A GRAND CHALLENGES IMPACT LAB PROJECT

THE BRIDGE CARE CENTER

COMMUNICATION/ORGANIZATION SYSTEM PROPOSAL

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FIRST AND FOREMOST WE'D LIKE TO SAY

THANK YOU!

Our team would like to send a big thank you to the employees of The Bridge Care Center and as well as our professors for making this class happen!
EXECUTIVE SUMMARY

The Bridge is a drop-in-day non-profit organization in the Seattle neighborhood of Ballard that works hard to provide resources and promote advocacy for those experiencing homelessness. The Bridge Care Center needed our team to create a communication and organization portal for the employees of the Bridge Care in order to increase the efficiency and productivity of their work, both with the public and internally.

Our team utilized Sharepoint in order to create a portal for all employees to access. Through this site, employees will be able to document visits and resources, stay in contact with one another, have all documents in one source, and as well as keep tabs on other local organizations that they work with.

For all organizations, especially small non-profits, an efficient and productive administrative system is incredibly essential. It is at most important to have a solid foundation behind the scenes in order to have donations and outreach programs to work as smoothly and effectively as possible.

With the implementation of Sharepoint, this work will allow the Bridge Care Employees to have a way to document and communicate with one another in an organized manner. With a strong administrative system, the employees will in the end be able to reach out to more neighbors, connect them with resources, and stay up to date with the location, needs and concerns of all neighbors. In turn, this will help Bridge Care better serve unhoused populations, and hopefully make life a little bit easier for those experiencing various hardships.
What problem are we working on?

The problem we are focusing on for our project is creating a central communication and storage system for the employees of Bridge Care. The system needs to be one accessible to all employees from both computer and mobile devices. Communication and organization is essential for all employees of the Bridge Care Center, as the health and safety of the people they serve in the community rely on them. Many of their customers don’t have a reliable schedule and employees of Bridge Care can go weeks or months without having contact with them. The other focus of the problem is that whatever storage system we design for the Bridge Care needs to follow HIPAA regulations. Much of the information about the public the Bridge Care serves is health related. Since customer data is being recorded, it is important to protect clients’ identities and health information with the best level of security available.

What evidence do we have that this is a problem?

Currently, members of Bridge Care are storing information about clients on paper or are using several different digital storage systems like BaseCamp and Google Drive. The written information is stored in locked filing cabinets, meaning it is difficult to share information about clients in real time. The consequences of using these types of storage solutions are noticeable in real time. Client information is lost and there is no effective way to share client details as the information comes. As a result, this makes it difficult to understand and address the needs of people experiencing homelessness in the area. The lack of a central hub for communication and information is evidence enough that this is a problem that needs to be addressed.

Who faces this problem?

The people that face this problem directly are the employees of Bridge Care. Without this problem fixed, they will not be able to do their jobs effectively and won’t be able to take care of their customers. Indirectly, this problem affects anyone experiencing homelessness who comes to the Bridge Care Center to seek help. If client information is not well organized, Bridge Care is unable to help their customers to the best of their ability.
Why does this problem exist?

We believe that this problem exists because it can be intimidating to jump head first into a new way to organize your work. Since it often takes a lot of time, it seems easier to continue to use old methods of organization and communication. This is why communication at the Bridge Care took place through the weekly staff meeting or urgent text messages. This is also why client information was hand written and locked in filing cabinets. It is hard to break out of your comfort zone, especially when the ways you were doing things were working. The other reason this problem exists is because for a non-profit organization, costs are often a factor. While many organizations use HIPAA compliant organization tools, they can often cost far too much.

THE CUSTOMER

Who is our customer?

The beneficiary of our prototype is the employees of the Bridge Care Center or “The Bridge.” The Bridge is a drop-in-day non-profit organization in the Seattle neighborhood of Ballard that works hard to provide resources and promote advocacy for those experiencing homelessness.

As of right now, The Bridge team is composed of 5 members. Left to right: Jen Manlief (The Director), Carrie Yu (Associate Director of Operations), Jenn Adams (Outreach Manager), Cami Freeman (Associate Director of Programs), and Josh Perme (Outreach Manager).
Why do they face their problem?

As stated above, The Bridge is struggling to find a digital system to record notes and share relevant client information amongst each other. This problem is due to not finding a HIPAA-compliant system. The Bridge needs one as the information that they store is composed of personal identification details of their clients.

