

Zero Litter Initiative

Roundtable Discussion on Impacts of
Homelessness on the Creeks

City of San José

March 29, 2011

Program Overview

- Founded in May 2005 by Palo Alto Downtown (PAd)
- Started with 4 participants after a survey to business owners - now 40!
- Goal: Keep Palo Alto clean, safe and vibrant while empowering team members to really “live” again

Program Details

- Currently 40+ participants, 5 Team Leaders, 2 managers and one Supervisor
- Twenty hours/week \$100 in food or housing
- 30-days probation, three strikes - 'tough love'
- Ladder of Success, Hugs & Hamburgers
- Most important is the rebuilding of dignity
- We ARE changing the view of homelessness, no more "get a job bum"

Program Successes

- 88 participants have found jobs, e.g., dog groomer, Dollar Store, janitor at Fisher House, Oil Changers
- Over 93 participants have secured housing
- HHAA, Section 8, DST apartment - we partner for housing and concentrate on what we do best - rebuilding dignity & jobs
- We own job search skills, expungement, case management, transitional housing

Successes

- Model used by other communities
 - Sold a franchise to Daytona Beach, FL
 - Gilroy, CA Team
 - San José team with EHC on their One-Stop
 - Nationwide interest from Placer County, Reno, NV, Virginia Beach, VA, etc.
- New Initiatives
 - Partnership with Manpower
 - San Jose Creek Team
 - Palo Alto & San José Landscaping Contracts
 - Workforce Development Housing

Why successful

- A team approach, not another “program”
- Not a dictatorship, but a democracy
- Ladder of Success brings structure & hope with no judgment
- We have NEVER had to do outreach, word of mouth
- Peer-to-peer is the most powerful way to reach the people living in the creeks/streets
- Easy to join, BUT not easy to stay
- Rebuilding of dignity to flourish, these men and women find their own jobs!

Awards

- 2010 Tall Tree Award
- 2009 Top 50 Innovations in American Government, Harvard University's Kennedy School's Ash Institute
- 2008 Local Hero Award
- 2007 Community Star Award, City of Palo Alto

Background/Team

- Eileen Richardson, ED
 - 15 years in high tech as VC & CEO
 - Volunteer at Food Closet
 - Also ED of the medical center at the OC, County Mental Health FSP, Destination: Home, Collab to End Homelessness, other non profits councils
- Chris Richardson, Program Manager
- Gina Matthews, Case Manager, MHRS
- Elfreda Strydom, Controller
- Staffing Needs: Case Managers, San Jose Program Manager, VP Operations

Questions??

- Thank you for your interest and support!!
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