





# Ending chronic homelessness in Montgomery County, MD

Using a Housing First Approach to  
reaching "functional zero"

Demographics

Point in  
Time

The  
Funding

# Montgomery County, MD



AMI \$100,352

Poverty Level: 6.9%

Population: 1 million

Average Rent (1BDRM):

\$1451

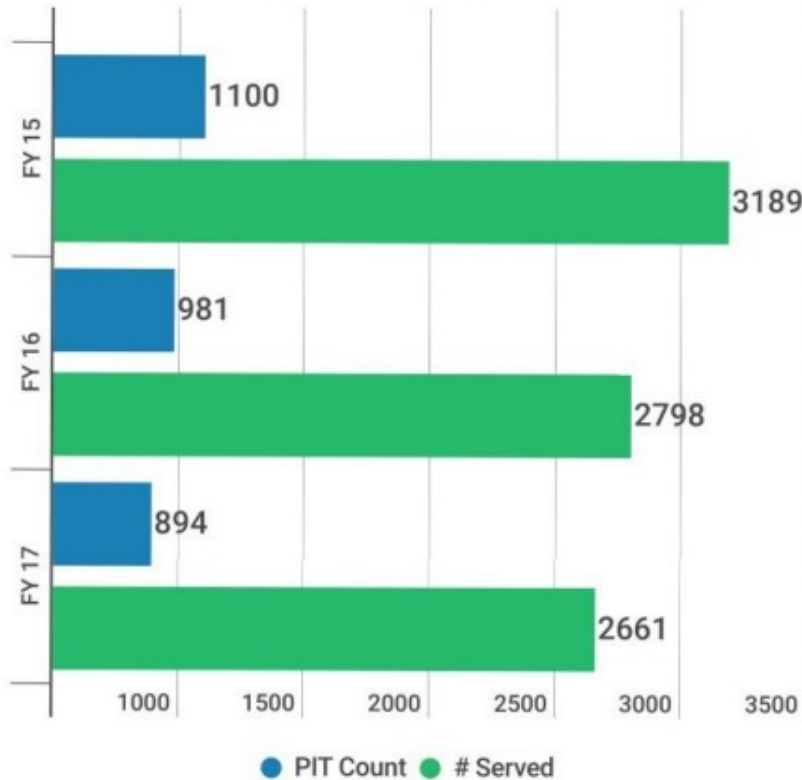
% Housing Burdened (Renters):

49.4

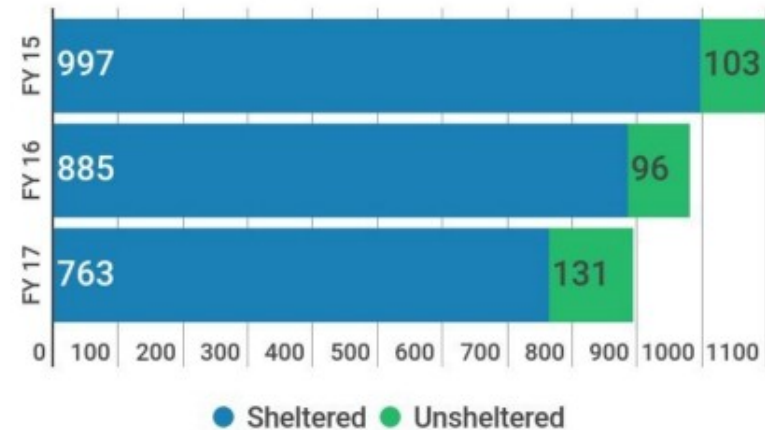
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# Point in Time Stats

