


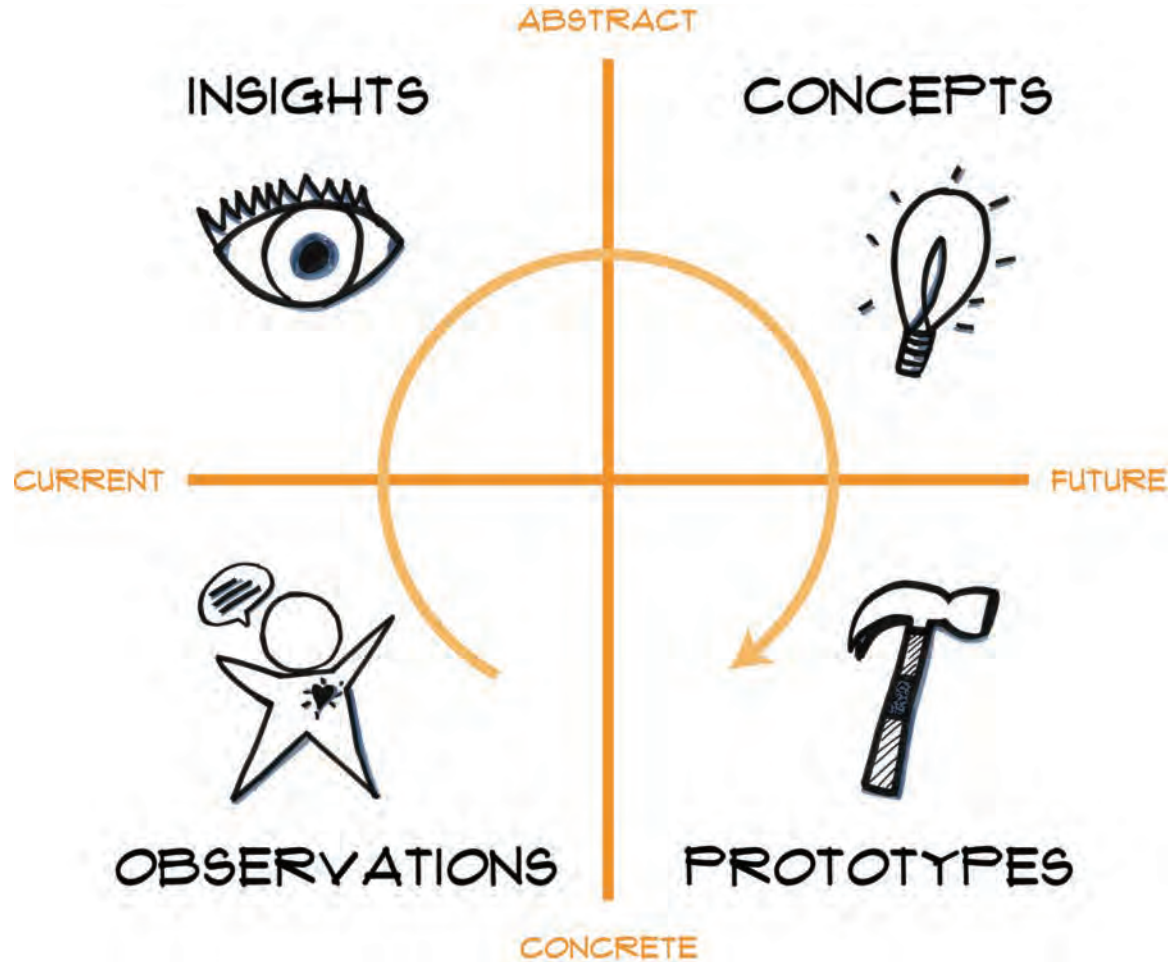
LifeMoves

Needfinding Research



agenda

- research methodology
 - research questions
 - meet the participants
 - analysis
 - opportunities
- 



BUSINESS THINKING

PROBLEM



SOLUTION



DESIGN THINKING

UNDERSTAND PROBLEM



SOLUTION



research questions

How should we design the new Connect experience to be most effective?

How should we structure the data collection?

What services should we provide to former residents?

We ALSO learned about a lot about how the LifeMoves program impacts people throughout ...



your job today

create...

How might we...?
questions

example

How might we help former residents get support for intrapersonal issues before they cause a problem?

too broad

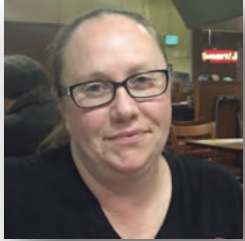
How might we help people after they leave LifeMoves succeed?

too narrow

How might we use texting to connect with clients after they leave LifeMoves?

meet the participants

Housed



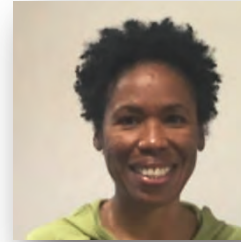
Kathryn
Redwood Family



Jeff
Haven House



Yvonne
Villa *(alt picture)*

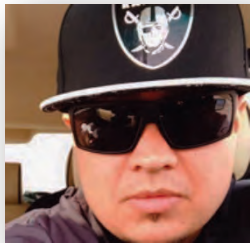


Amanda
Villa

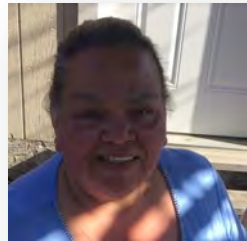


David
Montgomery Street

Unhoused



Daniel *(alt picture)*
Montgomery Street



Vicky
Maple Street



Danielle
First Step for Families



Judy
Maple Street



Doris
Maple Street

Staff



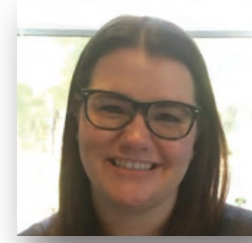
Bobby
Case Manager,
Maple Street



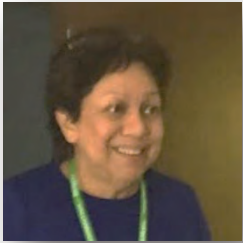
Daisy
Case Manager
Haven House



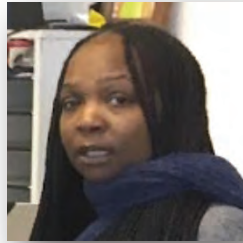
Justin
Case Manager (alt picture)
First Step for Families



Megan
Veterans Case Manager
Haven House



Doris
Desk Manager,
First Step for Families



Renea
Facilities Manager
Maple Street Inn



Patti
Shelter Director
Julian Street Inn



Mark
Sr. Director
LifeMoves

meet Kathryn

LifeMoves former client



- 3 kids ages 3, 5, 16
- Husband died on Christmas day 2012
- Just purchased a house in Manteca with help from her parents
- Lost housing when her parents decided to sell the condo they all lived and moved to Jamestown

“ *It's good. It's bad. It's hard. But it's good. It's a very, very good program.* ”

meet Danielle

LifeMoves current client



- 27 years old, 4 kids ages 1.5, 3, 8, 12 and one on the way
- 2nd husband – both are illegal immigrants
- 5th time in a shelter (starting at Age 17)
- Had a career in Claims at Walgreens
- Obese and was planning on lap band
- Most recently lost housing because her stepfather had a heart attack, but has a history of interpersonal issues

“

you can drive as fast as you want, no one will even care as long as you drive the speed limit.

meet Daisy

LifeMoves Staff



- Case manager at Haven House for a few months
- Before that was a Child Services Coordinator
- Very passionate about making sure that clients can help themselves
- At a loss about the housing situation for people with bad credit that can't be fixed.



I think a part of what they take with them is the structure that they get when they're here.

analysis



Autobiography in Five Short Chapters by Portia Nelson

Part I:

I walk down the street.

There is a deep hole in the sidewalk

I fall in.

I am lost...

I am hopeless.

It isn't my fault.

It takes forever to find a way out.



Part II:

I walk down the same street.
There is a deep hole in the sidewalk.
I pretend I don't see it.
I fall in again.
I can't believe I'm in the same place.
But it isn't my fault.
It still takes a long time to get out.



Part III:

I walk down the same street.

There is a deep hole in the sidewalk.

I see it is there.

I still fall in...it's a habit

My eyes are open; I know where I am;

It is my fault.

I get out immediately.



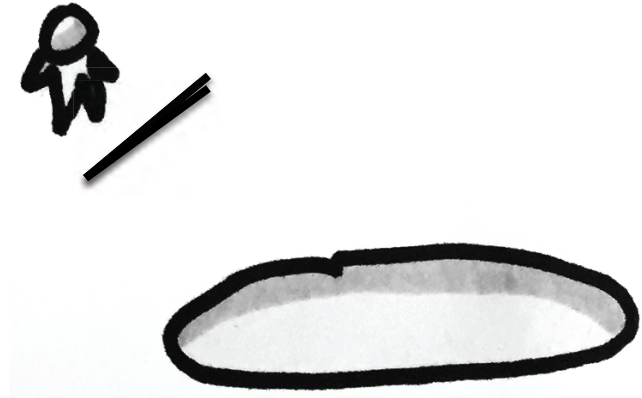
Part IV:

I walk down the same street.
There is a deep hole in the sidewalk.
I walk around it.



Part V:

I walk down another street.



A man wearing a green cap, a dark green vest over a white shirt, and brown gloves is using a shovel to dig a hole in the ground. He is standing on the edge of the hole, and a large pile of brown soil is visible to his left. The background shows a dirt path and some green grass. A dark horizontal bar is overlaid across the middle of the image, containing the text "digging the hole" in white.

digging the hole



some have a history of success

judy has an impressive resume

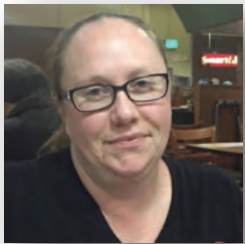




but problems begin developing



bad credit accumulates



“ My credit was really bad just from stupid, stupid things I did when I was younger. - Kathryn

drugs and prison interfere



“ I’m driving around trying to figure out how I’m going to get some more money for cocaine...They call me the smash and grab bandit. I specialized in subways.” - David

physical health issues start appearing



“ I can't bend over because of back pain”



“ I was almost 420 pounds, and now I'm 315.”



