



Philadelphia's Integrated Data System





2023 Year in Review



IDEA: Philadelphia's Integrated Data System (IDS)

The goal of the IDEA IDS (previously known as CARES) is to bring together, in one place, existing administrative data to enhance the lives of Philadelphia's residents. IDEA integrates and stores data about clients from 1997 to the present based on 14 unique source systems spanning health, human services, and public safety. IDEA is the central hub within City government that can support cross-systems data projects and partnerships with external institutions.

As stewards of the IDS, the IDEA team:

-  **Links person-level data from across City systems**
-  Helps staff **request and use** integrated data
-  **Creates data products based** on integrated data
-  **Maintains & grows the infrastructure of integrated data**

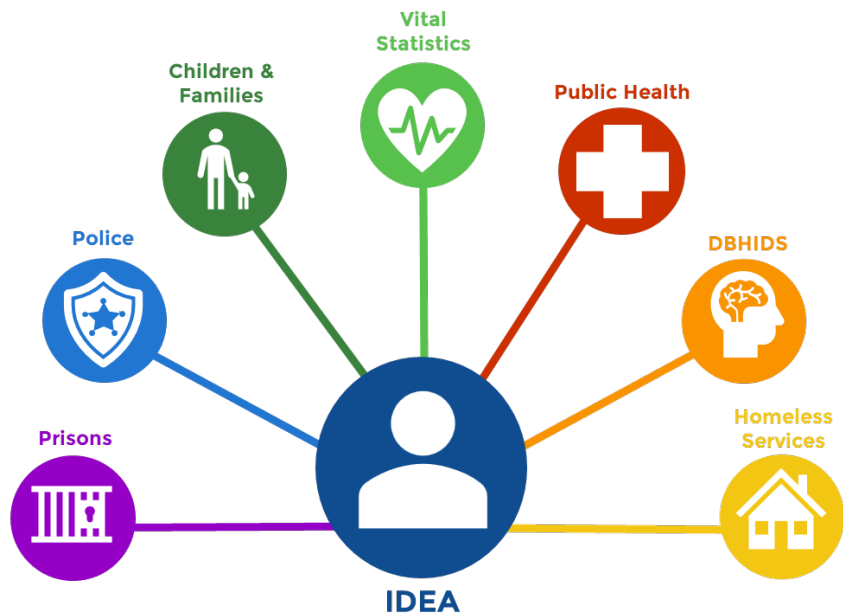


Key Uses of the IDEA IDS

- Planning
- Monitoring & Quality Improvement
- Program Evaluation
- Service Coordination
- Direct Client Outreach & Streamlined Enrollment
- Grant Applications & Deliverables
- Research

