

Getting RRH Right: Aligning Practice with Evidence-Based, Housing-Focused Strategies

2025 NATIONAL CONFERENCE ON
ENDING HOMELESSNESS



June 30–July 2, 2025 🌅 Washington, D.C. 🌅 #NAEH2025

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Rapid Re-Housing (RRH) remains a cornerstone strategy for helping individuals experiencing homelessness quickly and sustainably. This session will focus on implementing RRH with fidelity to proven best practices that drive successful housing outcomes. Participants will gain practical tools and strategies to strengthen program design, improve participant engagement, and ensure services are aligned with Housing First principles. The session will highlight real-world examples of how communities have successfully implemented and or improved their RRH performance.



Goal of a Homeless Response System that is Effective, Efficient, and Equitable

House people as quickly as possible and
Divert people from imminent homelessness whenever possible

So that, experiencing homelessness is Rare, Brief and One-time.



Homeless Response System: PRACTICE Standards Across All Programs

- **Equity as the Foundation** to ensure that the homeless response system is a system where all who are served have a safe, stable home.
- **Housing First** approach across all interventions within the system
- **Diversion** from imminent homeless system when safe and appropriate
- **Rapid identification** and engagement of people experiencing unsheltered homelessness to connect them to crisis services and housing assistance
- **Quick, accessible, low-barrier** pathways to shelter and other crisis services with short stays in shelter
- **Rapid connection** to permanent housing for all sheltered and unsheltered people, whether or not they are matched to a housing resource through coordinated entry



Acknowledgments

Affordable Housing

Capacity

Resources

Pandemic

It's hard!

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System-Wide Approach to RRH

- Housing is the solution to homelessness
- The goal of an effective crisis response system is to re-house people quickly
- RRH helps people obtain permanent housing and end their homelessness quickly
- RRH works for most people experiencing homelessness

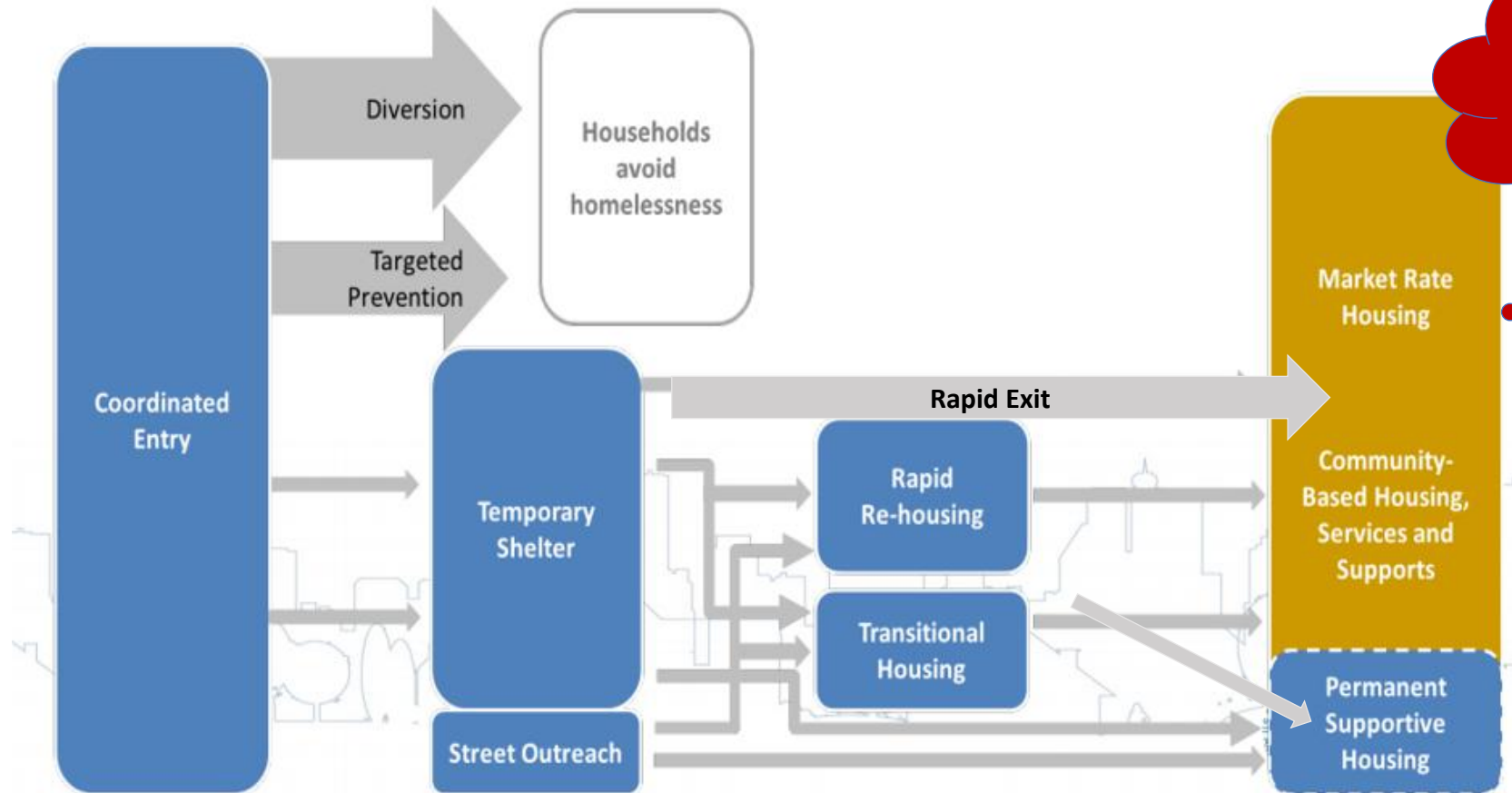
So...

