

MI BOS COC Webinar #3

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



Webinar Starting Shortly!

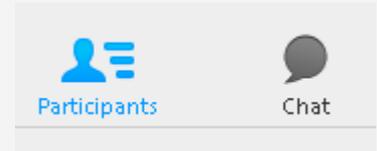
Let us know where you are!

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.   

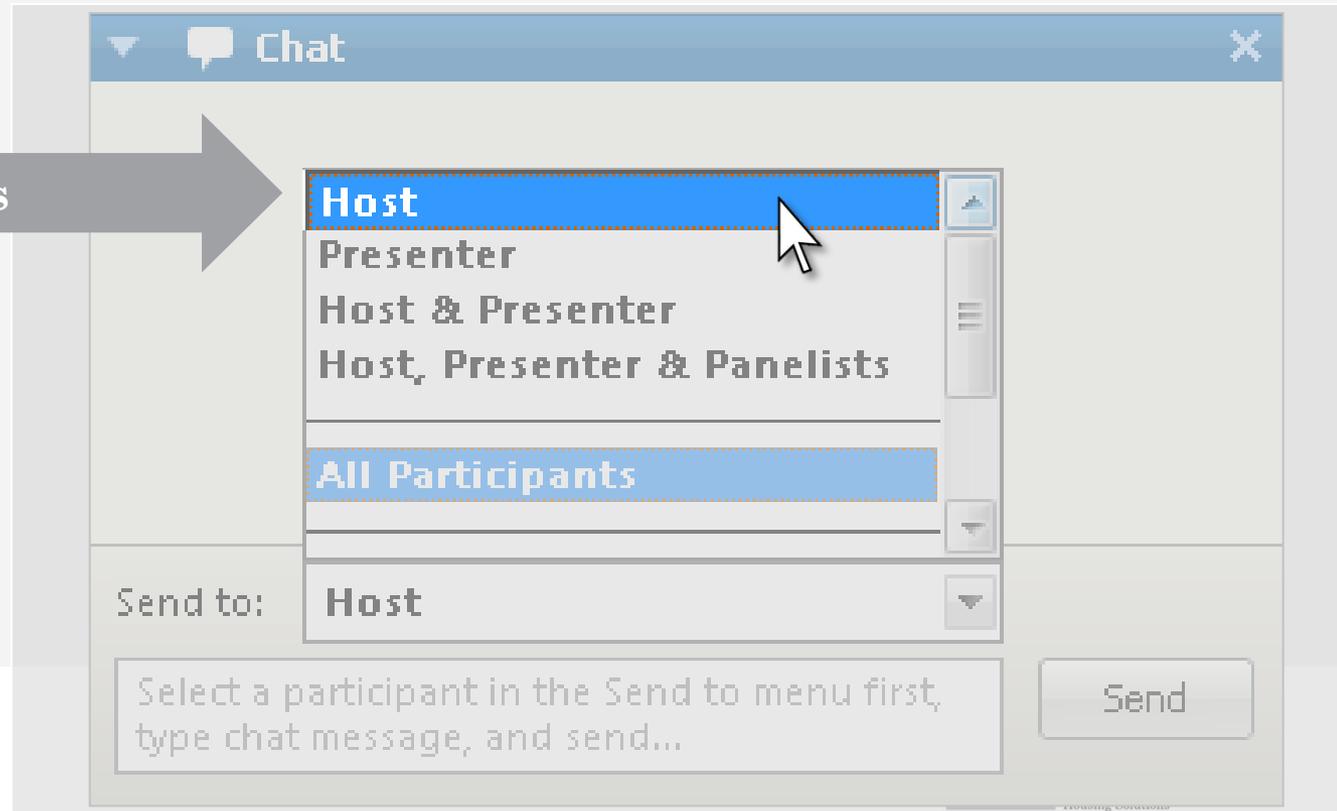


Have technology issues?