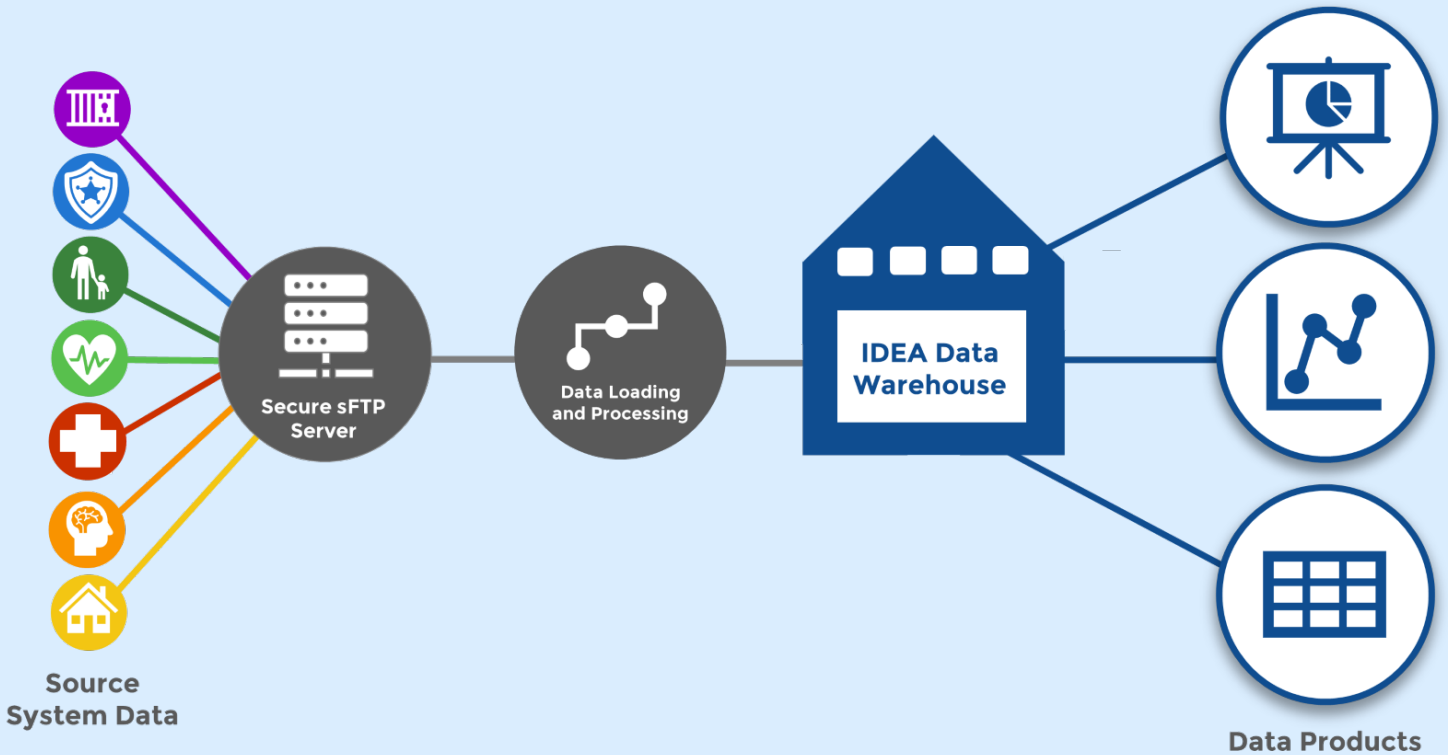
People-Centered Data

An IDS allows decision-makers to put individuals, not departments or programs, at the center of analysis. We can help leaders understand connections between a City service/contact in one domain and an outcome in another. Below is the list of data systems currently contributing to the IDEA IDS.



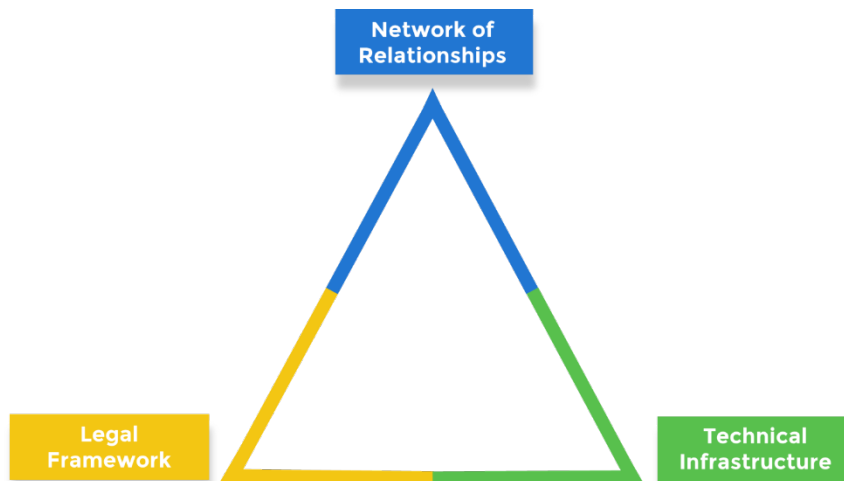
Features of the IDEA Environment

The data warehouse environment is a secure environment that contains linked, individual-level records collected by government agencies. Routine feeds allow for a highly efficient process in which government can extract and transform data to address a wide variety of priority areas. In addition to matching routine sources, IDEA can match files on a one-time basis for specific projects. Once matched, common attributes are used to generate a “best-fit” profile to provide a more accurate/recent picture of the client’s demographics and/or contact information.



The Three Essential Building Blocks of the IDEA IDS

Many people focus on the technical aspect of integrating data, but the legal framework and “people work” of building relationships, cultivating use cases, and communicating transparently about the work we do is just as important. For this reason, we think of the IDS as a triangle or “three-legged stool” that is dependent on each leg.