- Effective RRH **IS** an *integral and primary part* of every homeless crisis response system – and looks the same across providers

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Effective Homeless Response System



And does it quickly

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Rapid Re-Housing (RRH)
ends homelessness for
families and individuals.

RRH HELPS



FIND HOUSING

Help people quickly find housing within one month or less.

PAY FOR HOUSING

Help people pay for housing short term; longer-term help an option.

STAY IN HOUSING

Help access services so people can stay in housing.

The **Core Components** of Rapid Re-Housing help people **find** housing fast, **pay** for housing, and **stay** in housing.



HFF25
Celebrating 25 Years of **HOUSING FAMILIES FIRST**

Rapid Rehousing in RVA

A collaborative services approach to
homelessness in the Richmond region

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ACTIVATE: what's happening?

The Commonwealth has a shortage of at least 300,000 affordable homes. As rent increases continue to outpace income growth, one in three households in Virginia is housing cost burdened.

While Virginia's housing crisis affects rural, urban, and suburban communities statewide, Black and brown Virginians, low-income renters, older adults, persons with disabilities, and families with children remain disproportionately at risk.

Meanwhile, much of Virginia's existing affordable housing stock is falling into disrepair or disappearing altogether when transformed into market-rate housing. As a result, more Virginians are losing their homes, many of whom have nowhere else to go.



ACTIVATE: what's happening

In a 2020 study, researchers at the U.S. Government Accountability Office estimated that "a \$100 increase in median rent was associated with a 9% increase in the estimated homelessness rate."

To comfortably afford a two-bedroom apartment in Richmond, VA, you'd generally need to earn around \$69,000 per year, assuming you follow the "30% rule" (rent not exceeding 30% of gross monthly income) and the average rent for a two-bedroom is \$1,750.

<https://www.apartmentlist.com/renter-life/cost-of-living-in-virginia>
<https://endhomelessness.org/blog/rising-rents-and-inflation-are-likely-increasing-low-income-families-risk-of-homelessness/>

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January 2025 Point-in-Time Count

What is PIT?

The Point-in-Time (PIT) count provides a one-night snapshot of homelessness in our region, including those in shelters, transitional housing, domestic violence shelters, or unsheltered locations.

Homelessness takes many forms, all reflecting broader crises of economic inequality and housing affordability. The Greater Richmond Continuum of Care (GRCoC) unites community-based agencies* to **focus on supporting those without a stable place to live.**

**For a list of providers, please go to homewardva.org/our-partners*

Sleeping Outside

143



Seasonal Shelter

184



Year-Round Shelter

333



People counted include:



Families*

33



Veterans

68



Adults 55+

260

**Including 80 children*

Also in January 2025:

Callers to the
Homeless Connection
Line (HCL)



664

Street Outreach



203

Permanent Supportive
Housing*



380

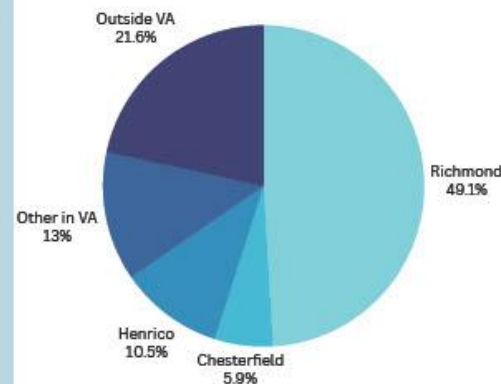
**projects included in HCIS*

Rapid Re-housing (RRH)



273

Locality of Last Stable Housing



Primary Causes of Homelessness

Economic Factors (financial reasons and eviction)

