PROGRAM EFFECTIVENESS

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Sponsored by
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THE FLORIDA HOUSING COALITION

The Florida Housing Coalition, Inc., is a nonprofit, statewide membership organization whose mission is to **bring together housing advocates and resources so that all Floridians have a quality affordable home** and suitable living environment.

WE'RE PROUD TO OFFER PROFESSIONAL
CONSULTING SERVICES

In the areas of affordable housing, fair housing, ending homelessness, & related issues

Performance Measurement

NAEH says...

Fundamentally, it is a process that systematically evaluates whether your program is making an impact on the clients you serve and helps to guide efforts to improve results.

WHY?

"Everything we do is important and necessary. We're helping the most needy people."

Is What We are Doing Working?

HOUSING FOCUSED

HOUSING FIRST

Homelessness should be

- ✓ Rare
- ✓ Brief
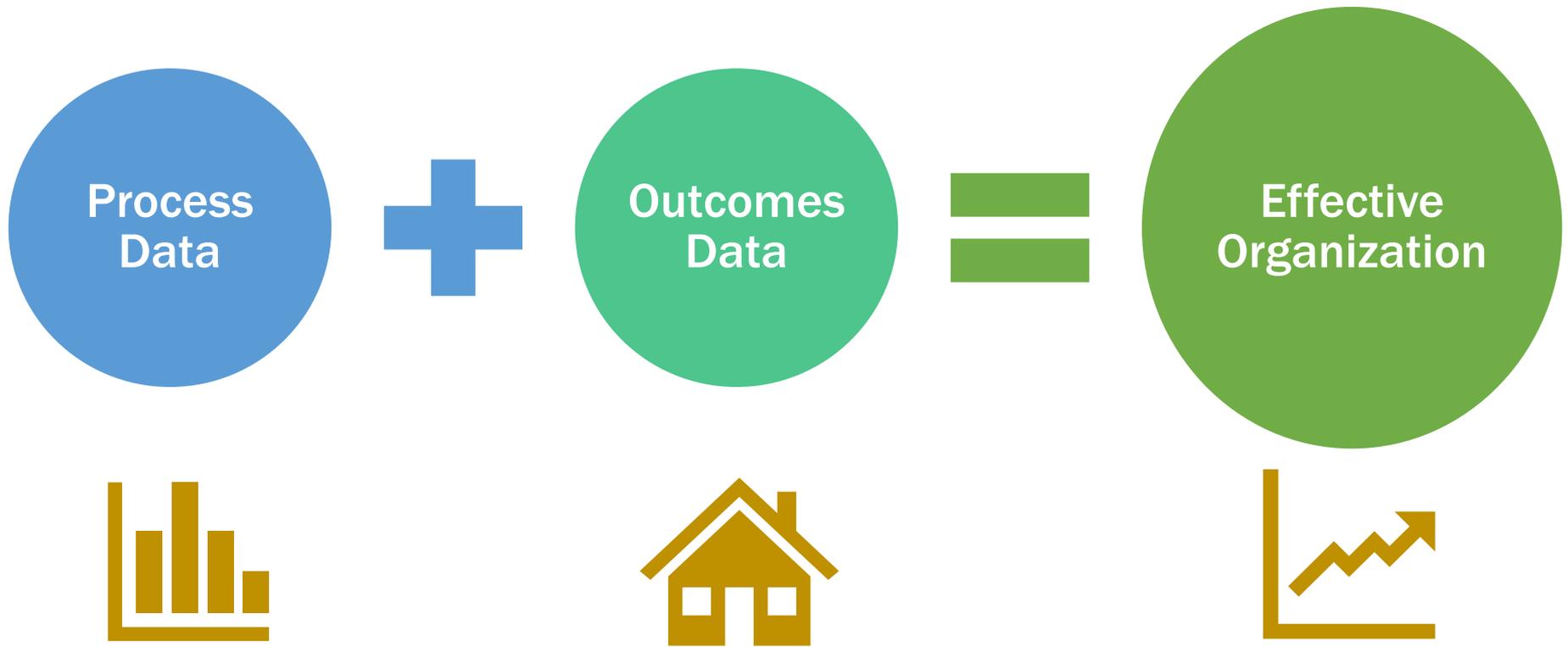- ✓ Non-recurring

National/State

CoC

Organization

Program

LEVELS OF MEASUREMENT

Program

Not just data…it's the process of determining the "worth" of the program

AN EFFECTIVE ORGANIZATION
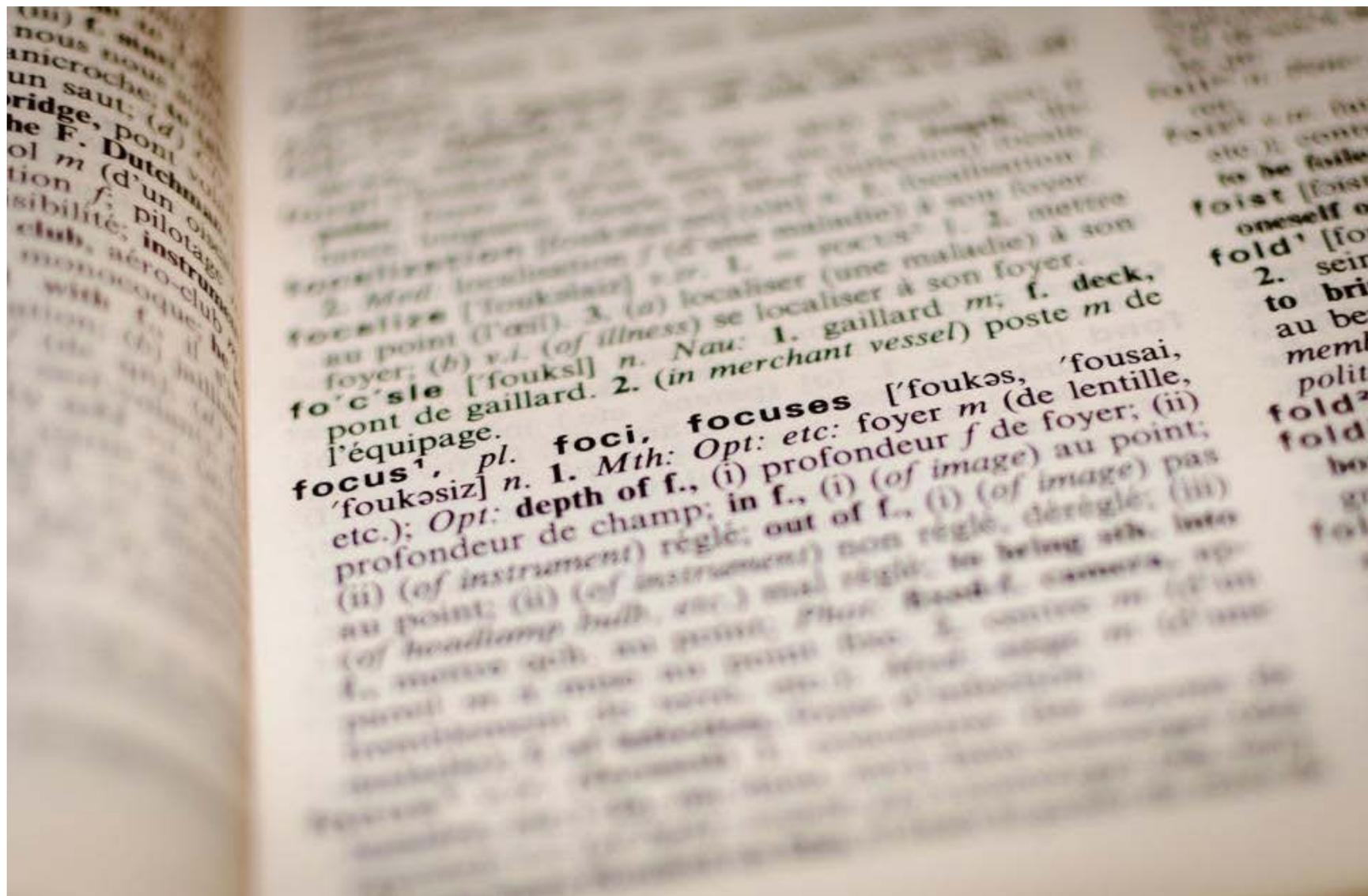
Process Data + Outcomes Data = Effective Organization

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HOW?

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EXAMPLES: HOMELESS SERVICE PROVIDERS

- To transition the lives of women and children providing them with hope to live a purpose-driven, empowering life.

- XYZ exists to transform the lives of the homeless and needy, serving them through the love and compassion of Jesus Christ.

- XYZ brings communities together to empower homeless men and women to make and sustain life changes.

About

We are driven by one goal: Ending homelessness.

