



# **Strategies for Increasing Client Engagement & Reducing No Shows**

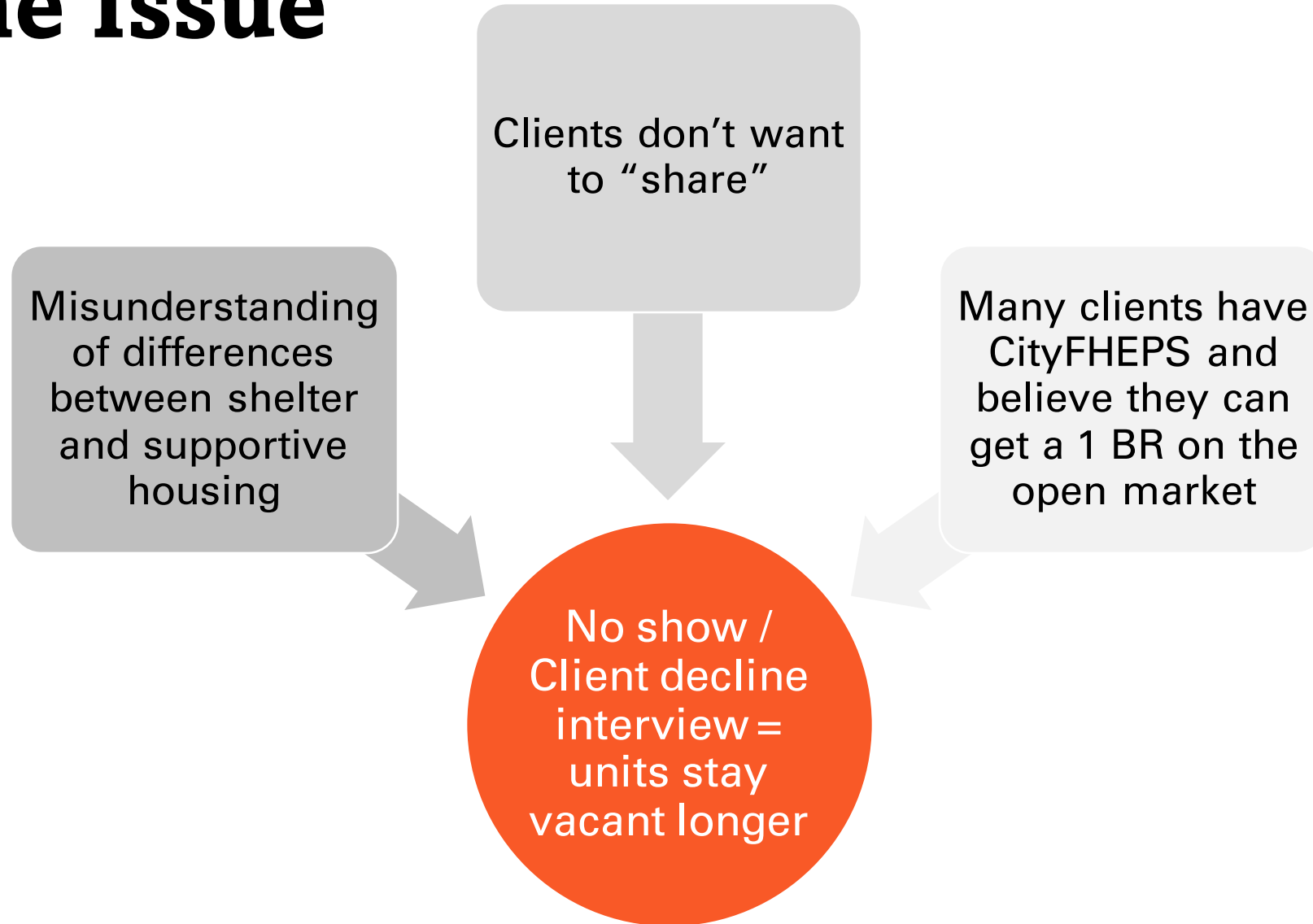
**June 11, 2024**

# AGENDA

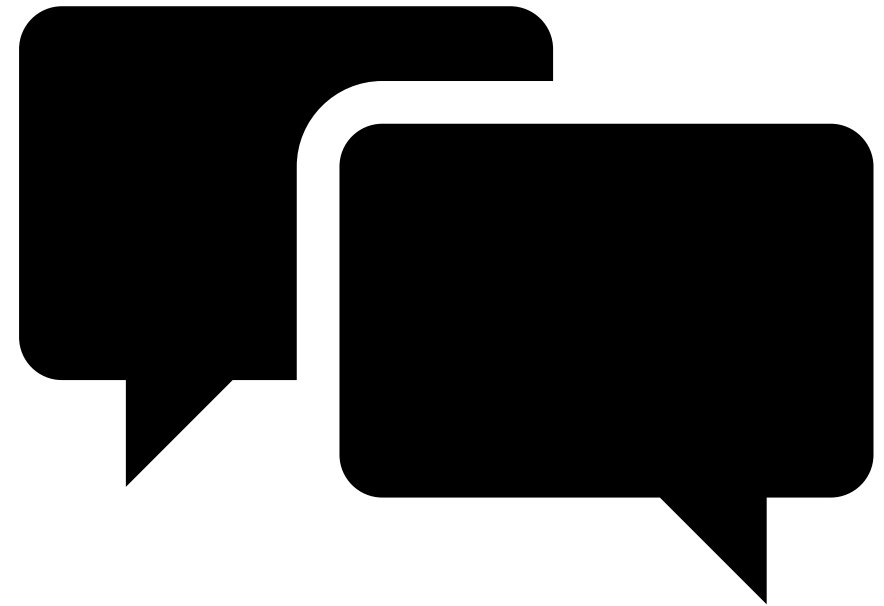
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- Welcome and Introductions
- The Issue
- Approach
- Flyer Template
- PPT Template
- Q&A

# The Issue



# **Provider Experience with No Shows**



# Research



**Reviewed CAPS data and conducted workshops, focus groups and individual interviews with staff and clients**

43% of referred clients had at least one no show

17% of accepted clients later declined or were delinked



**Key Drivers for no-shows / discontinues**

Preferences regarding unit type

Concerns about supportive housing

Ambiguity / anxiety about leaving shelter