*# of People Experiencing Homelessness*



*Sheltered vs. UnSheltered*



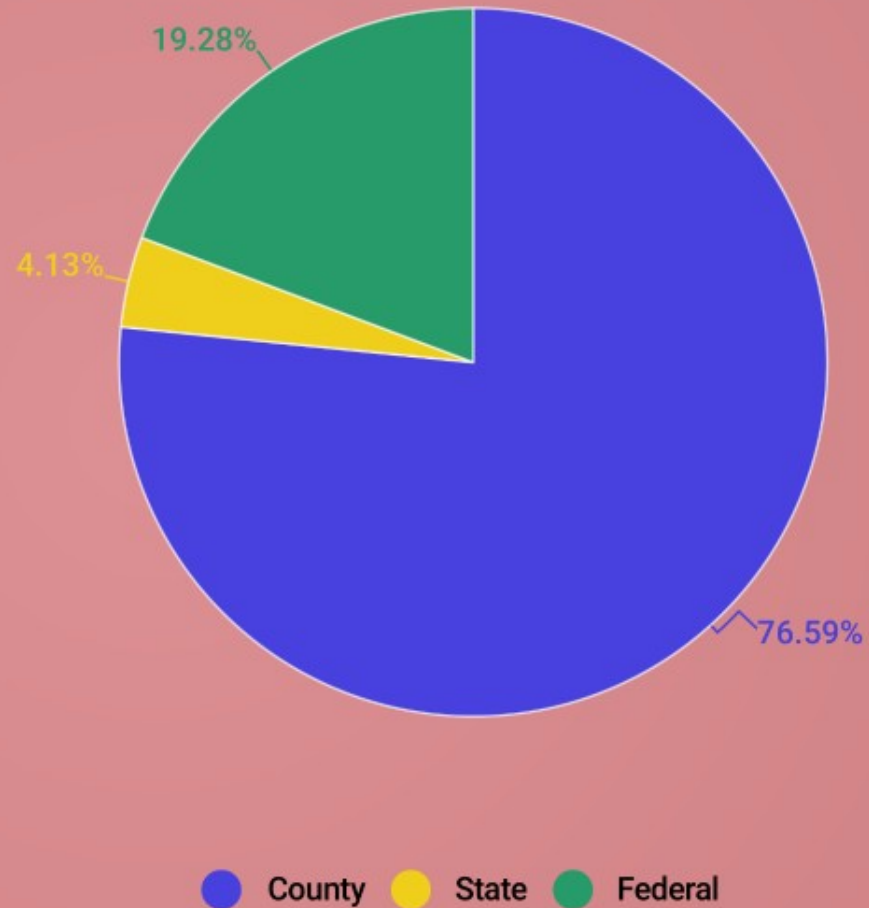
As of June 2016, 274 People were experiencing chronic homelessness

infogram

# The Funding

\$51,949,744 Total Budget

\* Excludes Housing Choice Vouchers  
and HUD-VASH set-asides









# Building Political Will

- Informed Decision Makers
- Engaged Community
- Past Successes
- Marketing Campaign

Informed  
Decision Makers

Ending  
homelessness  
in possible!

Engaged  
Community

Marketing  
Campaign

## Informed Decision Makers





## Ending homelessness in possible!





## Engaged Community

- Interagency Commission on Homelessness
- Our Community Partners
- Road Show

## Marketing Campaign



- The Launch: Community Memorial Event
- New Website  
[www.montgomerycountymd.gov/homelessness](http://www.montgomerycountymd.gov/homelessness)
- Communications Committee



# Outreach and Prioritization

- Developing Quality By-Name-List
- Coordinated Entry
- The "Blitz"

Increase  
Outreach  
Capacity

Coordinated  
Entry

Quarterly  
"Blitz" Counts



## Increase Outreach Capacity

- Housing Focused
- Unknown Client Policy
- Document Ready
- Increased coverage
- SAMHSA Grant for the Benefit of Homeless Individuals (GBHI)



# Coordinated Entry

- Housing First and Choice
- Prioritization
- Transparency
- "At Risk"

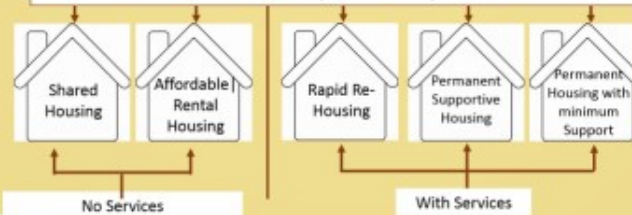
## COORDINATED ENTRY SYSTEM FOR ADULTS

### Referral Sources

Department of Health and Human Services   Outreach   Shelters  
Self   Community   Hospital   Crisis Center   Faith Community

