

Housing-Focused Street Outreach: What It Is and Why It Matters

2025 NATIONAL CONFERENCE ON
ENDING HOMELESSNESS



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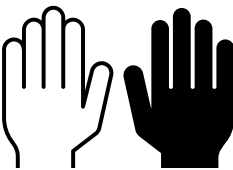
This spotlight will introduce participants to the core principles and structure of the Housing-Focused Street Outreach Framework. Attendees will examine strategies for delivering person-centered, culturally responsive outreach that prioritizes connection to permanent housing. The session will also explore how a systemic, data-informed approach can enhance outreach effectiveness and lead to improved outcomes for people experiencing unsheltered homelessness. Finally, participants will identify ways to apply the framework in their local communities and drawing on best practices.



Who is Here?

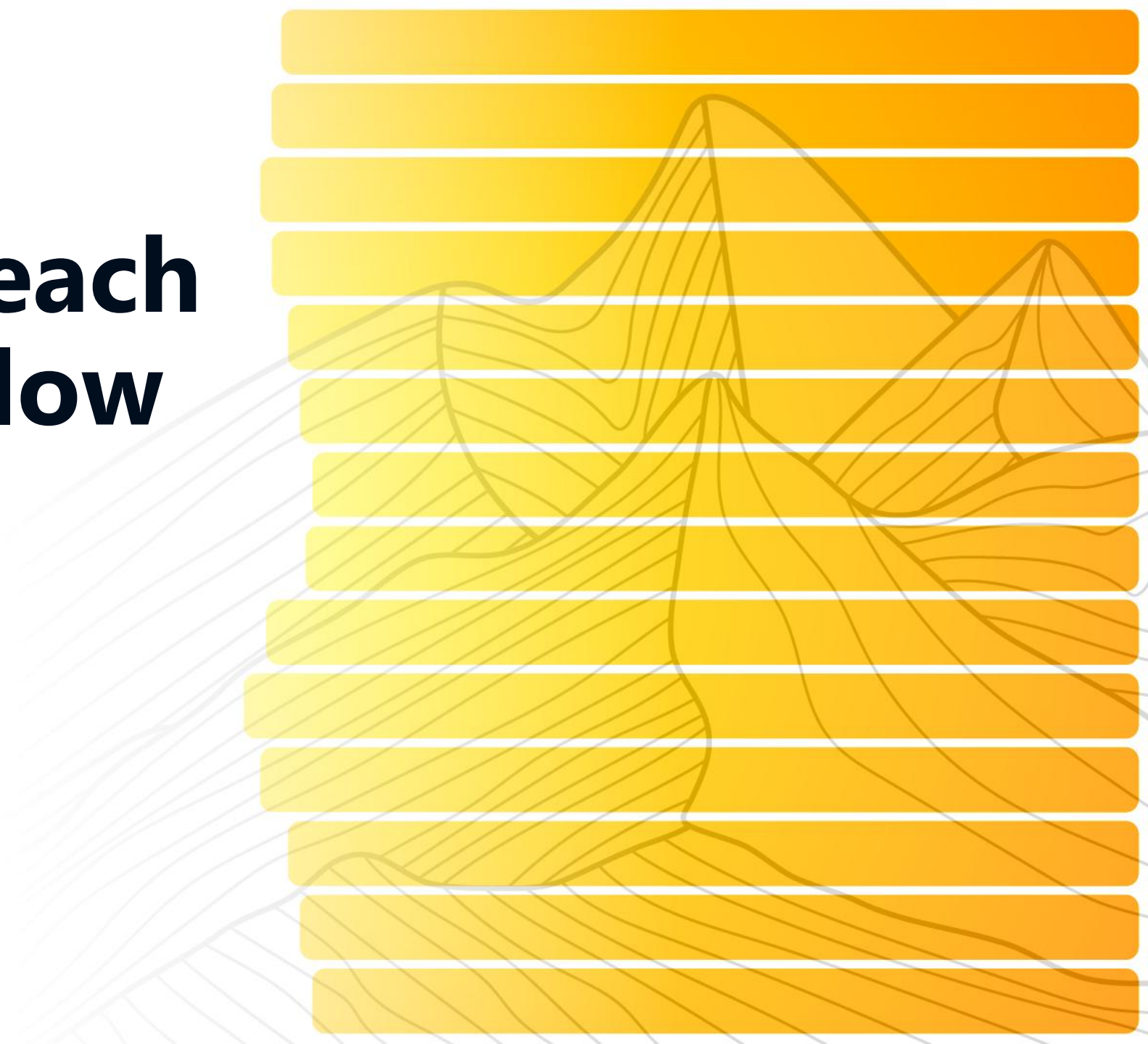


- **Who does Outreach?**
- **Who has worked in the homeless system for 5 or more years?**



