# STEPS TO GATHERING EAO DATA

## 1. Understand your community.

- What demographic data do we currently collect?*
- Where do our customers come from (zip code or geographical region)?
- Who is accessing our services/coming to the attention of the department (least to most)?
- How do clients move through our system (and/or how are residents impacted by our services)?
- What is the goal for every client who moves through our system?
- *What are the outcomes based on services accessed?*
- *Who benefits most/least from our system?*
- *Which group/community faces barriers to accessing our services?*
- Who are we missing?
- Who or where do most complaints come from?

## 2. Collect data (5–10 years if possible) and create dashboards.

Based on the questions, gather data and disaggregate to their smallest, most relevant unit. It will also be vitally helpful to crowdsource and solicit insights from "across ranks" - boots on the ground up to leadership about data collection processes and structure.

*Baseline demographic data essential to collect include: race/ethnicity; age; gender/sexual identity; marital/family status; zip code/census tract; household income; employment status; educational level; primary language; disability status; veteran status; housing status*
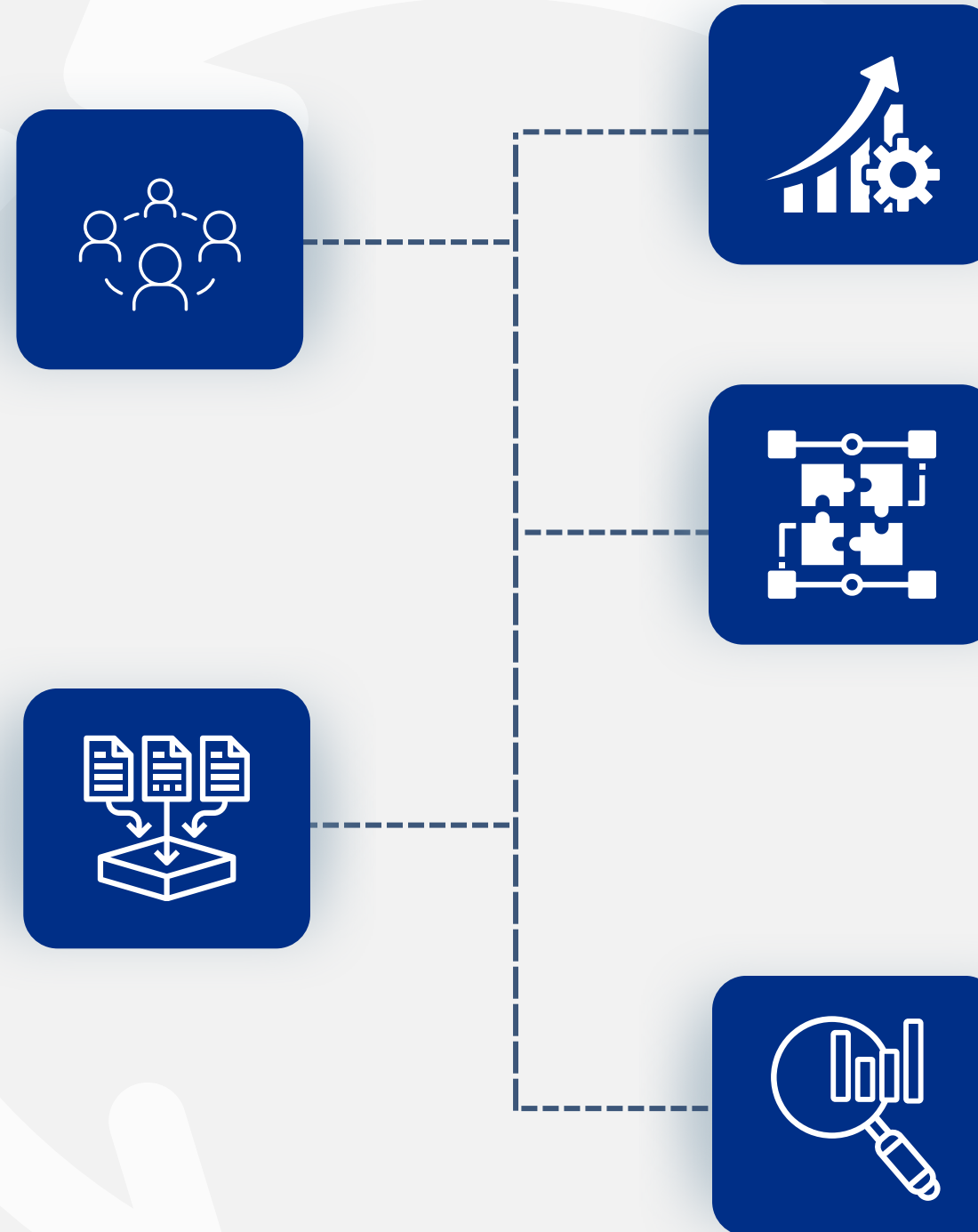
## 5. Continuously measure impact, adjust accordingly, and improve the strategy.

By regularly measuring outcomes, you can identify areas for enhancement, respond to changing circumstances, and drive sustained progress towards your goals.

## 4. Create a Strategic Equity Plan.

Develop a Strategic Equity Plan that includes goals and objectives on how your department plans to eliminate disparities and inequities, establish collaborative partnerships, and the indicators you will use to measure success.

## 3. Analyze data.

Look for comparisons (among race/ethnicity, age, gender, etc.), disparities, inequities, and disproportionate outcomes. Also, consider conducting qualitative surveys and community listening sessions to contextualize quantitative data. Ask:

- What is data telling us about the different demographics we serve and their outcomes?
- How do we contribute to any disparity (consider policy and procedure/practice)?
- How have things been changing over time and what does this tell us?
- Who are we missing (also ask to focus groups)?
- What can we start working on now?
- Who/what do we need to be successful?