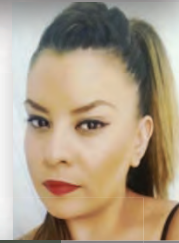
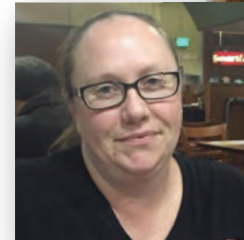
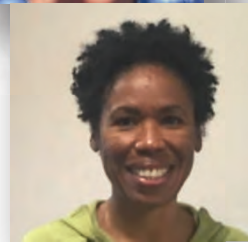
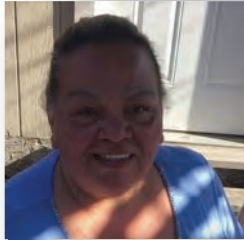
“ Then I found out I have diabetes.”

mental health issues strike

“ My companies are worth a lot of money. Pre-money, projected pre-money valuation is like \$500 million” – Judy



and **everyone** has interpersonal conflicts

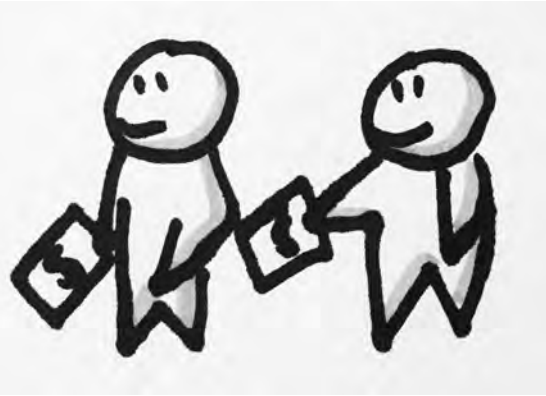


conflicts are persistent & damaging



“ My daughter’s like really irresponsible, and she’s always paying her rent late. I pay my share on time...And I was getting her at like, ‘I’m giving you the rent, like what are you doing?!’ I was getting pissed.” - Yvonne

amanda's story



Amanda was living with her daughter, both paying rent



One day, her daughter just walked out and didn't return



Amanda couldn't pay the rent, and was evicted

kathryn's story



Kathryn's parents wanted to sell the condo she was living in and move to Jamestown



She tried to find housing in time, but couldn't



Her parents sold anyway. Kathryn and her kids become homeless



conflicts lead to isolation

no support network

Interviewer: “Can you ever turn to [your family] for help?”



“No. I did my granddaughter one time, and she was just flat said no...we are a strange family, we have never been really close.” - Doris

childcare is difficult with no network

“



...I'm a father with full-blown PTSD. My son stays home with me -- you get aggravated. Beat him and take it out on him. You just walk away or medications or whatever. But I can't afford daycare right now, at all...so we're just waiting for preschool because that's free...my business is on hold...”



all these risk factors build up



clients can't fully assess the risk



eventually they fall into the hole

murky circumstances



Victoria was living in her apartment, and it became infested with roaches



She found lawyer to represent her, who told her stop paying the rent...but somehow she lost the case and had to pay even more.



Judge said she can stay, but a rent check she delivered as a cashier's check disappeared. She is not sure why...



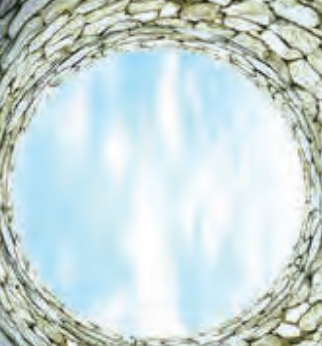
She was evicted, and totally confused



“

I'm at a loss, totally at a loss.”

loss of housing appears to come suddenly and unexpectedly



try staying in temporary housing





or a car...



eventually they can't stop the fall

Danielle's story

interpersonal issues



...My **aunt** was kind of mean.

...We were just like, "Yeah, **this guy's a creep** . We're leaving."
I know I shouldn't have done that...

...And then I **got tired of living with them** , so I got myself back onto the program...

...then I **got tired of living with her** , so I took my son and my daughter back to Vermont...

...My **sister** , who also lives with us with her husband, they **didn't pay rent** , ever. I was getting food stamps and they were eating Cheesecake Factory, so go figure...

...I **didn't get along with his sister** so I left...



bad credit, husband is illegal, 4+ kids, health issues



“ [My sister] opened a credit card in my name when I was 18, maxed it out, and now I owe over \$10,000.”

another version of the events



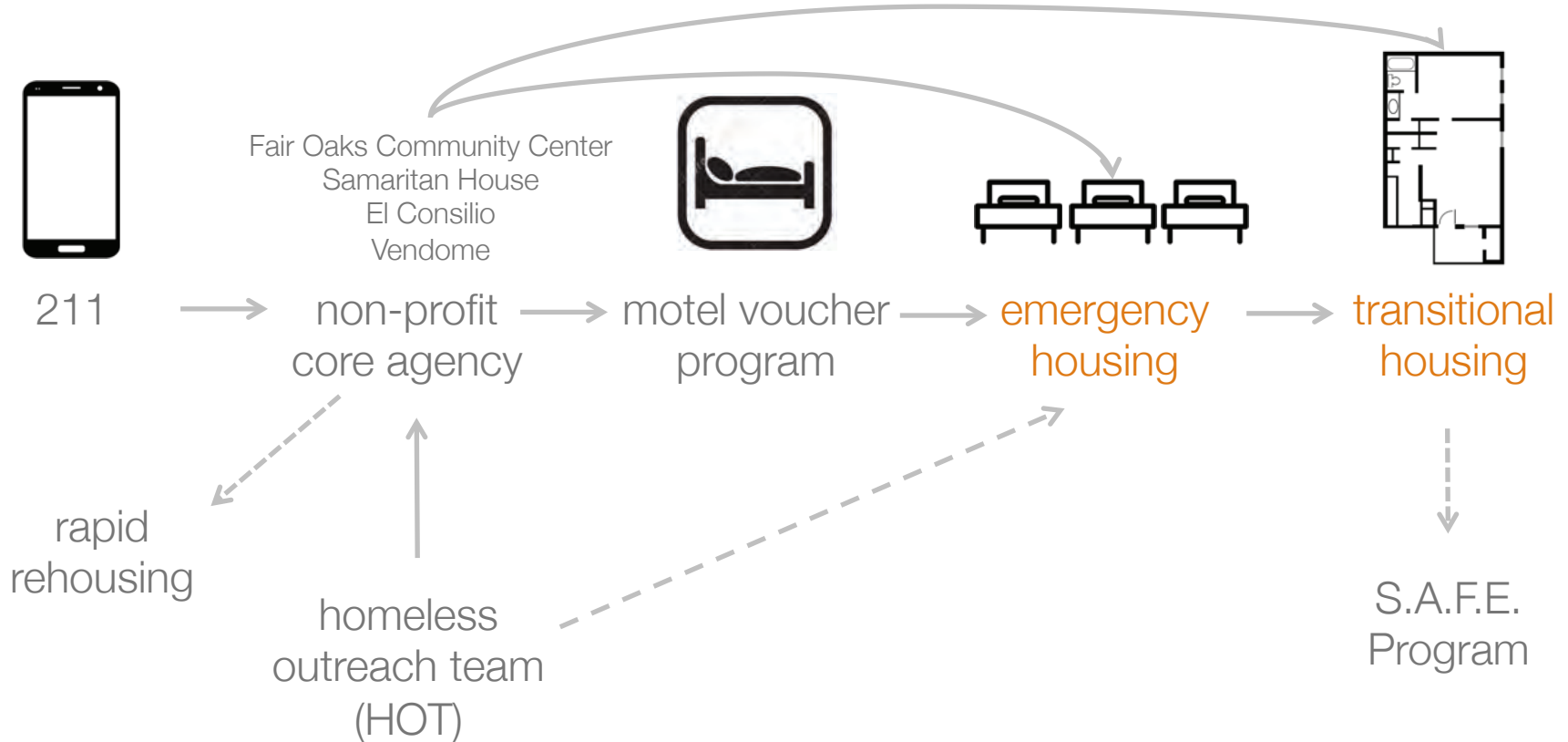
“ I was homeless one time because my son’s dad got arrested and deported, and he was the one paying the rent. I was homeless another time because my grandma had a stroke, and I couldn’t pay the rent...I was homeless another time because of remodeling...we were homeless another time because my brother’s stupid fireworks crap. And then, my stepdad had a heart attack. **So, it’s all these stupid reasons.**”

LifeMoves

It's your life. It's your move.



entry process



C  MPASSION



“We are not long term” - Bobby

lifemoves goals for clients



“ the objective of the program is for them to be moving towards having some financial stability and being able to have housing. - Bobby



employment

actively look for a job



housing

actively look for housing



benefits

sign up for benefits



financial stability

save 50%



medical/mental health

follow a plan



structure

follow rules and do chores

case managers = centerpiece



specific structured entry process



Maple Street Orientation Policy

The Orientation policy has been developed to ensure you are fully invested in your success at InVision Shelter Network housing programs. The Orientation period is designed to be a "trial period" where you are allowed to demonstrate your commitment to program guidelines by completing basic tasks and fulfilling requirements of the program.

During program orientation adult participants must complete the following tasks.

1. Submit proof of negative TB test to Case Manager
2. Submit copy of ID to case manager
3. Submit proof of all income to Case Manager
4. Apply for all benefits as agreed upon in Housing Plan
5. Submit a professional resume (if able to work) and filled out Master Job Application
6. Attend a minimum of three "face to face" job contacts per week (if not working full time)
7. Complete all chores and get signed off for 7 consecutive days
8. Pass bed checks for 7 consecutive days
9. Attend all mandatory workshops
10. Meet with Case Manager Group with El Centro on Monday at 2PM, (and outside Support Service Provider if applicable)
11. Sign in/out daily and comply with curfew
12. Maintain adequate, daily personal hygiene
13. Follow all program guidelines and demonstrate a positive attitude by treating all residents, staff and visitors with respect and refraining from using profanity
14. Come up with a Day Plan to be offline for at least 6 hours a day Monday - Friday.

During the Orientation period, participants will:

1. Comply with curfew every night
2. Check mailbox on a daily basis

Upon successful completion of the Orientation period clients will graduate to Maple Street Emergency program. Participants who do not complete the required tasks after twenty-one (21) days will be asked to leave.

Once allowed into the program, participants will

1. Be given one "evening meeting pass" marked with their name that they may turn in to their case manager to miss one evening meeting at their discretion.
2. Any client who completes orientation in 14 days or less will be given a \$5.00 gift card and a one time only extended curfew pass until midnight for any day Sunday - Thursday

Program participants must continue to follow program guidelines and make progress toward goals in their case plan to remain in the program.

1. Go through intake
2. Learn the rules
3. Get a tour
4. Meet with your case manager for more intake questions
5. Follow steps on the list



lots of varieties of welcome kits



employment

Tips, jobs grid



housing

Craigslist, workshops, housing grid, landlord packet, advocacy



benefits

Information about benefits



financial stability

Credit workshops, counseling, legal night



med/mental health

12 step, partners, PhD interns



structure

Task list, planning, rules follow-up



“ This is not just a place to sleep, you need to work the program.” - Justin



“ You can't do the work for them because you're just setting them up for failure. - Daisy



“

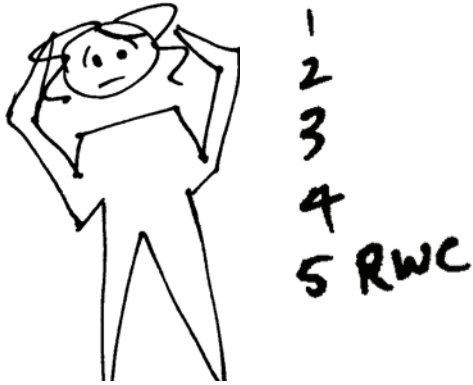
It's just being on top of it...getting all your weekly tasks done, following the program guidelines and rules and how dedicated they are to their mental health.