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The Role of Street Outreach in System Flow



Goal of a Homeless Response System that is Effective, Efficient, and Equitable

House people as quickly as possible and
Divert people from imminent homelessness whenever possible

So that, experiencing homelessness is Rare, Brief and One-time.



Homeless Response System: PRACTICE Standards Across All Programs

- **Equity as the Foundation** to ensure that the homeless response system is a system where all who are served have a safe, stable home.
- **Housing First** approach across all interventions within the system
- **Diversion** from imminent homeless system when safe and appropriate
- **Rapid identification** and engagement of people experiencing unsheltered homelessness to connect them to crisis services and housing assistance
- **Quick, accessible, low-barrier** pathways to shelter and other crisis services with short stays in shelter
- **Rapid connection** to permanent housing for all sheltered and unsheltered people, whether or not they are matched to a housing resource through coordinated entry



Why a Housing Focused Street Outreach Framework?

Need for
Universal
Guidance

Current Reality
Must Change

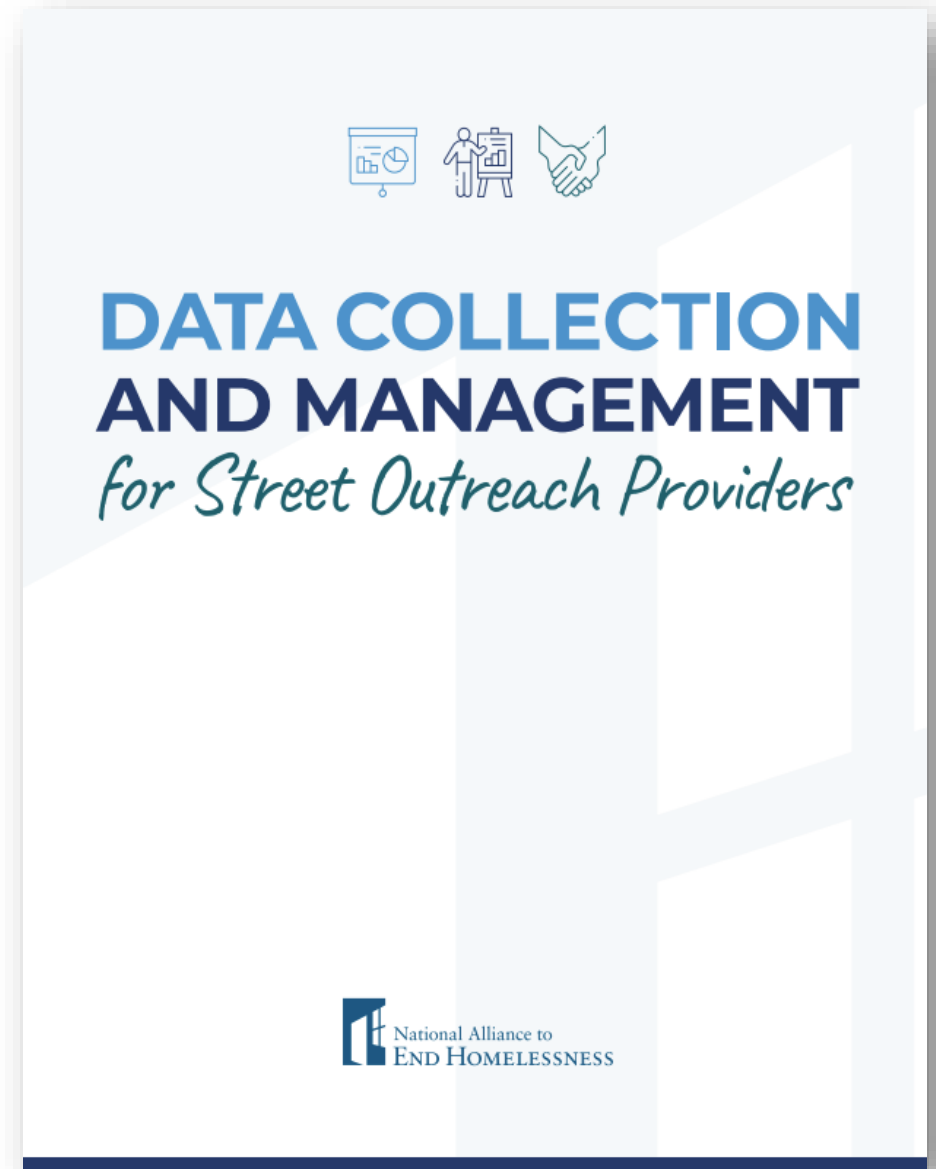
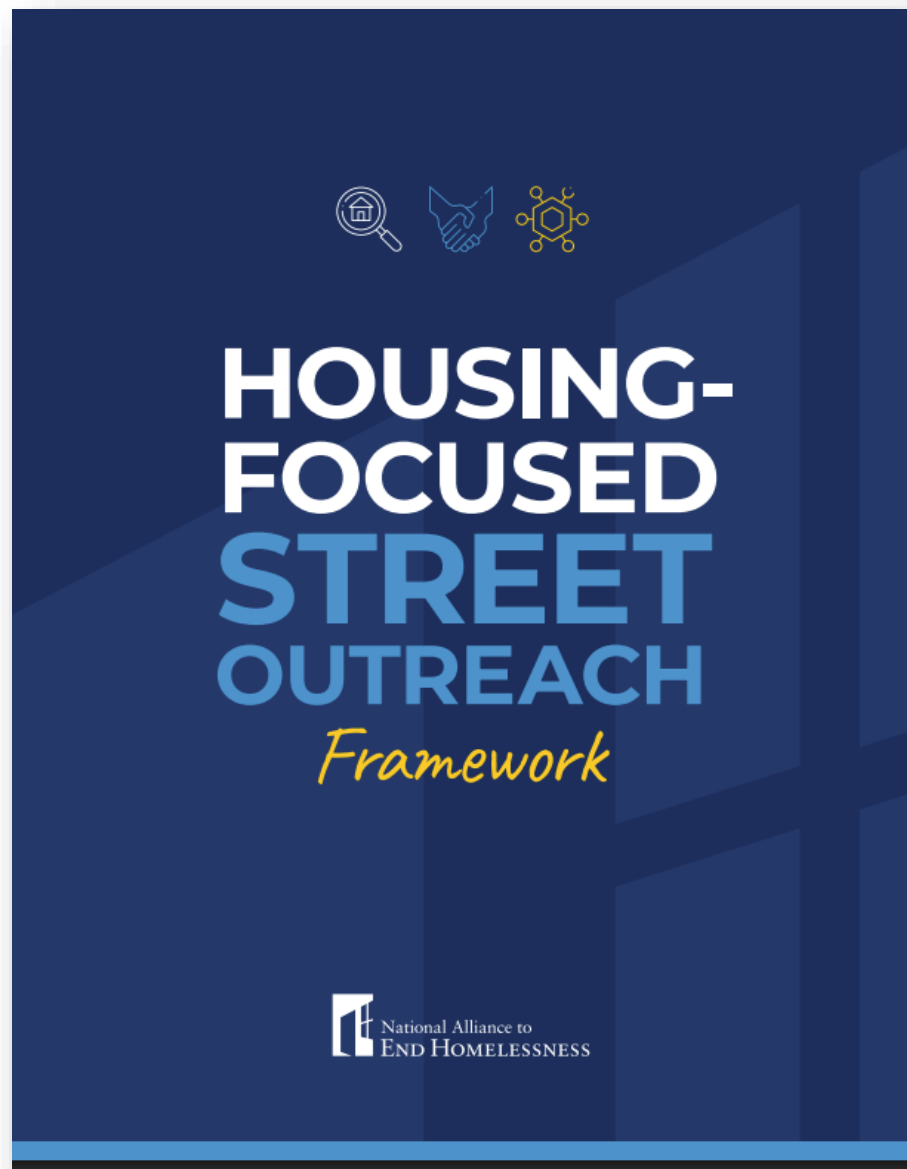
Addressing
Adverse Effects

