

Harnessing the Promise Of Coordinated Entry for Ending Homelessness



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How effective is your Coordinated Entry System? Come learn about strategies for increasing the effectiveness of Coordinated Entry for connecting people across your system to housing and services. Hear from practitioners who are removing barriers to homelessness services access, building strategic partnerships, engaging dynamic prioritization strategies, and proactively addressing inequities in referral processes and outcomes.



Mackenzie Kelly

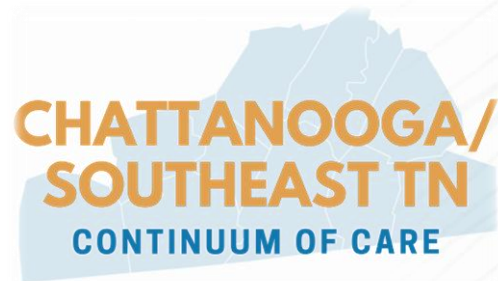
Executive Director

Chattanooga Regional Homeless Coalition

TN-500 CoC (Chattanooga /Southeast TN)



Chattanooga Regional
Homeless Coalition



Coordinated Entry Revamp

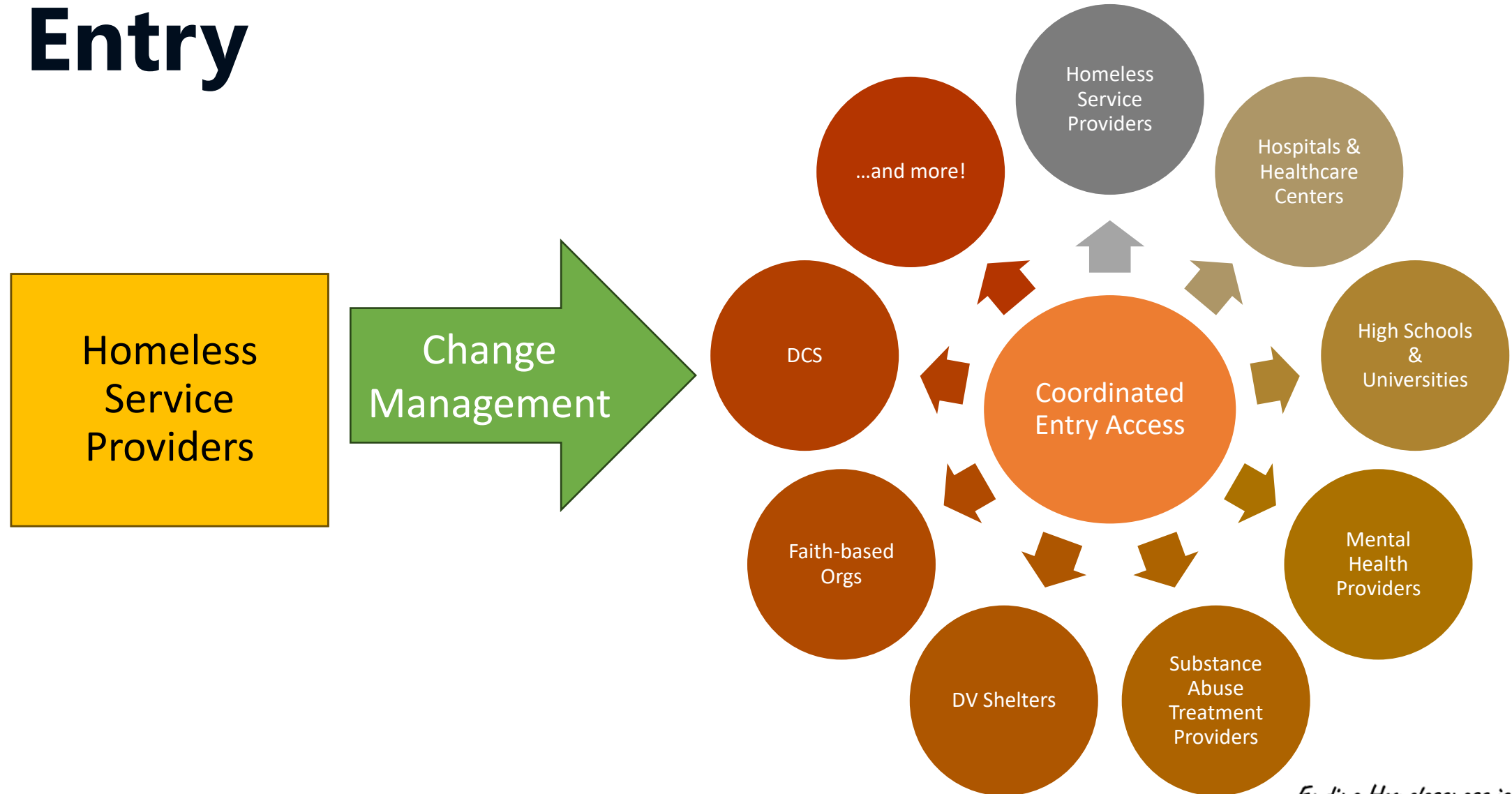
- Focus Groups and Stakeholder Input
- New Housing Assessment
- Expanded Access



Ending Homelessness is Possible.



