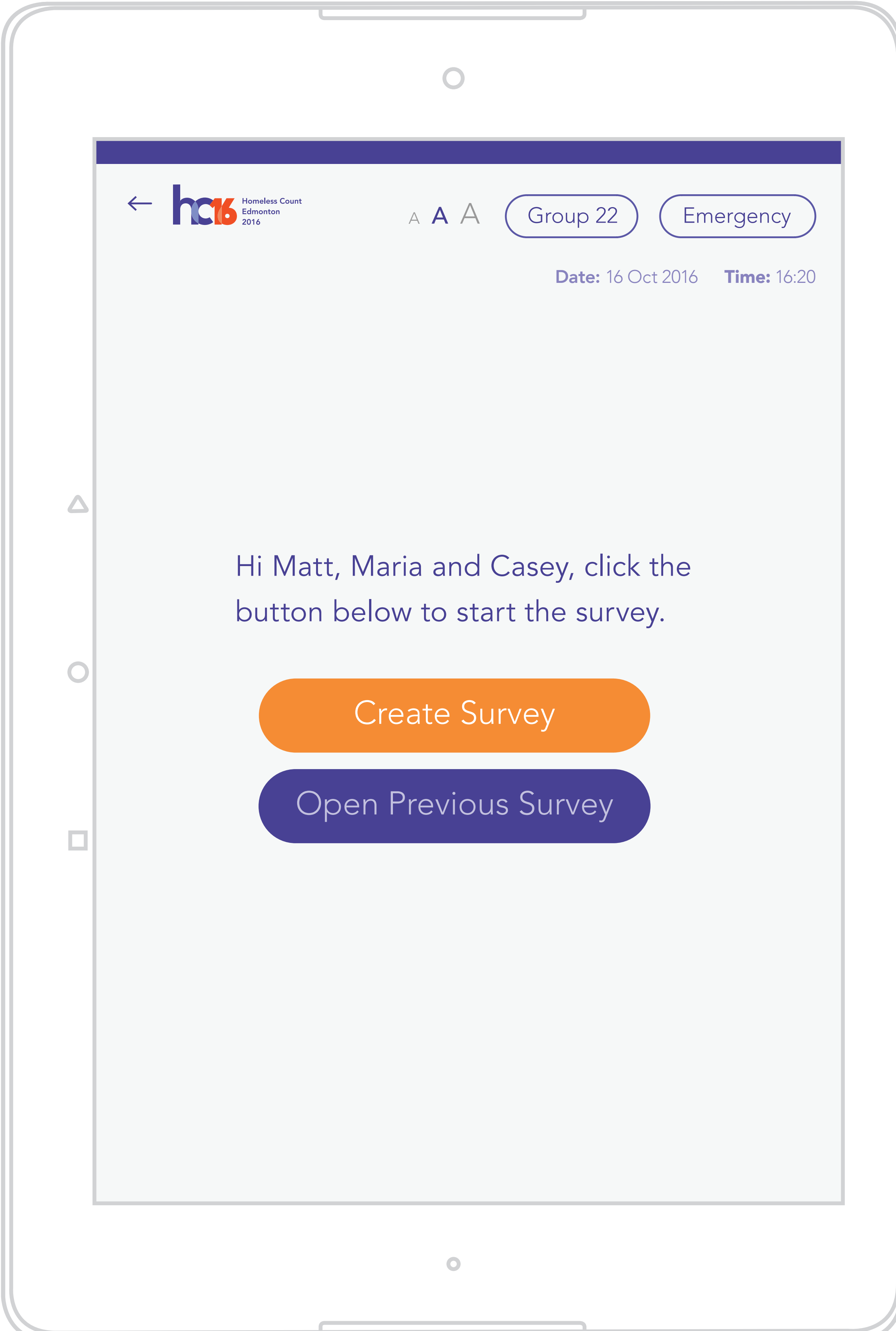


Image 8r15. Create Survey: After Saving First Survey

8.1.8.5. Challenges of Digital App Integration

The major downside of implementing a digital system for the count is the cost. The Homeless Count is conducted on a limited budget of $50,000. Developing an app for use for one day every two years needs further consideration concerning cost and feasibility. Similar to the Homeless Count, the Edmonton Census is conducted once every five years. The city uses tablets to collect data. Once the census is over the tablets are used for internal projects. In the case of the Homeless Count, one way to manage the cost could be to borrow the tablets from the city.

The Homeless Count is an initiative that brings multiple organisations together for the goal of understanding homelessness better, however, the process has challenges like including more categories to understand homelessness, aiding volunteers during the count to clarify misunderstandings, compiling all the surveys and using all types of data. Strategizing to resolve the issues involves looking at the process and assessing consequences on each phase. The design response takes into account many of the problems and proposes changes that improve the end goal of collecting comprehensive data while reducing errors.

9. Future Areas of Research

Apart from the eight areas originally identified during the research discussed above, six more areas were identified. This section discusses each one of them and potential design opportunities that fall outside the scope of this thesis.Following is the list of future directions:

9.1. Appropriate timing of the count

9.2. Lack of knowledge about locations previously identified during the count and outreach efforts

9.3. Lack of volunteer participation

9.4. Extra efforts to identify the facilities and shelters that exists

9.5. Consistent updates throughout the year from outreach team using the digital application

9.6. Qualitative nature of Homeless Count

9.1. Investigating Appropriate Timing of the Count

In the research stage two Homeless Count times were discussed with volunteers: the current times in fall and times in summer. The advantage of the fall is that homeless people are less mobile, therefore, the possibility of duplication in the count is reduced. Since they prefer to be indoors due to the cold weather, more homeless people can be found in shelters and facilities. However, the disadvantage is the hidden homeless who stay in vehicles, abandoned buildings etc. may not be covered in the count. Considering the area coverage planning, not all areas are covered in the count. Therefore, the hidden homeless not in the area have no chance of being counted.

If the count is conducted in summer, many of the homeless will be on the streets and mobile. This can be both an advantage and a disadvantage. Mobility increases a chance of double counting yet it allows the hidden homeless people to come out. However, it still does not allow access for the hidden homeless in the areas not part of the count.

Timing	Pros	Cons
Fall	Higher chance of catching maximum people indoors	Hidden homeless in the areas not part of the count out of reach
Summer	Finding maximum people outdoors	Hidden homeless more mobile

The chart above describes advantages and disadvantages of the timing on the coverage of people. Fall allows finding the maximum number of people indoors but hidden homeless people in the covered areas may be missed. If summer is used for the count, and a strategy is used to minimize double counting it may negate the possibility of double counting. More investigation on the timing will be useful to understand the advantages and disadvantages of the count.

9.2. Lack of Location Knowledge Previously Identified

Currently, as mentioned in section 5.2 Planning, data on locations gathered from outreach teams is used to cross reference areas to cover in the count.

Further exploration of the possibility of involvement of homeless people in this process could increase knowledge of more locations. This could also provide a temporary employment opportunity for the homeless. The involvement of homeless people may not be limited to this investigation of locations. The next part explains and justifies their possible involvement in the other phases of the Homeless Count.

9.3. Lack of volunteer participation

During planning, Homeward Trust generally sets a cap of the number of volunteers. As mentioned earlier, in 2014 Homeward Trust set a cap for 300 volunteers. On the day of the count some of the volunteers did not show up, resulting in a shortage of volunteers during the count. The uncertainty of volunteer attendance, and having no back up, increases the chances of missing areas.

To respond to this concern, the inclusion of homeless people in the count as temporary employees should be investigated. Homeless people are well versed with the locations of the homeless and may also recognize other homeless people. Personal relations with other homeless people may encourage more homeless people to participate in the count. The other possible advantages of their involvement include: a proof of involvement of homeless will allow them a chance to be part of the system that works to support them as well as understanding how it works.

9.4. Extra Identification Efforts Needed

Research participants with experience of the planning process shared a concern for a lack of resources to identify the organisations that are still working in the field. Because Homeward Trust works with community partners to serve homeless people, employees are aware of the active organisations. Interviewees still were confused on active partners for the count. An updated list of such facilities could be a source for Homeless Count planners as well as homeless people living everyday on the street. One disadvantage of making the list publicly available is access to women's shelters who do not want to identify themselves in order to protect women staying at such shelters. Further assessment of an updated digitized list can be useful during the planning phase of the count and could lead to understanding better the advantages, disadvantages and feasibility of such an information based system.

9.5. Continual Outreach Use of Digital Database

During conversations with research participants a lack of knowledge about the locations of homeless people was raised. To respond to that, the outreach team is in constant touch with homeless people and may also have a personal connection. This poses a possible opportunity for redesigning ways of documenting homeless locations on an ongoing basis through a digital database. This could allow multiple outreach teams to collect data on an on-going basis and could also be useful in tracking whereabouts of homeless people.

9.6. Qualitative Nature of the Homeless Count

In spite of being quantitative in nature, the Homeless Count reveals qualitative information that sheds light on homeless life. Volunteers for the count get a chance to see this closely. The knowledge of these stories could be useful to reduce the gap between homeless people and the general population. This presents an opportunity of exploring stories of homelessness and communicating them with the City.

10. Conclusion

This thesis research project employed a service design approach for mapping and re-designing the Homeless Count process to try and improve the counting experience for volunteers, to simplify the digitization of the surveys and to ensure the inclusion of homeless people in the count. The research was conducted by empathizing with the volunteers involved in the counting process.

Multiple analysis tools were used to acquire the research results, after collecting data using Semi-Structured Interviews and individualJourney Maps. The data gathered from the research was translated into compiled version of Journey Mapping, Personas and Affinity Mapping. In total ten themes were identified spread across all five stages of the counting process: Pre-Planning, Planning, Training, Counting and Generating Statistics. Out of all ten themes, the design response was mainly influenced by the inclusion of multiple categories of homeless people along with geographical inclusion. They included homeless at risk, homeless who declined to be part of count, homeless people living in shelters not part of the count, hidden homeless and homeless on streets who are not part of the count. The other important issue identified was the possibility of double counting. The design phase included brainstorming to identify ways to include the maximum number of categories of the homeless mentioned above. The design response shows that it is possible to include some categories as part of the survey. They include the Homeless at Risk, the Homeless Who Decline to be part of the count and, Homeless Living in Shelters not part of the count.

The other key issue was "time consuming and tedious digitization of the surveys." The design response to this resulted in a concept for a digital application for survey collection for volunteers with further possibility to design for other stakeholders. The application design process included Information Architecture, Wireframing, and User Interface Design for the application. In the process two important obstacles to consider while developing the app were identified. They included, limitation of budget and feasibility of using tablets. The design response highlighted that the application design will be suitable in the future but may not be feasible in near future unless the identified obstacles are addressed.

The design opportunities were not limited to the inclusion of the homeless, survey designs and application design. The research assessed the volunteers' complete experience and the connections to other phases of the Homeless Count process. The design opportunities discovered included lack of knowledge among volunteers about how to fill out the survey and a lack of strategy when conversing with homeless people. The design response may resolve this through the inclusion of social workers in the training sessions to share strategies to converse with the homeless. The lack of knowledge about the surveys is addressed by the digital application in the form of an Instant Help feature.

To conclude, homeless people deal with a complex array of situations that make their daily lives incredibly challenging. As Jeff Olivet, CEO of the Center for Social Innovation in the United Kingdom states, "Homelessness mirrors everything that is broken in our society. It reflects our biases, our meanness, our lack of compassion and our views of each other as fellow human beings"

(Olivet, 2016). To him, homelessness is about poverty, oppression, ostracism, inequality, and racial injustice. A human centered design approach focuses on the experiences of users through empathy to propose change. An empathetic approach contributes to gathering comprehensive and rich qualitative data. Approaching a social problem such as homelessness with empathy and through the framework of service design can further a response that addresses issues of the users themselves with the goal of giving voice to their concerns.

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Appendices

A. Documents of Research Participants

Name: Amy (Fake Name)

Age Group: 31-35
Gender: Female
Occupation: Student
Education: Doctorate
No. of time volunteered: 1
Volunteering time: Morning
No of time coordinated: none
Feeling about volunteering: Intrusive
Tools used for navigation: none
Mode of knowing about the count: Friend from Homeward Trust

"I think there was some confusion on my part. Both my partner and I didn't know that we were supposed to fill the forms for every single person that we talked to."

"There is a need for some sheet that explains questions little better. But I wasn't part of training then I guess it's my fault."

