



LEXINGTON
*Homelessness Prevention
& Intervention*

Homelessness Prevention & Intervention Board
Lexington-Fayette Continuum of Care Board
Lexington-Fayette Urban County Government
July 14, 2021
1:30pm – 3:30pm
Agenda

Held via Tele-Conference Due to COVID-19 restrictions

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/84422367046?pwd=bWdTejNSdW1mL3A4M25acGJ3TVN5UT09>

Passcode: 295541

- I. Call to Order
- II. COVID-19 statement - *Due to the COVID-19 State of Emergency, this meeting is being held via live video teleconference pursuant to 2020 Senate Bill 150, and in accordance with KRS 61.826.*
- III. Roll Call
- IV. Approval of Minutes
 - a. May 12, 2021*
- V. Lex End Homelessness Campaign – **Untold Content**
- VI. Lexington Workforce Resource Center – **Elodie Dickinson**
- VII. Program Performance and Evaluation Committee Chair*
- VIII. HMIS & Common Assessment Committee Report – **Renee Shepard, Chair**
- IX. Program Performance & Evaluation Committee Report – **Bruce Davis**
- X. Advocacy, Issues, and Programs Committee Report - **Adrian Wallace, Chair**
- XI. Encampment SOPs and Review Report – **Polly Ruddick**
- XII. OHPI Director's Report – **Polly Ruddick**
- XIII. Next Regular Meeting
 - a. September 8, 2021 – 1:30pm – 3:30pm IN PERSON!
- XIV. Other Issues and Public Sharing
- XV. Adjourn



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Agenda

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Please click the link below to join the webinar:

<https://us02web.zoom.us/j/81215862905?pwd=RWpjWGN1TG84OHlxZDV2akdBZQ1dz09>

Passcode: 239868

APPROVED _____

- I. Call to Order
- II. COVID-19 statement - *Due to the COVID-19 pandemic and State of Emergency, this meeting is being held via live video teleconference pursuant to 2020 Senate Bill 150, and in accordance with KRS 61.826, because it is not feasible to offer a primary physical location for the meeting.*
- III. Roll Call
 - Present: C. Clark, B. Davis, J. Hodge, J. James, K. Plomin, B. Revlett, C. Rudzik, L. Sheehan, R. Shepard, D. Thomas
 - Excused: J. Parker
 - Unexcused: A. Wallace
- IV. Nominations – Ruddick stated that board members nominated themselves and those names were sent to the board the day prior to meeting. Davis called for everyone else that would like to nominate themselves or someone else, no others nominated.
 - a. HPI Board Chair
 - i. B. Davis
 - b. HPI Board Co-Chair
 - i. J. Parker
 - ii. Committees
 1. HMIS
 - a. R. Shepard
 2. Program Performance
 - a. K. Plomin
 3. Advocacy
 - a. A. Wallace
 - c. Motion to adopt the nominations as a slate
 - d. 2nd by L. Sheenah



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- e. No further discussions
 - f. Passed – none opposed
- V. Approval of Minutes
- a. March 10, 2021
 - i. Motion to approve by R. Shepard
 - ii. 2nd by K. Plomin
 - iii. No further discussion
 - iv. Passed – None opposed
- VI. HMIS & Common Assessment Committee Report – **Renee Shepard, Chair**
Shepard reported to the Board.
Committee met on April 7th. Herron discussed LexCourt results, housing inventory count, and new data standards. Much of the meeting was spent on the redesign of the community's coordinated entry process with the retirement of the VI-SPDAT. This will be an opportunity for our community to develop a new triage and assessment tool. No action items from this report.
- VII. Program Performance & Evaluation Committee Report – **Kathy Plomin, Chair**
Plomin was unable to attend the committee meeting therefore, Davis chaired the meeting. Davis reported to the Board.
The committee reviewed the programs listed on the agenda. No action items from this report.
- VIII. Advocacy, Issues, and Programs Committee Report - **Adrian Wallace, Chair**
Wallace not present for Board meeting, report passed until next meeting.
- IX. Encampment SOPs and Review Report – **Polly Ruddick**
- a. Included in Board packet
Ruddick asked for any questions or concerns regarding the report in the Board packet. Revlett asked specific to household 4 in the plan and where they relocated to. Ruddick stated we usually don't disclose where they relocated to.
- X. OHPI Director's Report – **Polly Ruddick**
- a. 2021 LexCount Results
Ruddick reviewed the official count that will be submit to HUD. Ruddick also reviewed the alternative count results from the polar vortex in February 17th to show another date that may have been more reflective of reality. Both counts showed a decrease in overall homelessness in Fayette County. The other item included in the packet was the housing inventory count in order to speak to causation of changing total beds available versus the decrease in overall homelessness. There does not seem to be a direct correlation or causation between beds available and the decrease in homelessness. The decrease in homelessness is a true figure.
Ruddick briefly discussed possible reasons for overall reduction; namely the lack of in-flow from the eviction moratorium and reduction of out-of-county individuals. Further discussion with board members around prevention and reducing in-flow in the future.



