



**PROJECT
HOMELESS
CONNECT**
WASHINGTON COUNTY

About PHC

OUR MISSION

To empower individuals experiencing houselessness by meeting them where they are and walking with them on their unique journeys toward stability and self-reliance.

OUR VISION

To ensure all people in Washington County have a stable place to call home by collaboratively working with partner agencies and government bodies to provide a high-quality, integrated system of services that includes trauma-informed street outreach, well-equipped access centers, congregate and non-congregate shelter formats, and housing assistance programs.

OUR VALUES

- Passion
- Humanity
- Connection
- Wellness
- Collaboration



Our Approach

Our multi-pronged approach built upon trusting relationships includes collaborative one-day resource events, a street outreach team, an access center, peer mentors, shelter services, and housing resources with case management. Utilizing trauma-informed care, a DEI lens, and other current best practices, we are ending houselessness and changing the lives of the friends we serve.



Severe Weather Shelters



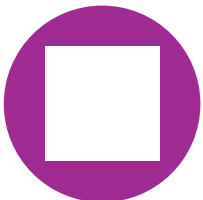
Shelters exist to provide residents with safety and protection from the ongoing trauma of living on the streets and lifesaving refuge from exposure to dangerous weather.



Winter Shelters are historically operated between Nov-Mar to provide shelter to unhoused individuals. PHC oversees a limited number of non-congregate (motel) shelter sites with Washington County. The winter weather shelter list is currently closed.



Inclement Weather Shelters are activated when weather conditions create an immediate danger for unhoused people. They "pop-up" through the weather event and operate on a "no-turn-away" basis to ensure everyone seeking a safe place to sleep can have access.



Forecasted temperature of 25° F (-3.9° C) or below; or



Forecasted snow accumulations of 1.0 inch or more; or



During the summer months, inclement weather shelters will be activated when the heat reaches dangerous levels or smoke creates hazardous air quality conditions.

Access Centers: Critical Access Points

Our Access Center (previously called "day center") serves a diverse group of individuals experiencing homelessness, providing a safe place to rest and connect to resources. It provides basic needs such as showers, laundry, and warm meals. Staff walk alongside our friends to help them feel seen and known.

- In the last year (2023-2024), we served 2,439 individuals.
- We provided 76,017 meals, 4,135 showers, and 1,376 showers to guests that year.



Outreach, HCMS, Housing Liaison, and Rapid Rehousing



Outreach: Street Outreach identifies and engages unsheltered people living in locations such as cars, parks, abandoned buildings, encampments, and on the streets. Reaches people who might not otherwise seek assistance or come to the attention of the homelessness service system and ensures that people's basic needs are met while supporting them along a pathway to housing.



Housing Case Manager Services: Housing Case Managers are trained in housing navigation, trauma informed care, culturally responsive care, housing first practices and more. Case Managers build relationships with clients to begin addressing each person's barriers to housing, they help navigate the complex housing placement process and continue to support individuals with services and connection that support housing stability.




Housing Liaison: The Housing Liaison provides immediate services to individuals experiencing homelessness.



Rapid Rehousing: Short term rental assistance to make sure friends stay in housing or just need help for a short length of time. Usually under two years.



PHC One Day Events:



In one day, a person experiencing homelessness can find services that would otherwise take months to secure. PHC events started in Jan 2006. Volunteers, nonprofits, and government agencies provide participants with services at the event, including dental care, vision, haircuts, massage/ acupuncture, vaccines, housing information, hygiene items/clothing, medical care, mental health/addiction services, social service benefits, employment counseling/job placement, pet grooming, and more.



WELCOME TO OUR
**ONE DAY
EVENT!**

FREE SERVICES
UNDER ONE ROOF FOR ONE DAY.

Doors open at 9 am.

What are PHC One Day Events (ODE)?

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

Where Did Project Homeless Connect Originate?



- **Fall 2004:** San Francisco Mayor Gavin Newsom creates the first Project Homeless Connect to engage and welcome homeless people into the community.
- **Fall 2005:** Communities across the country intuitively form temporary one-stops to welcome in the newly homeless victims of Hurricanes Katrina and Rita. Project Homeless Connect is similar in spirit and substance to these new responses as well as to the resource model historically provided by Stand Down events for veterans.
- **Dec 2005:** The U.S. Interagency Council on Homelessness launches the National Project Homeless Connect Partnership; 26 cities implement it with over 5,400 volunteers welcoming over 8,800 homeless people.
- **Dec 2006:** Council's Annual PHC Event expands to a National Project Homeless Connect Week, with 40 cities partnering with over 9,500 volunteers who welcome almost 22,000 homeless people.
- **2007:** A total of 60 PHC events occur during the Council's Annual Project Homeless Connect week.
- **2008:** As the Fourth Annual National Project Homeless Connect Week starts, a total of more than 200 cities in the U.S., Canada, and Australia have convened events.
- **NOW:** Over 700 PHC one day events happen in the United States throughout the year.