# Research Recommendations

Provide detailed info to clients in advance

- (e.g. flyer and PPT)

Communicate clear standards around processes

Flexibility in the unit viewing process

- Allow case manager to sit in on interview

Case managers have a hard time preparing clients when every housing provider has a different process and asks different questions.

- Simplify intake process; more likely to get clients to accept



# “Selling” the Unit



## Building / unit amenities

Mini fridge/micro in room?  
WiFi?



## Neighborhood highlights



## Use attractive photos

Stage units  
Good lighting



## Play up benefits

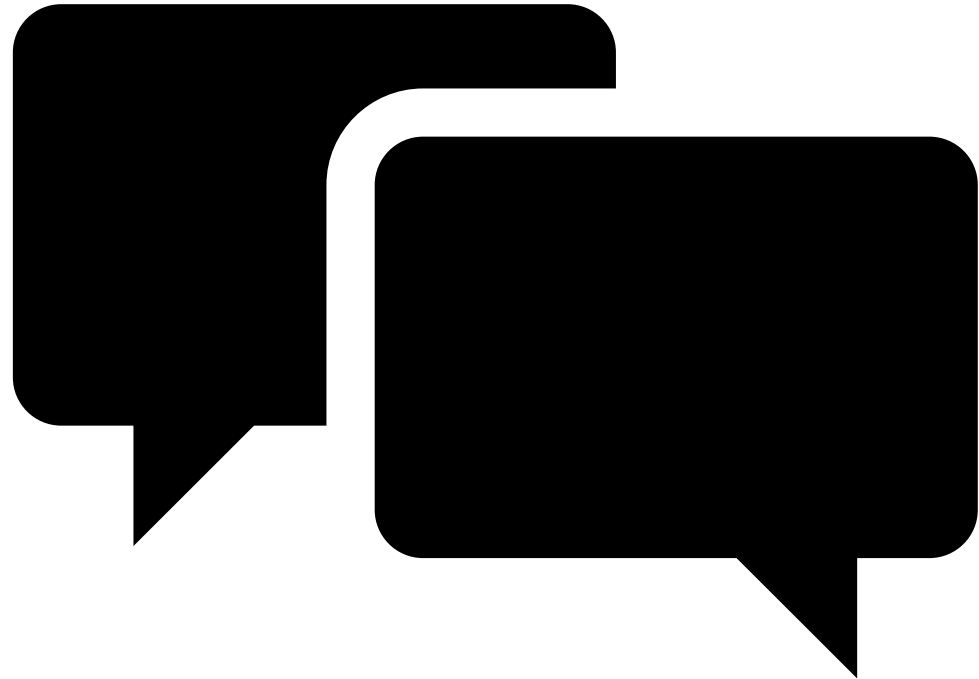
PBV? Can port in a year!  
Rent stabilized leases?  
Strong tenant protections!  
Key to private room  
Accessibility features (if any)



