

# MI BOS COC Webinar #3

*Engagement and Outreach,  
Choice, Prioritization,  
TH and PH  
April 29, 2016*



# Webinar Starting Shortly!

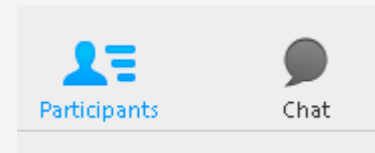
Let us know where you are!

1. Click the marker icon to open the annotation toolbar -top left.
2. Click the arrow then click on the State to mark where you are.
3. Click the arrow again to stop using it.



# WebEx Technology: Communication

You are muted.   

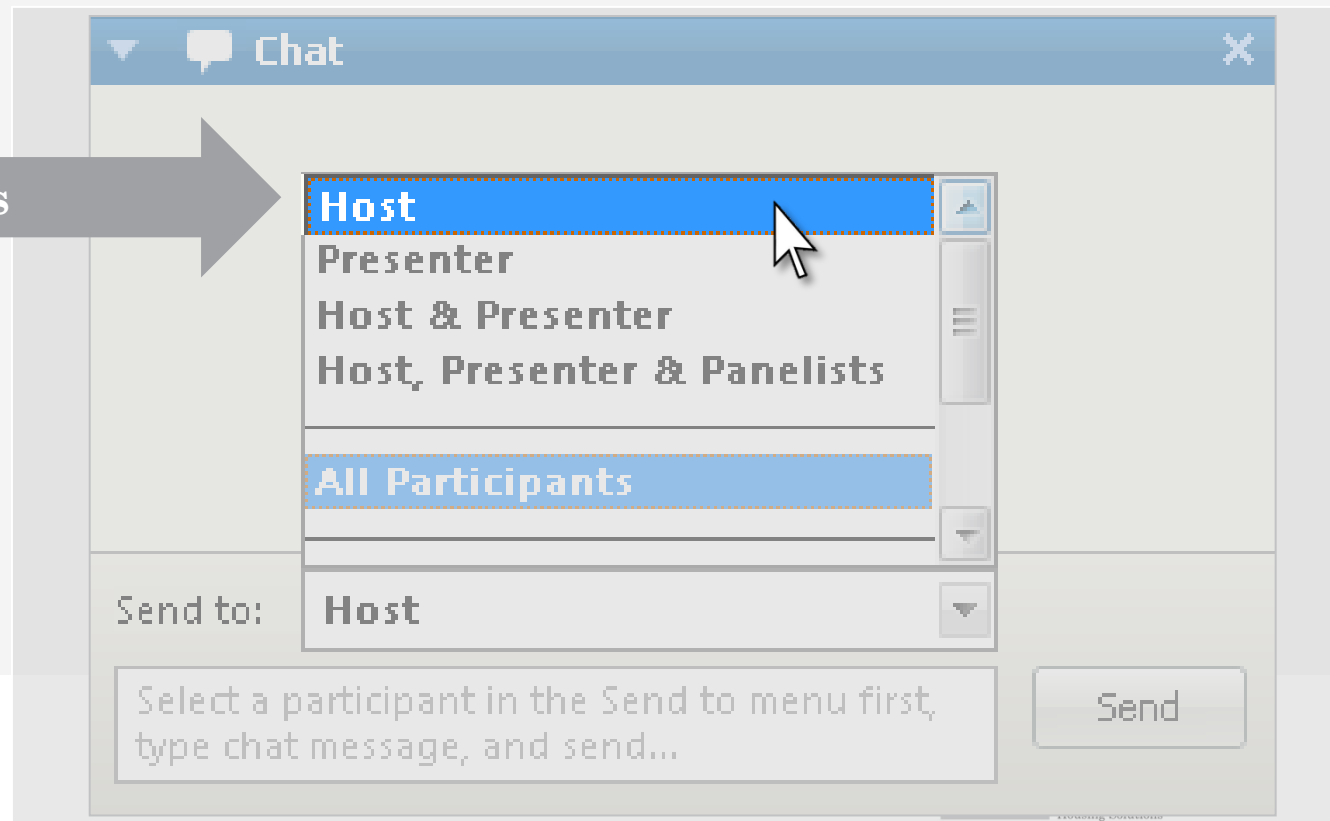


Have technology issues?

