

Coordinated Entry Messaging

Service Design Project

Coordinated Entry Messaging

Problem Statement: The Coordinated Entry (CE) system is the entry point to access housing and support, but sometimes people trying to use CE are unclear on how it works and what it offers.

This messaging redesign project will partner with access point staff and people who have lived experience of homelessness to create clear, accessible information on CE, so everyone understands how to connect through CE, what it provides, and what to expect. The project will make CE easy to understand and navigate for all-- through updated materials, staff resource guides, and consistent messaging across all channels.

Coordinated Entry Messaging



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Research & Engagement

Access Points for veterans, adults, TAY and families



Materials Audit

Website content, Access Point Flyers, Intake Forms, Brochures, Staff tools



Collaborative Redesign

Create clear, accessible explanations of what CE is, what it offers, and how to access resources. Ensure all language is plain and direct.



Design Outcomes

Develop a variety of tools in the immediate use and for long term impact



Implement & Gather Feedback

Test materials to ensure clarity, continuously gather feedback and make adjustments

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RESEARCH NOTES

Notes from veteran access points

- We undersell and over deliver to manage expectations**
- Rapid rehousing is for veterans and veteran families**
- They look up new registered clients in the one system**
- Sometimes we have names but cannot find them in the system**
- We do a true assessment, not all access points do a true assessment**
- Limitations in resource availability are a hindrance too**
- Mobility challenges for veterans make most resources ineligible for the individual**
- John W Paulson is a veteran housing facility**
- Try to get people through coc whenever possible**
- Vince is our inhouse housing navigator and our problem solver is remote**
- Depending on their discharge status they may be eligible for grant per diem and most people are**
- Length of time for waiting is unpredictable and can be a pain point**
- after the assessment if they meet HRS criteria people ask "where are my keys"**
- Need to be +90 days in transitional housing or else will not be eligible**

Notes from TAY access points

- on discussed in the onboarding process but they are not always aware of the process**
- Emphasis on self-empowerment, encouraging clients to be proactive in the process.**
- Community resources available for TAY include the HRS Center, community colleges, City College of San Francisco (CCSF), and San Francisco State University (SFSU).**
- Some clients prefer to avoid responses in the system over due to concerns over things not being as straightforward as they are.**
- A significant number of clients come in reporting suicidal or emergency housing situations (EHS), although this is no longer available.**
- A QR code has been introduced to help clarify eligibility and facilitate intake.**
- Client express frustration with the scoring system, as they often feel it does not meet the required score thresholds.**
- Extended waiting periods are a common, which often leads to clients disengaging from the process.**
- There are variations in the process, which makes it difficult for clients to understand what to expect.**
- Engaging navigation among clients regarding the differences between CE and other government services.**
- The assessment process is lengthy and tedious, but it often includes to clients why they are disqualified.**
- Transitional Living Program (TLP) is available as a low-barrier option for unaccompanied individuals.**
- Staff face difficulties keeping track of the various resources and services offered by different access points.**
- Security deposits, usually between \$150 and \$200, are often too expensive for clients to afford.**
- Application forms are longer often containing 40-50 questions with repetitive information, which can be daunting for clients.**
- Referrals are frequently lost in the CE system, causing delays and affecting clients' access to housing.**
- Housing units sometimes become unavailable at the last minute, leaving clients' wait in the process.**
- Clients from outside San Francisco are often directed to East Bay resources through a warm hand-off.**
- Some clients do not return for admin review after the initial assessment.**
- The Access Point has a 1,000-number phone line available, particularly for clients who are in medical respite in hospitals.**
- Staff inform clients that the process is lengthy and encourage them to persevere, attend regularly, and arrive on time.**
- Trust navigator assistance requires a 72-hour verification period, though delays can extend this timeline to a week without clear reasons.**
- Staff often have to follow up on verification delays through email and it takes a few lines to figure out the delay.**
- Some clients either disengage entirely or call daily for updates.**
- When offered the "journey home" navigation tool, some clients do not show up for their initial dates, often requiring them to take additional time to solve issues.**
- Delays in establishing wait-to-deposit affect clients' ability to move quickly, often requiring them to take additional time to solve issues.**
- Moving assistance requires a five-day notice.**
- For shelter needs, staff attempt to connect clients with the HOV (Homeless Outreach Team).**
- HUD requires that all HUD-funded clients have a HUD-approved landlord, but some clients do not have a HUD-approved landlord, which can be a barrier to receiving support.**
- TAY services include DMV vouchers for ID replacements.**

