

## Planning a Supportive Housing Project

### Step 1: Identify Your Target Population

The process of planning and creating a supportive housing project is focused on meeting the needs of the targeted tenants. The target population for your project will influence decisions regarding your project goals, the housing model you select, the services plan that you offer, the community support process, the selection of partners, and capital, operating, and services financing options. You also will want to identify your targeted tenants in order to include representatives of that population in the planning and ongoing operation of the project.

Often, organizations begin to think about planning a supportive housing project because they are aware of a population within the community which is unsuccessful in accessing housing or whose needs are not being met in existing housing. Although you may have a preliminary idea of your target population(s) for the supportive housing you intend to create, it is important to clearly define this and ensure that community data backs up your perception of need.

Funding sources as well as fair housing laws also may affect your ability to target your supportive housing project to the selected group(s). The housing may be open to many of the populations listed below, while services will be tailored to the group(s) whose needs you are most trying to meet.

The following two steps are designed to assist you in identifying and describing your target population(s).

1. What does community data from sources such as Point in Time counts of homeless persons, vulnerability indices, Department of Housing and Urban Development (HUD) consolidated plans, Homeless Management Information Systems and other community data reveal about particular populations of persons who may need supportive housing in your community?



2. Based on your preliminary population(s) idea as well as the data you analyzed, what population(s) do you intend to target in your supportive housing project? You may choose one or multiple options from the list below. You do not have to choose an option in every category.

**Current Housing Situation**

- Persons experiencing homelessness
- Persons experiencing chronic homelessness
- Persons at risk of homelessness
- Persons inappropriately residing in institutional settings such as nursing homes
- Other

**Household Composition**

- Single adults or couples without dependent children
- Families with dependent children
- Other
- Demographics
- Unaccompanied youths under the age of 18
- Young adults ages 18-25 (or similar age range)
- Seniors/older adults/elders
- Veterans
- Tribal communities
- Other

**Characteristics**

- Persons with disabilities
- Persons frequently or intensively using emergency systems of care
- Persons exiting prison or jail
- Persons or families determined to be highly vulnerable
- Families involved with child welfare system
- Other