

# From Encampments to Housing: Outreach Strategies for Unsheltered Populations

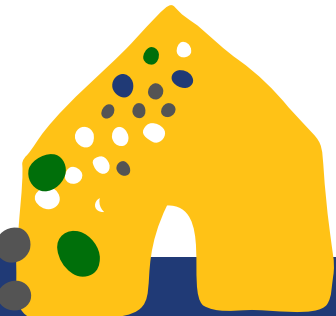
---



**Calio**  
Education



Connecticut  
Department of  
**HOUSING**



# From Encampments to Housing: Outreach Strategies for Unsheltered Populations

---

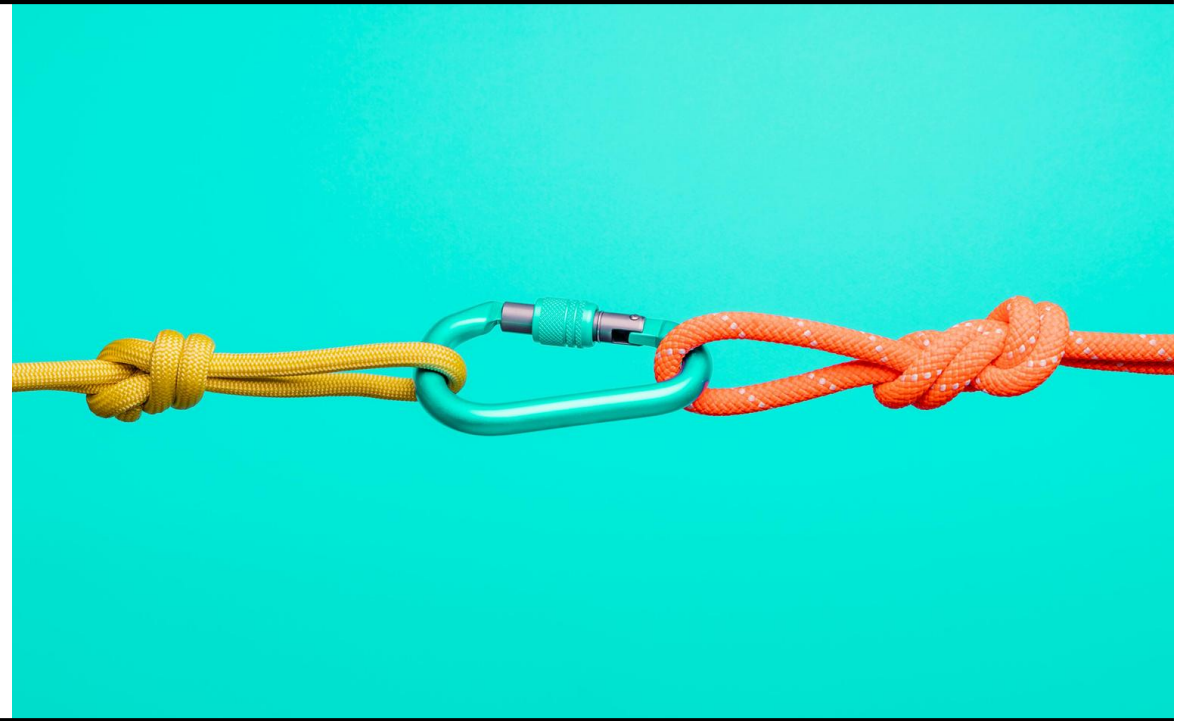
- Mia White, Corporation for Supportive Housing
- George Mele, Project Hope
- Sarah Pavone, Journey Home