Observations
Unsure and unaware, Anxious, Open minded, Empathetic, Curious, Awkward during interactions

Role and Responsibilities in the counting process
Collect forms from the coordinator
Ask every person found on the streets
Identify if they are homeless and fill the form
Explain them if they have any questions

Motivations behind being part of the count

- Curiosity about empirical methodology used and on the ground representation because of closure to her research
- Thinks of it as an important social issue

Tools provided in the count

Food to Eat
Pen
Pad and forms
Vest

Experiences with homeless people

- During the walk, Amy came across a well-dressed man whom she found out to be homeless and was surprised. The experience was eye-opening for her.
- She met a homeless guy who showed her his stab wound. He still had staples in his stomach and made a joke how could I be his girlfriend. That experience made Amy uncomfortable.

System Dynamics

- Amy signed up with a friend for the count and expected to get her as a partner. However, she was paired up with an experienced person due to her lack of experience.
- After Amy had gone to the base site, she was told about her partner.
- The coordinator handed in the forms and vest after introducing them to each other.
- Amy left her bag and phone in the office.
- The attitude of the co-ordinator and her partner was friendly.
- They both were instructed to engage with everyone without judging based on their appearance.

Situations on the street

- The street that was assigned to Amy and her partner also had another group of volunteers in the bottle depot. Therefore they found out 3-4 homeless people who were not counted.
- The area allocated to Amy made her feel anxious.

Positive points of the process

- Interaction with the partner and getting to know her was eye-opening for Amy.
- The coordinator was friendly, kind and empathetic towards volunteers. He also made a point to inform Amy how unique and different her partner was.
- Amy found her partner's experience in jail and her work in the area eye-opening and fascinating. She explains it as 'pop ethnography of a different culture and mechanics of that culture.'
- She found vests helpful to approach people as they know who you are. The jacket gives identity to the volunteer.
- The paper-based process, in her opinion, works better than with homeless people because it is uncomfortable to throw the technology on their face.
- Overall volunteering experience was positive

Pain Points about the process

- Amy couldn't go to the training session and missed all the information provided.Not knowing her partner was uncomfortable for Amy.
- Amy and her partner were not aware that they had to fill surveys for every single participant in all conditions including declining to be part of the form or identification of not being homeless, In the above situation both, had to refill the surveys after they were back based on what they remembered.
- She and her partner could not cover some people though they saw them because they were standing at a bus stop in a group.

Confusing Questions

- "Which of the gender do you identify with?" It was an awkward question to ask, and some people seemed to be offended by that question.
- "How long have you been in Edmonton?".
- The question caused confusion due to lack of clarity of the date/month/ year should be considered as people from one city/country to the other.

Changes suggested

- Anna will like to receive a package of instructions about the questions
- Also, instructions on approach towards putting forward certain sensitive questions like; Do you have a home to stay? Are you a visible minority?
- The male partner would be helpful as they make you feel safe in a scary and uncomfortable situation.

Name: Thomas (Fake Name)

Age Group: 31-35
Gender: Male
Occupation: Employee at Native Council services of Alberta
Education: Masters in library information studies
No. of time volunteered: 1
Volunteering time: Evening
No of time coordinated: none
Feeling about volunteering: Fulfilling
Tools used for navigation: none
Mode of knowing about the count: Email

"Just providing a human face to the situation after the counting experience, you see, reminding yourself that these concepts are not merely abstract they are real people who are affected by it, and if you here about it, you tend to judge or not know what it's like."

Observations
Open minded, Empathetic, Curious, polite

Role and Responsibilities in the counting process:
Collecting forms from the coordinator
Ask every person encountered on the streets
Identify if people are homeless and fill the form
Explain them if they have any questions

Motivations behind being part of the count
Brett works with a non-profit organisation, and when he got the email he found the opportunity attractive

Tools provided in the count
Food to Eat
Map of the area
Pen
clipboard and forms
Vest
flyer for homeless people

Experiences with homeless people

- During his walk, Brett encountered a truck that provided canned and overstocked food to low-income people in the alley. There was a huge line up to get the food. A church had organised this informal event.
- Brett met a woman who was in an abusive situation, and she was trying to get to the west of the city, and her son lived there. It sounded like there might have been sexual assault involved. She was talking about suicide. For obvious reasons, his team did not go through the survey. They handed her a little flyer with a contact information. One of the partners called the service from the flyer and made her talk to the crisis line operator; that seemed to help her, and she felt a lot better. But it took a lot of him and his partner to give her hope.

System Dynamics

- Regardless of what the participants look like volunteers are asked to survey every encountered person.
- Starting questions of the survey form identify if they are homeless or not. If they aren't the attached ends after the first three questions.
- Thomas helped homeless people to understand differences in terminology while determining if they are homeless
- He counted people for about 3 hours.
- He also attended the training session where he received information about what homeless count is and how to collect information
- He received a kit that explained the meaning of questions.
- While walking on the route, Thomas used the map provided by the coordinator for navigation.
- Thomas got to know who he was working with on the orientation day. There was an addition of a female volunteer to their group that he got to know on the training day who had a scheduling issue with her partner.
- During the training session, according to him, trainers took the time to explain the terminologies.
- Thomas and his team were asked to stay on the path assigned to them for safety concerns.
- All the forms received are stacked up in a pile along with the map assigned.
- Partners worked like a backbone of each other.

Situations on the street

- During his walk, Thomas talked to people who did not know about homelessness and kept expressing their opinion about homelessness and brainstorming about the problem.
- The downtown part of the route was less worth for Thomas because there were a lot of people who were not homeless and some of them were obviously not homeless. In such situations, they did not talk to them.
- Thomas goes through life being a male. As a male, you have it in you that you probably feel safer than most women, particularly in the night time.

Pain Points about the process

- According to Thomas, there are Gay, Lesbian and Bisexuals who are kicked out of the home because parents are unable to accept their sexuality.
- Approaching homeless people depended on the determination of Thomas and his team. If Thomas and his team were 99% percent sure about an individual's homeless situation, they preferred surveying others. This shows a certain percent of assumption when determining an individual to converse.
- He also thinks that depending upon the block it can be very easy to miss people. You are doing the survey, and other people will come and go as they please.
- In the case of a situation with homeless woman mentioned in the previous section, Thomas was told to consider her as homeless. However, because they did not ask for consent, given the situation he could not fill the form for her.

Pain Points for questions

- In the case of Question 6 "What gender do you identify yourself: Male Female and Trans?" Thomas noticed a lot of transgender people identifying themselves as male or female. According to him, there are a lot of potential possibilities for how people could determine their gender as so the question could have been more inclusive to include Canadian aboriginals living in other countries.

Name: Tom (Fake Name)

Age Group: 36-40
Gender: Male
Occupation: Employee
Education: Undergrad
No. of time volunteered: 1
Volunteering time: not known
No of time coordinated: none
Feeling about volunteering: Fulfilling
Mode of knowing about the count: Email from Homeward Trust
Volunteering Location: Drop-in centre

"I live downtown and often see homeless people around. I am just shocked the amount of homeless people Edmonton has, and I encountered. It is an excellent cause, and we need to eliminate the homelessness just as the mayor says. I am euphoric to volunteer. I think it is the worthy cause."

Observations
Compassionate, Socially Responsible

Role and Responsibilities in the counting process
Engaging as many as people possible to fill out forms

Motivations behind being part of the count
Tom thinks it's a worthy cause to help so many homeless people

Tools provided in the count
Vest, forms, pen

Experiences with homeless people

- Homeless people waited for Tom or his partner so they can get counted.
- He also heard one person telling others because he knew that this data could lead towards the welfare of homeless people.
- Many homeless people were eager to share their information

System Dynamics

- Tom was asked for the preference of location
- Volunteers for street, shelter and drop-in counting are different
- Training session explained the meaning of questions to volunteers
- Sometimes, Tom's partner talked to another form to fill up due to the number of homeless people.
- Coordinator took the responsibility of finding a new partner for Tom when his partner did not show up.
- He was also in charge of the safety.
- Tom approached homeless people eating food delicately and apologised for intruding, and they were happy to respond.

External Situations in the drop-in centre

- The weather was chilly, and Tom found it helpful.
- Overwhelming flow of homeless people in the drop-in-centre
- A sense of getting in getting out, no lingering in the drop in centre as the volunteers were on the clock

Positive points of the process

Tom could get lot of participants at the assigned locations

Pain Points about the process

- Tom lost a lot of time as his partner did not show up.
- After a particular time, Tom stopped filling out information about the location and time as he felt the urge to rush the process due to the flow of people. He filled the information after his shift was over.

Questionnaire Sheet

- The questionnaire sheet was too cramped up with text.
- Tom struggled while giving options to homeless people in Question 3 (where did you stay last night?) as it was a huge list of choices. Many times interviewer would give offer the choices and Tom would try to fit in the options.
- The "how many times have you been homeless?" was the one few people struggled to answer as a lot of them did not remember.
- "How long have you been in Edmonton?" needed some clarification because a lot of people were into Edmonton and left Edmonton. Some also got back to stay in the city.

- Tom felt uncomfortable while asking the question "What gender do you identify with?"
- According to him, the question of permanent residence confused the due to the double meaning of the word as a status in the country or simply having permanent place to stay

Changes suggested

- Drop in the centre needs more than one pair of volunteers.
- In the setting like drop-center, letting people fill out forms can help cover all homeless people coming at the centre.
- In case of centres where you know the location, it can come filled.
- If a tablet is used it will reduce errors and lot of the questions like location, time will be auto filled.
- Tom thought that knowing the partner in advance could work as an impetus to motivate people to show up.
- Instead of telling people you are going to be paired up with a faceless person it is nice to know who the person is.

Name: Lee (Fake Name)

Age Group: 18-25
Gender: Female
Occupation: Student and Employee
Education: Undergrad
No. of time volunteered: 1
Volunteering time: Not known
Volunteering Location: Shelter and Street
No of time coordinated: none but helped coordinator
Feeling about volunteering: Fulfilling
Tools used for navigation: none
Mode of knowing about the count: boss informed

"I and my partner were able to talk people out of their triggered memories. We came across people who were unhappy and thought they did not get any support. We also gave the contacts that we had to people who said they did not get the support."

“We often went out of the path assigned to us to find people.”
“I am very comfortable around the population.”

Observations:
Passionate, Empathetic, Aware and Knowledgeable, Easy to talk to

Role and Responsibilities in the counting process: Coordinator Roles
Organise people participating and counting forms filled
Help coordinate the event at the shelter
Make sure we had the necessary documents
Ensure volunteer understand their job
Ask people to come down to survey

Role and Responsibilities in the counting process: Count homeless people on the street
Walk on the routes
Get information from homeless people
Interact with them

Motivations behind being part of the count:
- Lee possesses interest in the process
- Being part of this is highly encouraged at her workplace
- She has worked as an outreach team member before and has idea about where Homeless people reside

Tools provided in the count:
Forms
Vest

Experiences with Homeless People
- She came across a homeless person who was mentally challenged and had to walk away without interviewing him.
- A lot of homeless found it offensive to answer gender question
- She skipped those questions and wrote based on her guess.
- Homeless people look at this as a chance to talk and share about their life. The conversation adds a recall value to counting. According to Lee, if the conversations do not happen, a meaning of counting will be lost for them.

- Homeless people are always curious about what is being written in the forms.
- Most of the homeless people want to be part of the counting in spite of differences in the opinions about efforts taken for them.
-

System Dynamics

- In the shelter count, the number of homeless people is already known and also where they have located.
- Lee was asked to go to all the floors and ask them to participate.
- Homeless people would come down to be part of the count and speak to volunteers.
- On the street, volunteers find them by engaging with anyone.
- As a helper to the coordinator, she made sure that the conversation between counting volunteers and homeless people takes place: tell homeless people the importance, questions are asked in a comfortable manner and not forced. The that no one is triggered.
- Most of the shelter have the social worker. However, according to her, there is no need to have them there as no such critical situations occur.
- Lee did not go to the training however her partner did. He gave her all the information about that. An Inexperienced volunteer is paired with an experienced one.
- Volunteers are required to report their progress in the given time.
- The food was kept for volunteers at the base sights as well as at the shelter.

External situations in the shelter and street

- Lee observed a feeling of discrimination based on the outside look as one tends to judge with whom to talk.
- Cold weather and windy day

Positive points of the process

- Pairing up with an experienced volunteer gives a new chance to observe how to interact with the homeless population.
- Homeless people are aware of the count. This helps spread awareness within people.
- Lee and her partner planned a strategy to talk to people. She informed them about the Homeless Count and gave them a choice saying "if you don't want to you don't have to". In many instances, she tried to make this process a light conversation to gain the confidence.
- Also, they decided if it's a female Lee will take the lead and vice versa. In this

case, other person writes. This helps to provide undivided attention to homeless person. This makes the conversation genuine.

- Lee and her partner planned their route in such a way that they don't have to go back and forth.
- Having worked in the field, Lee's contacts with homeless people helped her gain confidence.