Improving Access to Coordinated Entry



Ending Homelessness is Possible.

Case Conferencing

- Counterbalance to CES



- Transparency and Collaboration



- Frontline workers can see rewards first-hand

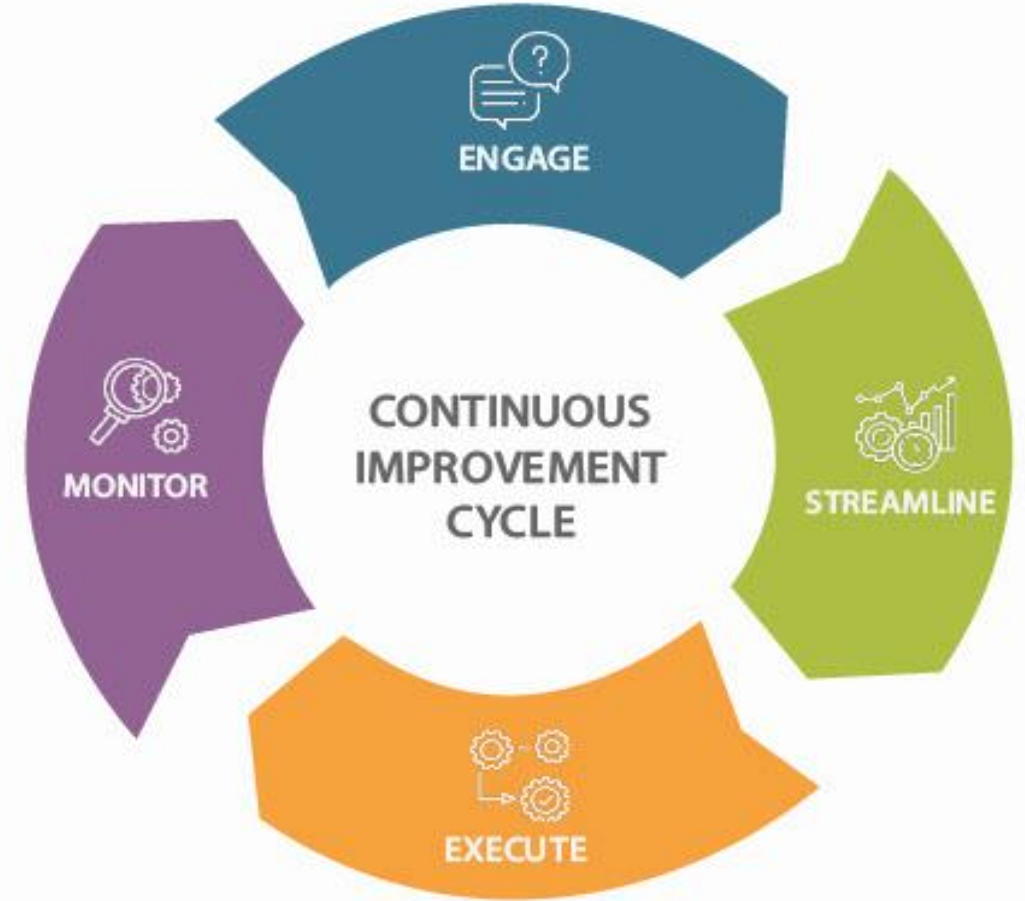


Ending Homelessness is Possible.

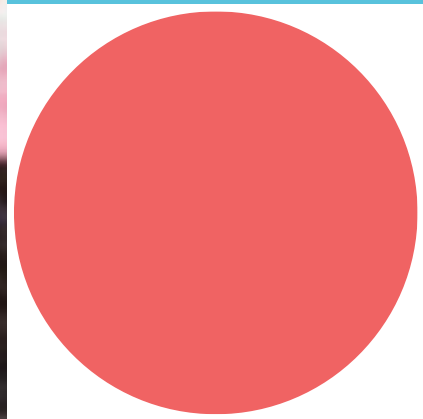


Meeting Community Need

- Housing Assessment is a live tool
- Participation from non-HMIS providers
- System is easily adaptable to meet changing need



Ending Homelessness is Possible.