# From Encampments to Housing: Outreach Strategies for Unsheltered Populations

Tashmia “Mia” Bryant

May 21, 2025



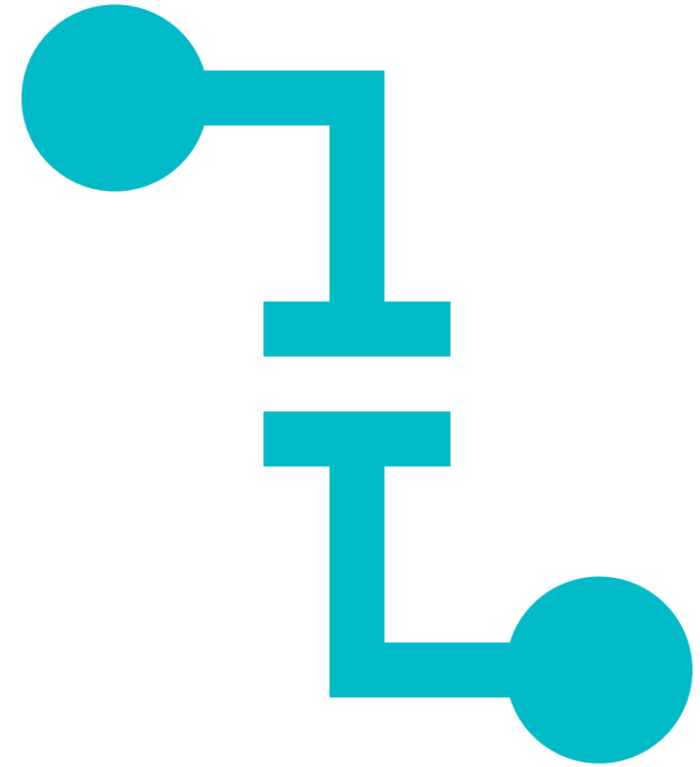
# Realities of Unsheltered Homelessness

## Most vulnerable

## Disconnected to formal systems

Not likely to go into shelter

Several barriers: health, criminal record, comorbidity, etc



---

“Compared with the general population, people experiencing homelessness (PEH) display disproportionately negative health outcomes, including higher rates of addiction, mental and physical health problems, and premature mortality”



“Finally, women had worse general health and emotional well-being than men.”

“We also found a positive association between the number of nights participants spent indoors during the previous week and general health. ”

# What is homeless outreach?

**Outreach is a program and a practice**

**Housing-focused**

**Low barrier and Accessible**



---

# Role of Outreach

---

**Identification and Relationship Building**

**Groundwork: Documents and Assessment**

**Connector**

**Basic Needs**

**Collaboration and Coordination**

**Data Collection**

---



# Warm Handoff



Let encampment resident know next steps and timeline



Communicate immediately when you know something in the plan has changed, ask that the encampment resident does the same



It's ok to say "I don't know. Let me get back to you"



Help facilitate warm handoff, overlaps with outreach and housing provider helps



Outreach workers (or someone who can rep the team) should attend case conferencing/matching/BNL meetings

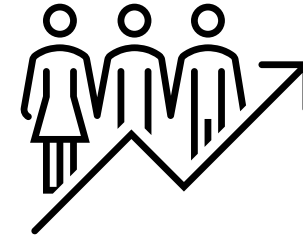


Keep your data updated in a timely mannrr



---

# Data and Tracking



## *Homeless Outreach Data Collection...*

- ...is trauma informed, healing-centered
- ...is housing first
- ...provides mechanism for accountability
- ...allows you to better understand what is working well and where gaps are

## *Best Practices*

- Build a profile based on what you know
  - Communicate with outreach peers to avoid duplication and enhance data
  - Customize the data as a system
  - Ensure data points reflect housing-focused objectives
-

# Reaching the Unsheltered Population

**Meet**

**Meet People Where They're At: Physically and Theoretically**

**Keep**

**Keep Your Word**

**Maintain**

**Maintain Contact**

**Respect**

**Respect Their Choice**

**Build**

**Build Trust, Repair Harm**

---

# Inreach

- Take care of yourself
- Look out for your peers
- Learn from one another
- Remember your 'why'



