

2023 RESEARCH PROJECTS MID-YEAR REPORT

EXECUTIVE SUMMARY

We have embarked on a major expansion of our research projects. We have three major projects in Tulsa, OK, Omaha, NE, and a statewide research project in Minnesota. Each of these projects have three to four phases. The first phase is a Listening Tour where we conduct discussions with community stakeholders, including people with lived experience, service providers and advocates, business owners, residents and local and state government officials. These 90-minute discussions conducted and

moderated by the Lab's staff provide an understanding of the history, values and narrative landscape for each community. These discussions lead to a more effective design for our broader research in subsequent phases which include focus groups, opinion surveys and dissemination of the findings.

Our work this year is focused in the middle of the country and includes two very conservative states that allow the Lab to broaden our understanding

of the similarities and differences of homelessness and housing insecurity in areas that have been under researched in the past. This expansion into different geographies and demographics will both assist our partners on the ground but also has the potential to add to data and knowledge of the broader community in the field of homeless and housing justice advocacy.

The following is a summary and status of these projects.

An overview of all of our recent work is available [here](#).

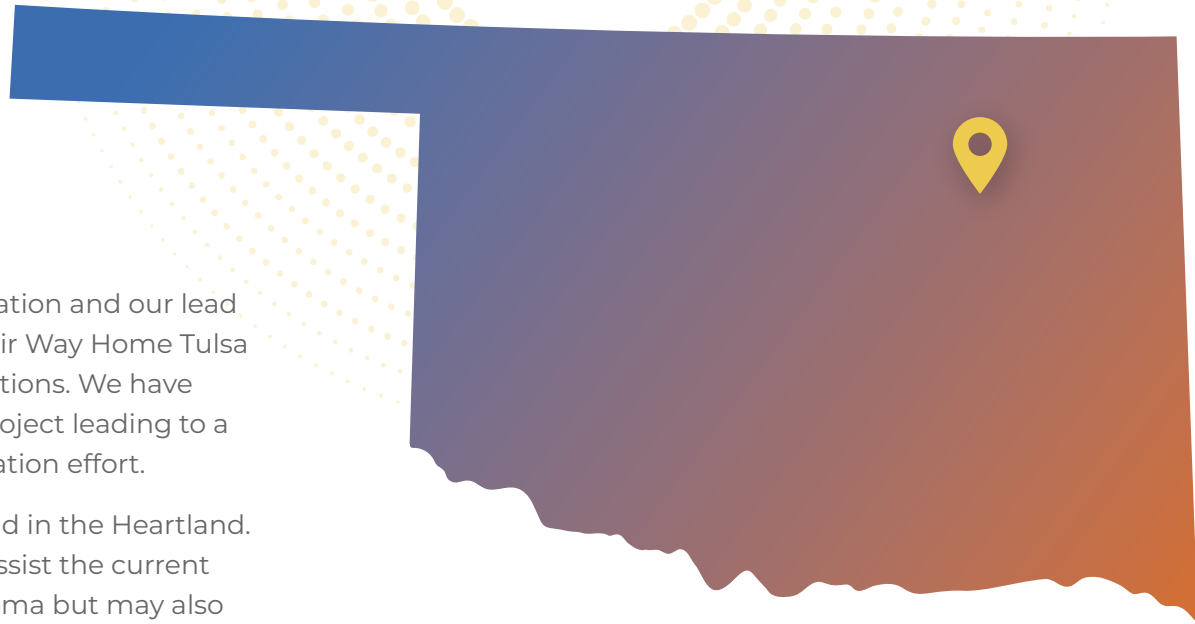
TULSA, OK

Working with the Zarrow Family Foundation and our lead partner, Housing Solution Tulsa and their Way Home Tulsa Coalition, representing over 45 organizations. We have embarked on a three-phase research project leading to a long-term narrative change communication effort.

This is the first research project of its kind in the Heartland. The results of our research will greatly assist the current homeless and housing efforts in Oklahoma but may also provide key insights for the work in similar states and be a resource for the housing justice community at large.

In our first phase, we have completed a listening tour with key stakeholders and community members. There is a two-fold purpose for this first phase of research. The first, is to identify the housing, cultural and narrative landscape of Tulsa. But just as important is engaging a wide range of stakeholders early in the process so these organizations and individuals invest in the project and become the community of interest during the dissemination and communication phase of these efforts.

As a result of the “Listening Tour” we are about to proceed to our second phase of research comprising four (4) qualitative focus groups. Working with a national research polling firm, Lake Research Partners, we will conduct these focus groups among the general population of Tulsa. These focus groups will delve more deeply into the values, attitudes, and narratives of key demographics in the community. During these focus groups, we will also test a set of new narratives that will then be refined and tested in the final phase of quantitative research in the 4th quarter of the year.



OMAHA, NE

Our partner in Omaha is Front Porch Investments, a leading philanthropic partner who is a funder of many of the homelessness and affordable housing efforts in Omaha.

We have designed a four phase research project for Omaha. The design includes a listening tour, focus groups, online survey with a deep community wide sample and if funding is

available a real time message test utilizing the results of the dial survey.

We have embarked on the first phase, the Listening Tour and have conducted seven of nine groups in the month of May. We will conclude the Listening Tour phase in the final week of May before moving on to a second phase.





MINNESOTA

Our partner in Minnesota is the Minnesota Housing Partnership, a 20-year old policy, research, and advocacy nonprofit. Our research and narrative change project in Minnesota has a different focus and allows the Lab to expand our previous work around homeless narratives to a broader exploration into affordable housing in general and housing justice issues.

Like both Tulsa and Omaha, we will execute a four stage research project this year, going into next. This will include a statewide listening tour, focus groups, a statewide message and narrative survey and if funding is available the production of communication assets (video or print) based on our survey research and testing those assets in a random controlled testing environment.

The Listening Tour will launch in mid-June and will comprise nine stakeholder and cohort groups. This will be followed in August with a set of statewide focus groups.