



KEY TO HOME PARTNERSHIP

Re-Housing People from Encampments:
Lessons from Oklahoma City's Key-to-Home Encampment Rehousing Initiative
Presented By: Skyler Parker and Tara Ryan

Transforming the way OKC addresses homelessness



OBJECTIVES

- Overview of Unsheltered Homelessness in OKC
 - Inverting the Funnel
- Encampment Rehousing Initiative (ERI)
 - Model
 - Program Goals and Objectives
 - Partnerships and Collaboration
- Encampment Response Process
 - Street Outreach
 - Housing Case Management and Stabilization
 - Landlord Engagement
 - Site Cleanup
- Lessons Learned
- Questions

HOMELESSNESS IN OKC

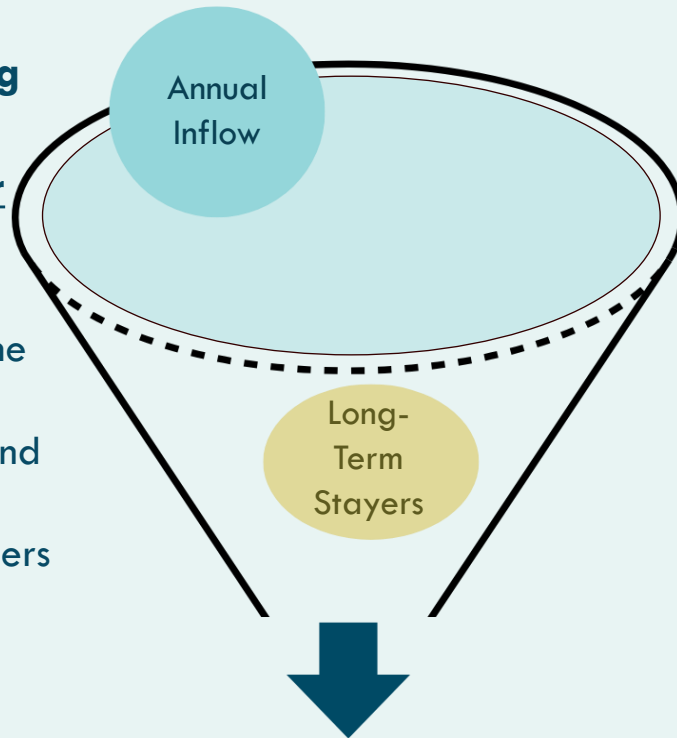


- **1,838** individuals experiencing homelessness were counted in Oklahoma City's 2024 Point In Time Count
- **474** of the surveyed individuals were chronically homeless
- **433** of the surveyed individuals were unsheltered
- **188** of the surveyed individuals were chronically homeless **AND** unsheltered

INVERTING THE FUNNEL

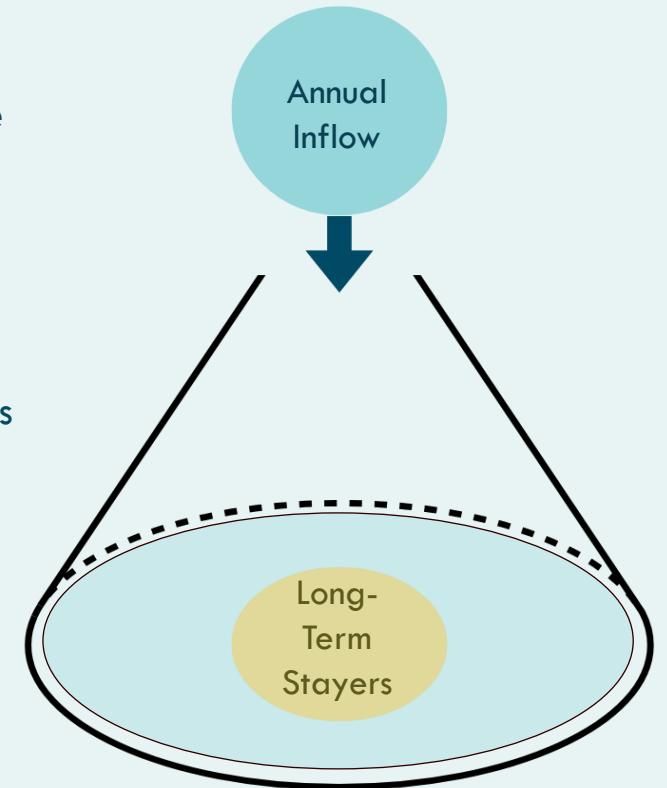
Instinct is to grow a big funnel to catch and hold (crisis and shelter system)