---

# Thank you!

---

*Tashmia “Mia” Bryant*

*Tbryant.consulting@gmail.com*

---

# One Year Later Housing Focused Encampment Strategies

May 21, 2025

Sarah Pavone, Director of Strategy, Journey Home

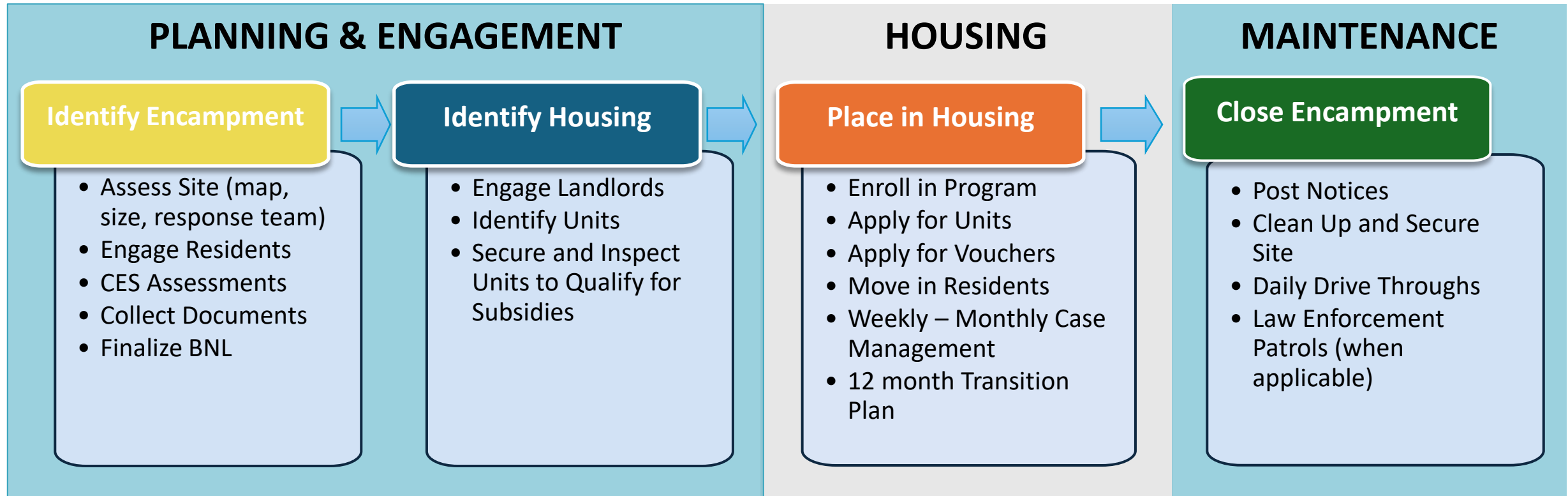


# AGENDA

- Model for Encampment to Housing Response
- “Clearing the Runway”
- Implementation
- Results & Lessons Learned
- Getting Started in Your Community

# New Model for Encampment Response

Typically **3-4 week cycle** per encampment area – size and housing availability will dictate timeline



# Collective Plan to Systematically Reduce *Street* Homelessness

Collective Ambition → Strategic Action Plan → Sustained Results

**Reduced  
Unsheltered  
Homelessness**

(Measured by 2026 & 2027 PIT)

Rehouse  
200  
Individuals  
in 2 years

2024-2025

Implement Coordinated Encampment  
to Housing Initiative in Targeted Cities

2025-2026

Scale Coordinated Encampment to Housing  
Initiative Across the Capital Region

2025 & Beyond

Accelerate Housing Placements from the Winter Shelter



# Critical “Clearing the Runway” Activities

- Identify and Wrangle Key Stakeholders
  - Clarify Roles – bring soft & hard power together – everyone has a stake in this initiative
    - CoC lead agency
    - PHA
    - City
    - Private/business
  - Facilitate negotiations and manage partnerships
- Get Concrete About Resources
  - Take the lead to unlock and braid resources
  - Create transparency and visibility
  - Infuse confidence in partners playing their role – alleviate the “yes buts”
- Set Expectations to Work Differently Now and Forever
- Insulate the Team from the Politics

Focus on  
What We Want to Create  
&  
Find Common Ground

Existing  
Strategic Plan

**Examples**

Reduce unsheltered homelessness by 50%.  
End chronic homelessness.

Follow the  
Data

**Examples**

30% increase in unsheltered homelessness.  
60% of unsheltered chronically homeless.