What are the Key Characteristics of Project Homeless Connect ODE?

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



What are Specific themes of Project Homeless Connect?

NOT BUSINESS AS USUAL. DISTURB THE STATUS QUO RESPONSE.



NO WAITING IN LINE. HOMELESS PEOPLE DO THAT ENOUGH.



HOSPITALITY FROM THE WHOLE COMMUNITY. GOVERNMENT AND BUSINESS LEADERS PARTNER WITH FAITH AND NON-PROFIT AGENCIES.



IMMEDIATE ACCESS. NOT SIMPLY REFERRALS.



QUALITY OF LIFE RESOURCES. INCLUDING HAIRCUTS, MASSAGE AND FOOT CARE, PHONE CALLS, EYEGASSES, DENTAL AND MEDICAL CARE, MEALS, ENTERTAINMENT, WHEELCHAIR REPAIR, AND MORE.

Why Establish Project Homeless Connect ODE?

Enhance quality of life for the entire community

Engage civic leaders in solutions to homelessness

Re-engage our homeless neighbors with welcome and hospitality and resources.

Seed / implement a component of a results-based 10-Year Plan.

Transform homeless service delivery systems

Increase public knowledge and awareness

Debunk myths and stereotypes

Increase investment / momentum toward solutions

Offer quality of life resources

The Ten Essential Elements of Project Homeless Connect ODE

**Political /
Civic Will**

Partnership

**Event
Execution**

**Planning
Team**

**Site
Selection**

Volunteers

Resources

**Consumer
Engagement**

Media

**Data and
Results**

1. Political / Civic Will

Mayor or county official leadership integrates PHC into jurisdictionally-led, community-based 10-Year Plan activities. Jurisdictional leaders and community stakeholders involved in 10-Year Plans are a natural connection/ 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

2. Partnership: *The Public Sector*



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: City, County, State, and Federal agencies; USICH Regional Coordinator

2. Partnership: *The Private Sector*

United Way/
Philanthropy

Business and
Civic Leaders

Banks

Chambers of
Commerce

Downtown
Associations

University/
Trade School

Hospitals/Health
Centers

Behavioral
Health Providers

Workforce
Agencies

Faith-Based
Organizations

Veterans
Organizations

Service
Providers/ Non-
Profits

3. Event Execution

Sample PHC Plan Framework

Create an overall plan that takes you from conception to planning and marketing and include strategies for the days before, the day of, and the days following.


Develop a plan for the day of that includes:

- **Doors open at ____:____am for volunteers and staff.**
- **Set up**
- **Volunteer orientation – review location of all resources.**
- **Match volunteer requests with available opportunities.**
- **Doors open at ____:____am for homeless consumers.**
- **No lines – homeless people go to meal site and sit at tables.**
- **Hospitality Volunteers escort people from tables to available resources.**

3. Event Execution: *Best Practices in Delivering Services*

- PHC is not about waiting in lines or signing up on long waiting lists, or creating false expectations.
- PHC is about delivery, execution, and results.

On the day of PHC, remember to:

- **Be prepared** to troubleshoot issues as they arise
 - **Remain flexible** with volunteer and other resources
 - **Recognize and include** sponsors, partners, & officials
 - **Be diligent** in obtaining consumer feedback
 - **Learn** from what worked and what didn't
 - **Publicize** results immediately and celebrate success
- 

3. Event Execution: *Best Practices in Delivering for Consumers*

LA provides client support to assure everyone gets connected during events.

Many communities triage people at intake based on level of need to maximize use of limited medical and other resources.

Some jurisdictions design space layouts to facilitate flow and maximize accessibility during the event.

Denver color codes T-shirts for easy identification of volunteers who are team leads, bilingual, or trained in mental health to better serve people.

San Francisco hosts same-day debriefing sessions to solicit volunteer and homeless feedback on what worked and what didn't.

Many communities assess what keeps people from participating and remove those barriers by offering storage, pet-sitting, childcare, transportation, meals, and wheelchairs.