49%

Breakdown in Family Relationship

25.5%



Our Mission

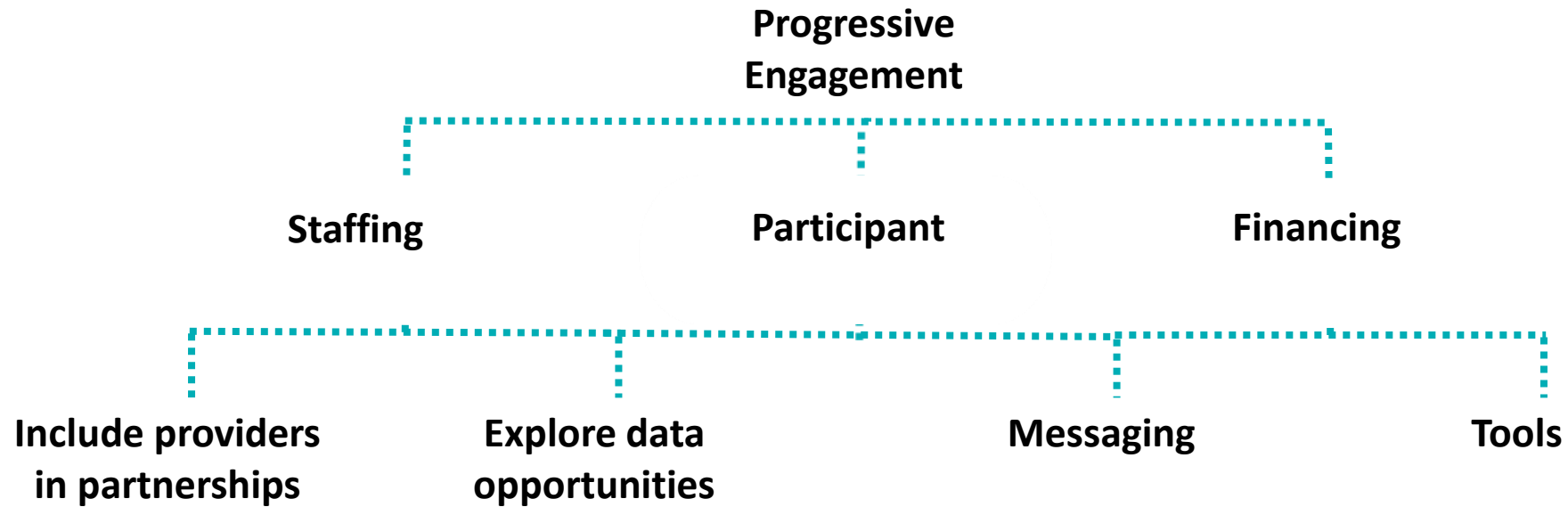


Housing Families First gives families facing homelessness the opportunity to build a legacy for their families by providing a path to a permanent home. Our vision is a Richmond region where all children and their families have a safe place to call home.

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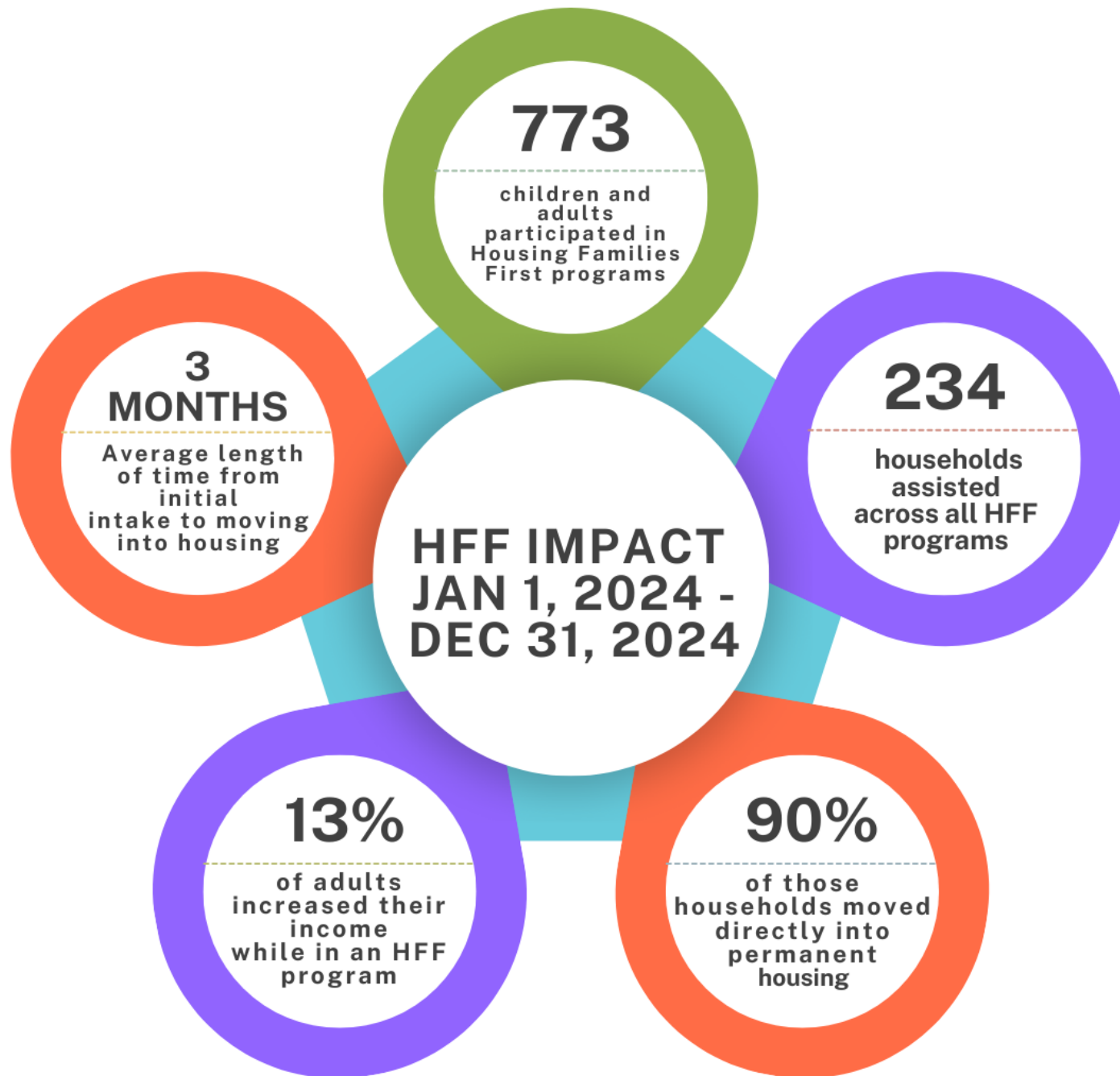


