ORGANZING LANDLORDS

UTILIZING COMMUNITY ORGANIZING FRAMEWORKS AND TACTICS TO ENGAGE AND SUPPORT LANDLORDS THROUGH A HOUSING FIRST MODEL

Coalition On Housing and Homelessness in Ohio
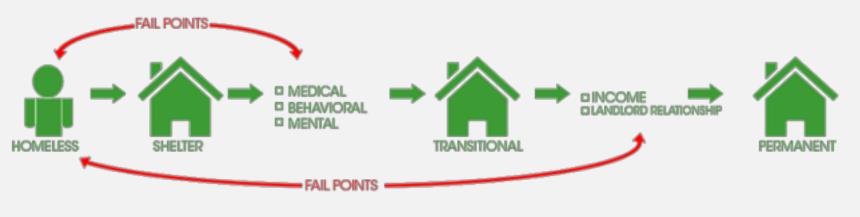
Annual Housing Conference

April 8th, 2019

WHAT LED TO THE CULMINATION OF THIS INFORMATION

DATA SHOWS THAT HOUSING FIRST WORKS

- "In Denver, **PSH saved $15,733 per year,** per person in public costs for shelter, criminal justice, health care, emergency room, and behavioral health costs. **The savings were enough to completely offset the cost of housing ($13,400) and still save taxpayers $2,373."**
- "One study found an average cost **savings** on emergency services of **$31,545** per person housed in a Housing First program over the course of two years. Another study showed that a Housing First program could cost up to $23,000 less per consumer per year than a shelter program."
- "A variety of studies have shown that between **75 percent and 91 percent** of households remain housed a year after being rapidly re-housed."

Snyder, K. (2015)
National Alliance to End Homelessness (2016)

HOUSING FIRST

TYPICAL "HOUSING READINESS"

FAIL POINTS

HOMELESS → SHELTER →
☐ MEDICAL
☐ BEHAVIORAL
☐ MENTAL
→ TRANSITIONAL →
☐ INCOME
☐ LANDLORD RELATIONSHIP
→ PERMANENT

FAIL POINTS

HOUSING FIRST

HOMELESS → PERMANENT →
☑ MEDICAL
☑ BEHAVIORAL
☑ MENTAL
☑ INCOME
☑ LANDLORD RELATIONSHIP
→ LIFE STABILITY

Intended to serve people experiencing homelessness with no preconditions such as employment, income, absence of criminal record, or sobriety.

"But, Housing First is simple. Nothing in any person's history or present precludes them from being able to be housed." Ben Cattell Noll

The Spotlight. (2017, Feb 27).

5 CORE PRINCIPLES OF HOUSING FIRST

- Immediate access to permanent housing with no housing readiness requirements

- Consumer Choice and Self-Determination

- Recovery Orientation

- Individualized and Client-Driven Supports

- **Social and Community Integration**

Canadian Observatory on Homeless. (N.d.) Solutions: Housing First. [Webpage]. Retrieved from https://www.homelesshub.ca/solutions/housing-accommodation-and-supports/housing-first

APPLICATION

- **Program : operationalized as a service delivery model or set of activities**

- Philosophy: a guiding principle of an organization

- Systems approach: when core principles are applied and infused throughout integrated system models and service delivery

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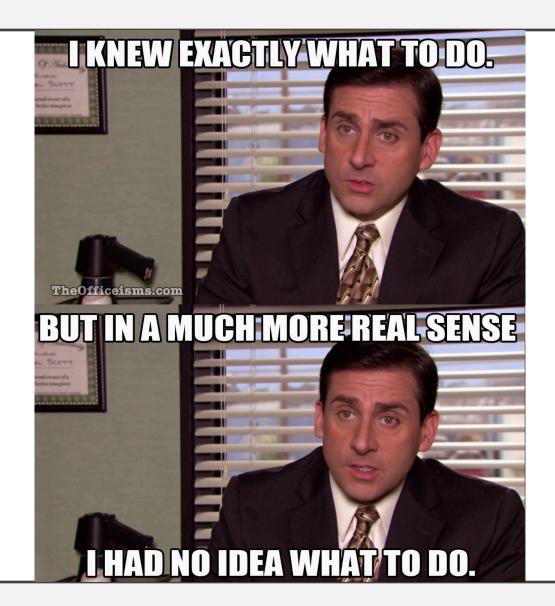
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OUR REALITY

