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PROS Board Issues Fifth Reporting Standard in Homelessness Services

Rule provides clarity in the results of the outreach to individuals experiencing homelessness

San Diego, CA (April 18, 2023) – The San Diego Taxpayers Educational Foundation’s year-old Public Regional Outcomes Standards (PROS) Board has issued a [fifth regionally accepted measurement and reporting principle in homelessness services](#). Specifically, this rule provides public and private funders the clarity needed to see the results of the street outreach efforts with individuals experiencing homelessness and whether those engaged from the streets get into housing.

“Outreach organizations are heavily focused on engaging individuals on the street, and we want to show what’s working,” said Rick Gentry, member of the PROS Board and former president and CEO of the San Diego Housing Commission. “This reporting standard by the PROS Board allows us to break down impact by geography so we can start to see what practices need to improve or if the challenge is downstream from the operators. System-wide measurements do not permit the kind of tailored decision making that operators need to optimize their services.”

The goal of the PROS Board is to adopt regionally accepted public good evaluation and reporting standards that will create a common language for how San Diego tracks outcomes for persons experiencing homelessness. Homeless service providers and all funders, public and private, can use these rules to self-audit, independently audit performance, and create assurances that the network of individuals and organizations working to end homelessness are acknowledging the limitations of programs in our region. Ultimately, the consistency in reports will permit the optimal investment of limited resources from their myriad sources.

Continued discussions within the PROS Board working groups reveal measurement and reporting shortfalls in homelessness services for the region. As an example, the working groups are developing a way for service providers to recognize effective diversions from shelter for newly homeless. “Rapid exits” from homelessness, as defined by the U.S. Interagency Council on Homelessness, are far less costly to the public than housing provision, yet these data are not collected consistently within the Homeless Management Information System maintained by the Regional Task Force on Homelessness.

“We won’t effectively end homelessness when we have informational blind spots throughout the system,” said Haney Hong, member of the PROS Board and the president and CEO of the San Diego County Taxpayers Association. “Homelessness is growing in San Diego, and we the people need the data collected consistently to be able to assess effectiveness and efficiencies. Ultimately, there should be complete transparency with data, especially when the public and philanthropists are investing so much. And we owe it to the people who are served with these funds.”

The PROS Board recently released its [second discussion paper in homelessness services](#). The stakeholder working group participants have collectively decided to recommend a further four to six measurement and reporting principles – to build on top of the five already issued by the PROS Board. Participation in the working groups is open to the public, and the discussion paper details what the working groups will discuss. Stakeholders are interested in creating standard measurements and reports in the following areas:



- Service outcomes by Diversity, Equity, and Inclusion categories
- Hiring, Recruitment, and Retention workforce matters
- Homelessness prevention activities
- Rapid Exits
- Usage of Client Feedback
- Housing Stability Measurements

The PROS Board welcomes any and all interested parties to join their discussions as further regionally accepted measurement and reporting principles are developed and issued.

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The San Diego Taxpayers Educational Foundation supports the San Diego County Taxpayers Association and the general taxpaying public with in-depth research and educational programming for community leaders and civil servants. The Foundation convenes the regional community of public policy practitioners, educators, and artists who want to study issues objectively and to facilitate civility and citizenship in public policy discussions. The Foundation also administers the new Public Regional Outcomes Standards Board (PROS Board), which sets regionally accepted principles in evaluating and reporting public good outcomes.