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- b. Strategic Plan Presentation for Council May 18, 2021 @ 3:00pm
Ruddick reviewed with the Board the presentation for Council about the new strategic plan as well as the resolution for support. No further discussion.
 - c. CoC Partner MOUs for FY22
Ruddick reviewed the MOU that was adopted in January 2020. The OHPI will be working over the summer to contact each partner to sign on as a formal MOU as a voting or non-voting partner of the CoC. Ruddick stated we are looking for a very diverse partnership. Davis asked the criteria for a voting member. Ruddick stated the only extra requirement for being a voting member was the attendance requirement.
 - d. FY21 and FY22 Budget Update
Ruddick stated updated balance sheet was included in the board packet. The OHPI is waiting on guidance for the FY22 funding as it is the American Rescue Plan Act funding and not LFUCG general fund dollars.
Plomin asked about the ESR Overnight Emergency Shelter process for FY22. Ruddick stated she couldn't speak too much because there is an open RFP and reviewed how to apply for the RFP.
- XI. Next Regular Meeting
- a. July 14, 2021 – 1:30pm – 3:30pm via Zoom teleconferencing
- XII. Other Issues and Public Sharing
- Davis asked Plomin and Sheehan status of new housing department for LFUCG. Plomin stated that it was in the budget but had not been adopted yet. Sheehan stated that first reading of the budget would be June. Plomin stated the feedback on the new department had been positive.
- Clark asked about Shepard's committee report and volunteering to help re-write the coordinated entry assessment. Clark stated that the voices of those doing street outreach needs to be part of the discussion.
- Herron stated that we are just at the beginning of those discussions and any can volunteer and would engage diverse representation including different service providers from street outreach to permanent supportive housing. All discussions will take place in the HMIS Committee.
- XIII. Adjourn
- a. Motion by Plomin
 - b. 2nd by Sheehan
 - c. No further discussion
 - d. Passed – None opposed



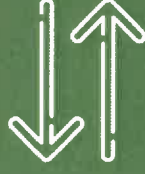
Background

LFUCG HPI Board

Established in 2014 to oversee and advise the Innovative and Sustainable Solution to Ending Homelessness Fund and is governed by **Ordinance 102-2014**.

Responsibilities

- Advise OHPI on funding investment for Innovative and Sustainable Fund
- Conduct a 5-year needs assessment



Continuum of Care Board

LFUCG assumed the leadership role of the Continuum of Care late in 2014 from the Central Kentucky Housing and Homelessness Initiative (CKHHI). The Continuum of Care is governed by **24 CFR Part 578 Subpart B (5-9)**.

Responsibilities

- Organize a comprehensive network of partners and leaders in our community that work together to coordinate the policies, strategies, and actions that end and prevent homelessness.
- Move that network to coordinate the implementation of a housing and service system that includes outreach, engagement, and assessment, shelter, housing, and supportive service, prevention strategies
- Designate a single Homeless Management Information System and the lead agency to administer that system
- Conduct LexCount and annual gap analysis, assisting with providing information for the community's Consolidated Plan, assist with allocation of ESG program
- Design, operate, and follow a collaborative funding process for federal housing dollars with established priorities
- Advocate to all levels of the community and individuals for solutions to ending homelessness and the investment to support those activities.
- Take action for those programs with low performance.

The CoC Governance Charter names the Homelessness Prevention and Intervention Board as the CoC Board.

The OHPI staffs the CoC Board and is the designated Collaborative Applicant.

The OHPI is responsible for the Innovation and Sustainable Solutions Fund that is advised by the OHPI Board.