Notes from Adult access point 1

- Clients frequently come in seeking immediate shelter, which the Access Point does not directly provide.**
- Staff refer clients to navigation centers for shelter when needed.**
- The Access Point provides housing vouchers, but clients often face barriers to accessing them, such as needing a landlord or a sponsor.**
- If clients have active General Assistance (GA), they may be eligible for Coordinated Entry (CE) Housing Single Room Occupancies (SROs).**
- Staff clarify that they are not case workers and do not work directly with the clients, but they can help with the process.**
- Problem solving conversations include an assessment of the client's current living situation and their needs for housing and support.**
- Housing vouchers or other resources are often not available, leading to frustration for clients.**
- Staff report that the process is confusing for clients.**
- Some clients do not return for admin review after the initial assessment.**
- The Access Point has a 1,000-number phone line available, particularly for clients who are in medical respite in hospitals.**
- Staff inform clients that the process is lengthy and encourage them to persevere, attend regularly, and arrive on time.**
- Trust navigator assistance requires a 72-hour verification period, though delays can extend this timeline to a week without clear reasons.**
- Even minor issues, like landlords submitting incorrect documents, can delay the process.**
- When offered the "journey home" navigation tool, some clients do not show up for their initial dates, often requiring them to take additional time to solve issues.**
- Delays in establishing wait-to-deposit affect clients' ability to move quickly, often requiring them to take additional time to solve issues.**
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- For shelter needs, staff attempt to connect clients with the HOV (Homeless Outreach Team).**

Notes from Adult access point 2

- Nonprofits, 501(c)(3)s, hospitals, and other organizations often provide financial information about other services we offer, leading clients to be confused by the information.**
- Public statements by officials, like the mayor approving housing, contribute to confusion.**
- Many clients don't realize a job is required to be eligible for Permanent Supportive Housing (PSH).**
- especially difficult for undocumented clients who cannot easily obtain work permits.**
- Family cases can become complicated, such as when a child turns 18 and must transition to the adult system, requiring the process.**
- Clients also question eligibility criteria, asking if factors like LGBTQ status or substance issues affect housing access.**
- Our role is to assess clients' situations and explore potential pathways to housing, but clients often expect individual support or direct assistance.**
- Once clients enter shelters, access points typically lose contact, which can lead to a gap in ongoing support.**
- We often refer clients to shelters, but beds are limited, especially for females.**
- There is also a search wait to reach housing, and emergency systems and individual systems are generally full.**
- For families with minors but no legal custody, family access points may not be an option.**
- the shelter reservation system is complex and difficult for clients to navigate.**
- Level of paperwork and documentation required is extensive and confusing for clients, especially for those with multiple applications.**
- Clients who don't maintain regular contact (within 90 days) and automatically removed from the system.**
- CoC compliance, background checks, and verifying homelessness criteria add to the complexity.**
- Even minor issues, like landlords submitting incorrect documents, can delay the process.**
- When offered the "journey home" navigation tool, some clients do not show up for their initial dates, often requiring them to take additional time to solve issues.**
- Delays in establishing wait-to-deposit affect clients' ability to move quickly, often requiring them to take additional time to solve issues.**
- Moving assistance requires a five-day notice.**
- For shelter needs, staff attempt to connect clients with the HOV (Homeless Outreach Team).**