Project design: the mission within...



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Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 #1- Intake; Begin Housing Search Coaching; Begin saving for app + lease fees	5	6 HAP- Contact Utility Companies for accounts and balances.	7	8 HAP- Collect ledgers for rental arrears.	9
10	11	12	13 #10- Verify Documents, Income, Benefits	14	15 HAP- Follow up on Employment	16
17	18 #15- Verify All Documents	19	20 HAP- Collect Housing Search for Screening + Add options	21	22 HAP- Check on status of lease fees (fundraising)	23 #20- Verifying All New Jobs/Income Changes
24	25	26 HAP- Finalize housing search options.	27 HAP- Present evidence (money order copy) of saved deposit/rent	28 #25- "Hail Mary Pass" Present All Apps (1-3) with Tenant Narrative	29 HAP- Review Extension Criteria for additional 1-2 weeks in program	30
31	1 HAP- Negotiate for Approvals with our without conditions	2 #30- *All it takes is ONE Approval to end your housing crisis.*	3 HAP- Unit Inspection, Verify Utilities	4 HAP- Pre lease housing counseling + stabilization/discharge planning	5 Lease + Utilities On Ending Homeless	6 2 week follow up, if applicable (Walk- through, furniture bank, budget resources





HFF 25
Celebrating 25 Years of **HOUSING FAMILIES FIRST**

The number one threat to relational, progressive engagement as it pertains to rapid re-housing is not found in transactional practices, but rather in the beliefs that produce them.

These beliefs, the doubts that prevail around 'enough-ness'- having enough, sober enough, affordable enough, doing enough, wanting it enough, lasting enough- ultimately indicate that the crisis is greater than the participant.

These beliefs, allowed and unchecked will impede, delay, and deter access to the very relationships that can empower, advocate, advance, and open opportunities for the individuals and families who cannot see or know yet- that housing or the ability to maintain it, is within reach. That rapid rehousing works. @cindymoussavou



Contact US!



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Housing Families First



HousingFirstRVA



Housing Families First



THE SALVATION ARMY OF THE
KENTUCKY-TENNESSEE DIVISION



WHAT MOST PEOPLE KNOW US FOR...

RED KETTLES AND BELLRINGING:

Our annual community fundraiser that helps support our local missions



WE PROVIDE:

- Rent
- Food
- Electric Bills
- Utilities
- Clothing
- Furniture
- Food Vouchers
- Fans
- Shelter
- Housing Assistance
- Counseling
- Spiritual Care

WHAT MOST PEOPLE DON'T KNOW ABOUT US:

- SUPPORTIVE SERVICES
- DISASTER RELIEF
- LIFNAV
- PATHWAY OF HOPE
- YOUTH PROGRAMMING
- SUMMER CAMPS
- OLDER ADULT PROGRAMMING