Why haven’t they solved this problem themselves?:

The truth is that financial measures restrict The Bridge. Unlike other larger non-profit organizations, The Bridge can't afford HIPAA compliant software as they tend to range between $800-$1000 a month. This price doubles The Bridge Care Centers operations costs, and with only five members on their team, they simply can't afford it. They are also very busy and are restricted by time.
With our communication and organization solution, The Bridge Care Center will be able to have a platform that is collaborative, user friendly, and modern. With many online programs to choose from, our team decided that the use of a Sharepoint site would be most beneficial for the employees of Bridge Care. Sharepoint checked off all of the boxes: the site is secure and HIPPA compliant, it is collaborative, and most importantly; the program was within budget. The team went through a thorough an Iterative design process that consisted of creating a prototype and receiving feedback from employees. The initial prototype can be found in Appendix 1.

Feedback

After creating the prototype sharepoint site, the team had a meeting with several employees in order to obtain feedback. After a few iterations, these were the key take aways from the beneficiaries:

- **The simpler the better.** Our mentor stressed that the less overwhelming the site, the more likely the employees will actually utilize and benefit from it.
- **Emphasis on contacts.** Because the main use of this site will be to document neighbors who come into The Bridge Care Center, a key point was to create multiple ways for employees to keep track of who comes in, what day, and what resources are used.

The feedback obtained from our mentor and other employees was incredibly beneficial and allowed for our final product to be appealing to the eye, collaborative, and user friendly. The following pages will go over the changes made to several tabs: the home, contacts, notebook, and staff documents tab.
From the feedback, our team was able to go through several design iterations of the site. Here are the major changes for the home page that were made in order to create the final product:

1. The sidebar is simple and does not have any unnecessary tabs to allow the welcoming screen to be less overwhelming
2. Personal Images were implemented to allow the site to feel more personal and welcoming for the employees
3. An introduction news page was created with a summary of all of the elements of the site and where to find them
4. Quick links to local resources and organizations that The Bridge Care works with and also their social media accounts
One key component that was created after receiving outside feedback was the contact list. Our mentor and other employees explained the need for a way to keep track of neighbors coming in and documenting information along with that. The contact list allows all employees to:

- Create a new contact
- Include a phone number if applicable to the situation
- Add a location of where this neighbor is currently located
- Input dates of the last time an employee was in contact with this person

Several changes were made to the notebook tab as well after receiving feedback. It was requested that several more subcategories were to be made rather than just a contact table. The new subcategories that were requested were:

- Outreach
- ARC
- Bus Tickets
- Scofflaw Mitigation
- Safety

These categories within the notebook will allow employees to have the ability to document certain resources used and events that have happened.
The last tab that was created was the Staff Documents tab. This was created to allow all employees to have their own folder in which they can input files, documents, links, etc. all in one place.

An Inventory spreadsheets folder was also created to store all spreadsheets documenting resource inventory. It was stressed by the director and Associate Director of Operations that this is a must for the site.

The last folder that was created was a tutorials folder. This folder is filled with many links to Microsoft Support pages that are incredibly detailed and provide tutorials on how to edit, manage, and utilize Sharepoint. Our team thought that this was a crucial aspect of the design of the page to ensure that this will be a sustainable solution for the Bridge Care Center employees.
Our plan for collecting primary data on the effectiveness of our solution involves a mix of interviewing as well as data analysis. We plan on continuously requesting feedback, even after the quarter is over. Specifically, we really wanted to learn more about if people could use Sharepoint easily from their mobile devices, as this is what Bridge Care will mostly be doing. We want to test Sharepoint with all of the employees and gather feedback based on this!

In addition to this, we have located a helpful analytics page on the Sharepoint site, which allows users to track how many times people are logging on, inputting information, and using the app features. This can help us get a general understanding of if the employees find Sharepoint a good tool that supplements their work, as increased use correlates to the effectiveness of our solution.

Bridge Care was accepted for the Non-Profit donation from Microsoft, so everything was free. This donation is renewed every two years, but as long as the Bridge Care Center remains a 501C3, their subscription will remain free.

The next steps for implementation are showing the employees how to effectively manage the site by linking helpful resources. Our last steps will be giving access to all of the Bridge Care employees (Cami, Jen, Jen, Josh, Carrie), and testing our product's effectiveness by utilizing the analytics resources.