Camille Sims Russell

VP of Programs and Implementation

Partners for HOME, Atlanta, Georgia

OUR IMPACT



15,000

people housed since 2016



353

PSH units online to date (**63** RHI units and **290** Pipeline units)



30% decrease

in overall homelessness since 2016



96%

of rehoused individuals are still housed



9% decrease

In chronic homelessness* and disabling conditions between 2024-2025

*those who have been homeless for a year or longer

STATE OF HOMELESSNESS

After years of pandemic-driven fluctuation, homelessness in Atlanta is beginning to stabilize. The 2025 Point-in-Time Count recorded a 1% overall increase from 2024, indicating a potential plateau.

We are at a critical inflection point — on the cusp of decreasing homelessness in Atlanta. With a continued focus on rehousing at pace and scale, preventative programs to reduce the inflow and ongoing support across community stakeholders, we will reach our goal of making homelessness in Atlanta rare, brief and nonrecurring.



Chronic homelessness fell 9%,
a result of expanding
permanent housing options



Youth and veteran
homelessness declined 6%
and 3% respectively

The 2025 PIT Count reveals shifts within subpopulations that indicate deeper systemic trends:



Unsheltered homelessness
increased by 2%



Family homelessness increase
14% underscoring pressures on
vulnerable households

CITY OF ATLANTA'S APPROACH



Access Expansion

- “No Wrong Door”
- Telephonic (Atlanta 311)
- Subpopulation-Specific Access Points



CES Refinements

- HMIS Office Hours
- Workflow Improvements
- Case Conferencing Tools
- Introducing ratios to address bottlenecks



HMIS Internal Team

- Data Analyst
- Coordinated Entry Manager
- Senior Project Manager of HMIS
- Dedicated Staff for Technical Support



NURTURING COLLABORATION



Mobile CE
Assessors



Inspiring New Users



City-wide
Connectivity



HARNESSING THE PROMISE COORDINATED ENTRY FOR ENDING HOMELESSNESS

KENZIE STRUBANK, KENTUCKY HOUSING CORPORATION

THE MISSING FRONT DOOR: KENTUCKY'S STORY

KY BOS HAD VIRTUALLY NO RESOURCES
FOR FUNDED STREET OUTREACH
COUPLED WITH AN EXTREMELY WEAK
EMERGENCY SHELTER SYSTEM.

In 2018 only 1 ESG funded SO project
totaling \$1,000

- No state funds allocated for shelters
- Heavy focus on PH in lieu of capacity & infrastructure
- Geographic service provision inequity
- Service deserts
- ESG + CoC limitations

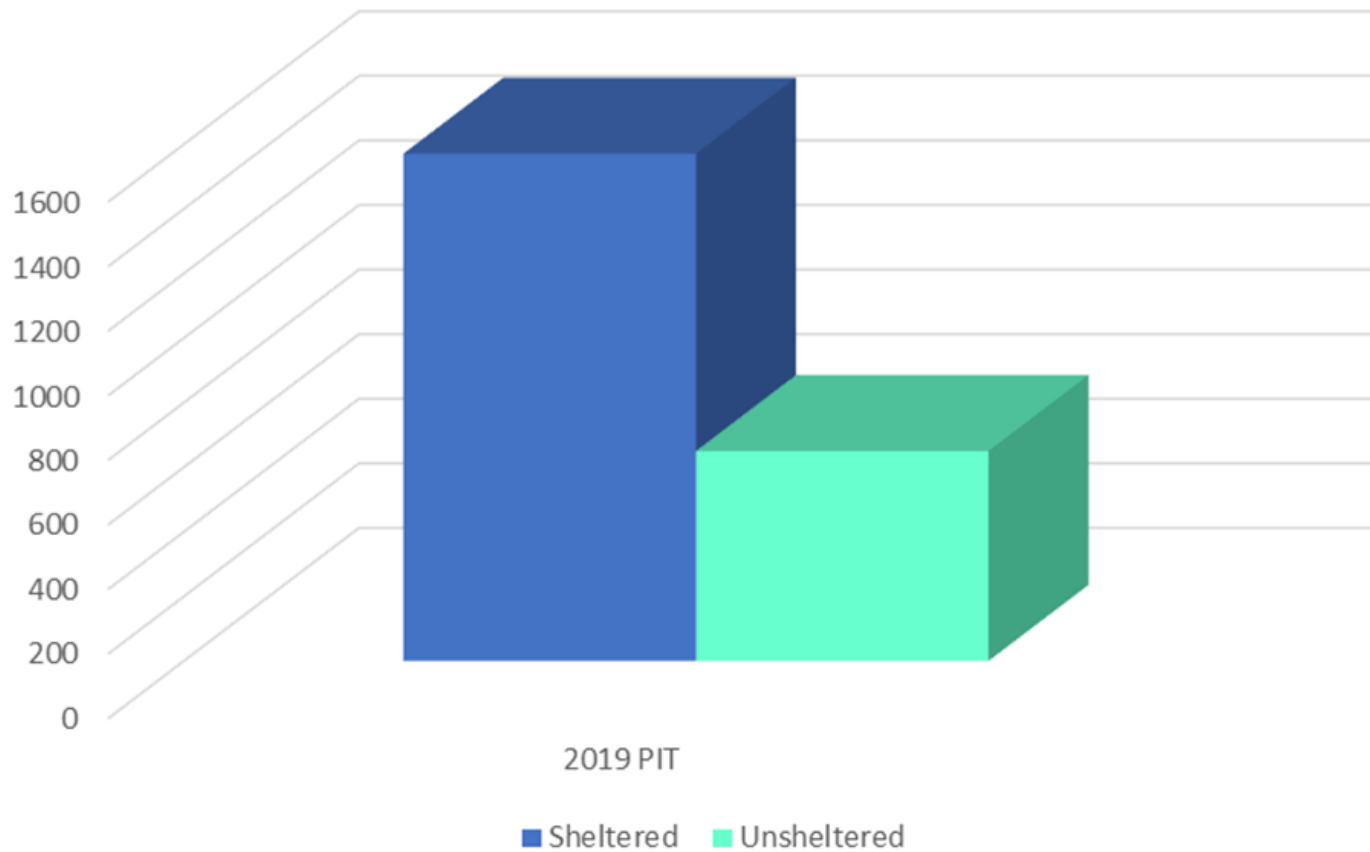
All resulted in inaccurate Unsheltered PIT numbers + no true finger on the pulse of unsheltered homelessness across the KY BoS.

