



# Advancing Racial Equity in Unsheltered Homelessness with Targeted Housing Subsidies







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- Use your phone to respond using Menti; answers will appear live
- We will give about a minute for responses each time
- Submit questions in Menti at any time; we will try to answer at the end
- Your phone will follow along; sometimes you may need to press "skip ahead"







# How excited are you about this session?

0

Not excited; I need to leave

5

I haven't seen it yet so how should I know?

39

Ready to be here!



44





# Rate how you think your community is doing with these questions





906







How did we do  
this together?





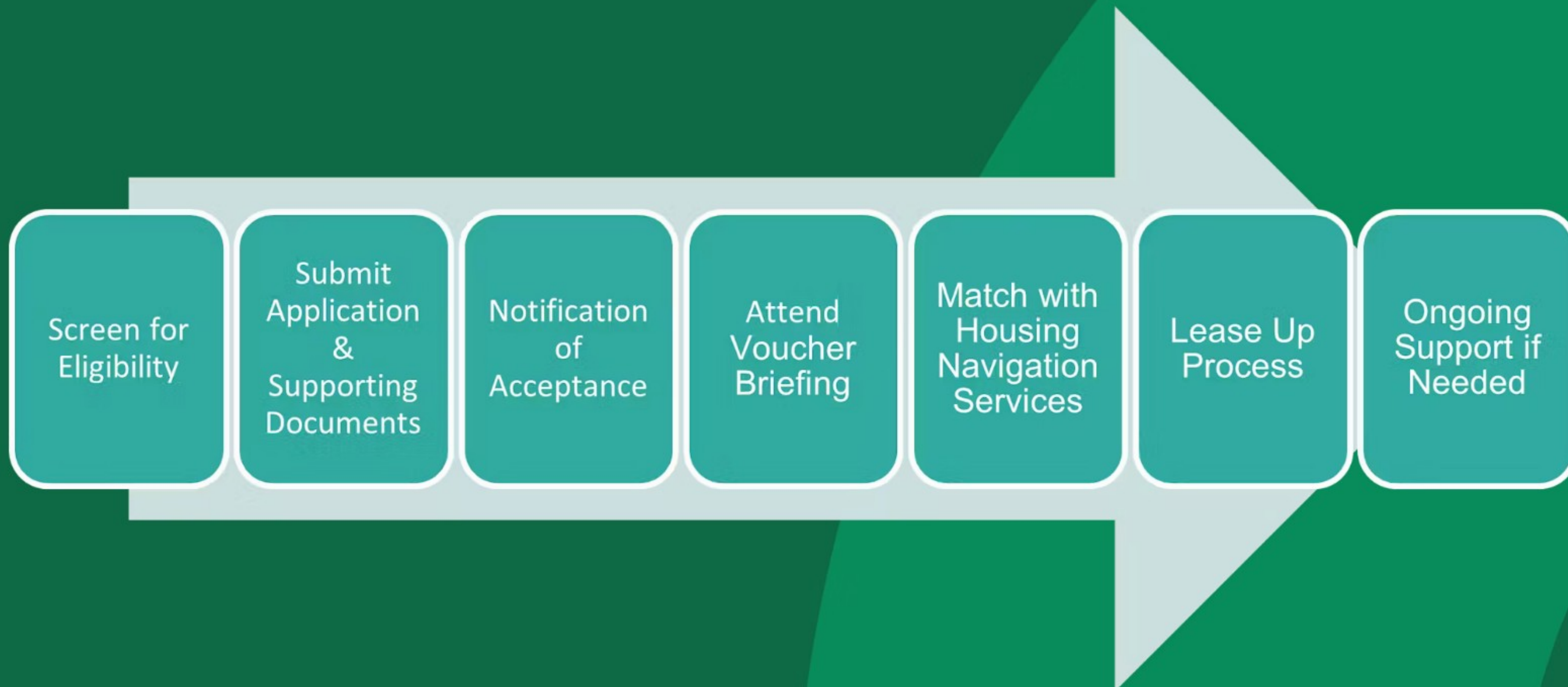


# Homelessness & Supportive Housing and SF Housing Authority needed to figure out

- How to distribute vouchers equitably and practically
- How to provide participants housing search assistance
- How can our different bureaucratic systems create/launch a successful program
- How to make the EHV program accessible and effective











# What are steps you can take to build effective partnerships to implement a program?

Partner with people with lived expertise.