4. Planning Team

The planning team should consist of:

- Director - ideally affiliated with the lead city/county/agency
- Small core group accountable to the Director whose decisions are informed by:
 - Homeless / formerly homeless folks
 - An advisory representative from each partner group
 - Those who have experienced a successful ODE first-hand

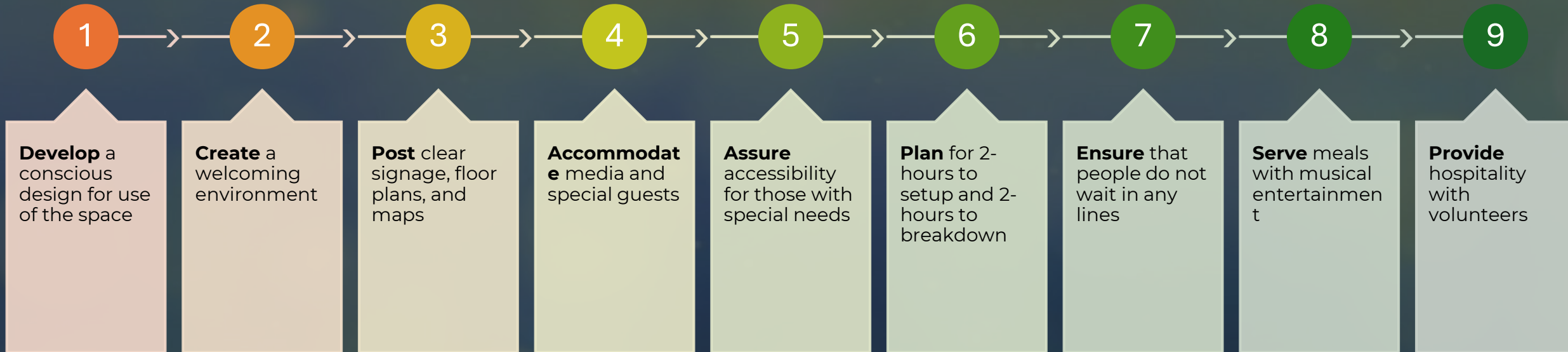
5. Site Selection: Choosing a Site

PHC is not business as usual, and a community site that is not associated with homelessness is preferred. Select a venue that conveys a sense of welcoming that is:

- Large
- Centrally located
- Known to the community
- Indoors
- A civic, faith, corporate, or university facility



5. Site Selection: Staging the Event



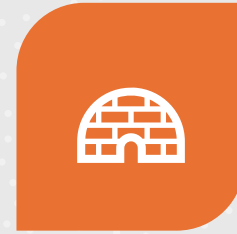
6. Volunteers: *Recruitment*

- Volunteers are one half of the “Connection”
- The other half is our homeless friends. Ensuring that both are comfortable and understand the nature of the event is vital for success.
 - Set a goal for a manageable volunteer/participant ratio
 - Enlist partners with ties to local volunteer pools
 - Target corporate, civic, and education institutions
 - Engage faith-based and community-based groups
 - Conduct open recruitment
 - Develop, if possible, a promotional video

6. Volunteers: *Engagement*

- Assign volunteers specific responsibilities
- Train volunteers prior to event day
- Plan a volunteer orientation the morning of the event and consider specialized orientation
- Disseminate volunteer resource packets
- Offer shirts for visual recognition
- Stage an opening rally on the day of the event to boost spirits
- Host post-event debrief sessions with volunteers

6. Volunteers: *Best Practices in Recruitment & Engagement*



DULUTH HOSTS “SLEEP
OUTS” TO INCREASE
AWARENESS AND
RECRUIT VOLUNTEERS.



SAN JOSE,
MINNEAPOLIS, AND SAN
FRANCISCO EACH
DEVELOP SHORT
PROMOTIONAL VIDEOS
TO ENGAGE CIVIC,
CORPORATE
VOLUNTEERS AND
PARTNERS.



DENVER ATTRACTS
OVER 900 STUDENTS
AND FACULTY FROM A
LOCAL UNIVERSITY TO
SERVE IN MOBILE
HOSPITALITY ROLES TO
FACILITATE TRIAGE



NORTH CAROLINA
RECRUITS BY
PARTNERING WITH THE
UNITED WAY OR
VOLUNTEER
INTERMEDIARY
GROUPS.

7. Resources: Direct Access

Immediacy is key in the provision of resources

The direct provision of housing, jobs, benefits, and quality of life resources is what sets PHC apart.