- Crisis system grows but the same amount exit
- Annual inflow continues and long-term stayers grow
- Pressure grows and barriers to reducing homelessness form



Data shows that we actually need an inverted funnel to move more out (housing and services)

- Prevention and diversion shrink inflow
- Expanding housing expands exits
- Long-term stayers exit the system, freeing up shelter space
- Over time, the system can match annual inflow, reaching equilibrium



PROGRAM MODEL



1

OUTREACH + ENGAGEMENT

Outreach teams engage with those living in encampments to understand full scope of their needs and to build rapport

2

LANDLORD ENGAGEMENT

3

RENTAL ASSISTANCE

Simultaneously, landlord engagement teams are working to secure housing and rental assistance for all encampment residents

4

FURNITURE + MOVE IN KITS



Partner agencies furnish apartments and provide tenants with move-in essentials

5

CASE MANAGEMENT
SUPPORT

6

CLEANING + SECURING
ENCAMPMENT SITE

Once all tenants are housed they are provided 12 months of case management support to ensure they can stabilize in housing. Encampment sites are cleaned and secured

MAIN PROGRAM GOAL

HOUSE 500 INDIVIDUALS BY THE END OF 2025



ENCAMPMENT REHOUSING INITIATIVE

Program Goals

- Rapid Rehousing and Housing Stability
- Effective Collaboration and Partnerships
- Efficient and Streamlined Rehousing Process
- Maximize Housing Opportunities through Landlord Engagement
- Sustainable Site Maintenance
- Outcome Monitoring and Adaptation

Program Objectives

- Accelerated Housing Placement
- Landlord Recruitment
- Standardized Service Delivery
- Engaging the OKC COC to focus on housing a specific population
- Scaling the initiative to make systemwide changes



PARTNERS

Project Lead:
City of Oklahoma City

Street Outreach:
Hope Community Services,
City Care, Mental Health
Association, Homeless
Alliance

Unit Acquisition Team:
City Rescue Mission

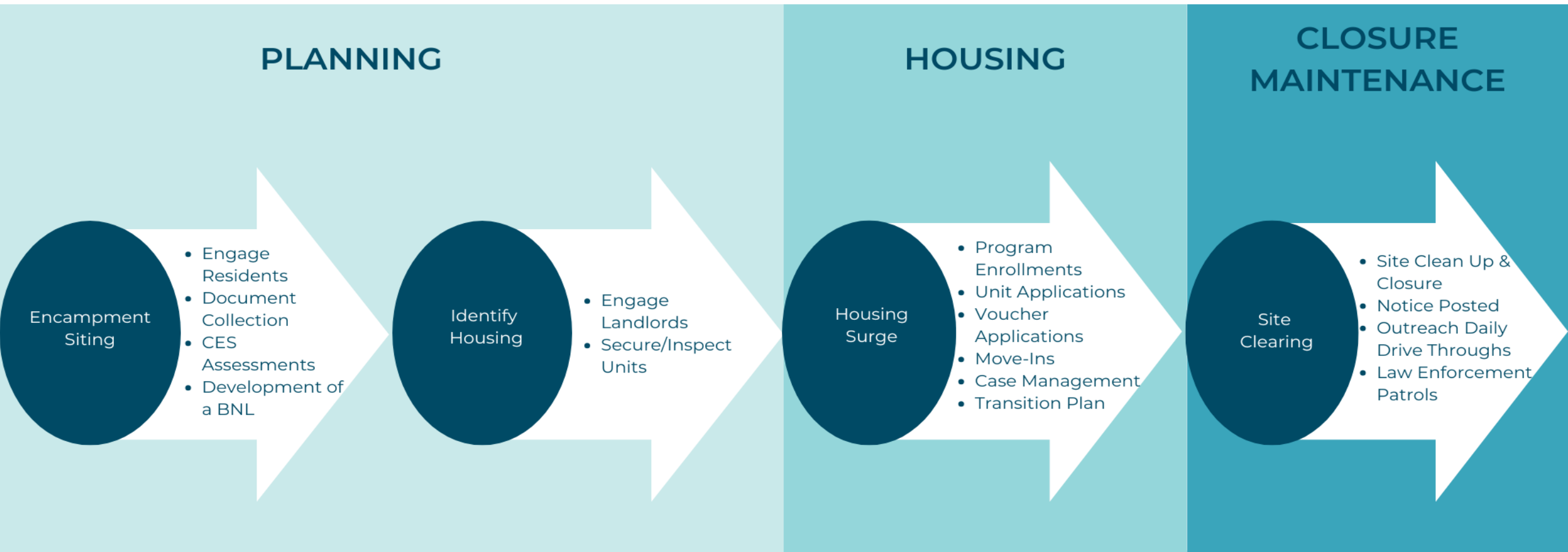
Housing Case Management and
Stabilization:
City Care, NorthCare,
Homeless Alliance,
Catholic Charities

