

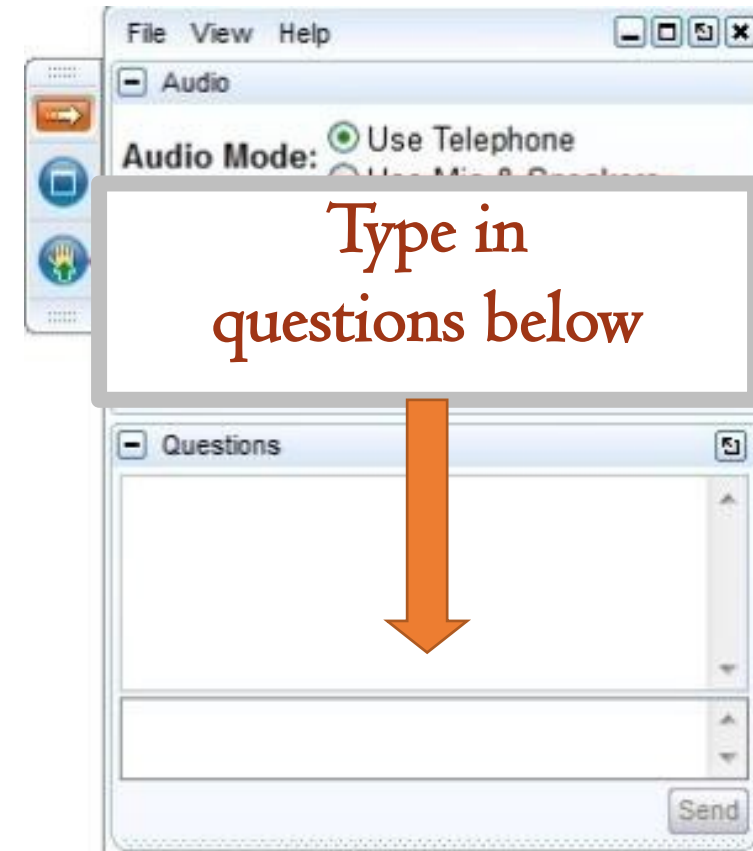


Hotels to Homes: Rapidly Housing from Hotels During the COVID-19 Pandemic

June 4, 2020

House Keeping

- Because this is a webinar, attendees are muted
- Please type any questions you have into the Questions Box
- Please type any comment/suggestions/resources in the Comments box.
- We are recording this webinar and will send out the link to everyone who registered at a later date.



Speakers

Kay Moshier McDivitt

Senior Training and Technical Assistance Specialist

National Alliance to End Homelessness

Cathleen Meaden

Director of Operations

Columbus House

Hotel to Home

Let's Get Everyone Home!

Kay Moshier McDivitt
Sr. Technical Assistance Specialist



This is Hard!

- We are working in incredibly difficult circumstances:
 - Daily challenge of COVID-19 health risks
 - Ongoing challenge of systemic racism and inequity for people of color experiencing homelessness AND finding housing
 - Current protests and riots create additional awareness of this ongoing crisis and the unrest created by recently publicized events
- Additional challenges to the already challenging work of finding housing solutions

MOVING FROM COVID-19 CRISIS RESPONSE TO HOUSING FOCUSED

Using this time as an opportunity to move forward



Crisis Creates Opportunity

- An Effective Homeless Response System is an efficient and coordinated process that moves people from homelessness to housing as quickly as possible
 - Shelter/Hotels are life saving BUT **housing ends homelessness**
 - Safest response to a health crisis is housing
- Reflect – How do we use this opportunity to ensure every household moved to a hotel during the Covid-19 Shelter Decompression does not return to the shelter or the streets

Only Housing Ends Homelessness

WHY HOTELS TO HOME

Moving from Crisis Response to Housing Focused



Starting a Hotel to Home Campaign Across the Community

The 3 P's

- **Purpose:** Move every household currently living in hotels to a permanent solutions **by DATE**
- **Plan:** Establish a team that meets to identify a unique plan for each household living in a hotel and using creativity and resources to make it happen.
- **People:** Identifying existing and creating new partnerships
– get the word out