## Downplay challenges

State # of tenants that share each bathroom / kitchen  
Use other terms than “shared” – semi-private, communal,

**Provider  
Strategies  
for “Selling”  
Units**



# Getting Clients to the Interview



FLYER



PHOTOS



PPT



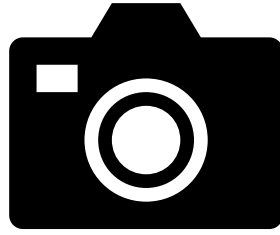
REACH OUT TO  
CONTACT ON  
APPLICATION



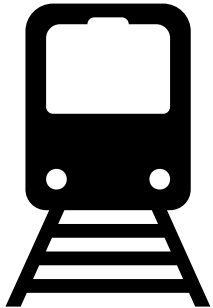
REVIEW SITE SET  
UP IN CAPS



Map zoomed out enough to show neighborhood in relation to other parts of the city



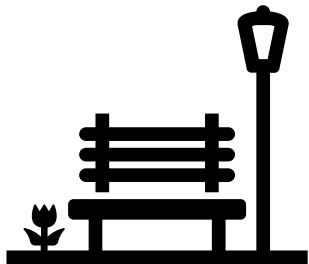
USE GOOD PHOTOS!!!!!!



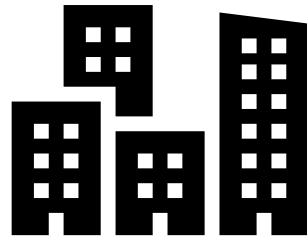
Show nearest subway / bus lines



Show sample unit – staged!  
Bedspread, rug, curtains, wall  
art, etc



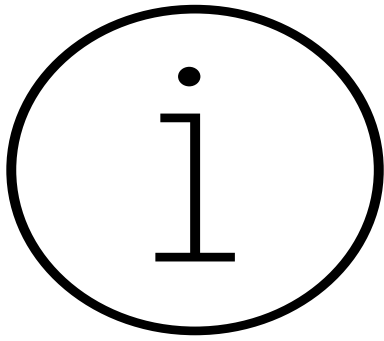
Show parks or other special  
neighborhood attractions



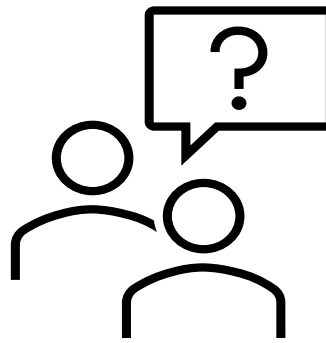
Use photo from spring/summer

## Flyer Components

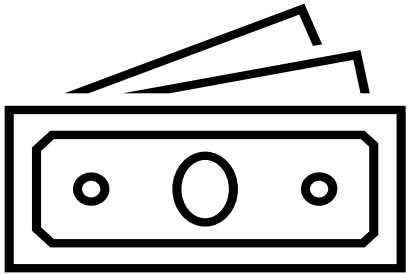
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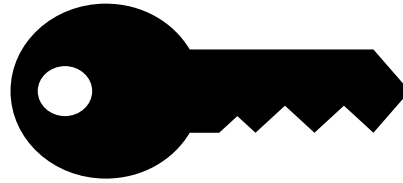
BASIC Info



Contact Info for questions



Incentives



Timeline to move in

# Flyer Components

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# Once the Client is in the Door

01

Warm,  
welcoming  
atmosphere  
(food helps!)

