

**United States Interagency Council on Homelessness**



# **National Project Homeless Connect**

## **Toolkit 2.0**

**August 2008**



**NATIONAL  
PROJECT  
HOMELESS  
CONNECT**



***“Instead of serving homeless people endlessly, our mission is to end their homelessness. In city after city, Project Homeless Connect becomes the living room of the community where we welcome those who have been metaphorically and literally exiled to the periphery of our community into our house of hospitality and welcome, to offer the resources to remedy the long misery of homelessness.”***

**– Philip F. Mangano, Executive Director  
United States Interagency Council on Homelessness**



## Jurisdictional Support for Project Homeless Connect



***“The U.S. Conference of Mayors encourages and supports the increased involvement of Mayors in creating Project Homeless Connect events and participating in the 2008 National Project Homeless Connect Week and throughout the year in proven strategies that end homelessness; and commends this innovative initiative and encourages mayors to adopt the National Project Homeless Connect model and participate in the 2008 National Project Homeless Connect Week.”***

***Resolution adopted by the U.S. Conference of Mayors  
June 2008***



## Jurisdictional Support for Project Homeless Connect



***“The National Association of Counties encourages and supports the increased involvement of county officials in creating Project Homeless Connect events and participating in the 2008 National Project Homeless Connect (NPHC) Week and throughout the year in proven strategies that end homelessness. County officials have organized PHC events specifically to engage homeless youth, homeless families, and persons experiencing chronic homelessness on community streets and in shelters. County officials have engaged business, academia, professional sports, and an expansive range of new public and private partners in executing PHC events.”***

***Policy Resolution adopted by the National Association of Counties  
July 2008***



## Jurisdictional Support for Project Homeless Connect

***“We resolve to work together in a national partnership of every level of government and the private sector, with our fellow cities and counties and the United States Interagency Council on Homelessness to identify, adopt, and create innovative initiatives to create Project Homeless Connect events, the one-day, one-stop, targeted to homeless people in offering an array of housing, employment, and treatment services along with quality of life resources, as a component of our 10 Year Plan response.”***

***America’s Road Home Statement of Principles and Actions  
Signed by 385 Mayors and County Executives  
since November 2007***



## Jurisdictional Support for Project Homeless Connect



***“Project Homeless Connect is breaking the myth that people do not seek assistance and services and would rather be on the street. The data prove that, when people are approached in a respectful and kind manner and with available resources, they are eager to accept help toward self-sufficiency.”***

***– Mayor Gavin Newsom, City of San Francisco***



## Jurisdictional Support for Project Homeless Connect

***“This is the beginning of a new way to address homelessness... Project Homeless Connect is a one-day, one-stop shop to deliver real services to people experiencing real homelessness in our community. But this is also about a commitment to move from simply managing homelessness towards really ending homelessness.”***

***– Mayor R.T. Rybak, City of Minneapolis***





## Jurisdictional Support for Project Homeless Connect

***“Today we are building the community’s will to bring an end to homelessness. Government can’t do this alone. Project Homeless Connect brings in the support of our sponsors and our civic leaders. We need them. We need all of you.”***

***– Mayor Tom Potter, City of Portland***





## Jurisdictional Support for Project Homeless Connect

***“Project Homeless Connect has evolved from the Knoxville/Knox County Ten-Year Plan to End Chronic Homelessness, which calls for efforts by the whole community . . . to solve the problem. Project Homeless Connect is the first step to demonstrate how that can be done.”***

***– Mayor Bill Haslam, City of Knoxville***



## Jurisdictional Support for Project Homeless Connect

***"The goal of Project Homeless Connect is to reach out and make connections with the homeless people who are not currently taking advantage of all the services available in the city and the county. We have to do an extensive outreach effort to make sure that happens; it's been a success, and we know it works."***

***- San Jose Mayor Chuck Reed***



## Support for Project Homeless Connect



***“Project Homeless Connect models for other cities how to execute collective tolerance and generosity.”***

***– PHC Volunteer***



## Support for Project Homeless Connect

***“Having worked in homeless services for the past 12 years I must admit that this is the most hopeful and productive time I can recall.”***

***- PHC Homeless Services Provider***



## Support for Project Homeless Connect

*“I’ve been all over this state homeless for five years, and I’ve never seen anything like this in my life . . . I just heard about this ‘connect’ thing on the street . . . They’re saying out there that it’s not bull . . . They say you can get real help. I think they’re right.”*

*– PHC Consumer*



## Support for Project Homeless Connect

*“There’s things here that I’ve never heard of before that I didn’t even know I qualified for. It’s like a big mini-mall right here. Everything you need is right here.”*

*– PHC Consumer*



## Project Homeless Connect in the News



PRNewswire  
United Business Media

***“Called National Project Homeless Connect... volunteers from all walks of life reached out to people experiencing homelessness and offered them a variety of services such as healthcare, legal aid, housing assistance, job opportunities, benefits enrollment, and more... Project Homeless Connect is growing in popularity as an approach that can not only make a difference in the lives of homeless people but also engage the community.”*** —  
***PRNewswire – 12/7/2005***



## Project Homeless Connect in the News

SAN FRANCISCO  
**Business Times**

***“Project Homeless Connect's operations are a lot like those of a business, which may be one reason local companies are finding it natural to get involved. Everyone, from the staff of the mayor's office to the volunteers to the community relations coordinators at the participating businesses, refer to the people PHC helps as ‘clients.’ And PHC has needs that businesses understand such as supply procurement and donation delivery.”***

