

blueprint 2.0

Date: Community Education and Policy Implementation Plan Draft		
Strategic Priority	Action	Success Metric/ Measurement Plan
Develop community awareness campaign.	<ol style="list-style-type: none"> 1) Conduct a service/awareness event during National Hunger and Homelessness Awareness Week in November; consider expanding after the first year. 2) Faces of Homelessness/Beyond Perceptions - telling the story 3) Implement and assess Total Civic Response Campaign. 	<ol style="list-style-type: none"> 1) # of people served/# of volunteers, survey response, # of service provider participation 2) # of new attendees / visitor survey feedback 3) \$ from sponsorship of donation boxes/meters 4) funds collected from public 5) increased awareness of services; 6) increased education of resources; 7) decrease of visible panhandling; 8) increase in convention business; 9) increase in business by downtown merchants.
Define committee relationship ie CoC & how we function	<ol style="list-style-type: none"> 1) Assess public policy needs and role as envisioned by CoC <ol style="list-style-type: none"> a) survey b) other groups to link into 2) Develop mechanism for communication with other committees/Guest Presenter? 3) Develop "issue" sheet for each session 4) Use Framework Operations for Committee Process 5) Coordinate with other advocacy groups for issue awareness and involvement. 	<ol style="list-style-type: none"> 1) Survey sent, # of replies over 2 week comment period 2) Issues presented and digested by PP & C Committee/in CoC and smaller mtg 3) Present at CoC 8/27/14 for adoption 4) Complete, distribute and post 1st year issue sheet based on CoC feedback and Committee formatting

<p>Continue to monitor policy issues surrounding the creation of an engagement center</p>	<ol style="list-style-type: none"> 1. Work with Planning and Investment Committee to identify the funding stream appropriate for these services. 2. Review requirements of zoning approval. 3. Identify champions on City County Council 4. Investigate opportunities with ACA to fund services for proposed client populations. 	<ol style="list-style-type: none"> 1) Identified funding sources 2) Clear understanding of zoning restrictions 3) Identified champions within City County council. 4) Clear understanding of limitations of ACA
<p>Improve community-wide awareness of CoC current activities</p>	<ol style="list-style-type: none"> 1) Engage TV/Radio/Social Media for wide distribution of educational piece 2) Investigate passionate age groups/programs for engagement 3) Education about CoC and related activities with the homeless population (streets/shelters/ etc.) 4) Gain greater participation in CoC by homeless persons, business community and youth. 5) Develop strategies to promote PITC Count information for better understanding and use. 6) Provide trainings at various provider locations to increase knowledge of provider services and needs. 	<ol style="list-style-type: none"> 1) Social Media presence for Indy CoC (Twitter/FB) 2) Increased members of CoC 3) Increased diversity in membership of CoC (emphasis on homeless persons, youth and business community membership) 4) Achieve earned media coverage (# of mentions) 4) Awareness of CoC (by homeless) in PIT survey 5) Deeper understanding of PIT data 6) # of trainings held in provider locations