



# STRATEGIES TO END HOMELESSNESS

**Impact Award:**  
Housing Stability Collaborative

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# STRATEGIES TO END HOMELESSNESS

**Mission:** Lead a coordinated community effort to end homelessness in Greater Cincinnati.

Accomplishing this goal by:

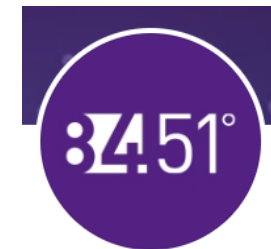
1. **PREVENT:** prevent as many people from becoming homeless as possible
2. **ASSIST:** provide high-quality assistance to help people back into housing
3. **SOLVE:** offering solutions to homelessness through housing



## The Opportunity: the “Impact Award”

In 2023, Cincinnati City Council set aside just over \$2 million in funding to be put toward one project with the greatest potential to reduce evictions and housing loss in the city.

Applied for the “Housing Stability Collaborative”, with members including:



## The Concept:

Use **predictive data analytics** to identify households in the very **early stages of a housing crisis** –

*Even before they realize their situation could lead to housing loss -*

And **proactively offer assistance** to resolve the situation.

## The Intervention:

- 1. Predictive data analytics:** using multiple data sets from within community to build a predictive data model to identify families at high risk of receiving an eviction notice.
- 2. Proactive Service Delivery:** proactively offering case management, connection to community resources, etc. to address each household's situation well before eviction or homelessness.

## *How We Moved Forward: DATA*

**Began pursuing 25+ data sets** potentially predictive of housing instability & future eviction

- Data sets being used to develop a predictive data model
- Ranks households based on their likelihood of receiving an eviction notice
- Data updated regularly
- New data sets incorporated into data model quarterly:
  - 1.0 in July 2024
  - 2.0 in October 2024
  - 3.0 in January 2025, etc.



# *How We Moved Forward: DATA*

## *Data System - Client Insight by Eccovia*

- Data system where we can land data from multiple sources, match households across multiple data sources, so as to prioritize households most at-risk of eviction

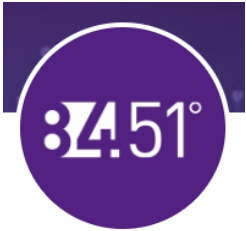
## **Housing Stabilization Hackathon with**



- January/February 2024
- Winning concept for TenantGuard.org website
- Solves three problems:
  1. Updated contact information for households
  2. Consent
  3. Self-report



## Key Partners: DATA



- Assisting with analysis of homelessness data since 2017
- Tenant Guard proposed by a group of 84.51 staff

### Building & updating the Predictive Data Model

- Dr. Gary Painter, University of Cincinnati



### Wilson Sheehan Lab for Economic Opportunity (LEO) at Notre Dame

- Research design
- Study of project (mid-2025)

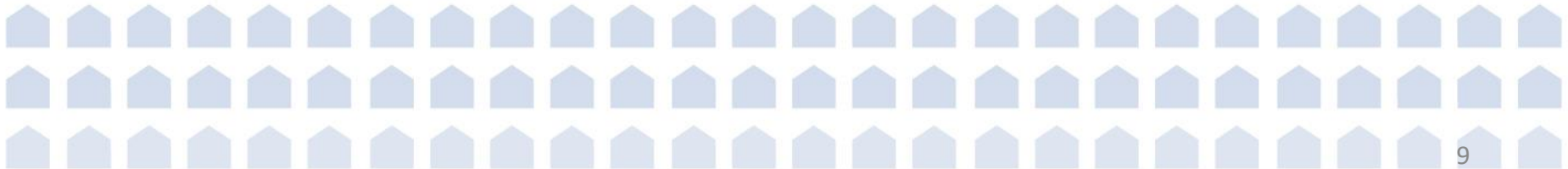




## *Data Sources:*

### Predictive Data Model 1.0 (July 2024)

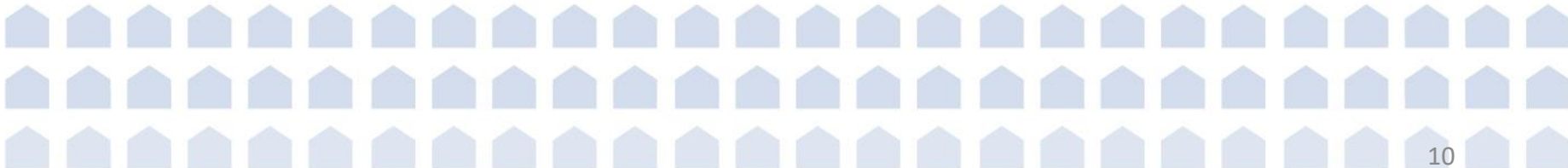
- City & County COVID ERA funds data
- Central Access Point helpline- part of CE system
- HMIS data
- Shelter Diversion data
- County Clerk of Courts Eviction data
- St. Vincent de Paul requests for services (ERA, food, pharmacy, etc.)