- Daisy



**SAFETY
FIRST**

really helpful for some



Kathryn learned in a workshop how incredibly expensive the Redwood City housing market is.

"I was like, 'Holy crap, that's crazy!'"

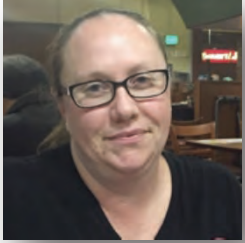


The program required Kathryn to give them 50% of her income for savings. That was a big help for her.



They explained she needed to pay off her credit cards and debt collections. Once she did, she could qualify for an FHA loan.

"I have never, ever qualified before in my life."



“ The program teaches you to be independent, forces you to become responsible.”

another perspective





“




You come in here and you're staying here but you got to figure it all out...

They're just giving you somewhere to sleep.” - Yvonne

feels like prison



A photograph of a man with curly hair and a mustache, wearing a light-colored suit jacket, a blue shirt, and a dark tie. He is looking down and adjusting his tie. To his right, a young boy with short brown hair, wearing a light-colored shirt and a dark tie, is looking towards the camera with a serious expression. The background is plain white.

“ What the hell? I'm not a convict.
I'm not a druggie. I'm not
whatever.” - Kathryn

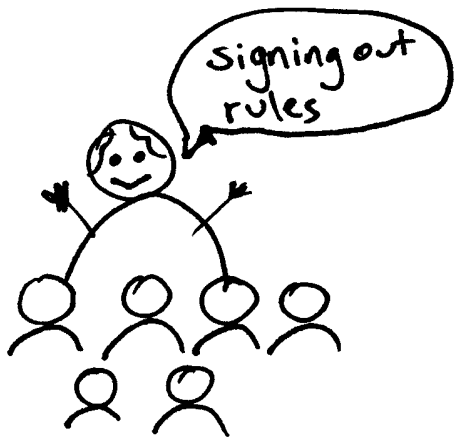
too one size fits all

time constraints from work

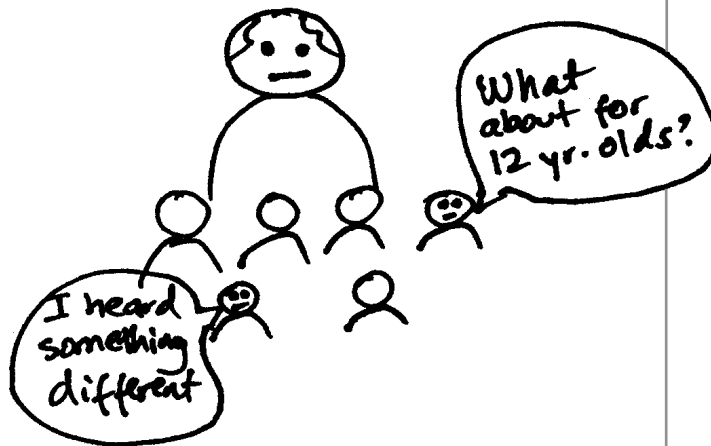


- Vicky can't babysit from 7-12am without permission
- Chores don't work with Yvonne's graveyard shift
- Kathryn's case manager could only meet during her work hours

murkiness around rule comprehension



Marquesa, a First Step Staff member, announced some rules about signing out at the house meeting.



Two people said they'd heard something different from a previous employee.

One person asked about signing out 12-year-olds.

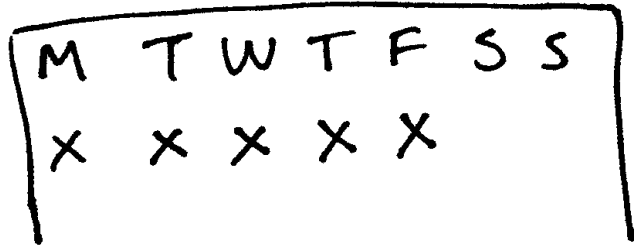
Another person provided their own interpretation.



Marquesa explained the actual policy again.

Some people in the room still looked intent on following the old rules.

people who don't follow rules asked to leave



Carlos hasn't been there for 5 nights, should be asked to leave



But he and his wife have a new baby ... so it's hard to decide what is the right thing to do.



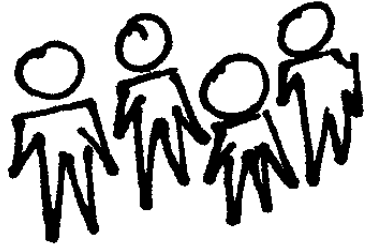
DEPARTMENT OF
VETERANS AFFAIRS

vets have different rules

HAVE BORNE THE BATTLE AND
FOR HIS WIDOW, AND HIS ORPHAN

vets don't want to follow the program

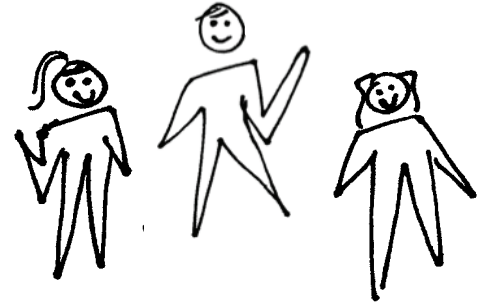
VA Meeting



Megan mentioned that some Vets seem to just passively wait around for the next help from the VA.

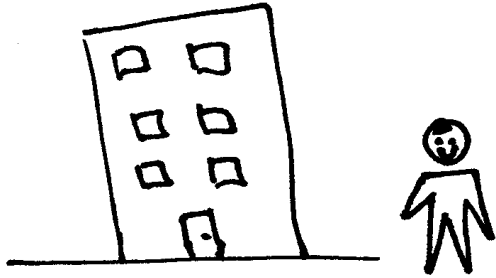


Clients often use their diagnosis to skip out of meetings.

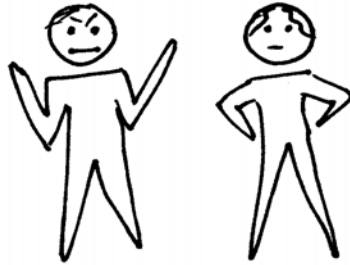


She might see them hanging out with friends during the meeting.

vets don't do as well



One vet found housing through the VA.



He got in an argument with the landlord and lost his housing.



He's now in First Step.

a program
that helps



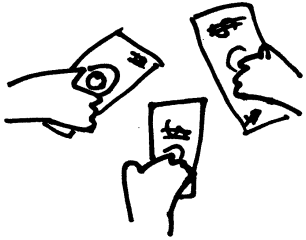
a barren
place to
sleep

danielle plays both sides

Danielle says she's fine with the rules...



"It's like you're paying rent by doing the rules. How hard is that?"



"Maybe people should even pay towards the bills. It would make them more responsible."

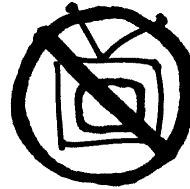
But when it comes to day-to-day reality...



"You have to share a bathroom, that's just like jail."



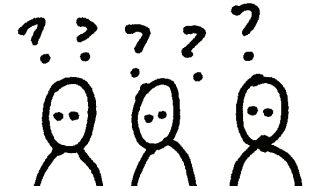
"If you guys could stop giving us gruel, that would be great"



"They don't let you have a TV in your room!"



"The more you talk to the workers, the more work they give you. So I try not to talk to them."



"The workers here do not know any resources... There's so many things that caseworkers can do, it's just that they don't have the time."

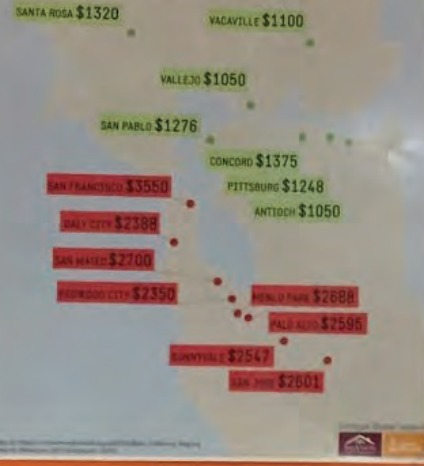


challenges
to success

systemic issues

CONSIDERING A MOVE OUT OF SILICON VALLEY/THE PENINSULA?

1-bedroom apartment rents in the Bay Area



CONSIDERING A MOVE OUT OF THE BAY AREA?

1-bedroom apartment rents in California counties



CONSIDERING A MOVE OUT OF STATE?

1-bedroom apartment rents across the United States

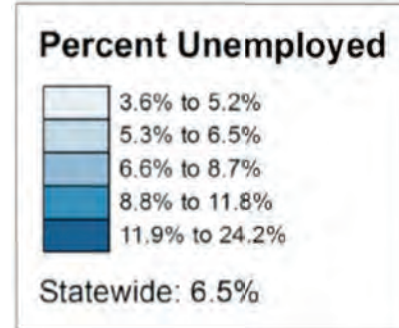


housing prices in the Bay Area are ridiculous

7/10 interviewees employed



“ We all have money.
Money isn’t the problem”
- Danielle



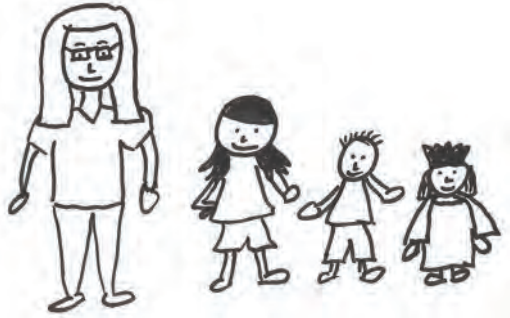


retail/service/admin jobs:
\$1,000-2,800/month

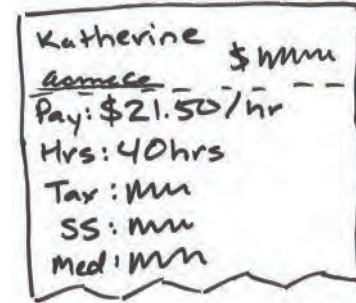
yvonne works 2 jobs (\$2,500/mo)



kathryn's story



Kathryn has 3 kids.



She makes \$21.50/hr.



She thinks she can't stay in a one bedroom apartment.



She applied and applied and applied for apartments.



2 + 2 = 5?



