

# Summer Street Outreach Strategy

Special Meeting of the Anchorage  
Assembly's Committee on Housing  
and Homelessness

April 12, 2023



ANCHORAGE COALITION TO  
**END HOMELESSNESS**

## Framing the Purpose & Intent of Street Outreach Efforts

What is the problem you are solving?

- Framing of problem statement is important...
- Helping people achieve housing or shelter?
- Reconnect people who are disconnected from services?
- Inequities or discrimination impacting service access and sustainability?
- An immediate response to people considered to be in crisis?
- Meeting survival needs?
- Providing emotional supports?
- Service navigation?
- Enforcement and further dislocation prevention or response?
- Safety concerns?
- Health service and health navigation?



# A Spectrum of Responses to Assistance

Two realities occur simultaneously:

1. Some people will **readily accept** offers of services, including assistance with shelter and housing;
  2. Some people will **reject all** offers of services, including assistance with shelter and housing.
- Lots of responses will be in between...



**Defining Impactful Outreach:**  
The **overarching objective** of impactful outreach is to **reduce and end unsheltered homelessness.**

- **Impactful Outreach** is a professional intervention that is structured, documented and strategic, to meet people where they are at - literally and circumstantially.
- **Impactful Outreach** is respectfully persistent in helping people achieve housing and exit homelessness through a process of assessing, understanding and addressing both immediate and housing needs.

# Two different methodologies that can co-exist

## Contact Driven

- Meet **basic needs**, provide human contact, sometimes provide transportation services
- Great at more immediate response
- Engagement with a large volume of unsheltered persons
- Most often highly visible
- Can struggle with meeting the needs of people with complex, co-occurring issues
- Can struggle to have time or does not have resources to navigate people through the process of getting housed
- Most often measured by number of engagements
- Current MOA investment

## Housing Driven

- **Intensive, assertive and housing focused** with a smaller/targeted group of people
- Struggles to provide a more immediate response; more focused on engagement for **the long-game**
- Very deliberate in deciding who to engage and why – using Coordinated Entry
- Not always highly visible
- Capable of effectively working with people with higher acuity and complex needs
- Effectiveness measured by how many people have positive exits from homelessness

Specific Outreach strategies that can be deployed this summer and fall

## Scaling Contact Driven Outreach (Request: \$500k-650k)

300 unsheltered individuals → 700-800 unsheltered individuals, including transition age youth, families and single adults

- Leverages current ATAX outreach grant, but allows us to scale existing operations:
  - Currently 3 contracted outreach providers for 5 personnel
    - RurALCap, Covenant House, Beans
  - Medical overlay with Sala Medics
  - Focuses on entering info into HMIS and coordinated entry assessments
  - Provide basic needs
  - Pop ups – 3 times per week
  - Encampment outreach by zip code
  - AHD has two outreach workers as well

## Addressing Highly Vulnerable Needs

(Request: \$100k)

60-150 unsheltered individuals

- Addresses significant medical needs of individuals with mobility and chronic health issues
  - Leverages current contact outreach pop ups
  - Adds additional hygiene and specific items to meet needs
  - Finding options for the most vulnerable – single night or limited hotel stays, more frequent visits to ensure safety
  - Opportunity of additional Sala Medics capacity
  - Seeking partnership with Community Health Workers and other medical services
  - Transportation funding for medical appointments
  - Long wait list to get into Complex Care

Specific  
Outreach  
strategies  
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## Housing Focused Outreach

(Request: \$400k)

- Adds 4-6 housing navigators
  - Experienced professional familiar with housing opportunities in Anchorage
  - Landlord Housing Partnership and AAHLT and other housing opportunities, such as Permanent Supportive Housing openings
- Utilizes the Coordinated Entry (CE) to match individuals with housing opportunities
  - ACEH is already the housing referral air traffic controller
- Leverages other existing funding opportunities
  - ARPA for single adults
  - Bezos for families
- Goes to where the people are and make sure they are housing ready
  - Housing Assessment
  - Documents
  - Security Deposits
  - Application Fees
  - Transportation to view and move into unit
  - IDs

## Mobile Navigation Services

(Request: \$150k)

- 2x monthly opportunity to connect with an array of services – contact outreach +
  - Requires considerable coordination and partner commitments
  - Includes prevention and diversion resources and possible client follow-up
- Coordinated with the 3<sup>rd</sup> Ave Nav and Resource Center
- Takes services and opportunities to where people are to relieve pressure on 3<sup>rd</sup> Ave and surrounding area
- Longer hours than contact driven outreach
  - Prescheduled with advance notice to clients
  - Possible transportation for access – bus passes or contract services
- Additional partners and services
  - Housing Navigation
  - Employment
  - Behavioral Health
  - Healthcare
  - SNAP/Food Bank
  - Shower trailer
  - Haircuts
  - Clothing