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| **STRATEGIC GOAL 4**  ***Increase knowledge and community response around the issue of homelessness.*** | | |
| **Addresses: Communications, education and public engagement** | | |
| **Strategies/Action Items** | **Leadership** | **Resources** |
| 1. Civic Leader Engagement: Increase civic leader and elected official awareness and understanding of homelessness 2. Leadership Report- Quarterly updates on homelessness and housing crisis system of care 3. Deskside Briefings- Encourage policy to support efforts to prevent and end homelessness 4. Grassroots Outreach: Strengthen community engagement to increase the understanding of the issue. 5. Speakers Bureau - Create speakers bureau to get advocates in front of key audiences 6. Community Workshops- Hold community workshops with targeted groups 7. Community Engagement: Mobilize the community to support efforts to combat homelessness. 8. Membership- Establish a tiered membership campaign 9. Education campaign - Create an education campaign end street feeding and encourage other ways to support system | 1a. TCHC  1b. TCHC/Governance committee/Leadership Committee  2a. TCHC/CoC Board/Mosaic  2b. TCHC/CFW/Arlington/TC  3a. TCHC/Mosaic  3b. TCHC/Mosaic/ CoC Board | * Foundations with an emphasis on collaboration * Systems Change funding through UWTC * Recurring placement in municipal/county newsletters * Media sponsorship by radio/TV or other entertainment venues * Pro-bono services of local PR firms |
| **Reporting, Documentation and Performance Measurements** | | |
| TCHC Staff will coordinate reporting and documentation of the following performance measurements:  1) Four leadership reports to elected officials and community leaders annually.  2) 12 people committed to participate in speaker’s bureau by Dec. 2020  3) Host 2 workshops educating targeted community audiences by Dec. 2020  4) Number of internal and external members.  4) Consistent information about effectively giving is available on websites for cities of Arlington, Fort Worth and Tarrant and Parker counties as well as TCHC and member agencies.  5) Get a baseline of current “good” donation levels are - welcome baskets /DCSF in October 2019  6) Compare and report on donation levels quarterly to measure impact. | | |
| **Outcomes** | | |
| * Establish awareness in community leaders of all sectors to inspire robust action. * Educate the community on the cross-sector impact of homelessness and ways to turn the tide. * Create a robust communication infrastructure for the free flow of information and inspiration toward the eradication of homelessness. * Drive a community-wide culture of ownership around bringing an end to homelessness. * Increase awareness through traditional media relations and social media engagement. | | |
| **CoC Committee Jurisdiction: Governance** | | |