- Housing/ Shelter/ Stabilization
- Employment/ Job Readiness
- Medicaid, Social Security Benefits
- Welfare and Veterans Benefits
- Medical, Dental, Orthopedic Resources
- Drug/Alcohol/Mental Health Treatment
- Legal Counsel
- Teen and Youth Services
- DMV for Identification Cards
- Pet Care
- Transportation
- Case Management/ Triage
- Mail, Phone Services
- Food and Beverage
- Haircuts, Massage, Foot Care
- Showers/ Hygiene Kits
- Eye Exams / Eyeglasses
- Bicycle / Wheelchair Repair
- Books - Libraries
- Elder/ Family / Childcare Services

7. Resources: *Best Practices in Delivery*

Offering permanent housing at events in Portland and Knoxville worked.. Over 170 people were housed.

Minneapolis used privately-raised funds to remove low-cost barriers for people onsite (e.g., GED test fees, bus tickets, dentures, clothing, bills).

Denver and Long Beach employers offer onsite interviews.

San Francisco removes program barriers in real time necessary to connect people to housing.

Norfolk issues government IDs to homeless folks.

Computer-equipped workforce development vans offer job resources in Riverside, Norwich, and New London.

Judges conduct court proceedings in LA, Contra Costa, Knoxville, and San Antonio to clear warrants and quality of life infractions on-the-spot.

8. Engagement: Marketing the event

PHC is centered around the homeless friends in our community

Set a goal for consumer turnout

Create a flyer with date, map, directions to event

Begin outreach as soon as the date and site are set

Enlist police/ direct service providers/ homeless folks

Deploy engagement teams on the day of the event

Host ODEs regularly and listen to feedback from those impacted

8. Engagement: *Best Practices in Marketing*

- Many communities provide flyers to law enforcement and local businesses to spread the word.
- Eugene used flyers with bus passes attached and maps to bus depots where free transit was available, other cities create shuttle services.
- San Francisco deploys an engagement team prior to and during the event to inform and engage people directly.
- Localizing flyers and engagement materials and helps communities engage.

9. Media: Maximizing Public Awareness

Partner in	Partner in USICH National Project Homeless Connect
Appoint	Appoint an experienced point-person for media
Develop	Develop a communications plan and press packet
Invite	Invite media to cover the event opening
Arrange	Arrange for media to interview a willing client
Remember	Remember to preserve anonymity for anyone who makes that request
Invite	Invite officials to greet homeless folks as they arrive
Report	Report results same-day
Context	Contextualize your event as part of the National Partnership

9. Media: Communications Strategy

PHC offers an opportunity to welcome homeless people in the community and to debunk myths and stereotypes about them.

Public officials offering words of welcome, and homeless people actively seeking to move beyond homelessness, are messages to the community-at-large.

10. Data and Results: *Best Practices in Measuring Outcomes*



Every resource provider should keep and report data on that day. Identify a lead person to report on outcomes specific to their work.



Many communities that host PHC regularly track results from one event to the next.



Report outcome data coupled with compelling personal accounts of transformation and healing.



Our total impact over the years 2006-2024

- 31 PHC Events since 2006
- 10,031 Homeless Friends Served
- 3,197 Volunteers

"Project Homeless Connect One Day Events have made a significant impact on our local community, bringing folks together in the spirit of collaboration and empathy on the issue of homelessness"

