

**SHARED PUBLIC SPACES WORKGROUP
AUGUST 21, 2017
ALL MEMBER MEETING
RECOMMENDED ACTION STEPS
FROM SMALL GROUP ACTIVITY**

CHRONIC STREET HOMELESSNESS SUBCOMMITTEE

Note: The bolded numbered goals listed below were identified by each subcommittee in advance of the general meeting as the priorities for action. The items listed below each goal were suggestions by the group as to how to advance the goals through the work of the Shared Public Spaces Workgroup.

1. Implement public-private partnership model to generate \$1.5 M annually for rental subsidies for 100 people.

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| A. Educate business community on dedicated revenue stream that would raise funds for social services by levying a certain percentage of sales on particular products. |
| B. Develop messaging for the business community that identifies tangible benefits of investing in housing and services for vulnerable people. |
| C. Create a specific week or specialty product whose proceeds are devoted to housing and services for vulnerable populations. |

2. Engage stakeholders and community in structure for advising and overseeing the City's homeless system.

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| A. Make the Continuum of Care Board more representative of community including service providers, individuals from the business community, individuals with lived experience. |
| B. Reconfigure existing boards to allow for deep dives on specific issues. |
| C. Recruit shelter users and other vulnerable individuals for positions on local leadership tables. |

3. Connect homeless providers with potential donors/volunteers to expand their capacity.

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| A. Host annual open house for service providers to educate, receive donations, and recruit volunteers. |
| B. Hold annual open house in each of Philadelphia's 14 business improvement districts. |
| C. Identify six large civic organization to make presentations to and recruit volunteers and donations. |
| D. Identify six to ten higher education institutions to attend activity fairs and recruit volunteers. |
| E. Hold movie screening and panel discussion re: homelessness. |

CODE OF CONDUCT, SERVICE ALTERNATIVES SUBCOMMITTEE

4. Identify funding to expand existing sites that offer daytime drop-in services to homeless individuals and open two new daytime drop-in sites in Center City

- A. Develop a presentation on homelessness in Philly to educate foundations on the issue.
- B. Present to private clubs, hospitality organizations, and the Chamber of Commerce.
- C. Present to Philanthropy Network of Greater Philadelphia.
- D. Educate and present on in-kind needs to construction, appliance, and other retailers.

5. Author and disseminate resource guide of city-wide daytime engagement options for those on the street.

- A. Advertise the engagement center resource guide in *One Step Away*.
- B. Update "Where to Turn" on a biannual basis.
- C. Develop manual for law enforcement to encourage proper oversight of conduct (e.g., public urination and defecation) near engagement centers.
- D. Develop manual for hospitality workers on proper behavior and how to address violations of proper conduct.

6. Develop innovation fund for launching key projects to disrupt panhandling.

- A. Partner with technology focused institutions to develop technological solutions.

7. Launch two low-barrier employment pilots for people who panhandle in Center City.

- A. Host "One Step Away Day" during which Mayor Kenney will sell the paper.
- B. Suggest low-barrier jobs: bathroom monitors, delivery services.

8. Connect employers who are willing to hire individuals experiencing homelessness and/or with criminal backgrounds to technical and financial assistance.

- A. Market this partnership to returning citizens groups and local businesses.
- B. Create partnerships with the hospitality industry to hire returning citizens.
- C. Work with the Chamber of Commerce to define "low-barrier employment."
- D. Develop pathways from low-barrier employment to entry level work.
- E. Raise profile of *One Step Away* through comprehensive marketing campaign.

9. Explore models offering employers incentives to hire homeless individuals and individuals with criminal backgrounds.

- A. Explore tax incentives.
- B. Explore apprenticeships with unions.
- C. Employ interns to conduct best practices research on other municipalities' progress in using resources and incentives to encourage businesses to hire returning citizens.

10. Coordinate with Philadelphia Police Department to develop diversion protocol for aggressive panhandlers that utilizes engagement centers.

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| A. Identity appropriate engagement centers. |
| B. Draft police directives. |
| C. Forge connections in which police and service providers meet and agree on protocols/behavior. |
| D. Identify requirements for engagement centers. |

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FOOD ACCESS, SAFETY, AND DIGNITY SUBCOMMITTEE

11. Develop guidelines for tracking safety and dignity for meal guests and increase number of providers that have adopted best practice guidelines.

- A. Provide professional development training opportunities that are geared toward increasing the safety and dignity of meal sites.
- B. Provide services in “gathering areas” for homeless and vulnerable individuals.
- C. Connect the meal guidelines to other sources of funding.

12. Continue to expand the number of meals served in a safe and dignified setting and in accordance with food safety standards.

- A. Conduct outreach to universities and student groups re: meal guidelines.
- B. Develop protocol for approaching organizations that serve meals outside.
- C. Promote Food Connect app as an alternative to outdoor meal provision and increase the use of the app.

13. Increase the number of partnerships between meal sites and service providers (housing, benefits, legal, ID, behavioral and physical health care, etc)

- A. Pilot partnerships between meal providers and service providers.

14. Create and disseminate neighborhood resource guides on meal provider schedules and services.

- A. Bolster Food Access Collaborative’s distribution list by engaging other stakeholders.
- B. Distribute resource guide at libraries, with local retailers, and on the City’s website.
- C. Works with Philadelphia City Planning Commission to distribute via Registered Community Organizations.

15. Increase community members’ engagement in providing safe and dignified meal sites through consistent messaging.

- A. Conduct outreach at volunteer hubs—e.g., along the Ben Franklin Parkway or college campuses—and develop a by-name list of potential volunteers to distribute to Philadelphia’s meal providers.
- B. Survey current meal providers on their usage of volunteers and use this data to develop a volunteer pipeline.

MARKETING AND PUBLIC EDUCATION SUBCOMMITTEE

16. Assess marketing strategy and expand key activities.

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| A. Partner with researchers to conduct a point-in-time count of panhandlers. |
| B. Educate public on homeless crisis across the country and Philadelphia’s progress in this area. |
| C. Create and host a marketing idea fair to cull best practices. |
| D. Develop distinct marketing strategies for each segmentation: homeless, employees of businesses, tourists/visitors. |
| E. Provide regular communication to employers and business community—not every touch point should be a major announcement. |

17. Develop and distribute education messages to all committees and key audiences.

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| A. Create cross-sector distribution list of marketing, communications, and social media staff at local businesses. |
| B. Offer technical assistance around Shared Public Spaces message to empower providers to be ambassadors for this project. |
| C. Leverage existing town halls—such as those planned to address opioid use—to conduct public engagement around Shared Public Spaces. |
| D. Educate public re: empathy, dignity, and trauma-informed approach. |

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