

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

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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](https://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



# Key steps



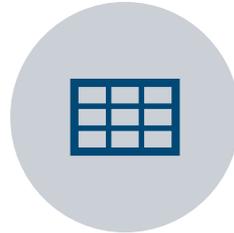
Establish clear **data standards** across outreach programs



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



Define key **performance measures**



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

# Set data standards

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- **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

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## 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

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Thank  
You

The work  
is hard!

# Reach out:

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# 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

[Register Today →](#)



Sign up  
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next  
webinar!