***– San Francisco Business Times – 7/21/2006***





## Project Homeless Connect in the News

### San Francisco Chronicle

***“Project Homeless Connect began small in San Francisco, and went national... more than 6,000 homeless people in 21 cities from Nashua, N.H., to Hollywood have been fed, massaged and helped into welfare services or housing.”***

***– San Francisco Chronicle – 12/9/2005***



## Project Homeless Connect in the News

**knoxnews**  
Knoxville News Sentinel

NEWS  
SENTINEL

***“An array of social services was made available... but the underlying idea was to get as many as possible on a track to self-sufficiency and, ultimately, into a home.”***

***– Knoxville News Sentinel – 12/9/2005***



## Project Homeless Connect in the News

### The Day

***“No sooner has southeastern Connecticut’s 10-year plan to fight homelessness been unveiled, a project took place that showed how well it can work... Project Homeless Connecticut did what the 10-year plan has set out to do, bringing government agencies, businesses and volunteers together to provide help. The plan was initiated under the auspices of the U.S. Interagency Council on Homelessness.”***

***– The Day – 12/11/2006***



## Project Homeless Connect in the News

**The Mercury News**

MercuryNews.com

***“After registering with volunteers, participants were directed to stations that focused on social-services benefits, shelter and long-term housing, employment and legal aid.”***

***– San Jose Mercury News – 12/7/2006***



## 200 Communities Have Adopted Project Homeless Connect

- ❖ Over 330 events in 200 communities, including in Canada and Australia.
- ❖ 17 NEW Project Homeless Connect events coming in 2008.
- ❖ 77 events in the first half of 2008.



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**What is Project Homeless Connect?**

**Where Did Project Homeless Connect Originate?**

**What are Characteristics of Project Homeless Connect?**

**What are Specific Themes of Project Homeless Connect?**

**Why Establish Project Homeless Connect?**



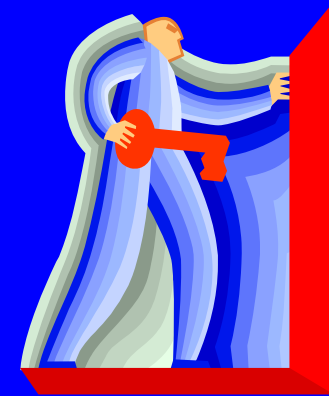
## Ten Essential Elements of Project Homeless Connect

- 1. Jurisdictional Leadership: Mobilizing Political and Community Will**
- 2. Partnerships for Results: Engaging the Public and Private Sector**
- 3. It's All in the Planning (Team): Choreographers and Ambassadors**
- 4. Location, Location, Location: Venues and Staging**
- 5. Hospitality and Opportunity: The Work of Volunteers**
- 6. Marketing to the Customer: Immediacy, Choice, and Results**
- 7. Not Business as Usual: Creating a Consumer-Centric Event**
- 8. "Welcome" in Words and Images: Strategies for Media and Communications**
- 9. Visible, Measurable, and Quantifiable: Reporting Data and Results**
- 10. Delivery, Execution, and Results: "Did you get what you wanted?"**



# What is Project Homeless Connect? The Basics

- **One-day event**
- **One-stop for housing, support, quality of life services**
- **One-goal: ending homelessness**
- **City/county or community-led**
- **Consumer-centric**
- **Outcome-oriented**







## Where Did Project Homeless Connect Originate?

- **Fall 2004:** San Francisco Mayor Gavin Newsom creates the first Project Homeless Connect to engage and welcome homeless people back into the community.
- **Fall 2005:** Communities across the country intuitively form temporary one-stops to welcome in the newly homeless victims of Hurricanes Katrina and Rita.
- **Winter 2005:** The U.S. Interagency Council on Homelessness launches the National Project Homeless Connect Partnership.





## Where Did Project Homeless Connect Originate?

- **Winter 2006:** 40 cities join the National Project Homeless Connect Week in December 2006.
- **Winter 2007:** When the Third Annual National Project Homeless Connect event ends, over 130 cities have welcomed Neighbors during 2007.
- **2008:** Fourth Annual National Project Homeless Connect Week announced for December 1-7, 2008.



## What are the Characteristics of Project Homeless Connect?

- **Hospitality:** Consumers are Welcomed Guests
- **Immediacy:** Same-Day Results for Consumers
- **Community:** Voluntary Civic Participation
- **Partnership:** Across Agencies and Sectors
- **Excellence:** Rigorous Evaluation and Improvement



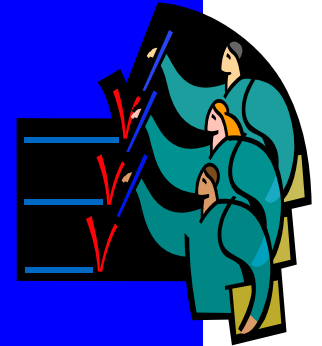
## What are Specific Themes of Project Homeless Connect?