Housing Subsidies:
Oklahoma City Housing
Authority and Oklahoma
Housing and Finance
Agency

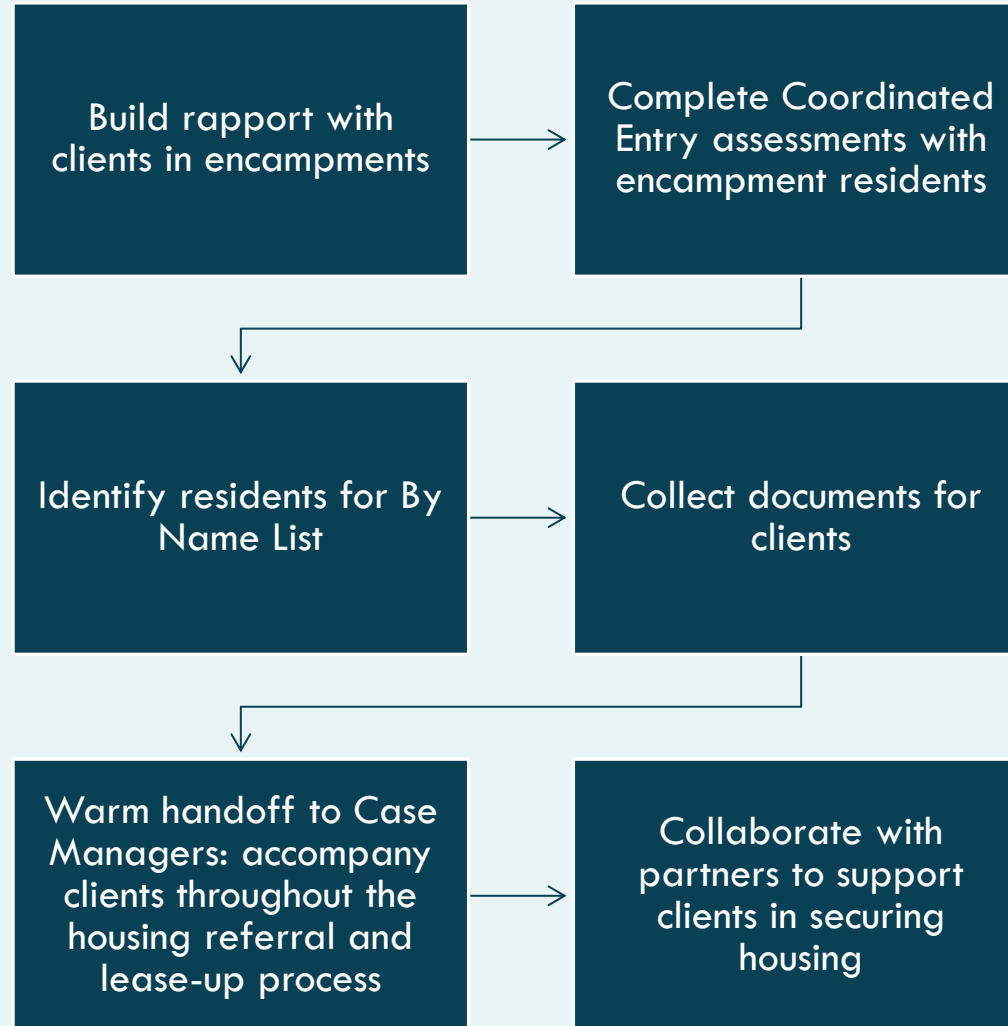
Closure Maintenance:
SHINE and Oklahoma
City Police Department