02

Present unique  
benefits of  
program /  
agency /  
neighborhood

03

Ask what client  
is looking for /  
needs to live  
stably in the  
community

04

Explain how  
supportive  
housing is  
different than  
shelter

# Re-thinking Interview Engagement

1

Review intake questionnaire / and "house rules"

- Minimize asking about mental health history or diagnoses

2

Conduct interview in person so client can see the unit

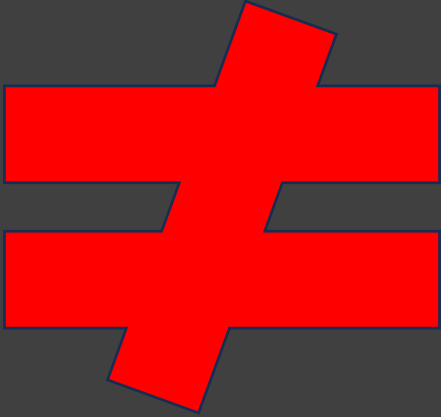
3

Let client know what the process will be moving forward

4

Staff skillset

# Shelter



# Supportive Housing

## SHELTER

- Often shared sleeping dorms, showers
- No ability to cook, set meal times
- Have to sign for bed every night
- Curfew
- Limited storage
- No visitors, no pets allowed

## SUPPORTIVE HOUSING

- Lease – usually rent stabilized
- Keys to apartment, mailbox, etc.
- Services voluntary (but encouraged!)
- Not time limited
- Units come furnished (but can decorate)
- Can come/go as please

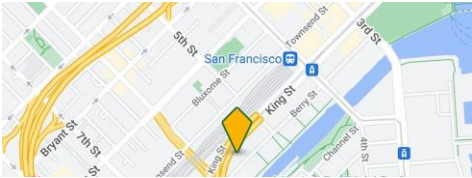
# Sample Flyer



## BUILDING NAME OPEN HOUSE OR NEXT STEP IF INTERESTED

### Date/Time or Submission Instructions

Use this paragraph to provide a brief description of the available housing, the program, and/or the most important thing that interested future residents would want to know about the unit or program. Think about why a future resident would choose this particular unit or program and put that information here.



Amenity #1

Amenity #2

Amenity #3

Amenity #4


Amenity #5

### Nearby Transit



### PROGRAM NAME

Street Address  
City, State ZIP Code  
Telephone



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PROGRAM NAME

Street Address

City, State ZIP Code

Telephone

**BUILDING  
NAME**

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# Other Considerations



Run by agency's communications/marketing team (if agency doesn't have one, does anyone on the board have these expertise?)



Agency Branded



Remember, goal is to get clients to the appointments!

# **Provider Success Story – VOA / E 119<sup>th</sup> St**

## Historic Vacancy Issues

- City-owned SRO building
- Individual units, share kitchens and bathrooms
- High vacancy rate (x%)
- High rates of no shows and rejections

## 2024 Initiative

- New flyer
- Incentives
- Administrative focus
- Rooms staged, client options
- Since 3/18/24: 11 clients moved in, 13 more in leasing process

Agency  
Logo



Attractive Outside  
Photos



Incentives

## Find Your *New Home* With Us

At East 119th Street Residence, you will have

- Access to your own room with a key
- Shared kitchen and common spaces

Residents with CityFHEPS vouchers pay a max rent of **\$50/month** and can export their voucher after 12 months

Television provided to all move ins on or before **April 15, 2024.**

Join us at a housing  
information session

DATE

TIME

LOCATION

Staged unit

Transportation  
Options

Located in East Harlem  
between Madison Ave & 5th Ave

Nearby Trains:



Nearby Buses:

M1, M7, M102, M106, M101, M103

Speak to your case manager to learn more

Map that  
shows  
neighborhood



# Resource Options

## Sources

- Fundraising
- Volunteers
- Church
- Corporate partnerships
- Board expertise
- Schools / Universities
- Social Media Networks

## Projects

- Adopt a Kitchen
- Painting / beautifying
- Move in Kits
- Landscaping

# Follow up



FEEDBACK ON FLYER /  
PPT



SESSION ON ENGAGING  
INTERVIEW TECHNIQUES



???

# Who do I contact in OSAHS

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**Rent Ups:** Suzie Cadichon cadichons@hra.nyc.gov

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**Re-Rental Vacancy Control / Scheduling/Rescheduling:** Melody Reid  
reidme@hra.nyc.gov

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**Re-Rental Referrals:** Kimberly Butler butlerki@hra.nyc.gov

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**Re-Rental Follow-Up:** Alathia Barnett barnettal@hra.nyc.gov

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**Coordinated Entry / Site Profile:** TAD Liaison

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**Technical Support or Issues with CAPS Access:** HRA CAS Support  
hracassupport@hra.nyc.gov