--Kim Marshall, ED, Project Homeless Connect
Washington County

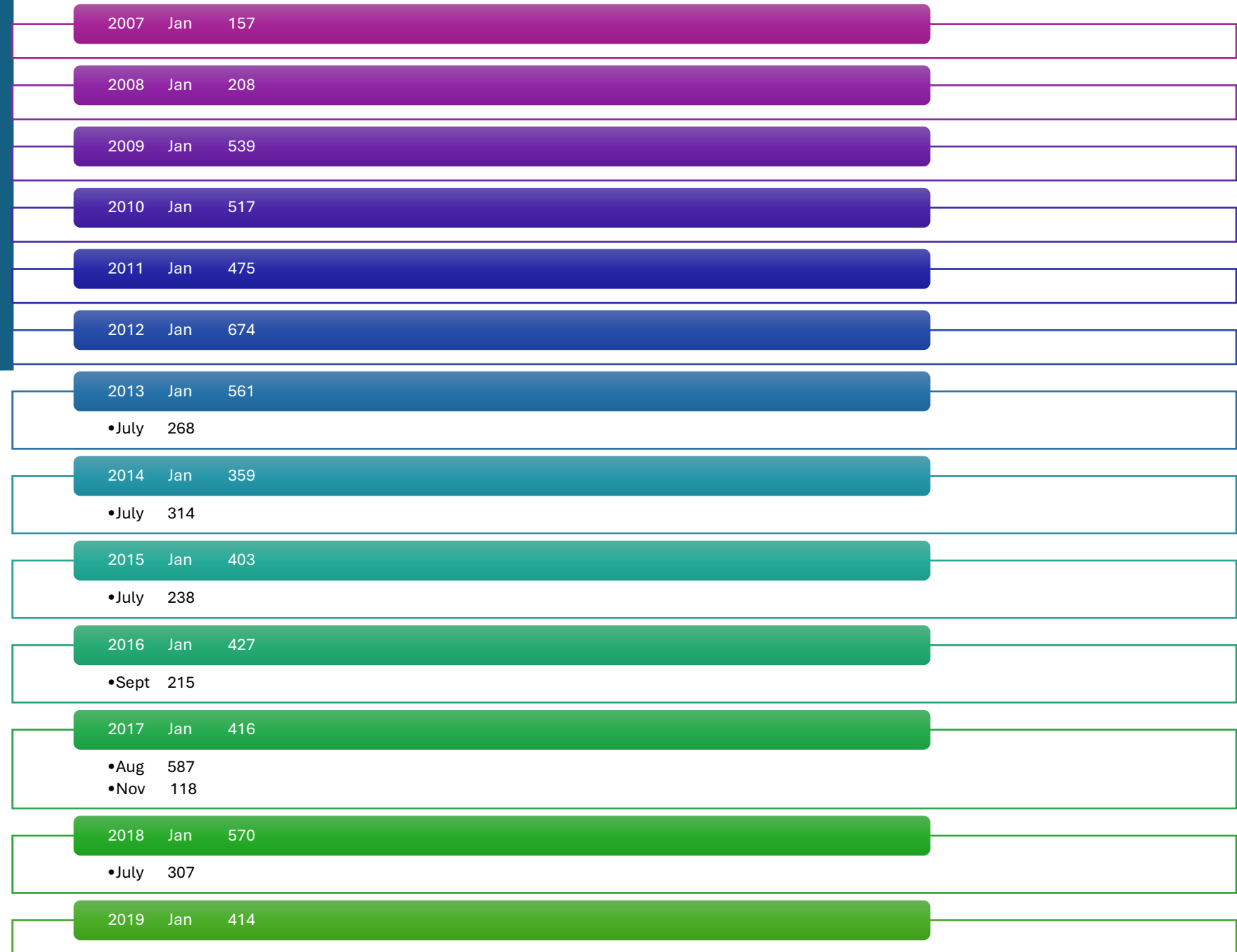
Our Impact: Early years



2007	Jan	157
2008	Jan	208
2009	Jan	539
2010	Jan	517
2011	Jan	475
2012	Jan	674
2013	Jan	561
	July	268
2014	Jan	359
	July	314
2015	Jan	403
	July	238

2016	Jan	427
	April PEC	84
	Sept	215
2017	Jan	416
	Feb PEC	118
	Aug	587
	Nov-tigard	118
2018	Jan	570
	Feb PEC	87
	July	307
	Aug dental	24
	Nov Vision	152
2019	Jan	414
	Feb PEC	190

Our Impact, early years:





Case Study: Beaverton ODE July 2024



One-Day Event

FREE SERVICES under one roof for one day. **ALL ARE WELCOME.**



Friday, July 12th, 2024 from 9 am - 3 pm
(first come first serve)



Sunset Church:
14986 NW Cornell Rd, Portland, OR 97229

Services/Resources Offered:



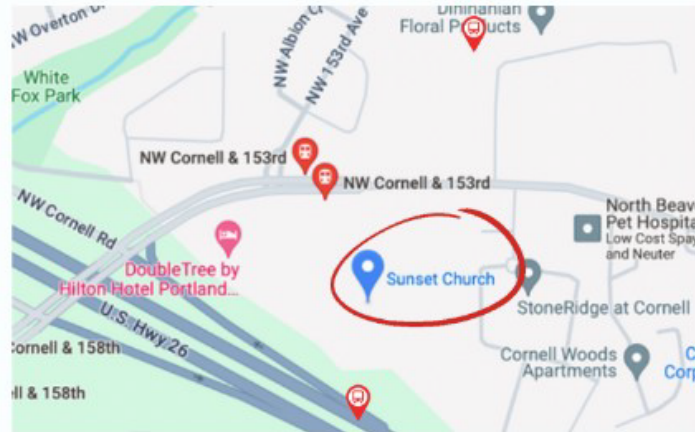
Dentistry, Vision, Veterinary, Pet Grooming, Chiropractic Care, HIV Testing, Vaccinations, Hair Cuts, Acupuncture, & More!



Connections to Housing and Shelter Programs, Mental Health Support, Addiction Recovery Pathways, OHP Enrollment, & More!