Notes from Family access point 1

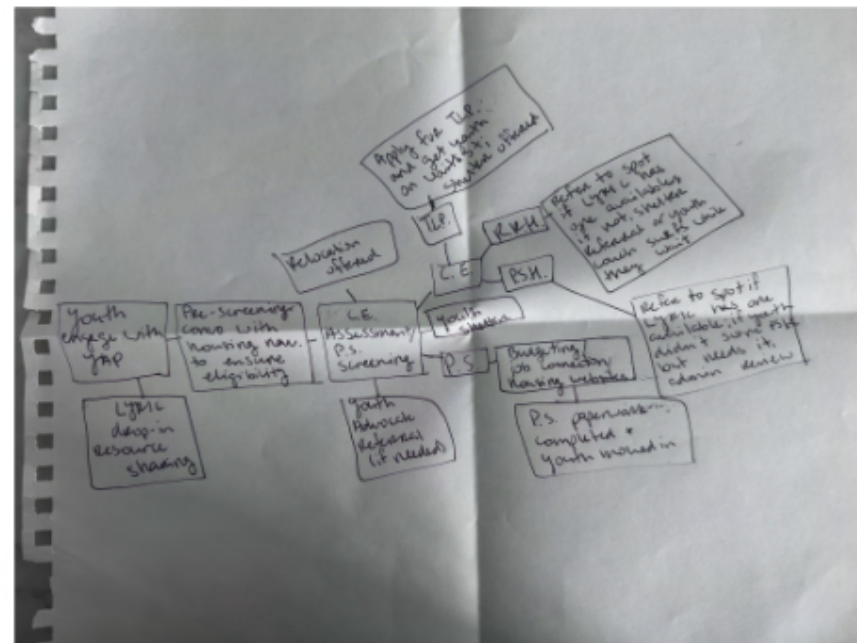
- The system is not designed to meet the needs of all clients, with a 500-number of families waiting for shelter access.**
- There is a consistent expectation for shelter access, but the system often does not meet these needs, leading to frustration.**
- Community knowledge about the Coordinated Entry (CE) process is often inconsistent or outdated, leading to confusion and frustration.**
- Public statements by officials, like the mayor approving housing, contribute to confusion.**
- Many clients do not understand the specific requirements for shelter access, leading to frustration.**
- Staff support clients in navigating the system, but they often face challenges in providing the necessary information.**
- Eligibility criteria for services are often misunderstood, leading to frustration for both clients and staff.**
- High turnover in staff and frequent changes in the system can lead to confusion and frustration for clients.**
- Clients express the need for a stronger sense of community and connection with other government services, which can be difficult to achieve.**
- Staff express the need for a stronger sense of community and connection with other government services, which can be difficult to achieve.**

