



INFORMATION REPORT

TO:	Chair and Members Emergency & Community Services
COMMITTEE DATE:	March 9, 2015
SUBJECT/REPORT NO:	20,000 Homes Campaign (CES15012) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Nadia Zelisko (905) 546-2424 ext. 7801 Amanda DiFalco (905) 546-2424 ext. 3132 Gillian Hendry (905) 546-2424 ext. 4818
SUBMITTED BY:	Joe-Anne Priel General Manager Community & Emergency Services Department
SIGNATURE:	

Council Direction:

Not Applicable

Information:

This report provides Council with information on Hamilton's participation in the 20,000 Homes Campaign. The 20,000 Homes Campaign is a national campaign led by the Canadian Alliance to End Homelessness (CAEH) that will be officially launched in the summer of 2015. The campaign's objective is to bring communities together to permanently house 20,000 of Canada's most vulnerable homeless people by July 1, 2018. Hamilton's long standing history of community collaboration and delivery of Housing First programs provides our community with a unique opportunity to contribute to a national initiative on ending homelessness.

Hamilton was selected to pilot the campaign in advance of the official launch, along with Ottawa and Waterloo. Housing Services Division staff will conduct a registry week in April 2015 that involves surveying people experiencing homelessness in our community to learn more about their housing and health needs.

The campaign supports grassroots non-partisan advocacy efforts to build public support for ending homelessness and political support for renewed federal and provincial investment in housing and support services. The 20,000 Homes Campaign is Canadian based but was inspired by the successful 100,000 Homes Campaign in the United States which housed over 105,000 homeless individuals across 186 communities over 4 years.

Overview of the 20,000 Campaign

The Canadian Alliance to End Homelessness (CAEH) is leading the 20,000 Homes Campaign. The CAEH proactively seeks federal and provincial policy changes to support ending homelessness in Canada and provides communities with the information, knowledge and coaching necessary to end homelessness in their own communities.

Communities will be asked to conduct a registry week, report housing placement outcomes and participate in coaching opportunities. Participating in the campaign will provide city staff with a more comprehensive understanding of our community's unique set of strengths and challenges relating to homelessness. This information will help inform local policy and service delivery improvements and support the monitoring and tracking of progress, such as reductions in local homelessness.

In order to conduct the registry week, volunteers will be recruited to assist in completing surveys with people experiencing homelessness. Volunteers will be required to attend training on how to conduct the surveys and how to engage with vulnerable populations.

There are seven core elements to the 20,000 Homes Campaign:

1. **Knowing every homeless person by name** and understanding each person's needs. The campaign will provide training on the use of coordinated outreach and triage assessment tools. This information will provide actionable data so that people are matched to the right housing and homeless supports and so that those supports are used efficiently and effectively.
2. **Implementing Housing First** in a way that makes sense for each community. The campaign will assist communities with implementing Housing First as well as teaching communities how existing services and housing can be transformed into a housing first philosophy.
3. **Understanding the community's unique set of strengths and challenges** through the use of a Community Self-Assessment Tool. This will enable communities to target specific practices or policies for improvement and will track their progress over the life of the campaign.
4. **Using the data to track progress** and make decisions to improve the community's homeless programs and the system as a whole. Communities will set monthly permanent housing placement targets and will receive assistance in meeting these targets through data management support.
5. **Building a coordinated homelessness system of care** in which communities move from multiple silos to a single system so that they are able to quickly find housing for anyone experiencing homelessness.

6. **Learning from other communities across Canada.** The campaign will provide multiple avenues for sharing best practices and developing solutions together.
7. **Providing a united voice at a national and provincial level** to secure housing and resources necessary to end homelessness in Canada.

Current Status and Next Steps

Housing Services Division staff will conduct the registry week in April 2015 with the support of the CAEH. The methodology for the registry week is determined by CAEH. Waterloo Region recently conducted the registry week with the support of regional staff, trained volunteers and community partners in the housing and homelessness sector. Housing Services Division staff participated in Waterloo's registry week, in order to better understand the methodology.

Surveys are conducted in emergency shelters and on the streets to better understand housing and health needs. The data collected from the registry week will help match people to existing programs and services, such as Housing First. The data will also be used to inform provincial and federal partners of Hamilton's homelessness and housing needs. The information will be used to support continuous improvement practices.

Internal and external partners will be engaged in the planning and implementation of the registry week and lay the foundation for participation in the national 20,000 Homes movement beginning in the summer of 2015.

The cost for Hamilton to participate will be covered through the current Federal Homelessness Partnering Strategy (HPS) and Provincial Consolidated Homelessness Prevention Initiative (CHPI) administrative and program budgets. It will cost up to \$15,000 to conduct the registry week. This includes data management support, volunteer training and supplies for surveying. Housing Services Division staff will support the planning and implementation of the registry week and will work with CAEH throughout the campaign cycle.

Advantages of Participating in the Campaign

On December 9, 2013, the Emergency and Community Services Committee approved Hamilton's 10-year Housing and Homelessness Action Plan (CES11017(c)). Hamilton's participation in the 20,000 Homes Campaign contributes to a number of the action plan strategies. The campaign will produce data on the specific needs of individuals experiencing homelessness and the housing and homelessness system. The campaign incorporates participatory community assessment and planning tools designed to bring organizations together to identify and address gaps in service delivery. The tools are used to collectively develop a framework for a coordinated system approach. As collaboration is increasingly entrenched in expectations for funding, the campaigns approach can help ensure Hamilton continues to be well positioned to meet funding requirements and aligns with the City's Government Relations Strategy.

As a national initiative, the campaign will afford the City of Hamilton the opportunity to draw on resources, best practices and lessons learned in addressing homelessness in other communities across Canada. This information will leverage the impact of existing expertise and resource investment in Hamilton.