Pain Points about the process

- Due to the weather conditions, it is hard to manage the papers. Since there was no container given to them to store them, forms were crumpled
- Lee found lot of trans gender homeless people identifying them as female or male which created a hassle for her to gain the right information
- At her location, she found a lot of volunteers coming back claiming that there are no homeless people found. However, when her coordinator went to check the place, she found a lot of them. In her opinion volunteers lack the quality of approaching people.
- Current counting process does not include families that are staying in hotels
- Count did not look at LGBT (Lesbian Gay count)
- Lee and her partner had to go back to the centre many times to report back at the base site, submit the forms and collect new ones. According to Lee, if the reporting is made easier then it will be possible to cover longer routes.
- Lee's partner thought it was discriminating to judge people based on their clothes before asking questions.

Confusing questions

- In her opinion the gender question is
- uncomfortable and offensive for some people
- Also, many transgenders identify themselves as a male or female. The given information is inaccurate but needs to be recorded this way
- Many aboriginal people are offended by the invisible minority question. Many perceive it as a racial question.

Changes suggested

- According to Lee, it is crucial to pair an inexperienced person with an experienced volunteer. They get a chance to observe how to interact with the homeless population.
- She prefers digital process over paper-based due to weather conditions. Having worked with homeless people, she thinks they will be good with the digital service if volunteers explain it to them and even let them see what is happening on a tablet.
- She thinks there needs to be a reward for homeless people. She does not believe a small reward could make them lie about them being counted because they will have to accept that he/she is homeless multiple times. In most cases this is difficult.

Name: Jenna (Fake Name)

Age Group: 36-40
Gender: Female
Occupation: Employee
Education: Masters
No. of time volunteered: 2
Volunteering time:
No of time coordinated: none
Feeling about volunteering:
Tools used for navigation: none
Mode of knowing about the count

"Canada is such a wealthy country I don't think it shouldn't be happening. It is such a turnaround. It shouldn't be happening basically."

"I live on 91st on Jasper, and I could see perfectly under the bridge. That's where they all come. Mostly they are men. And it's the women that push full carts of stuff under the bridge. My balcony is right there, and I have taken pictures. The men, since it is now winter coming, I have seen bonfires may be they cook meals and put it out right away. I do see the government trying to go in and clean it up."

Observations:

Empathetic, Compassionate, thoughtful

Role and Responsibilities in the counting process

Walking on the given routes for given number of hours

Ask every person found on the streets

Fill the form

Motivations behind being part of the count:

- Jenna worked as a volunteer in Homeless Connect event. She feels sorry for the situation of homeless people. She has also offered help of food to homeless people around his place.

Tools provided in the count

Food to Eat

Map of the area and landmarks

Pen

clipboard and forms

Vest

flyer for homeless people

Experiences with homeless people

- Jenna met a person who had replied that they had an out of town job but they live in their trucks, and it is because of lack of money. Most of them can pay rent but electricity, gas, car insurance they can't so they choose to live in their trucks and still live in them. A lot of the men live in their cars.
- According to her, many young aboriginal homeless people who live in the shelter do not disclose themselves homeless, but it is easy to guess they are.
- One of the landlords showed Jenna a stoop under the staircase of his building. When she opened a side of the wooden section, she found books and baby toys. The landlord told her that a woman was staying there under it. The place was clean, but there was no flooring so she must be sleeping on it.
- Homeless people usually ask for the event of homeless connect.
- Jenna has noticed devices like phones and i-pads with them. They use plugs and water taps for survival.

- Being a wound care nurse, Jenna has treated many homeless people in shelters.
- Many of them have diabetes and do not know about it.Homeless people end up losing their body parts. Jenna noticed that many homeless people came from reserves for that day to party over the weekend.

System Dynamics

- Jenna received a package from the coordinator which included maps and forms.
- While approaching a person, she introduced herself and told him or her that she is with homeless count and ask of he or she would like to participate.
- Before determining whether the person is homeless or not usually consent is asked if they want to share the information.
- Volunteers are asked to come back to the office if anything goes wrong.
- According to Jenna, coordinators ensure that the volunteers show up, are accounted for, and none go missing, they are safe on the street and then prepare for the next round.
- After the count is completed, Homeward Trust puts an ad for volunteers to feed in the data in the system.
- Jenna was paired up with her partner after she went there. She did not know it beforehand.
- After the homeless count, Homeless Connect event is organised to supply different services to homeless people.
- According to Jenna the proper attitude while being around homeless people is friendly. If volunteers are intimidated then, even the person in front of them senses it.
- If a person is intoxicated, then Jenna chooses not to talk to him as she doesn't find a point in talking to them.
- Jenna found the homeless counting process as quite the relaxed process. It was also because she was put up in the location where there were not a lot of homeless people. She was able to find about 3-8 homeless people.
- At the event of homeless connect that is conducted after the count, there is a massive flow of people. However, people only come there if they need anything that a service provider would provide. So there is no guarantee that a lot of homeless will be found in this process.

External Situations

- There was cold weather. However, Jenna thought it wasn't cold

Positive points of the process

- Jenna found the questionnaire quite easy to access and understand.
- She was quite excited about being part of this as the issue had interested her to know more about the lives of homeless people.

Pain Points about the process

- According to Jenna, the count needs to be expanded in areas like a bridge, river valley, abandoned areas, industrial areas where they have abandoned cars in which women stay there because no one bugs them there.
- Some freedom fighters are homeless, yet they don't want to be known.
- Jenna wanted to register for the homeless count, but by the time she checks the website for registration, the registration is full.
- She is quite confident that there will be homeless people who are double counted as they are not marked.

Pain Points for questions

- In the case of the question where you identify if they are homeless or not. A lot of people did not understand the category of their location. Jennifer had to ask them and put it there as she sees fit.

Changes suggested

- Jenna would like to know accurate time and location of where homeless people are.
- According to her, to apply technology, the library will be a good start. Homeless people will go for it if the incentive is given. IT does not have to be money but something like a pair of socks. However, in her opinion, the older generation of homeless people might not understand it.

Name: Sean (Fake Name)

Age Group: 36-40
Gender: Male
Occupation: Employee
Education: High School
No. of time volunteered: 1
Volunteering time: Morning
No of time coordinated: none
Feeling about volunteering: Fulfilling
Tools used for navigation: none
Mode of knowing about the count: Email

"Personally and professionally, I find that since I am in this sector, the rewards I have received are outweighed in the monetary reward. So my personal experience being homeless at one point and then now the rewards that I receive from this work is what drives me."

Observations:
Compassionate, Helpful, Passionate

Role and Responsibilities in the counting process
Asking the survey questions to anybody that

Motivations behind being part of the count

- Shane has worked in the inner city for past 19 years, I started working in a youth shelter and advanced through the program and moved to another youth program, transition living facility and then I moved into housing first program and then I moved now to team lead of this program.
- Having experienced homelessness in the past, he has a buy-in for the programs.His situation makes him driven and relentless to work for the cause.
- Being in the same area, he has an interest in all different parts of the process.

Tools provided in the count
Food to Eat
Pen
Pad and forms
Vest

System Dynamics

- Homeless count is the first stage of how one would identify homeless people.
- Inexperienced people who participated with a warm feeling. The whole experience is about homeless stories.
- When Shane showed up at the base site, his coordinator introduced him to his partner, map, tools.
- Shane and his partner walked around with the map and after his time is over they submitted their paperwork and sign out.
- Shane's partner was new to the counting.
- Coordinators role at the base site was to make sure everybody is equipped and knew what they were doing, knew where they were going, knew who they were with, knew the safety protocol and what was happening on the ground and where everybody was, making sure information is recorded accurately and go through with us.
- Before taking the forms coordinator told every team that okay, you did the training, it was very straightforward; this is what it looks. It wasn't a group setting this time.
- After forms are received co-ordinator did not review every form

Situations on the street

- According to Shane, the communication gap between homeless people and ordinary citizens which create an alienated experience for them.
- Being in the field, Shane went wth an analytical mind to see who are we seeing and who we are not. He was surprised to see foreign workers homeless experiencing levels of homelessness, displaced or disenfranchised from their homes or housing.

Positive points of the process

- Shane found all the tools provided to him quite useful.
- Pain Points working with homeless people
- According to him, there is a lack of education on government side about what homelessness is and the causes.
- In this industry users of the service do not trust people that are sitting in front of them. Some of them are interested in chat but not in going anywhere with it.
- According to his point of view, homeless people want to talk about good things in life when they speak with everybody. They expect people to understand the situation and respect the privacy.

Pain Points of the process

- As per his perspective, the timing of the count can be different as this time it was the time when homeless people got their money.
- Shane knew a lot of actors in the field. He got a chance to reconnect with them.
- In his opinion working on the front line helps in understanding the mindset of people on the street.
- There is no significant content of individuals, who are hidden homeless who live at their parent's place or relative's place, so how does the service user in that capacity going to the homeless of all the people that are doing that.
- There needs to be awareness about the access points for people.
- The vest is not inviting as it gives a feeling of institutional and like the people are in the jail. These sorts of safety measures can be oppressive for homeless people.
- According to Shane, there is a stigma in the society that homelessness is bad, gross and itchy. He thinks people need to realise that helping homeless people is not about giving money but giving energy like not calling down, not writing bad things on Twitter.

Confusing questions

- Shane found people feeling offended with the questions like "Do you have a permanent residence to stay last night?"

Changes suggested

- Late spring to early summer and that is when the time Shane believes people that might be staying on couches and inside the building will be willing to go amp.

Name: Jenny (Fake Name)

Age Group: 36-40
Gender: Female
Occupation: Employee
Education: UnderGrad
No. of time volunteered: 1
Volunteering time: morning
No of time coordinated: none

Feeling about volunteering: Fullfilling
Tools used for navigation: none
Mode of knowing about the count: Email
Location of count: Bottle Depot
"The general role of the volunteers is you having interaction with their clients. You have to be able to have an understanding, and the biggest thing is having patience. So as part of the role that's generally what it is because you are speaking to individuals who are shy or timid so you have to be patient and you also want to be able to be the person to them." Observations:
Observations
Empathetic, Compassionate, thoughtful

Role and Responsibilities in the counting process

- Approach people and going in the bottle spot getting someone to open up and getting someone give you information to the stranger
- Being more friendly and calm

Motivations behind being part of the count

- Jenny has been part of the cause for a while, and that makes her keep doing it.

Tools provided in the count

Food to Eat
Map of the area and landmarks
Pen
clipboard and forms
Vest
flyer for homeless people

Experiences with homeless people

- For a lot of people, homeless people the meaning of terms was different, for example, for one woman her home was a park bench.
- Jenny respected that pride while asking questions to the woman. When the respondent said, I slept at home; she asked her can you explain your home.
- Considering that homeless people are sensitive to how they live their lives is essential to continue the compassionate conversation.
- One of the techniques that Jenny applied was joking around the sensitive questions, rewording the questions.

- When Jenny noticed homeless people getting comfortable with her, they started asking for help like money, food, candy. Unfortunately, she had nothing to offer but the card/ flyer that homeward trust offered them.

System Dynamics

- Due to the personal nature of the questions, the experience for volunteers and participants is emotional.
- All volunteer sign in when arrived and sign out when leaving.
- Jenny positioned herself outside of the depot yet right at the front of the door to ensure they don't miss people.
- The first step to approach is greeting them and introduce themselves.
- Jeny was given a list of questions to ask individuals. She was told to approach every person going in and coming out. Introduce herself and her partner, and let them know that they are part of the event and they would like to ask few questions. It I completely anonymous.
- The coordinator kept checking in on volunteers to see how are they doing.
- Jenny did not find any need to coordinate with the other team.
- By the end of the shift you capture the information, you submit it to the main coordinator.
- The time between 2 shifts 15 to 20 minutes and are planned back to back.
- As far as the data recording is concerned, Jenny received forms and scanned them.
- Though the machine recorded the multiple choice answers, she had to type down the qualitative data.

Positive points of the process

- The tools provided to them for the count and navigating the area were sufficient.
- The training session covered all the aspects security, personal experience of a homeless person, Training on forms and importance of the count.
- The whole process was very comfortable for Jenny.
- She felt like she was provided all the tools to be able to look after herself and trust someone and ways to be sensitive.
- The paper-based process had a personal sense to itself. Use of digital tools might increase intimidation factor according to Jenny.

Pain Points about the process

- Because the conversation has the emotional side, according to Jenny, there is a possibility of losing some homeless people.
- The evening after training Jenny asking about a visible minority to Aboriginals proved that she wasn't clear about the instructions.
- Also, by the end of the survey participants get confused about reasons behind asking nationalities.
- Jenny did not like that she had to tell homeless people that all she can help them is card/flyer, after gaining their confidence and making a conversation with them.
- The time difference between two shifts increases the chances of losing people.
- Jenny's experience of recording the firms was discouraging and tedious due to the speed of completion and the manual aspect of digitising data.