2019 KY BOS PIT

2,221 Total Homeless

650 Total Unsheltered

66 counties 0 Unsheltered



Shift in focus to Street Outreach in attempt to address historical gap in vital front door intervention with limited funds



FUNDING INTERVENTIONS TO SCALE

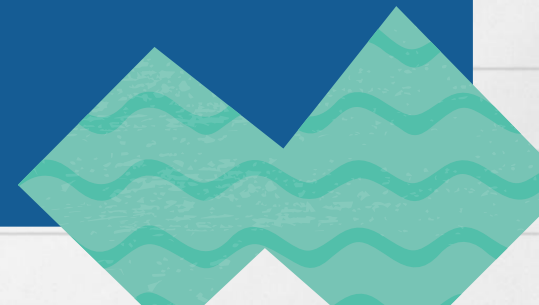
ESG-CV: A Once in a Lifetime Opportunity

**Strategy: Establish & support
regional provider teams to
fund outreach + permanent
housing with urgency.
= SYSTEM PREPAREDNESS**

2 emergency shelter NOFAs

13 regional SO projects

15 regional RRH + Prevention
projects



Lessons learned from ESG-CV
implementation uniquely
positioned KY BoS for future
funding opportunities &
continued system capacity

Overall homeless response
system capacity
strengthened from corner
to corner

Regional Street Outreach teams &
permanent housing programs in
place across all 15 subregions of
the CoC

Street Outreach & RRH fully
funded for 1st time in CoC
history

**POST
PANDEMIC
MOMENTUM**

KHC + KY BoS sought non-
traditional funding sources to
continue ESG-CV activities
through HOME-ARP and ERA2

KY BoS partners ready and
overwhelmingly willing to seek
additional funds to support and
continue staffing capacity and
infrastructure built

STREET OUTREACH

STRIDES

- In 2022 SO providers engaged with more than 1,600 households experiencing unsheltered homelessness
- 4,500% INCREASE in access to vital intervention since ESG-CV SO regional implementation; increased unsheltered access to CES
- HOME-ARP SO funds secured to continue capacity of previous ESG-CV SO regional work through fall 2026
- CoC investment in expert-led Street Outreach trainings specific to rural housing-focused outreach.



KY BOS SNOFO AWARDS

21 projects

9

Street Outreach

1

SSO for Housing
Navigation

6

PSH

\$11.4M

Total award

\$3.7M

Street Outreach
Funds

WHERE WE ARE NOW

Increased Access to CES

1,155 unsheltered households entered CES in 2024
1,127 so far gained access to CES in 2025

System Performance

73% positive exit rate from Street Outreach in 2024

- Up from 47% in 2023

While the number of people served in Street Outreach has doubled in 2024 our providers commitment to positive exits and quality of service has not suffered.

68% current positive exit rate from Street Outreach in 2025

Street Outreach Bootcamp

March 2025 & March 2026

CES Prioritization

Priority 1: Unsheltered + CH + Trimorbid + High Acuity (7%)

Priority 2: Sheltered + CH + Trimorbid + High Acuity (1%)

Priority 3: Unsheltered + High Acuity (38%)

Priority 4: Sheltered + High Acuity (13%)

Priority 5: Unsheltered + Low Acuity (18%)

Priority 6: Sheltered + Low Acuity (21%)

Safer KY Act Impacts

Criminalization of homelessness

- Camping & Sleeping in Vehicle Ban