Warm Breakfast and Lunch, Clothing, Hygiene Products, & More!



Shuttle Service from PHC Day Center (363 SE 6th Ave, Hillsboro) AND Fair Complex/Hillsboro Airport TriMet Station @ 8:30 am, 10:30 am, and 12:30 pm



Bus Route: 48 (NW Cornell & 153rd)

Event Flyer

Event Sponsors



NW Natural®





One-Day Event Resource Directory

Providers Pt. 1

BLUE ZONE -- BENEFITS, VETERAN, CHILDREN/FAMILY, AND HEALTHCARE RESOURCES

- Social Security Administration: Benefit guide, application assistance, general questions
- Oregon Department of Human Services: Information about services and programs, application assistance, general questions
- 211 Info: Information about social services and SNAP

- CareOregon: Healthcare navigation
- Project Access NOW: Medical enrollment, vision appointment assistance, mammogram, COVID-19 vaccinations, food & hygiene resources
- Providence Health Systems: Blood pressure and blood sugar checks, over the counter medications, toiletries
- CODA: Substance use treatment information
- Boulder Care: Telehealth MAT/SUDS resources
- MHAAO: Wound care, Narcan, health screening
- Instituto Latino: Harm reduction services
- Mercy Connections Inc.: Oregon Health Insurance Marketplace information

- Easterseals: Employment services for homeless veterans
- Salvation Army Veterans and Family Center: Transitional housing, permanent housing
- Washington County Disability, Aging, Veteran Services: Veteran resources (housing and more)
- VA Portland Homeless Housing Program: VA housing and homeless services

- Oregon Child Development Coalition: Head Start/Early Head Start info for children 6 weeks -5 years
- Washington County Health and Human Services: Maternal, Child and Family programs and services
- Tualatin Hills Park & Recreation District: Resources on Family Assistance, Recreation Mobile, and Parks.
- Hillsboro Public Library: Free books and library resources

Providers Pt. 2

PURPLE ZONE -- HOUSING RESOURCES

- Community Action: Program information including rent and utility assistance and Head Start
- Washington County Hope Center: Utility assistance
- Project Homeless Connect: Phase 1 Assessments (how to start moving forward to housing case management), information about Access Center, Shelter, and Housing programs
- Transcending Hope: Transitional Housing
- Washington County DAVS: Housing and homeless resources for aging and disabled adults
- Bridges to Change: Housing and treatment services
- Oxford House Inc.: Recovery Housing

RED ZONE -- MENTAL HEALTH AND PEER SUPPORT, EMPLOYMENT SERVICES, HAIRCUTS, DENTAL

- Comfort Zone: Peer support
- The Miracles Club: Mentor services
- Sequoia MHS: Mental health services
- Recovery Works Northwest: Mental health and addiction services
- LifeWorks Northwest: Behavioral health, addiction, child & family services
- Solutions Group NW: Culturally and Linguistically specific treatment
- Morrison Child and Family Parent Mentor Program: Parent mentor program
- Safety Compass: Survivor support services
- WorkSource Oregon: Veteran employment services
- Goodwill Job Connection: Employment services
- Transitional Youth: Young adult employment services
- Equitable Access to Unemployment Insurance: Unemployment Information
- Global Deliveries LLC & Universal Services LLC: Employment Opportunities
- BOLI: Employment Resources
- SportsClips: Haircuts
- Hairstylists for Humanity: Haircuts
- Roots Dental: Dentistry
- Century Dental: Dentistry
- Medical Teams International: Dentistry

Providers Pt. 3

GREEN ZONE -- ON-SITE SERVICES

- Pacific U College of Optometry: Vision screening and glasses
- PDX Massage Crew Inc: Massage
- Cascade AIDS Project: HIV Testing and PrEP
- Khiyon Sohn Acupuncture: Acupuncture treatment
- Bridge of Light Yoga & Healing Arts: Reiki Healing Energy Work
- HIV Alliance: Harm reduction supplies
- Virginia Garcia: Vaccines and medical appointments
- Journey Chiropractic: Chiropractic care
- Washington County Public Health: Vaccinations