Scarce Shelter &
Housing
Resources

Outreach Serves
the Most
Vulnerable

Coordinated
Approach
Amplifies Impact

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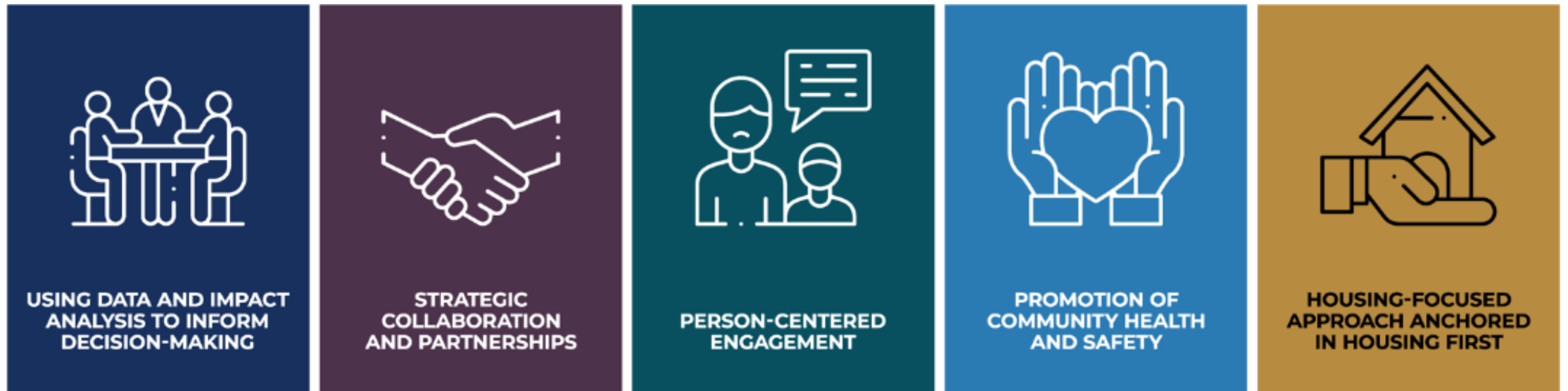
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What is Housing Focused Street Outreach

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:



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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



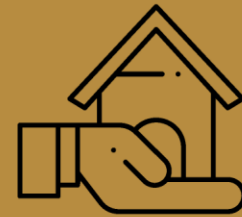
STRATEGIC
COLLABORATION
AND PARTNERSHIPS



PERSON-CENTERED
ENGAGEMENT



PROMOTION OF
COMMUNITY HEALTH
AND SAFETY



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APPROACH ANCHORED
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Where to Begin: Data & Impact Analysis



Engage the community including people with lived and living experience of homelessness



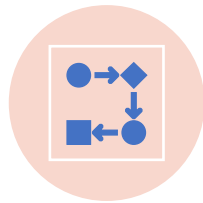
Use quantitative data to identify gaps and needs



Identify major, immediate barriers to support people experiencing unsheltered homelessness



Prioritize 5 most urgent unmet needs



Develop targeted policy and investment strategies



Measure ongoing progress – evaluate and refine!

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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

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DATA COLLECTION AND MANAGEMENT *for Street Outreach Providers*

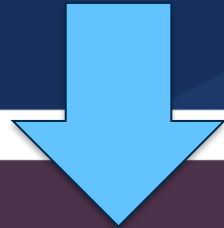
- What are helpful data standards for street outreach programs?
- What does HUD require of street outreach data?
- How can we make our data entry more efficient?
- What does informed consent look like?
- Should we use technology to collect data?
- How can we better analyze our data?
- What HUD reports help us understand street outreach data?
- ...and more!

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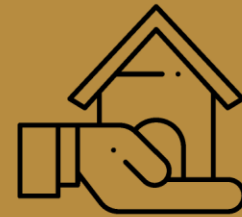
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Why?



Limited resources and funding



Duplication of services leads to waste of resources and gaps in care



Multiple service provider touch points leads to service fatigue for people living unsheltered

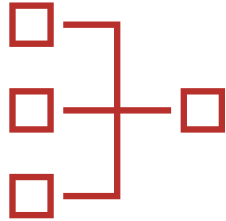


Lack of holistic and culturally response resource and connection for folx experiencing unsheltered homeless

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Who?