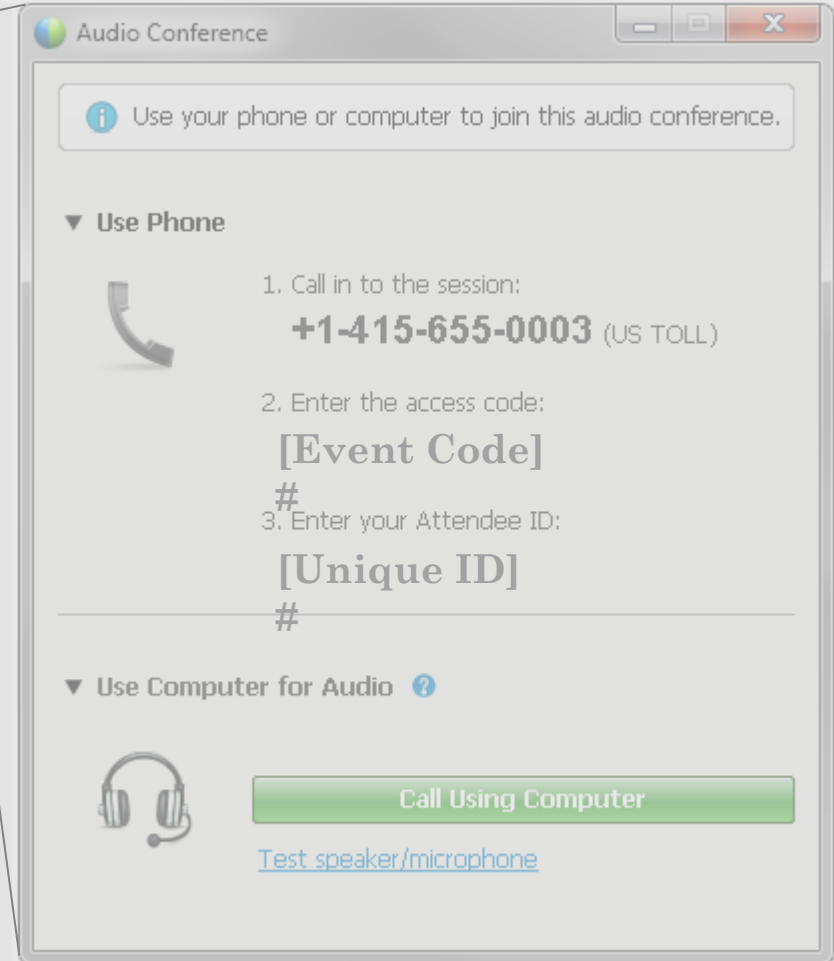
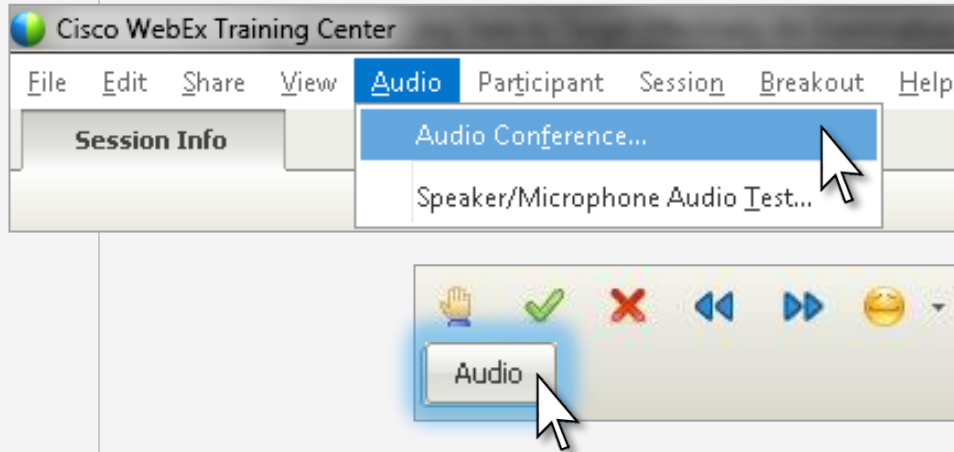
Type into the Chat box.

Click the icon to open.

Technology Issues 




# WebEx Technology: Audio Trouble



**Can you hear us? If not:**

Option 1 – chat to CSH Events and we will try to help

Option 2 – request approval to join via phone 

Option 3 – log off and restart the webcast

# Questions Instructions

For QUESTIONS



- Please use the CHAT function to ask questions. Type your question to Lisa Chapman and press “Send”.