THE ANSWER:
COMMUNITY ORGANIZING TO BUILD
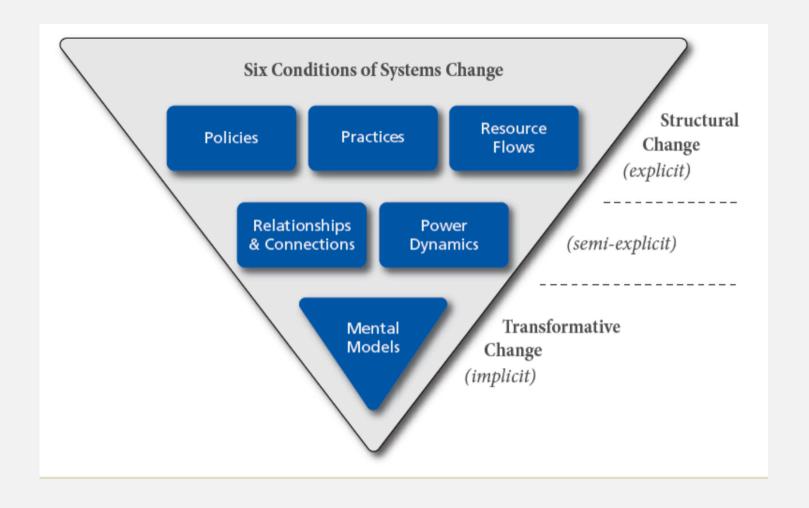LANDLORD TENANT RELATIONSHIPS

IMPORTANT POINTS

- Systems Theory plays a VITAL role
- Community Building Tactics and Frameworks can help you
- Building the Network is tedious but essential to support Housing First
- Every Community is Different: What works for me might not work for you

WHAT DOES A SOCIAL CHANGE PROCESS LOOK LIKE?

Six Conditions of Systems Change

Kania, J., Kramer, M, & Senge, M. (2018). *The water of system change.* Retrieved from https://www.fsg.org/publications/water_of_systems_change.

COMMUNITY BUILDING

- Bringing Together

- Solving Problems

- Collective Goals

- Building Institutions

- Building Leadership

- *Building Capacity*

STRATEGY

- Focus is on a single strategic outcome
- Motivational force
- Find the 'Point of Leverage'
- Measurable, Clear, and Visible Feedback
- Concrete Timeline

POWER

POWER MATRIX

Power Over

Power With

Power Within

Power To

Just Associates, 2006

CONFRONTATIONAL VS. COOPERATIVE

CONFRONTATIONAL APPROACHES

- ## Conflict Transformation

- Consciousness Raising

CONFLICT

- Really getting to the root of the conflict to decide how to tackle this

- Constructive Conflict

- 'From Conflict comes Resolution'

The Progression of Conflict and Social Change

	STATIC (low awareness of conflict)	**UNSTABLE** (high awareness of conflict)	**DYNAMIC** (low presence of conflict)
Unpeaceful Relations		**Peaceful Relations**	
Balanced Power		3. Negotiation	4. Sustainable Peace
Unbalanced Power	1. Education *Latent Conflict*	2. Confrontation *Overt Conflict*	

Adapted from Adam Curle, <u>Making Peace</u> (1971)

CONFRONTATIONAL APPROACHES

- Conflict Transformation

- Consciousness Raising

CONSCIOUSNESS RAISING

- Paolo Freire

- *Pedagogy of the Oppressed*

- Promotes horizontal relationships

- Focuses on dialogue to promote historical experiences in order to foster mutual learning

- Not a fixed curriculum

- Focus on self reflection and critical thinking : ability to think, act, and transform

LaBelle, T.J. (1987). From consciousness raising to popular education in Latin America and the Caribbean. *Comparative Education Review, 31, 201-217.*

ROOT CAUSE ANALYSIS

AND THEN I'M LIKE...

