

HSD Unsheltered Outreach Services

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Housing & Human Services Committee

February 26, 2025



Agenda

- Context
- District Outreach Model
- Outreach RFQ Awards
- Performance Metrics
- Questions



Context

The goal of outreach is to **connect people living unsheltered with opportunities to come inside and receive services that support a pathway to stability.** This is accomplished by:

- Focusing on building relationships;
- Identifying needs and matching people to available resources;
- Providing specialized services for vehicle residency, behavioral/mental health, and population-specific needs.

Context

- The Unified Care Team (UCT) manages the City's encampment response to ensure public spaces remain open and accessible.
- Outreach agencies are critical partners, particularly for those needing more intensive engagement to become housing ready.
- HSD announced it would resume outreach oversight from the King County Regional Homelessness Authority (KCRHA) to ensure services align with City needs, focus on unsheltered homelessness, and are coordinated with UCT.
- HSD thanks the Council for supporting this transfer as well as increasing the capacity of HSD's Regional Coordinator team.



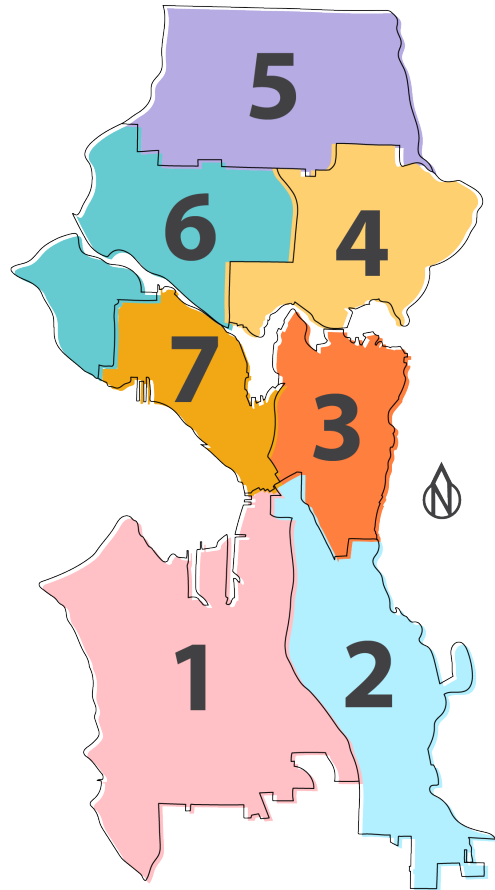
District Outreach Model

In 2025, outreach services will be delivered through a new *District Outreach Model* to address Seattle's current needs:

- Provides a cohesive, citywide outreach strategy with defined investment areas;
- Leverages contracted outreach expertise;
- Addresses pressing community needs such as vehicle residency and complex behavioral and mental health issues; and
- Streamlines communication and coordination with UCT.

District Outreach Model

Deploy seven district outreach teams that include:



General Outreach



Expanded UCT (HSD) Outreach to connect unsheltered individuals to shelter and provide consistency and continuity of care.

Specialized Outreach Services - Purchased through 2024 Outreach RFQ



Street-Based Care Coordination to support those living alone or in encampments who need intensive, prolonged engagement.



Vehicle Outreach to engage those living in vehicles about shelter, safe lots, parking rules, and moving off the streets.



Behavioral/Mental Health Outreach to connect high-needs individuals to medical professionals and health care services.



Access to **Population-Specific Outreach** with similar background or lived experience as the unsheltered individual referred.

Outreach RFQ Awards





Street-Based Awards

Deployed When: An unsheltered individual needs longer engagement to work toward housing readiness, medical treatment, job training, and more.

Focuses On:

- Relationship development
- System navigation, resource connection, document readiness

Success Looks Like:

- Referrals to shelter or housing
- Achieving personal goals



Awarded Organization	Assigned District
Evergreen Treatment Services REACH	1, 2, 4, 5, 6
The Salvation Army	3, 7





Vehicle Outreach

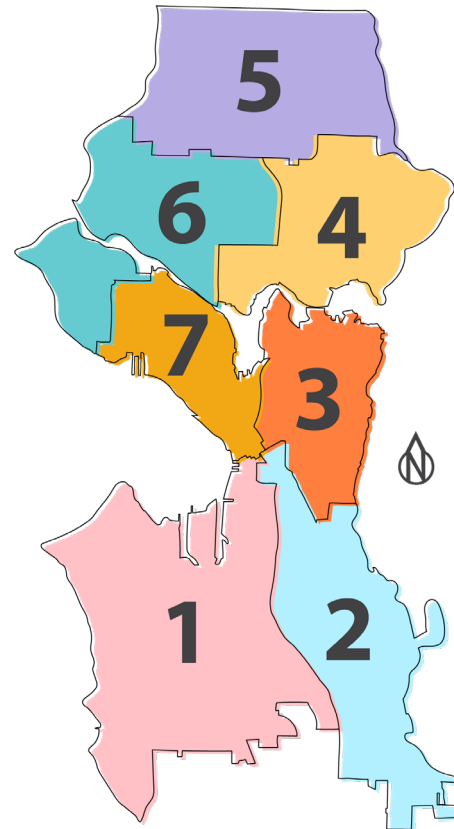
Deployed When: An individual, or group of individuals, are living in a vehicle(s)

Focuses On:

- System navigation, resource connection, and document readiness
- Connections to vehicle maintenance
- Resolving vehicle-related legal issues

Success Looks Like:

- Referrals to safe lots and/or shelter
- Vehicles are mobile and parked legally



Awarded Organization	Assigned District
University Heights Center	1, 2, 4, 5, 6
The Salvation Army	3, 7





Behavioral & Mental Health Outreach

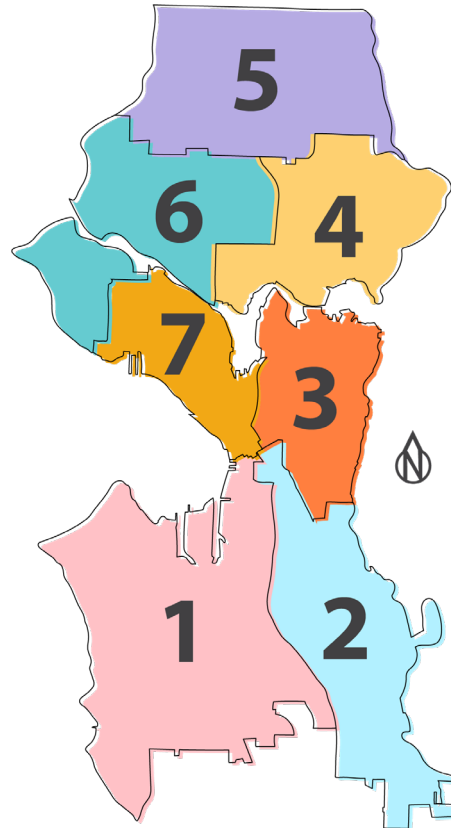
Deployed When: An unsheltered individual experiencing severe mental health issues or co-occurring disorders is unable to engage with traditional care coordination.

Focuses On:

- Relationship development
- Connections to medical professionals and health care services
- Assessments for permanent supportive housing

Success Looks Like:

- Referrals to treatment
- Referrals to shelter and housing



Awarded Organization	Assigned District
Downtown Emergency Service Center	All





Population-Specific Outreach

Deployed When: An unsheltered individual requests cultural- or demographic-specific services.

Focuses On:

- Engaging in a culturally-appropriate style
- Reducing language barriers
- Connecting to cultural or age-specific services

Success Looks Like:

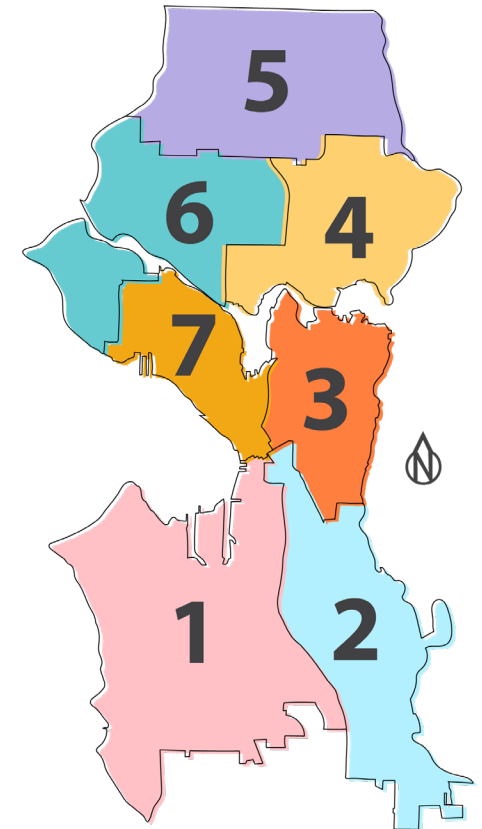
- Referrals to shelter and housing
- Referrals to culturally-oriented programming
- Referrals to youth programming

Awarded Organization	Focus Population
Seattle Indian Center	American Indian/ Alaska Native
Urban League	Black/African American
We Deliver Care	
Mary's Place	Families with Children
YouthCare	Youth/Young Adults



Outreach Awards Summary by District

Outreach Type	District Assignments						
	1	2	3	4	5	6	7
Street-Based	ETS REACH	ETS REACH	The Salvation Army	ETS REACH	ETS REACH	ETS REACH	The Salvation Army
Vehicle	University Heights	University Heights	The Salvation Army	University Heights	University Heights	University Heights	The Salvation Army
Behavioral Health	DESC	DESC	DESC	DESC	DESC	DESC	DESC
Citywide Population-Specific Outreach							
American Indian/Alaska Native	Seattle Indian Center						
Black/African American	Urban League						
	We Deliver Care						
Families with Children	Mary's Place						
Youth/Young Adults	YouthCare						



Performance Metrics

HSD will measure agency performance across three areas and evaluate impact to ensure the model best serves all Seattle's communities.

Quantity

(how many services are delivered)

- # of people referred to agency
- # of people enrolled in outreach services
- # of service connections:
 - Housing readiness
 - Vehicle assistance
 - Income/Employment assistance
 - Treatment and recovery services
 - Physical/Mental health treatment

Quality

(how well services are delivered)

- % of referrals engaged within 72 hours
- % of people meeting with agency at least once per month
- % of weekly outreach huddles attended

Impact

(what do these services achieve)

- # of outreach-led encampment resolutions
- % of people actively participating in outreach services
- % of people enrolled in shelter and permanent housing
- % of people enrolled in treatment or healthcare services



Questions