

# Outreach Workgroup Meeting Minutes

July 28, 2026 | 3:00 - 4:00 PM

In Person – Heart of West Michigan United Way



FACILITATOR: Alyssa Anten

MEETING ATTENDEES: **Attendees:** Tyler Kregel, Kevin Sears, Branden O'Neal, Inez Escarezo, Francine Kalnins, Michael Maher, Jason Kelley, Marsha Mooney, Spencer Husch, Tanya Coffman, Tashombi Vines  
**CoC Staff:** Alyssa Anten, Maddie Martin

TIME CONVENED: 3:03 PM

TIME ADJOURNED: 3:59 PM

## INTRODUCE 90 DAY SURGE

### DISCUSSION:

Three Built for Zero (BFZ) coaches visited Grand Rapids last week to facilitate an intensive session focused on preparing the community for a 90-day effort to reduce chronic and unsheltered homelessness.

- The session included outreach staff, the Chronic Improvement team, and discussions with Downtown Pathways to align efforts and identify opportunities for collaboration.
- The 90-day goal is to house 50 chronically homeless individuals and reduce the chronic by-name list from 154 to 104, a 32% reduction.
- Key focus areas include increasing and accelerating housing placements over the rate of new entries into Chronic homelessness, improving housing inventory, and strengthening housing retention.

Alyssa shared the Outreach Workgroup's priorities in response to the 90-Day Surge:

- Establish shared goals for the Outreach Workgroup and use data to monitor progress and guide decision making.
- Develop a coordinated outreach system framework by aligning policies and best practices, with a focus on identifying next steps and sub-goals over the coming months.
- Alyssa also echoed a sentiment shared by the BFZ coaches, to celebrate wins related to ending homelessness as a community.

## REVEAL DATA DASHBOARD

### DISCUSSION:

Alyssa shared BFZ dashboards that can be used to monitor progress toward the Outreach Workgroup's 90-Day Surge goals.

- The dashboards presented were used to establish the community's 90-day goal and are currently available through the BFZ website. They will eventually be integrated into the new KHC website.

- Alyssa noted that the CoC has project-specific dashboards planned for the future, but the current dashboards can be used to track overall progress in the meantime.
- Alyssa reviewed the improvement median metric, explaining that if the number of people experiencing chronic homelessness remains below that line for more than six consecutive months, BFZ considers it a significant and sustained improvement in reducing homelessness.

Alyssa announced that the CoC is now providing data on the number of unsheltered chronically homeless individuals. Data collection began in July through HMIS. Historical data is not available.

- Tyler clarified that individuals are counted when there is a report of at least one night spent in a place not meant for human habitation.
- The data includes chronically homeless youth, while youth overall are tracked in a separate dashboard, with a breakout of unsheltered youth.

The group discussed reviewing dashboard data at each meeting to monitor progress, including inflow and outflow trends. Tyler expressed interest in understanding data through different lenses, including the percentage of exits to housing that occur through non Coordinated Entry system resources versus other housing resources.

## REVIEW STREET OUTREACH POLICY

### DISCUSSION:

Alyssa presented the 2023 Street Outreach Policy for review in support of the Outreach Workgroup's 90-Day Surge priorities. The review aligns with the workgroup's goal of developing a coordinated outreach system framework, provides an opportunity to ensure the policy reflects FY2026 HUD NOFO priorities and expectations, and is timely given that the policy has not been formally reviewed since 2023.

Alyssa read through the policy line-by-line to hear feedback from the group.

- First section:
  - Tyler recommends integrating the Outreach Scorecard and finding alternate wording for harm reduction.
- “New Active Encampment or Individual Identified” Section:
  - Michael pointed out that no map is currently being used.
  - Inez pointed out that the encampment timeline does not seem accurate anymore.
  - Inez also identified that the housing vouchers as written in the policy are no longer coordinated through Outreach.
  - Tyler recommended adding an engagement plan that reflects current strategy to the workflow.
  - Alyssa asked how outreach teams determine who responds to each encampment. The group discussed the need for a shared system to track outreach and encampment activity across providers and municipalities. While outreach coverage areas known by individual teams, they are not documented. Members noted potential value in a shared mapping or data-entry system that could provide visibility into outreach efforts and encampment locations, including for users without

HMIS access. For various reasons, the group agreed not to include mapping requirements in the policy at this time, but to explore a mapping solution as a potential six-month goal.

- “Continued Engagement” Section:
  - Remove “utilizing Housing First approaches” sentence.
  - Tyler proposed that another goal for the committee could be adopting a housing plan standard process.
  - Tyler recommended adding a bullet point addressing the referral process. Alyssa agreed and suggested developing a separate document that outlines the full referral and engagement process rather than including all details within the policy.
- “Client’s Preferred Outreach Provider” Section:
  - Change “HARA” to “Coordinated Entry”
- “Outreach Lead Agency” Section: Remove this section
- “Coordination and Coverage Strategy” Section:
  - Mike shared that this component of outreach meetings has historically felt underutilized and somewhat duplicative of similar discussions held through Crossroads Bible Church. Committee agreed to remove it.
- “Outreach Teams and Scope” Section:
  - Alyssa asked the committee to email her with feedback on this section.
  - Tyler reminded Alyssa to update the list of providers to include new partners.
- “Principles of Street Outreach” Section:
  - Alyssa suggested replacing current language with MSHDA ESG Street Outreach Guidelines, and the committee approved.

**ACTION ITEMS:** **Alyssa Anten:** Create a draft Street Outreach policy incorporating Outreach Workgroup feedback to share at the next Outreach Workgroup meeting.

**All Attendees:** Review “Outreach Teams and Scope” section of the policy, send Alyssa updated outreach team information and any missing team recommendations, and provide any additional policy feedback following their review.

#### PROCESS DOCUMENT DISCUSSION

**DISCUSSION:** Discussion was deferred due to time constraints and will be revisited at the next meeting as part of the policy approval process.

#### GEOGRAPHICAL LEADS AND CENTRAL POINTS OF CONTACT

**DISCUSSION:** Discussion was deferred due to time constraints and will be revisited at the next meeting.

**ADJOURNMENT – *Next meeting: August 25, 2026***