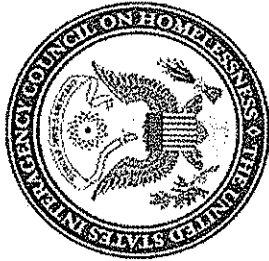


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Project Homeless Connect: A Step-by-Step Guide

Version 1.0

October 2007

United States Interagency Council on Homelessness
Federal Center SW ♦ 409 Third Street SW, Suite 310 ♦ Washington, DC 20024
Phone: 202-708-4663 ♦ www.usich.gov ♦ Fax: 202-708-1216



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

“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

“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

“Homeless Connect is more than a single day of outreach and service. It’s about getting the community – from residents to corporations – to make a commitment to being part of long-term solutions to homelessness.”

– Mayor Bart Peterson, City of Indianapolis

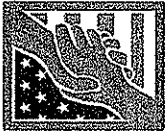
“Project Homeless Connect has evolved from the Knoxville/Knox County 10-Year Plan to End Chronic Homelessness, which calls for efforts by the whole community . . . to solve the problem. Project Homeless Connect is the first step to demonstrate how that can be done.” – Mayor Bill Haslam, City of Knoxville

“We have hundreds of people enlisted for Project Homeless Connect. It’s become a real cause in our city. At our State of the City Address which is attended by 1100 business people, the one line that got the most applause and support was that we are making good on our promise to end homelessness in our city and showing results.”

– Mayor Paul Fraim, City of Norfolk

“What Project Homeless Connect is all about is welcoming our homeless neighbors back into our community and providing the resources all in one place to create the trajectory to end their homelessness.”

– Interagency Council Executive Director Philip Mangano



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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

"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

"It is very empowering to go and be a person that can extend some dignity to someone who hasn't felt it in years."
– PHC Volunteer

"Project Homeless Connect models for other cities how to execute collective generosity."
– PHC Volunteer

"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



Project Homeless Connect in the News

"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 has been fed, massaged and helped into welfare services or housing."

— San Francisco Chronicle — 12/9/2005

"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

"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

"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, CT — 12/11/2006

"Project Homeless Connect, a national initiative to help the homeless at one-stop events, for the first time brought together more than 35 local nonprofits, businesses, government agencies and churches that offer services..."

— Missoula Independent — 12/14/2006

"For months, a Billings homeless man has been telling Lynda Woods, 'You need to listen to us.' As Woods worked to help organize the Project Homeless Connect event... she kept that man's words in mind... The daylong event was meant to bring services together in one place for homeless people to gather information and help on housing, health care, legal issues and other basic needs. It was organized by the Mayor's Committee on Homelessness."

— Billings Gazette — 4/1/2007

"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. It also requires tracking clients and the services they've received and motivating large numbers of 'employees.'" — San Francisco Business Times — 7/21/2006

"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



A Letter from the Executive Director

The United States Interagency Council on Homelessness (USICH) supports and encourages the development of local 10-Year Plans to end chronic homelessness. Inspired by the President's call to action, hundreds of communities and states across the country have committed to planning initiatives in the last several years. As a result, innovative initiatives have emerged that offer new hope for our homeless neighbors. Project Homeless Connect (PHC), now implemented in more than 130 cities coast to coast, is one of those technologies creating change across our country.

This guide highlights Project Homeless Connect, an innovation that did not exist three years ago, yet which today has welcomed literally thousands of homeless people in from the streets nationwide.

Project Homeless Connect fuses political and civic will in a one-day, one-stop array of resources. The intent is to provide the hospitality and the support to create a trajectory out of homelessness.

Central to PHC hospitality is welcoming homeless people into the mainstream life of our communities. Mayors and County Executives at the front door of the PHC site offering a handshake and words of support are the symbol of this welcome.

We are indebted to San Francisco's Mayor and 10-Year Plan for creating this innovation and to the growing number of communities who have contributed to the ongoing evolving effort by joining the National Project Homeless Connect partnership coordinated by USICH.

This toolkit is designed to guide your community in establishing a Project Homeless Connect. Additional copies can be secured from the Council's website, www.usich.gov.

