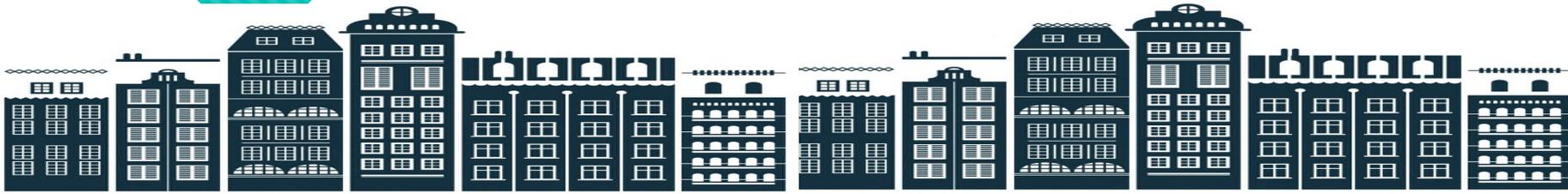


FY19 HIGH IMPACT NEIGHBORHOODS (HIN)

Getting Out of the Gates: Intake, Outreach and Capacity Building

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GRAPEVINE, TX DECEMBER 2-5, 2019

Course Objective

*To discuss the basics of Intake,
Outreach/Marketing and
Capacity Building for HIN Grants.*



HEALTHYHOMES
Healthy Families | Healthy Children



Inaugural HIN Cohort Goals

- Unit Production Goal: 3,343
- Total Funding: \$62 Million
- Period of Performance: 60 Months

Outreach and Marketing

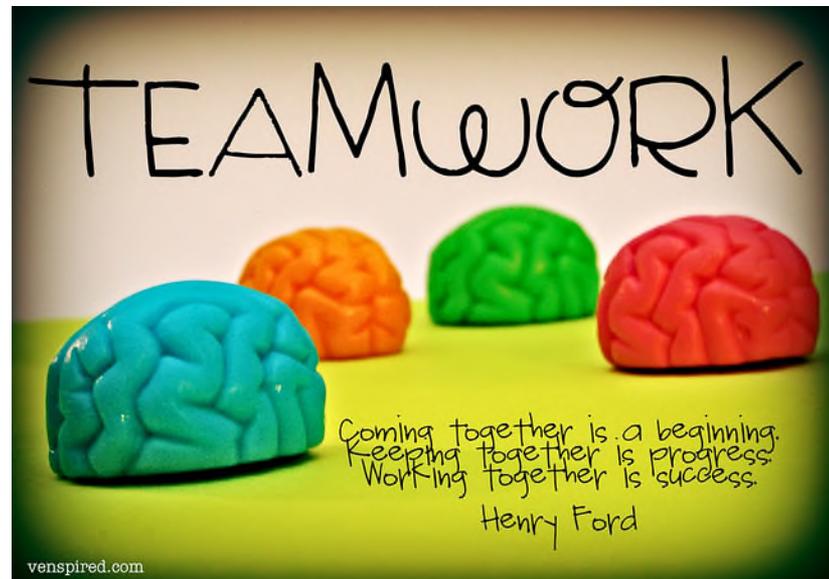
○ Developing effective outreach and marketing strategies:

- Establish formal partnerships with neighborhood, community and faith-based organizations.
- Engage community health centers and workers that provide in-home services.
- Create intake centers within the census tracts.
- Partner with mobile health unit(s) to educate and outreach to clients.
- Host/participate in monthly outreach events in the census tracts.
- Radio, television, posters at bus stops or local transits media.
- Establish social media presence.
- **Get creative!**

Group Project

- Create a team with other Cohort members to develop a unique marketing strategy/campaign and present to the group on Day 3.

○ **Be creative!**



Referrals

- Establish formal agreements with community, education and outreach partners to identify potential units:
 - Health Department, Housing Coalition, Fair Housing Office, Local Ordinance Enforcement, Housing Authority, faith-based, neighborhood associations located in the census tract(s).
 - Referrals can be emailed for intake specialist for follow-up
 - Mail letters and brochures (follow-up with phone calls or on-site visits)
 - Participate in neighborhood association meetings.

Referrals

- **Overcoming #1 Obstacle: How to identify units and make contact with homeowners and rental property owners?**
 - Use tax database to determine age of home and ownership information (Learn how to contact landlords this way)
 - Be creative in strategies – Use a variety of methods and community partners to make sure all neighborhoods and groups are reached (Door to door visits, community meetings, health fairs, client contacts, landlord functions...) **Educate constituents and sell the program!**

Intake

○ **Development and use of appropriate intake forms and system**

- Screening Form (Mailed in or taken by phone to determine eligibility)
- Application including income documentation (To verify eligibility)
- Lead Questionnaire (Questions about blood testing for children under 6: occupants and those visiting frequently)
- Application Checklist and Income Worksheet
- Tenant Information Form
- Use portable scanner to collect documents on-site (i.e., during LIRA)

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Intake

○ Overcoming Obstacles:

- Initial screening identifies ineligibles and cuts down on unnecessary application time.
- Standardized application documents and procedure enables several staff to take and process applications.
- Lead Questionnaire accommodates both households with occupant children and visiting children.
- Tenant Information Sheet provides a tool for getting information from tenants.
- Application process usually requires follow-up for missing information and documentation.

