

Outreach Committee Minutes

Monday, July 7, 2025

Noon-1:30 PM

Attending: Sarah Lim, Patrick Duffice, Arret, Olivia Hathaway, Sarah Churchill, Torrie, Zoua, Kisha, Marco, Nancy Vue

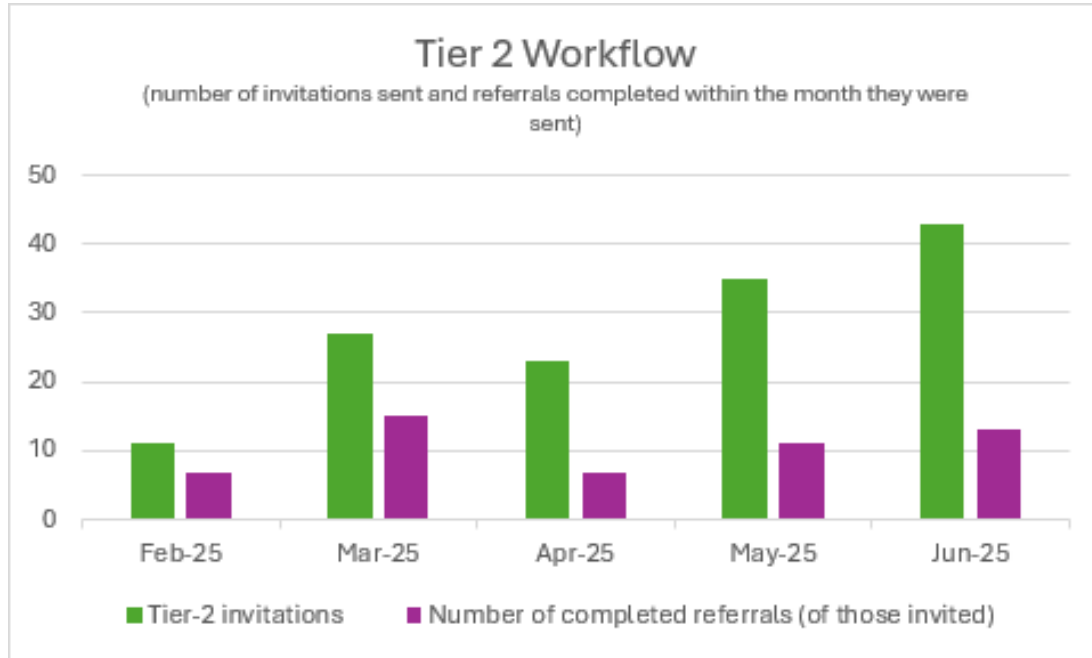
1. Welcome and introduction
2. Updates and Announcements
 - a. Dane SoS (Street Outreach Services) update- Joe Galey
 - Everything is pretty stable.
 - b. Anything else?
 - CfC - Staff continue to transition to part time SO and part-time CCS with the goal of bridging the gap between -short and long-term care.
 - VA - VRAP has ended, outreach is taking referrals.
 - Tellurian - Has capacity for appropriate referrals
 - MSM - Has capacity for referrals

3. Data Review

Instruction on how to run an outreach CLS report for your agency:

<https://icawisconsin.helpscoutdocs.com/article/379-street-outreach-monthly-contacts>

