Tactics and Tools for Marketing Your Home or Apartment Community

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Permanent Supportive Housing
Overview

Pathway to Success

- Safe, Affordable Housing
- Wrap-Around Supportive Services
- On-Site Mental Health Professionals
- On Site Medical Care
- Community Engagement and Education
- Employment and Civic Connections
National Church Residences PSH Portfolio

- **Toledo**
  1 Owned Site

- **Akron**
  4 Managed Sites

- **Columbus**
  6 Owned Sites
  5 Serviced Sites

- **Cincinnati**
  1 Owned Site

- **Atlanta**
  1 Owned Site
“Marketing” Your PSH Community

Permanent Supportive Housing communities do not usually require traditional “marketing” strategies since demand is typically much greater than supply.
“Targeting” versus “Marketing”

- Program Model
- Program Philosophy
- Target Population

Clearly defining your PSH program model, philosophy, and target population is essential.
“Set Asides”

One way to ensure a diverse mix of residents (and diverse funding streams) is to designate or “set aside” units for specific population groups.
### N^^^ PSH “Set Asides”

<table>
<thead>
<tr>
<th>Target Population</th>
<th>Chronically Homeless</th>
<th>Mental Health Consumers</th>
<th>Veterans</th>
<th>Substance Use</th>
<th>Medically Frail</th>
<th>Undesignated</th>
<th>TOTAL UNITS*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Funder or Provider</strong></td>
<td>Continuum of Care</td>
<td>Franklin County ADAMH</td>
<td>VA</td>
<td>Maryhaven</td>
<td>Home Choice Medicaid</td>
<td>Available for other marginally housed, vulnerable populations</td>
<td>There may be overlap between populations*</td>
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<td><strong>Referral Sources</strong></td>
<td>CoC Coordinated Entry (Shelters, Outreach)</td>
<td>ADAMH Board (Group Homes, Psych Hospitals)</td>
<td>VA, VSC, SSVF</td>
<td>SUD Tx Programs, Inebriate Shelter</td>
<td>Home Choice, Nursing Homes</td>
<td>Transitional Housing, SUD Tx Programs, Correctional Facilities, etc.</td>
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<tr>
<th>Location</th>
<th>Buckingham</th>
<th>Grant</th>
<th>Third</th>
<th>Livingston I</th>
<th>Livingston II</th>
<th>Chantry</th>
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<td>Units</td>
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<td>65</td>
<td>45</td>
<td>25</td>
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<td>320</td>
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<td>Substance Use</td>
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<td>25</td>
<td>20</td>
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<td>15</td>
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<td>Medically Frail</td>
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<td>0</td>
<td>0</td>
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<td>50</td>
<td>0</td>
<td>110</td>
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<td>Home Choice, Nursing Homes</td>
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<td>0</td>
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<td>0</td>
<td>50</td>
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<td>Transitional Housing, SUD Tx Programs, Correctional Facilities, etc.</td>
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<td>0</td>
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<tr>
<td>TOTAL</td>
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<td>450</td>
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*Units are for demonstration purposes only and may not reflect actual unit allocations.
Safe Affordable Housing with Wrap Around Services

**Community Engagement**
- Employment Services
- Social, Education, and Recreational Programming
- Training Programs
- Supported Work Program
- Civic Volunteerism

**Healthcare**
- Primary Care
- Wellness Exams
- Crisis Prevention
- Experienced Clinicians
- Medication Monitoring
- Psychiatric Consultation

**Stable Housing**
- Attractive facilities
- Onsite amenities
- 24/7 front Desk
- Security Cameras
- Monthly Inspections
- Move in kits
- Housing Retention Plans

**Supportive Services**
- Case Management
- Behavioral Healthcare
- Crisis Intervention
- Recovery Support
- Peer Support
- Referrals and Linkage
Physical Amenities
Community Rooms for Resident Use

Employment/Computer Resource Center onsite

Multi-purpose room for group programming
Onsite Pantry and Clothing Closet
Access to Transportation
After school programs
“Irresistible Services”

Access to high quality social/recreational programming and supportive services that are appealing and engaging to residents, creates a foundation for building rapport, establishing trust, and paves the way for meaningful interventions.
Individualized Strength-Based Services

**Quality Housing**
- Attractive Units + Amenities
- 24/7 Front Desk Operations
- Leasing and Rent Collection
- Superb Facility Maintenance
- Monthly Inspections

**Voluntary Participation**

**Meet Clients Where They Are**

**Progressive Engagement**
- Housing Retention Plans
- Appealing Social Services
- Compelling Recreational Activities
- Professional Case Management
- Engaging Employment Services

**Successful Resident Outcomes**

**Eviction Prevention**
Case Management and Behavioral Health Services
Integrated Primary and Behavioral Healthcare

Medical Suites with fully equipped exam rooms staffed by NP’s and Consulting Psychiatrist

Health and Wellness, Education, and Prevention programs (Flu shots, Smoking Cessation, Diabetes, TB testing, etc.)
Community Engagement and Employment Services

Make It Happen!

Assessment
Barriers, Strengths, Skills

Community Engagement
Groups, Social Activities, Tours, Volunteering

Education/Vocational/Training
Next Step, GED, Work Readiness Training; Post HS Ed., Certifications, Resumes

Supported Employment
Right Track, Goodwill, Transitional Work Program

Traditional Employment
Full Time, Part Time, Temp
Right Track Supported Employment Program

Workforce Readiness Program followed by paid, on-the-job training

Onsite job fairs with community employers and or own organization
Recovery/Support Groups
Peer Support Services

- Orientation
- Housing Support
- Housekeeping Help
- Socialization and Recreation
- Activities of Daily Living
- Life Skills
- Transportation
- Community Engagement
Volunteer Opportunities
Questions?

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