### Assessment and Housing Prioritizations

Not a Physical Facility



## Quarterly "Blitz" Counts



- Targeted Outreach
- VI-SPDATS
- Connection to Services





# Landlord Recruitment

**Be a Smart  
Landlord**

**Other  
Strategies**



## Be a Smart Landlord



### **Support**

Landlords support the community by offering affordable housing to low to moderate income individuals and families.

### **Marketing**

Save on costs of marketing and advertising your unit. We have a list of clients ready to move.

### **Assistance**

Every tenant is eligible for a range of supportive services.

### **Rent**

Tenants may be eligible for rental assistance.

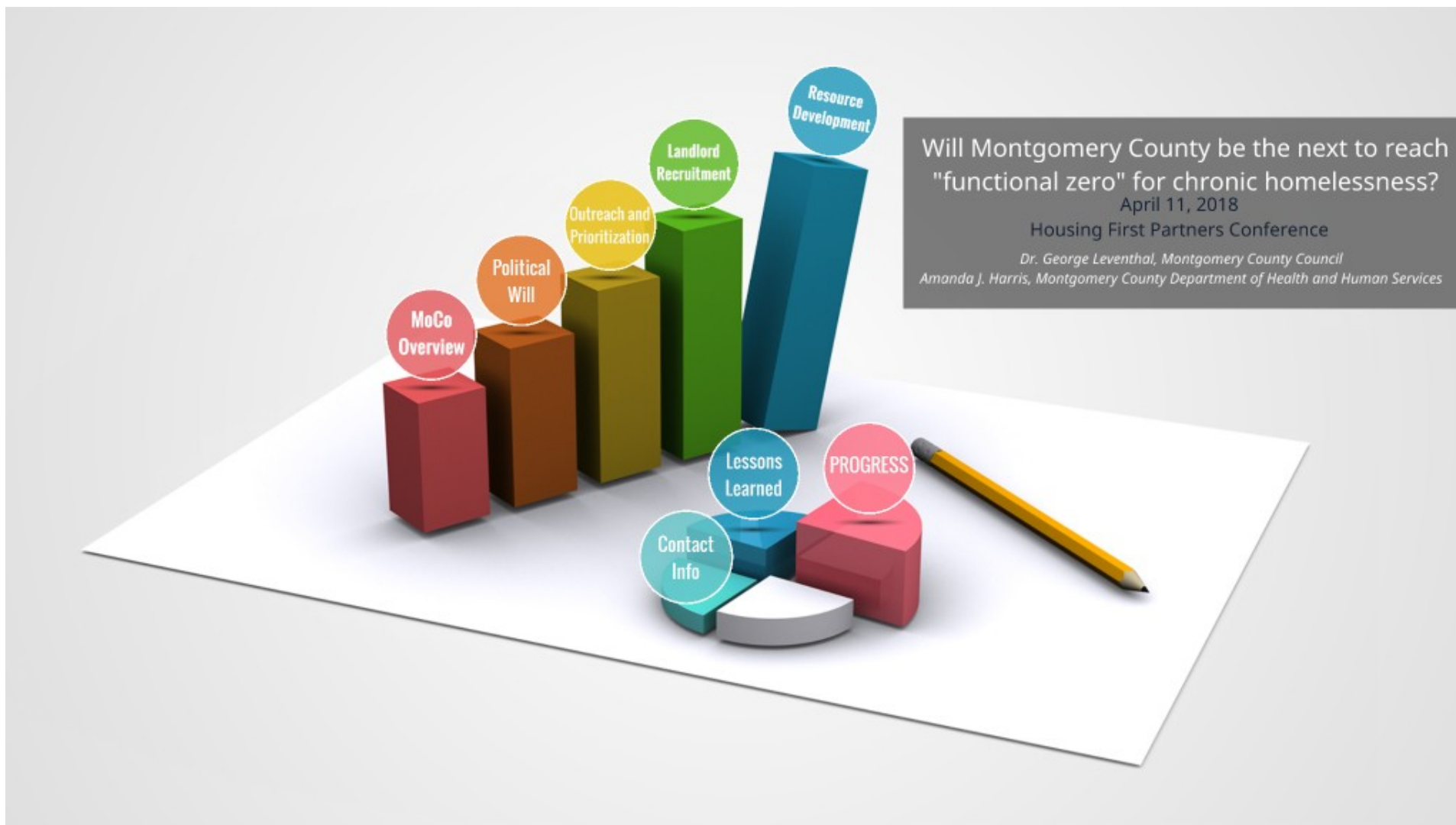
### **Tenant**

Always have a tenant in your unit and reduce vacancies.

## Other Strategies

- Landlord Appreciation Events
- Housing Coordinator/ Housing Locator Collective
- Holding Fees
- Mass Lease-up





# Resource Development



Move-up  
Strategy

Flexible PSH  
Reimbursement  
Model


Medicaid 1115  
Waiver and Housing  
Choice Vouchers

Reallocation -  
Evaluating Cost  
per Positive Exit

Advocating for  
New Resources

## Move-up Strategy

PHA Partnership  
Affordable Housing Partners  
Non-traditional Partners





## Flexible PSH Reimbursement Model

- Not all PSH looks alike
- Reimbursement based on acuity