Define the  
Proofpoint

**Examples**

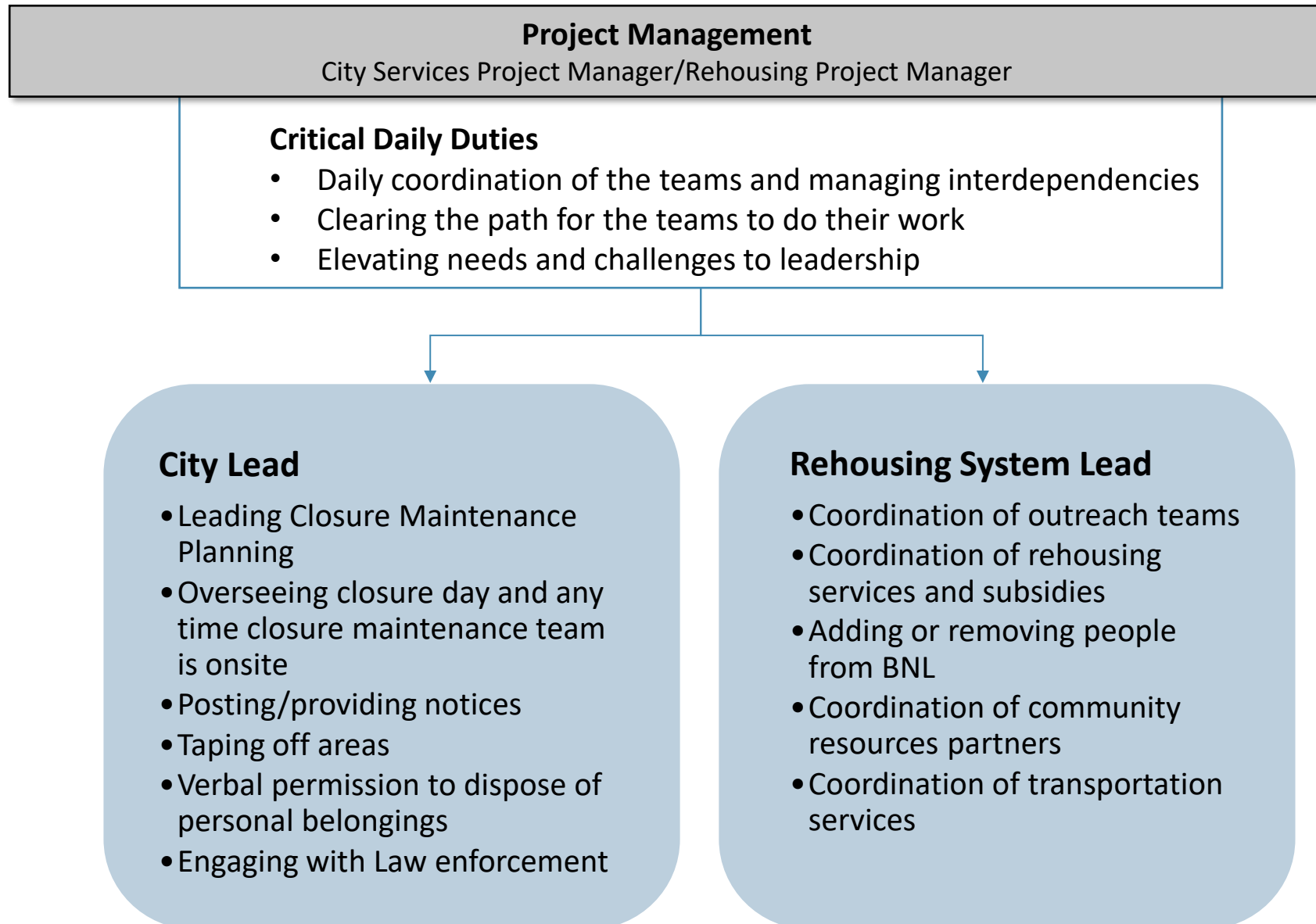
Homelessness decreasing but not visually changing.  
Show how rehousing can produce visible changes.

Create a  
Release Valve

**Examples**

Tension over streets is distracting and unhealthy.  
Show you can respond and provide healthy relief.