# *Data Sources:*

## Predictive Data Model 2.0 (October 2024)

- PHA data:
  1. New applicants for subsidized housing
  2. “30 day notice, no response” - tenants behind on rent
- Multi-family property sales (MLS)
- TenantGuard.org website
- Enhanced St. Vincent de Paul, including contact info
- Eviction neighborhood/zip code prevalence data



## *Data Sources:*

### Predictive Data Model 3.0 (January 2025) & beyond?

Freestore Foodbank applications for services

Public benefits application/cessation

Utility & service disconnect notices

Justice Center data

Food Pantries

Data-identified risk factors



# ***How We Moved Forward:*** ***SERVICE DELIVERY***

## **1. Priority List:**

Data analysis generates a priority list of households, then referred to partner agencies to begin outreach.

## **2. Outreach to at-risk households:**

Depending on which data sets a household appears in, we will have varying contact information for each household.



# Service Delivery:

## 3. First tier of service:

- Households identified, eligible & accepting of assistance are assessed, then receive **System Navigation** services provided by:
  - Bethany House Services
  - Found House Interfaith Housing Network
  - Lighthouse Youth & Family Services

## 4. Second tier of service:

- Households identified by their System Navigator as having specific needs will also be connected to:
  - **Legal Aid** - property owner and fair housing issues, benefits assistance, employment issues, eviction notice, etc.
  - **St. Vincent de Paul** - food assistance, pharmacy, Emergency Rental Assistance payments, etc.



## **Key Partners: *SERVICE DELIVERY***

### **Cincinnati Children's Hospital Medical Center**

- Dr. Carly Riley
- Developed assessment for System Navigators, inclusive of social determinants of health



## ***Positives from first 3+ months (July to present)***

### **1. Positive response from families contacted**

- Overwhelming grateful to be contacted

### **2. Predictive Data Model is working**

- Households contacted validated that housing was/is at risk
- Several had subsequently received eviction notices

### **3. Agencies now fully staffed with System Navigators**

- Not the case July to mid-September
- Active caseloads at Bethany House, Found House, Lighthouse



# ***Areas for Improvement:***

## **1. Contact Information/Low contact rate**

- Dependent on family contact information contained within data sets we are using; contact information frequently out of date.
- Households in top quintile: contact rate of less than 10%
- About half of households contacted are no longer appropriate for project (e.g. situation has been resolved, already have eviction notice, etc), so uptake rate below 5%.

## **Solutions being implemented:**

- Data sets being received as of October 2024 will significantly improve quality of contact information:
  - CMHA data:
    1. New applicants for subsidized housing
    2. “30 day notice, no response”- tenants behind on rent
  - Multi-family property sales (MLS)
  - Freestore Foodbank applications for services
  - TenantGuard.org website
  - Enhanced St. Vincent de Paul data, including contact info



# ***Areas for Improvement:***

## **2. Improving Outreach to Families**

- Outreach to families by phone, email, etc. being conducted by three organizations = not conducted in uniform way
- Lower uptake rate at some agencies

### **Solutions being implemented:**

- With permanent staff in place, training staff to conduct outreach in more uniform way.
- Considering centralizing outreach with one agency for consistency; families would only be connected to a System Navigator at partner agency AFTER they have been reached, determined to be eligible, consented to participate.



## ***Areas for Improvement:***

### **3. Sufficient Direct Assistance Funding?**

- Success is dependent on finding & engaging families BEFORE they are significantly behind on rent, utilities, etc.
- Program does not have a large budget for Emergency Rental Assistance, etc. & so far about half of households need such direct financial assistance.

### **Solutions being implemented:**

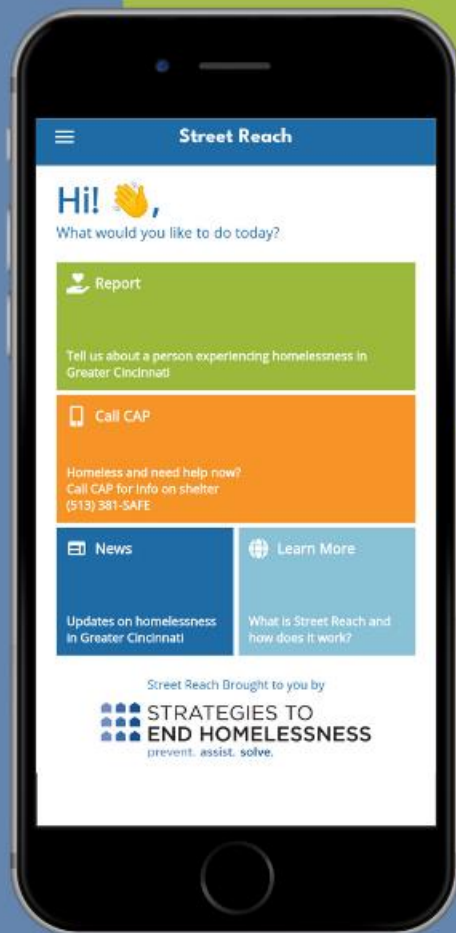
- Fundraising, fundraising, fundraising...
- Pursuing research study to document effectiveness of predictive data model & proactive service delivery.
- Research study will be used to support fundraising efforts & policy change with federal & state funding sources.



## ***Data to Date:***



Concerned about someone sleeping outside?



Download the  
**Street Reach**  
app to send help!

Kevin Finn, President/CEO

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[strategiestoendhomelessness.org](http://strategiestoendhomelessness.org)