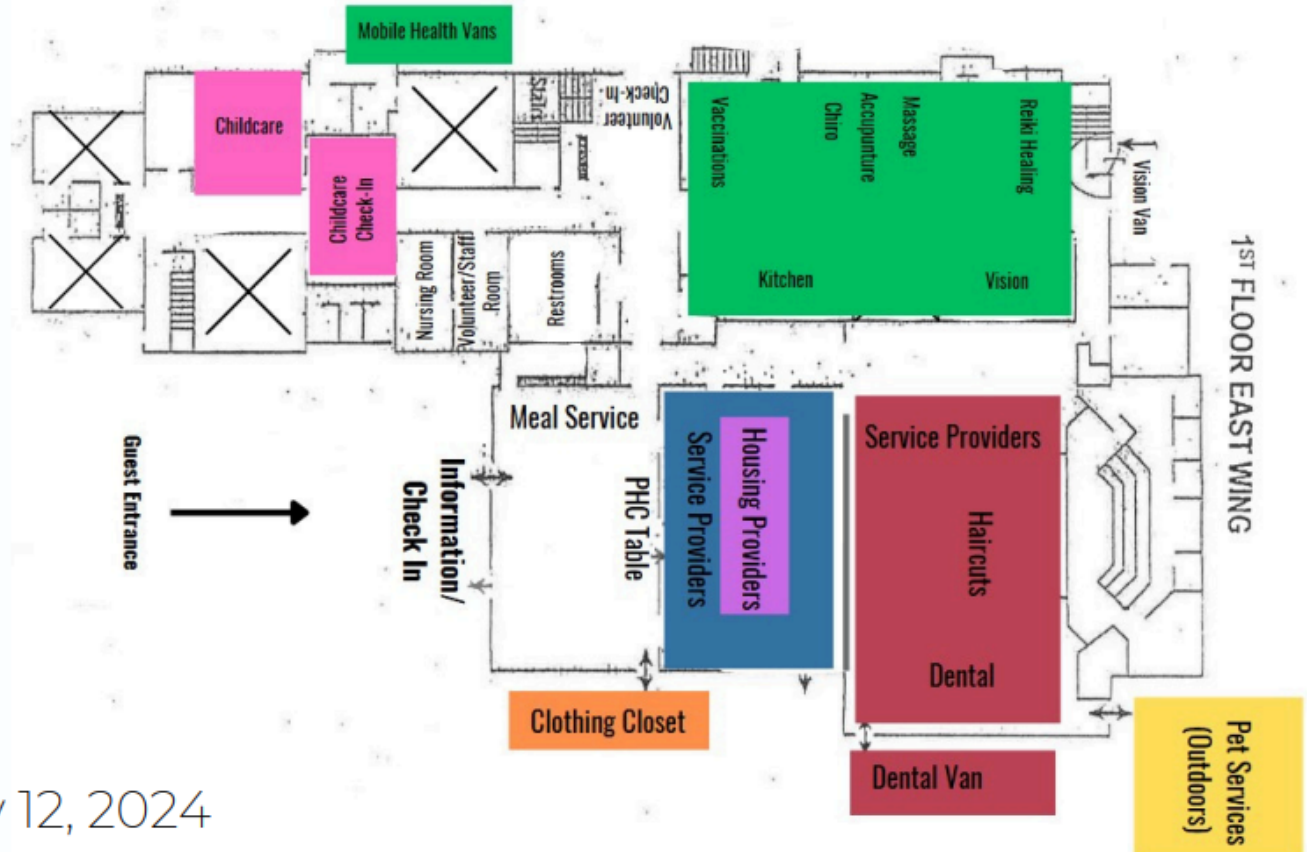
ORANGE ZONE -- HELPFUL ITEMS

- Clothing Closet: New or gently used clothing
- Love INC of Greater Hillsboro: Toiletries and more
- Providence St. Vincent: Gently used clothing/shoes, including interview attire

YELLOW ZONE -- PET SERVICES

- Banfield Pet Hospital: Vet services for cats/dogs
- Grooming a GoGo (BarkZone): Pet grooming

PINK ZONE -- ON SITE CHILDCARE



July 12, 2024

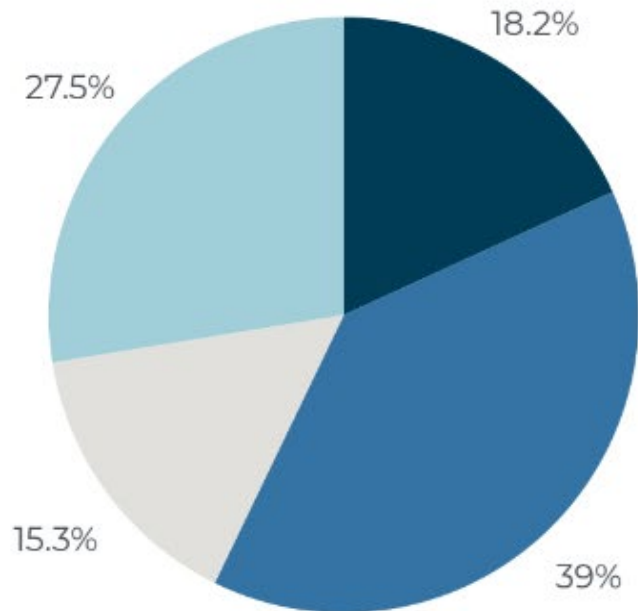
Data Wrap Up Pt 1

PARTICIPANTS: 300 TOTAL

42% of participants consider Beaverton their home, 26% Hillsboro, 12% Portland, 9% Tigard, 6% Forest Grove, and 3% largely from rural areas of Washington County.