Notes from Family access point 2

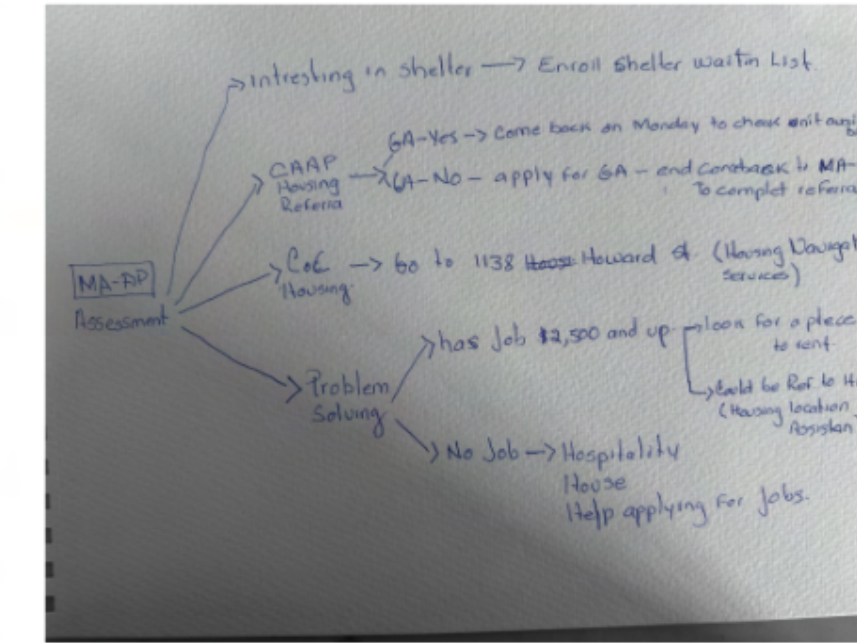
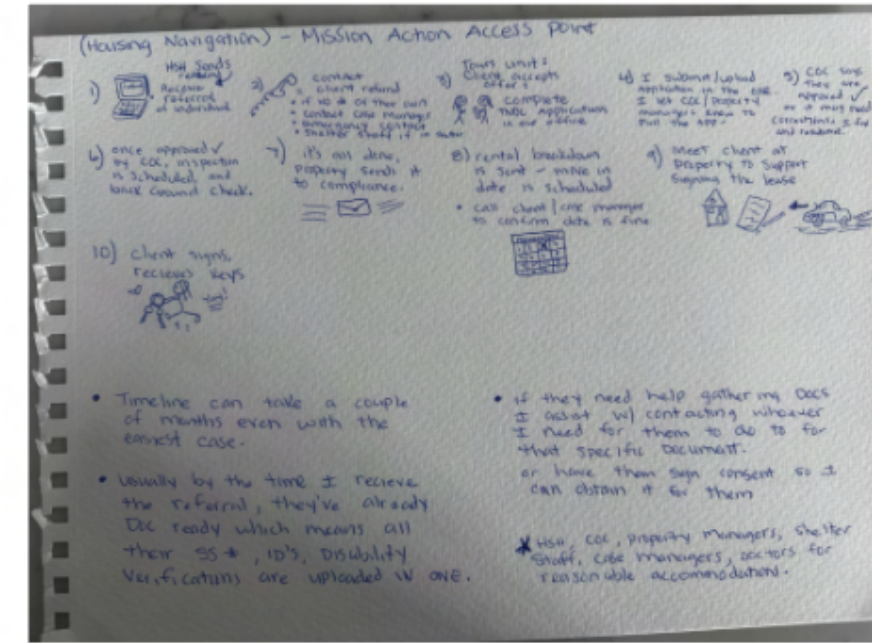
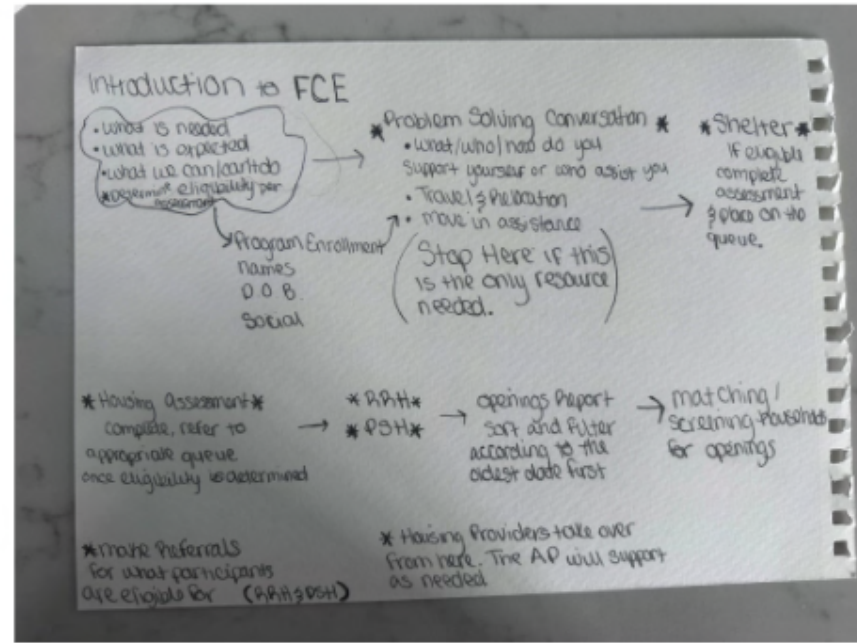
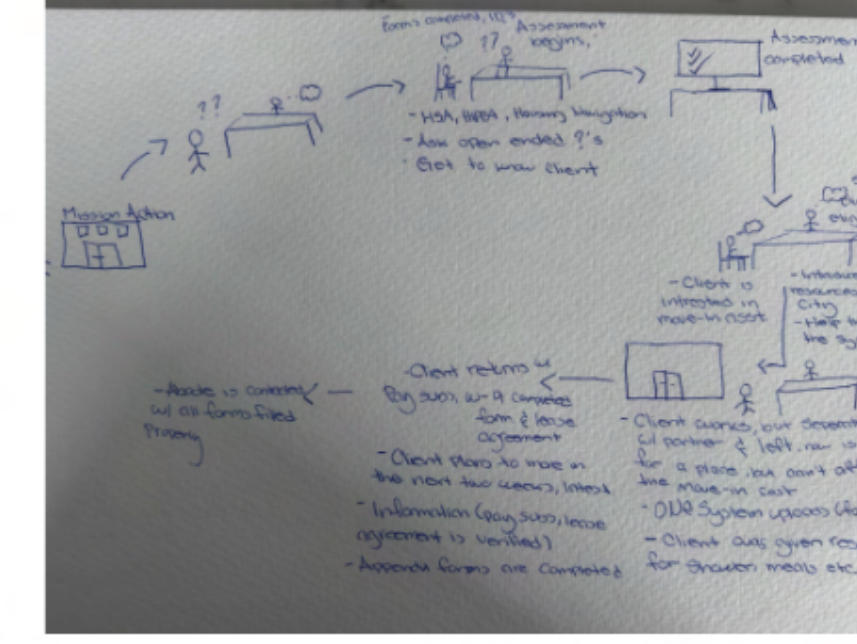
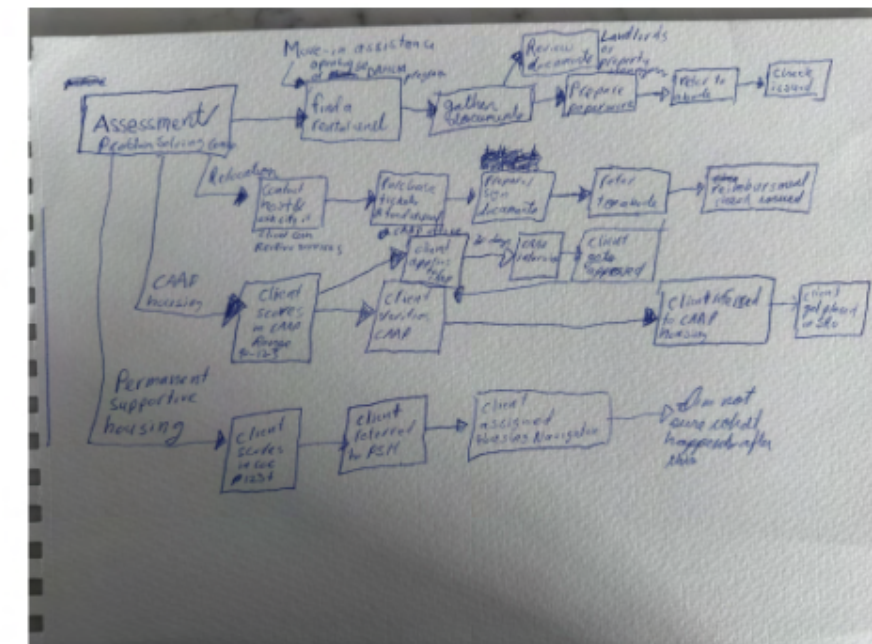
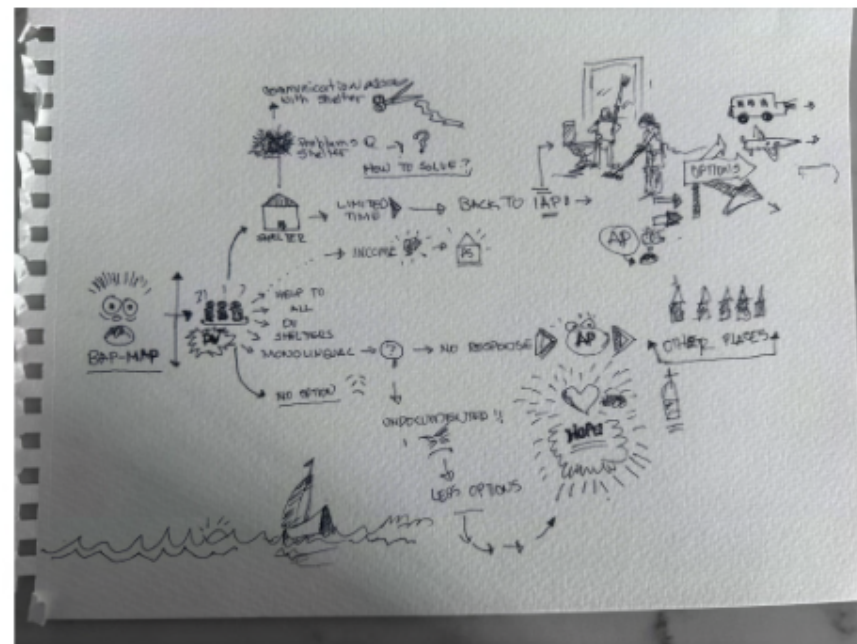
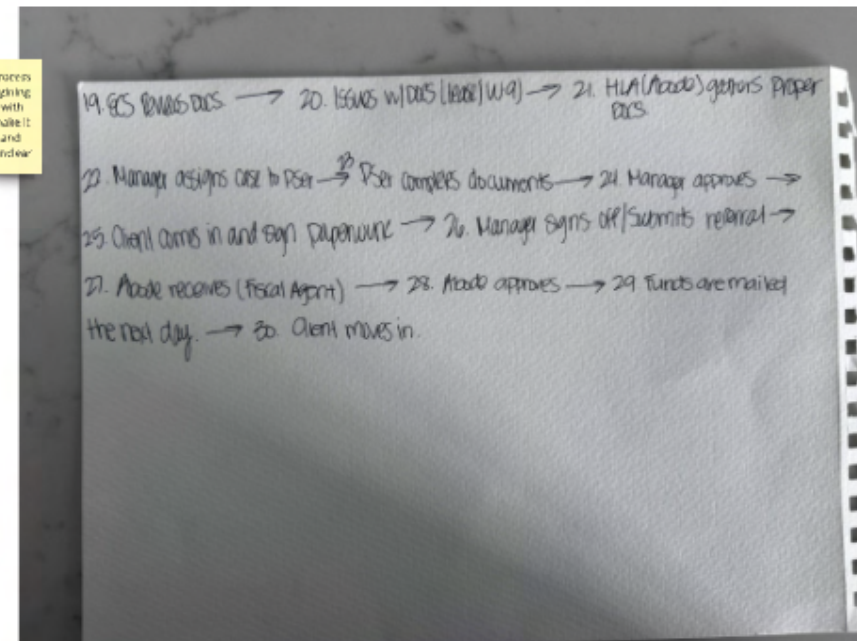
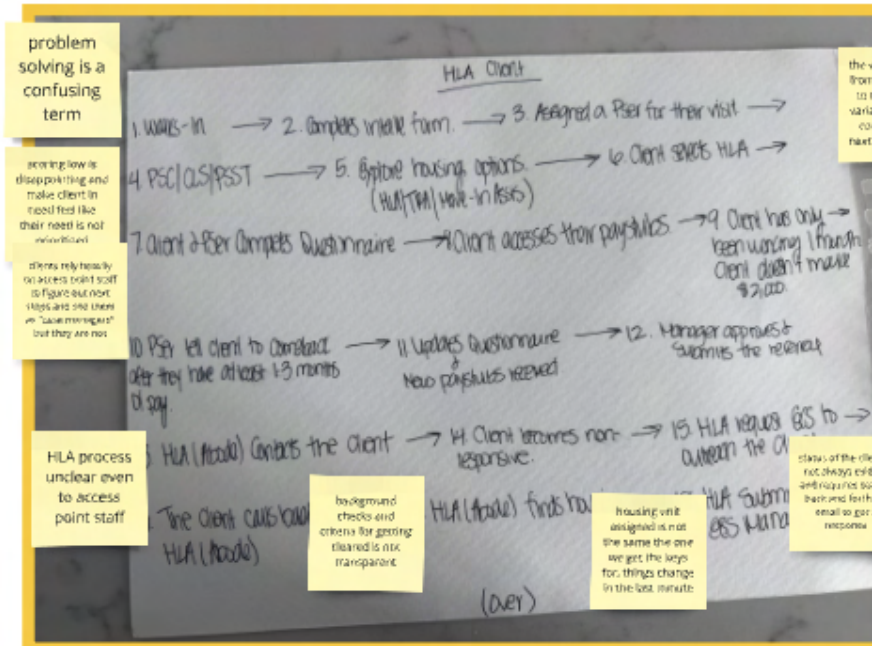
- Clients often expect immediate housing or shelter upon visiting an access point.**
- Clients are often frustrated or overwhelmed when they are not able to get the services they need, leading to frustration.**
- we often don't explicitly tell them their position in the queue to manage expectations.**
- Initial assessments involve a lot of paperwork and information, which can be overwhelming for clients.**
- Some clients do not return for admin review after the initial assessment.**
- Access points struggle to give clients meaningful updates on their status due to the system's lack of transparency.**
- Often, clients are only informed that they are "still waiting," which does little to reassure them or clarify the process.**
- Applicable changes, like the introduction of the "journey home" navigation tool, can be confusing for clients.**
- Clients who don't meet the waiting criteria for housing face the long waitlist, which can be frustrating.**
- Some clients do not return for admin review after the initial assessment.**
- Staff expressed a need for a clear role within the system to help clients understand their progress and expected timelines.**
- they want HSH to work closely with CE to clarify system expectations and reduce misinformation.**
- Some clients do not return for admin review after the initial assessment.**
- Staff expressed a need for a clear role within the system to help clients understand their progress and expected timelines.**

