Outreach Roles and Responsibilities

Outreach staff play a critical role in connecting with people experiencing homelessness, including those who are hardest to reach. Their local knowledge and relationships help Continuums of Care (CoCs) plan and conduct Point-in-Time (PIT) Counts so people experiencing unsheltered homelessness are counted.

This document outlines how outreach staff can support PIT Count planning, implementation, and follow-up. Count dates, planning deadlines, coverage areas, and assignments are established by local count organizers.

1. Planning

- Register as a surveyor through your CoC's surveyor registration portal, if available, to help local organizers plan coverage for the PIT count. Outreach staff are also encouraged to sign up as Team Leads, using their experience and local knowledge to guide surveyors and support a successful count.
- Download the Counting Us app, available in the Apple App Store and Google Play.
- Participate in PIT planning meetings as needed, collaborating with local count organizers and Jurisdictional or Regional Leads.
- Identify locations where people experiencing homelessness are typically found and submit Known Locations information using your CoC's designated process by the local planning deadline. For more information, review the Known Locations FAQ.
- Identify unique characteristics, considerations, and challenges to ensure PIT Count planning is tailored to your outreach coverage areas.
- Coordinate with local count organizers, Jurisdictional or Regional Leads, and other partners to identify the tracts or coverage areas to canvass and assign outreach staff to teams covering those areas.

2. Implementing the Count

- Canvass your assigned tracts or coverage areas with your team to count and survey people experiencing homelessness during the designated count period.
- Assist local count organizers in monitoring count results in real time to identify data quality issues and anomalies based on your local knowledge.

3. After the Count

- Follow up on areas of concern, such as fewer people surveyed than expected in a specific area, in coordination with local count organizers.
- Debrief with the CoC and other partners about what worked well and opportunities to improve the next count.