Pain Points for questions

- According to Jenny, questions might not be confusing, but it is very easy to get confused. Sometimes she had to put words in their mouth.
- The questions can be overwhelming for homeless people based on what they go through in their life.
- The question of how many times have you been homeless is confusing for a lot of homeless to remember their history.

Name: Katya (Fake Name)

Age Group: 45-50
Gender: Female
Occupation: Employee
Education: Diploma
No. of time volunteered: 1
Volunteering time: Morning
No of time coordinated: none
Feeling about volunteering: Humbled
Tools used for navigation: none
Mode of knowing about the count: Email

"I was homeless myself. So, it's a good reminder always to give back."

"I was homeless in 1996. It was a long time ago. It was for a short time. You know I enjoy sharing my story especially with the clients who come to my office, it puts a sparkle in their hearts that they can get out of this situation too. My concern for them is genuine."

Observations:
Unsure and unaware, Anxious, Open minded, Empathetic, Curious, Awkward during interactions

Role and Responsibilities in the counting process
Asking the survey questions to anybody that came across walking the streets

Motivations behind being part of the count
Based on her personal experience she feels like giving back to the society

Tools provided in the count
Food to Eat
Pen
Pad and forms
Vest

Experiences with homeless people

- Katya met an old lady on the street and gave contact details of her. She told the lady to call her back as being a property manager she was going to help her for her housing. Later the count, Katya called Homeward Trust many times to find out if she called her. According to her, homeless people, if comfortable in their lifestyle, sometimes do not reach out to resources available for them.
- She found a homeless person who kept complaining about his sandwich. He was drunk. That experience intimidated her. However, she suggested him to go to the base site where he could receive help.

System Dynamics

- During the training session, Homeward Trust went through all the questions in detail.
- Katya and her partner walked up and down the street twice.

- She and her partner travelled with a clipboard in one person's hand. They worked as a team.
- Katya was instructed not to go off the street for safety reasons.
- The conversation started with an introduction about themselves and what are they doing.
- Once the interview is over, they thank the participant and move on to the next one.
- In spite of receiving the cards from the coordinator, she did not feel the need to provide cards. Instead, she gave homeless people her card.

Situations on the street

- The location where Katya and her partner was placed had three teams in total and press to cover the event. This made people curious and confused about what's going on the street.
- According to homeless people, efforts towards improvement of homeless situations.
- In her opinion, many homeless people have self-esteem issues.

Positive points of the process

- Maps provided to the participants were clear and detailed. They did not need any other tool.
- According to Katya, there was less chance of missing people as there were a lot of volunteers in that area, on both the sides of the street as well as bottle depot.

Pain Points about the process

- According to Katya, the reason for missing people is the time and weather of that day.
- Many participants seemed to need an assurance that volunteers are not just nosy and judgemental in spite of making them aware of why it was.
- Katya felt that the event could have been covered better by more newsworthy so that Edmontonians knew about it. Sudden change on the street confused everyone. This can help them get more participation in the event.
- Due to the gap of 2 years not all changes in the trends of the population are covered.
- When in an emergency situation, calling 911 offers options to choose which can be troublesome.
- Katya found the walking too long.

- When Katya suggested taking help from the services both of them did not know about it.
- Katya lost her counting time because of reaching the base site 25 minutes late. She was not able to find it as it was in a mall.
- Katya felt a need of providing homeless people information about services available for them.

Confusing questions

- Katya felt awkward to ask about the group or if they are homeless. She felt that homeless people may perceive that as a judgemental approach.

Changes suggested

- Katya wants to find out and count people who are not counted.
- Agencies who work for homeward trust can be useful to get information about homeless people. Cross referencing can be helpful in her opinion.
- For the processing of te data, Katya suggested using the digital tool. Homeless people use technology. Therefore it is not that difficult for them to accept it.

Name: Bob (Fake Name)

Age Group: 61-65
Gender: Male
Occupation: Employee
Education: High School
No. of time volunteered: 5
Volunteering time: whole day (5 hours)
No of time coordinated: none
Feeling about volunteering: Satisfactory
Tools used for navigation:
Mode of knowing about the count: Ad/ Poster

" I am entirely comfortable with street people. I specifically asked for the inner city because most people are not comfortable doing inner city. I am a recovering alcoholic so dealing with homeless people is dealing with my own thing. By the grace of God, I am better than them because I made different choices. That's it. "

Observations:
Well informed, Observer, Experienced, Helper and Learner

Role and Responsibilities in the counting process
Going around with the sheet of paper
Filling out forms
Motivations behind being part of the count
Personal Experience

Tools provided in the count
Food

Experiences with homeless people

- Bob found homeless people admitting to addiction and discrimination but not domestic violence.
- He met a person who was not ready to answer the questions. He responded,"Whar good is it going to do to me?" When Bob noticed the negativity, instead of asking him survey questions, Bob asked him,"“Did you eat?”
- Bob met a hooker who was mad about her situation. Though he explained her the process, she was frustrated about her situation. After he had calmed her down, she finished the survey.
- Bob observed homeless people interacting if are approached without judgement.
- Many veteran homeless people, asked him to leave them alone and did not want to be part of what we Homeward Trust has to offer them.

System Dynamics

- A lot of inner city organisations help homeless people through their programs like child care, food supplies 365 days, recovering alcoholics programs, etc.
- Bob attended one of the many training session conducted by Homeward Trust.
- The training explains questions and meanings of the term. Volunteers are also given an opportunity to ask questions.
- Homeless people have tent cities and camps in the revenes. Bob describes them as 'pretty neat'.

- Since Bob did two shifts when he went back to the base site coordinator connected him to the new subordinate.
- Bob asked a question like a gender and made a joke around it to make it comfortable for homeless people to answer.
- He made the questions like conversation and less as a survey.
- Some who did not want a form filled, Ken went to them and spoke to them about their experience. Once they are gone, he filled out his information.
- As per Bob's experience, all the volunteers receive a map where there the route is highlighted for them. They are asked to stay on the same path. However, Bob went off the routes assigned to talk to people. Therefore some flexibility during the area coverage can be observed in the process.
- During the shelter count, Bob sat with another volunteer for 2 hours and filled forms with people. He also did the same thing at Bissel Center.
- Homeless people receive a pamphlet wich have contact information of different facilities offered for them.
- On the day of the homeless count, there are a lot of officers roaming around to ensure the safety of volunteers.
- After Bob had finished some, he asked his partner to do it as she was inexperienced. By doing, so he also tried to mentor her.
- 15-16 years old teenagers are allowed to be part of the homeless count, yet it is with the permission of their parents.

Positive points of the process

- Bob has a hard time finding flaws in the current counting process.

Pain Points about the process

- Bob does not feel the need of extensive training.
- As per Bob's guess volunteers used at least 4-5 days at least to finish the forms with 4 hours shift.
- He describes himself as one finger man as he typed everything by one figure.
- Bob's base site was not open in time and forms were not made available in time at the location.

Confusing questions

- According to Ken, "What gender do you identify yourself with?" was the hardest question to ask as it was intrusive.

- Where do you get your money from? This is a question where people need coaching or options.

Name: Christi (Fake Name)

Age Group: 51-55
Gender: Male
Occupation: Employee
Education: Masters
No. of time volunteered: 1
Volunteering time: Night
No of time coordinated: none
Feeling about volunteering: other
Tools used for navigation: none
Mode of knowing about the count: Email

"It's okay there are people on the street who do not have a place to stay. I don't have any preconceived ideas about them. I am not scared of them. I don't judge them."

"If the organisation understands the importance of who is also engaged in this then the same kind of precautions, ethics, appropriate safety measures, all needs to put in together. So keep your mouth shut, work, go home and pray to God and say thank you that thank you I am not in that position."

Observations:
Passionate, Empathetic, less informed, experienced

Role and Responsibilities in the counting process
Walking on the given routes
Ask every person found on the streets
Fill the form

Motivations behind being part of the count
Christine teaches a course in University. She thinks that modelling is a crucial part of teaching. So for her part, she decided to sign up and get

involved in counting. Some of her students got involved in homeless connect. She always wanted to do it sometimes, but there was never any opportunity and this time everything fit perfect.

Tools provided in the count

Food to Eat
Map of the area
Pen
clipboard and forms
Vest
flyer for homeless people

Experiences with homeless people

- Christi met a person who had experienced rough night who kept claiming things she did not understand.
- She also met a man was going to be homeless in a couple of days as he was getting kicked out. She heard his story and gave him a flyer.

System Dynamics

- The process is voluntary and transparent.
- Christi received an e-mail after the training, as she did not attend training. The e-mail provided information about her location, time and parameters and whom to contact in case of safety emergency
- After Christine had gone to the place, she got a quick run through of the process.
- The homeless count does cover the areas under the bridges.
- Coordinators took care of communications between the first and next team if it was required.

External Situations

- During the counting days, Christine faced health issues.
- Christi had been part of such research activities, therefore, felt no need for the instructions about the questions.

Positive points of the process

- Safety was reasonably well.
- It was good to have another person for safety and companionship and for checking in to make sure that everybody was on the same page and everyone was getting there right.

Pain Points about the process

- The heath issues of Christi made her uncomfortable to walk for 4 hours.
- Christi could not attend the training session and did not ask or receive the questions clarification sheet.

Pain Points for questions

- Christi did not need any sharp clarity on the questions.
- Her team did not count a man who was at risk of being homeless.

Changes suggested

- According to Chriti, it will be a good idea to include as many as volunteers and areas.
- It can also be increased for more days with the precaution of not double counting people.
- Christi prefers to have paper based counting system over technology due to technological glitches.
- Homeless connect even can also be part of the count.

Name: Lauren

Age Group: 46-50
Gender: Female
Occupation: Employee
Education: PhD
No. of time volunteered: 2
Volunteering time: Evening
No of time coordinated: none
Feeling about volunteering: Satisfactory
Tools used for navigation: none
Mode of knowing about the count: Email

"Big turn off, long time, not well organised and not time well spent. So if I am going to do it again, then my day was necessary and valued. Because I didn't think I contributed."

"My experience is that people know the resources, but the resources don't always work for them. People have reasons for not accessing those resources."

Observations:

Well informed in training yet confused, Frustrated

Role and Responsibilities in the counting process

- Going out with a team
- Talking to people and filling up survey
- Bringing them back to the base site and submitting them.

Motivations behind being part of the count

- Based on her personal experience she feels like going back to the society.

Tools provided in the count

Food to Eat

Pen

Pad and forms

Vest

Experiences with homeless people

- Laura experienced some homeless people asking her why is this being done. Also, many of them just wanted to talk and share their life story.
- Laura also found some homeless people hostile. In that situation, she tried to make best of it and let them know that if you don't want to tell that's okay. At the same time, she did understand that they are going to feel angry.
- She did not talk to the people who are under the influence of drugs or alcohol.
- Laura felt that as far as you look people in the eye and smile at them, treat them with the dignity they are usually good.

System Dynamics

- The food was left for volunteers to eat.
- Laura waited for her daughter to reach tot he base site to go for counting.
- Co-ordinator at the base site provided them with the tools needed.
- Laura met a lot of people who were already counted at either bottle depot or the other centre.

Positive points of the process

- Maps provided to the participants were clear and enough to navigate the route
- Laura fount the training session well informed.
- Listening to the experience of a homeless woman during the training was helpful for Laura as it sensitised her understanding their life.

Pain Points about the process

- Laura thought that the last count was not well organised as she did not know whose partner she was.
- Also, the area she was covering was already covered. She was supposed to go in a centre but when she entered there it was already covered. However, centre and street volunteers are appointed separately. Laura did not seem to know that.
- In her opinion, not all areas are not covered which causes missing lot of people.
- She also questions the timing of the count being in October.
- The coordinator at her centre lacked professionalism.
- After working as a volunteer for two years for the homeless count, Laura thought the training to be redundant. Though it was informative, the approach of the cop towards safety issues was less sensitive. It lacked the primary purpose behind safety, honing empathy.
- Since Laura did the session before she felt left out as she already knew everything.
- Laura did not know if the food left on the table was for volunteers or not.
- Laura was able to find only two homeless people as most of them were already counted at the Depot or other places linked to her base site.

Confusing questions

- How long have you been in Edmonton was the tough question to answer for people because people come and go.
- Also, where do you get your money from was a difficult question to ask and answer according to her. She thinks hat; not all will provide that information.