Continuum of Care
and Coordinated
Entry Systems



Outreach providers



Key Community
Partners

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The How



Continual and
Strategic
Communication



Resource Sharing



Data Sharing and
Integration



Engagement
Coordination*

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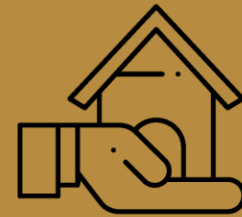
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What does Person-Centered mean?

Actively listen
without
judgement

Prioritize
autonomy in all
decisions

Recognize and
uplift strengths

Trust lived
expertise

Communicate
clearly

Be consistent,
reliable, and
transparent

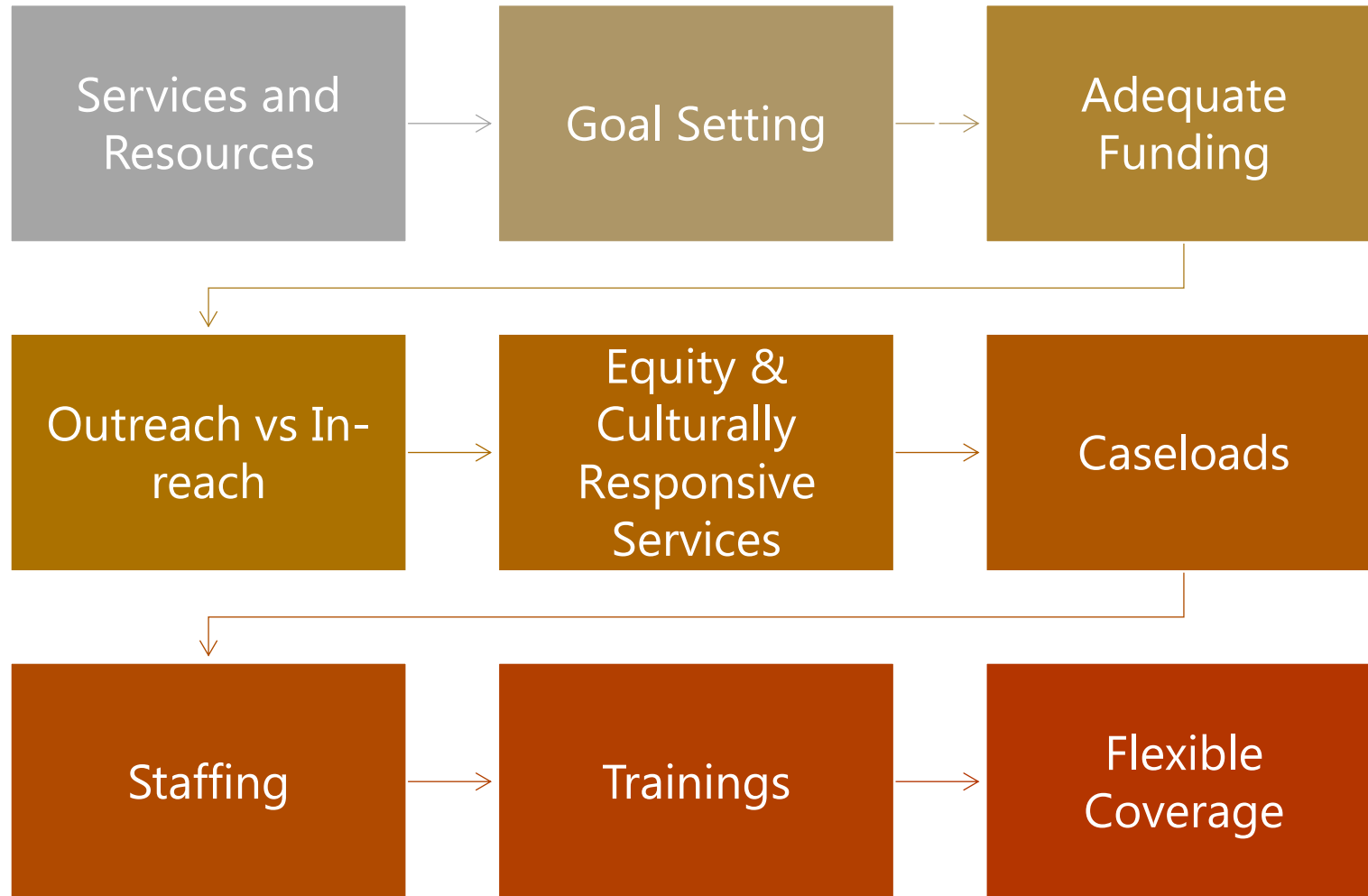
Engage
collaboratively

Move at the
speed of trust

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Elements Needed to Ensure Person-Centered Engagement in HFSO