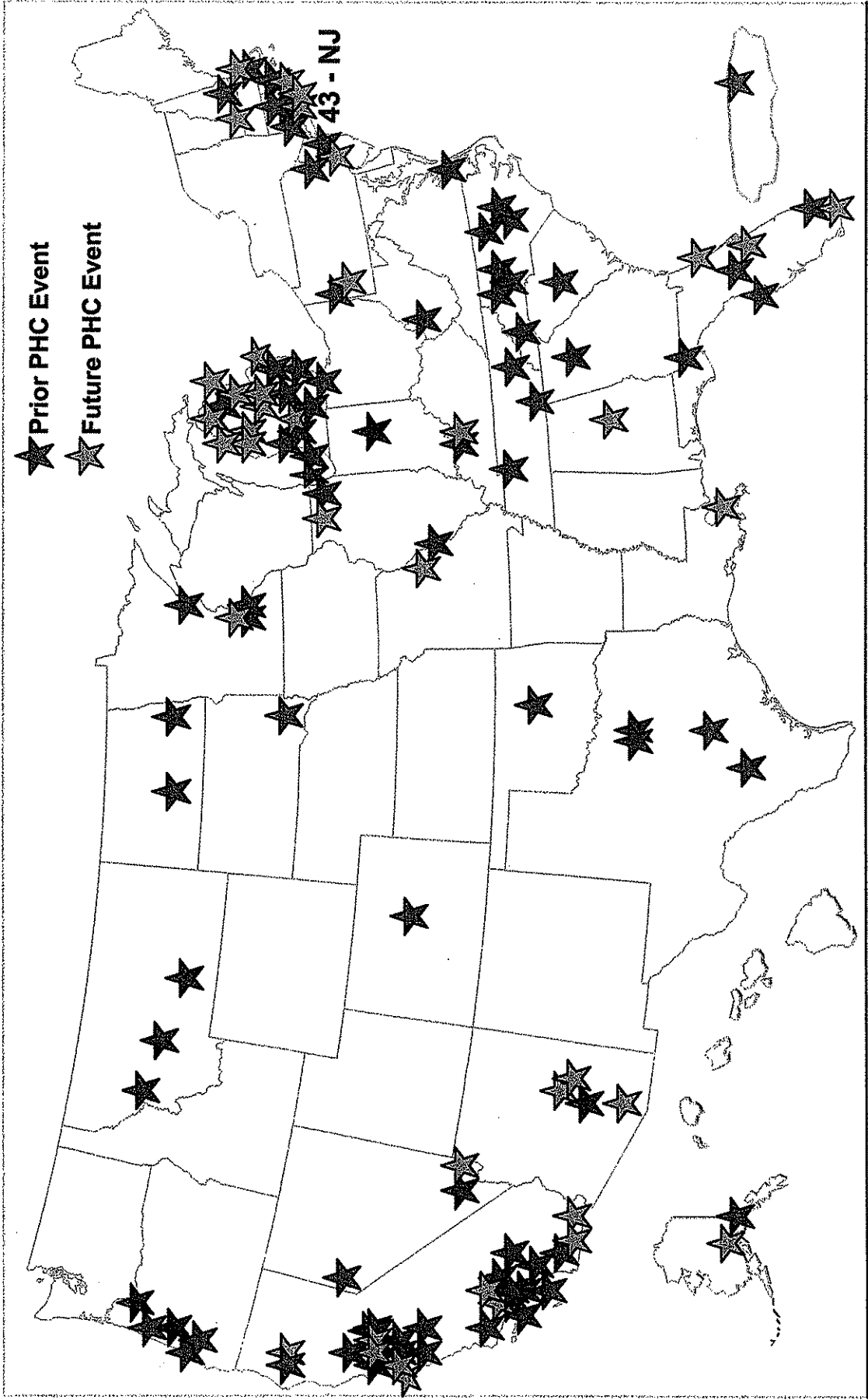
Volunteers from every sector – business, non-profit, faith, and government – drive PHC and offer a trajectory out of homelessness. Working together in business-oriented 10-Year Plans and implementing innovations like Project Homeless Connect will take us closer to our mission's goal – an America without homelessness.

All the best,

Philip F. Mangano, Executive Director
U.S. Interagency Council on Homelessness



More than 130 Communities Have Implemented Project Homeless Connect





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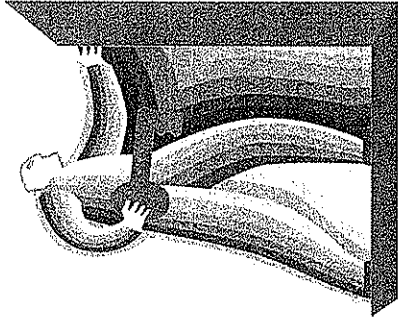
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What is Project Homeless Connect (PHC)?