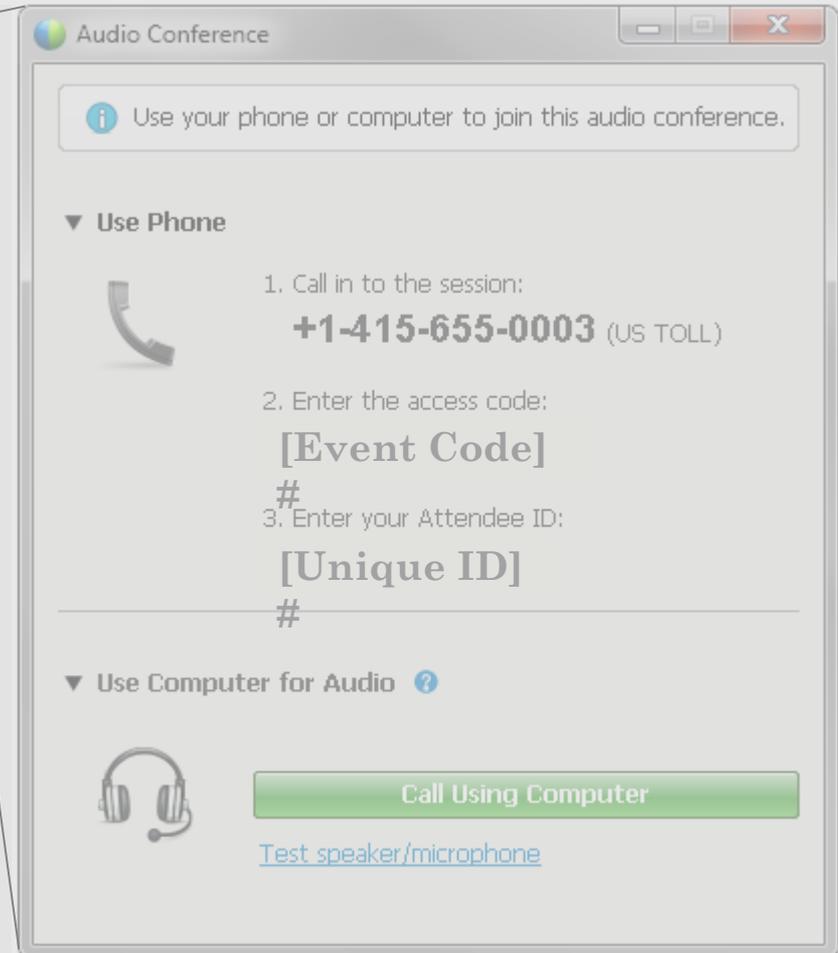
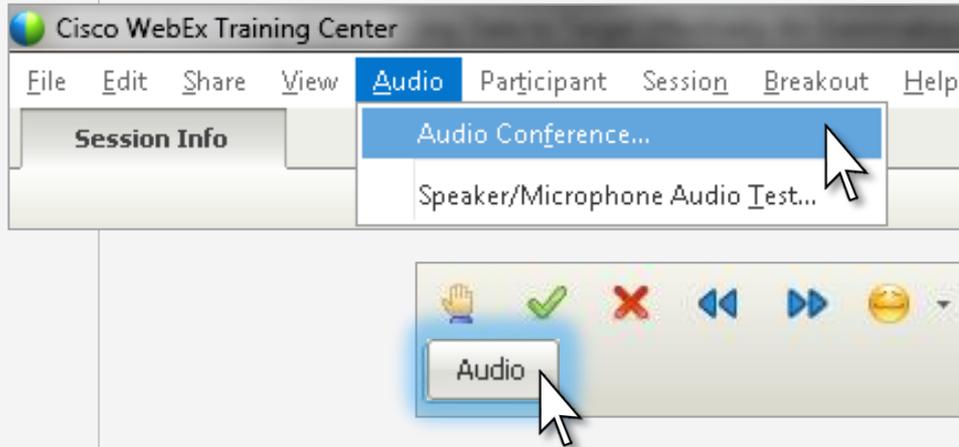
Type into the Chat box.

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”.

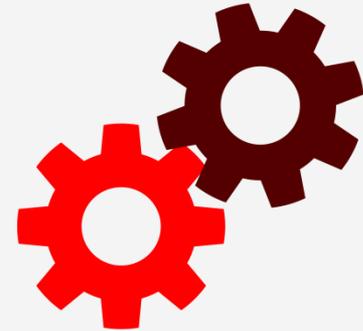
This is new technology platform, we are still learning!

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)



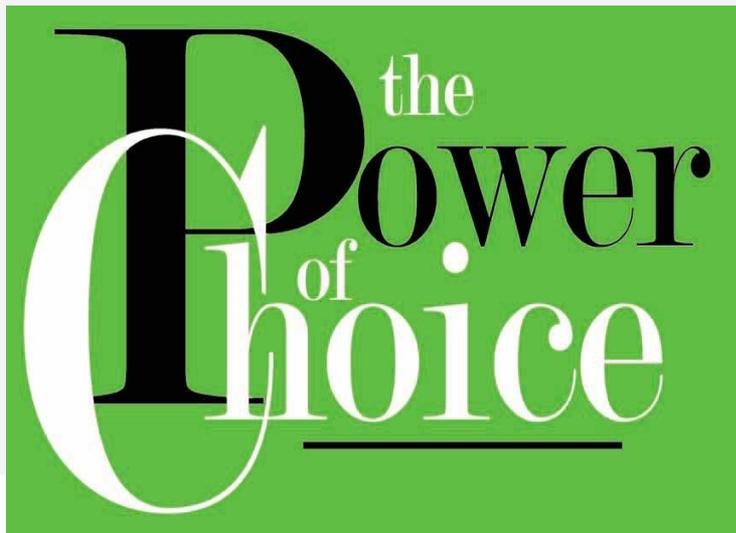
Choice- Coming Back to Center

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**



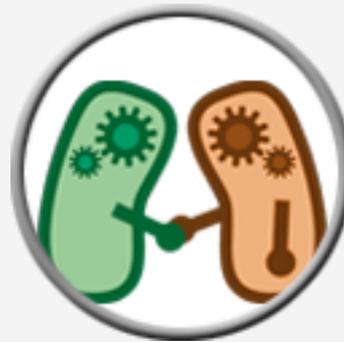
Outreach

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, 1st 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

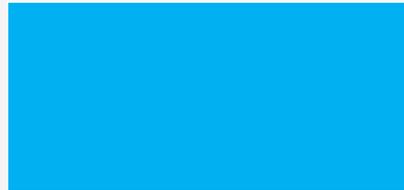
PICTUREQUOTES.com

PICTUREQUOTES

Location of documents

- **MI Campaign website:**
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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