Meet Our Team

The City's IDS is maintained by the Office of Integrated Data for Evidence & Action (IDEA), formerly the Data Management Office. IDEA sits within the Office of the Managing Director.

Our mission is to facilitate the secure and ethical linkage and use of administrative data to help Philadelphians prosper.

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Executive Director

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Technical Manager

Business Team

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Sowmya Sivva
Junior Oracle Developer

Bolaji Agbara
Database Administrator

Dinesh Kumar
Database Administrator

Working With IDEA

The IDEA team works collaboratively to meet a variety of needs around integrated data projects. This work involves consultation with our team at each step of the way to ensure that available data can be used to help generate actionable information.

What Does a Project With IDEA Involve?



What Does the IDEA Team Do?



1 Define the Project Idea



- Help conceptualize a project
- Refine research questions
- Assess data availability
- Provide consultation around use of analytic strategies
- Help create documentation with a project description form

2 Obtain Approvals



- Route the project description for review to appropriate parties
- Help negotiate legal approval
- Facilitate unit approval process

3 Develop a Query Spec



- Develop non-technical document that outlines the data request for our technical team
- Convert the data request into technical language to pull from the IDEA data warehouse

4 Match and Extract Data



- Set match point thresholds
- Extract matched data from IDEA data warehouse and match to external data sources if needed
- Transform and/or mask data to support project needs
- Securely transfer the data set

5 Analyze and Create Products



- Create data products and data visualizations
- Discuss analytic findings
- Provide consultation around the interpretation of results and assist with presenting findings to key stakeholders

6 Determine Next Steps



- Discuss actionable steps that can be taken from project findings
- Determine if additional projects or analyses are necessary
- Produce datasets and/or data products on a routine basis for recurring projects

IDEA's Portfolio of Work

IDEA supports a variety of different cross-system data projects, which mostly fall into one of the following categories:

1. **Connecting Philadelphians to critical benefits and resources**
2. **Helping better coordinate City services**
3. **Conducting case reviews to improve understanding of complex issues**
4. **Evaluating problems, programs, and policy responses**

Each category of work is crucial to improving the lives of Philadelphians. Some of the projects we've worked on in 2023 that have connected Philadelphians to critical benefits are highlighted in the following section. For more information about the projects we've worked on within each of these categories, see our full project list below.

Project Highlights: Connecting Philadelphians to Critical Resources

Most projects within this category of work connect City residents to resources that can reduce their economic burden and improve their lives. IDEA's involvement was critical and, in many cases, necessary for these projects to take place. IDEA uses administrative data to determine eligibility for a particular resource and provides updated contact information so that individuals may be informed of their eligibility. Outreach campaigns and enrollment processes then do the crucial work of connecting individuals to benefits. Some example projects are below.



Zero Fare Transit Program

Managing Director's Office


Project Summary: Zero Fare aims to reduce the financial burden of paying for transportation for low-income Philadelphians, while supporting community-wide benefits yielded by more transit usage. This pilot program aims to provide fully subsidized transit passes to roughly 25,000 low-income residents. Program-eligible residents are randomly selected, automatically enrolled, and mailed unlimited, pre-activated Zero Fare Key cards for use on the entire SEPTA system.

IDEA's Role: IDEA identified participants in Zero Fare and provided their contact information to send them free transit passes. To streamline enrollment and reduce administrative burden on participants, IDEA utilized existing records to determine eligibility status based on participation in other programs that meet the Zero Fare enrollment criteria.

Project Impact: As of December 2023, Zero Fare has distributed over 15,500 transit passes and recorded approximately 240,500 taps on the SEPTA system for automatically enrolled participants.

Water Shutoff Avoidance

Mayor's Office, Managing Director's Office & Department of Revenue



Project Summary: Since 2022, the Mayor's Office has been working to ensure better access to affordable water. This policy goal includes a moratorium on water shutoffs for low-income households, households with seniors or children, and/or renters.

IDEA's Role: IDEA worked with the Water Revenue Bureau to match customer records to administrative data and identify eligible households for protection from a service shut off and for future auto-enrollment in water discount programs.

Project Impact: In 2023, 234,036 households were protected from water shutoff based on this policy change. Revenue is poised to use matched administrative data to automatically enroll about 30,000 low-income customers in their water discount programs in 2024.