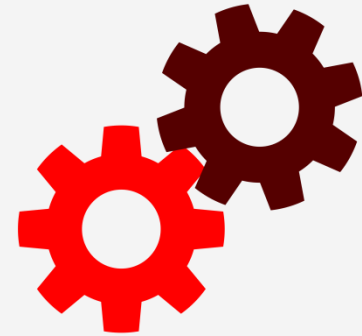
*This is new technology platform, we are still learning!*

# Agenda

- **Recap from last week**
- **Top 6 Drivers**
- **Outreach and engagement**
- **Choice**
- **Prioritization**
- **TH and PH**
- **Strong coordinated initiative**
- **Examples**

# Top 6 Drivers that end Veteran Homelessness

- **Active List**
- **Choice**
- **Prioritization**
- **Transitional Housing**
- **Permanent Housing**
- **Leadership**



# Driver #2- Choice

How do you create choice?

- What if there isn't choice?
- How much choice?

~A person centered approach that can accommodate individual needs-

i.e., family (extra bedroom for kid's visits), physical issues (accessible), emotional (dog), location (neighborhood), style (single story, own entrance)





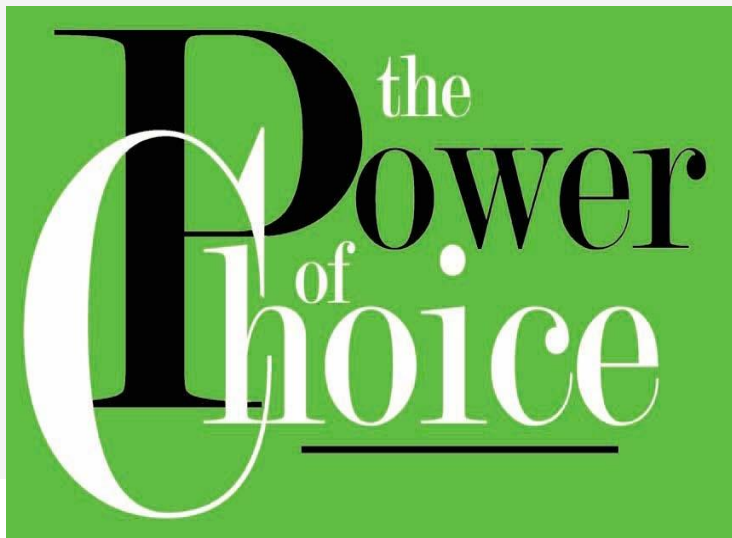
# Choice- Coming Back to Center

Keep in Mind...



# How to Build in Choice?

- ❖ **Type and style of unit- Apt., house, duplex**
- ❖ **Location, Size**
- ❖ **Amenities – yard, appliances, view**
- ❖ **When to move in, furnishings**



# Outreach

A promising practice being used by communities around the country is surge canvassing- community partners, local VA staff, and homeless providers cover the geographic area in a community for several consecutive days to locate and identify each veteran experiencing homelessness, then quickly link them with permanent housing and resources.

- This could start an active list
- Helps to jump start veteran housing initiative, publicize effort and raise awareness of need.

# What is outreach?

- Often thought of as ‘meeting people where they are at’- Literally!
- Engaging them- often multiple times and forming a relationship
- Ongoing process over time
- Linking them quickly with needed services and housing



# Key strategies in Outreach and Engagement

- ***Targeting-*** identifying veterans experiencing homelessness who are eligible for specific housing and services allows for veterans to be strategically prioritized and referred for housing and assistance.
- ***Use Data to help Identify-*** PIT, HMIS, VA
- ***Alignment with Local Partners-*** VA, SSVF, providers, COC, medical, law enforcement all working together
- ***Visibility-*** Outreach is visible on streets and at community events and locations

# Key strategies in Outreach and Engagement

**Engagement is a highly strategic, planned, and organized activity**

- **Time Investment: Engagement often takes a significant time investment. Often several outreach visits are needed before it is possible to screen for housing eligibility.**
- **Outreach Staff: Engagement is most effective with trained and experienced staff.**
- **Be about Housing! The sole focus of outreach is getting the person housed...without additional barriers**

# Key Strategies in Outreach and Engagement

- Transition: There should be a gradual transition where case managers and outreach staff continue to visit and meet with the participant through the transition to PH, such as visiting them in their new housing
- Flexible and Creative:  
Conduct outreach at different times during the night/day and week/month.