# Dedicated Project Manager is Critical to Implementation Success



# Encampment Site - Schedule

| Site Schedule   |  |  |  |   |   |                                |
|---|--|--|--|---|---|--------------------------------|
| Sunday  | Monday   | Tuesday  | Wednesday  | Thursday  | Friday  | Saturday                       |
|   | 1  | 2  | 3<br>Journey Home Planning Meeting   | 4<br>Journey Home, CoH, Clutch Planning Meeting   | 5   | 6                              |
| 7<br>Outreach<br>Housing Case Mgr<br>Unit Team<br>Hartford Housing<br>CoH Staff/HPD | 8<br>Partner Briefing (1 hr)<br>Outreach<br>Unit Team<br>Furniture Team<br>Hartford PHA Rep<br>Homeless Outreach HPD<br>City closure partners<br>VoD Support Partner | 9<br>-Outreach Engagement  | 10<br>-Outreach Engagement   | 11<br>-Outreach Engagement 9am<br>-BNL finalized by 3pm<br>-Unit Team secure units  | 12<br>-CES Assessments<br>-Outreach Engagement<br>-Doc collection<br>-Unit Team secure units  | 13                             |
| 14  | 15<br>-CES Assessments<br>-Outreach Engagement<br>-Doc collection<br>-Voucher applications<br>-Unit Team secure units<br>-Housing CM enrollments                     | 16<br>-CES Assessments<br>-Outreach Engagement<br>-Doc collection<br>-Voucher applications<br>-Unit Team secure units<br>-Housing CM enrollments<br>-VoD Support<br>-Closure Maintenance Meeting | 17<br>-Outreach Engagement<br>-Doc collection<br>-Voucher applications<br>-Voucher application approvals<br>-Pre-inspect units<br>-Unit Team secure units<br>-Unit applications                            | 18<br>-Outreach Engagement<br>-Doc collection<br>-Voucher application approvals<br>-Voucher Briefing<br>-Vouchers issued<br>-Pre-inspect units<br>-Unit Team secure units<br>-Unit application approvals<br>- Unit applications | 19<br>-Outreach Engagement<br>-Doc collection<br>-Unit Team secure units<br>-Unit application approvals<br>-Pre-inspect units<br>-Unit applications | 20                             |
| 21  | 22<br>-Outreach Engagement<br>-Doc collection<br>-Unit applications<br>-Unit application approvals<br>-RFTAs Submitted<br>-Pre-inspect units<br>-RFTA approvals      | 23<br>-Outreach Engagement<br>-Doc collection<br>-Unit application approvals<br>-RFTAs Submitted<br>-Pre-inspect units<br>-RFTA approvals<br>-HAPs generated<br>-VoD Support                     | 24<br>-Outreach Engagement<br>-Doc collection<br>-Unit application approvals<br>-RFTAs Submitted<br>-Pre-inspect units<br>-RFTA approvals<br>-HAPs generated<br>-Move-ins/Move Ins<br>-7 day notices given | 25<br>-Outreach Engagement<br>-Doc collection<br>-RFTA approvals<br>-HAPs generated<br>-Move-ins/Move Ins   | 26<br>-Outreach Engagement<br>-Doc collection<br>-RFTA approvals<br>-HAPs generated<br>-Move-ins/Move Ins   | 27                             |
| 28<br>- 3-Day notices given   | 29<br>-Outreach Engagement<br>-Doc collection<br>-RFTA approvals<br>-HAPs generated<br>-Move-ins/Move Ins  | 30<br>-Outreach Engagement<br>-Doc collection<br>-RFTA approvals<br>-HAPs generated<br>-Move-ins/Move Ins<br>-24 hour notices given  | 31<br>Closure Day<br>-Move-ins completed<br>-Sites cleaned by TBD<br>-Law enforcement stand by service<br>-Trespassing signs posted<br>-Public Works/Parks mows and removes fencing                        | 2/1<br>-Police patrols begin  | 2<br>-Police patrols (30 days)  | 3<br>-Police patrols (30 days) |
| Closure Week  |  |  |  |   |   |                                |

# MANAGING EXPECTATIONS

- Communications Infrastructure
  - Daily Huddle
  - Weekly Leadership Briefings
  - Quarterly Performance Presentations
  - Media Plan
- Engage Neighborhoods and Elected Offices early and when we are working their encampments
- Managed and Tailored Communications
  - Communications Work Group
  - Talking Points
- Lead with Performance Data – quantitative and qualitative – share what we are learning and the adjustments we are making – incident command mentality
  - After action debrief post each site to modify – share those results
  - Periodic focus groups with participants

# Hartford Pilot #1 Results

---

|   |                  |
|---|------------------|
| Encampment decommissioning timeline to site closure                 | 1/8/24 – 1/31/24 |
| Total number of encampment residents at the site                    | 6                |
| Total number of encampment residents engaged in the housing process | 6                |
| Total number of encampment residents housed                         | 6<br>(100%)      |
| Average LL incentive per lease signed                               | \$0              |



# Hartford Pilot #2 Results

---

|   |                   |
|---|-------------------|
| Encampment decommissioning timeline to site closure                 | 3/18/24 – 4/18/24 |
| Total number of encampment residents at the site                    | 6                 |
| Total number of encampment residents engaged in the housing process | 6                 |
| Total number of encampment residents housed                         | 6<br>(100%)       |
| Average LL incentive per lease signed                               | \$0               |



# Central Pilot #3 Results

---

|   |                 |
|---|-----------------|
| Encampment decommissioning timeline to site closure                 | 4/23/24-5/23/24 |
| Total number of encampment residents at the site                    | 8               |
| Total number of encampment residents engaged in the housing process | 7               |
| Total number of encampment residents housed                         | 7<br>(100%)     |
| Average LL incentive per lease signed                               | \$600           |





Housed: 55 individuals  
In Process: 29 individuals  
# Accepted Housing: 100%  
Returns to homelessness: 1  
Median LOT from Matched to Housing: 55 days