Name: Carrie (Fake Name)

Age Group: 26-30
Gender: Female
Occupation: Employee
Role in Counting: Homeless Count Coordinator and Base Site Coordinator
Education: Graduate
No of time coordinated: 1 from 5:30 to 10
Base Site Location: Homeward Trust Office
"I like to think of homeless count in both ways. It allows us to gather data but at the same time connect with homeless people."

Observations

Clear, Knowledgeable, Experienced

Role and Responsibilities in the counting process

Coordinating the event
Planning and managing the complete process
Collaborating with partners
Arrange the training tools

Motivations behind being part of the count

Employee of the organisation conducting the Homeless Count

System Dynamics

- All the emergency shelters participated in the count
- Re-familiarizing herself to the process of the counting is required due to the change occurred in the gap of two years and also included re-connecting with them.
- Based on the last count, the participant has put together her directory. But she used google search engine to existance of new and old service providers who may or may not want to be part of the count.
- Before re-connecting with the partners, Carrie reviews the previous counts and puts together a plan.
- The review of the previous calculations includes identifying routes counted and homeless people counted on each route. In the meeting

with all outreach teams, routes are discussed using a huge map.

- During the first committee meeting, all the factors including the day, time and other preliminary questions like collaboration are discussed.
- As the process moves further, more committee meetings are conducted to gain feedback. The meeting includes local experts, government officials and different partner agency representatives.
- Most of the volunteers who participate come from who have worked in the homelessness field and other government offices. Homeless Connect event is also helpful to fetch.
- The decision about questions is made by data and research related employees from all the cities are trying to agree on the federal government or provincial government specific standards.
- The target of how many volunteers is set to make sure of the human resources required. In 2014 just enough number of volunteers participated in the count.
- Coordinators are divided into two shifts at each base site. However, there were base sites that were open full day and had three shifts.
- However, the shifts were also dependent on the open hours of each base site. The effort was to make it possible in as fewer shifts as possible. Each shift is 4-8 hours.
- As per usual practice, most of the coordinators are homeward trust employees. Non-employees can only be coordinators if they are known to homeward trust employees due to the essential nature of the task.
- The website is used to make volunteers register. All the completed forms are exported in excel sheet and then Carrie organises the list as per preferences. It is used to assign people, based on available shifts and preference of partners, location and time for them.
- Three different training sessions are organised for volunteers. They are provided with a kit along with questions.
- 1.5 hours out of 3 is spent on explaining the questions.
- During training volunteers are told when and where are they going not the partner.
- Volunteers are asked to come 15 to 20 minutes early.
- For coordinators, the kit includes names partners, contacts, a priority list of the volunteer that includes locations to be covered on priority.
- Coordinators are also asked to ensure that volunteers know all the questions.
- In 2014 count, each base site had two coordinators, one from homeward trust and the other from the base site employees for having a backup in case of an absence of volunteers.
- Routes around each base site are decided based on sidewalks, other locations to be covered and an available number of volunteers.

- Outreach team workers are appointed in the river valley area as volunteers.
- Each volunteer pair once they finish their shifts would put all of the surveys that they filled in an envelope. They seal the envelope sign it. Then the coordinator would sign it. And indicate the walking route and the base site. So every shift of each route would have an envelope.

Opinions on ideas suggested

- Homeless Connect and counting can be disastrous doing together due to lack of human resources.

Pain Points about the process

- Transitional shelters were not part of the count.
- The point-in-Time count does not capture people who know that they will not have a home to stay next day. Because it is also projecting or invalidating the number.
- Carrie was not aware of the facilities and shelters and used help from other employees to find out about them.
- Volunteers did not show up during the count which affected the coverage of areas.
- There was a group of volunteers which logistics wanted to work as new pool if volunteers did not come up. The idea was never materialised.
- Bottle depot is 10 to 20 blocks away were not included in the count.
- While choosing locations in some cases bottle depot is 10 to 20 blocks away, and it is impossible to capture that many blocks.
- It was hard for Carrie to identify the facilities in the sector.
- According to Carrie, though it 's nice to look at homeless count from both perspectives, interactions with homeless people and gathering data, the qualitative information collected from the number is not documented.

Pain point of Questionnaire Sheet

- LGBT information is not included in the survey

Changes suggested

- According to Robin, an app would be great, though it would bring a particular set of challenges. But one of the pluses is also every homeless person knows what it is. Anytime anywhere anybody references homeless people provide a reference of homeless it is the count.

B. Other Three Full Personas

Homelessness Experts

Age Group: 30
Gender: Male
Occupation: Social Worker
Participation in the count: Street and Shelter
Personality: non-judgemental, compassionate, expert in the area, patient, helpful, tactful, enthusiastic, unsure

"Me and my partner were able to talk people out of their triggered memories. We came across people who were unhappy and thought they did not get any support. We also gave the contacts that we had to people who said they did not get the support."
"In this industry users of the service do not trust people that are sitting in front of them. Some of them are interested in a chat but not in going anywhere with it."

Behaviour Patterns

- Strategizes possible interactions with the partner. For example, if male he initiates the conversation and vise versa.
- Knows homeless people on the street
- Does not hesitate to walk in the alleys and commonly considered unsafe areas
- Respectfully listens to homeless person when he or she shares their story
- Focuses on the conversation even if collecting survey
- Allows interference of homeless people while writing
- Analyzes the response of homeless people and reacts
- He finds training extensive and unnecessary when experienced
- Connections (Direct): Count coordinator, Base site coordinator
- Connections (Indirect): Police, Person with Homeless Experience

Pain Points

- Difficulty in finding the location caused delay at the start

- Handling forms while writing and storing was difficult due to weather
- He observed lot of other volunteer pairs in his area lacking the communication skills
- Back and forth trips to collect more forms from the base site wasted the time
- Some kind of reward like a chocolate, a protein bar or candy should be involved as a gesture
- While digitizing the form, lack of typing speed slows down the process
- The information card to hand over to people did not create a personal connection with the user

Elder Enthusiasts

Age Group: 60 Gender: Female
Occupation: Employee in a real estate company
Participation in the count: Street
Personality: confronting yet compassionate, passionate, helpful, curious, enthusiastic

" I am entirely comfortable with street peo¬ple. I specifically asked for the inner city because most people are not comfortable doing inner city. I am a recovering alcoholic so dealing with homeless people is dealing with my own thing. By the grace of god I am better than them because I made different choices that ´s it. "

Behaviour Patterns

- Makes conversation even if a person does not want to talk with the focus of his life instead of survey and fills out later
- Explains repetitively if a homeless person is not able to understand the question
- Helps if homeless is found in need
- Respectfully listens to homeless person when he or she shares their story
- Feels unsafe to take her phone with her for the count

Connections (Direct): Count coordinator, Base site coordinator
Connections (Indirect): Police, Person with Homeless Experience

Pain Points

- The counting was tiring because of long walk

Pain Points about the questions

- Found it awkward to get ask the question of gender
- Getting information about the source of money is tricky due to lack of skill of not being offensive

REPEATERS

Age Group: 45
Gender: Female
Occupation: PhD Student
Participation in the count: Street
Personality: helpful, curious, open-minded, bold, unclear

Behaviour Patterns:

- Feels unsure about the count process even if with the counting partner due to missed training
- Explains repetitively if a homeless person is not able to understand the question
- Helps if homeless is found in need
- Respectfully listens to homeless person when he or she shares their story

Connections (Direct): Count Coordinator, Base site coordinator
Connections (Indirect): Police, Person with Homeless Experience

Pain Points

- Lack of clarity about the location to be covered
- Redundant training
- Lack of clarity about the complimentary available

C. Identity Design Explorations and Specifications

EXPLORATIONS

HC16
Homeless
Count 2016

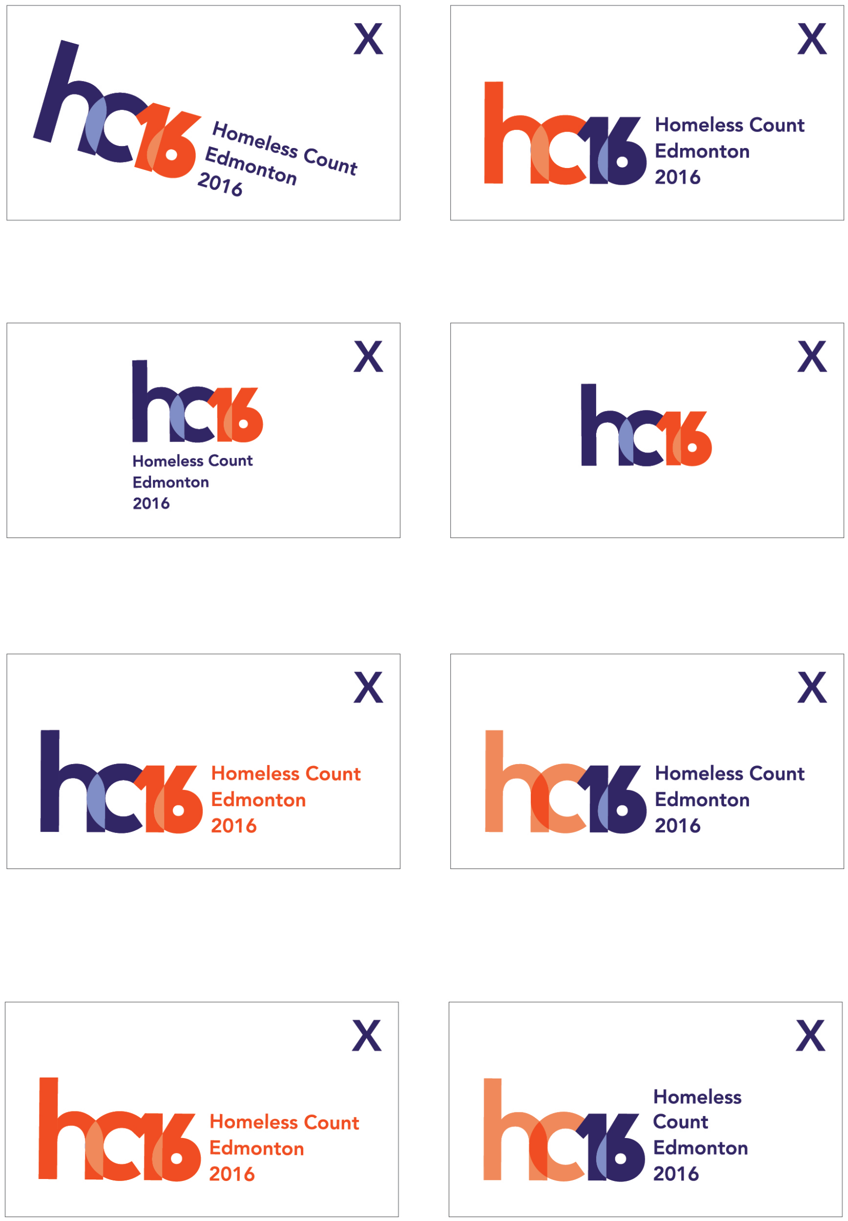
HC16
Homeless Count 2016

hc16
Homeless
Count
2016

hc16
Homeless
Count
2016

hc16
Homeless Count
Edmonton
2016

IDENTITY ON DIFFERENT BACKGROUNDS



D. Guidelines Provided by OMR Remark Software to Design Surveys

Form Design Best Practices

The key to getting great results with **Remark Office OMR** begins with a well-designed form. Although Remark Office OMR allows enormous flexibility in form design, adequate layout is crucial to recognizing data from scanned forms. By following a few simple guidelines you can expect great results:

Mark Selection

- Although Remark Office OMR works with almost any complete shape (i.e., circle, square, triangle), experience indicates that bubbles between 10 and 14 points in height work the best. We recommend a capital "O" in the Arial font (do not use the Times New Roman font to create bubbles). Non-oval shapes are somewhat harder to fill completely. Respondents will typically fill bubbles more completely and neatly, which leads to better recognition rates. Generally, give young people more room both in the size of the marks and in the spacing between the marks since they typically lack the coordination of adults. Experiment with your target group where practical.
- It is possible to place numbers or letters inside of marks; however, the number/letter must be as small and light as possible. Dark, thick or bolded characters may cause Remark Office OMR to interpret the mark as being filled. Gravic, Inc. – Remark Products Group has created an **encircled letter/number font that you can download** and use free of charge. Do not use bold or italics formatting for the bubbles.
- If you plan to use our OCR (Optical Character Recognition) feature to read preprinted text on a form, use a larger font size, such as 14 or above. When selecting a font, use a common font such as Arial or Times New Roman and stay away from handwriting style fonts, which are harder to interpret. If you notice letters that due to their shape almost touch each other, use your word processer's character spacing feature (sometimes called kerning) to put more space between the letters. When it comes time to scan forms that use OCR, use a scanner resolution of 300 DPI (dots per inch).