# Driver #3- Prioritization

- **On your Active List For Veterans- to be housed**

**Vulnerability/SPDAT**

**Length of Time Homeless**

- **In housing inventory-**

**Preferences for vouchers and COC/PHA units**

**Prioritize 1 vet for every 3 openings, for example**

**Focus on veterans first, then other populations**

**Every turn over vacancy that arises**



# Prioritization

- **Make ending Veteran homelessness a community goal**
- **Raise funds for a landlord fund, furnishings, 1<sup>st</sup> mo. Rent and security deposits**
- **Use VA events such as stand downs to focus on the issue and need**
- **Focus on reducing the barriers to getting veterans housed**
- **Engage your Veteran committee to work on increasing awareness and coordination**
- **Champion in the community can be used to help push the agenda**
- **Veteran Service & Faith based Organizations can be valued partners**

# Work across teams

## **Include federal, state and local partners**

- CoC, local PHAs, and the VAMC, SSVF

## **Build relationship with VAMC**

- Bring them into your COC and homeless system

## **Utilize and share all resources in your COC for Homeless Vets**

- Some are eligible for VA medical resources, others not; each partner has unique assets

## **Increase transparency**

- Share info on homeless vets, programs and increase collaboration

# Driver #4- Transitional Housing

- **Remember: Service-Intensive TH in Limited Instances**
- **Know Your TH Stock**
  - How much?
  - Who is operating the project?
- **Offer PH Options First**
- **Client Choice**
- **Using TH as Bridge Housing**
  - 90 days or less
  - Until PH Unit becomes available

# Driver #5- Permanent Housing

- **Housing Placement Process- how effective?**
  - Rates of PH Housing Placements
  - Time to PH Housing Placement
- **What other resources could be used if there is a gap between need and PH available through CoC/VA resources?**
- **Landlord Engagement, partnering with PHA, property managers, developers**
- **Choice and how that factors in**

# Best use of Assets

RECONSTRUCT REMAKE  
RECYCLE REJUVENATE  
REVAMP REDESIGN RENOVATE  
**REIMAGINE**  
RETHINK REUSE RECREATE  
REFURBISH RESTORE RENEW  
REMODEL REDO REVISE

Look at your assets (ES, TH, PH) and the way they are being implemented

- Are there programs that are not performing well? Others underutilized?
- What gaps are there in the system?

# Take a Critical look

- If you were redesigning the homeless response system in the community, what would it look like? How could episodes of homelessness be shortened, diverted & avoided?
- What does feedback from users of the system tell you about what is needed?
- How can the COC work to move closer to this vision?



# Driver #6- Leadership

- **Are the right people at the table?**
- **How do we coordinate services?**
- **How do we create a coordinated system of care?**

## New Orleans Example:

- Mayor prioritized ending veterans homelessness
- Created a Leadership Team
- Met weekly in-person to identify solutions to 'sticking' points
- Boots on the Ground Team met weekly to review Active List and 'match' to PH Placements

**Result:** Ended Veteran Homelessness 1 Year before the National Goal!

# How did New Orleans do it?

- **NOLA- held providers and leaders accountable for meeting goals**
- **Effort to use active list and find every person named on it, as well as scouring shelters and outdoors for others to add**
- **Focused resources on most vulnerable**
- **Close communication betw. VA and COC**
- **Outreach efforts- 5 specific ‘nights’, supplemented by VFW, active duty vets**
- **Used housing navigators to assign getting vets housed- met weekly, gave incentives**



# Build Political Will

- Engage local elected officials in your effort- supply data and info
- Enlist help with putting pressure on local systems, raising \$\$, helping to outreach to landlords and making connections
- High profile leaders can lend their platform to raise the profile of your effort



# More examples from around the country

- **Private orgs and religious groups helped fund furniture and sec. deposit- Utah, Philly**
- **United Way paid for housing navigators to assist vets get into housing- Phoenix, AZ**
- **West Virginia BOS COC- outreach funded by PATH, found vets in an area not known to have homeless; close coordination w/SSVF and VA- teamwork!**
- **LA- Funders collaborative- \$ for holding unit; handyman program to correct issues in vacant units**

# Work toward ending Veteran homelessness in your CoC



- Use all the housing resources at your disposal
- Partner like crazy!
- Frequent communication
- Competition and rewards
- Commit to the goal as a community

A genuine transformation  
that results from  
sustained concerted effort  
is long lasting because it  
has a firm foundation.

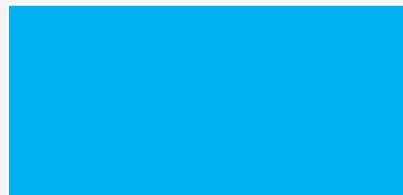
Dalai Lama

PICTUREQUOTES.com

# Location of documents

- **MI Campaign website:**  
**[thecampaigntoendhomelessness.org](http://thecampaigntoendhomelessness.org)**

 **Select- Programs and funding**



On the Blue tab on left side

Then click VETERANS on list

# Any Questions or Comments?



Thank you!

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