# Outcomes & Lessons Learned

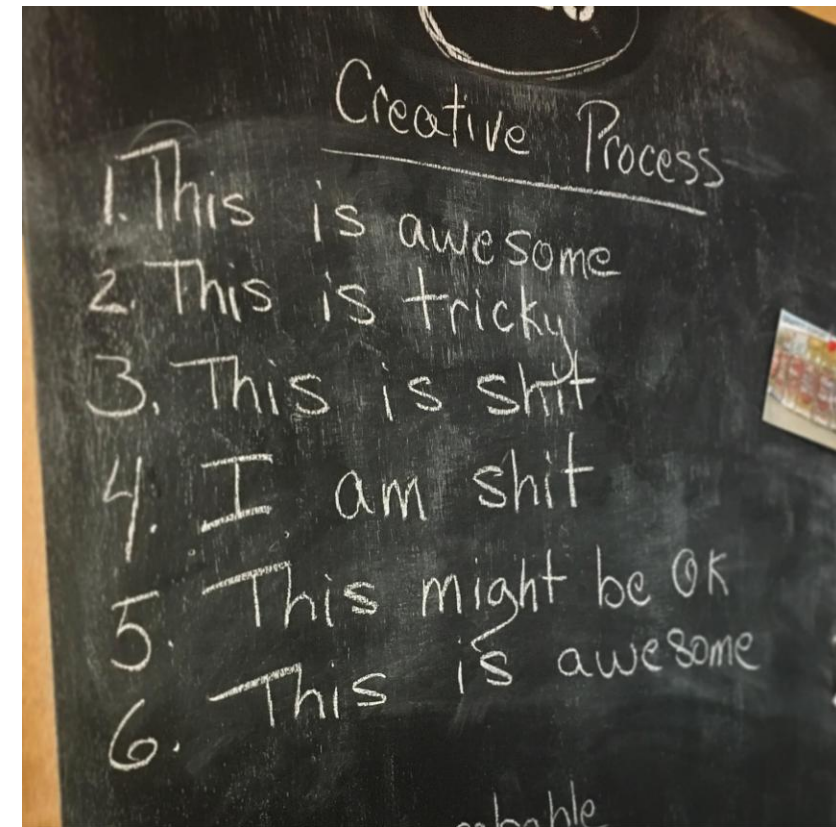
Set and Manage Expectations- Publicly but also with partners

Get comfortable with being uncomfortable

Project Management, Landlord Engagement and Prevention are vital

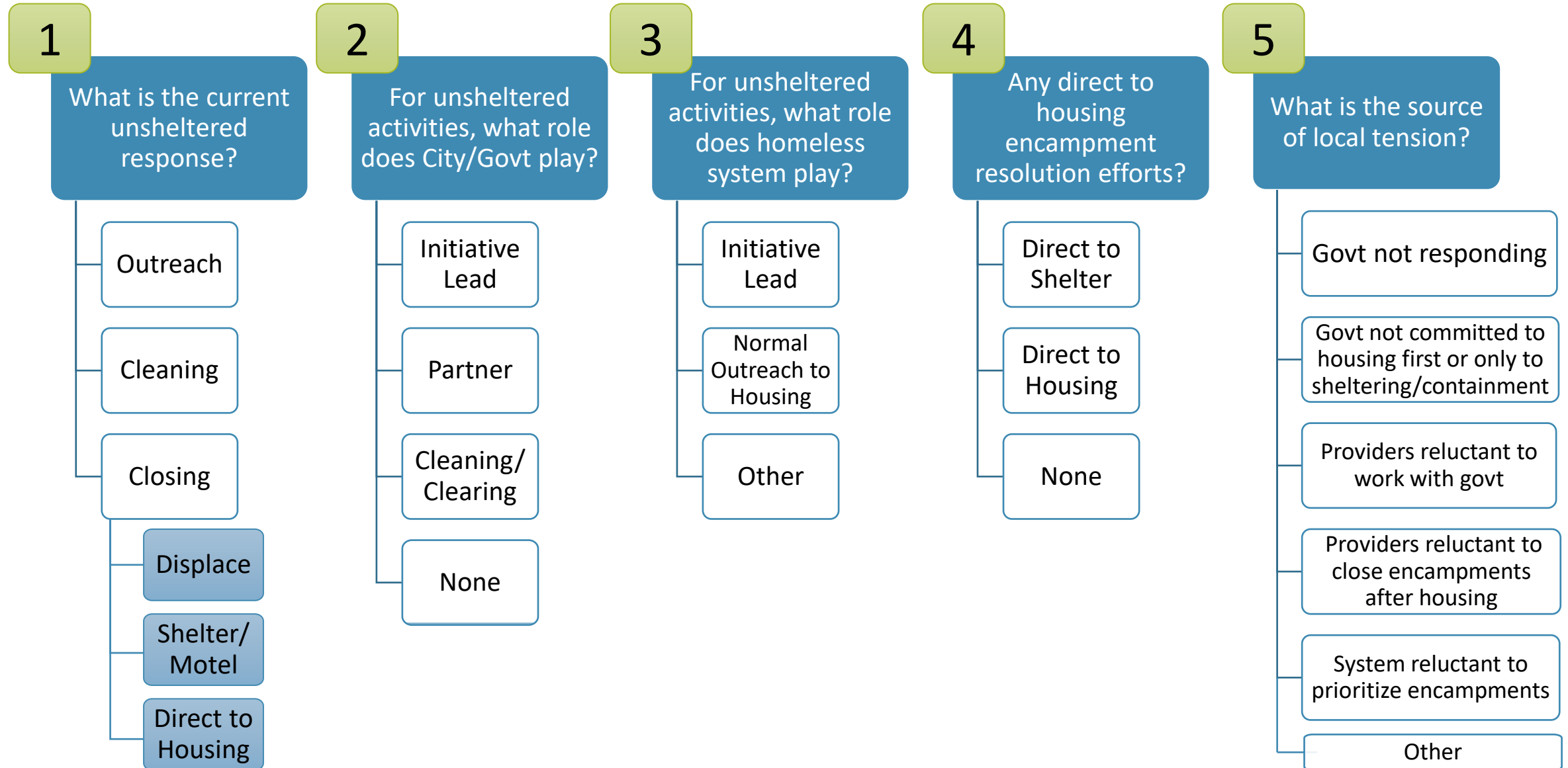
Providers need to trust each other and learn to work in new ways- everyone has the same job