Spacing

- Allow at least 3/8 inch between any text, lines or graphics on the form and any bubble areas, OCR text or barcodes.
- Minimize potential errors by separating your bubbles from one another by at least two character spaces.
- Try to stay away from using lines or boxes around or between the bubbles on the form. If you find it necessary to use lines or boxes, consider making the lines a light gray that will

drop out (completely disappear) during the scanning process. Note that you cannot photocopy forms that use gray lines as the gray will become too dark. Use clean printouts for forms utilizing gray lines.

Grouping Questions

- Place similar types of questions together. For example, place all True/False questions in one area of the form and all multiple choice questions in another. Positioning all of the marks for the same question type in a single field area minimizes your efforts in the OMR Region Definition windows. All marks for a single field must align horizontally and vertically.
- When possible, place the labels for a group of questions on the top of each column or at the beginning of each row; this will allow you to select the entire group of questions within one region. If the labels are between marks, then you may have to select questions individually and/or join marks together to form logical questions.

Shading

- Remark Office OMR works best with bubbles printed in black ink without shading; however, shading can be used successfully as long as the shading completely drops out when scanned (a 5-10% gray typically works well). Test your form with your scanner before printing large quantities. Note that you cannot photocopy forms that use shading as the shading will become too dark. Use clean printouts for forms utilizing shading.

Barcodes

- You can use barcodes on your forms in one of several 1D and 2D supported formats. They can be placed horizontally or vertically on the form.
- Barcodes should be at least 26 points in height.
- A free barcode font, Code 3 of 9, installs with the software and can also be downloaded **here**.
- Similar to OMR bubbles, leave at least 3/8 inch of space around your barcode. Remember that barcodes may vary in length depending on what you are capturing. Leave room for the largest expected barcode both on the form and when you create your region definition in your form template.

Common Form Elements

- We have created some common form elements for you to download and use in your forms. These include: Numeric ID bubble-fields (3, 4, 5, and 6 digits), bubble-in name grid, month-to-minute timecard and several images showing how to properly fill in bubbles.
- **Explore the common form elements.**

Sample Forms

- We have created a variety of sample forms to be used with Remark Office OMR. The files include Word and PDF versions of the forms, an OMR template file, and some filled-in image files for demo purposes. You can use any of these Word documents as a starting point for your form and modify them as necessary. You can also modify the template files as needed. Remember to always test your form and template prior to distribution. You can also take advantage of our free form review service.
- **Explore the sample forms and files.**

Paper

- Remark Office OMR works best with plain white paper and black ink. Utilizing standard 20# copier paper works well for single sided forms and 24-28# paper works well for double sided forms. You can use colored paper (pastel colors tend to work well), as long as the coloring completely drops out when scanned. Test your paper selection with your form and scanner before printing large quantities of your forms.
- Remark Office OMR will support any paper size or thickness supported by your scanner. Consult your scanner's User's Guide for further information.

Form Duplication

- You can print forms on a laser printer or multi-function device. Use the same device for all of the forms.
- You can photocopy forms. The accuracy of page placement into the photocopier when copying forms and into the scanner when reading forms are the limiting factors as to how

large your margins must be in order to minimize errors. Forms with inadequate spacing will have a low tolerance for offset/skew. Test your form before printing large quantities.

- Try to photocopy as many forms as you need up front so that you do not end up photocopying a photocopy down the road. This can lead to misalignment with the form that was used to create the template in the software.
- Keep extra blank forms on hand from your original batch. This way if you run out, you will always have a few extras.
- **Note:** If making photocopies, create your template on the photocopied version rather than the original.

Testing

- Always test any forms you plan to use with Remark Office OMR before printing and distributing them. Fill out several copies just like your respondents will... not perfectly! Then scan them to ensure you have a good form design and have set up your form template correctly.

Free Form Review Service

- **Gravic will review any form at any time free of charge.**

Mailing Address

17 General Warren Blvd.
Malvern, PA
19355-1245 USA

Contact Information

Remark Sales
Phone: 1.800.858.0860
Phone: +1.610.647.7850
sales@gravic.com

Remark Support
Phone: +1.610.647.8595
Fax: +1.610.647.8771
support@gravic.com

E. Online Survey Results

11/15/2016 SurveyMonkey Analyze - Counting, knowing and better understanding homeless situation is Edmonton

Healthcare
Market Research
Non-Profit
Events

SurveyMonkey

My Surveys Library Examples Survey Services Plans & Pricing

Upgrade devaki.joshi

+ Create Survey

a team. Get results faster with Team Collaboration features. View pricing →

Counting, knowing and better und...

Summary Design Survey Collect Responses Analyze Results

CURRENT VIEW

+ FILTER + COMPARE + SHOW

No rules applied

Rules allow you to FILTER, COMPARE and SHOW results to see trends and patterns. Learn more »

SAVED VIEWS (1)

Original View (No rules applied)

+ Save as...

EXPORTS

SHARED DATA

No shared data

Sharing allows you to share your survey results with others. You can share all data, a saved view, or a single question summary. Learn more »

Share All

RESPONDENTS: 15 of 15

Export All Share All

Question Summaries Data Trends Individual Responses

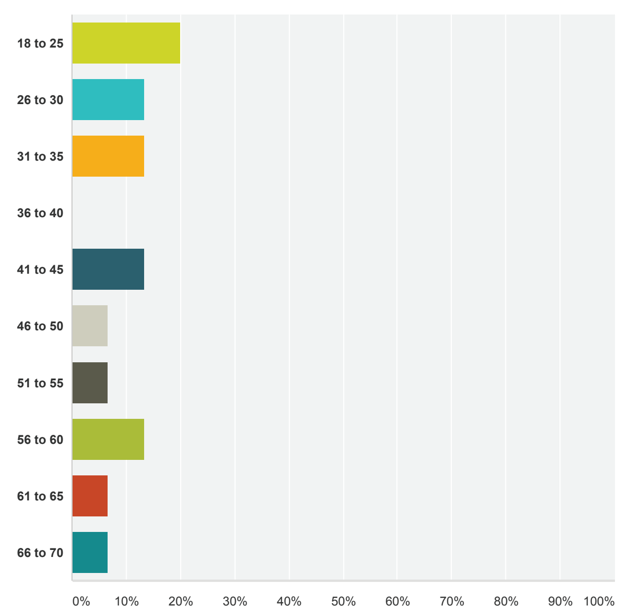
PAGE 1

Q1

Customize Export

What is your age?

Answered: 15 Skipped: 0



Answer Choices	Responses	
18 to 25	20.00%	3
26 to 30	13.33%	2
31 to 35	13.33%	2
36 to 40	0.00%	0
41 to 45	13.33%	2
46 to 50	6.67%	1
51 to 55	6.67%	1
56 to 60	13.33%	2
61 to 65	6.67%	1

https://www.surveymonkey.com/analyze/lO0gzdk_2BA4WzMnqcAJlh2lvBskBDvvPT404KFz_2Bzon8_3D 1/11

66 to 70	6.67%	1
Total		15

Comments (14)

Responses (14) | Text Analysis | My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade Learn more »

Categorize as... Filter by Category Search responses

Showing **14** responses

Male
10/21/2015 4:11 PM View respondent's answers

female
10/21/2015 4:10 PM View respondent's answers

Male
10/21/2015 4:02 PM View respondent's answers

Male
10/21/2015 3:29 PM View respondent's answers

Female
10/21/2015 2:48 PM View respondent's answers

Female
10/21/2015 2:48 PM View respondent's answers

female
10/21/2015 2:34 PM View respondent's answers

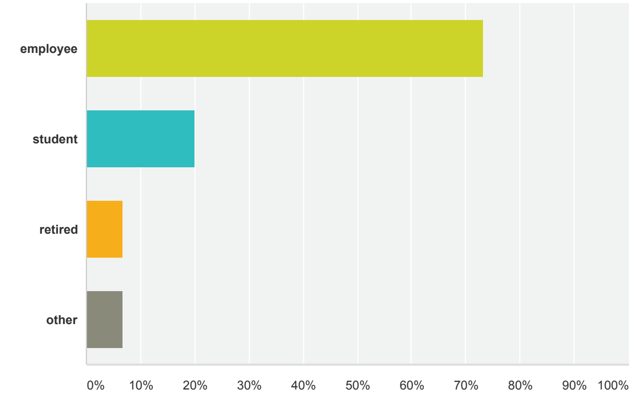
Q2

Chart Type | Display Options | Colors | Labels

Apply to all (Some may not change) Cancel Save

Which of the following best describes your current occupation?

Answered: 15 Skipped: 0



Answer Choices	Responses	
employee	73.33%	11
student	20.00%	3
retired	6.67%	1
other	6.67%	1
Total Respondents: 15		

Comments (12)

Responses (12) Text Analysis My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade Learn more »

Categorize as... Filter by Category Search responses

Showing **12** responses

Legal education/Indigenous issues
10/22/2015 4:07 PM View respondent's answers

Policy and research
10/21/2015 8:09 PM View respondent's answers

Education
10/21/2015 4:36 PM View respondent's answers

Housing First
10/21/2015 4:10 PM View respondent's answers

City Planning
10/21/2015 4:02 PM View respondent's answers

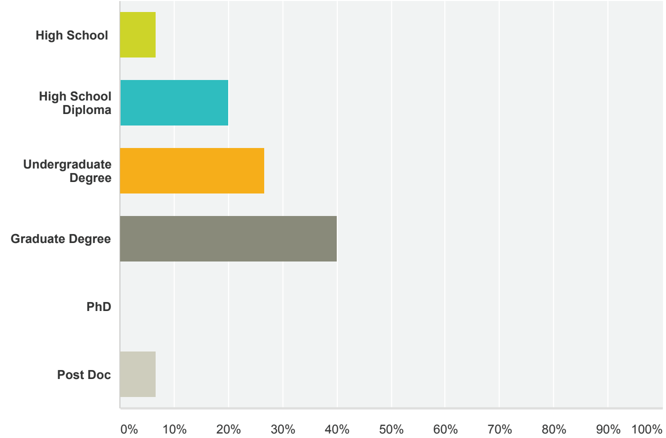
executive recruitment
10/21/2015 2:48 PM View respondent's answers

Sociology, criminology
10/21/2015 2:48 PM View respondent's answers

Q3 Customize Export

What is the highest level of education you have completed?

Answered: 15 Skipped: 0

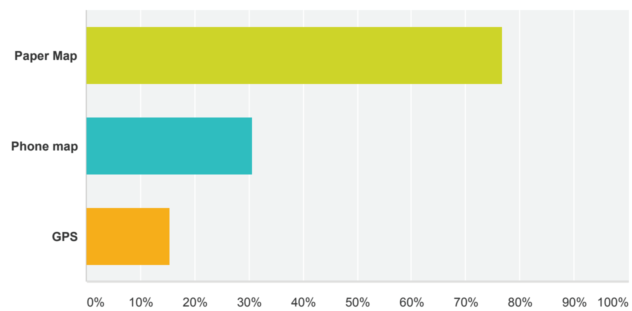


Answer Choices	Responses	
High School	6.67%	1
High School Diploma	20.00%	3
Undergraduate Degree	26.67%	4
Graduate Degree	40.00%	6
PhD	0.00%	0
Post Doc	6.67%	1
Total		15

Q4 Customize Export

What tools do you prefer to navigate the route assigned to you during the homeless count?

Answered: 13 Skipped: 2



Answer Choices	Responses	
Paper Map	76.92%	10
Phone map	30.77%	4
GPS	15.38%	2
Total Respondents: 13		

Comments (12)

Responses (12) | Text Analysis | My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade   Learn more »

Categorize as... | Filter by Category | Search responses

Showing **12** responses

From that generation of paper maps.
10/28/2015 3:01 PM View respondent's answers

always have phone on me and easy to use and understand
10/28/2015 9:22 AM View respondent's answers

have not thought about this - a co--volunteer had a phone map last year but it was not in all of our hands (group of 3) -
10/27/2015 2:55 PM View respondent's answers

I was statione at the Bottle Depot in Beverly Height location to meet the Homeless population.
10/23/2015 11:25 AM View respondent's answers

do not have the other technology
10/22/2015 9:07 PM View respondent's answers

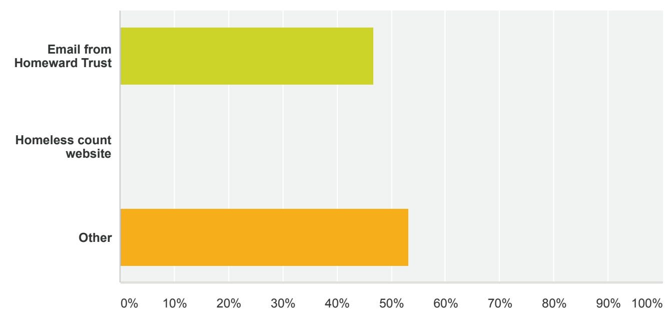
Phone map would be too small. The paper map found on a clipboard was the right size.
10/22/2015 4:07 PM View respondent's answers

easiest

Q5   Customize   Export

How did you know about homeless count and what made you decide?