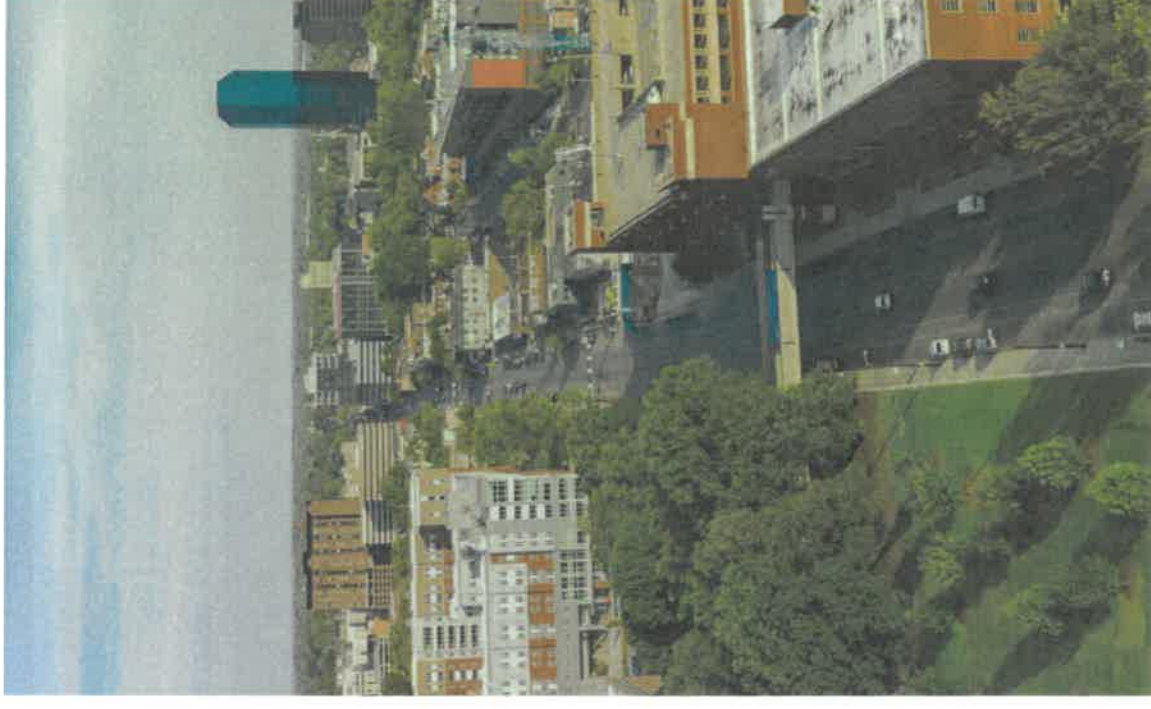
An aerial photograph of a landscape. On the left, a wide river flows. To its right is a dense, green forested area. Further right, a multi-lane highway with a car is visible. The right side of the image shows a grassy field and more trees. A large green rectangular box is overlaid on the center of the image, containing white text.

Lex End Homelessness is our community's
mission and vision.

Lex End Homelessness is our community's key to
ending homelessness in Fayette County.

The overarching objective of Lex End Homelessness is to:

- engage effectively with stakeholders,
- demonstrate the success of our work, and
- ensure that stakeholders understand the solutions to ending homelessness, our values, mission, and vision.





Objectives, Goals, Strategies, Measures (OGSM)

Objectives	Goals	Strategies	Measures
Engage effectively with stakeholders and ensure they understand the solutions to ending homelessness, our values, mission, and vision	<p>Reach 75% of human service providers in Lexington-Fayette County to bring awareness of our coordinated approach to homelessness</p> <p>Reach at least 10% of the Lexington-Fayette County community with public awareness campaign (30k social media reach and 3k website visits)</p> <p>Drive an increase in donations through the BGCF</p>	<ul style="list-style-type: none"> Launch a sustainable public awareness campaign to redefine homelessness and increase support for affordable housing among four defined audiences: 1) the general public; 2) policymakers and public funders; 3) people experiencing homelessness; and 4) human service providers Promote streamlined coordination across CoC providers through clear, consistent messaging useful and usable by CoC providers via Provider Toolkits and campaigns Reduce the number of people experiencing homelessness by developing and sustaining a donor base/funding support through a Lex End Homeless Campaign Launch an About Us campaign to educate on the CoC, our mission and vision, and innovative initiatives we're leading in Fayette County 	<p>% delivery of CoC website, toolkits, or resources to human service providers and qualitative feedback on their clarity and usefulness</p> <p># impressions on social media</p> <p># website visits</p> <p>\$ donations to LexEnd Homeless</p> <p># of social media mentions of LFUCG/CoC by community</p>
Demonstrate the success of our work	Achieve 4 earned media placements featuring the new dashboard and campaign	<ul style="list-style-type: none"> Communicate CoC data in a reader-friendly, visually simple way to a variety of audiences and stakeholders via a Tableau Public dashboard 	<p># and reach of earned media</p> <p># website visits</p>