You need a champion- and one that thinks outside of the box

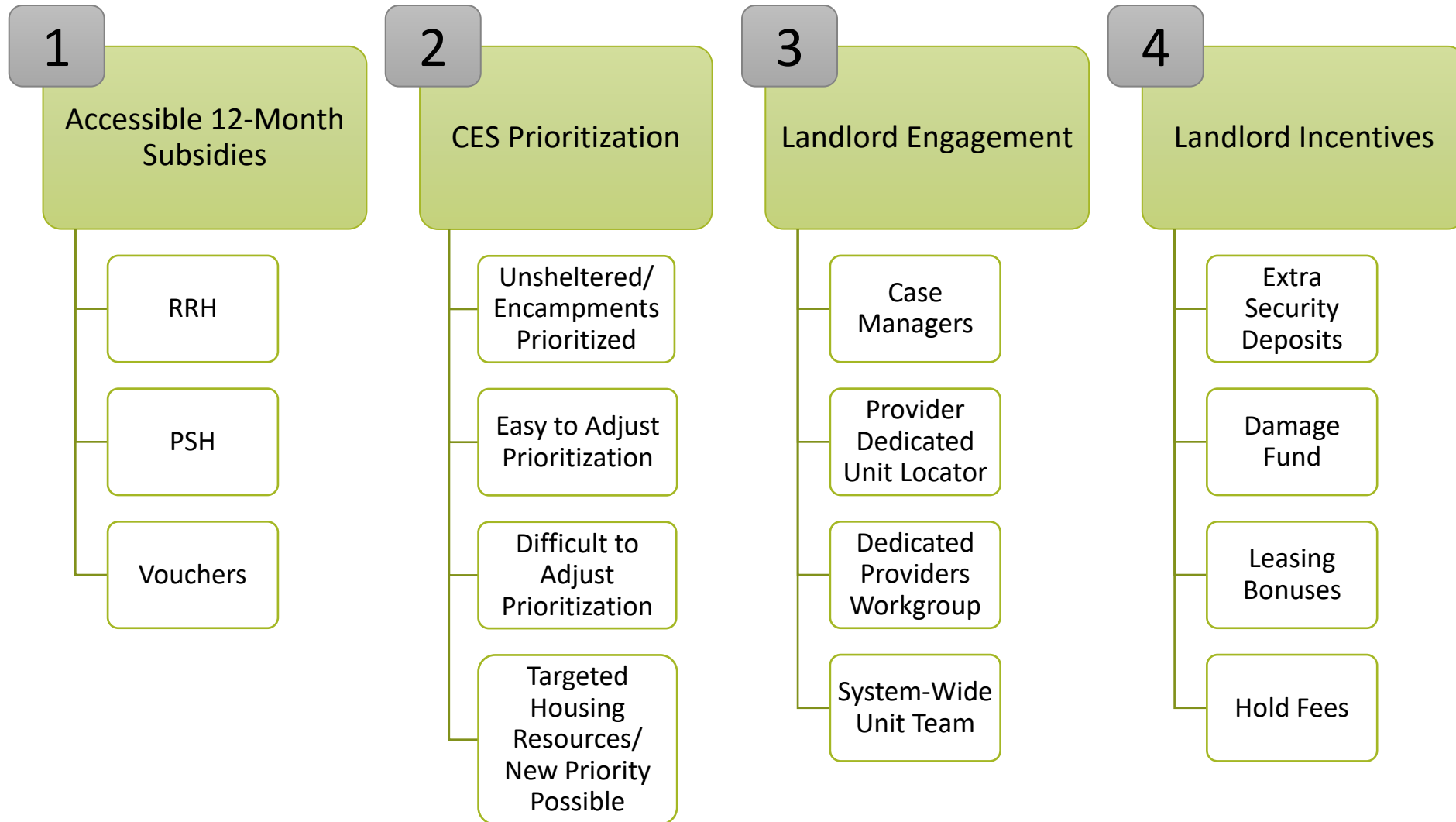


# Getting Started: Quick Current Conditions Assessment Exercise

# Assess Leadership Capacity & Conditions



# Assess Availability of Critical Resources



# Getting to a Test Site Exercise

Site Location (city owned, easy closure maintenance, visible)

Size (ideally 3-10 individuals)

Can you find {Insert Encampment Size} 12-Month RRH or PSH Packages (Subsidies & Stabilization Services) for this test?

Can you find a dedicated landlord person for this test?