“...if you're pushing me to do retail...how is my housing and my income going to balance out.” - Amanda

					HIP Housing 650-348-6660 (303)		
<input type="checkbox"/>	Larkspur Dr.	San Mateo CA 94401	\$900 (\$900)	1/1.0	(Shared Housing/Room to Rent) HIP Housing 650-348-6660 (303)	11/12/15	Map
<input type="checkbox"/>	Rotary Plaza, Inc. 433 Alida Way <u>Must be 62 Years of Age or Older</u>	South San Francisco CA 94080	\$900 (\$900)	1/1.0	(Apartments) Rotary Plaza, Inc. 650-871-5323	Waiting List	Map
<input type="checkbox"/>	Southhill Blvd.	Daly City CA 94014	\$850 (\$850)	1/1.0	(Shared Housing/Room to Rent) HIP Housing 650-348-6660 (303)	03/08/16	Map
<input type="checkbox"/>	Longview Dr.	Daly City CA 94015	\$850 (\$850)	1/1.0	(Shared Housing/Room to Rent) HIP Housing 650-348-6660 (303)	11/02/15	Map
<input type="checkbox"/>	Inverness	Pacifica CA 94044	\$850 (\$550)	1/1.0	(Shared Housing/Room to Rent) HIP Housing 650-348-6660 (303)	10/16/15	Map
<input type="checkbox"/>	Lesley Terrace 2400 Carlmont Dr. <u>Waiting List Closed/Senior Housing</u>	Belmont CA 94002	\$808 (\$808)	1/1.0	(Apartments) Galyln Evans 650-726-2741	Waiting List	Map
<input type="checkbox"/>	Rio Vista Dr.	Pacifica CA 94044	\$800 (\$400)	1/1.0	(Shared Housing/Room to Rent) HIP Housing 650-348-6660 (303)	03/17/16	Map
<input type="checkbox"/>	Gordon St.	Redwood City CA 94061	\$800 (\$200)	1/1.0	(Shared Housing/Room to Rent) HIP Housing 650-348-6660 (303)	11/02/15	Map
<input type="checkbox"/>	N. Claremont St.	San Mateo CA 94401	\$800 (\$800)	1/1.0	(Shared Housing/Room to Rent) HIP Housing 650-348-6660 (303)	02/22/16	Map
<input type="checkbox"/>	Rotary Plaza, Inc. 433 Alida Way <u>Must be 62 Years of Age or Older</u>	South San Francisco CA 94080	\$736 - \$782 Income Based [] See Qualifications (\$736 - \$782)	0/1.0	(Apartments) Rotary Plaza, Inc. 650-871-5323	Waiting List	Map
<input type="checkbox"/>	Continental Way	Belmont CA 94002	\$750 (\$250)	1/1.0	(Shared Housing/Room to Rent) HIP Housing 650-348-6660 (303)	11/02/15	Map
<input type="checkbox"/>	Rio Vista Dr.	Pacifica	\$750	1/1.0	(Shared Housing/Room to Rent)	11/01/15	Map



“

...you're required to do a housing search log, and I think that required 35 places that you check online. Now, they didn't expect us to actually call these people, because they know we don't have any money.” - David



1-2 year waitlist for subsidized housing



2% vacancy: who accepts Section 8?

hard for case managers too



“

In one case I felt really bad for my one client with the three kids, because she was doing everything...I do have a friend who owns property, so I reached out to her to see if she had units available and she only had a one-bedroom available. So, couldn't give her that lead...- Daisy

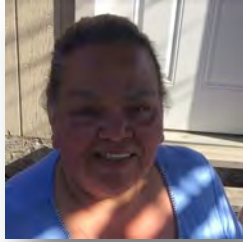
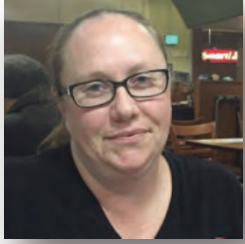
no way to increase income



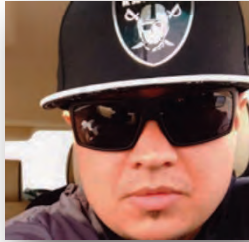
“

...it's really hard for me to provide four financial resources a month. How many times can I save with them? How many times can I budget with them? - Megan

everyone asked about job training



Vicky doesn't know how to use a computer or cash register.



people want to succeed



Doris can't find a job in her field of Collections because she doesn't know Excel. Maple St. didn't like her going to adult school.



Daniel is going to school to be a drug counselor. He really wants more education.




Yvonne desperately wants to change jobs. She is not sure how to move to something better.

FEBRUARY 2016

Resume assistance

*All workshops and meetings are subject to change. Let's mandatory for emergency staff. Traditional families. If more are listed at same time one must be selected.
 Orientation in English & Orientation in English. If you are not sure how to use the calendar, please contact the staff who have attended this workshop.
 *Please call for further info: Donna Krause

Day	Event	Time	Event	Time	Event	Time							
1	None to Patients (men only)	6-7pm (James)	House Meeting	8-8:15pm	Dental Van 8am-5pm Orientation in English 10-10:30pm *Maintaining Permanent Housing 6-7pm (Ray)	Parenting Workshop How Trauma Affects Child Development By CM Invalator 6-7pm Legal Night 8-11pm cancelled	TB Reading 4pm	Orientation in English 10-10:30pm					
2	Breakfast Open Door Church 9-9:15-10:30pm Resume Writing 1pm-4pm		*San Mateo Health Plan 6-7pm	Valentine's Day Dinner 6-7pm	Dental Van 8am-5pm Orientation in English 10-10:30pm TB testing 4pm	*Donna Krause 6-7pm	TB Reading 4pm	Orientation in English 10-10:30pm Sal Baba Brunch 11-12pm					
14	Resume Writing 1pm-4pm <i>Happy Valentine's Day</i>	12	Holiday Presidents Day 	16	*House Meeting 6-7pm	17	Dental Van 8am-5pm Orientation in English 10-10:30pm TB testing 4pm cancelled *Maintaining Permanent Housing 6-7pm (Ray)	18	*Parenting Workshop How Trauma Affects Child Development By CM Invalator 6-7pm	19	TB Reading 4pm Cancelled due to no notice avail	20	Orientation in English 10-10:30pm
21	Resume Writing 1pm-4pm	22	Less Stress 6-7pm	23	*House Meeting 6-7pm	24	Dental Van 8am-5pm Orientation in English 10-10:30pm TB testing 4pm Less Stress	25	*Donna Krause 6-7pm	26	TB Reading 4pm	27	Orientation in English 10-10:30pm
28	Resume Writing 1pm-4pm	29 (Leap year)	LW Childhood										

EMPLOYMENT C

WALNUT CREEK
 NIGHT ATTENDANT
 PROJECT MANAGER
 SECURITY OFFICER
 ART ASSISTANT SAN FRANCISCO

LIST HOUSEPERSON |
 LIST SERVER ASSISTANT
 LIST STEWARD/DISH
 LIST BAR ATTENDANT
 SERVER | In-Room Dining
 *ATTENTION COOK (DINING ROOM)
 NIGHT ASSISTANT SAN FRANCISCO

BAR ATTENDANT | Evening
 ARTENDER | OneUP
 NIGHT ATTENDANT
 NIGHT SERVER ASSISTANT
 HOUSEPERSON | Evening
 RECEIVING CLERK | JH

Life Moves has obstacles to job training

A large, dark, jagged rock is positioned in the foreground, partially blocking a paved road. The road has double yellow lines and is surrounded by lush green trees and foliage. The scene is set in a wooded area, and the overall atmosphere is one of a significant obstacle in the path of travel.

1. Not a core strength
2. Stay too short a stay
3. People drop out when have work opportunity

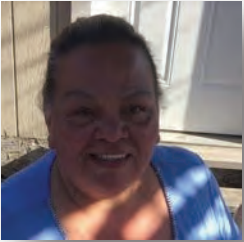


solar panel installation training failed



moving looks
like an answer!

structural issues prevalent here too



- Vicky can't pay for move to Arizona

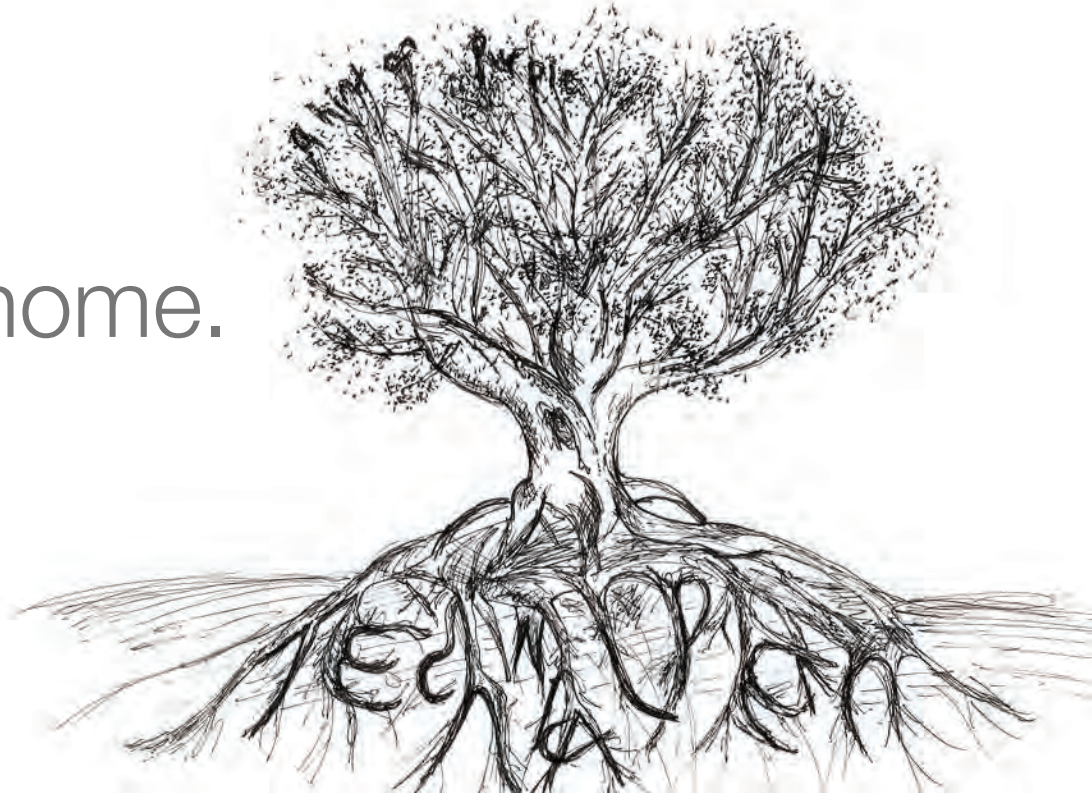


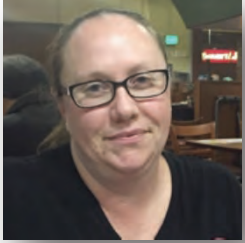
- Doris can't find job in Sacramento
- People with kids and a job can't figure out when to drive to Stockton during the week

Roots are here for 30 years



“ This is home.