Clear communication.  
Role defining. No ego.

Open communication

Communicate early and often

Development of SOPs

Frequent communication

Define communication expectations

Listen to each perspective & find common grounds/ similar goals





# What are steps you can take to build effective partnerships to implement a program?

Center lived experience

Regular meetings with clear agendas to move through items efficiently

Come to the table with ideas AND resources

Willingness to listen

Create shared goals

Engage stakeholders early and often

Obtain data, talk to partners. Propose a successful plan

In person meetings





# What are steps you can take to build effective partnerships to implement a program?

Removing as many bureaucratic barriers as possible

Collaboration

Take the time to meet and build rapport with new partners, before applying pressure to change a process or asking for something

Universal ROIs

Streamline communication to inform strategy.  
Collaboration at every stage.  
Reduce barriers.

Get feedback from people who will be benefiting from your program.

Build trust before making an ask

Assess the market, determine goals, identify processes,





# What are steps you can take to build effective partnerships to implement a program?

Establishing good relationships with CoC's

Define a timeline early

Collaboration

Connect with the appropriate stakeholder partners.

Creating MOUs

Utilize people with lived experience

Create partnership Have agencies do what they do best.

Work closely with partners-nonprofits, HAs, people with lived expertise





# What are steps you can take to build effective partnerships to implement a program?

True collaboration  
centered around the  
work

Build trust and  
partnerships

Collaboration and more  
communication

Frequent communication

Made everyone come to  
the table

Shared vision and purpose  
that work is organized  
around (north star)

Reach out, convene  
meetings

Listen Communication is  
key





# What are steps you can take to build effective partnerships to implement a program?

Communicate. Inquire with curiosity. Adapt to new situations. Find ways to work together.

Respect each other's constraints

Work with nonprofits to help identify

Collaborations & communication





# Building effective partnership infrastructure

- Memoranda of understanding and data sharing agreements
- Respecting and working with each others' organizational culture
- Phasing program rollout
- Face time with each other
- By-name tracking & communication
- Shared materials







Who we  
targeted for  
the vouchers







# How does or can your community decide who to target when a new housing resource is available?

57 responses





# District 10 PIT Count 2015, 2017, 2019







# 271

What is the backstory for District 10?















# Building an effective street outreach effort

- Know your community
- Be respectful
- Stay committed
- The community is your best resource
- People will come when they're ready







# How did we do outreach differently?

- Demonstrated commitment to unsheltered housing
- Sometimes a shopping trip is needed
- Worked the streets
- Asked the unsheltered community for help
- Asked the provider community for help







# What tools do you use to conduct street outreach?

Mobile technology

Hygiene supplies

Rapport. Meet them  
where they are  
Build Relationships

Granola bars

Chips

Trust

Peer coordinators

Empathy

1



19







## What tools do you use to conduct street outreach?

Skilled workers

Scanners to get docs  
ASAP

Teams Incentives

Hygiene kits

Safe injection kits

ACT model teams

Providing urgent or basic  
needs; tents, MREs, shoes

Give aways, hygiene kits.





## What tools do you use to conduct street outreach?

My personal experiences

Strong partnerships

Peers

Socks

Narcan

Scanners

Tablets, water, blankets,  
hygiene its, bars.