Answered: 15 Skipped: 0



Answer Choices	Responses	
Email from Homeward Trust	46.67%	7
Homeless count website	0.00%	0
Other	53.33%	8
Total		15

Comments (9)

Responses (9) | Text Analysis | My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade Learn more »

Categorize as... Filter by Category Search responses

Showing **9** responses

Email from employer.
10/28/2015 3:01 PM View respondent's answers

I became aware of homeless count through a colleague who is involved in Homeward Trust project.
10/23/2015 11:25 AM View respondent's answers

went to 'volunteer edmonton' and felt is was a good cause
10/22/2015 9:07 PM View respondent's answers

An e-mail from our HR manager informed us of the count and recommended it to be a good thing for employees of our organization to participate in.
10/22/2015 4:07 PM View respondent's answers

I work at a Housing First program and wanted to know more about how the count works.
10/21/2015 4:10 PM View respondent's answers

A friend of mine who had participated in years previous told me about it.
10/21/2015 3:29 PM View respondent's answers

Homewart Trust was our client and I learned about the count through them and decided to volunteer.

Q6 Export

Can you describe any feelings you have when dealing with homeless populations?

Answered: 12 Skipped: 3

Responses (12) | Text Analysis | My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade Learn more »

Categorize as... Filter by Category Search responses

Showing **12** responses

Eager, nervous, frustrated,
10/21/2015 8:09 PM View respondent's answers

slighty uncomfortable, hopeful and caring
10/21/2015 4:36 PM View respondent's answers

compassion and understanding
10/21/2015 4:11 PM View respondent's answers

It is frustrating not to have immediate solutions to offer.
10/21/2015 4:10 PM View respondent's answers

Shame, Embarassment
10/21/2015 3:29 PM View respondent's answers

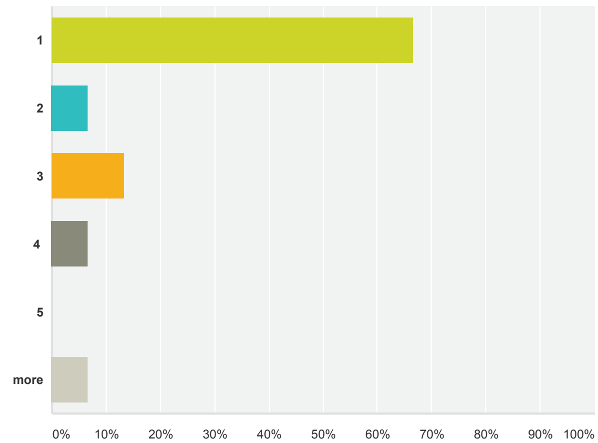
empathy
10/21/2015 2:48 PM View respondent's answers

Sympathy, but occasionally fear/discomfort if the person is aggressive or belligerent.
10/21/2015 2:48 PM View respondent's answers

Q7 Customize Export

How many times you have volunteered for homeless count?

Answered: 15 Skipped: 0



Answer Choices	Responses	
1	66.67%	10
2	6.67%	1
3	13.33%	2
4	6.67%	1
5	0.00%	0
more	6.67%	1
Total		15

Comments (14)

Responses (14) Text Analysis My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade Learn more »

Categorize as... Filter by Category Search responses

Showing **14** responses

Was teamed up with someone who knows the system, works in the field and in the designated area. It went extremely well.
10/28/2015 3:01 PM View respondent's answers

To help with the count of homeless Only problems was overlapping routes for volunteers
10/28/2015 9:22 AM View respondent's answers

cover an area of the city to which I am assigned to greet people we meet and speak to each person to enumerate people we meet who are homeless and record the data points to thank people for their time to let people know what we are doing and its purpose
10/27/2015 2:55 PM View respondent's answers

I volunteered twice, first as a community member helping to organize bbq and warm up for homeless and second as city employee doing the counting. The challenge with counting was how we identified and approach people at the bottle depot. I felt uneasy with that approach and I debating myself now whether to volunteer for homeless counting again. There is no better way to describe this awkwardness of this approach, but I had to respect the designed process.
10/23/2015 11:25 AM View respondent's answers

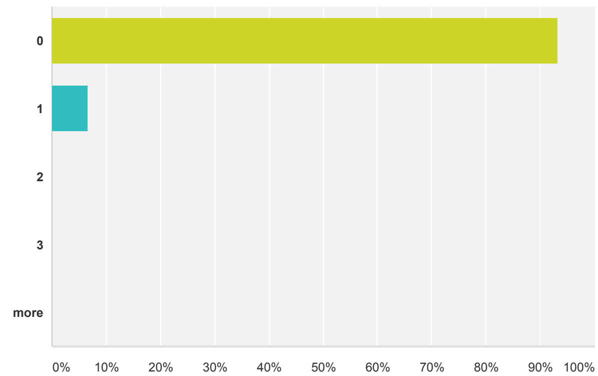
we were located outside a bottle depot - most people were courteous - if we did not feel 'comfortable' then we did not approach the individual

Q8

Customize Export

How many times you have been a co-ordinator?

Answered: 15 Skipped: 0



Answer Choices	Responses	
0	93.33%	14
1	6.67%	1
2	0.00%	0
3	0.00%	0
more	0.00%	0
Total		15

Comments (1)

Responses (1) Text Analysis My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade Learn more »

Categorize as... Filter by Category Search responses

Showing 1 response

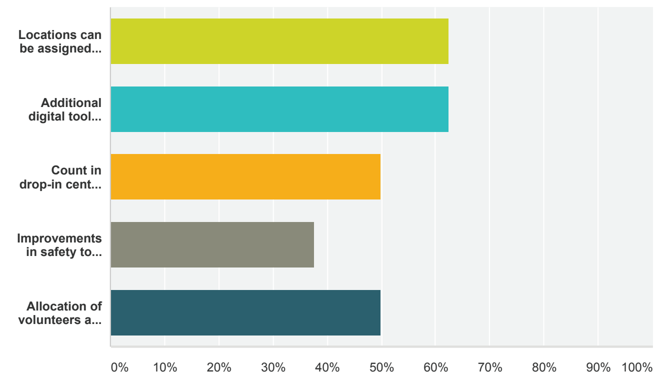
no
10/27/2015 2:55 PM View respondent's answers

Q9

Customize Export

Given a chance what changes will you like to make to the counting process starting from training to counting?

Answered: 8 Skipped: 7



Answer Choices	Responses	
Locations can be assigned ensuring no double assignment to the group of volunteers.	62.50%	5
Additional digital tools during the actual count will be helpful for volunteers who have not attended training session and are participating for the first time to avoid bureaucratic mistakes.	62.50%	5
Count in drop-in centers can take help of additional digital tools to count people who are missed due to lack of man power.	50.00%	4
Improvements in safety to locate volunteers in trouble.	37.50%	3
Allocation of volunteers at places like drop-in centres where the number of people to talk to is over-whelming	50.00%	4
Total Respondents: 8		

Comments (5)

Responses (5) Text Analysis My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade Learn more »

Categorize as... Filter by Category Search responses

Showing 5 responses

My one time experience was in a drop in centre where most people were not homeless therefore I did not encounter a whole lot of homeless people.
10/28/2015 3:01 PM View respondent's answers

manpower was wasted at our location - was not a high traffic area- for homeless or otherwise
10/22/2015 9:07 PM View respondent's answers

none of these changes were significant for me.
10/21/2015 4:36 PM View respondent's answers

I would love to count at a drop in centre instead of walking the streets.
10/21/2015 4:11 PM View respondent's answers

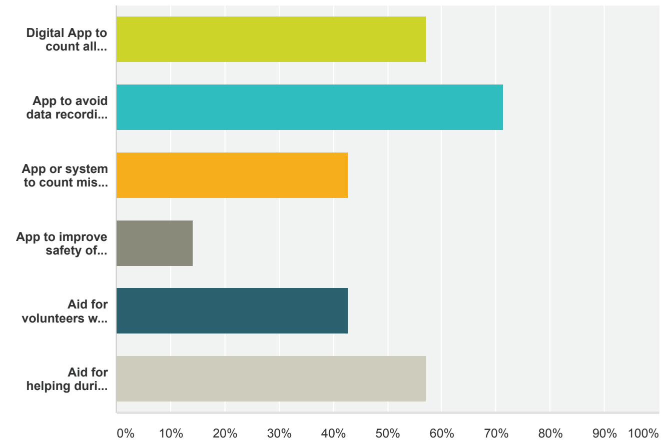
No changes to suggest
10/21/2015 4:02 PM View respondent's answers

Q10

Customize Export

Have you thought of any possibilities to replace or improve complete counting process or part of counting process?

Answered: 7 Skipped: 8



Answer Choices	Responses	
Digital App to count all homeless people	57.14%	4
App to avoid data recording errors at the time of counting (for example: Errors happening due to unfollowed instructions, overwhelming people to talk to)	71.43%	5
App or system to count missed homeless people in drop in centers	42.86%	3
App to improve safety of volunteers	14.29%	1
Aid for volunteers who miss the training session	42.86%	3
Aid for helping during the count	57.14%	4
Total Respondents: 7		

Comments (2)

Responses (2) Text Analysis My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade Learn more »

Categorize as... Filter by Category Search responses

Showing **2** responses

No more thoughts
10/28/2015 3:01 PM View respondent's answers

I guess that an app would make the compilation of the data easier, I feel like sometimes a computer/tablet is less personal than paper pencil though...
10/21/2015 4:36 PM View respondent's answers

F. Ethics Application

Date: Wednesday, January 21, 2015 7:15:52 PM

10.0 **Study Team** *(Co-investigators, supervising team, other study team members):* People listed here cannot edit this application and do not receive HERO notifications:

Last Name	First Name	Organization	Role/Area of Responsibility	Phone	Email

There are no items to display

1.5 Conflict of Interest

1.0

* **Are any of the investigators or their immediate family receiving any personal remuneration (including investigator payments and recruitment incentives but excluding trainee remuneration or graduate student stipends) from the funding of this study that is not accounted for in the study budget?**

Important
If you answered YES to any of the questions above, you may be contacted by the REB for more information or asked to submit a Conflict of Interest Declaration.

1.6 Research Locations and Other Approval

2.1 Study Objectives and Design

1.0 Date that you expect to start working with human participants:
3/2/2016

2.0 Date that you expect to finish working with human participants, in other words, you will no longer be in contact with the research participants, including data verification and reporting back to the group or community:
7/1/2015

3.0 * Provide a lay summary of your proposed research suitable for the general public *(restricted to 300 words)*. **If the PI is not affiliated with the University of Alberta, Alberta Health Services or Covenant Health, please include institutional affiliation.**

My research seeks to develop a new and improved service for use in the homeless counting process. I intend to facilitate focus groups to determine the efficiency of the current counting system in place and the needs of users and stakeholders. Using this research along with additional secondary research, I will design a prototype of a new interactive counting process service.

4.0 * Provide a description of your research proposal including study objectives, background, scope, methods, procedures, etc) *(restricted to 1000 words)*. **Footnotes and references are not required and best not included here. Research methods questions in Section 5 will prompt additional questions and information.**
My research seeks to develop a new and improved service for use in the homeless counting process.

Increasing the efficiency of the counting process is possible by enhancing the service. This experience can be defined based on following elements of the service: 1) the organization and sequence of the service; 2) the physical process of counting and the materials used to facilitate this process; and 3) the touch points (where a service provider and the customer comes in contact).

In order to explore the elements of service experience my proposal focuses on knowing and better understanding the homeless situation. The service includes an artefact related to the service which will be accessible to the community, volunteers helping in the counting process and homeless people along with Homeward Trust. Therefore, my proposal seeks to develop a service that facilitates the homeless counting process conducted by the Homeward Trust Organization in order to reach to the maximum numbers, know and better understand the homeless situations. This can ease the counting process, provide easier and more accurate information, and save time.

