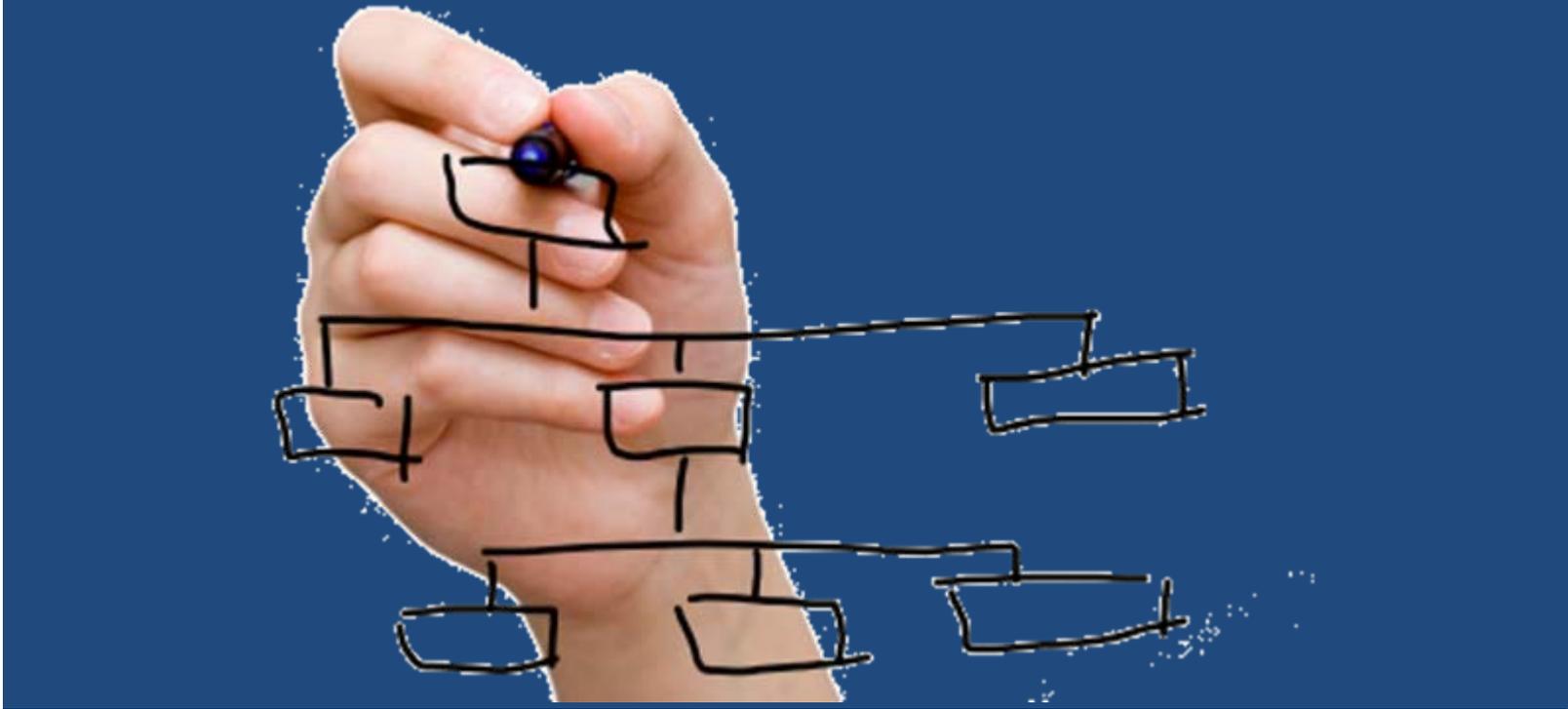


PART A -
A SURVEY FROM THE FIELD,
COMMUNITY ENGAGEMENT INITIATIVES FROM
METROPOLITANS AROUND THE COUNTRY

PRESENTED TO:
SO. NV. REGIONAL PLANNING COALITION
COMMITTEE ON HOMELESS
THURSDAY, NOVEMBER 8, 2012

Moonridge Group Philanthropy Advisors



Project and Focus Overview

Outcomes:

- ▣ Craft a community engagement strategy that unifies partners in their common goal of preventing, reducing and serving Southern Nevada's homeless population.
- ▣ Identify tactics and objectives for 'on-boarding' meaningful, new advocates and funders across public, private and social sectors.
- ▣ Present a brief, workable roadmap to engage relevant constituencies and stakeholders.
- ▣ Avoid service provision analysis.

Approach:



- ▣ Examine community engagement initiatives and models focused on homelessness alleviation and prevention in similarly situated metropolitan communities.
- ▣ Identify common, best-practices across initiatives and models.
- ▣ Engage local experts, providers and stakeholders who can inform best 'next steps'.
- ▣ Review and revise roadmap for implementation.

What community partners look for:

- ▣ Partner's expectations vary with amount and use of investment.
- ▣ High impact, high efficiency, and near-term deployment.
- ▣ A unified, community-wide strategy.
- ▣ Meaningful programming partnerships (collaboration);
 $1 + 1 = 3$.
- ▣ Support of other funders.
- ▣ Progress and results; reporting of each.