Set Goals

- Work together as a CAN
- Identify the number of households in hotels for each organization
- Set a time-line
- Report weekly achievements

Make it Happen – at the Community Level

- Create the message “Hotel to Home” and say it often
- Continue to expand portfolio of housing opportunities
- Build on the current desire of “how can I make a difference”
 - Use data to measure racial inequities in finding housing
 - Ask your community to be part of the change by helping to house
- Take advantage of additional housing resources that are available rapid exit dollars for both families and individuals
- Create a sense of urgency and a sense of community

Make it Happen – at the Organizational Level

- Create the message “Hotel to Home” and say it often
- Constant and consistent problem-solving conversations
 - Explore any and all housing options
 - Explore concerns about safety both COVID-19 concerns and racism concerns
- Create an individual plan for each household with an exit date – remember every conversation is about the plan
- Start with “low housing barrier” households – who can be housed quickly
- Sell the message – “why”
 - Housing is safer

Housing Tips from CCEH

Help Develop an Individual Plan

Ownership – involve client in owning their plan

Understanding – mistakes will happen

Share and connect with resources

Engage a housing conversation at every opportunity

Permanent Housing Solutions

Relocation

Roommates

Friends

Family

Subsidized
Housing

Apartment

Rent a
Room

Kick-Off Ideas

1. Create your messaging for your guests, your staff, and the community
2. Hold an event for your staff to empower them and excite them
3. Create an internal weekly challenge
 1. Break down your number into weekly segments – the number of weeks in the challenge
 2. Individual staff targets
 3. Events/recognition for those who meet/exceed targets
4. Identify by name the households you want to house in the first two weeks
5. Create an internal tracker
6. Ring a bell in the hotel every time a household leaves to go home



HOUSING AND COVID-19

Creative, Flexible, and Virtual



Finding Housing During COVID-19

Think “virtual”

- Funding Sources are allowing for “virtual” home inspections
- Reach out to landlords and encourage them to engage with you virtually
- Use Zoom, Facetime, or other platforms for:
 - Introduction meetings between you, landlords, and clients
 - Tours of apartments
 - Inspections
- Discuss options for “safe” lease signings
- Find out who has online applications
- Stay in touch with ALL your landlords to identify vacancies
- Use the larger CoC to engage landlords

Key Considerations for Virtual Case Management During COVID-19

- **TRAUMA:** Dealing with COVID and isolation can trigger Trauma – And the added trauma of the current response to the systemic racism pandemic
- **STRUGGLES** – who has been struggling even before
- **REGULAR** - scheduled check-ins to ease stress
- **STAY PRESENT** – send texts or uplifting quotes between visits to let them know you are thinking of them
- **PREFERENCE for Communication** – let them decide phone calls, facetime, zoom, skype etc.
- **EDUCATE AND EMPHASIZE** – ways they can stay safe, updates and connections to PPE
- **FREQUENCY** – Recommend weekly at minimum

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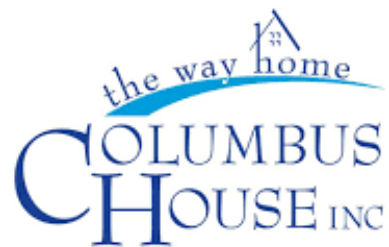


Contact Us

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Learning from Columbus House



Cathleen Meaden
Director of Housing Services

IMPORTANCE OF HOUSING

Housing is healthcare

Housing is the best option for isolation

We are dealing with life and death situations



USE OF TEAMS

Intake- how you present information matters

Housing – choice, speed and accessibility

Supplies – Supply chains are important



RE-IMAGINE THE PROCESS

Contact all landlords and obtain units

Staff to view, inspect, complete rent reasonableness,
Environmental Review and maps, proof of ownership and W-9.

Send tenant to view 2 or 3 units that are already approved. If
they like one– sign the lease right then.

