The Regional Task Force on the Homeless’ regional outreach plan recommends that effective outreach be:

1. Systematic, Coordinated, and Comprehensive;
2. Housing Focused;
3. Person-Centered, Trauma-Informed, and Culturally Responsive; and
4. Designed to Emphasize Safety and Reduce Harm.

Mid-City Outreach Program

Now in its second year, the Mid-City Outreach Program is a partnership between North Park Main Street, the City Heights Business Association, City Heights CDC, and Price Philanthropies that aims to address unsheltered homelessness in the North Park and City Heights neighborhoods through person-centered, housing-focused outreach and case management. The program currently comprises one full-time outreach specialist and includes an array of services, from basic referrals to bridge shelter.

Our Outreach Model is...

- **Housing-focused** and **person-centered**, using persistent and frequent engagement to assist individuals who are unable to access homeless services on their own.

- **Geographically oriented** so that we learn who is experiencing homelessness in each of our coverage areas through a combination of assessment, observation, and communication with businesses and community groups.

- Integrated with **Diversion/Problem-Solving** in order to help folks needing light-touch services take a step toward permanent housing.

- **Aligned** with the regional Coordinated Entry System, as well as the Policy Guidelines for Regional Response for Addressing Unsheltered Homelessness and Encampments throughout San Diego County*.

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Mid-City Outreach Program Outcomes for First Year of Operation (Nov 2018-Dec 2019)

219 TOTAL UNIQUE CLIENTS SERVED
- 161 Enrolled *(received light-touch services)*
- 62 Engaged *(received case management)*

59 PEOPLE HOUSED
- Including 22 connected to a permanent home

37 PEOPLE NEW TO HMIS
- All of whom received case management services

27% positive exit rate among all clients

41% positive exit rate among engaged clients

85% of referrals resulted in service connections

Program Partners

CITY HEIGHTS COMMUNITY DEVELOPMENT

PRICE PHILANTHROPIES

Councilmember Georgette Gómez (District 9)

Councilmember Chris Ward (District 3)

CITY HEIGHTS Business Association

NORTH PARK MAIN STREET

PATH