- **Not business as usual**
- **No waiting in line. Homeless people do enough of that.**
- **Hospitality from the whole community - jurisdictional and business leaders included**
- **Immediate access - not simply referrals**
- **Quality of life resources - haircuts, massage and foot care, phone calls, eyeglasses, dental and medical care, meals, entertainment, wheelchair repair, etc.**



## Why Establish Project Homeless Connect?

- ✓ Enhance quality of life for the entire community
- ✓ Engage civic leaders in solutions to homelessness
- ✓ Seed / improve a results-based 10-Year Plan
- ✓ Transform homeless service delivery systems
- ✓ Increase public knowledge and awareness
- ✓ Debunk myths and stereotypes
- ✓ Increase investment / momentum toward solutions
- ✓ Re-engage our homeless neighbors
- ✓ Offer quality of life resources





# The Ten Essential Elements of Project Homeless Connect

**1. Political / Community Will**

**2. Partnership**

**3. Planning Team**

**4. Site Selection**

**5. Volunteers**

**6. Services**

**7. Consumer Engagement**



**8. Media**

**9. Data and Results**

**10. Event Execution**



# 1. Political / Community Will: One Leadership from Jurisdictional CEOs

## 1. Jurisdictional Leadership: Mobilizing Political and Community Will



## 1. Political / Community Will: One Leadership from Jurisdictional CEOs

Mayor or county official leadership integrates PHC into jurisdictionally-led, community-based, business-oriented 10-Year Plan activities. Jurisdictional leaders and community stakeholders involved in 10-Year Plans are a natural connection and foundation and:

- Re-prioritize local government resources
- Hasten creation of community partnerships
- Catalyze media interest
- Connect provider agencies operating in silos
- Mobilize corporate / local business resources







## **1. Political / Community Will: Two *Best Practices in Leadership***

- **San Francisco Mayor Newsom created the first PHC by taking city staff and programs from City Hall to where homeless consumers live.**
- **Jurisdictions adopted PHC to support 10-Year Plan activities that reduce and end homelessness.**
- **Lead PHC sponsors now include universities, businesses, communities, faith groups, and sports teams.**



## **1. Political / Community Will: Three *Best Practices in Leadership***

- **Los Angeles County passed a resolution declaring December 6 Project Homeless Connect Day.**
- **Rhode Island's Governor unveiled the State Action Plan to End Homelessness at Providence PHC.**



## 1. Political / Community Will: Three *Best Practices in Leadership*

- Minneapolis/Hennepin County, Norwich, New London, and Columbia SC integrated PHC into their 10-Year Plans.
- Berkeley positioned officials at Youth Connect as Maitre d's to homeless consumers dining at their Connect Café.



## 2. Partnership

### *The Public and Private Sector*

## 2. Partnerships for Results: Engaging the Public and Private Sector



## 2. Partnership: One *The Public Sector*

As is the case in the development of 10-Year Plans, partnership of the public and private sectors is essential. They offer complementary resources and access.

**Government partners include:**

- City agencies
- County agencies
- State agencies
- Federal agencies
- USICH Regional Coordinator





## 2. Partnership: Two *The Private Sector*



### Private sector event partners include:

- United Way/ Philanthropy
- Business and Civic Lead
- Banks/ CRA Representat
- Chambers of Commerce
- Downtown Associations
- Housing Developers/ PH,
- Tourism Officials/ Hospit
- Academia –  
Colleges/Universities
- Technical Colleges
- Trade Schools
- Behavioral Health Providers
- Transportation Agencies
- Workforce Agencies
- Faith-Based Organizations
- Law Enforcement / Courts
- Veterans Organizations
- Advocates/ Providers/  
Non-Profits
- Consumers
- Libraries
- Parks & Recreation Agencies



## 2. Partnership: Two *The Private Sector*

A Woman's Place  
 Alcoholics Anonymous  
 Aon Trade Credit Insurance  
 Asian American Recovery Service  
 AT&T  
 BAART  
 Baker Places  
 Bank of America  
 Bay Area Legal Aid  
 Bay Area Rescue Mission  
 Bayview Hunters Point Foundation  
 Bechtel Corporation & Foundation  
 Bill Graham Civic Auditorium  
 Blue Bear School of Music  
 Blue Shield of California  
 California Culinary Academy  
 California Department of Motor Vehicles  
 California Institute of Integral Studies  
 California Pacific Medical Center  
 California State Automobile Association  
 Calvary Presbyterian  
 Cameo House  
 Canon Kip  
 Care Through Touch Institute  
 Castro-Mission Health Center  
 CATS  
 CBS Outdoor  
 Chamber of Commerce  
 Charles Schwab & Co., Inc.  
 Children's Council  
 Cisco  
 Civic Center Plaza Garage  
 City Team Ministries  
 Clay Street Residential Treatment Program  
 Cliff Bar  
 CMG Mortgage  
 Coalition on Homelessness  
 Compass Community Services  
 Community Housing Partnership  
 Community Vocational Enterprises  
 Connecting Point Shelter  
 Conrad House  
 Consumer Credit Counseling  
 Corsi Partners, Inc.  
 Covenant House  
 Curry Senior Center  
 CVE  
 Declare Music  
 Delancey Street Foundation  
 Deloitte  
 Disher Music & Sound  
 EDD Workforce Employment  
 Epiphany Center for Families  
 Episcopal Community Services  
 FedEx/Kinko  
 Fineman PR

Friendship House American Indians  
 Full Circle  
 GAP, Inc.  
 Genetech, Inc.  
 Glide  
 Goodwill Industries  
 Grand Central Communications  
 Greenleaf Produce  
 Haight Ashbury Free Clinic, Inc.  
 Hamilton Family Center  
 Hearing and Speech Center  
 Hire-Ability  
 Holy Family Day Home  
 Homeless Advocacy Project  
 Homeless Church  
 Homeless Outreach Team  
 Homeless Prenatal  
 Homeward Bound  
 Hospital Council  
 Hospitality House  
 Hotel Council  
 Housing and Urban Health Clinic  
 Huckleberry Youth Programs  
 Hyde Street Community Services  
 IBM  
 Institute for Civic & Community Engagement  
 Instituto Familiar de la Raza  
 Iris Center  
 Janssen Pharmaceutica  
 Jelani, Inc  
 Kaiser Permanente  
 KNGY  
 KPIG  
 La Casa de Las Madres  
 La Raza Centro Legal  
 Larkin Street Youth Services  
 Lawyers Committee for Civil Rights  
 LEAP  
 Lenscrafters  
 Levi Strauss & Co.  
 Lighthouse for the Blind  
 Living in Familiar Environments  
 Local 510 - Sign Display Union  
 Luxor Cab Co.  
 Lyon Martin Health Center  
 McKesson  
 Meals on Wheels  
 Mission Council  
 Mission Neighborhood Resource Center  
 Municipal Transportation Agency  
 Native American Health Center  
 Next Door  
 Northern California Concierge Association