- **One-day:** a community-wide event
- **One-stop:** housing, support, and quality of life resources
- **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.

Project Homeless Connect is similar in spirit and substance to these new responses as well as to the resource model historically provided by Stand Down events for veterans.

December 2005: The U.S. Interagency Council on Homelessness launches the National Project Homeless Connect Partnership with its inaugural National Day on December 8 on which 26 cities implement the innovation with over 5,400 volunteers welcoming over 8,800 homeless persons.

December 2006: The Council's Annual PHC Event expands to a National Project Homeless Connect Week December 4-8, with 40 cities partnering with over 9,500 volunteers who welcome almost 22,000 homeless persons.



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What are the Key Characteristics of Project Homeless Connect?

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



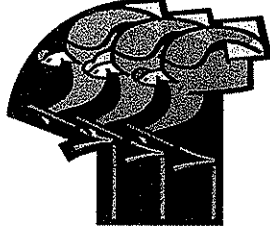
What are Specific Themes of Project Homeless Connect?

- **Not business as usual. Disturb the status quo response.**
- **No waiting in line. Homeless people do that enough.**
- **Hospitality from the whole community. Government and business leaders partner with faith and non-profit agencies.**
- **Immediate access. Not simply referrals.**
- **Quality of life resources. Including haircuts, massage and foot care, phone calls, eyeglasses, dental and medical care, meals, entertainment, wheelchair repair, and more.**



Why Establish Project Homeless Connect?

- ✓ Enhance quality of life for the entire community
- ✓ Engage civic leaders in solutions to homelessness
- ✓ Re-engage our homeless neighbors with welcome and hospitality and resources.
- ✓ Seed / implement a component of 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
- ✓ Offer quality of life resources





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The Ten Essential Elements of Project Homeless Connect

1. Political / Civic Will

2. Partnership

3. Event Execution

4. Planning Team

5. Site Selection

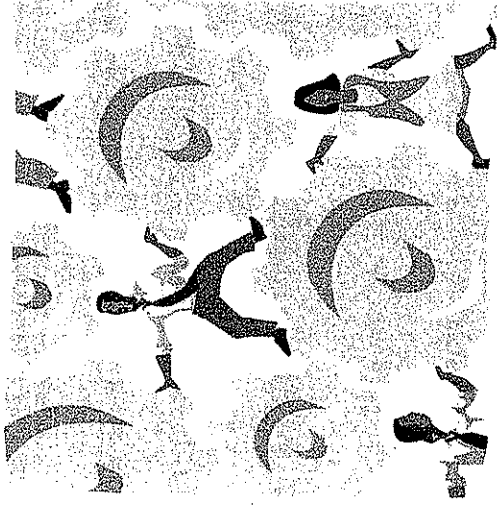
6. Volunteers

7. Resources

8. Consumer Engagement

9. Media

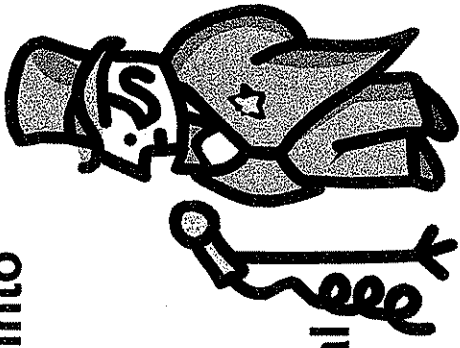
10. Data and Results





1. Political / Civic Will: One Leadership from Jurisdictional CEOs

Mayor or county official leadership integrates PHC into jurisdictionally-led, community-based 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



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1. Political / Civic Will: Two Best Practices in Leadership

- **San Francisco Mayor 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 professional sports teams.**



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1. Political / Civic Will: Three Best Practices in Leadership

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



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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





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2. Partnership: Two *The Private Sector*



Private sector event partners include:

- United Way/ Philanthropy
- Behavioral Health Providers
- Business and Civic Leaders
- Transportation Agencies
- Banks/ CRA Representatives
- Workforce Agencies
- Chambers of Commerce
- Faith-Based Organizations
- Downtown Associations
- Law Enforcement / Courts
- Housing Developers/ PHAs
- Veterans Organizations
- Tourism Officials/ Hospitality
- Advocates/ Providers/ Non-Profits
- Academia – Colleges/Universities
- Consumers
- Technical Colleges
- Libraries
- Trade Schools
- Parks & Recreation Agencies
- Hospitals/ Health Centers
- Sports Teams