In Edmonton, Homeward Trust is an organization that connects all different services related to homeless people like Housing, Finances, Food, Health Care etc. by working together with local agencies and all orders of government. The organization is funded by the Government of Canada, Government of Alberta, City of Edmonton and community partners. Every two years, the organization counts total homeless population to understand a point of time snapshot of homeless community as well as enables the monitoring of changes and trends in the homeless population over time. In

2012, 2174 homeless Edmontonians were counted. 223 and 119 out of them were dependent children and caregivers respectively. An additional 56 youth under the age of 16 without a caregiver were also counted. Roughly half of the total homeless were counted in the street or at an agency (Unsheltered: 1,070).

In order to capture the numbers, volunteers find homeless people from the area allocated to them and take their information. This information is collected in paper format. It is then compiled on digital system after the counting is done. The central system used to add all the collected data is used by the government as well. Every person's homeless situation is analyzed and rated based on their needs. After that the facilities are provided. This is a long,tedious and inefficient process. Also, the numbers do not include homeless people who are either not counted during the homeless counting process or not in touch with the organizations working for them. All of them are left uncounted. Therefore, many of them still remain without help due to lack of means to reach them.

Though the data is fed in the system, not all of the homeless people receive permanent housing. Many of them live in homeless shelters and on streets. They do not have any consistent address to reach or contact them. Recently, communities have also started taking interest in the problems of homeless people. Homeward Trust receives many calls informing them about a homeless people found in the communities sleeping in backyards, eating from garbage etc. Many of them have been compassionate about the issue and are willing to help. The research attempts to bring the community together to help address the issue.

In order to accomplish the output I will use focus group and interviews and work with 'Homeward Trust Employees' to gain understanding of what is needed to design a service that create means to reach to the homeless people, increase the efficiency of the counting process and allow the community to work together to resolve the issue of homeless people. Based on the data gathered in the primary research I will design a prototype and test it again with the focus groups. The design will be finalized using the feedback received in the testing phase.

5.0 Describe procedures, treatment, or activities that are above or in addition to standard practices in this study area *(eg. extra medical or health-related procedures, curriculum enhancements, extra follow-up, etc)***:**

6.0 If the proposed research is above minimal risk and is not funded via a competitive peer review grant or industry-sponsored clinical trial, the REB will require evidence of scientific review. Provide information about the review process and its results if appropriate.

7.0 For clinical research only, describe any sub-studies associated with this application.

3.1 Risk Assessment

1.0 * Provide your assessment of the risks that may be associated with this research:
Minimal Risk - research in which the probability and magnitude of possible harms implied by participation is no greater than those encountered by

participants in those aspects of their everyday life that relate to the research (TCPS2)

2.0 * **Select all that might apply:**

	Description of Potential Physical Risks and Discomforts
No	Participants might feel physical fatigue, e.g. sleep deprivation
No	Participants might feel physical stress, e.g. cardiovascular stress tests
No	Participants might sustain injury, infection, and intervention side-effects or complications
No	The physical risks will be greater than those encountered by the participants in everyday life

	Potential Psychological, Emotional, Social and Other Risks and Discomforts
No	Participants might feel psychologically or emotionally stressed, demeaned, embarrassed, worried, anxious, scared or distressed, e.g. description of painful or traumatic events
No	Participants might feel psychological or mental fatigue, e.g intense concentration required
No	Participants might experience cultural or social risk, e.g. loss of privacy or status or damage to reputation
No	Participants might be exposed to economic or legal risk, for instance non-anonymized workplace surveys
No	The risks will be greater than those encountered by the participants in everyday life

3.0 * **Provide details of the risks and discomforts associated with the research, for instance, health cognitive or emotional factors, socio-economic status or physiological or health conditions:**
There is a small chance that individuals may recall emotionally stressful memories during participation in focus groups and interviews. However, the questions asked will be practical in nature and will be asked in context of the service (e.g. What problems did you identify in the process of counting?) To reduce any possibility of discomfort, I intend to involve activities like using stories of their experience which will help reduce the intensity of experience.

4.0 * **Describe how you will manage and minimize risks and discomforts, as well as mitigate harm:**
In spite of all the measures taken, if the participants are not comfortable they are allowed to withdraw their participation from research. They will also be referred to appropriate services as necessary; family or friends will be contacted on their behalf if required.

5.0 * **If your study has the potential to identify individuals that are upset, distressed, or disturbed, or individuals warranting medical attention, describe the arrangements made to try to assist these individuals. Explain if no arrangements have been made:**
Individuals who are identifying as being upset and distressed will be referred to appropriate facilities like 'Homeward Trust Edmonton' or other depending upon the need.

3.2 Benefits Analysis

1.0 * **Describe any potential benefits of the proposed research to the participants. If there are no benefits, state this explicitly:**
A potential benefit to the participants would be the opportunity to directly influence the development of the design of the homeless counting process.

2.0 * **Describe the scientific and/or scholarly benefits of the proposed research:**
This proposed research will contribute to the body of research that exists regarding homeless living situations and communication means. It will also add to the research regarding service design as it will test the model derived from different case studies. A greater understanding of an implementation of a research model/structure developed before choosing a case study will be achieved.

3.0 **Benefits/Risks Analysis: Describe the relationship of benefits to risk of participation in the research:**
Participant will get an opportunity to share their experiences and participate in research activities. At the same time, they will participate in an effort to address the reduction of homelessness in the city. The risk of the research is minimal and may involve some memories of emotional experiences. Therefore, the benefits of the participation in the research outweigh the risks. Participant will get an opportunity to share their experiences and participate in research activities. At the same time, they will participate in an effort to address the reduction of homelessness in the city. The risk of the research is minimal and may involve some memories of emotional experiences. Therefore, the benefits of the participation in the research outweigh the risks.

4.1 Participant Information

1.0 * **Who are you studying? Describe the population that will be included in this study.**
I will be consulting with the following participants from Edmonton: Volunteers involved in the counting process, Homeward Trust and other local organization employees and other people familiar with issues of homelessness in Edmonton.

2.0 * **Describe the inclusion criteria for participants (e.g. age range, health status, gender, etc.). Justify the inclusion criteria (e.g. safety, uniformity, research methodology, statistical requirement, etc)**
Participants will all be adults. Age 18 is the minimum age because I would like to gain different perspectives and experiences from individuals who have been involved with the homeless situation in Edmonton and possess the capacity to reflect back. Ideally adults of all genders and of a full age range will be recruited to better represent experiences and opinions.

3.0 **Describe and justify the exclusion criteria for participants:**

4.0 * **Will you be interacting with human subjects, will there be direct**

contact with human participants, for this study?

4.3 Recruit Potential Participants

There are no items to display

1.4 If appropriate, provide the locations where recruitment will occur
(e.g schools, shopping malls, clinics, etc.)

2.0

Pre-Existing Relationships

2.1 Will potential participants be recruited through pre-existing relationships with researchers *(e.g. Will an instructor recruit students from his classes, or a physician recruit patients from her practice? Other examples may be employees, acquaintances, own children or family members, etc)***?**

4.5 Informed Consent Determination

3.0

Authorized Representative, Third Party Consent, Assent

3.1 Explain why participants lack capacity to give informed consent *(e.g. age, mental or physical condition, etc.).*

3.2 Will participants who lack capacity to give full informed consent be asked to give assent?

5.1 Research Methods and Procedures

Some research methods prompt specific ethic issues. The methods listed below have additional questions associated with them in this application. If your research does not involve any of the methods listed below, ensure that your proposed research is adequately described in Section 2.0: Study Objectives and Design or attach documents in Section 7.0 if necessary.

The list only includes categories that trigger additional page(s) for an online application. For any other methods or procedures, please indicate and describe in your research proposal in the Study Summary, or provide in an attachment:

Interviews (eg. in-person, telephone, email, chat rooms, etc)
Focus Groups
Participatory Action Research

2.0 * **Is this study a Clinical trial? (Any investigation involving participants that evaluates the effects of one or more health-related interventions on health outcomes?**

5.7 Interviews, Focus Groups, Surveys and Questionnaires

6.1 Data Collection

1.0 * **Will the researcher or study team be able to identify any of the participants at any stage of the study?**

6.2 Data Identifiers

3.0 * **If you are collecting any of the above, provide a comprehensive rationale to explain why it is necessary to collect this information:**
Names, phone numbers and email addresses will be required for contact purposes with the participants. I will be collecting the age due to the requirement to understand experiences that differ by age.

4.0 **If identifying information will be removed at some point, when and how will this be done?**

5.0 * **Specify what identifiable information will be RETAINED once data collection is complete, and explain why retention is necessary. Include the retention of master lists that link participant identifiers with de-identified data:**
Any identifiable information will not be retained once data collection is completed. However, age will be retained after data collection as it will be used to analyze experiences shared by participants.

6.0 **If applicable, describe your plans to link the data in this study with data associated with other studies (e.g within a data repository) or with data belongong to another organization:**

6.3 Data Confidentiality and Privacy

1.0 * **How will confidentiality of the data be maintained? Describe how the identity of participants will be protected both during and after research.**
Contact information of participants such as emails and phone numbers will be kept on an encrypted external hard drive. Identifiable information will not be included in the documentations. Fake names or pseudonyms will be used.

2.0 **How will the principal investigator ensure that all study personnel are aware of their responsibilities concerning participants' privacy and the confidentiality of their information?**

3.0

External Data Access

* **3.1 Will identifiable data be transferred or made available to persons or agencies outside the research team?**

6.4 Data Storage, Retention, and Disposal

1.0 * **Describe how research data will be stored, e.g. digital files, hard copies, audio recordings, other. Specify the physical location and how it will be secured to protect confidentiality and privacy.** *(For example, study documents must be kept in a locked filing cabinet and computer files are encrypted, etc. Write N/A if not applicable to your research)*
Digitial files (including digital audio and video recordings) will be kept on an encrypted external hard drive Hard copies will be locked in a filing cabinet in my office at the university.

2.0 * **University policy requires that you keep your data for a minimum of 5 years following completion of the study but there is no limit on data retention. Specify any plans for future use of the data. If the data will become part of a data repository or if this study involves the creation of a research database or registry for future research use, please provide details.** *(Write N/A if not applicable to your research)*
There is no future use planned for the data.

3.0 **If you plan to destroy your data, describe when and how this will be done? Indicate your plans for the destruction of the identifiers at the earliest opportunity consistent with the conduct of the research and/or clinical needs:**
I will retain digital files on an encrypted hard drive and hard copies in a locked filing cabinet at my place of residence following the completion of my studies in the university. After 5 years following the completion of my study, I will erase all digital data from the hard drive, and shred all hard copies using a paper shredder in order to destroy the data.

7.1 Documentation

Add documents in this section according to the headers. Use Item 11.0 "Other Documents" for any material not specifically mentioned below.

Sample templates are available in the REMO Home Page in the **Forms and Templates**, or by clicking HERE.

1.0 **Recruitment Materials:**

Document Name	Version	Date	Description
There are no items to display			

2.0 **Letter of Initial Contact:**

Document Name	Version	Date	Description
There are no items to display			

3.0 **Informed Consent / Information Document(s):**

3.1 What is the reading level of the Informed Consent Form(s):

3.2 Informed Consent Form(s)/Information Document(s):

Document Name	Version	Date	Description
There are no items to display			

4.0 Assent Forms:

Document Name	Version	Date	Description
There are no items to display			

5.0 Questionnaires, Cover Letters, Surveys, Tests, Interview Scripts, etc.:

Document Name	Version	Date	Description
There are no items to display			

6.0 Protocol:

Document Name	Version	Date	Description
There are no items to display			

7.0 Investigator Brochures/Product Monographs *(Clinical Applications only)***:**

Document Name	Version	Date	Description
There are no items to display			

8.0 Health Canada No Objection Letter *(NOL)***:**

Document Name	Version	Date	Description
There are no items to display			

9.0 Confidentiality Agreement:

Document Name	Version	Date	Description
There are no items to display			

10.0 Conflict of Interest:

Document Name	Version	Date	Description
There are no items to display			

11.0 Other Documents:
For example, Study Budget, Course Outline, or other documents not mentioned above

Document Name	Version	Date	Description
There are no items to display			

Final Page

You have completed your ethics application! Please select "Exit" to go to your study workspace.

This action will NOT SUBMIT the application for review.

Only the Study Investigator can submit an application to the REB by selecting the "SUBMIT STUDY" button in My Activities for this Study ID: Pro00054048.

There are no items to display

8.0 Health Canada No Objection Letter *(NOL)*:

Document Name Version Date Description

There are no items to display

9.0 Confidentiality Agreement:

Document Name Version Date Description

There are no items to display

10.0 Conflict of Interest:

Document Name Version Date Description

There are no items to display

11.0 Other Documents:

For example, Study Budget, Course Outline, or other documents not mentioned above

Document Name Version Date Description

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Final Page

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You may track the ongoing status of this application via the study workspace.

Please contact the REB Coordinator with any questions or concerns.