Can you find up to \$35,000 for a flex fund?

Formula = {size of encampment} x (\$1500 incentives + \$1800 move in kits)

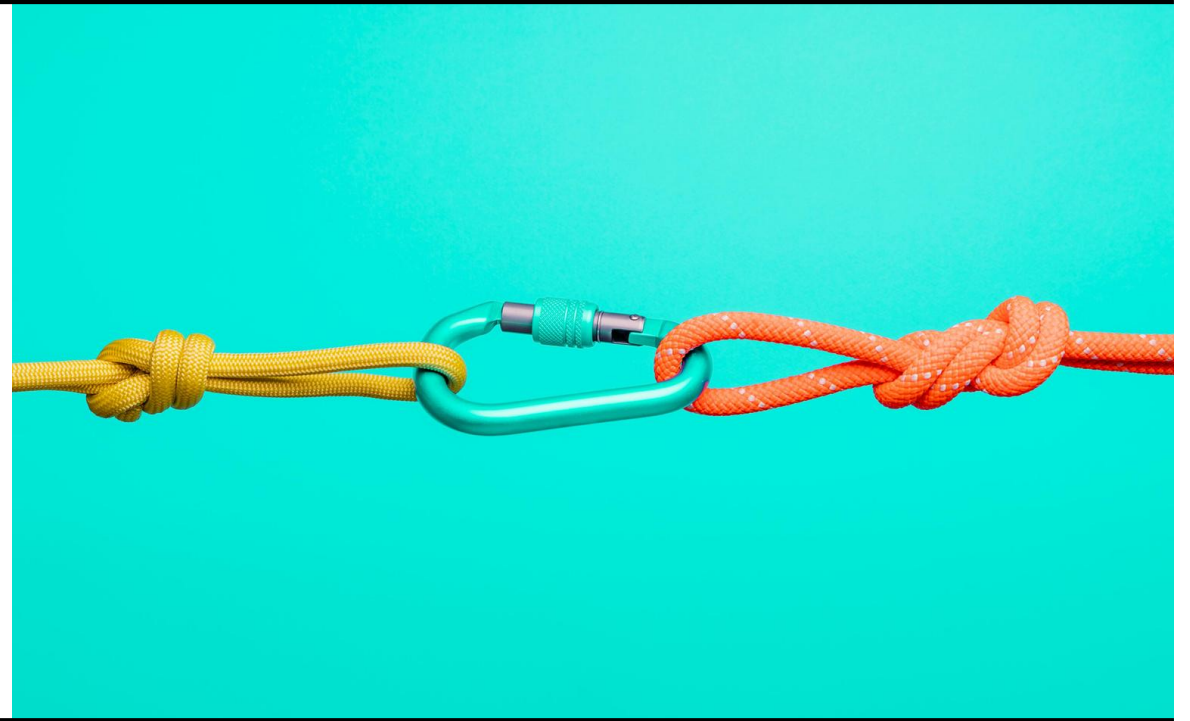
Can you get the city leadership to compel city departments and legal to participate?

Can you find an outreach team to try this with?

# From Encampments to Housing: Outreach Strategies for Unsheltered Populations

George Mele

Project HOPE – Outreach Worker



# Thank You!

For any questions email  
[info@cceh.org](mailto:info@cceh.org)

Visit our website [cceh.org](http://cceh.org)

