

Learning Session: Unsheltered Track

Session #3

Managing the Politics of Unsheltered Homelessness

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Unsheltered Learning Track

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Session #1

Implementing a Direct to Housing Encampment Model

- Introduction to Model and Conditions for Success
- Leadership and Command
- Engagement and Rehousing Teams
- Legal
- Closure Maintenance
- Community Engagement and Communications

Session #2

Planning an Encampment Resolution Initiative

- Assessing Conditions
- Selecting a Response Strategy
- Setting Targets and Milestones
- Packaging and Pitching
- Clearing the Runway
- Managing Expectations

Session #3

Managing the Politics of Unsheltered Homelessness

- Perception and Realities
- Understanding and Anticipating Needs
- Navigating Distractions and Pitching Solutions
- Taking Command
- Managing White Noise

“Yes But” Categories

Any Cleared Up?

Revving the Reinforcing Engine of Success

ACT

Begin with a Test Site

- Small, manageable (5-7)
- Utilize existing rehousing slots
- Utilize/test landlord team & incentives
- Test closure maintenance and partnerships
- Track results
- Communicate in real time with leaders

Keep Testing...

SCALE

Financial Modeling

- Include all existing rehousing slots and possible one-time resources
- Define pace based on resources and capacity
- Set flex fund target
- Consider RRH to PSH transfers and impact on turnover and flow

Package & Pitch

SUSTAIN

System Design 2.0

- Start to conceive a system with low/no unsheltered homelessness
- Define shifts in practice
- Define resource gaps and target turnover to sustain
- Set the vision for future system
- Set milestones and define investment needs
- Clear narrative