Northern California Service League  
 Odyssey House  
 Oracle  
 Pets Unlimited  
 Planning for Elders  
 Positive Parenthood Project  
 Price Waterhouse Coopers  
 Progress Foundation  
 Project FIN  
 Project Night Night  
 Project Re-Entry  
 Prostate Health Initiative  
 Public Defender's Office  
 Ramos Photography  
 Riley Center  
 REDF  
 Safeway  
 SAGE  
 Salesforce.com  
 Salvation Army  
 San Francisco AIDS Foundation  
 San Francisco Bar Association  
 San Francisco Community Clinic Consortium  
 San Francisco Dept. of Human Services  
 San Francisco Dept. of Public Health  
 San Francisco Dept. of Public Works  
 San Francisco Dept. of Rec. & Park  
 San Francisco Food Bank  
 San Francisco Free Clinic  
 San Francisco General Hospital  
 San Francisco Giants  
 San Francisco Pets Are Wonderful Support  
 San Francisco Police Dept. Homeless Outreach Officers  
 San Francisco Residential Care Facility  
 San Francisco State University  
 San Francisco Trial Attorneys  
 San Francisco Unified School District Families in Transition Program  
 Sanctuary/Next Door  
 Senator Jackie Speier  
 Senior Action Network  
 Senior Housing Action  
 SFGTV Cable 26  
 Shelter Monitoring Committee  
 Slatkin Works  
 Smart and Final  
 SMG Catering  
 Sony Computer Entertainment  
 South of Market Health Center  
 Southeast Community Facility Commission  
 Southeast Health Center  
 Sprint Nextel  
 Starbucks  
 St. Anthony's  
 St Boniface Shelter



St. Luke's  
 St. Vincent DePaul Society  
 Stonewall Project  
 Sutter Health  
 Swords to Plowshares  
 Symantec Corporation  
 Talk Line Family Support  
 Tenderloin Health, Inc.  
 Tenderloin Housing Clinic  
 Tom Waddell Health Center  
 TOPS TB Testing  
 Trader Joe's  
 Transgender Life Care Project  
 Travelers Aid Society  
 Treasure Island Job Corps  
 United Airlines  
 United Council of Human Services  
 University of California San Francisco Eye Van  
 University of San Francisco & MBA Alumni  
 Veterinary Street Outreach Services  
 Walden House, Inc.  
 Walgreens  
 Wells Fargo  
 Westside  
 Whirlwind Wheelchair Int'l at SFSU  
 Williams-Sonoma, Inc.  
 Working Essentials  
 Xerox Corporation  
 Zoom Eyeworks



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## **2. Partnership: Three *Best Practices in Partnership***

- **San Francisco and Portland engaged sports teams – Giants and Trailblazers - to sponsor and add visibility.**
- **Denver and San Francisco partnered with corporations offering PHC involvement to corporate one day service events.**





## 2. Partnership: Three *Best Practices in Partnership*

- Winston-Salem engaged every level of government and the private sector in PHC volunteerism.
- New Jersey United Way coordinated 43 PHC's on one day partnered with corporations, colleges, and churches.



## 2. Partnership: Four *Best Practices in Partnership*

- Denver officials declared their event “Comcast Cares Day.”
- San Francisco hosts a partner orientation and tour at every PHC.
- Partners invited to speak during PHC orientation.
- Michigan provided \$1,000 grants to seed the model locally.
- San Jose set aside housing vouchers at PHC.



## **3. Planning Team** *Planning Gets Results*

**3. It's All in the Planning (Team):  
Choreographers and Ambassadors .**



### **3. Planning Team: One *Planning Gets Results***

- **10-Year Plan and PHC planning demonstrate that:**
  - **Planning pays off in results**
  - **Without a plan things only get worse**
- **PHC is supported by planning teams that choreograph the event and develops and replicates best practices.**
- **Most PHC's are supported by jurisdictional or corporate funding.**



### 3. Planning Team: Two *Project Homeless Connect Ambassadors*

The planning team should consist of a:

- Director - ideally affiliated with the lead city/county
- Small core group accountable to the Director



whose decisions are informed by:

- Homeless / formerly homeless consumers
- An advisory representative from each partner group
- Those who have experienced a successful PHC first-hand



### **3. Planning Team: Three *Best Practices in Planning***

- **Multiple PHC's are coordinated on a single day by Los Angeles County (8) and New Jersey (43).**
- **Police officers established and led PHC in St. Paul.**
- **Knoxville relied on Ambassadors for each resource area to realize necessary partnerships to deliver, then coordinated them all during the event.**
- **San Francisco positioned formerly homeless consumers as key PHC team leads.**



### **3. Planning Team: Four *Best Practices in Planning***

- **San Francisco developed plans for intake, support, outreach, discharge, food, data entry, medical, activities, set-up, break down, housing and shelter, and legal.**
- **Minneapolis / Hennepin County set a short planning timeline and invited only planners interested in how to make PHC happen.**
- **Communities across the country accessed USICH technical assistance resources as part of their PHC planning process.**