Strategies & Tactics



Strategic Comms Plan



Website



Stories, Articles & Animations



Data



Social Media & PR



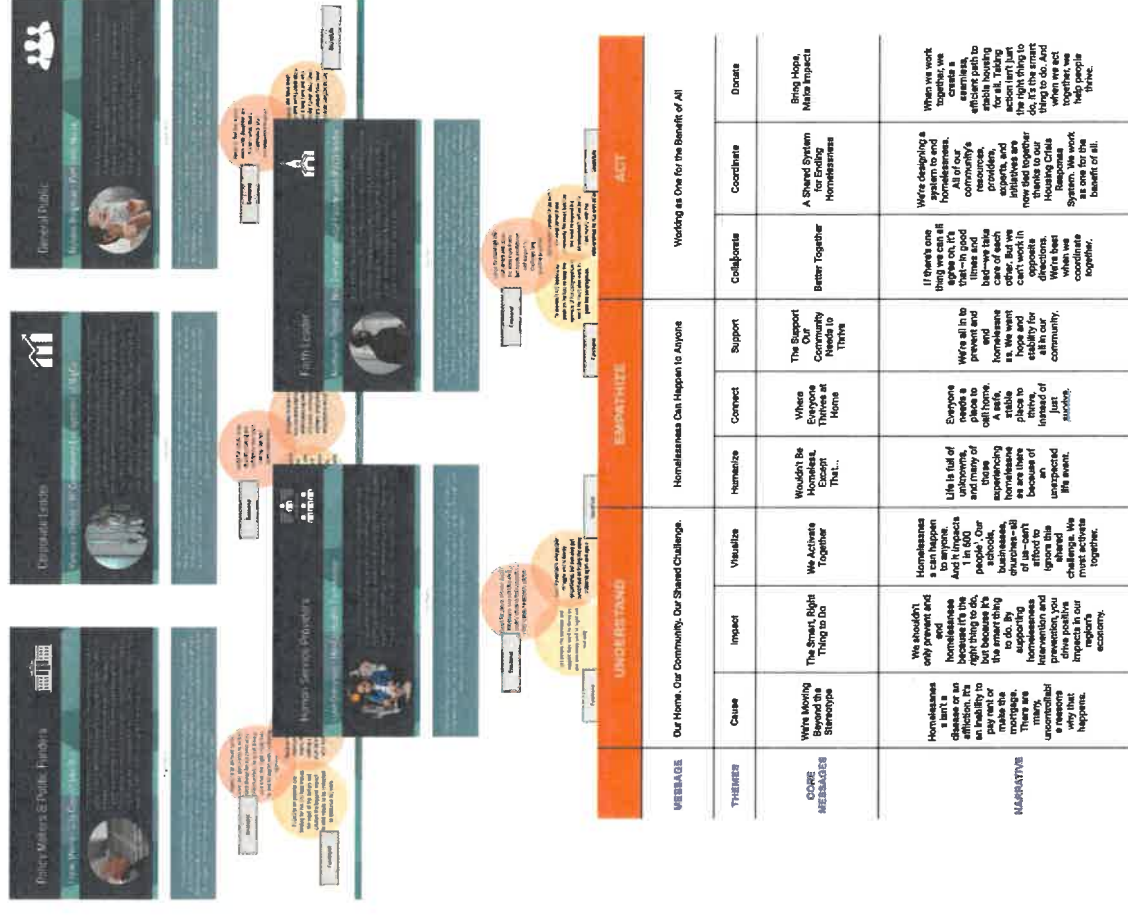


Strategic Communications Plan

A legacy resource for all LFUCG OHPI leaders, board members, and CoC partners to ensure cohesive, sustainable strategic communications:

- ✓ Mission & Vision
- ✓ Objectives, Goals, Strategies, Measures
- ✓ Personas
- ✓ Brand Messaging Grid
- ✓ Content Style Guide
- ✓ Brand Style Guide
- ✓ Campaigns & Tactics
- ✓ Editorial Calendar
- ✓ Creative Briefs

[See full Communications Plan here.](#)





LexEndHomelessness Website

A one-stop resource for Lexington Fayette County's homelessness prevention efforts and community rallying cry, featuring:

- About
- Partners
- Stories
- Solutions
 - Articles
 - Videos
 - Response System Overview
- Data Dashboard
- Donate/Take Action





Stories & Articles



Lived Experience Stories from Those Experiencing Homelessness

These stories feature the lived experiences of individuals before, during, or after homelessness—bringing personal resonance to the root causes, systemic impacts, and challenges and solutions of homelessness in Lexington-Fayette County.

resilience | hard work | perseverance



Thought-Provoking Articles from Those Responding to Homelessness

These thought-leading articles share evidence-based, data-driven, yet accessible understanding to the root causes, systemic impacts, and challenges of and solutions for homelessness in Lexington-Fayette County.

logical | systems-level | explainers



Accessible Public Data Dashboard

One feature of the new website is a new Tableau Public dashboard where the general public, policy makers, public funders, and human service providers can see challenges, progress, and outcomes.

data | demonstrate success | increase understanding





Donation Strategies

Three key donation strategies will support the CoC will increased donations through accessible donation opportunities for members of the general public, high-reward opportunities for high-contributing individuals who can now join the LEH Leaders Circle, and strategic opportunities for businesses looking to make economic and societal impacts:

- General Public Donation Strategy
- LexEndHomelessness Leaders Circle Strategy
- Corporate Sponsorship Strategy

Community Heroes

No contribution is too small to make a difference

Your recurring, tax-deductible donation keeps children and families in stable, safe, affordable homes.

The Kickstarter You support the first step to permanent housing. Pays the rental application fees for an individual or family.	The Igniter You support a household's utility costs for a month.	The Builder You support a household to purchase furniture and items needed to make a home livable.	The Jumpstarter You help someone get on their feet. Funds a monthly bus pass.	The Ally You remove barriers to stable, safe housing for an individual or family. Provides one month of rent for a household.
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Make a Difference



Leader's circle

Make a bigger impact in our community. Become a leader in the movement to end homelessness in Lexington.

Your tax-deductible gift will be used to make a direct and widespread impact, making long term and sustainable housing options available to stop the cycle of homelessness.

As a part of the Leaders Circle, your name will be recognized in our Lex End Homelessness Annual Report, spotlighted on our social media series, and featured on our website donor page. You also have the option to donate in the name of another individual, or to remain anonymous.

☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000

[Giving More? Contact us!](#)



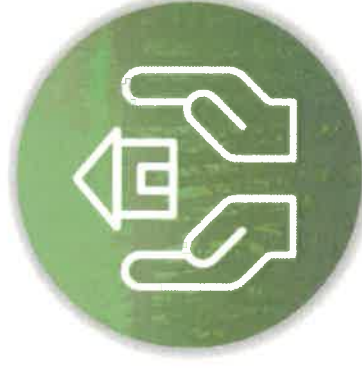
Videos & Explainer Animations



Launch Video:

#LexEndHomelessness

To create understanding and interest in the movement at the point of launch and for years after, we produced an introductory video that speaks to all key audiences. This includes a 2-3 minute launch video and 3 targeted social media variations.