COOPERATIVE APPROACHES

- Design Thinking

- Consensus Organizing

- Appreciative Inquiry

- Community Network Organizing

- Asset Based Community Development

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DESIGN THINKING

CONSENSUS ORGANIZING

- Power Doesn't have to be redistributed to be grown

- Exposes Mutual Self-Interests

- It isn't the powerless confronting 'person in power'

- Community Action

- Individual Development

- Family and Community Stability
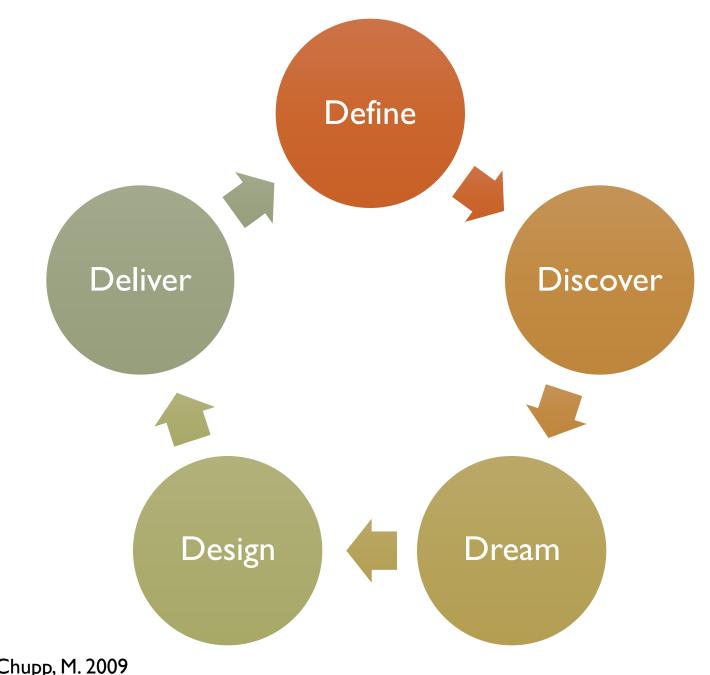
The Consensus Organzing Process; Ohmer & DeMasi, 2009

APPRECIATIVE INQUIRY

- Asset Based Approach
- Preserve the best of the past while envisioning and creating a positive future
- A positive change tool for organizations and community development
- 5 D's

"What we ask determines what we find.
What we find determines how we talk.
How we talk determines how we imagine together.
How we imagine together determines how we achieve."

Chupp, M. 2009

Define

Discover

Dream

Design

Deliver

COMMUNITY NETWORK ORGANIZING

5 KEY POINTS

- Create, protect, and preserve intentional community spaces to help weave community fabric

- 'Spaces that feed the aspirational energy of residents'

- Stewardship

- Flexible and adaptable

- Relationship-based approach

Trusted Space Partners, Bill Traynor and Frankie Blackburn

Tactics

- Network Centric Organizing
- The Market Place

Specific Examples
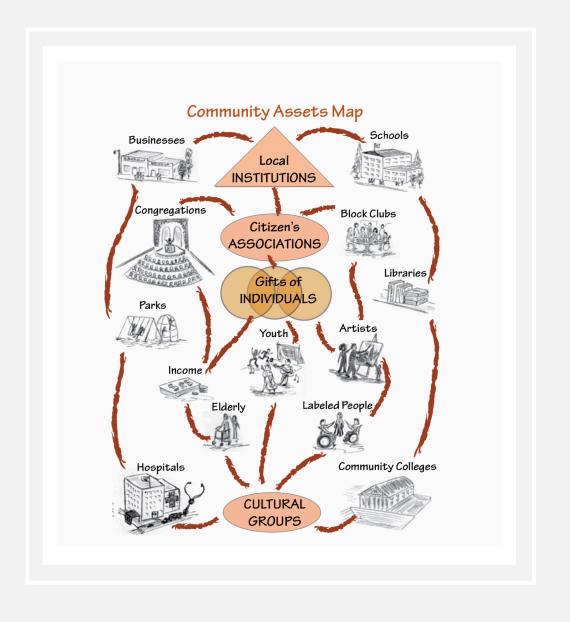
- Neighborhood Connections and Neighbor Up Nights.
- Organizers and Allies
- Block Clubs

ASSET BASED COMMUNITY DEVELOPMENT

BASIC STRATEGY

- Discover hidden assets
- Change from within
- The power of 'We'
- Space for all Voices
- Change the narrative to create shifts

Neighborhood Asset Mapping

Green, M., Moore, H. & O'Brien, J. (2006). *When people care enough to act: ABCD in action.* Toronto, ONT: Inclusion Press.

WHAT COULD THIS LEAD TO IN YOUR COMMUNITY?

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Angela Cecys

Master's Candidate

MSASS || May 2019

Case Western Reserve University

amc311@case.edu

http://linkedin.com/in/angela-cecys-975b4116a