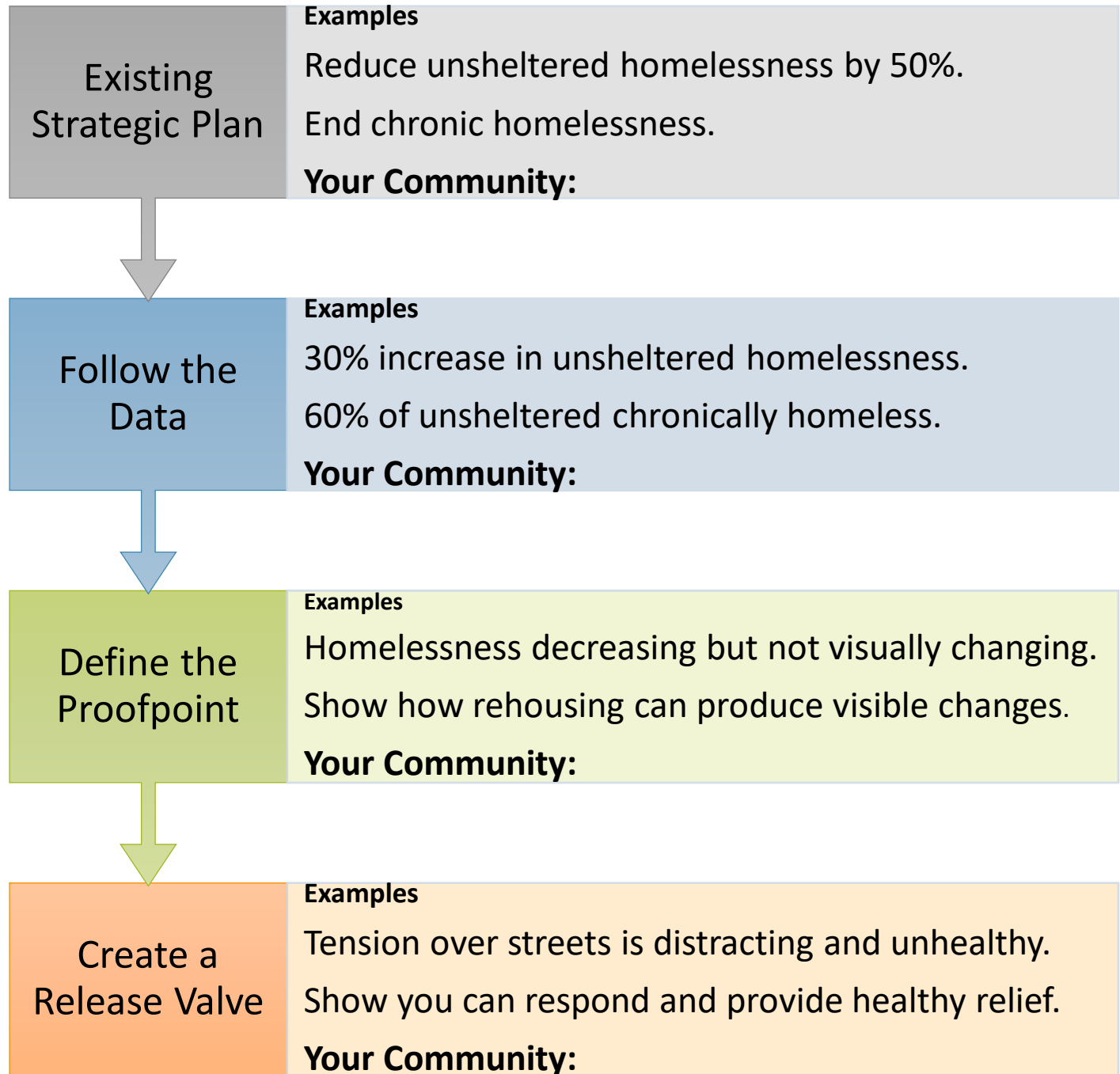
Financial Modeling Inputs

- Existing Monthly/Annual RRH and PSH Turnover Slots
- Rent/Utility Payment Standard
- Loaded Case Management Rate
- Available Funding
- Result: Tool to calibrate Goal and Timeline based on capacity and resources

Financial Model

Blank excel workbook provided

Scale Exercise 10 minutes



Biggest Difference Maker: Business & Philanthropy

- Business community is already frustrated and assembled
- Big influence to push for action
- Will naturally gravitate to seemingly logical interventions that fix their problem
- Can understand the economics of the problem when you are operating as their ally
- Focused on the problem not the politics
- Thinking is not constrained
- Often at least one major philanthropy with significant political/social capital
- Two kinds of Champions
 - Savior
 - Community Problem Solver

Finding a Community Problem Solver to Champion

Identify the Influencers

Meet Individually to Listen and Socialize

Convene Them as a Group

Validate the Need for a Rapid Resolution

Discuss Balance of Options

1x, 10x, 100x
- Get to a test now

Pitch your Big Vision

Present Evidence it has Worked in Other Places

Biggest Hang Up:
How to Handle Saviors
and Elected Officials
Demanding Half
Measures

Identify the Savior and Elected Officials

Meet Individually To Neutralize

Respect, Appreciation,
and Honesty

Understand Needs &
What Trying to Solve

Clear in the Differences

Show How to Meet
Their Need with Your
Solution

Do's & Don'ts Convening

Do Committee or Council
Presentations

Don't Meet Privately with Just
Them

Do Bring Them to the Business
Meeting or Bring "Friends" to a
Private Meeting

Finding Your Champion Exercise

Identify your influencers.

Who is your philanthropic partner leading on this?	Who is your community problem solver?	Who is your savior?

Meet individually to listen and socialize.

Who do you meet with first?	Who does that person connect you with next?	Who has influence with the savior?

Convene them as a group.

Who convenes?	Who is included?	Do you include the savior?

Activate a Public
Communication Feedback
Loop
Transparent & Consistent
Communication

- Transparent and consistent communication
- Maintains engagement
- Demonstrates Shared accountability
- Defines a new working relationship and new way of generating solutions to shared problems
- Common Tools
 - Dashboards
 - Quarterly Performance
 - Including Council in Decision Making
- Examples from Dallas and Houston on following slides

Next Phase of System Transformation

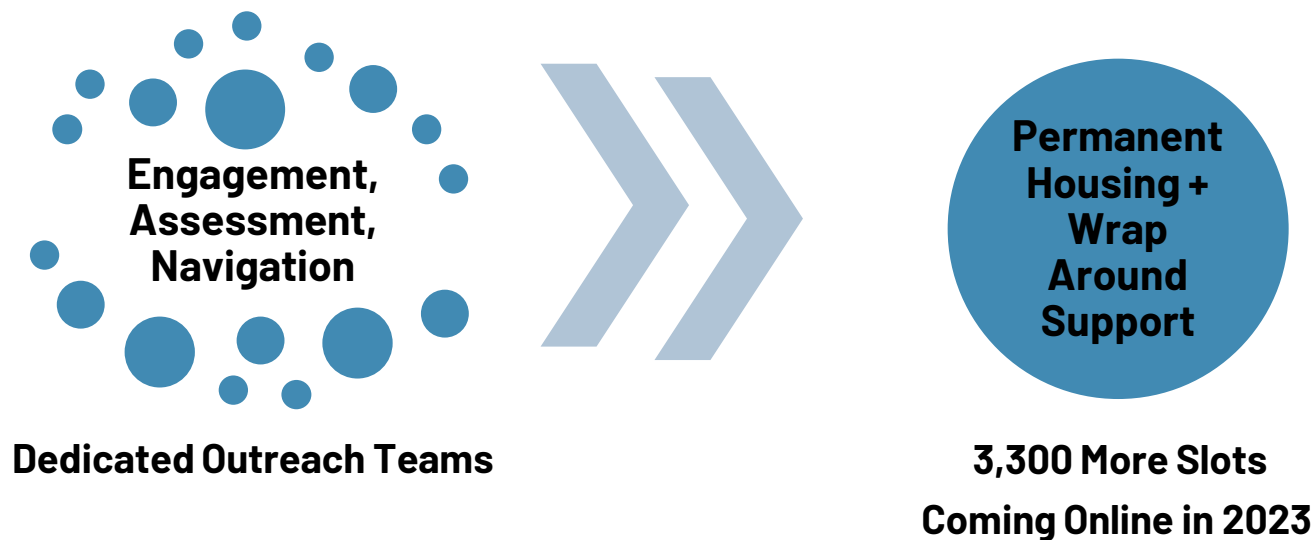
Scaling Encampment Decommissioning Efforts