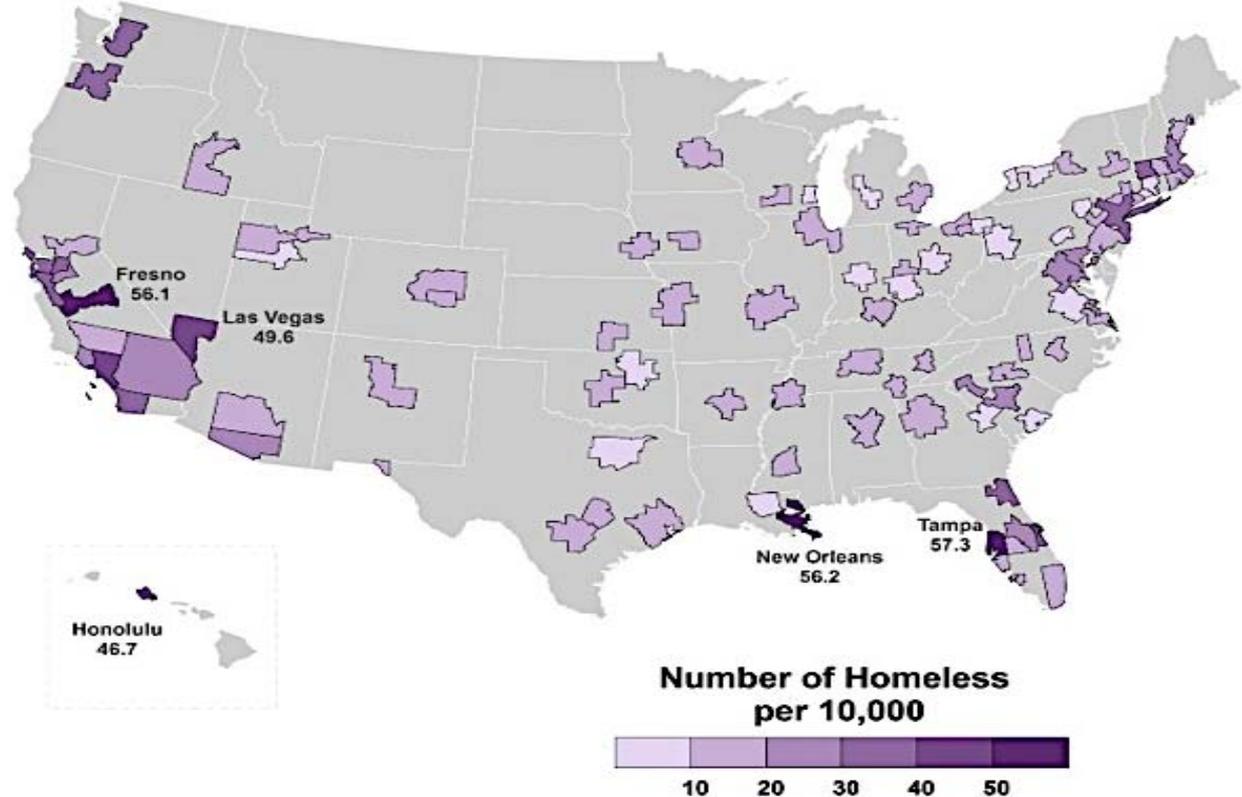


Case Model and Initiative Selection

Factor 1 - high density homelessness

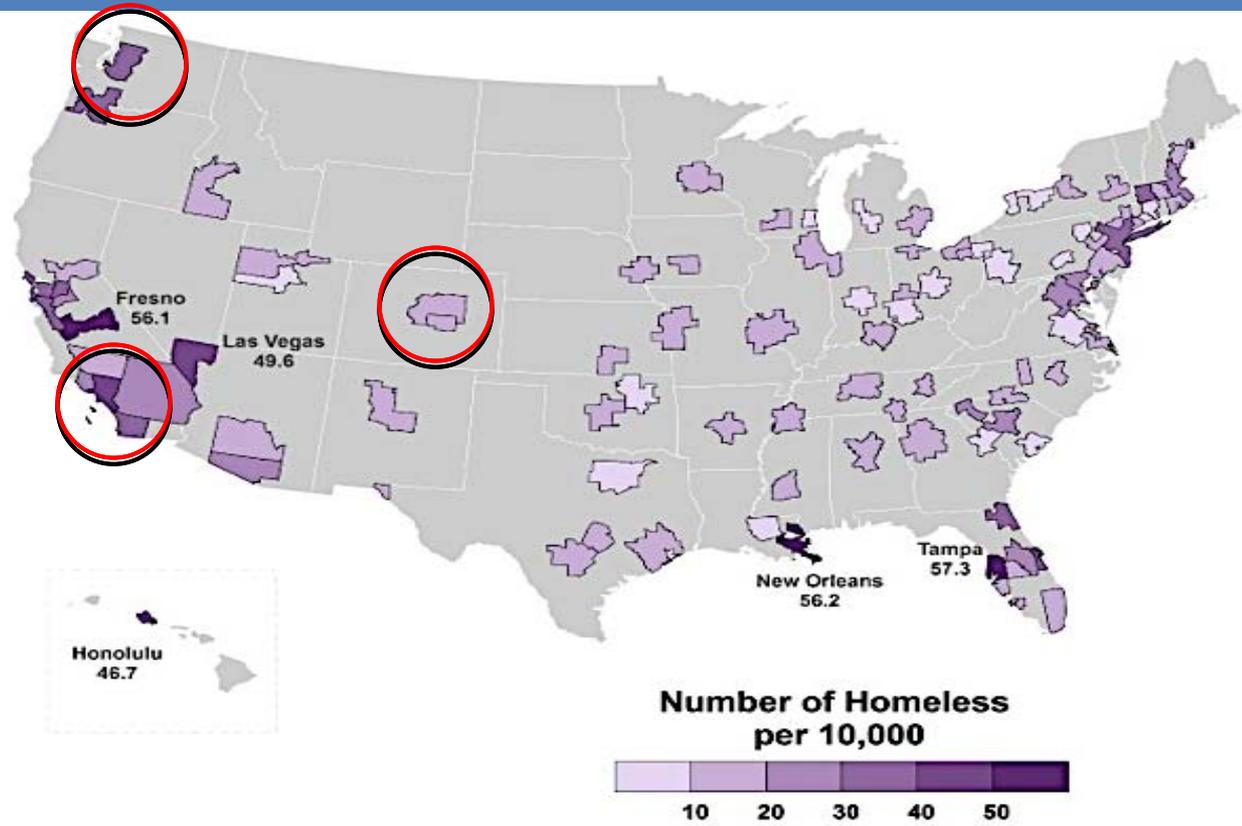
Metropolitans/Regions with High Concentrations:

Tampa, New Orleans, Fresno, Las Vegas, Honolulu, Los Angeles, San Jose, and Seattle.



Factor 2 – communities of progress

Metropolitans/Regions objectively identified as making progress:
Denver, Los Angeles, and Seattle.





Case Model and Initiative Review

Los Angeles – Home for Good

An initiative of United Way of Greater Los Angeles & L.A. Area Chamber of Commerce

- Developed a community action plan that engages the broad public, along with a targeted approach for key constituencies and stakeholders.
- Aligned local priorities with national agenda.
- Positioned the business community as driving the issue.
- Launched with big partnership announcement (i.e. funder's collaborative) and with clear direction and outcomes.
- Preceded by a series of policy and positioning papers to build “the case”.

GOAL –

To end chronic and veteran homelessness in LA by 2016.

PUBLIC PLAN OUTLINE –

1. Know who's homeless and what they need.
2. Create the housing and services to help people thrive.
3. Shift to a housing first system.
4. Get involved, involve others.

Seattle – A Roof Over Every Bed in King Country

- By design, plan's success requires participation from all sectors; communications and partnerships support this outcome.
- A dedicated committee of funders, inter-local government designees and funders is the driving force.
- Unique initiatives have been layered into ten year plan (e.g. veteran's and children); initiatives follow national agenda/trends.

GOAL –

Ten Year Plan to End Homelessness in King County.

PUBLIC PLAN OUTLINE –

- 1.Prevent homelessness.
- 2.Help people move quickly to stable housing with the necessary supportive services to maintain that housing.