By having a more efficient organization and communication system, Bridge Care will be able to reach more neighbors, connect more neighbors to resources, and stay up to date with all neighbor needs and concerns. In turn, this will help Bridge Care better serve unhoused populations, and hopefully make life a little bit easier for those experiencing various hardships.
Page Analytics

Page viewers
- Last 30 days: 7 views
- Last 90 days: 3 views (25% decrease)
- Last 7 days: 2 views

Page views
- Last 30 days: 7 views
- Last 90 days: 3 views (68% decrease)
- Last 7 days: 1 view

Average time spent per user
- Last 30 days: 8m 23s (11% decrease)

Page traffic by time

Chart showing traffic by day and time of day, indicating trends and patterns.
APPENDIX A

PROTOTYPE
APPENDIX B

EMPATHY MAP

1. Who are we empathizing with?
   The employees of the Bridge Care Center

6. What do they hear?
   "Just contributing to the problem"
   "NIMBY" attitude from those who are housed in the neighborhood

2. What do they need to do?
   To obtain a system that will allow them to stay up-to-date with coworkers information about their neighbors and as well document current resources.

3. What do they see?
   An increase of people experiencing homelessness
   Lack of support from the housed community

4. What do they say?
   "We meet people where they are at"

5. What do they do?
   Resource distribution to those who are houseless
   Case management: mentoring, referrals, advocacy
   Give a safe place for their neighbors

7. What do they think and feel?
   A lot of work to keep the organization running and keeping in touch with its members while also battling stigma and injustice

Gain

Being able to help out a community that's often ignored by the rest of society
# APPENDIX C

## THEORY OF CHANGE MODEL

<table>
<thead>
<tr>
<th>What is the problem you are trying to solve?</th>
<th>Who is your key audience?</th>
<th>What is your entry point to reaching your audience?</th>
<th>What steps are needed to bring about change?</th>
<th>What is the measurable effect of your work?</th>
<th>What are the wider benefits of your work?</th>
<th>What is the long-term change you see as your goal?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The problem we are trying to solve is that there is no communication or organizational platform that is easily accessible for all Bridge Care employees while still being HIPAA compliant. Most employees will simply write down notes and store them independently, but this quickly becomes disorganized. We considered other alternatives but a software program would be most efficient to store all files in one place.</td>
<td>The employees of the Bridge Care Center</td>
<td>Our main entry point is our mentor Cami. She is connecting us to our audience, the rest of the employees at Bridge Care.</td>
<td>• Interview each employee to understand the organizations wants and needs • Research different software programs • Create a prototype of the solution software system • Connect with the employees and present the prototype • Make adjustments in regards to feedback from the employees</td>
<td>If Bridge care is able to accommodate more people experiencing homelessness</td>
<td>More people experiencing homelessness are connected to resources and the community sees less individuals around the area.</td>
<td>As our goal, we see that the Bridge Care Center is able to sustain efficient organization for a very low cost (or free) for a very long time.</td>
</tr>
</tbody>
</table>

**Key Assumptions:**
- We have to assume that there are HIPAA compliant platforms that already exist.
- We have to assume that we can make the work of Bridge Care employees more efficient.
- We have to assume that there is a way to easily communicate with the employees in a safe/learned manner due to COVID.
- We have to assume that all of the Bridge Care employees want this change.
- We have to assume that there is a program that is HIPAA Compliant and within their budget.
- We have to assume that the Bridge Care is taking the program and that it is helping them.

**Stakeholders:**
- Community members
- King County
- Seattle
- People experiencing homelessness
APPENDIX D
SYSTEMS MAP

Helping BCC develop a more efficient communication and information storage system

- BCC employees
- Vehicle Residents
- Increased organization and capacity to help more populations
- External Stakeholders
  - Neighbors in community
  - King County
  - Volunteers
- Stigma against social services
- Barriers
- Funding

Business Partners
- LEAD
- Edible Hope of St. Luke's
- REACH
- Solid Ground

Beneficiaries
- People who are housing insecure
Once upon a time, Josh was working at the Bridge Care Center, a non-profit, as the outreach manager. He heard the concerns of people experiencing houselessness and helped connect them with necessary resources and supplies.

Everyday, Josh checked in on community members where they are at and used a tiny field notes notebook to log and stay up-to-date with their whereabouts, concerns, and needs.

Until one day, Josh realized the current organization system was not working how he wanted it to, as he was losing information and was having trouble staying up-to-date with his coworkers on important information about our neighbors. He noticed there was a lot of repetition in the conversations he was having with the team.

And because of this, Josh and the rest of the Bridge Care team decided to meet with a group of students at UW to help them find potential solutions to their problem.

And because of this, this group of students at the UW worked on developing a more efficient communication and organization platform for all of the employees at Bridge Care to use.

Until finally they found Sharepoint; a communication and organization software system that is customizable and fits all of Bridge Care employees’ prioritized needs.

And ever since that day, repeated conversations are a thing of the past. Josh is able to, along with the other Bridge Care employees, meet people where they are at, help more people find stable housing, and provide more supplies to those in need while staying up-to-date on Sharepoint.