- Duplicative Services
- Ebb and flow within PSH





## Medicaid 1115 Waiver and Housing Choice Vouchers



*Putting the pieces together!*





# **Reallocation - Evaluating Cost per Positive Exit**

# Advocating for New Resources

Using your By-Name-List to ask for more money!



The  
Numbers

## The Numbers

- Expansion HUD PSH program based on underspent funds **(15 units)**
- HCV set-asides or "Move-up" **(12 units)**
- Reallocation of local resources for "Move-up" **(10 units)**
- Affordable Housing set-asides (11 units)
- Council appropriated funds to increase PSH program **(80 units)**
- HHS Reallocation of funds **(50 units)**
- Medicaid Expansion **(30 units)**
- Turnover

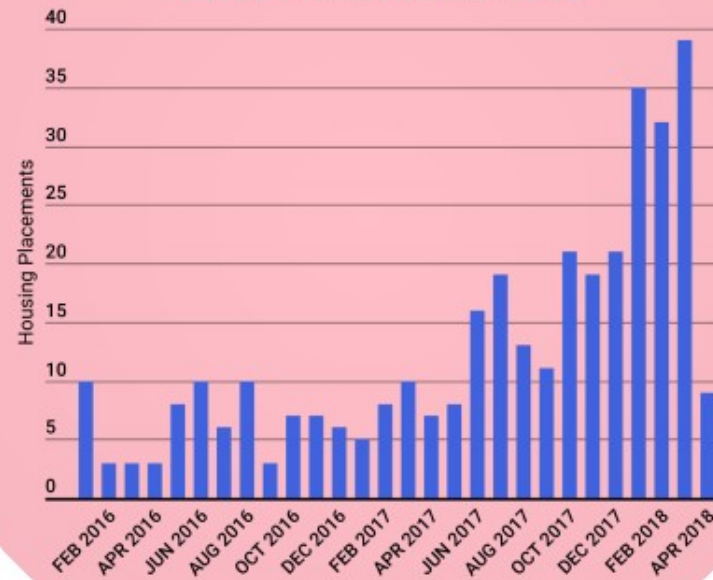




# Progress to Date

Housing  
Placements since  
January 2016

**Housing Placements since  
January 2016  
Total Placements: 349**







What went  
well...

What could have  
been better....

## What went well...

- A solid, public deadline
- Stretching resources
- Regular in-person CES meetings
- Inside (not Outside) Marketing





## **What could have been better....**

- Clear guidance on the interpreting and documenting chronic status
- Predicting turnover rates
- Early and continued engagement with landlords





**For more information**

<http://montgomerycountymd.gov/homelessness/>

