Poster and Postcard Campaign:

- Highlights CATALYST supporters (resident, community and civic leaders)
- Emphasizes the human potential in achieving successful outcomes
- Postcard mailings to non-compliant households includes a highlight on a service provider
“Thanks to CATALYST, many people who didn’t know about our agency have come to see what we have to offer. More than 80% leave here with a job, a GED and the life skills to help them succeed. Make CATALYST work for you.”

Debra Lum
Executive Director
Atlanta Workforce Development Agency
Connecting Clients to Services

**Push! Pull! Lift!**

A Triage System to understand the current state of each assisted family

Categorizes families into one of three situations to understand the most appropriate services needed to address the family’s needs

- **PUSH** – Families needing the least amount of assistance in meeting the work requirement
- **PULL** – Families needing a little more assistance and requiring more time to meet the work requirement
- **LIFT** – Families needing more intensive services and extended amounts of time to meet the work requirement
Connecting Clients to Services

Development of a Referral System…

Trained onsite Resident Services staff on the use of the Service Provider Network (SPN) and introduced them to SPN member organizations.

Developed a referral form for use by onsite Resident Services staff and SPN.

Established monthly goals and benchmarks for onsite Resident Services.
Connecting Clients to Services

**Development of a Referral System…**

Established monthly reporting processes and procedures with onsite Resident Services staff

Established monthly meetings with Private Management Company senior level staff to discuss Resident Services performance and to problem solve
Connecting Clients to Services

Additional Support for Families...

CATALYST Human Development Social Workers hired to:

1. Ensure consistent eviction standards
2. Prevent fragile clients from falling through the cracks
3. Provide more intensive services to clients in the “Lifting” Phase
4. Ensure consistent messages to the community relating to the CATALYST Work Requirement
Deferment Criteria

**Deferment from the Work Requirement…**

Head of Household is a full-time student at an accredited institution

Head of Household is working at least 25 hours per week or enrolled in a job training program

Head of Household has a short-term disability that is supported by documentation from a qualified medical professional

A household member has a verified medical condition that requires the head of household to serve as caretaker
Housing Affordability Initiative

“My daughter was having a hard time in the school near University Homes,” says Shunquilla Peterson, who now lives in a healthier community with higher performing schools. “My children are making better grades now. The school has more activities to offer the students, more parental involvement, and I believe it is only going to get better.”

Shunquilla Peterson
Former public housing resident
CATALYST Work Requirement

Client Success
Comparative Percentage of AHA Clients Compliant with the CATALYST Work & Program Requirement

- October 2004: 24%
- Affordable Communities Dec. 2007: 77%
- Housing Choice Dec. 2007: 45%
- Revitalized Communities Dec. 2007: 94%

Success
Comparative Numbers of Individual Clients in the Workforce

NOTE: 6,548 of 21,064 Clients exempt from the CATALYST Work Requirement

Success
Comparative Graduation Rates of Students in the Atlanta Public Schools System

Success
Comparative Average Incomes of AHA Clients

2001

Public Housing Program: $7,317
Housing Choice Program: $9,567
Average Income: $8,842

2007

Public Housing Program: $12,510
Housing Choice Program: $14,599
Average Income: $13,554

Success
Number of Evictions Based Solely Upon Failure to Meet the Work Requirement Since 2004

Success
Successes to Date

Number of Families Served

1995: 15,308
2007: 21,064
Successes to Date

Families are paying 20% more in rent, decreasing the amount of government assistance needed and becoming more self-reliant

☑️ Success
Successes to Date

Increased employment rates have allowed AHA to collect an additional $2.3 million in rent to reinvest in families and individual success.

✅ Success
Thank you!

Questions and Answers