

100k Homes Campaign Local Team Project Manager

OBJECTIVES

- Fully engage your community in implementing the interventions recommended by the 100k Homes Campaign
- Form and manage a Leadership Team to support this effort
- Develop a comprehensive list and deeper demographic understanding of the homeless in downtown by bringing the 100k Homes Campaign to your community to execute Registry Week within a designated geographic area and to produce the Vulnerability Index list.
- Maximize the use of existing and available housing and service resources from the federal, state and local levels, as well as through local leadership networks and philanthropic, voluntary and faith-based sectors to address and resolve homelessness through an initial pilot program.
- Complete a needs and resources analysis so the community can understand and utilize resources available and create and/or find resources that are in deficit.
- Put in place available housing and services resources that can be utilized to place the most vulnerable chronically homeless in housing as quickly as possible.
- Coordinate the housing placement of vulnerable chronically homeless persons

TASKS

Phase I: (upon joining campaign until registry week)

1. Attend all 100k Homes Campaign cohort calls for the 12 week orientation to the campaign and innovations forged by other communities across the country.
2. Convene or provide staffing support to a leadership team comprised of stakeholders and persons of influence that can assist with resource development, relationship development and enhancement, obstacle removal, and can serve as the oversight committee for the local 100k Homes Campaign effort to find and house the 'most vulnerable.'
3. Provide overall coordination and support to run a Registry Week and complete the Vulnerability Index in the designated geographical area.
 - a. Attend, along with another representative from your community, a Registry Week boot camp
 - b. Identify a geographical area for registry week
 - d. Set dates for your registry week
 - e. Develop a "100,000 Homes Campaign .YOUR COMMUNITY" Facebook page.
 - f. Ensure that the data from Registry Week will be available to pre-specified community organizations for ongoing use and augmentation by coordinating for inclusion in a release authorization
4. Define initial set of housing placement goals for your initial campaign efforts and an accompanying work plan.
5. Secure preliminary commitments for housing and service resources.

Phase II (during registry week)

1. Staff the leadership team through the registry week (including logistics planning, running committees and identifying human, housing and services resources). Develop Work Plan for the leadership team; and staff its implementation by supporting leadership team members and its ad hoc and working committees.
2. Continually update the Facebook page showing partners, and updates of volunteers, donations etc. Develop and implement marketing and PR campaign if needed.
3. Organize volunteers to conduct the registry. Volunteer list to be put together strategically to involve diverse group of community members including opinion leaders, downtown resident leaders, business leaders, homeless housing and service providers, and representatives of philanthropic, faith-based, volunteer and service organizations. The general idea is to develop a diverse volunteer group who through this experience may bring subsequent resources to the solutions table.
4. Secure a donated facility to house the Registry Week effort; facility will need to accommodate more than 100 volunteers with round tables
5. Secure a facility with the technology and infrastructure for the week long data input efforts.
6. Secure a facility for the Friday community de-brief

Phase III (immediately following Registry Week)

1. Using data from Registry Week, complete a needs and resources analysis to show (a) housing resources available current, in process, projected, and opportunities for adaptive reuse (for example conversion of shelters and/or transitional housing to permanent housing over time); (b) services now available and projected to be accessible (for example VASH vouchers); and (c) a gap analysis showing the deficit of housing and services to meet all of the housing needs for the homeless population in the chosen geographical area.

Identify short and long-term means of creating the housing and services resources needed to fill the gaps based on best practices in use and under pilot across the country. Support tasks include: development of a housing inventory including existing, approved but not yet completed, and proposed housing units for the homeless; opportunities that may exist to restructure current transitional housing facilities into permanent housing; creation of a gap analysis to show how many more people will need to be served with housing assistance either in the form of housing units or rental assistance; creation of an inventory of services resources available and gaps remaining to be filled; and conversion of all of this data into a time-based plan to match homeless people to the resources as they become available.

2. Convene new working groups of agencies that pledged housing and service resources to facilitate the process of these groups working together to combine their resources

and get the most long-term and vulnerable identified during Registry Week into housing. Use process improvement techniques to eliminate unnecessary steps or shorten existing steps in the housing placement process.

3. Report out housing placements for the community to 100k Homes Campaign monthly
4. Find ways to continue to involve and include volunteers in the reintegration of vulnerable people into their new homes and communities.
5. Publish a weekly or monthly newsletter sharing success stories as people move into housing and identifying additional needs for donations and contributions.
6. Continue to monitor emerging innovations in rapid housing placement and housing retention through the 100k Homes Campaign monthly innovation calls

How to Pay for Project Manager Capacity: Emerging Opportunities

Several communities have found creative ways to enhance their capacity to provide ongoing project management for their local campaign team. Here are a few examples:

- The San Diego Redevelopment Agency entered into a contract with LeSar Development Inc. to fully project manage their campaign efforts, starting 9 months prior to registry week and through the housing placement of the first 50 individuals
- The Hollywood Business Improvement District secured a foundation grant and then contracted out to a homeless service provider to function as the project manager for their housing placement efforts
- HAND in Detroit recruited two Americorps members from Michigan's Coalition Against Homelessness to serve as their campaign project manager
- Urban Ministry Center in Charlotte found a part-time unpaid intern from the University of North Carolina – Charlotte Graduate program in Social Work.
- In Philadelphia, the City is playing the lead role in moving the campaign forward. Its partner, Project H.O.M.E. – a local non-profit advocacy and service organization – is supporting the city's efforts in the initial planning stages through the assignment of an unpaid intern to this project. The internship is sponsored by a Philadelphia-based experiential education program in which undergraduates from colleges across the country are matched with urban organizations in service-learning internships.
- Metropolitan Development & Housing Agency in Nashville secured financial support from the city to pay for a campaign project manager.