Reduces process from 2 weeks or more to 1 day

WHAT WE HAVE BEEN ABLE TO DO

Since March 15th we have housed 109 individuals

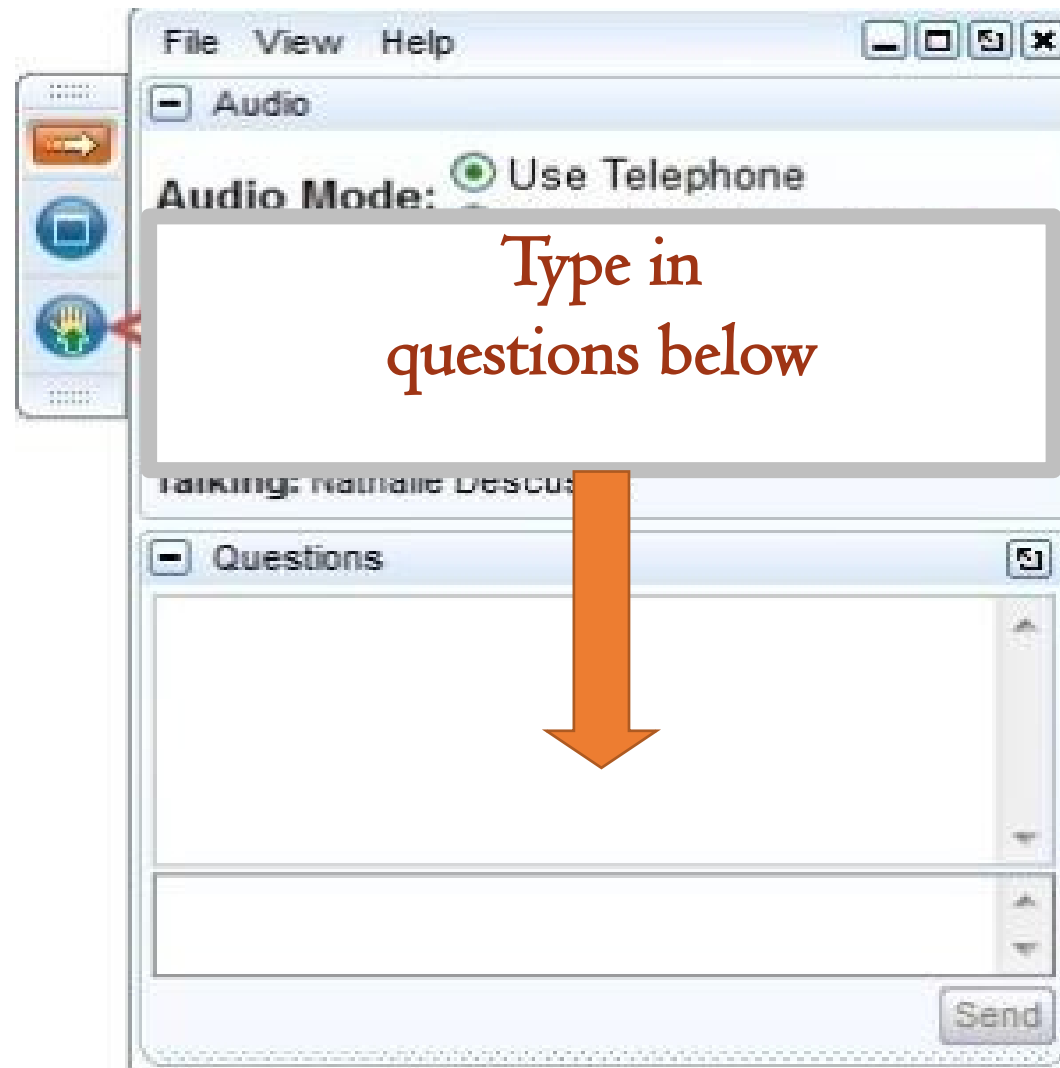
68 Rapid Exit

21 RRH

20 PSH



Questions?



Additional Questions?
Contact
training@cceh.org