Introductions

- Name
- Title
- Organization
- Your biggest success in the past week
Introduction
• Strengths
• Barriers

Overcoming Barriers
A. Geography and Access to Services
B. Community Misconceptions
C. Limited Resources and Low Capacity
D. Client Isolation

Funding
1. INTRODUCTION

- Strengths
- Barriers
Elements of a Successful Rural CoC

- Effective access to services across geography
- Strong network of cross-system partners
- Community is well-informed about the issues
- Local government leaders take ownership
- Engagement with regional, state, and national peer communities to share best practices
Just Some of Your Strengths...

- Strong social networks
- Commitment to taking care of family and neighbors
- Innovation and flexibility in your approaches to resolving housing crises
Common Barriers for Rural CoCs

- Geography and Access to Services
- Community Misconceptions
- Limited Resources and Low Capacity
- Client Isolation
- What other barriers are not identified here?
- What other strengths?
2. OVERCOMING BARRIERS

- A. Geography and Access to Services
- B. Community Misconceptions
- C. Limited Resources and Low Capacity
- D. Client Isolation
A. GEOGRAPHY AND ACCESS TO SERVICES

- Develop a regional approach
- Implement innovative transportation models
DEVELOP A REGIONAL APPROACH
Develop a Regional Approach

- Work with the CoC/neighborhood counties to organize a sub-region of the CoC
- Create sub-regional governance structures and roles
- Organize to ensure equitable representation on the CoC governing board, ideally based on distribution of areas
- Use HUD-funded CoC planning grants for the planning and implementation of new governance models
Benefits

- Enhances buy-in among stakeholders due because they are supporting their community
- Creates opportunities to better tailor responses based on geographic needs
- Reduces the burden on current staff and more evenly distributes work
- Allows for improved coordination across the area
Considerations

Requires ongoing efforts to establish, strengthen, and maintain the structures and coordination.

Can complicate policies if the sub-region and the larger CoC are not clearly aligned.

Consider a cost-benefit analysis to ensure it will improve service delivery.
The North Carolina Balance of State is divided into 13 regional committees.

Each region has its own committee, with a regional lead elected annually.

Each region is then represented on the larger Balance of State governing board.
What sub-regional structure could potentially work for our County?

What would be some of the benefits?

What would be some of the challenges with implementation?
IMPLEMENT INNOVATIVE TRANSPORTATION MODELS
Develop Transportation Options

VAN OR BUS SERVICE

RIDE-SHARING APPS

USED CAR PROGRAM

BUS REFERRALS
Coordinate Transportation

- Clarify the clients’ needs and the provider’s services in advance
- Confirm appointments
- Provide records and other relevant client information
- Coordinating services to ensure multiple needs are met within one appointment
Use Mobile Service Unit

Some rural communities provide services via mobile vehicles (e.g. street medicine)

Helps reach multiple individuals who would otherwise need transportation, as well as individuals who would otherwise be reluctant to seek services

Challenging to provide continuity of care through mobile service unit, but can be first step to establishing ongoing relationship
Van/Bus Service

Paris, TX

- Overseen by Ark-Tex Council of Governments Rural Transit District (TRAX)
- Serves 10 counties
- Provides on-demand ride requests, with reservations 24 hours in advance
- 4 fixed bus/van routes to supplement the on-demand rides
- Funding: Federal funding through Texas Department of Transportation
- Collaboration: Paris Regional Medical Center, United Way of Lamar County, Paris Junior College, the City of Paris, The Results Company, Texas Oncology
Van/Bus Service

Tulsa, OK

- Provides transportation in private vehicles to appointments referred by social services or medical providers
- Drivers are volunteers that have undergone training and background checks
- Vehicles/administration provided by local nonprofit
- Picks up individuals all over Tulsa County (areas that are not easily accessible by downtown transportation)
- Hours are 8am-8pm, M-F
In addition to the clinical team, PROJECT is seeking to invest in a van that can comfortably accommodate 8-10 passengers at any given time.

Because transportation is often a barrier for patients to get to and from medical appointments and other ancillary services such as labs, pharmacy and x-ray, PROJECT believes that having a committed van to serve this targeted population will effectively facilitate access to their evolving health care needs and improve health outcomes.

[Excerpt from Letter of Intent to Apply for Coc Funding]
St. Cloud, MN

Using Lyft to cover ride needs

Two agencies, Anna Marie's Alliance and Catholic Charities of the Diocese of St. Cloud received funding for 520 rides each,

Each agency has an account through Lyft, paying with a linked credit card.

Staff members can hail rides for clients

Funding: Private funding
Could any of these transportation solutions work in our County?