## 4. Site Selection

### 4. Location, Location, Location: Venues and Staging





## 4. Site Selection: One *Characteristics of PHC Venues*

**PHC is not business as usual and a community site that is not associated with homelessness is preferred. Select a venue that conveys a sense of welcome to homeless consumers and that is:**

- ✓ Large**
- ✓ Centrally located**
- ✓ Known to the community**
- ✓ Indoors**
- ✓ A civic, faith, corporate, or university facility**
- ✓ Unusual for the consumer to visit**



## 4. Site Selection: Two *Location, Location, Location*



### Exceptional PHC venues that you can visit include:

- ✓ San Francisco Civic Auditorium
- ✓ Denver University
- ✓ Minneapolis Convention Center
- ✓ Richmond Auditorium
- ✓ Portland Memorial Coliseum
- ✓ San Jose Parkside Hall
- ✓ Orlando Downtown Rec Center
- ✓ Duluth Convention Center
- ✓ Knoxville Convention Center
- ✓ Norfolk Scope Exhibit Hall
- ✓ Salinas Sherwood Hall
- ✓ Indiana Convention Center
- ✓ San Diego Golden Gate Hall
- ✓ Episcopal Cathedral, Providence



## 4. Site Selection: Three

### *Set a Date for Project Homeless Connect*

Setting and communicating a PHC date makes it real and streamlines the planning process. When selecting a date, keep in mind the advantages of hosting PHC during the:

- National Project Homeless Connect Week
- United Way Days of Caring
- Corporate service day
- Hot summer season
- Winter holiday season



## 4. Site Selection: Four *Staging the Event*



- **Develop a conscious design for use of the space**
- **Create a welcoming and festive environment**
- **Post clear signage, floor plans, and maps**
- **Accommodate media and special guests**
- **Assure accessibility for those with special needs**
- **Plan for 2 hours to setup and 2 hours to break down**
- **Ensure that consumers do not wait in any lines**
- **Serve meals with music entertainment**
- **Provide mobile hospitality wherever consumers go**



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## **4. Site Selection: Five *Best Practices in Site Selection & Staging***

- **Minneapolis/Hennepin County launch PHC with the Convention Center - architecture students design floor plan.**
- **Denver hosts successive PHC's in various sites as a strategy to engage new partners and homeless consumers.**
- **San Jose implements mobile Project Homeless Connect in city areas where consumers have not been engaged.**
- **San Francisco develops and refines floor plan and resource list for use by all at Project Homeless Connects. This ensures that successive PHC's are more easily organized.**



## 4. Site Selection: Six *Best Practices in Site Selection & Staging*



Many communities partner with:

- local jurisdictions to secure civic auditoriums, other city/county-owned space at no cost to host PHC.
- faith-based groups to serve as event hosts in churches.

Many sites stage the area with:

- A single point of exit to offer “goody bags,” evaluations, final greeting of welcome and hospitality.
- Giveaways at the exit to assure all resources are accessed.



## 5. Volunteer Training: One Recruitment

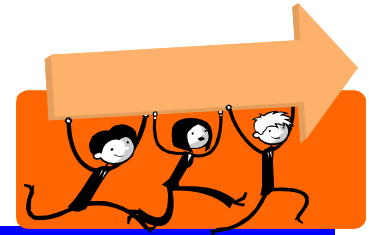


Volunteers are one half of the “Connection” in PHC. The other half are our homeless customers. Ensuring that both are comfortable and understand the nature of PHC, and feel hospitable is vital to a successful PHC:

- **Set** a goal - A 1:1 volunteer-to-guest ratio is ideal
- **Develop** and use a promotional video
- **Enlist** partners with ties to local volunteer pools
- **Target** corporate, civic, and education institutions
- **Engage** faith-based and community-based groups
- **Conduct** open recruitment by advertising



## 5. Volunteer Training: Two *Engagement*



- Offer volunteers specific responsibilities
- Plan a volunteer orientation the morning of the event and consider specialized orientations
- Disseminate volunteer resource packets
- Use shirts, caps, or arm bands for visual recognition
- Stage an opening rally on the day of the event to boost spirits
- Host post-event debrief sessions with volunteers





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## **5. Volunteer Training: Three *Best Practices in Recruitment /Engagement***

- **Duluth hosts “sleep out” to increase awareness and recruit volunteers.**
- **San Francisco partners with volunteer agencies and uses the web to advertise and recruit. Each team lead trains volunteers.**
- **San Jose, Minneapolis, and San Francisco each develop short promotional videos to engage civic, corporate volunteers and partners.**
- **Denver’s PHC at a University attracts over 900 students and faculty to serve in mobile hospitality roles to facilitate triage.**



## 5. Volunteer Training: Four *Best Practices in Recruitment /Engagement*

- Nashua, NH positioned a large banner across the city's Main Street to recruit volunteers, partners, and generate public interest.
- San Francisco recruits by advertising on taxis and in public transit, using an advertising firm to pitch/brand volunteerism, and inviting those assisted by the event to give-back.
- Many communities recruit by partnering with the United Way or volunteer intermediary groups.
- PHC partners with corporations who have one-day service campaigns.