Affordable Connectivity Program

Office of Innovation & Technology & Community Resource Corps

Project Summary: The Affordable Connectivity Program (ACP) is a federal benefit that helps households afford the broadband internet they need for work, school, healthcare, and more by providing discounts on monthly internet bills and computers.

IDEA's Role: The IDEA team generated a list of potentially eligible Philadelphia households in ZIP codes with the highest rate of dysconnectivity and provided their contact information for targeted outreach.

Project Impact: Over 67,000 individuals have been texted and more than 2,000 took action to get the benefit. The number of households enrolled in ACP increased from 115,000 in 2022 to 165,930 by 2023.

Older Youth Pandemic Relief

Department of Human Services (DHS)

Project Summary: DHS worked to distribute one-time payments of \$800 in COVID-19 relief payments to current and former foster care youth and young adults.

IDEA's Role: To connect youth with relief payments, IDEA identified the youth's most recent contact information based on their engagement with City services and provided aggregate information on the number of eligible youth currently receiving specific services to help providers prioritize coordination efforts without redisclosing individual information.

Project Impact: DHS connected about 2,400 current and former foster youth to \$2.2 million in cash.



Emergency Rental Assistance

Division of Housing and Community Development (DHCD) & Philadelphia Housing Development Corporation (PHDC)

Project Summary: In response to the unprecedented job loss caused by COVID-19 and the resulting financial pressure on renters and landlords, DHCD and PHDC used federal funds to provide up to 18 months of rental subsidies and utility payments for low-income households.

IDEA's Role: IDEA provided these agencies a list of individuals who applied for emergency rental assistance and consented to have their data shared in order to establish eligibility for the program.

Project Impact: The program provided 30,516 households with rental subsidies and/or utility payments, totaling over \$233 million in assistance.

Future Focus: From Programs to People

Each of these projects connected City residents to meaningful benefits. IDEA hopes to work with City leadership in 2024 and beyond to continue using administrative data for these purposes. With our focus on person-level information, we also hope to help better coordinate and integrate these efforts, and move beyond one-time enrollments into individual programs.

By centering our work around **individuals** rather than **services**, we can use data to determine a person's eligibility for a variety of programs, and then streamline their enrollment into all available entitlements. This will maximize critical benefits for people, while reducing administrative burden and duplicative outreach efforts.



Projects IDEA Supported in 2023

IDEA's primary function is to provide linked data in secure and legally permissible ways. For some projects we are also involved in the front-end conceptualization and/or data analysis. Below are the four broad categories our work tends to fall into along with a list of specific projects that we've supported within each category over the past year.

1. Connecting Philadelphians to critical benefits and resources

- Connecting Low-Income Households to Free and Reduced Cost Internet Service
- Connecting With Hard-to-Reach Water Customers to Prevent Water Shutoff
- Distribution of Alphabet Knowledge Postcard to Connect Families to Early Literacy Resources
- Senior Tax Freeze Property Tax Exemption Outreach
- Water Shutoff Avoidance and Auto-Enrollment into Financial Assistance Programs for Water
- Zero Fare Transit Program Outreach

2. Helping better coordinate City services

- Community Violence Intervention Gun Violence Disruption Outreach and Eligibility Screening
- Connecting DHS-Involved Children to Early Developmental Screening
- Connecting OHS-Involved Children to Early Developmental Screening
- Screening of Child Welfare Population for Supportive Medicaid Services

3. Conducting case reviews to improve understanding of complex issues

- Fetal-Infant Morbidity Review
- Homicide Death Review
- Maternal Mortality Review
- Opioid Death Review

4. Evaluating problems, programs, and policy responses

- Analysis of Water Shut-Off Practices
- Building Early Links for Learning (BELL) Evaluation
- Child Tax Credit Outreach Evaluation
- Community Loss Index
- Domestic Violence Perpetrators Analysis
- Early Childhood Risk Dataset & Dashboard
- Evaluation of COVID Reentry Payment Program
- Evaluation of Juvenile Assessment Center
- OHS Discharge Planning Analysis
- Overdose Mid-Year Geo-Spatial Analysis
- Survey Assessing TAP Administrative Burden
- Youth Residential Placement Annual Report