“ I can't just pick up three kids without having a job - permanent housing - and just be like, "Okay kids, we are out of here." It's like, "Hello, I'm in a shelter. Obviously I can't support myself. So, why do you think I have the means to get up and then go cross-state? " – Kathryn

same initial issues
still wreaking havoc

can't overcome credit (esp. illegal)



“

...a lot of what I'm seeing is either no credit or really bad credit...How can I help someone with really bad credit get a place where there's so many people applying to this place with better credit than you have?





kids

No one wanted to rent a room to Yvonne and her teenage son

Danielle worries about renting a room in a house with five kids

Need 2 people to get a house



- Yvonne: with 1 income my hands are tied

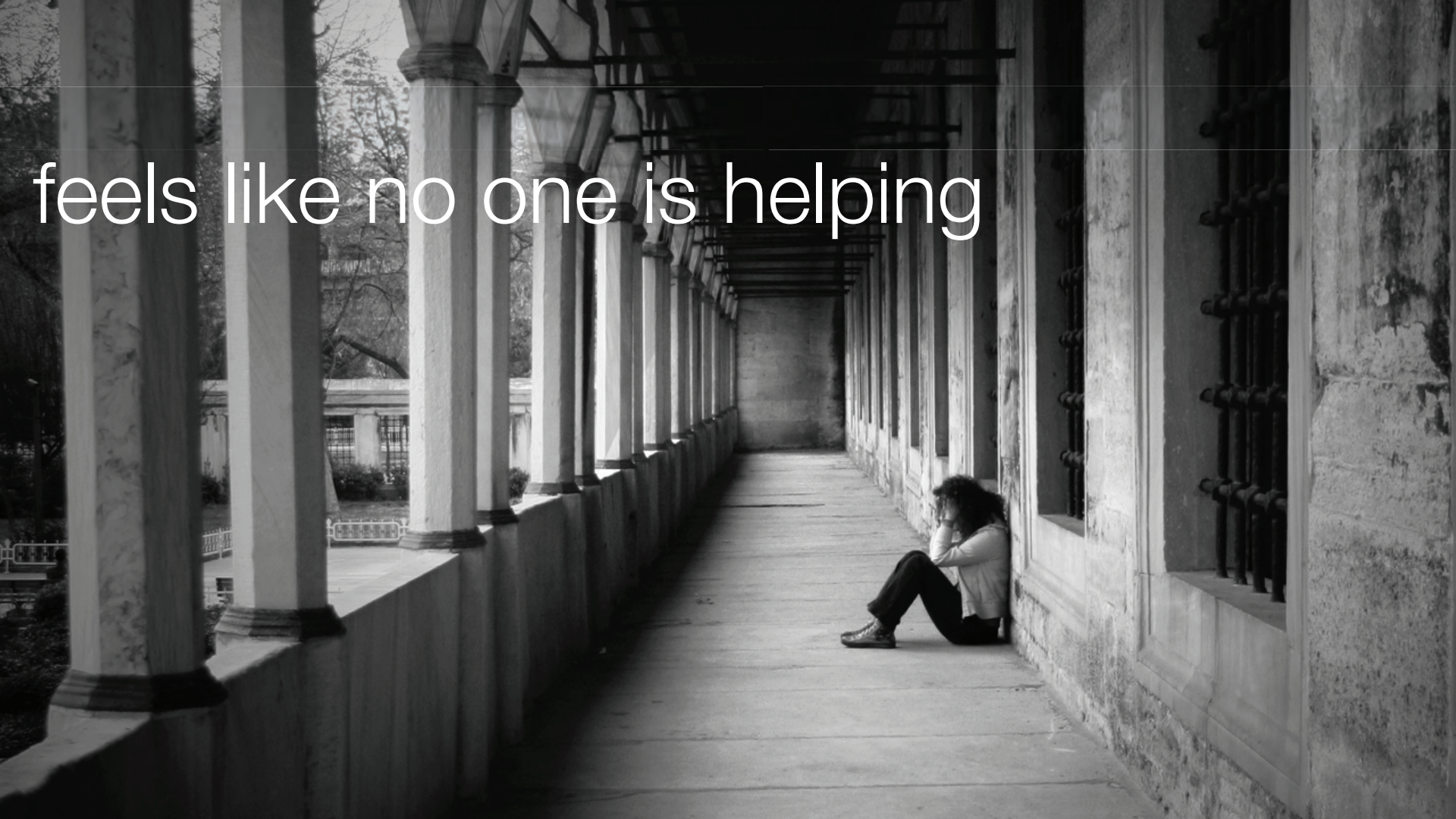


- Danielle lost stepdad's income from a heart attack



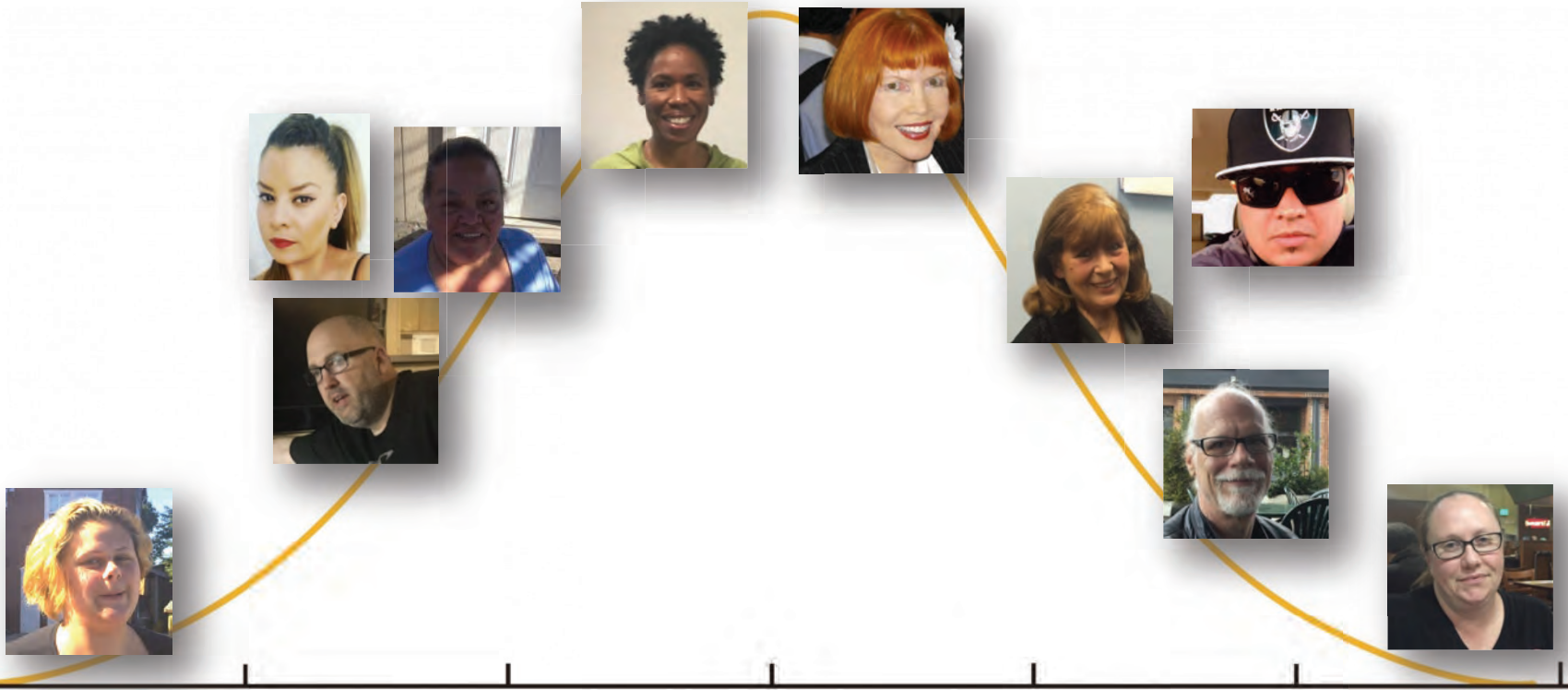
- Vicky just broke up with her boyfriend & daughter in TJ

feels like no one is helping



personal life history
preventing success

bell curve of responsibility - Patti



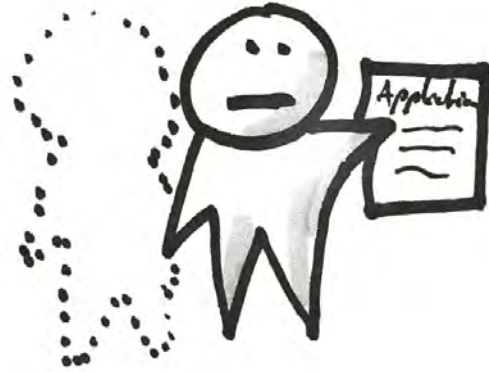
"You owe me this. You need to figure this out for me."

"I don't know what happened, but I really want to take charge of this and get myself out of here."

need another person to get apartment



Eviction from her last apartment has ruined her credit



Trying to apply for apartments under daughter's name, but daughter is in Tijuana



Now she's stuck

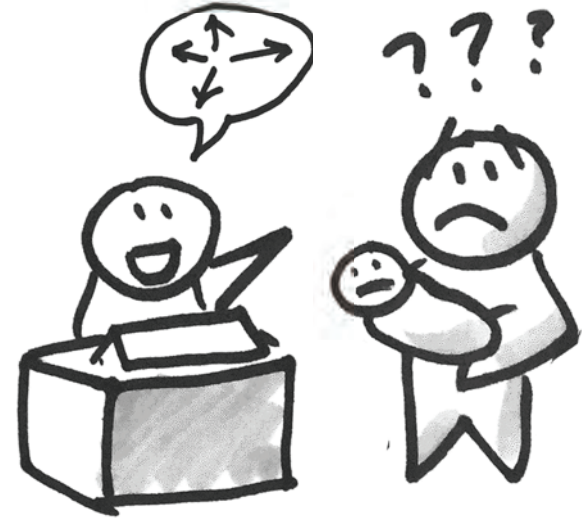
some struggle with planning



Client had an important appointment in 3 hours, and with 3 kids, couldn't figure out how to keep it



Daisy helped her brainstorm childcare ideas

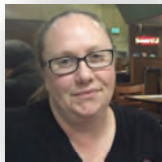


As client was leaving, Daisy asked where the appointment was located. Client had no idea

struggle with getting right information



- Doris not sure where to apply for vouchers



- Kathryn didn't realize you could get pans



- Judy can't process factual information
- No one heard of groups like Freecycle

A close-up photograph of a person's hand holding a gold-colored fountain pen, writing in an open notebook. The notebook is resting on a wooden desk. The background is blurred, showing a person wearing a dark blue shirt. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text "didn't see anyone taking notes" in white, lowercase, sans-serif font.