## 6. Services: One *Offer What Consumers Want*



**Key in the provision of services is immediacy. The direct provision of housing, jobs, benefits, and quality of life services - including haircuts and eyeglasses - are what sets apart PHC.**

- Housing/ Shelter/ Stabilization
- Employment/ Job Readiness
- Medicaid, Social Security Benefits
- Welfare and Veterans Benefits
- Medical, Dental, Orthopedic Services
- Drug/Alcohol/Mental Health Treatment
- Legal Counsel/ Therapeutic Courts
- Teen and Youth Services
- DMV for Identification Cards
- Elder/ Family / Childcare Services
- Pet Care
- Credit Counseling/ Banking
- Transportation
- Case Management/ Triage
- Mail, Phone, Voicemail Services
- Food and Beverage
- Haircuts, Massage, Foot Care
- Showers/ Hygiene Kits
- Eye Exams / Eyeglasses
- Bicycle / Wheelchair Repair
- Entertainment / Education
- Books - Libraries



## 6. Services: Two

### *Best Practices in Delivering Services*

- Resource provider personnel should understand that their intent is to market their services. PHC is more about “assertive community offerings” than “passive bureaucratic barriers.”
- Providing “mobile hospitality,” that is the pairing of volunteers with homeless people to navigate the space and the services is vital to the consumers’ sense of welcome and comfort.



## 6. Services: Three

### *Best Practices in Delivering Services*

- Offering permanent housing at PHC's in Portland and Knoxville worked. 174 consumers were housed.
- Minneapolis used privately-raised funds to remove low-cost barriers for consumers onsite (e.g., GED test fees, bus tickets, unit damage deposits, dentures, clothing, bills).
- Denver and Long Beach employers offer onsite interviews.
- San Francisco removes program barriers in real time necessary to connect consumers to services and housing.



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## **6. Services: Four** ***Best Practices in Delivering Services***

- **Norfolk issues government IDs to homeless consumers.**
- **Computer-equipped workforce development vans offer job resources in Riverside, Norwich, and New London.**
- **Judges conduct homeless court proceedings in Los Angeles, Contra Costa, Knoxville, and San Antonio PHC's to clear warrants and quality of life infractions for consumers on-the-spot.**



## 7. Consumer Engagement: One Marketing Project Homeless Connect

PHC is centered around the consumer, the homeless person. Marketing PHC to them means knowing where they are and what they want.



- **Set** a goal for consumer turnout
- **Create** a flyer with date, map, directions to event
- **Begin** outreach as soon as the date and site are set
- **Enlist** police/ direct service providers/ consumers
- **Deploy** engagement teams on the day of the event
- **Host** PHC's regularly and listen to the consumer



## 7. Consumer Engagement: Two *Best Practices in Marketing*



- Many communities provided flyers to law enforcement and local businesses who then get the word out to consumers about the upcoming PHC.
- Eugene used flyers with bus passes attached and maps to bus depots where free transit was available, engaging over 1,000 for their first PHC.
- San Francisco deploys an engagement team prior to and during PHC to inform and engage consumers directly.
- Localizing flyers and engagement materials and showing how PHC can fit into the day-to-day lives of consumers helps communities engage more of them into PHC.



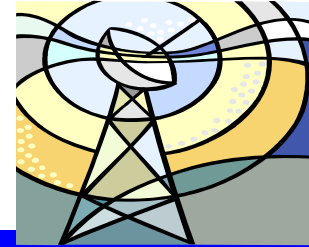


## 7. Consumer Engagement: Three *Best Practices in On-Site Engagement*

- Those hosting PHC's regularly engage more consumers by consistently delivering immediate services (e.g., St. Louis engagement rose 300% from their first to second PHC).
- Establish ample intake capacity to reduce or eliminate waiting in lines for homeless consumers.
- Offer on-site entertainment and restaurant-style meal service.



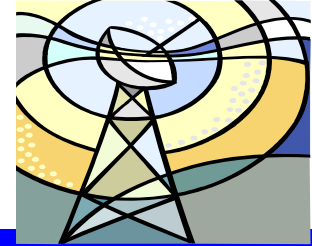
## 8. Media: One *Communications Strategy*



- **Partnering in USICH-coordinated National Project Homeless Connect activities is the first, easiest, and most effective step to any effective media engagement strategy.**



## 8. Media: One *Communications Strategy*



- **PHC offers an opportunity to welcome homeless people in the community and to debunk myths and stereotypes about them.**
- **Public officials offering words of welcome and homeless people actively seeking to move beyond homelessness are messages to the community at-large that media can assist in communicating.**



## 8. Media: Two

### *Maximizing Public Awareness*

- Partner in National Project Homeless Connect
- Appoint an experienced point-person for media
- Develop a communications plan and press packet
- Invite media to cover the PHC's opening rally
- Arrange for media to track a willing client during your PHC
- Invite officials to greet homeless consumers as they arrive
- Report PHC results to the media same-day
- Contextualize your PHC as part of the National Partnership



## 8. Media: Three *Best Practices in Maximizing Visibility*

- 39 communities host their PHC event during National Project Homeless Connect Week and 35 jurisdictions screen major motion picture, *The Pursuit of Happyness*.
- New York City Project Homeless Connect consumer who obtained housing is positioned to be featured on PBS-TV broadcast on Housing First.
- San Francisco and Denver leverage recognition bestowed on their innovations and volunteers for greater media coverage.