- FINANCIAL ASSISTANCE
- SHELTER
- HOUSING
- CLOTHING
- FURNITURE
- FOOD VOUCHERS/MEALS
- COUNSELING
- SPIRITUAL CARE



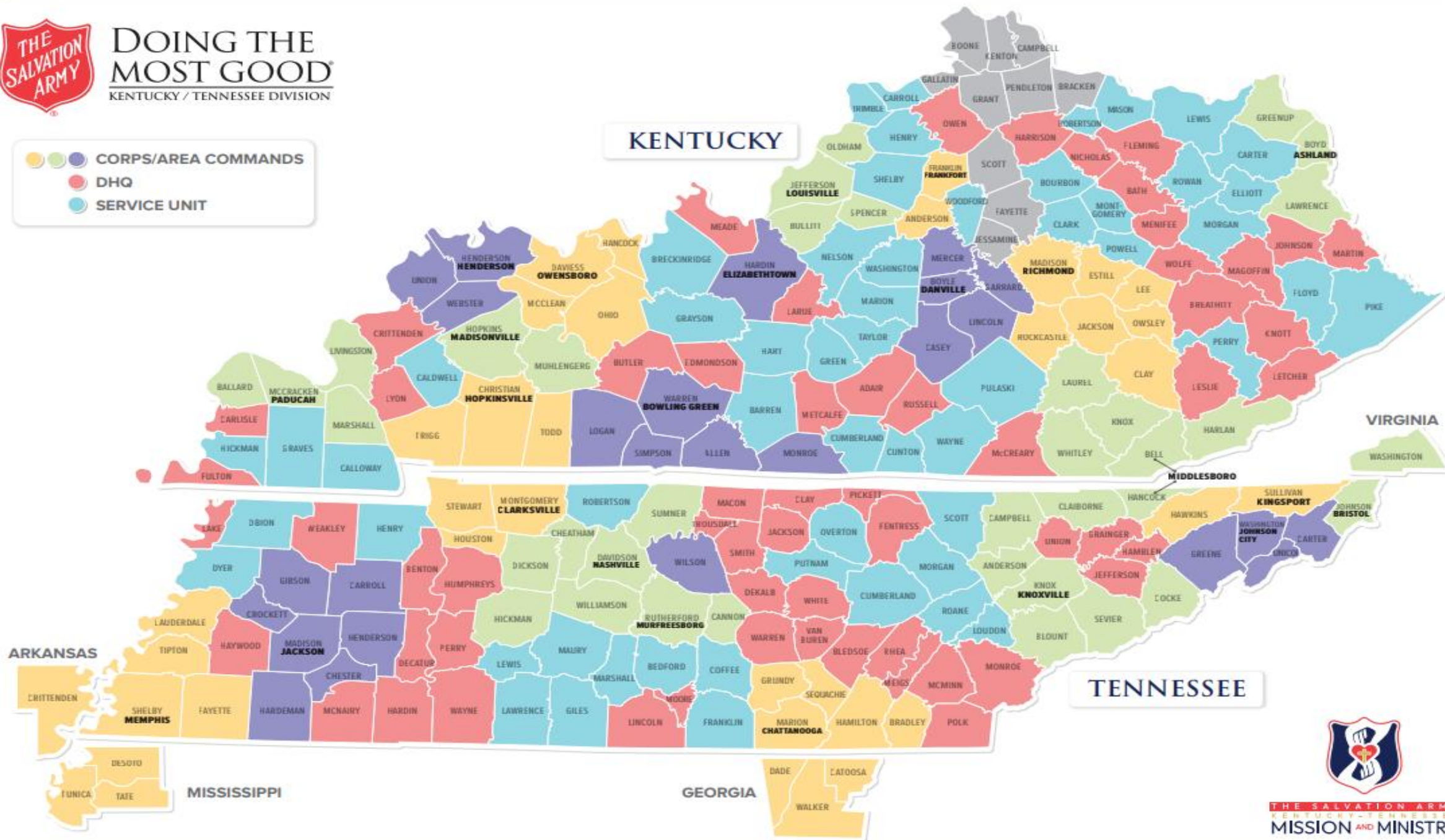
OUR MISSION STATEMENT

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.