What are the steps for implementation?
B. COMMUNITY MISCONCEPTIONS

- Refine Point-in-Time Count methods
- Raise awareness
- Leverage non-targeted programs and nontraditional partners
REFINE POINT IN TIME COUNT METHODS
Importance of Accurate Point-in-Time (PIT) Count

- CoCs must conduct Point-in-Time count at least bi-annually
- More accurate methods = more individuals counted
- More individuals counted = more competitive during grant cycles
- More competitive during grant cycles = more funding
- This data is also needed for community buy-in!
Improve Point In Time Count Methods

1. Engage outside parties to support data collection
2. Use a refined, but simple, count method
3. Provide training for PIT count volunteers
4. Provide phone number for PIT volunteers and administrators for use during count
5. Use homeless outreach methods to find individuals
RAISE AWARENESS
Raise Awareness

- Use local media for stories about homelessness and county efforts
- Lobby board of supervisors
- Recruit a local respected leader as a champion
- Create an awareness campaign
- Engage relevant individuals to speak at events
- Provide data!
Southeastern Ohio

[Raising Awareness]

- 3 counties in Southeastern Ohio worked with created report about PIT count
- Provided report at homeless awareness event with members of continuum and public officials
- In tandem with report, PIT Count volunteers told stories about individuals they had met while conducting count
- Report provided quantitative numbers about realities of homeless in tri-county CoC, and the stories provided a qualitative human component
LEVERAGE NON-TARGETED PROGRAMS & NONTRADITIONAL PARTNERS
Identify Existing Non-Targeted Programs

CalWORKS, SSI/SSDI, Medicaid, Public Housing Agencies and other affordable housing organizations, behavioral health care providers, the workforce system

Invite leaders of these programs to serve on CoC/sub-regional board to coordinate opportunities for pooling resources to achieve shared outcomes.

For example, school leaders can help identify and connect families and youth who are living doubled up or in sub-standard housing.
Partner with Behavioral Health

- Substance Abuse and Mental Health Services Administration (SAMHSA) offers multiple grants to fill gaps in mental health care and substance abuse treatment
- Helps improve access to evidence-based medication-assisted treatment (MAT) and recovery services
- Use SAMHSA’s Behavioral Health Treatment Services Locator should be used to find the nearest existing providers
Create and Nurture Relationships with Faith-Based Organizations

- Resource for referrals
- Hosting Community Events
- Fundraising
- Flexible Funds
- CoC Board and Committee Participation
- Supporting People Who Have Exited Homelessness
Find Nontraditional Partners

- Law enforcement, pre-trial, probation, parole
- Hospital discharge planning staff
- Postal workers
- National Park Service and rangers
- Local businesses, such as thrift & convenience stores
## Find Other Community Partners

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<th>Affordable Housing Developers</th>
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<td>• Nonprofit housing providers</td>
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<td>• County Executives</td>
<td>• Builders/developers interested in affordable housing</td>
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<td>• Local City/Town Mayors</td>
<td>• Development corporations</td>
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<td>• State, county, and local government representatives</td>
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<th>Business and Funding Community</th>
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<td>• Chambers of commerce/business owners</td>
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<td>• State, county, and local, CDBG, HOME and low income</td>
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<td>housing tax credit agencies</td>
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<td>• State, county and local development and planning</td>
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<th>Government Service Agencies</th>
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<td>• Mental Health</td>
<td>• Local law enforcement</td>
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<td>• Substance Abuse</td>
<td>• Hospitals</td>
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<td>• Health/Medical Assistance</td>
<td>• Schools/guidance counselors</td>
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<td>• Income support (TANF, Social Security)</td>
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<td>• Community Action Agencies</td>
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<td>• Homeless Shelters</td>
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<td>• Supportive housing programs</td>
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<td>• Civic organizations</td>
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<td>• Minority service programs</td>
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<td>• Disability organizations</td>
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<td>• Domestic violence programs</td>
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<td>• Legal services</td>
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<td>• Other nonprofit service providers</td>
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*Source: HUD’s Homeless Assistance Programs, Rural Continuums of Care Guidebook*
Discussion Questions

- What partners are engaged?
- What makes those partnerships successful?
- Who is not engaged?
- Who could you pursue?
- How?
C. LIMITED RESOURCES AND LOW CAPACITY

- Adapt existing services
- Utilize landlord engagement techniques
- Lobby for vacation rental regulations
ADAPT EXISTING SERVICES
Strengthen Relationships With Existing Providers

- **Establish**: Establish a consortium of existing providers/partners that provide, or could provide, homeless services; meet regularly to discuss strategies for collaboration and coordination.
- **Create**: Create materials/tools for providers about how to address individuals experiencing homelessness.
- **Host**: Host trainings, luncheons, roundtable discussions, or other events.
- **Meet**: Meet with individual providers, one-on-one, to determine how to adapt or enhance particular services for individuals experiencing homelessness.
- **Invite**: Invite providers to participate in CoC meetings and governance.
- **Maintain**: Maintain communication with individual providers about clients.
Add Homeless Services at Existing Providers