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2. Partnership: Three Best Practices in Partnership

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



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2. Partnership: Four Best Practices in Partnership

- **Denver officials declared October 7 PHC, 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 25 housing vouchers at PHC.**



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3. Event Execution: One Sample PHC Plan Framework

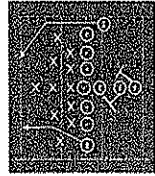
- Create an overall plan that takes you from conception to planning and marketing and include strategies for the days before, the day of, and the days following PHC.
- Develop a plan for the day of PHC that includes:

- Doors open at __: __am for volunteers and staff.
- Set up
- Volunteer orientation – review location of all resources.
- 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.



3. Event Execution: One Best Practices in 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 the day of PHC, 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



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3. Event Execution: Two Best Practices in Delivering for Consumers

- **Los Angeles' LAHSA provides client support 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.**



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3. 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 by offering storage, pet-sitting, childcare, transportation, meals, and wheelchairs.**



4. Planning Team: One Planning Gets Results

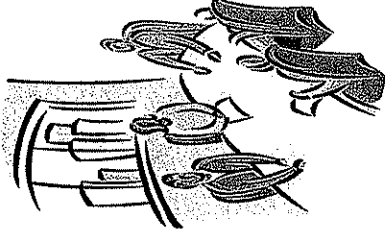
- 10-Year Plans and PHC planning demonstrate that:
 - Planning leads to results
 - Without a plan things only get worse
- PHC is supported by planning teams that choreograph the event and develop and replicate best practices.
- Most PHC's are supported by jurisdictional or corporate funding.



4. 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



4. Planning Team: Three *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 for the first PHC and engages a diverse steering committee made up of city and county staff, providers, community volunteers, and people experiencing homelessness to plan every PHC event.
- Communities across the country accessed USICH technical assistance resources as part of their PHC planning process.



4. 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 achieve necessary partnerships and then coordinate them all during the event.
- San Francisco and Minneapolis/Hennepin County positioned formerly homeless consumers as key PHC team leads.



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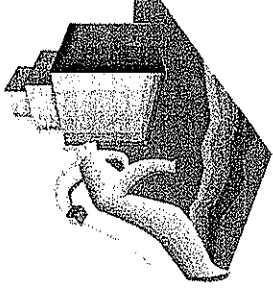
5. Site Selection: One Characteristics of PHC Venues

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



5. Site Selection: Two Location, Location, Location



Exceptional PHC venues 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
- ✓ Providence Cathedral



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5. 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**



5. 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 breakdown
- Ensure that consumers do not wait in any lines
- Serve meals with music entertainment
- Provide mobile hospitality by volunteers wherever consumers go



5. Site Selection: Five

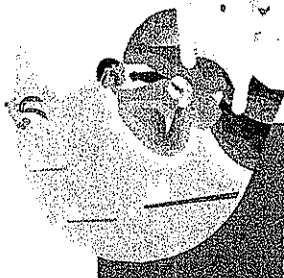
Best Practices in Site Selection & Staging

- Minneapolis/Hennepin County launch PHC with the Convention Center and partner with U of MN School of Design students to create floor plan, event flow, and signage.
- 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.



5. Site Selection: Six

Best Practices in Site Selection & Staging



PHC are sited through:

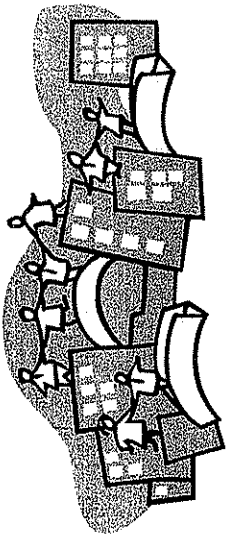
- local jurisdictions to secure civic auditoriums, other city/county-owned space at no cost to host PHC.
- faith-based groups to serve as event hosts in churches.



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6. Volunteers: 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 is vital to a successful PHC:

- **Set a goal - A 1:1 volunteer-to-guest ratio is ideal**
- **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**
- **Develop, if possible, a promotional video**



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6. Volunteers: Two Engagement

- **Assign volunteers specific responsibilities**
- **Train volunteers prior to event day**
- **Plan a volunteer orientation the morning of the event and consider specialized orientations**
- **Disseminate volunteer resource packets**
- **Offer 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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6. Volunteers: 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.**



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6. Volunteers: Four Best Practices in Recruitment /Engagement

- **Nashua, NH positions 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 - including several in North Carolina - recruit by partnering with the United Way or volunteer intermediary groups.**
- **PHC partners with Corporations who have one-day service campaigns.**



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7. Resources: One Direct Access



Key in the provision of resources is immediacy.