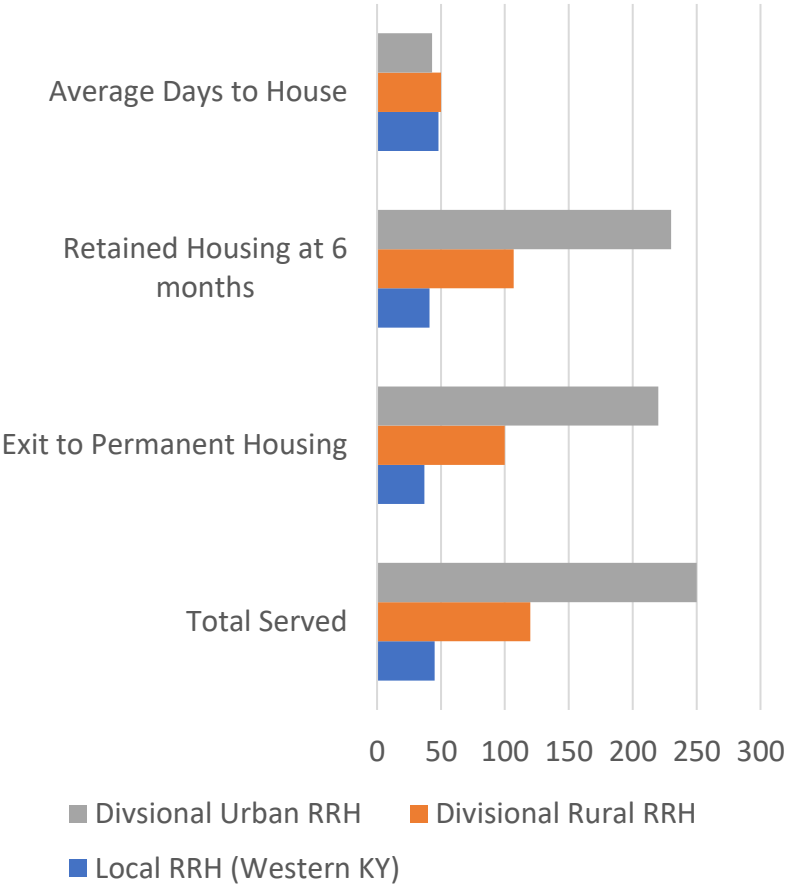
DOING THE
MOST GOOD®
KENTUCKY / TENNESSEE DIVISION

-    CORPS/AREA COMMANDS
 DHQ
 SERVICE UNIT



THE SALVATION ARMY
KENTUCKY-TENNESSEE
MISSION AND MINISTRY

RRH DATA SNAPSHOT FY 2025



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UNIQUE RURAL AND URBAN CHALLENGES IN RRH SERVICES





KEY WINS

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MAINTAINING RRH FIDELITY ACROSS DIVERSE COMMUNITIES

- STANDARDIZE TRAINING
- CLEAR PROGRAM DESIGN
- COMMUNITY ENGAGEMENT
- LANDLORD SUPPORT
- CLIENT CENTERED
- HOUSING FOCUSED



VISIT OUR WEBSITE FOR MORE INFORMATION: <https://southernusa.salvationarmy.org/kentucky-tennessee/>

