



# Kenai Peninsula Project Homeless Connect

Brought to you in partnership with the Kenai Peninsula Continuum of Care and the Kenai Peninsula Project Homeless Connect Sub-committee

Speakers: Kathy Gensel-Steering Project Chair, Frank Alioto-Co-Chair & Jodi Stuart-PR Chair

# What is Project Homeless Connect (PHC)?

- **One-day:** a community-wide event
- **One-stop:** housing, support, and quality of life resources
- **One-goal:** ending homelessness
  - City/county or community-led
  - Consumer-centric
  - Outcome-oriented

# What are the Key Characteristics of Project Homeless Connect?

- ✓ **Hospitality:** Consumers as Welcomed Guests
- ✓ **Immediacy:** Same-Day Results for Consumers
- ✓ **Community:** Voluntary Civic Participation
- ✓ **Partnership:** Across Agencies and Sectors
- ✓ **Excellence:** Rigorous Evaluation and Improvement



# The Ten Essential Elements of Project Homeless Connect

1. Political / Civic Will
2. Partnership
3. Event Execution
4. Planning Team
5. Site Selection
6. Volunteers
7. Resources
8. Consumer Engagement
9. Media
10. Data and Results





## Political / Civic Will

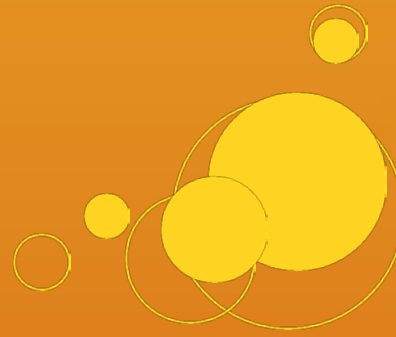
Mayor and borough official leadership integrates PHC into jurisdictionally-led, community-based 10-Year Plan activities.

Jurisdictional leaders and community stakeholders involved in 10-Year Plans activities are a natural connection and foundation and:

- ❖ **Re-prioritize** local government resources
- ❖ **Hasten** creation of community partnerships
- ❖ **Catalyze** media interest
- ❖ **Connect** provider agencies operating in silos
- ❖ **Mobilize** corporate / local business resources

## **Political / Civic Will: *Best Practices in Leadership***

- **San Francisco Mayor created the first PHC by taking city staff and programs from City Hall to where homeless consumers live.**
- **Jurisdictions adopted PHC to support 10-Year Plan activities that reduce and end homelessness.**
- **Lead PHC sponsors now include universities, businesses, communities, faith groups, and professional sports teams.**



**As is the case in the development of 10-Year Plans, partnership of the public and private sectors is essential. They offer complementary resources and access.**

**Government partners include:**

- 1. City agencies**
- 2. County agencies**
- 3. State agencies**
- 4. Federal agencies**

# Kenai Peninsula Project Homeless Connect Data 2015 & 2016

## 2015 Data

- 48% increase in participation over 2014
- 189 individuals impacted by PHC
- 74% currently were experiencing homelessness
- 47% experience alcohol abuse, developmental disability, drug use, HIV/AIDS, mental health issues, physical disabilities
- 30% of participants stated they were homeless due to loss of job

## 2016 Data

- 38% increase in participation over 2015
- 213 individuals impacted by PHC
- 76% currently were experiencing homelessness
- 46% experience alcohol abuse, developmental disability, drug use, HIV/AIDS, mental health issues, physical disabilities
- 22% of participants stated they were homeless due to loss of job

**2017 PHC  
JANUARY 24, 2017  
10-4PM  
SOLDOTNA SPORTS COMPLEX**

Thank you for allowing us to  
speak today.  
At Project Homeless Connect, we  
believe that no one deserves to  
lose hope.

Questions?