## **8. Media: Four** *Best Practices in Maximizing Visibility*

- **Best practice PHC's implement a media strategy and disseminate a press release and information packet that tells the story.**
- **Communities plan a press event on the day of PHC that includes Federal Interagency Council leaders and local and state officials.**
- **Denver paired a reporter to a willing consumer on-site.**
- **San Francisco pitches PHC to various sections of the newspaper, records consumer and volunteer perspectives, and maintains a website and regular e-newsletter.**



## 9. Data and Results: One *Measuring Outcomes*



**Quantifiable results are central to 10-Year Plans and to PHC. Every resource provider should keep and report data. Identify a lead to report on the following for each resource area:**

- Clients/Volunteers Engaged
- Persons Housed
- Persons off the Streets
- Persons Employed / Trained
- Social Security Benefits Applications
- Veteran Benefit Applications
- Food Stamp / Welfare Applications
- Government ID's Issued
- Eyeglasses Issued
- Medical / Dental Care Received
- Wheelchairs / Bicycles Repaired
- Citations Adjudicated
- Personal Hygiene Kits Given
- Lbs of Food Distributed
- Haircuts / Massages Given
- Phone Calls / Voicemails



## 9. Data and Results: One *Measuring Outcomes*



### Project Homeless Connect 22:

Thanks to the 975 volunteers and providers who helped:

- 42 acupuncture treatments were given to clients
- 23 banking service consultations were given, resulting in many clients opening accounts
  - 115 benefits meetings (Food Stamps, GA, CAAP, SSI) took place at PHC in 2007
- 44 dental screenings performed. As of June almost 200 PHC clients received day of treatments
  - 61 employment interviews and services
  - 120 eye exams and reading glasses distributed
- 90 hair cuts
  - 35 Individuals enrolled in Healthy San Francisco
  - 237 California State IDs were issued
  - 115 legal meetings were conducted
    - 814 lunches were served
    - 60 massages were performed
    - 167 medical service interactions
- 56 substance abuse, behavioral health, or methadone connections were made
  - 250 phone calls and mailings were made to family or friends
  - 30 podiatry treatments were given
  - 35 veterans service connections were provided
- 41 veterinary care and pet setting served Dogs, Cats and other pets
  - 140 voicemail accounts were opened
  - 15 wheelchairs were repaired
- 48 People were off the streets (Homeward Bound, Shelter, Stabilization and Residential Housing)
  - 36 Individuals were off the street and placed in either a shelter or stabilization room





## 9. Data and Results: Two *Best Practices in Measuring Outcomes*

- San Francisco, Denver, Miami, and Minneapolis/Hennepin County measure and report out event results same-day.
- Some jurisdictions partner only with those that provide tangible resources wanted by consumers and identify one person accountable for each reportable result.
- Many communities that host the innovation regularly track results longitudinally from one event to the next.
- Best practice events report outcome data coupled with compelling personal accounts of transformation and healing.

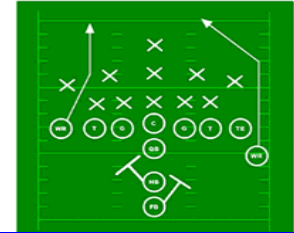


## 9. Data and Results: Three *Best Practices in Measuring Outcomes*

- Use exit interviews to assess and record individual results and cross check partner-reported results for quality control.
- Streamline and standardize reporting by using the Federal Interagency Council's PHC reporting tool.
- Use check-ins at each event area at closing time to obtain and tally all quantifiable results immediately, while the 'storytelling area' tracks anecdotal outcomes.



## 10. Event Execution: One *Delivering for Consumers*



PHC is not about waiting in lines or signing up on long waiting lists, or creating false expectations. PHC is about delivery, execution, and results. On event day, remember to:

- ✓ **Be prepared** to troubleshoot issues as they arise
- ✓ **Remain flexible** with volunteer and other resources
- ✓ **Recognize and include** sponsors, partners, and officials
- ✓ **Be diligent** in obtaining consumer feedback
- ✓ **Learn** from what worked and what didn't
- ✓ **Publicize** results immediately and celebrate success



## 10. Event Execution: Two *Best Practices in Delivering for Consumers*

- Los Angeles City and County joint powers authority serves client support function to assure all homeless consumers get connected during events.
- Many communities triage consumers at intake based on level of need to maximize use of limited medical and other resources.
- Some jurisdictions design space layouts to facilitate flow and maximize accessibility for consumers during the event.



## **10. Event Execution: Three *Best Practices in Delivering for Consumers***

- **Denver color codes T-shirts for easy identification of volunteers who are team leads, bilingual, or trained in mental health to better serve consumers.**
- **San Francisco hosts same-day debriefing sessions to solicit volunteer and homeless consumer feedback on what worked and what didn't.**
- **Many communities assess what keeps consumers from participating and remove those barriers (e.g., by offering storage, pet-sitting, childcare, transportation, meals, wheelchairs)**



## 10. Event Execution: Three *Best Practices in Delivering for Consumers*



### San Francisco Connect Elements

- Check-In
- Client Support
- Street Outreach
- Medical
- Food
- Activities
- Data Entry
- Check Out
- Pre-Event Volunteers



## 10. Event Execution: Four Sample PHC Plan Framework

- **Create** and overall plan that takes you from conception to planning and marketing and include strategies for the days before, the day of, and the days following PHC.
- **Develop** a plan for the day of PHC that includes:

- Doors open at \_\_:\_\_am for volunteers and staff.
- Set up
- Volunteer orientation – review location of all services.
- Match volunteer requests with available opportunities.
- Doors open at \_\_:\_\_am for homeless consumers.
- No lines – homeless people go to meal site and sit at tables. Entertainment provided.
- Mobile Hospitality Volunteers (MHV's) assisted by specialists escort consumers from tables to available resources.
- MHV follows and remains with consumer through every meeting.