DANIELLE OTTE, DIVISIONAL PROGRAM OPERATIONS DIRECTOR, DANIELLE.OTTE@USS.SALVATIONARMY.ORG

RRH Program Design and Regulatory Considerations

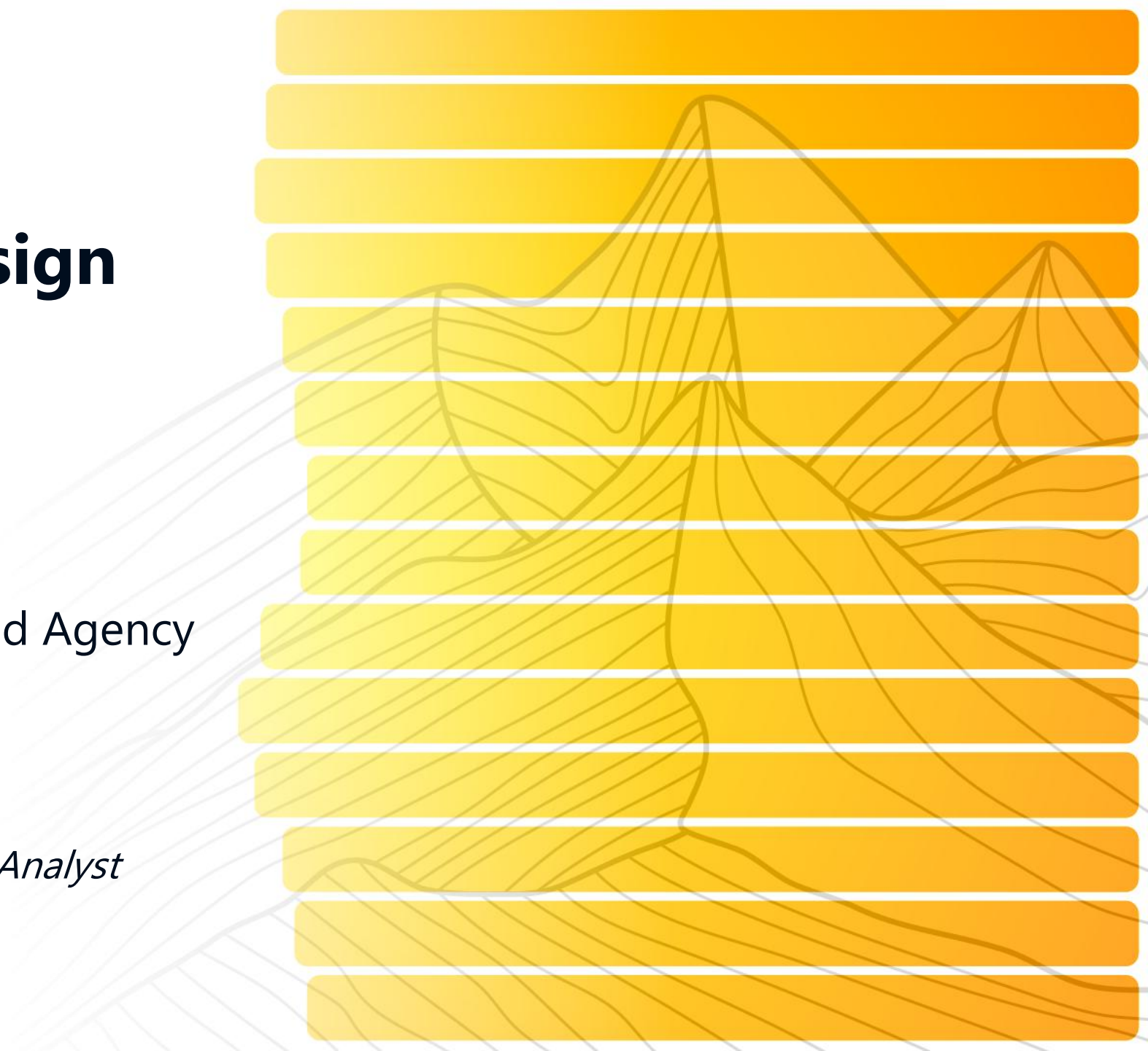
Perspectives from a CoC Lead Agency

Rikki Gardner

Senior Community Development Analyst

City of Durham

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Welcome to Durham



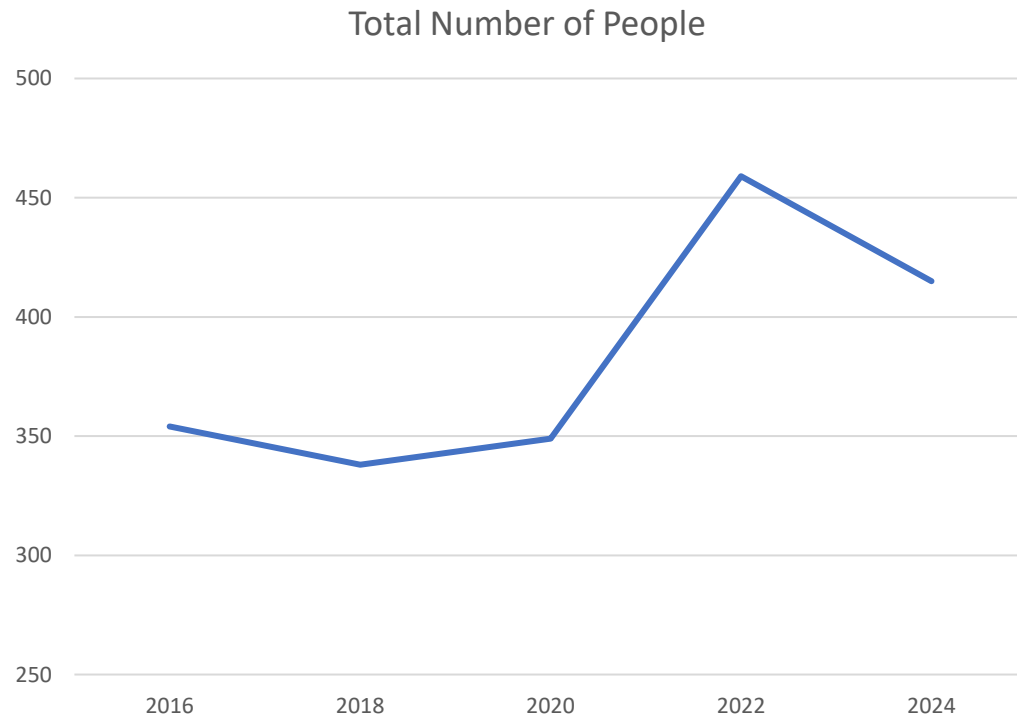
- Population: 304,014
- Former tobacco-industry hub turned renowned global technology and research hub
- Operated one of the first RRH programs in the state of North Carolina
- Investment in RRH grew from \$31K in 2014 to \$1.48M in 2024

Ending Homelessness is Possible.