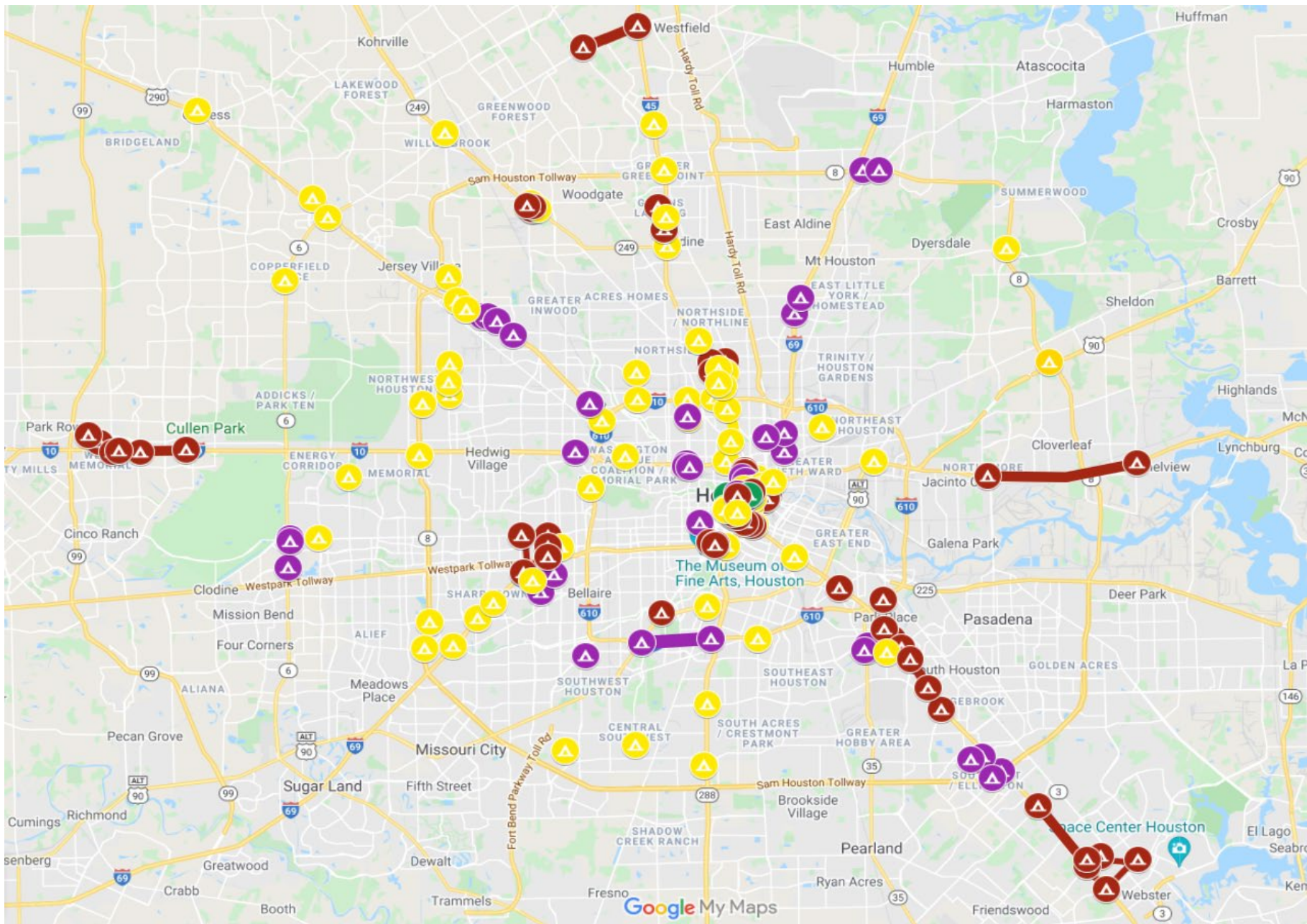
KEY RESULTS



IMMEDIATE NEEDS

Additional 16 dedicated outreach staff to leverage new housing in reducing unsheltered homelessness and closing more encampments