ENCAMPMENT RESPONSE PROCESS



OUTREACH



CASE MANAGEMENT/HOUSING



Program Enrollment

- Eligibility Verification
- Interactions with service providers

Acquire Subsidy

- Work with PHAs

Housing Search

- Emphasizes client choice
- Padmission software puts all housing options in one location for ease of access

Application Submission

- Completed periodically to track progress

Lease-Up/ Move-In Assistance

- Coordinating move-in kits with Focus on Home
- Ensuring a move-in date prior to encampment closure



LANDLORD ENGAGEMENT

Build relationships
with property
managers

Negotiate rental
history, background
checks, ABP

Unit hold and bonus
fee agreements

Padmission
software has a Unit
Held List

Pre-inspections,
Inspections, and
approval advocacy

Coordinating move-
in dates

Property Assistance
Forms

Retention of units
and relationships



CASE MANAGEMENT/STABILIZATION

Housing Guidance

- Best practices for housing
- “What Does My Lease Say”

Housing Stability Plan

- Personalized goals
- Connection to resources
- Referrals to mainstream benefits

Weekly Home Visits

- Meet clients where they are
- Help maintain relationships with landlords/neighbors

Self Sufficiency Matrix

- Completed periodically to track progress



SITE CLEAN-UP/CLOSING THE SITE

Our Site Closure and Maintenance partners include:

OKCPD Homeless
Outreach Team

TEEM- Third Party
Organization that
cleans up the site

Oklahoma
Department of
Transportation

Oklahoma City
Public Works
Department

Private land
owners/ business
owners

RESULTS TO DATE



- **21 Encampments** have been closed
- **340 Individuals** have been moved into housing
- **92%** of individuals involved in outreach efforts have accepted housing
- **403 Housing units** have been secured for individuals exiting homelessness
- **1,651 Individuals** have interacted with our Street Outreach teams



FUNDING MODEL

- \$12.5 Million two-year program budget
- 70/30 Public/Private funding sources
- Leveraged time-sensitive federal funds for the program's kickoff (ERA, HOME-ARP, ESG)

Public Funds	Private Funds
<ul style="list-style-type: none">• Rent subsidies and Housing vouchers• Supportive Stabilization Services• Program management and administration• Encampment Outreach	<ul style="list-style-type: none">• Landlord Incentives• Household Essential Packages• Furniture• Deposits for housing and utilities• Damages Funds



LESSONS LEARNED

- LL Engagement – Communicate with both Landlords and Case Managers - Stay true to LL Engagement Roles - Relationships help Retain Properties through difficult situations – Set Realistic Expectations for Move-ins
- Outreach is key to building rapport with clients for engagement
- Policies and Procedures for system-wide role clarity, feedback loops, and reporting
- Set expectations with private land/business owners on the front end of site closure
- Public/Private partnership is essential to carry out work and get community buy-in









QUESTION AND ANSWER TIME

Contact Information:

Jamie Caves – Key To Home Partnership

Strategy Implementation Manager

Jamie.Caves@OKC.gov

Tara Ryan – Homeless Alliance

Chief Housing Officer

Tryan@homelessalliance.org

Skyler Parker – City Rescue Mission

Vice President of Client Services (ERI Landlord Engagement)

sparker@cityrescue.org