DISABILITY/MENTAL HEALTH



WHERE DID YOU SLEEP THE NIGHT BEFORE?

- In their car, tent, or on the street
- In shelter
- At a family or friend's
- In their own place

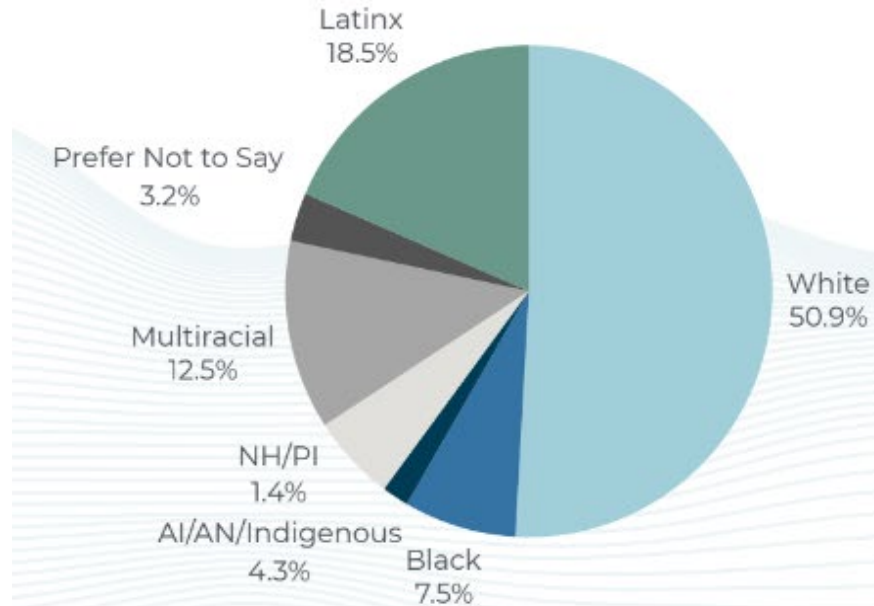
PARTICIPANTS RECEIVING BENEFITS

80% of participants disclosed they receive SSI, OHP, SNAP, TANF, or other benefits

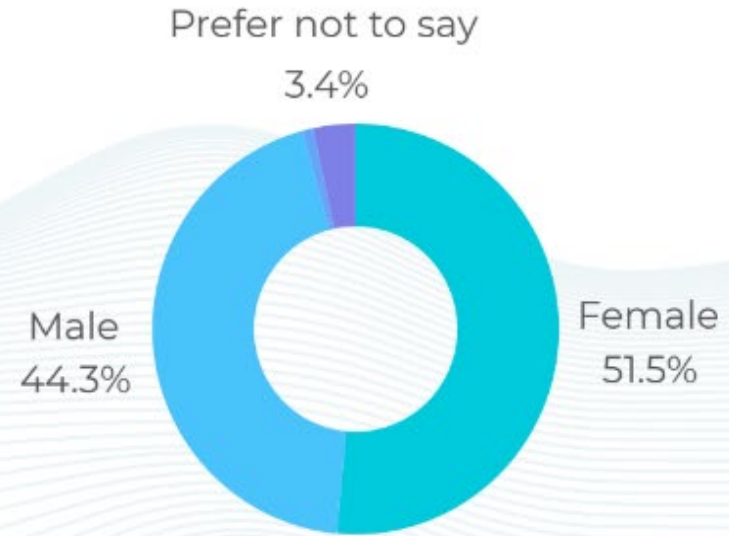


Data Wrap Up Pt 2

RACE AND ETHNICITY



GENDER



Data Wrap Up Pt. 3



"The day felt smooth/easy going. Nothing felt chaotic or out of place. We were able to talk to a lot of people about our services and make great connections. This feels like such a safe place/ judgment free zone for people inquiring about services."

--Beaverton Service Provider





Thank You!

Time for questions or comments

For more information contact:

- Kim Marshall
- kim@phcwc.org

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