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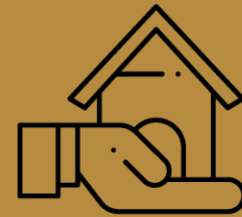
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Key Areas in Uplifting Health and Safety



Comprehensive Preparation



Purposeful Engagement



Coordination & Communication

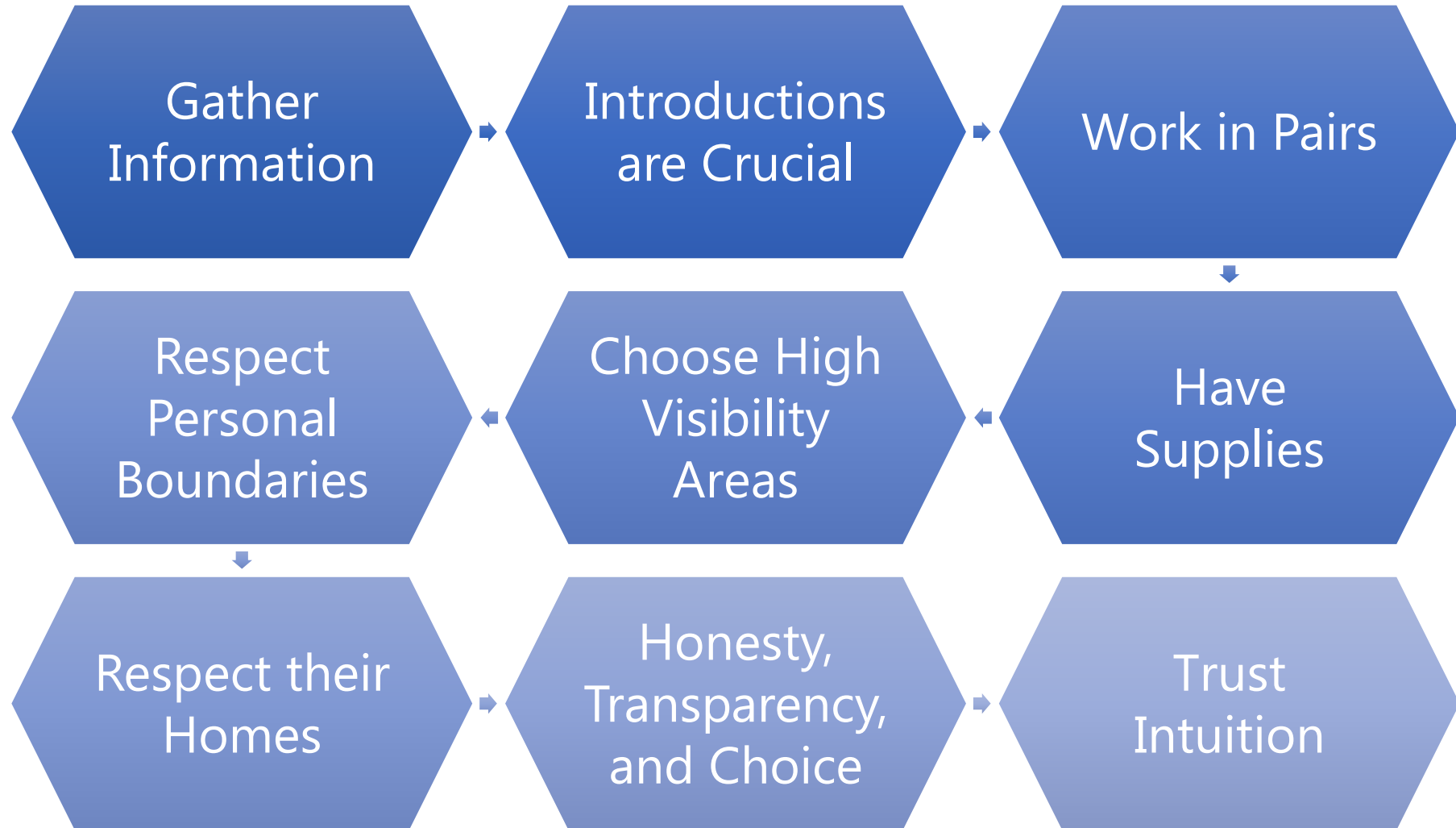


Managing Conflict

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Nine Keys to Purposeful Engagement

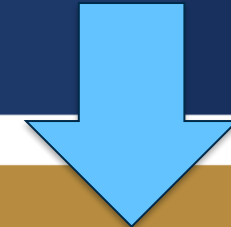


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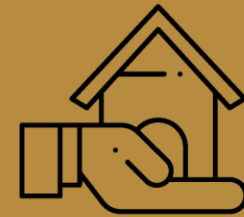
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Housing Focused Street Outreach Essentials

Embedded in Coordinated Entry Systems

- Access and Assessment
- Prioritization and Referrals

Housing-Focused Problem Solving

Support Document Readiness

Exploring Housing Stabilization Options

Access to Flexible Funds for Securing Housing

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Potential Housing Options

**Centralized Landlord
Engagement and Retention**

Market rate rentals
(house, multi/
duplex, apartment,
trailer home, etc.)

Shared Housing

Income Based
Subsidized Housing
options

Low Income
Housing Tax Credit
Housing

USDA Rural
Development
Housing

Population specific
housing options:

Rapid Re-housing
(RRH)

Joint Transitional
Housing/Rapid Re-
housing (TH/RRH)

Other limited term
subsidy and rent
assistance
programs

Permanent
Supportive Housing
(PSH)

Assisted living and
nursing home
facilities

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Housing-Focused (Shift)

Philosophy Shift

- Everyone is ready to be housed immediately
- Clients are the captains of their housing plans
- Shelter space is limited and may not be desired by clients
- Shelter is not the end goal or the only option