- 3.Build the public and political will to sustain our efforts and bring an end homelessness.
- 4.Increase the efficiency of the existing systems to make the best use of our scarce resources.
- 5.Measure and report our outcomes.

Denver – Denver’s Road Home

Ending Homelessness. Restoring Hope.

- A comprehensive, integrated plan that blends a ‘housing first’ solution with responsibility, self-reliance and accountability.
- 18 months to develop through intensive community roundtables including 350 unique voices.
- Mayor is positioned as driving force via a specially created commission.
- This plan ultimately sets the bar for forthcoming national agenda, localized plans, and use of funder’s collaboratives.

GOAL –

A 10-year plan to end homelessness in greater Denver.

PUBLIC PLAN OUTLINE –

1. Permanent and transitional housing
2. Shelter system
3. Prevention
4. Services
5. Public safety and outreach
6. Education, training and employment
7. Community awareness & coordinated response
8. Zoning, urban design, and land use



Common Threads

Consistent Strategies for Community Engagement

1. A clear **vision** and **plan** that applies to the broad community, and also leaves room to adapt for specific stakeholders.
2. A **vision** and **plan** based on need, informed by solid analysis and key stakeholders, and aligned with national trends.
3. Building '**the case**' for intervention and engagement.
4. Explaining that progress is not only possible, but it is **necessary**.
5. **Consistency** in communications and messaging.
6. Organizing a **consortium of leaders** who can advocate and coordinate resources; this group tends not to have direct oversight or involvement.

CONCLUSION;
QUESTIONS

PART B –
A ROADMAP TO COMMUNITY ENGAGEMENT IN SO. NEVADA
DECEMBER 2012

Moonridge Group Philanthropy Advisors