Examples include:

- PROVIDING ADDRESS FOR RECEIVING MAIL
- ACCEPTING VOICEMAIL ON BEHALF OF CLIENTS WITHOUT TELEPHONES
- CONDUCTING COORDINATED ENTRY SCREENING
UTILIZE LANDLORD ENGAGEMENT TECHNIQUES
Understand Landlord Needs

Potential landlord concerns with renting to homeless/formerly homeless:

- Financial losses
- Administrative burdens
- Property damage
- Neighbor complaints
- Unlawful activity on the premises
- Costly evictions
Step 1: Identify Units

- Identify prospective landlords
- Develop outreach materials
- Expand outreach
Step 2: Mitigate Challenges

- Support tenants
- Support landlords
- Provide financial mitigation
Step 3: Engage & Sustain

- Tailor your message
- Sell!
- Sustain relationship
[Landlord Incentive + Mitigation Funds]

Napa County, CA

- Offers cash incentives for landlords that volunteer their units for section 8
  - $1,000 for first rental
  - $500 for each consecutive rental
- Additionally, landlords can claim up to $3,500 over three years for tenant-related damages
- Plus continuity payments to cover lost rent if tenant is eventually evicted
- Funding: Napa Housing Authority
Mitigation Fund

Kings-Tulare CoC, CA

- Covers excess damage and unpaid rent
- Maximum claim is $2,000
- Eligible landlords: Any Landlord, who agrees to rent to tenants classified as homeless who have been approved for coverage under the Mitigation Fund
- Funding/collaboration: Adventist Health, Kings County Human Services Agency, Tulare County, Tulare County Health & Human Services, and The Whitney Foundation
[Tenant Education]

Sutter & Nevada Counties, CA

- Ready to Rent course at the region’s coordinated entry access points
- Organized by The Regional Housing Authority
- Teaches basic tenant skills such as budgeting and landlord relations
- Clients can earn a completion certificate to show landlords
- What is our community currently doing to engage landlords and secure units?
- What are some potential funding sources for a landlord mitigation fund?
LOBBY FOR VACATION RENTAL REGULATIONS
Lobby for Local Vacation Rental Regulations

- Restrict the number of days
- Restriction location
- Require owner to live on property for set amount of days
[Vacation Rental Regulations]

Mammoth Lakes, CA

- Restrict the areas where vacation rentals are allowed
- Vacation rentals not allowed in areas that are considered “Rural Residential,” “Residential Single Family,” “Residential Multi-Family,” “Affordable Housing,” or “Mobile Home”
- Restriction eliminates single family homes from the short-term rental market
Requires any homeowner to occupy their short-term rental “full-time,” or for at least 245 days a year.

Bar potential buyers from purchasing homes for the sole intent of creating short-term rental properties.
D. CLIENT ISOLATION

- Conduct homeless outreach
- Use shared housing
- Provide prevention assistance
CONDUCT HOMELESS OUTREACH
Identify Who Requires Services

- It is essential that agencies or services who are likely to come in contact with those facing a housing crisis are aware of how to identify and refer them.
- Train medical service providers on how to identify and refer a person experiencing a housing crisis.
- Coordinate with law enforcement who can help transport individuals who need assistance to a provider or to alert providers when someone is being released who will likely need services.
Identify Students Experiencing Homelessness

- Attendance and enrollment in multiple schools
- Chronic hunger or tiredness
- Lack of motivation, direction, or desire
- Little or no extracurricular participation
- Expressed feelings of not belonging in school
- Indicated boredom with school
- Been retained a grade
- Lack of acceptance by his/her peers
- Poor social adjustment
- Serious economic problems
- Problems with sleeping during class
- Failure to complete homework assignments
- Untimely enrollment
- Siblings that may be over protective of one another
- Parents seem confused when asked about the last school or grade child was enrolled in
- Tendency to exaggerate
- Low income motel address on enrollment form
- High absenteeism rate

- Poor grades overall
- Frequent health problems
- More mobile than other students
- Behaviors indicating social or emotional disturbances
- Low self-esteem
- Disruptive
- Immunization record
- School records
- Incomplete records
- Frequent spells of day dreaming
- Excessive tardiness
- Unkempt appearance
- Frequent hunger
- Insufficient/lack of adequate clothing
- Poor personal hygiene
- Exhibited evidence of physical abuse
- Poor or no contact with parent
- Reluctant to leave parent
- Has no permanent address

Source: HUD's Homeless Assistance Programs, Rural Continuums of Care Guidebook
Disseminate Information About Services

- Build relationships with providers to understand the scope of services available
- Maintain updated list about service providers
- Post lists to public websites, listservs
- Provide lists to members of continuum and other engaged partners
- Update list of resources
Map Clients Through GIS

- GIS links data to its geographical location, and it’s becoming more and more accessible.
- It can identify the correlation between the locales where the homeless are concentrated and where services are located.
Map Clients Through GIS

- Map the known locations of homeless clients and use those as reference points to find others; this includes mapping encampments in the woods, on riverbanks, etc.
- Study the similarities between these locations to predict other locations where homeless teens may hang out.
- Formerly or currently homeless volunteers will have special insight into where other individuals experiencing homeless congregate.
- Producing a map that visualizes this data helps communities determine where to send outreach teams.
The West Virginia Balance of State CoC covers 44 mostly rural counties.