didn't see anyone taking notes

critical math problems



- David thinks he is going to make \$25/hr at Postmates
- Kathryn thought her house would be \$1660/month but it is actually \$1842

dealing with trauma



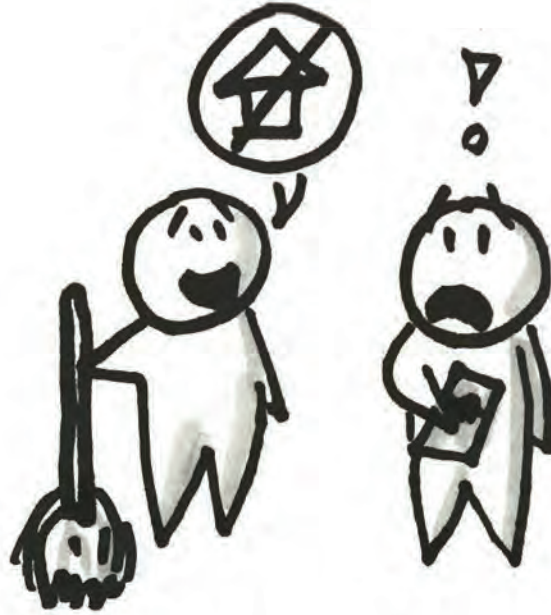
“

I came into homelessness, having my own place and living like you're living right now. ...but it's a whole other world. It's deep...I really don't know if the agency as a whole...do you know the different emotional dynamics that take place with a person coming into homelessness?” - Amanda

can't share problems with others



Vicky has been a housecleaner for many years



She shared that she was homeless with one client, who then made a comment about being concerned she'd steal something



Now that word has gotten around that she's homeless, all her friends have stopped calling her

unexpected events wreak havoc



Jeff took a job at a restaurant because he has a cooking degree

2 weeks later...



After 2 weeks, a previous employee returned so he lost the job

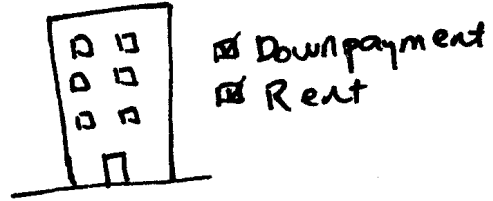


He became very depressed and started smoking out again

even on the cusp of success...



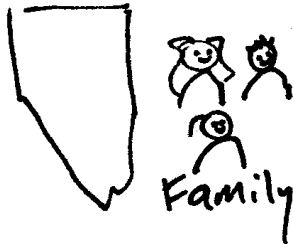
Justin has vet client with a history of "self sabotage" and PTSD



Client has family in another state



Found a job out of state



Made down payment on apartment and got support for first month's rent



But for some reason...still has not left yet...

some give up



“

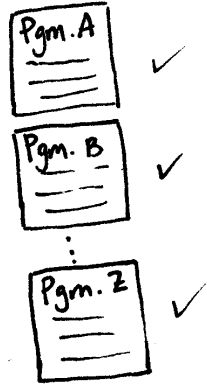
Some clients say: ‘You know what? I'm in debt. I'm going to forget about it.’ - Megan



“

I'm over it...I'm at the point where I'm like, ‘I don't even try anymore.’ - Danielle

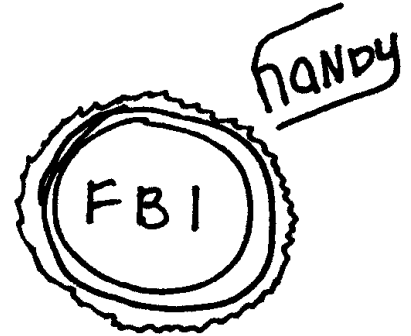
but Danielle IS very capable



“I know every program there is, every freaking program for whatever you need”



Bought a mop to deal with not wanting to clean upstairs



Applied for job at Handy and did a background check



“

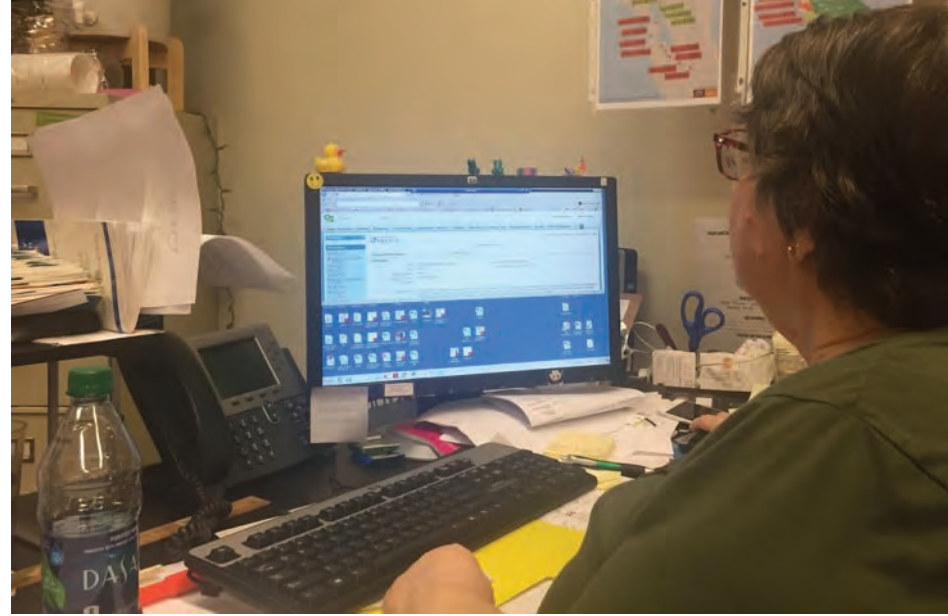
You went to college, but I made a transition and you didn't, so...” - Danielle

what does lead to success?

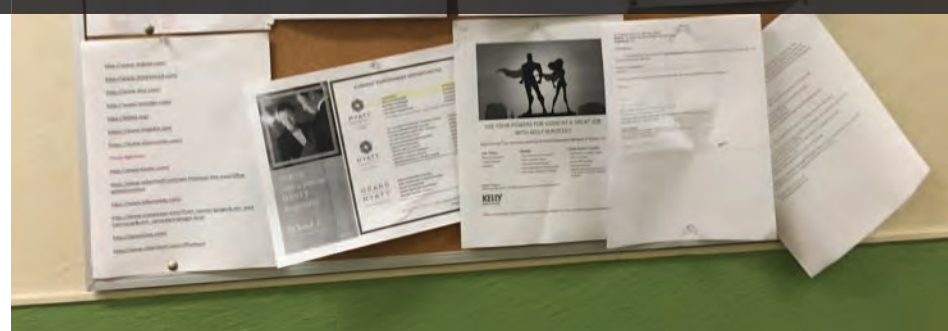
new beginnings







“ just an atmosphere of survival...get any job.”



driven by family



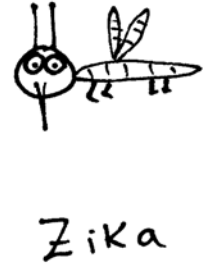
5 have kids with others



Danielle had to leave 2 little kids in Guatemala w/ family



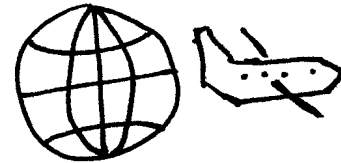
Her pregnancy is high risk



Guatemala has Zika



Danielle got money from cousin's boyfriend to fly to get kids back (and tried a Gofundme campaign)



She looked online and made a plan for how to save money with hostels



yvonne just wants to be normal



all women had nice nails

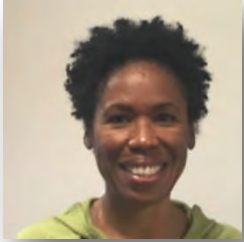
religion provides motivation



“

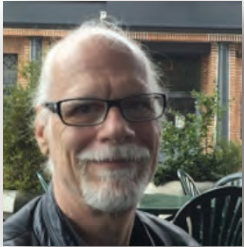
Through conversations, just by being out there in the universe...I'm learning that 'Hey, you can stay here. You can go there...'. So I sacrificed because it was something that I felt like I was supposed to do.” - Amanda

religion provides community



“

We've become very good friends with this church group ... they came to teach us how to get on LinkedIn, and now they teach more career type...” - Amanda



“

I'm pretty sure there's going to be somebody from my church that needs a room to rent, and everybody at my church knows my background.” - David

some on “Benefits Track”

Social Security Benefits Application Form

Expenses		Other
\$	2,564.00	
\$	1,556.00	
\$	2,564.00	
\$		

Total
Income
Expenses
Income

Income
Income
Medical
Household
Stocks and
Other
Total income

The information given in this application form is true and correct to the best of my/our knowledge and credit responsibility. You are authorized to obtain and use the information on each such resource to which you may apply for benefits from

response to direct enquiry, appropriate, and I



networking/personal connections
was biggest marker of success

how did people find long-term housing?