We believe that homelessness is a preventable *and* solvable problem and philanthropy is an essential partner to end it.

Melville Charitable Trust

Our grantmaking is grounded in three simple beliefs:

01 Homelessness in the wealthiest democracy in the world is scandalous.

02 Ending homelessness is within our reach. All we need is the political will to make it happen.

03 Safe, healthy, and affordable housing is key to ending homelessness.

Your mission statement should describe the ultimate result the organization is trying to achieve.

- Why does the organization exist?
- What is the end result?

Homelessness ends here.

THE LOGIC MODEL

START WITH OUTCOMES

Housing	Households will have safe, decent, and affordable housing.
Quick Exits	Households will be placed in permanent housing quickly.
Income	Households will increase income.
Quality of Life	Households will have improved quality of life.

DEFINE OUTCOMES

What does safe, decent, affordable housing mean?

- Safe: HH reports that housing is safe.
- Decent: Passes habitability standards.
- Affordable: Could be 30% of income OR HH self-report that they are able to pay rent.

Placed in permanent housing quickly

- HH will be placed in housing within 30 days of program entry
- Permanent housing: regular lease in tenants' name

WHAT DO WE NEED TO DO TO ACHIEVE THOSE OUTCOMES?

- Activities should be informed by best practices (H1, RRH, PSH, Housing-focused shelter)

- What are other successful programs doing?

- What activities do HH report as having value related to housing stability?

Shorter Shelter Stays

Homelessness is a traumatic experience. Getting our clients out of shelter and into permanent housing as quickly as possible is always our goal. Ultimately, shorter shelter stays mean a better recovery for our clients and a more effective shelter system.

Prioritize Housing Based on Need

Our philosophy is to prioritize our clients based on need. Many of our clients need only a little help from us to end their own homelessness. Others are chronically homeless and would not be able to secure housing without extensive help.

ASSESSMENT TOOLS

21% Increase in efficiency after implementing our new model of service.

26% Percent increase in housing placements from 2013 to 2014.

20% Decrease in overall shelter use from 2013 to 2014.

WHAT ARE WE MEASURING?

- How many HH exited to permanent housing?

- How long did HH maintain housing? 6 months? 12 months?

- How many HH returned to homelessness? Within 6 months? Within 12 months?

- How many HH had an increase in income? By how much?

- What percentage of HH report an improved quality of life?