- Employs 4 full-time three positions (starting with 1) to provide housing-focused outreach in 44 counties.

- Funding: Projects for Assistance in Transition from Homelessness (PATH) funds, Emergency Solutions Rapid Re-Housing Funds, Emergency Solutions Grant.
El Dorado County Sheriff’s Office
Homeless Outreach Team (HOT) covers El Dorado County

- 3 full-time staff members providing outreach in the field
- Assisted 37 people in attaining housing in first 6 months
- Funding: County General Fund and Rural County Funds
How does our community currently identify individuals experiencing homelessness?

What gaps exist?

Who do you partner with?
USE SHARED HOUSING
Utilize Shared Housing

- Placing two or more program participants in an apartment, condo, or single-family dwelling
- Reduces isolation, makes expenses and household chores more manageable, and maximizes living space
- Separate leases, compatibility matches, clear expectations, trial period
- Case manager provides ongoing support
Shared Housing Strategies

- Shared Housing as a choice, not a requirement
- Roommate matching process based on compatibility
- Written home share agreements
- Provide trial period before long-term lease
- Separate leases for each roommate
- Mediation services available to participants for conflict resolution
■ Coordinates landlord and roommate “Meet and Greets”
■ Allowed for landlords to meet their tenants and for roommates to match with each other
■ Clients were not required to enter shared housing against their will
■ Roommates match face-to-face or through roommate questionnaire
■ Strong screener questions have been paramount to success
PROVIDE PREVENTION ASSISTANCE
Provide Prevention Assistance

- Assistance with rent or mortgage payments to avoid eviction or foreclosure
- Help paying for necessary utilities to prevent eviction and keep the home habitable
- Emergency repair programs
- Material or household provisions
- Legal services/ Landlord mediation
Provides one-time funding for individuals experiencing “extraordinary hardship”

Eligible expenses: medical bills, foreclosure, temporary job loss, delay in disability payment, auto repair costs

Funding/collaboration: Ventura Social Services Task Force, Catholic Charities, Project Understanding, The Salvation Army, United Way Ventura County and Lift Up Your Voice
What prevention assistance is available in our County?
If none — who could provide prevention assistance?
3. FUNDING
USDA Funding Sources

**USDA’s Multi-Family Housing Programs**
- Provides direct loans or loan guarantees to help low-income families buy housing in rural areas

**USDA Rural Rental Housing Program (Section 515)**
- Provides loan for purchase, construction, or rehabilitation of homes for low-income families in rural areas

**USDA Rural Rental Housing Guaranteed Loan Program (Section 538)**
- Provides guaranteed loans to housing developers for rural housing

**USDA Multi-Family Rental Assistance Program (Section 521)**
- Limited funding for rental assistance in rural areas
Federal HOME Funding

- 50% of funds goes toward rural applicants
- Can be used for tenant-based rental assistance (TBRA)
- Can also be used for utility assistance and security deposits
- Rental subsidy goes directly to landlord
- 2018 NOFA closed August 2018; new NOFA will likely be available soon
Community Development Block Grant (CDBP) Program

- Funds available for rural housing
- 2019 NOFA closed February 2019; new NOFA will likely be available in 2020
Federal Funding Tool for Addressing Homelessness in Rural Communities

https://files.hudexchange.info/resources/documents/Federal-Funding-Tool-for-Addressing-Homelessness-in-Rural-Communities.xlsx
Opportunity Zone Tax Credits

- Some parts of our community are considered part of a HUD Opportunity Zone.
- Provides investors with tax breaks to build/invest in projects, or improve existing projects, in Opportunity Zone areas.
Discussion Questions

- Which of these funding sources has our community considered? Pursued?
- What challenges with funding have arisen in the past?
- How can these be overcome?
ACTIVITY (30 MINUTES)
Questions?

www.homebaseccc.org
References

- HUD’s Homeless Assistance Programs, *Rural Continuums of Care Guidebook*
- Nevada & Sutter Regional Housing Authority: http://www.regionalha.org/home
- North Carolina Balance of State: https://www.ncceh.org/bos/regionalcommittee/
- USICH, *Strengthening Systems for Ending Rural Homelessness*
- Ventura Prevention Fund: http://vhpf.net/about-us-1/