relationships

low income
housing

agency
referral

driving
around

Amanda



Daniel



Katherine



Jeff



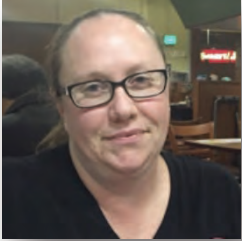
Judy



Yvonne



networking for short term housing

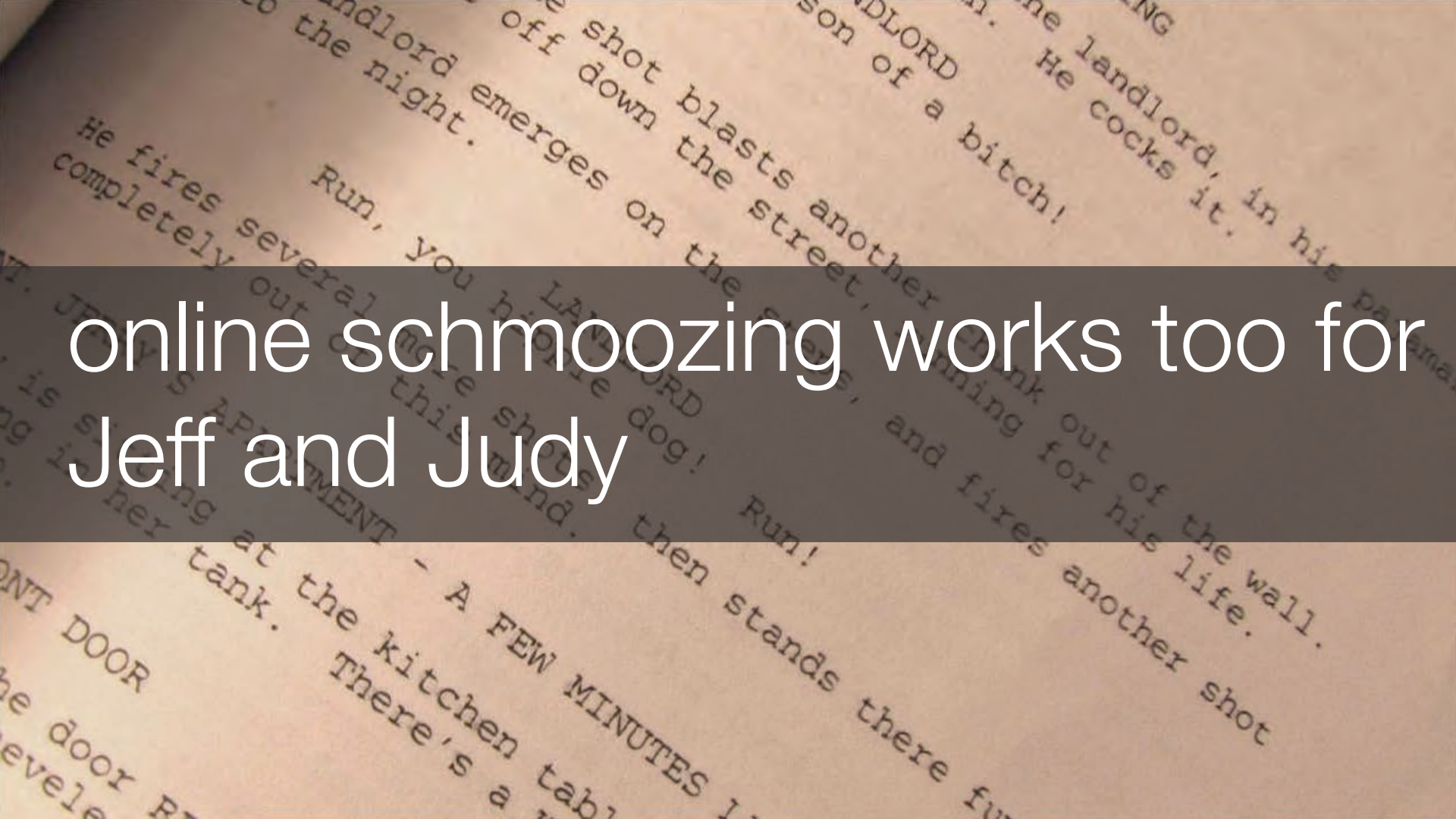


- Kathryn is very close with late husband's family



- Vicky stayed 1 week at a friend's house; her customer told her about LifeMoves

online schmoozing works too for Jeff and Judy



people talked about shelter friends



people loved sharing what they know



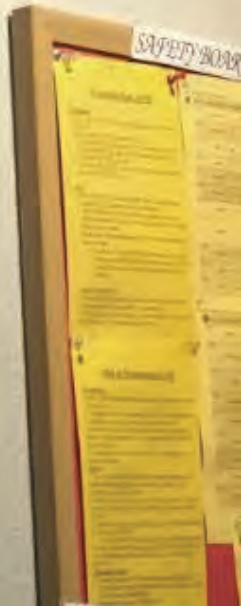
in the house meeting



in our interviews

sharing seemed limited at shelters

EMPLOYER	POSITION	LOCATION	HOW TO APPLY
rise Senior Living	Care manager	Palo Alto	
Poke Bowl	various positions	daly city	call/text cyrus @ (415) 444-6408
Mid-Peninsula Animal Hospital	veterinary receptionist	Menlo Park	Email resume
MOBowl	Shift Managers	South San Francisco	Email resume @ 75409-542257874@ job.craigslist.org
TasteVIN	prep/line cooks	San Carlos	Email resume
Honor	Caregivers	various locations	online @ www.jan-honor.com/care_pro
Target	various positions	Mountain View	online @ target.com/careers
Golf Course	various positions	Burlingame	email resume



when it happens it works!

Interviewer: Do people collaborate at all?

“



I haven't had too many of my clients do that. Actually, YES. one of my clients moved into permanent housing in Redwood City, and she's undocumented. They found a landlord that was willing to rent without checking your credit. Then she passed it to another client who had bad credit and then another client who had bad credit. I made the connection with the residential manager. So, now we work together and I refer her clients.

options for interpersonal help?



“

Nothing I can do about client's relationships with landlord or family. I'm not a therapist.” - Justin

let's check in on Kathryn and
Danielle...

A photograph of a single-story house with a dark roof and light-colored siding. The house features a large white garage door with decorative panels and a central front door with a screen door. A utility pole stands in the front yard, and a red car is partially visible on the right. A semi-transparent dark grey banner is overlaid across the middle of the image, containing a quote in white text.

“ It’s a whole new beginning for me and my little ones. - Kathryn



vermont or hayward?



leaving LifeMoves...

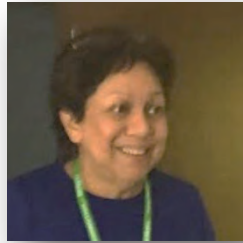
exit process is inconsistent



some clients receive lots of help



“



We take the family to the pantry and get whatever they need, and we give extra diapers and wipes. Friday I had a family so she told me, “I don’t have anything Doris.” I said “Don’t worry about it. You’re going to have everything you need.” - Doris

others are just shown the door



“ Well, we talk to them. We get the address of where they're going. We get them to sign out, they get their savings money...and they're ready to go. Then they're no longer my client.” - Bobby



contacting clients after they leave is
also inconsistent

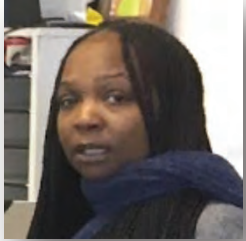
most staff members have no idea what happens to clients afterwards



A close-up photograph of a person's hand, adorned with several silver bracelets, drawing a circle in the sand. The hand is positioned at the top left, with the index finger touching the sand to form the curve of the circle. The sand is a uniform light brown color. A long, dark shadow of the hand and the circle is cast across the sand from the top right towards the bottom left. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing the text "concerns around boundaries" in white, lowercase, sans-serif font.

concerns around boundaries

there is one staff member who knows

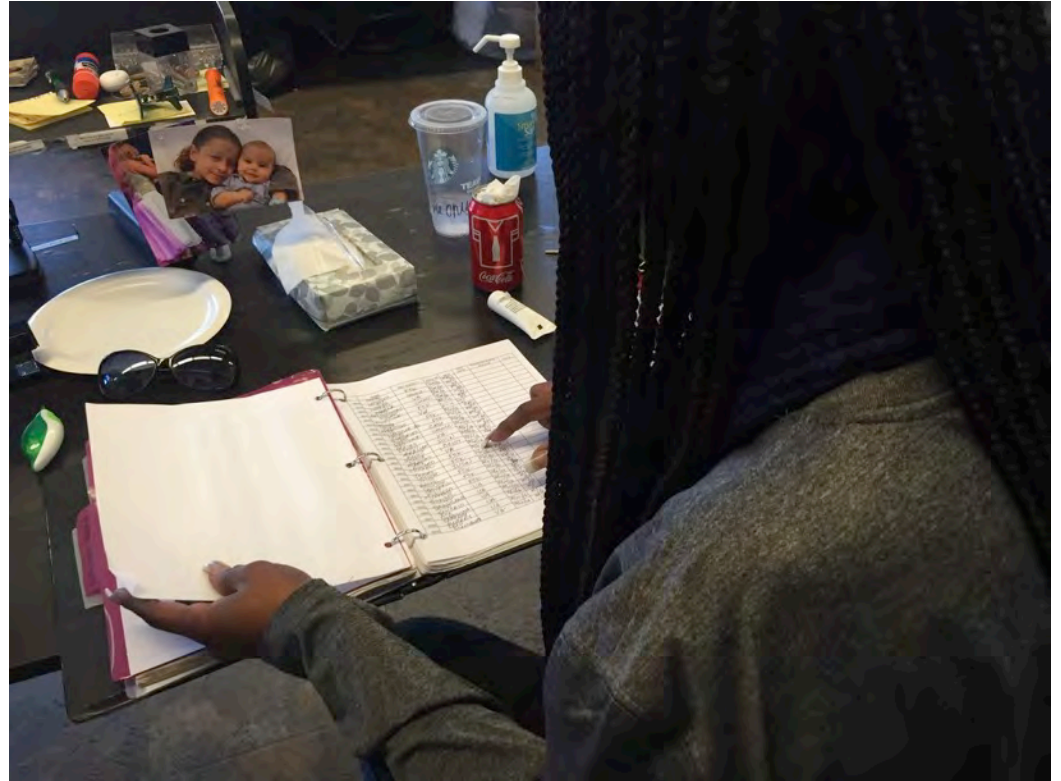


“ Once they go, I can look at them and tell if they’re still working. You can look at people and tell if they’re really not doing well, and if they’re kind of keeping up.” - Renea

renea's informal tracking system

“

I have a notebook. It's my own little scribble scrabble. I just always tell them before they leave, 'Now, before you leave, make sure you give me your number so you can come back and shop.'" - Renea