THE
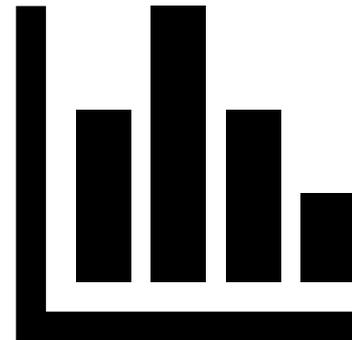
METHODS OF DATA COLLECTION

- **Employee reports:**
  - How many housing conversations?
  - Quality of life survey (intake, throughout, and exit)
  - Updating income
- **Client surveys:**
  - Ask clients how they feel about the services they are getting?
  - What do they see as the most valuable services?
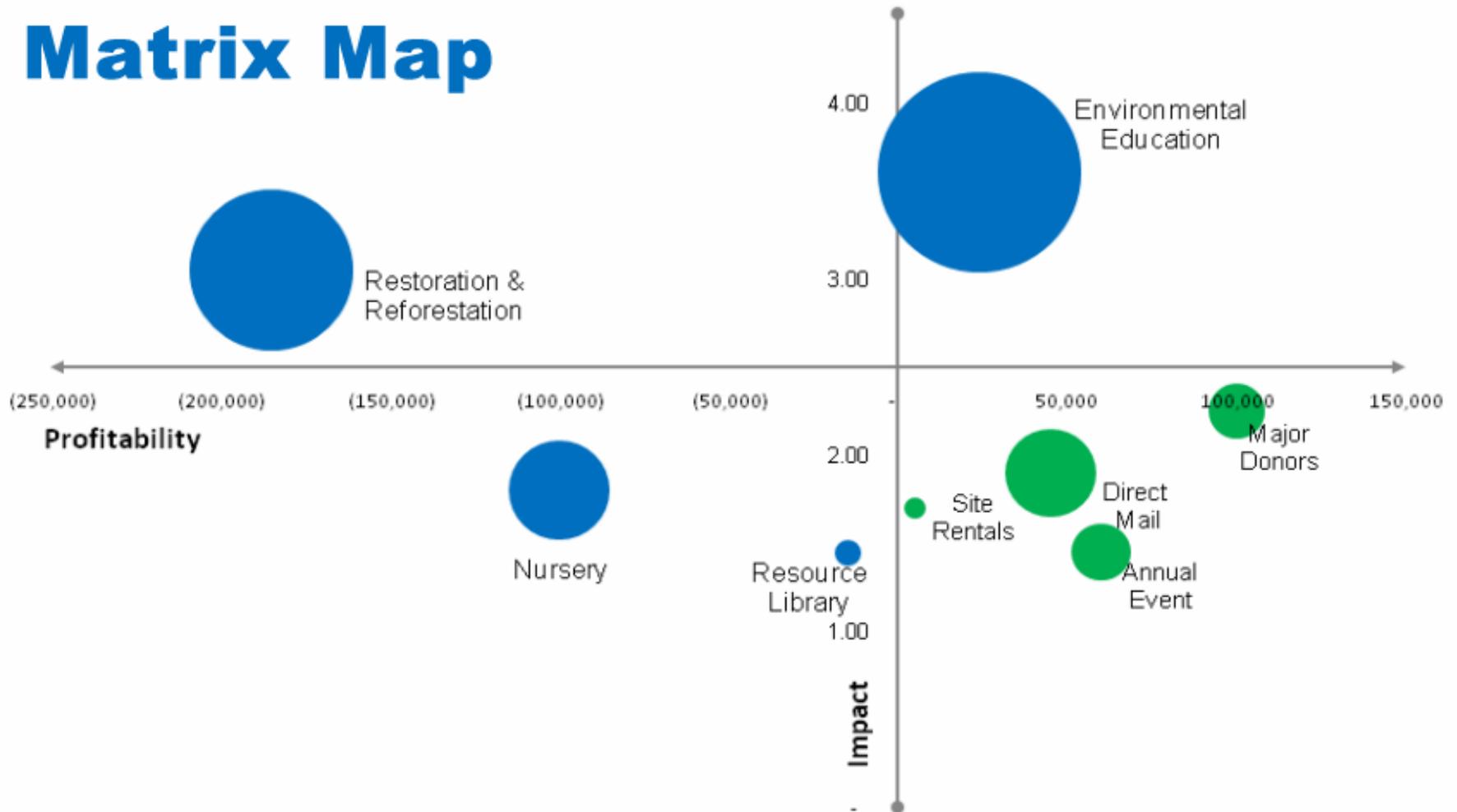 - Do they think housing is affordable?
- **Matrix map**

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Is It Cost Effective?

Given the resources or investment put into a program, is it yielding proportionate impact?

STRATEGIC DECISION MAKING

The Matrix Map

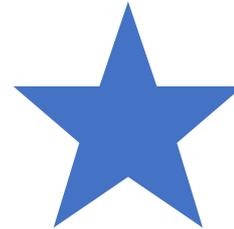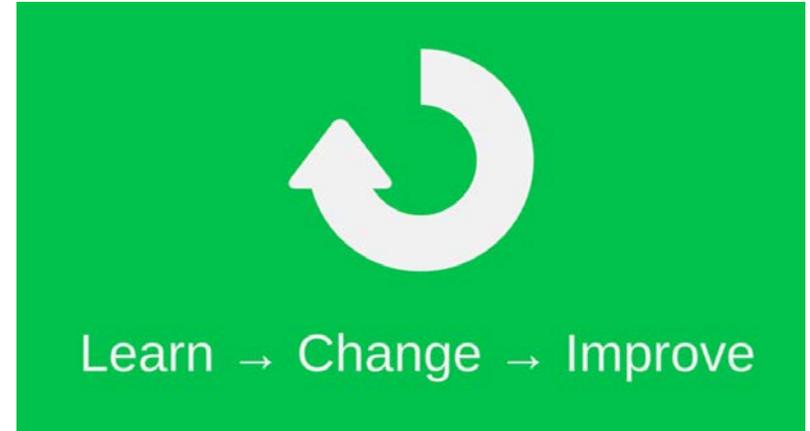**HIGH IMPACT; LOW PROFITABILITY**

SUPER STARS – HIGH IMPACT; HIGH PROFITABILITY

LOW IMPACT; LOW PROFITABILITY

LOW IMPACT; HIGH PROFITABILITY

Learn → Change → Improve

EVALUATE!