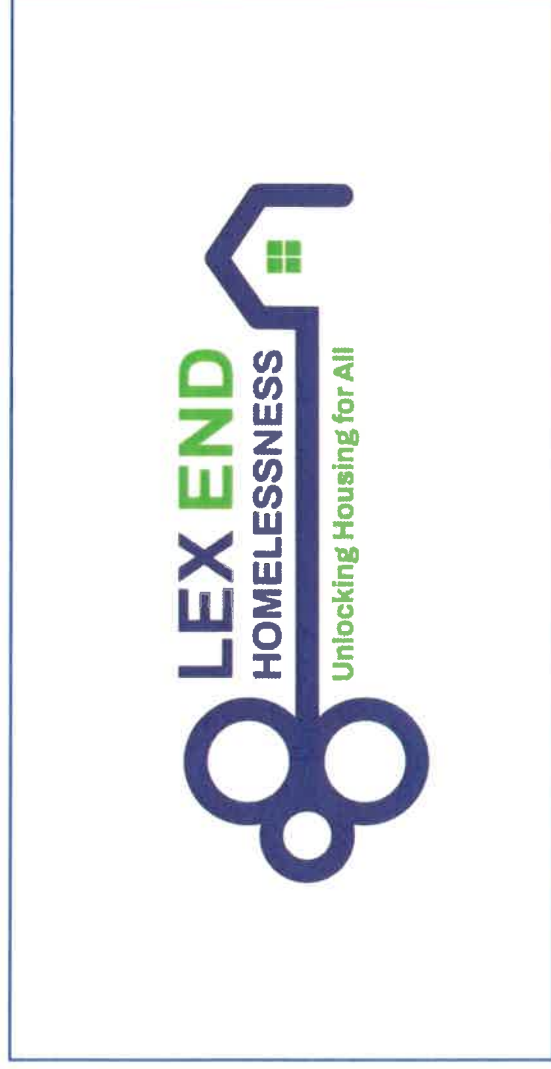
Animations:

Economic & Donation Impacts

The campaign will also include explainer animations that depict the economic impacts of preventing and ending homelessness—and clearly communicate how donations impact individual households and the Lexington community overall.



Launch Video





Social media, press releases, PR placements, billboards, and experiential marketing

We're amplifying the impact of the movement by sharing videos, animations, articles, stories, and infographics on the website, in press releases and PR placements, on billboards and print marketing around Lexington, through other boots-on-the-ground guerilla marketing tactics, and across four key social channels through paid and organic messaging:

- Twitter & LinkedIn | Business Leaders, Faith Leaders, Public Funders & Policy Makers
- Facebook & Instagram | General Public





Overarching Messages & Tactics



UNDERSTAND

- What is Homelessness Article & Launch Video
- About Us: Lex End Homelessness Article, Presentation, & Brochure
- Medical Consequences of Homelessness Article & Infographic
- Economics of the System Article & Animation



EMPATHIZE

- 8 Lived Experience Stories
- What It's Really Like Article
- On the Edge of Homelessness Article
- Barriers to Overcoming Homelessness Article & Infographic



ACT

- Impacts of Donation Animation
- Corporate & Individual Sponsorship One-Pagers
- Affordable Housing Article & Infographic
- Housing First Article & Infographic
- Bring Hope, Make Impacts

What to Expect Next

July

Audience: General Public

Focus: Launch Public Awareness

August

Audience: Researchers/Policy Makers

Focus: Launch Data & 70+ Nonprofit Partnerships

September

Audience: Corporate & Individual Sponsors

Focus: Launch Donations & Economic Impact

October

Audience: All Target Groups

Focus: Announce Ending Family Homelessness



"AVOL is excited to be a partner with Lex End Homelessness, an initiative geared towards addressing and ending homelessness in our community. AVOL knows that Housing IS Healthcare! Lex End Homelessness launches on July 1st!"

AVOL Kentucky



DO YOU NEED HELP FINDING A JOB?

**VISIT US AT THE
LEXINGTON WORKFORCE RESOURCE CENTER!**

**Opens July 8, at 10 a.m.
Charles Young Center | 540 E. 3rd St.**



**VISIT US AT THE
LEXINGTON WORKFORCE RESOURCE CENTER!**



- On-site assistance with job applications and resumes
- Job connections and job placement
- Job training opportunities
- Program referrals

CONTACT | work@lexingtonky.gov or (859) 258-3026.

Opening July 8 at 10 a.m. – Walk-ins welcome – services are FREE!

SPECIAL THANKS TO OUR WORKFORCE PARTNERS:

[illegible]

Encampment Report for HPI Board
7/14/2021

- a. Location 1
 - i. First notice of activity was 3/5/2021 via LPD.
 - ii. First Attempt by SO was on 3/6/2021
 - iii. First Notice was posted 5/25/2021
 - iv. Due to the rat and mice infestation area was ruled an extreme public health hazard and all individuals were asked to relocate
 - v. Final Notice on 6/21/2021
 - vi. Clean and removed on 6/28/2021
 - vii. Marked as an emphasis area on 7/6/2021