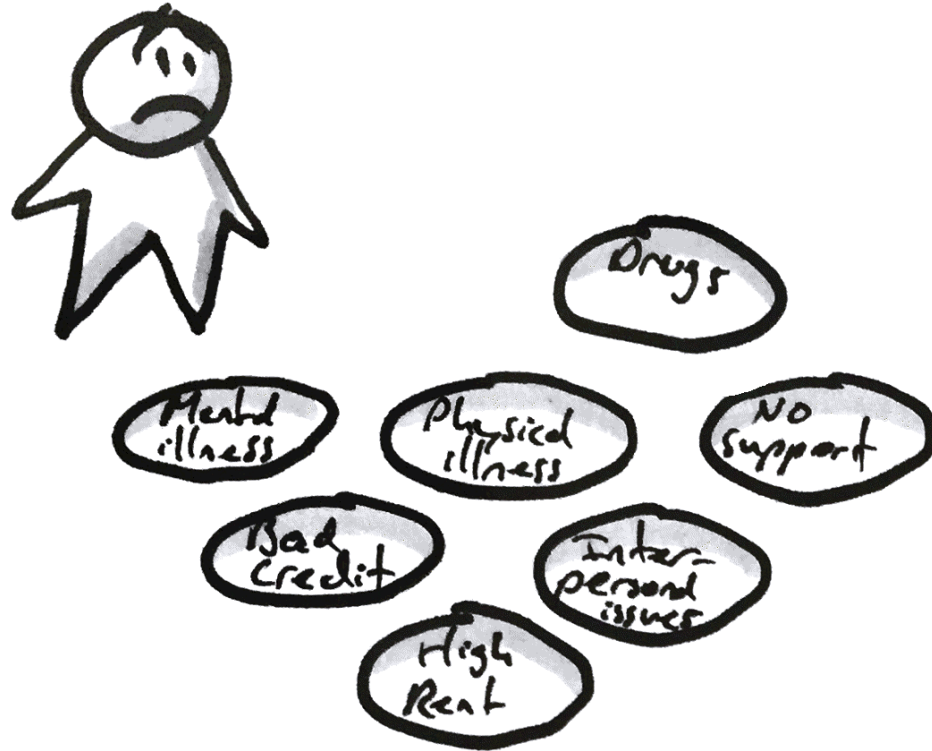


opportunity to streamline and
standardize



after they leave

happy, but there are big holes in the road



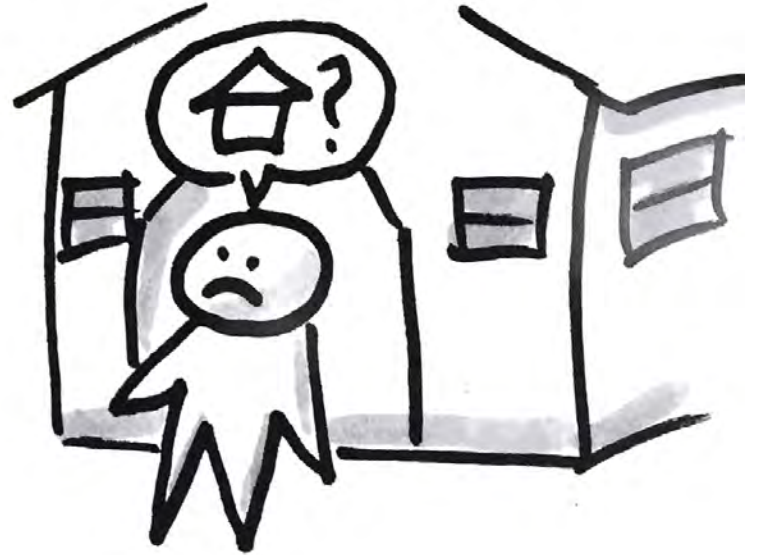
David's future



Since LifeMoves, David feels like he's living the good life



However, the money from his job doesn't add up



And his roommate is selling their place soon. David has no idea where he'll go next

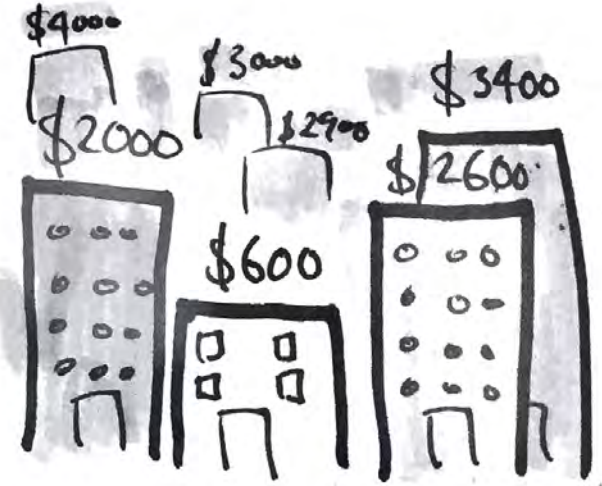
amanda's future



Amanda was thrilled to get a low income apartment



However she quit her job to start a new business...that has no clients



And if she loses this apartment, she can't afford anywhere else

yvonne's future



Yvonne is current housed in San Jose and has two jobs.



However, she is exhausted, has an employer who won't give her time off, and has been to the ER for migraines



She worries constantly that they will raise her rent. She won't be able to afford it.

We are worried that her health is going to decline.

kathryn's future



Kathryn owns her house and has a steady job



But she has a 3 hour commute each way and is exhausted.



She can't find a job near her home that pays enough for her mortgage. The mortgage is 70% of her salary.

developing a support network helps



it's difficult to adjust back to society



“ It’s like when you’re in jail and you don’t get rehabilitated properly, you want to get back in.” - Danielle



clients' lives are exhausting

it's pretty tough to think long-term





...if something goes wrong, it would completely derail them



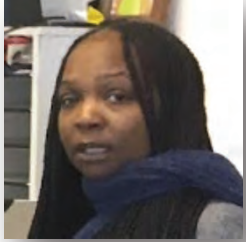
cycle continues w/ kids

connect

renea: connect as a person



renea's recommendations



- Hire former clients to make follow-up program a success
- Encourage former clients to come by and get help. It keeps them off the streets.
- She does not want to run the program.

after care programs

past programs

Alumni association
(woman running it left)

Follow up case
management

current programs

SAFE (rent subsidy and
case management)

Channels

mobile phones



- Everyone interviewed had a phone
- Many of them are “Obama phones”
- Some have \$300 phones

SafeLink
WIRELESS®

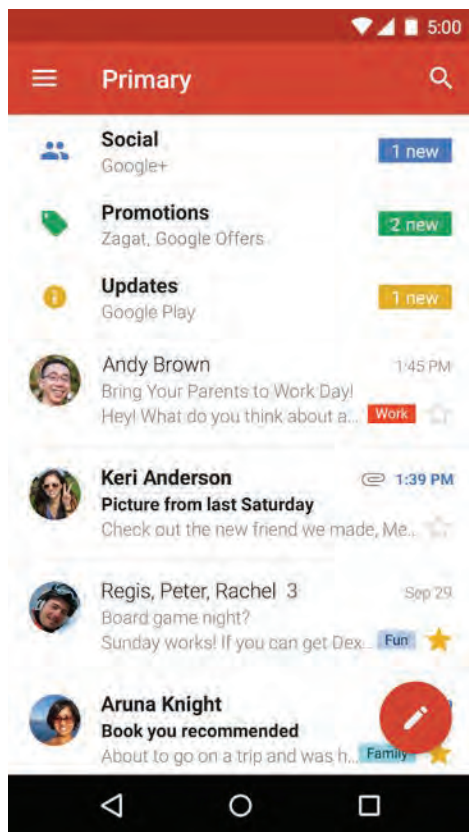
clients change phone numbers often



no computer, only phone



80% have a reliable email address

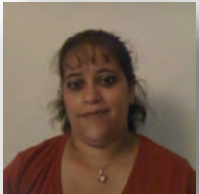


even Judy wants
follow-up via email

search Google to find info



Jeff searched “homelessness vets” to find InnVision



Vicky used Google for diabetes research

some use Facebook



app for Connect program? no...



- Only Jeff would like an app
- Vicky can't use apps – needs her daughter to install

google voice



Amanda and Judy use Google Voice



Doris thought Google Voice was like Siri

in person follow up



HOT– in person interviews on the street



when alumni return, it's an opportunity for contact



Levi Bonwein via Getty Images

Connect structure

ongoing food assistance



Clients can get food assistance for 6 months *officially*, but actually forever at Maple Street Inn (including fresh food, toilet paper, etc...).

Some clients “shop” for 3 years. “I always have enough food for everyone.”

ongoing information



- **furniture**
- help finding housing/
section 8 waiting lists
- food
- clothes
- follow up financial classes

ongoing counseling



“We should schedule regular meetings to ask clients what they need.” - *Renea*

- drop in therapy and case management (for example: Palo Alto Opportunity center)
- savings
- schools
- parenting help

incentives



Clients want \$20-25 gift card for Safeway, help with utilities, or gas.

Case managers say \$5.

clients call LifeMoves “the
shelter” or “the Villa”

some call themselves
“residents”

case manager POV

case manager POV on Connect

- generally very positive
- they want to hear how people are doing
- ...but it'd have to be a new person maintaining contact, they didn't see how they could maintain the relationship



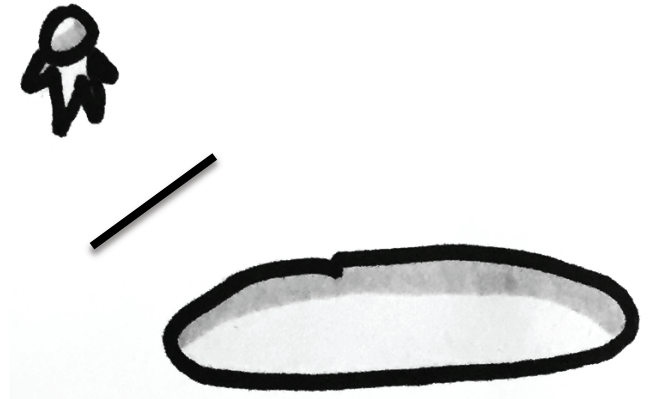
opportunities

The story so far...



Right now LifeMoves is helping people walk around the hole.

How might we help people walk down another street?



Unmet needs



connection



clarity



new beginning



competence



long term plan

connection



How might we...

- offer long term connection in a sustainable way?
- connect people who have a history of interpersonal issues with a reliable support network?
- connect people without an established network to word of mouth resources?
- help people move to a place without connections?



clarity

How might we...

- make people feel confident that they understand all the relevant information?
- give people clarity about their current reality?
- insure that people understand how Connect works?



Are you ready to take control of your health care?

STANFORD COORDINATED CARE
Get more out of every visit

stanfordhospital.org/coordinatedcare

 **STANFORD**
HOSPITAL & CLINICS
Coordinated Care

new beginning


How might we...

- make people feel like LifeMoves is the start of something great not scary?
- help launch people into their new housing feeling confident that they won't fall in a hole?
- help clients remain capable as they face the same challenges?



competence ★

How might we...

- make people feel confident that they will be able to engage with Connect?
 - make people who are effective at solving small problems expand their abilities to long term competence?
 - give people small wins that result in a feeling of confidence and hope in the face of large problems?
- 

long term plan

How might we...


- insure that we remain connected over the long term as phones and technologies change?
- help people create a long term plan?
- help people move from a low paid job to a career plan?
- help people assess the riskiness of their situation?
- balance long and short term thinking?

next steps

next steps


Next up tomorrow: Ideation session

Then what?

- SBD collects all ideas
 - LifeMoves & SBD prioritize requirements / next steps
 - Requirements and project plan
- 


brainstorm

sample brainstorming rules

1. Defer judgment
 2. Encourage wild ideas
 3. Build on the ideas of others
 4. Stay focused on the topic
 5. One conversation at a time
 6. Be visual
 7. Go for quantity
- 

appendix

Rapid rehousing

- High functioning people are taken into rapid rehousing
 - Program helps with rent for 6-9 months
 - Helps to get them back on their feet
- 

Core Agency and HOT


- Referrals come through a Core Agency
- Homeless outreach team finds low functioning people

Data storage

Takeaway

- Mixed digital and paper
- Only informal after they leave
 - Paper sign ins when drop off donations

Data Repositories

- Bobby puts all info into Oz
 - Marc talks about Clarity/HMIS, but no one else mentioned it
 - Elogs of what happened each night
- 

Paper Data

- Renea keeps her own record of how to contact people on paper
- Clients check their mailboxes for papers

Data Entry

- Megan: When new to a file, needs to redo it to make sense of it
- Bobby does notes on paper while meeting, moves to digital at end of day
- Doris puts into computer