Coordinated Entry Messaging

CE JOURNEYS



JOURNEY FROM ACCESS POINT TO HOUSING



Coordinated Entry Messaging

MATERIALS AUDIT

link to intake form: https://docs.google.com/forms/d/e/1FAIpQLSd-GZiGPaIKKxAv1CINPg3_41EHsma9d0Z8PVUjRy5qg/viewform

LYRIC
CENTER FOR LGBTQ+ YOUTH
Housing Navigation

LYRIC Center for LGBTQ+ Youth Housing Navigation Intake Form

CONFIDENTIALITY NOTICE: This form and any information shared are solely for the intended recipient and may contain confidential or privileged information. No information shared with LYRIC will be used without your consent.

measess.af@gmail.com [Twitter account](#)

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Only the email you enter is part of your response.

*** Indicates required question**

Email *

Your email

Preferred Name (if different from legal name) *

Your answer

Legal Name (if different from what is listed above)

Your answer

ECS Adult Assigned Problem Solvers

Coordinated Entry
CLIENT INTAKE FORM

Welcome to ECS Problem Solving Services, we're glad you have come to us for support today. Please answer the following questions below to the best of your ability so we may begin working on you. A Problem Solving Specialist will be with you shortly to confirm your eligibility for A.C.E. Problem Solving, and discuss all available services and resources we may connect you with today. If you have questions about how to respond to the prompts below, please visit our assigned Problem Solvers to assist you. All of your answers are confidential, and will be shared upon you.

1. How many nights out of the last week have you stayed in San Francisco?

2. Do you have any minor children (17 and under) that spend 6 or more days a week with you?

3. Are you a single or partnered Adult over 18?

4. Please describe your current living situation.

5. Are you or a family member in your primary residence currently being/harassed or the victim of any kind?

6. Do you receive any income through benefits, paychecks, or other allowances? If so, about how much do you make per month, before taxes?

7. Please describe why you came in today: what type of support are you looking for?

ECS Access Points for Adult Coordinated Entry-- Intake form

Rental Assistance Guidelines

1. Proof of Income

2. Signed Lease Agreement or a Letter of Intent to Rent

3. W-9 Form

ECS Access Points Problem Solving Solutions

BAYVIEW & MISSION FAMILY ACCESS POINTS

Catholic Charities

Who We Serve: Families with minor children Experiencing Homelessness

Where to Access Services:

- Bayview Access Point: 1641 La Salle Ave, San Francisco, CA 94124
- Mission Access Point: 2871 Mission Street, San Francisco, CA 94110

Open: Monday - Friday 10:00am - 6:00 pm
Closed: Monday - Friday 11:00am - 12:00pm, Every 1st & 3rd Thursday from 11:00 - 12:00pm, & Most Federal Holidays
(415) 430-6320

Bayview & Mission Family Access Points Flyers

Problem Solving Services

Our Mission: Help people solve their housing problems so they can stay in their homes and live safely.

