



Target population worksheet

Many communities have a broad idea of the homeless population they would like to target, but it can be helpful to map out characteristics of the group they expect to be served by scaling supportive housing. Questions to consider include:

Criteria

- Which population has unmet needs?
- Is there a high cost population? Based on what criteria?

Geography

- What is the target geography? Or, what is the required geography needed to serve the desired amount of individuals?

No. of people

- What is the proposed size of target population? Is it large enough?
- What would be the size of comparison group? Is it large enough?

Potential outcomes and endpayer

- What outcomes would be expected for this population?
- Are there end payers that would benefit from housing this population?

Description of target population: Option A

Criteria	
Geography	
No. of people	
Potential outcomes	
Potential end payers	
Notes	



Target population worksheet

Description of target population: Option B

Criteria	
Geography	
No. of people	
Potential outcomes	
Potential end payers	
Notes	

Description of target population: Option C

Criteria	
Geography	
No. of people	
Potential outcomes	
Potential end payers	
Notes	