The direct provision of housing, jobs, benefits, and quality of life resources - including haircuts and eyeglasses - is what sets PHC apart.



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7. Resources: Two Direct Access



- **Housing/ Shelter/ Stabilization**
- **Employment/ Job Readiness**
- **Medicaid, Social Security Benefits**
- **Welfare and Veterans Benefits**
- **Medical, Dental, Orthopedic Resources**
- **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**



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7. Resources: Three Best Practices in Delivery I

- **Resource provider personnel should understand that their intent is to market their resources. 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 resources, is vital to the consumers’ sense of welcome and comfort.**



7. Resources: Four *Best Practices in Delivery II*

- Offering permanent housing at PHC's in Portland and Knoxville worked. Over 170 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 resources housing.



7. Resources: Five Best Practices in Delivery III

- 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.



8. Consumer Engagement: One Marketing Project Homeless Connect

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

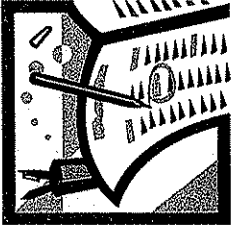


- Set a goal for consumer turnout
- Create a flyer with date, map, directions to event
- Begin outreach as soon as the date and site are set
- Enlist police/ direct service providers/ consumers
- Deploy engagement teams on the day of the event
- Host PHC's regularly and listen to the consumer



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8. Consumer Engagement: Two Best Practices in Marketing



- **Many communities provided flyers to law enforcement and local businesses who 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; other cities create shuttle services.**
- **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.**



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8. Consumer Engagement: Three Best Practices in On-Site Engagement

- Those hosting PHC's regularly engage more consumers by consistently delivering immediate resources (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.



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8. Consumer Engagement: Four Best Practices in Exit Strategies

- ❖ **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.**



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9. Media: One Maximizing Public Awareness

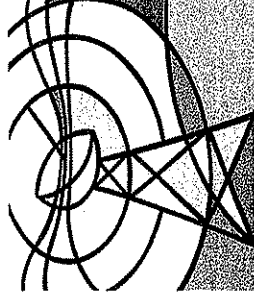
- **Partner in USICH National Project Homeless Connect**
- **Appoint an experienced point-person for media**
- **Develop a communications plan and press packet**
- **Invite media to cover the PHC's opening rally**
- **Arrange for media to track a willing client during your PHC**
- **Remember to preserve anonymity for any consumer for any consumer who makes that request**
- **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**



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9. Media: Two 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.**
- **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 can be facilitated by the media.**



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9. Media: Three Best Practices in Maximizing Visibility

- **Best practice PHC's implement a media strategy and disseminate a press release and information packet that tells the PHC story.**
- **Communities plan a press event on the day of PHC that includes U.S. 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, including news, living, and business sections, and records consumer and volunteer perspectives, and maintains a website and regular e-newsletter.**



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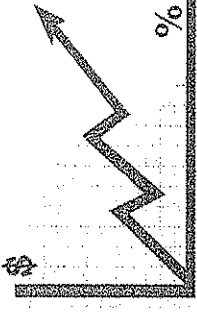


9. Media: Four Best Practices in Maximizing Visibility

- **39 communities host their PHC event during National Project Homeless Connect Week, and 35 jurisdictions link PHC to USICH coordinated local screenings of 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 on their innovations and volunteers for greater media coverage.**



10. 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 on that day. Identify a lead person to report on the following for each resource area:

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



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10. 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 PHC 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.**



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10. 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 United States 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.**



Online Resources for Project Homeless Connect

- **USICH web site resources: www.usich.gov**
 - ❖ **National Project Homeless Connect Toolkit**
 - ❖ **USICH- National League of Cities Toolkit**
 - ❖ **Project Homeless Connect highlights from the USICH e-news www.usich.gov/e-newsletterarchive.html**
 - ❖ **Links to local Jurisdictional Project Homeless Connect websites www.usich.gov/e-newsletterarchive.html**
 - ❖ **National Project Homeless Connect calendar, logo, and forms**
 - ❖ **San Francisco's www.sfconnect.org also has key resources on PHC events, results, volunteers, and partners**



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