

Housing Focused Street Outreach: Starting with Data to Inform Decision-Making

Josh Johnson, National Alliance to End Homelessness

Nicole DuBois, National Alliance to End Homelessness

Toni Benson-Atkinson, Coalition for the Homeless of Houston/Harris County

Shelli Clark, One80 Place

Rebecca Hickom, Housing Forward

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The National Alliance to End Homelessness strives to create a diverse, inclusive, accepting, and safe space for everyone.

Housekeeping



What We Do



Policy and Programs

- Carries out the vital work of educating policymakers and the field about key strategies and policies for ending and preventing homelessness.
- Keeps federal policymakers and legislators informed of the needs of people experiencing homelessness and the programs serving them.
- Leads advocacy efforts on a grassroots level.

Capacity Building

- Supports efforts to end homelessness by offering training and technical assistance tailored to communities' unique needs.
- Helps design and implement crisis systems, improve systems' performance, and utilize data to end homelessness, particularly with an equity lens.
- Provides online courses, trainings, and webinars to inform the field of best practices to end homelessness.

Homeless Research Institute

- Analyzes data to identify homelessness trends on national, local, and Continuum of Care levels.
- Publishes research that ensures policymakers, practitioners, the media, and the public have the best information about trends and emerging solutions to the problem.
- Uses an equity lens to identify disparities in homelessness data.

Lived Experience Innovation + Strategic Communications

Why a Housing Focused Street Outreach Framework?

Current Reality
Must Change

Addressing
Adverse Effects

Scarce Shelter
& Housing
Resources

Need for
Universal
Guidance

Outreach
Serves the Most
Vulnerable

Coordinated
Approach
Amplifies Impact



HOUSING- FOCUSED STREET OUTREACH *Framework*



DATA COLLECTION AND MANAGEMENT *for Street Outreach Providers*

[endhomelessness.org
/outreach](https://endhomelessness.org/outreach)



What is Housing Focused Street Outreach

Housing-Focused Street Outreach (HFSO) is an engagement strategy that prioritizes connecting people experiencing unsheltered homelessness to lifesaving, person-centered, culturally responsive services and resources while actively working towards securing stable and permanent housing solutions. This approach is characterized by five distinct core elements:



HOUSING-FOCUSED STREET OUTREACH *Framework*

Helping **street outreach providers** ensure that their work is grounded in a **housing-focused approach**.



USING DATA AND IMPACT
ANALYSIS TO INFORM
DECISION-MAKING



STRATEGIC
COLLABORATION
AND PARTNERSHIPS



PERSON-CENTERED
ENGAGEMENT



PROMOTION OF
COMMUNITY HEALTH
AND SAFETY



HOUSING-FOCUSED
APPROACH ANCHORED
IN HOUSING FIRST

endhomelessness.org/outreach

Why data?



Tells a story



Informs decision-making



Helps to set, track, and monitor goals



Measures Impact

DATA



SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY



National Alliance to
END HOMELESSNESS

[ENDHOMELESSNESS.ORG](https://endhomelessness.org)

Key steps



Establish clear **data standards** across outreach programs



Employ efficient **processes & technology** for data collection



Define key **performance measures**



Regularly **analyze data** & put it **into action**

Set data standards

- **Who** is responsible for data entry and quality
- **What** data points are collected
- **When** data entry should be complete
- **How** data are input

Data entry

Data
storage

Data
sharing

Data quality

Grievances

Use data to improve performance

Philosophy

- There is always room to improve



Practice

- Regularly evaluate how programs are impacting homelessness across the community
- Use data to make program improvements
- Measure outcomes, not outputs

Define success



Outputs:

- Engagements
- Services
- Referrals
- Connections

Outcomes:

- Exits to permanent housing
- Length of time homeless
- Returns to homelessness

Then set
performance
benchmarks

Data should be useful for multiple purposes

Individual

- Provide key insights about **each participant's** housing journey
- Improve a **street outreach worker's** ability to do their job well

Program

- **Identify disparities** in access to services & outcomes
- Learn valuable insights about **organizational performance**

System

- **Facilitate collaboration** across street outreach programs & deduplicate work
- Generate ideas to **improve service delivery**
- Bolster **funding requests**
- Spur **policy changes** to better serve people experiencing homelessness in the CoC



Put your data to work



Use quantitative data to identify gaps and needs



Solicit qualitative data through community engagement



Identify major, immediate barriers to support people experiencing unsheltered homelessness



Prioritize 5 most urgent unmet needs



Develop targeted policy and investment strategies



Monitor ongoing progress





DATA COLLECTION AND MANAGEMENT

for Street Outreach Providers

Continue learning:

Aligning data policies with program expectations

Data sharing protocols

Informed consent in practice

HMIS data standards for street outreach

Technology considerations

Data disaggregation/other ways to refine analysis

How to use existing HUD reporting on street outreach

Example uses of individual, program, and system data

...and more!

THANK YOU!



Acknowledgments

Thank
You

The work
is hard!

Reach out:

- Toni - toni.atkinson@cfthhouston.org
- Shelli - sclark@one80place.org
- Rebecca - rebecca.hickom@housingforwardntx.org
- Josh – jjohnson@naeh.org
- Nicole – ndubois@naeh.org



HOUSING- FOCUSED STREET OUTREACH *Framework*



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Upcoming Webinars



Housing-Focused Street Outreach Framework: **Starting with Data to Inform Decision-Making**

April 30, 2025 @ 3:00 P.M. ET

[Register Today →](#)



Housing-Focused Street Outreach Framework: **Strategic Collaboration and Partnerships**

May 21, 2025 @ 3:00 P.M. ET

[Register Today →](#)



Housing-Focused Street Outreach Framework: **Centering the Whole Person**

June 25, 2025 @ 3:00 P.M. ET

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