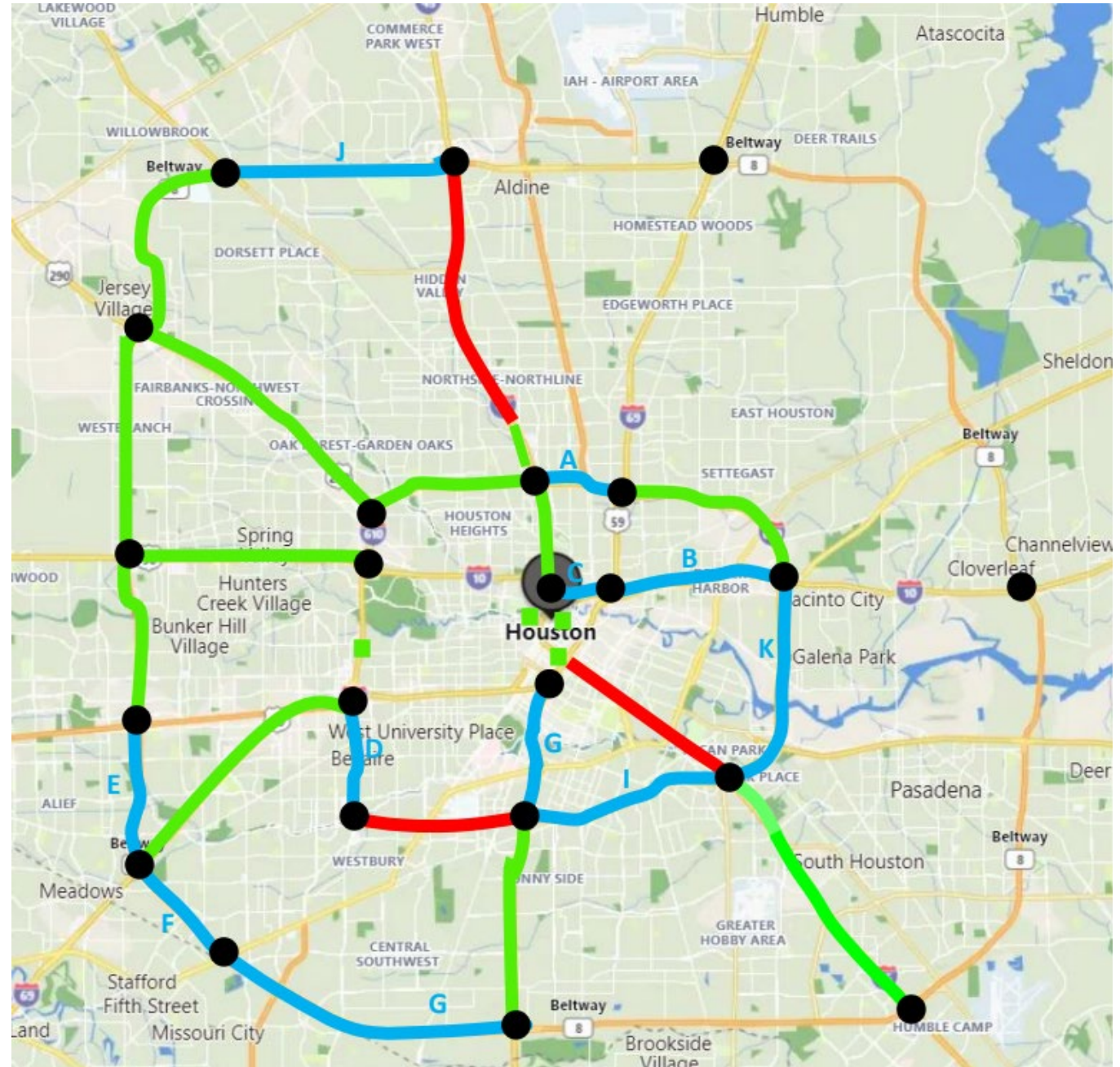
Coalition Outreach – Active “Camps”

Outreach Updates

(Large/small/hotspots)

Key

- █ = Decommissioned
- █ = Almost complete
- █ = Planned by year end



Wrap It Up and Next Steps