## 10. Event Execution: Four *Sample PHC Plan Framework*

**Project Homeless Connect – Orientation**  
**[www.sfconnect.org](http://www.sfconnect.org)**

**Hello!**

**Thank you very much for volunteering for PHC. The purpose of this document is to orient you to how PHC works, and to ensure you are equipped with the knowledge and resources needed to assist clients.**

**What is Project Homeless Connect (PHC)?**

**PHC is a bi-monthly event in which volunteers (yourselves) outreach to homeless persons on the street and encourage them to return to Bill Graham Auditorium, where additional volunteers (client support) help to connect them with the array of services available there.**

**The ultimate goal of PHC is to assist homeless persons connect to the service system of care, ultimately facilitating their ability to leave the streets.**





## 10. Event Execution: Four Sample PHC Plan Framework

What will happen on the day of PHC for volunteers and clients?

### ***8:30 Volunteer Registration and Orientation:***

Volunteers arrive, sign-in, and get their t-shirts that identify them as volunteers. After registration please go upstairs and enjoy breakfast items donated by SMG catering. Each table will have a sign denoting the major service areas please find yours and make yourself comfortable, a representative from your service area will come up to introduce themselves and give a brief over view of your service area.

### ***9:00 Rally***

Please join us in the bleachers for a rally with Mayor Newsom and Judith Klain, Director of Project Homeless Connect. The rally will be informational and motivational and is a good way to start your volunteer experience.

### ***9:30 – 10:00 am Service Area Assignment***

During this time, if you haven't chosen a service area or are registered in General, you will be assigned to a service area. Once in your area you may receive further training or be asked to prepare for clients. There maybe some down time between now and when the clients arrive, please use this as an opportunity to familiarize yourself with your service area, the map of Bill

Graham so you can direct and be of assistance to clients or ask any questions of your leads (green shirt)

### ***10 am to 3 pm Connecting with the Homeless:***

Services begin. Consistently 1500-2000 clients come to Homeless Connect looking for services. Please engage clients and make sure they are getting what they came for that day, utilize your map to give directions. If you have any questions please ask the lead (green shirt) of your area.

### ***11:30 – 1 p.m. Lunch***

Lunch is donated to volunteers by SMG catering and is served in the same area you had your breakfast and service area orientation. Please note that we encourage you to bring your lunch and snacks as we prioritize serving lunch to clients and have run out of food. PLEASE DO NOT LEAVE YOUR AREA WITHOUT CHECKING IN WITH A LEAD. You will have a break for lunch, but it is important we do this in shifts as this is the time of day we see the most clients.



## 10. Event Execution: Four Sample PHC Plan Framework

*What will happen on the day of PHC for volunteers and clients? . . . Continued*

***At the Event:***

Every client is greeted by a volunteer and directed to the Check In area.

***Step 1- Check-in:***

Volunteers in check in greet the clients and interview them to help determine what services they need. It can be as simple as just needing a meal or as complex as needing medical, legal, and general assistance services. The client will be given a yellow form that has marks by each service area the client has asked to visit.

***Step 2 – Getting the Services:***

Because each client is unique and the combination of services that they need is different, their individual needs will dictate exactly how they move through the Service Stations.

***Step 3 – Check out:***

Volunteers assess each client before they leave to make sure that they visited the areas they chose in Check In. Check out is one of the quality control pieces of this process, helping to make sure clients don't fall through the cracks.

***Step 4 – Hygiene Kits:***

Each client is given a bag that contains some of the basic hygiene products, like toothbrushes and toothpaste, and maybe a few little extras.

***3:30 pm Volunteer Wrap-up and Debrief:***

After the event, volunteers and organizers gather again to wrap-up and debrief about the event that day at Larkin Hall. Some of the initial numbers available are reported.

***4:00 – 6:00 Breakdown and Clean Up***

If possible please stay to help break down the event. We can use your assistance.



## **Make a Pilgrimage – Go See Project Homeless Connect for Yourself!**

**August 21 – Norfolk**  
**August 22 - Portland, OR**  
**August 23 - Isabella County, MI**  
**August 25 - Allegan County, MI**  
**September 5 - Cheyenne, WY**  
**September 8 - Dickson/Iron County, MI**  
**September 10 - San Francisco, CA & Contra Costa, CA**  
**September 12 - King County, WA**  
**September 20 - Calgary, Alberta, Canada & Helena, MT**  
**September 23 - Jackson, MS**  
**September 25 – Orange County, NC**  
**September 27 - Clearwater, FL**  
**October 3 - Branch County, MI & Waterbury, CT**  
**October 8 - St. Joseph County, MI**  
**October 10 - New London, CT**  
**October 9 - Lincoln County, OR**  
**October 11 - Birmingham, AL & Clare County, MI & Bend, OR**  
**October 14 - Shiawassee County, MI**  
**October 15 - Pierce County, WA**  
**October 16 - Tuscola County, MI**  
**October 17 - Norwich, CT**  
**October 25 - New Haven, CT**

[www.usich.gov](http://www.usich.gov)



## Available Online Resources for Project Homeless Connect

- USICH National Project Homeless Connect Toolkit: [www.usich.gov](http://www.usich.gov)
- Peer-to-Peer information and contacts in cities you can visit
- Project Homeless Connect highlights from the weekly USICH e-news <http://www.usich.gov/e-newsletterarchive.html>
- Links to local Jurisdictional Project Homeless Connect websites <http://www.usich.gov/e-newsletterarchive.html>
- National Project Homeless Connect calendar, logo, and forms

# Fourth Annual National Project Homeless Connect Week

December 1-7, 2008



[www.usich.gov](http://www.usich.gov)