The same workers in the  
same areas everyday

1



19







# What tools do you use to conduct street outreach?

Courage

Gifts

Subpopulation specific  
providers, mobile outreach  
vehicles, mobile clinic, life  
sustaining resources

Warm meals

Smiles

Compassion

Branded outfits

Blankets

1



19







# What tools do you use to conduct street outreach?

Authentic vulnerability

Food

Cultural literacy, respect,  
and hygiene kits!

Co responders help spread  
the word about housing and  
supports , they build  
relationships with multiple  
encounters

Food

1



19







# How does/can your community design programs where people with lived/living experience of homelessness are decision-makers?

Hire them!

Ask them

Lifting barriers to access them

Inviting them to sit at the table.

Invite to strategic planning

Lived experience advisory board

Talk to reps

Pay them, support them, respect them



18







## How does/can your community design programs where people with lived/living experience of homelessness are decision-makers?

Create career options  
beyond stipends

Pay them

Partner with hire and ask  
them

Promoting into leadership  
positions

(Paid) Lived experience  
advisory councils

We have a lived  
experience commission

Board member

Pay them for their time  
and work



18







# How does/can your community design programs where people with lived/living experience of homelessness are decision-makers?

Make it happen. No excuses

Offer more pay to Lived Experts

We need more LE in positions of power as well as in peer support. So hire them!

Explain why is necessary



18







# 57

People coming through D10 street outreach housed by Bayview Hunters Point Foundation







# Quick Service Plan

- ▮ Employment Services ▮ Cash /GA/CAAP ▮ Food Stamps
  - ▮ Medi-Cal/Health insurance ▮ SSI
    - ▮ GED Services/Classes
      - ▮ Education/Vocational Services
  - ▮ Dental ▮ Medical Doctor ▮ Glasses/Vision
- ▮ CA State ID ▮ Social Security Card ▮ Birth Certificate
  - ▮ Immigration Services
- ▮ Group Therapy ▮ Talk Therapy/Individual Counseling
  - ▮ Psychiatric Services/Medication
    - ▮ Substance Use Treatment
- ▮ Opiate Replacement Services/Methadone/Suboxone
  - ▮ Harm Reduction Services
- ▮ Legal Services ▮ LGBTQ+ Services
- ▮ Domestic Violence Services ▮ Veterans Services
- ▮ Prenatal Services ▮ Family Services
  - ▮ Financial Literacy
- ▮ Relaxation/Holistic/Meditation
  - ▮ Laundry/Cleaning Services
    - ▮ Food Access
- ▮ In-Home Support Services
  - ▮ Other







## Cultural competency approaches to housing

- Consider the population and location of our office
- Mobility and transportation
- Ask the individual how they envision their safe space
- Early access connections to internal resources (food, mental health, substance use)
- Hosted Life Skills group - financial independence, personal and professional growth, education
- Team with firsthand (lived experience) knowledge of homelessness and ties to the community





55 responses





## Building an effective housing program

- Meeting participants where they are at shelters, navigation, center, coffee shops, etc via a remote platform
- Quick referrals to resources for other basic needs
- Life skills coach to create a plan to sustain the unit; case manager helps pull the resources together to accomplish it
- Assist participant in selecting things they need to feel secure in their new apartment
- Staff is a collaboration of lived experience and experienced in the field
- You have to case manage landlords just as much as participants