How We Serve You:

- Problem Solving Conversations
- Family Reunification & Mediation
- Travel & Relocation Assistance
- REACH Program
- Housing Location Assistance
- Financial Assistance
- Workforce Development Support
- Information & Resources

ECS Problem Solving CE Flyers

LYRIC Housing Program

Are you 18-24 experiencing housing insecurity in San Francisco?

Our drop-in center offers various **free** needs items, including:

- Hygiene kits
- Food & drinks
- Protein & gifts
- Shoes
- Laundry list sheets
- Rain blankets

Visit us at: 566 De La Street, San Francisco, CA 94114
Hours: Monday - Thursday 9:30am - 5:30pm

Transitional Age Youth Services Flyers

Expanded Community Services (ECS) locations and hours:

123 10 th Street (at Mission) Phone: 415-487-3300 x 7500	Monday, Tuesday, Thursday & Friday 9AM - 6:30PM
1000 Market St. (at Powell) Phone: 415-777-4875 (8367)	Monday to Friday 9AM - 6PM
51 Potrero Division Project 230 8th St. Suite C Phone: 415-522-7192	Monday to Friday 8:30AM - 6PM

ECS Flyers

Adult Coordinated Entry Access Points

Adults over the age of 18 without their children who are experiencing or at risk of homelessness can contact the Access Points for assistance. If you're short on staff, please coordinate with your community members, please lead a referral with your name, contact information and preferred language. Your call will be returned within a business day.

Diverse Street Community Services 2443 Mission Street Phone: 415-857-7742	Monday, Wednesday, Thursday, Friday 9AM - 5PM Tuesday 9AM - 5:30PM
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ECS Coordinated Entry Flyer

Entry into the Homelessness Response System

Coordinated Entry is the "front door" to the Homelessness Response System. It is designed to assess, prioritize and match people experiencing homelessness to housing opportunities efficiently and consistently.

Coordinated Entry uses:

- Locally designated population-specific assessment
- Centralized data system
- "By name" database of clients
- Prioritization method

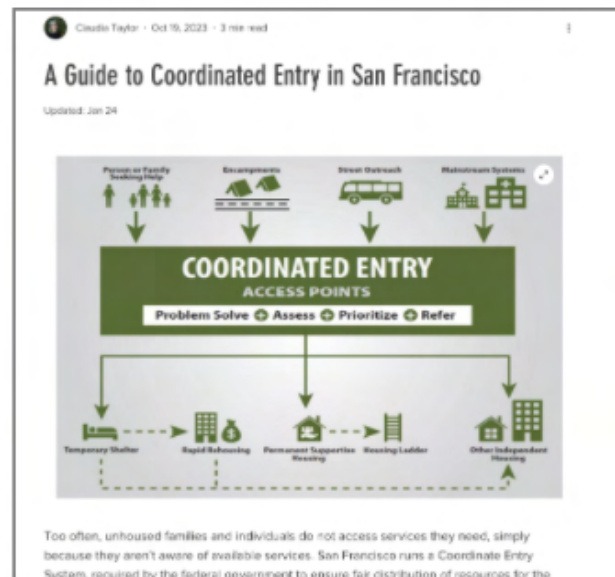
Coordinated Entry Access Points

Access Points are the community gateways into San Francisco's Homelessness Response System. They serve adults, families and young adults ages 18 to 24. Some focus on subpopulations that benefit from a tailored approach, like veterans and justice-involved people. Access points connect clients to housing, housing problem solving, and other resources. Youth and families can access shelter at these sites.

- Adult Access Points:** for anyone over the age of 18 (without children)
- Family Access Points:** for families with minor children
- Transitional Age Youth Access Points:** for anyone between the age of 18 to 24

All Access Points provide the same assessment approach.

Website info on SFGOV on coordinated entry: <https://www.sfgov/resource/2024/coordinated-entry>



Compass website: <https://www.compass-sf.org/post/a-guide-to-coordinated-entry-in-san-francisco>

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