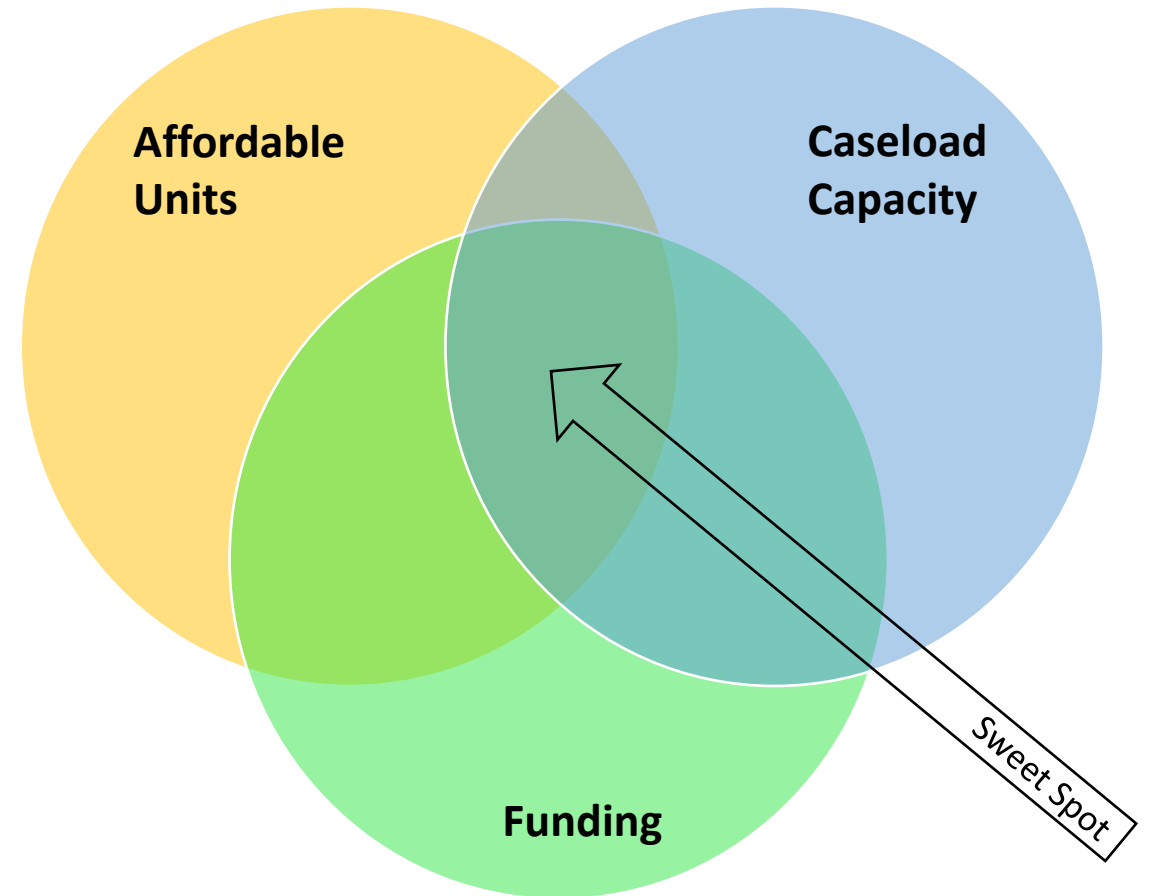


A Balancing Act

Durham's PIT through the years



Successful RRH



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Threading the Needle

- Do you have ESG-RRH or CoC-RRH, or both in your system?
- RRH under [24 CFR 576](#) and [24 CFR 578](#) have some differences.
- Consider braiding and know the HMIS implications.
- Advocating for \$\$\$ to fill gaps in your system.

Exhibit 2: Eligible Costs Summary		
	ESG-RRH	CoC-RRH
Rental Assistance	• Short-term rental assistance (up to 3 months) • Medium-term rental assistance (4 to 24 months) • Rental arrears (one-time payment of up to 6 months of rent in arrears, including any late fees on those arrears)	• Short-term rental assistance (up to 3 months) • Medium-term rental assistance (4 to 24 months)
Rental Assistance Type	• Tenant-based rental assistance • Project-based rental assistance	• Tenant-based rental assistance only
Eligible Costs	Housing Relocation and Stabilization Services Financial assistance costs • Rental application fees • Security deposits (up to 2 months) • Last month's rent • Utility deposits and payments (up to 24 months, including up to 6 months for payments in arrears) • Moving costs Service costs • Housing search and placement • Housing stability case management • Mediation • Legal services • Credit repair	Financial assistance (eligible under rental assistance) • Security deposits (up to 2 months) • First and last month's rent • Property damage Supportive services • Case management • Child care • Education services • Employment assistance and job training • Food • Housing search and counseling services, including mediation, credit repair, and payment of rental application fee • Legal services • Life skills training • Mental health services • Moving costs • Outpatient health services • Outreach services

Resource: [Rapid Re-Housing: ESG vs CoC](#)

Ending Homelessness is Possible.



“Find. Pay. Stay.” – What we did in Durham

- Buy-in of elected officials and our community.
 - Landlord Engagement Project
 - Coordinated Entry w/Diversion
- Leveraging program design to maximize outcomes.
 - Housing Navigation & Case Management
 - Program/System evaluation – making changes when needed
- What will work for you?



Resource: [NAEH RRH Toolkit](#)

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Building Success Through Policies, Procedures, and Compliance

Important Questions to Consider

Do your P&Ps allow you to...

- Be agile?
- Be data-informed?

How is your CoC Structured?

- Who are the stakeholders?
- How do they provide input?



Balancing Flexibility with Compliance



Do They Say We Can't?

- Who is your "they"?
- Use the [HUD Exchange's AAQ \(Ask A Question\)](#)
- Who are the people who need to be considered?
- Are there unintended consequences?
- Be fearless AND smart.

Ending Homelessness is Possible.



Thank you!



**LET'S
TALK!**

Rikki Gardner
Senior Analyst,
City of Durham
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Ending Homelessness is Possible.



Question

- How do you ensure the right messaging around RRH?
- What is one thing you would tell to a new RRH program?