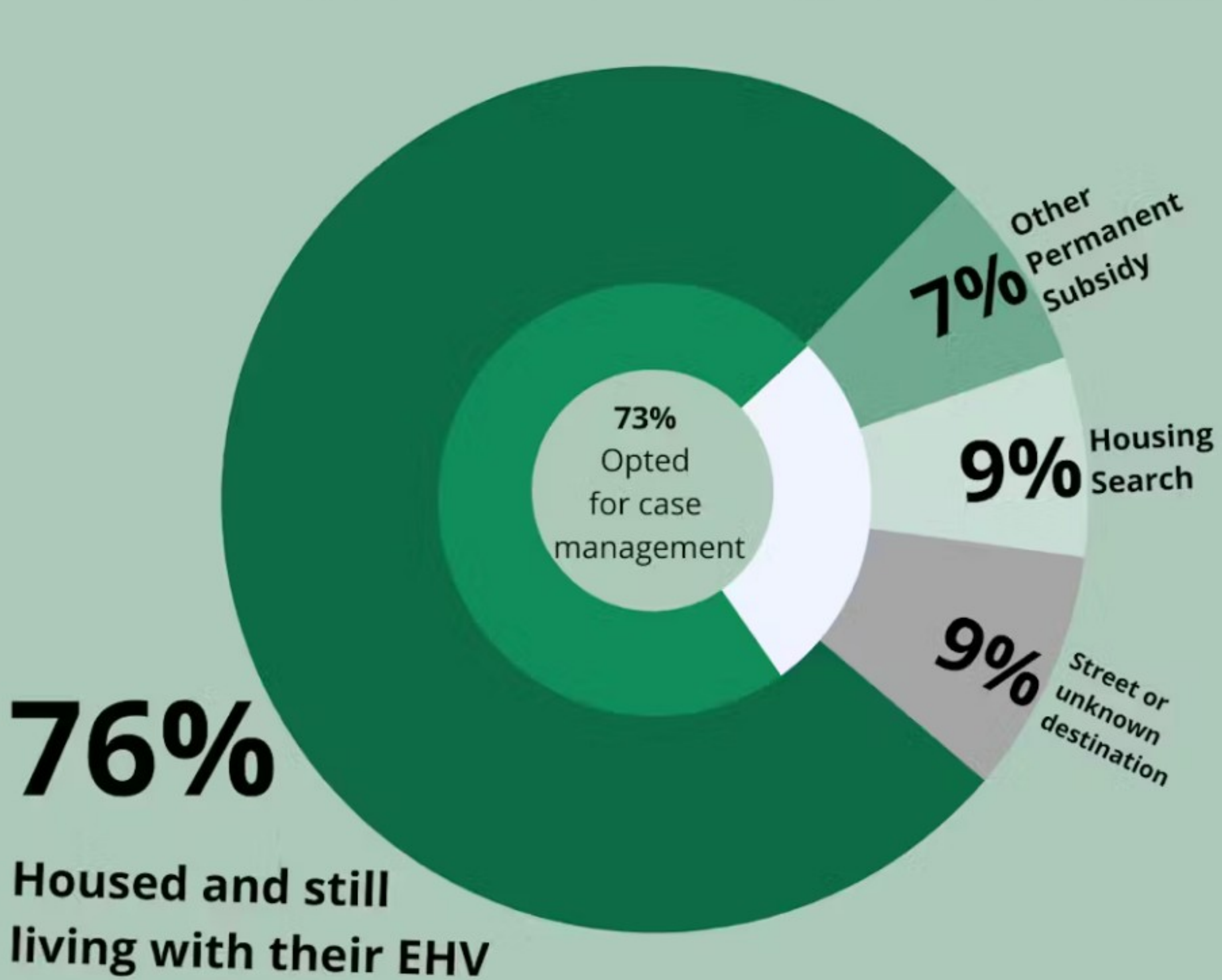


# What did we accomplish?

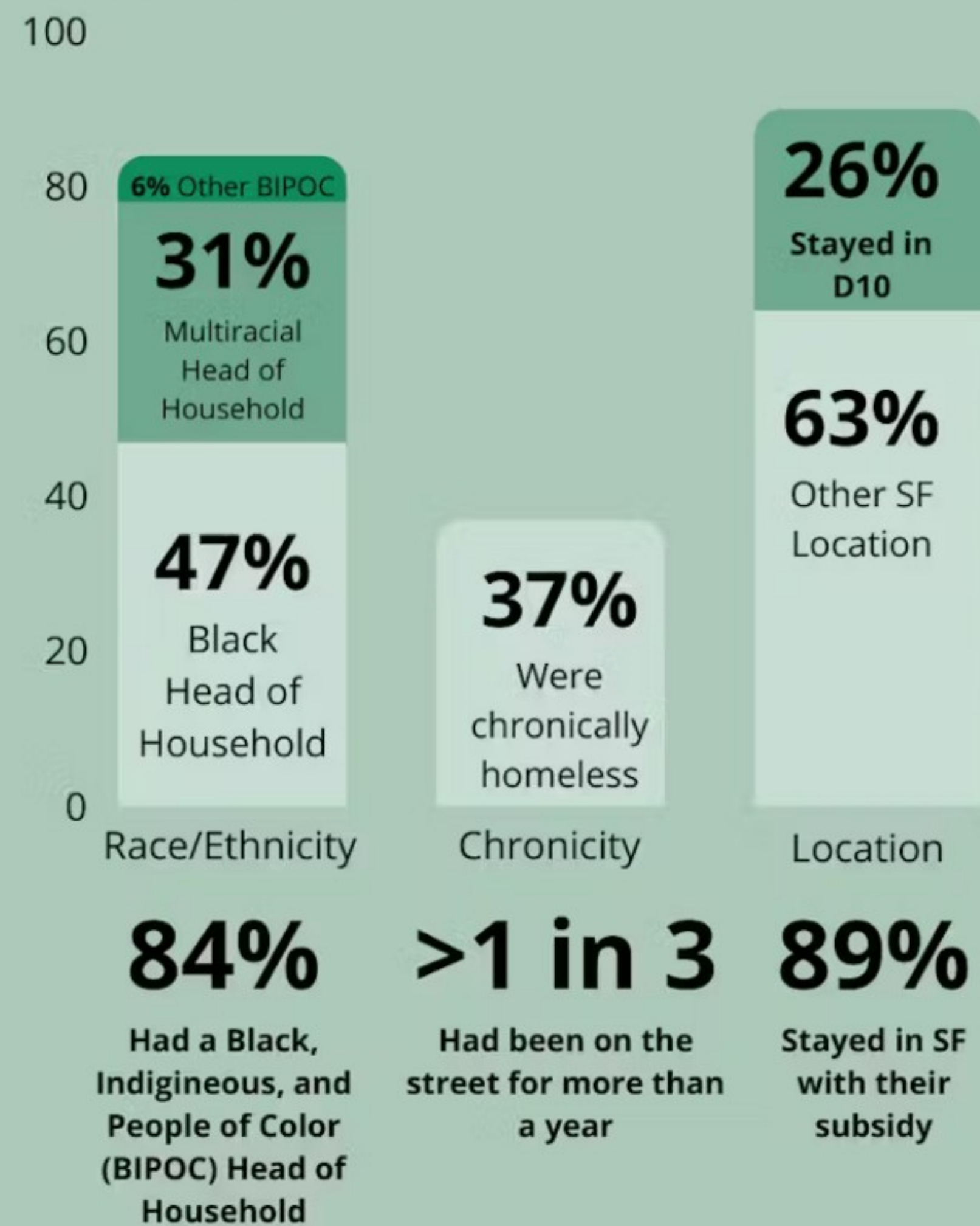




# Outcomes for D10 Street Outreach Cohort (n=121)



Data as of 2/27/2024, via ONE System (SF HMIS)







# What can your community do to better reach, house, and support people who are unsheltered?

Menu of services

Take the time to build trust and relationships

MEET THEM WHERE THEY ARE AT. Literally.

Build stronger collaborations

Spend time in the streets / where people are comfortable

Commit to doing it!

Convene the key players and coordinate, plan

Target specific geographic locations

1



10







# What can your community do to better reach, house, and support people who are unsheltered?

Hire and pay great staff

Hire lived experience

Hire great staff

See the humanity in everyone

Increase funding

See their humanity

Hire Staff and pay

1



10





# Q&A



4 questions  
0 upvotes