Intake

- Any recommendations/ideas to reduce application Intake and Approval?

Enrollment

○ **Overview of Process:**

- Collect all application materials and income documents.
- Verify property ownership.
- Verify that children under 6 have had lead blood screening within past 6 months.
- Approve or disapprove application.
- Request/perform Lead Inspection & Risk Assessment for approved applications.
- Send letters to disapproved applicants.

Enrollment

○ **Overview of Process (after enrollment)**

- Send copy of Lead Inspection/Risk Assessment (LI/RA) Report to applicant (within 15 days of completion of report)
- Conduct work write-up/cost estimate inspection based on LI/RA Report and visual assessment of other major health or safety repairs needs (Discuss with applicant and get approval)
- Put job out for bid, collect bids, and select contractor
- Draw up contract, discuss work plan, and arrange relocation
- Contractor performs lead remediation work (and emergency repair work when applicable)
- Request/perform Clearance Testing
- Occupants move back into lead safe unit and are provided copy Clearance Test Report and Instructions about Ongoing Maintenance and Monitoring

Intake to Clearance

How long should it take to process a unit from intake to clearance?

Grantee	State	Lead Safe Units Proposed	Minimum Units/Month
RI Housing and Mortgage Finance Corp.	RI	340	6
City of Lynn	MA	400	7
City of Baltimore	MD	500	9
City of Lancaster	PA	710	12
City of Detroit	MI	450	8
City of Cleveland	OH	493	9
City of Houston	TX	450	8

At a minimum 1.25 units should be completed per week.

HIN Grant Program Requirements

- Must achieve the grant compliance benchmarks to be identified by the grantee and approved by the GTR with cost-savings.
- “60 months project and budget period, ending 9/29/2024* (with no possibility of an extension)”

OHHLC WORK PLAN BENCHMARKS (60 MONTHS)

* Grant Number:	Grantee Organization:					* Period of Performance:														
PERIOD	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20
Applicant Capacity (0-60 days)																				
Staff Hired																				
Approved Environmental Review and Release of Funds																				
Written Policies and Procedures																				
Number of Point Inspections/ Risk Assessment Requests:	◀ Enter Number of Units to be Assessed																			
Point Inspections/Risk Assessments:	→																			
Minimum Performance Standard	0%	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	55%	60%	65%	70%	75%	80%	85%	90%	100%
Proposed # Assessed																				
Actual # Assessed																				
Actual % Assessed																				
Units in Progress of Interactions:																				
Number of Completed & Cleared Housing Units Proposed:	◀ Enter Number of Units to be Completed and Cleared.																			
Units Completed and Cleared:	→																			
Minimum Performance Standard	0%	1%	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	55%	60%	65%	70%	75%	80%	90%	100%
Proposed # Completed																				
Actual # Completed																				
Actual % Completed																				
LOCCS DRAWDOWNS Grant Award Amount =	◀ Enter Requested OHHLC Dollar Amount																			
LOCCS Drawdowns:	→																			
Minimum Performance Standard	2.50%	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	60%	65%	70%	75%	80%	85%	90%	95%	100%
Drawdown Milestone																				
Actual Drawdown																				
Actual Drawdown %																				

*Review form HUD-1044

BUILDING PROGRAM CAPACITY

I. How do you build capacity?

- Evaluate the environment/organization
- Strengths and weaknesses of organization
- Staff (skill set and number of individuals needed, turnover)

II. Identify capacity building elements.

- What are program components needed
- Identify clients and pipeline – how to recruit, where, who, when?
- Processes – what, who, how, when, where?

III. What are the components for a strong program?

- What support do you need – what, who, how, when, where?

BUILDING PROGRAM CAPACITY

IV. What elements SHOULD BE taken into consideration?

Staff

Partners-Community

Financial

Contractors

Outreach/Marketing

Education

Training

Work Plan

Policies &

Procedures

Procurement

Evaluation

IT

BUILDING PROGRAM CAPACITY

VI. Overcoming Obstacles

- **Monitoring and Continuously Evaluating:**
 - Staff, Program Benchmarks, Contractors/Subrecipients, Partners and Financial
- **Performance and Outcome Tools:**
- Use existing ones or create your own (benchmarks form, ask your GTR or Peers)

HIN Grantee Agenda

- Introductions (Day1)
- Intake, Outreach/Marketing and Program Capacity Building (Day 1)
- Monitoring and Oversight (Day 1)
- LI/RA and Scopes of work (Day 2)
- Clearance, On-Going Maintenance, and Project Monitoring (Day 2)
- Reporting and Program Evaluation (Day 2)
- Meeting Goals and Program Success (Day 3)
- Workplan and Benchmarks (Day 3)
- Cohort-team participation (Day 2 & Day 3 Marketing and Outreach Strategies and Capacity Building Presentations)