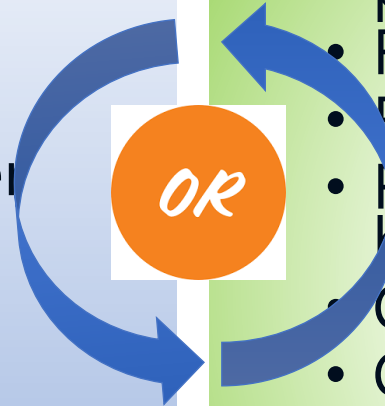
Practice Shift

- Plan for rapid exit to housing options at first engagement
- "If you're not talking about housing, you're having the wrong conversation" – problem-solving "housing" conversations continue
- All contacts include a focus on connecting to housing quick

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Purpose of Outreach? Making the Shift

- To provide engagement
 - Meet and provide life saving needs
 - Focused on meeting the immediate crisis at hand
 - Not coordinated with other outreach providers
 - Self-directed resource/information and referral
 - Light touch services
 - Focused on shelter entry



- To end homelessness
 - Resolve housing crises permanently
 - Facilitate self-resolution
 - Re-house people quickly
 - Reduce unsheltered homelessness
 - Create better system flow
 - Connect people to coordinated entry
 - Connect people to housing search and other resources to help stabilize them once housed

Build trust,
Navigate
resources,
Meet people
where they
are, Ensure
equity

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Common Questions & Live Q&A

How do you use this framework?

Provider

System lead

Advocate

State leader

Where do go to for help with implementation?

What funding/resources do you need to get started?

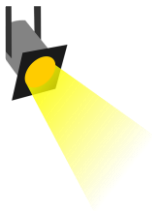
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NAEH's Role & Offerings

Available to All



Webinar Series



Community
Spotlights



In Depth Case Studies

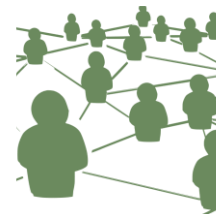
By Request



HFSO Technical
Assistance



HFSO Training
(Systemwide)



Connection to peer
communities

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THANK YOU!

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