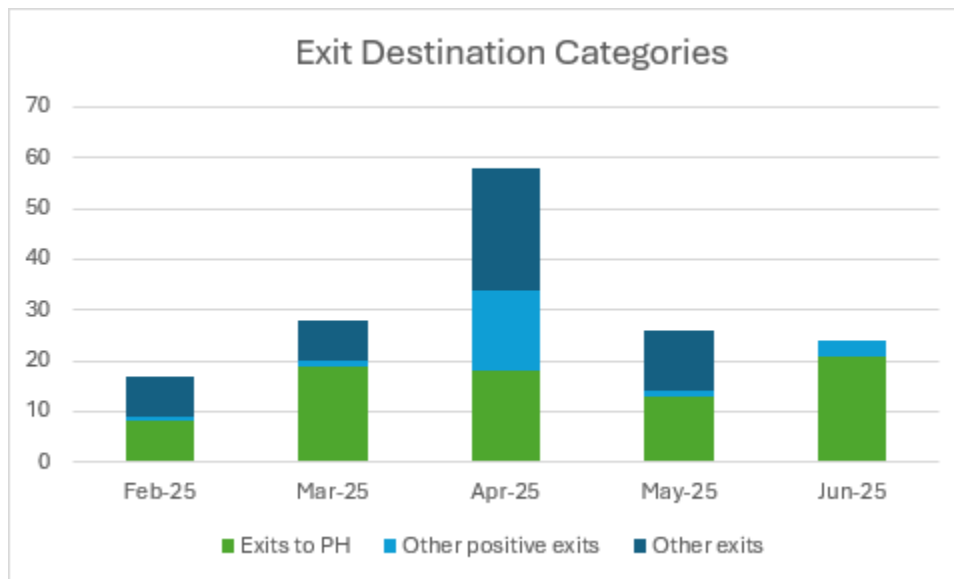
- Monthly count of CLS is decreasing but one explanation may be that some agencies corrected their data entry and are no longer doing CLSs for minors.



Reasons that folks are not connected

- Clients incarcerated
- Filling out the CH documentation
- Other benefits letters

Wondering whether we could separate out singles vs families. Patrick will ask.



Question about how things will look when the new shelter opens

4. Messaging on what SOS and Outreach Programs can do

Scenario: A service agency staff (e.g. Beacon, JFF, food pantry) comes across a family with children on Friday at 2pm. They say that they need a place to stay. If they can't get into a shelter tonight, they would have to sleep outside. Who should the provider connect this family to, what message should they share?

What can SOS provide?

Misconception that SoS can help people get in shelter, has access to vouchers, or has housing. Lots of people just want RA.

What can outreach teams provide, after SOS refers them to outreach teams?

Discussion around what different SO providers offer. There seems to be confusion among agencies. Question about why one outreach provider might refer people to another one.

There are some extreme weather MVs but they are limited and they are unlikely to be used on someone who is new and cold-calling an SO provider. Because they are so limited, and there is such need they are typically going to be used on someone who is already known.

CE related message

People think that Joe can "get people back into CE".

Joe tells callers that he can make referrals to an SO provider or provide info on ES but that there is nothing he can do to directly connect someone to CE.

Also getting calls from people referred to housing but didn't make a connection and now are trying to reconnect. Each situation is a little different.

5. Unsheltered Homeless Success Story – anyone?

Tellurian will do this next week

6. Review of the Unsheltered Plan Strategies

Action Items from the Plan

- ~~— Discuss flexible funding for move-in cost assistance available to street outreach teams. (16 votes) → Discussed at August Committee meeting~~
- ~~— Discuss current and desired landlord partnerships (15 votes)~~
- ~~— If these funds are renewable through the regular CoC Funding Process, develop a pitch for the HSC Board that these funds should be designated to address unsheltered homelessness as long as a need exists. (13 votes)~~
- **Determine ways to market homeless services resources to partner agencies that target and have developed trust with underserved communities. (13 votes)**

We will discuss how to reach vehicle campers, especially outside of the City of Madison.

All agencies can technically serve all of DC with at least some of their funding but that is typically a small part of the funding.

Some agencies do outreach in response to a specific referral or known client but it is too large to do “undirected” outreach.

Tellurian is doing some driving around but not typically finding people.

Need to do more sharing and also more gathering of info from places, eg police, about where folks are

Safe parking is one way to get folks to congregate so that it is easier to provide more robust services

- Learn about City and County efforts to use affordable housing funds to create units for people experiencing homelessness. (12 votes)
- Discuss what shelters can do to make people of all genders feel safe and comfortable. (12 votes)
- *Define what a "history of unsheltered homelessness" means in order to prioritize folks for the Rapid Rehousing program. (11 votes)*
- *Discuss advertising plan for the phone number and electronic options for people looking to access outreach services. (10 votes)*

7. Walk-on item

- With the announcement of an FY25 CoC NOFO we need to revisit the draft letter regarding the use of SNOFO funding.