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?

Type in questions below

Additional Questions?
Contact
training@cceh.org