

**Atlanta CoC Governing Council  
Meeting Minutes  
May 23, 2019  
Conference Call and Webinar**

Members Present: Jack Hardin, Jimiyu Evans, AJ Robinson, Dan Williams, Laura Beggs, Carol Collard, Janet Tharp, Phillip Hunter, Jenifer Turner-Reid, Dana Johnson Inman, Connie Lee, Edward Powers, Terri Lee

Staff Present: Cathryn Marchman, Amy Zaremba, Jillian Hart

**Welcome, Cathryn Marchman**

- There being a quorum present, the meeting was called to order by Cathryn Marchman.

**2019 PIT Update, Cathryn Marchman**

- The Major's Office of Communication would like to release the high-level numbers given to HUD of the 2019 Point In Time Count (PIT) on May 24<sup>th</sup>, 2019.
- Please note that this was an overview of the numbers and a full PIT report will be given to the Governing Council (GC) at the next GC meeting on June 20<sup>th</sup>, 2019 and subsequently released to the media.
- Please note that a vote was needed to release these numbers to the media.
- A PowerPoint of the summary of the 2019 PIT was provided via Webinar.
  - Although there has been a 47.5% decrease in the total PIT count in the past 10 year, there was a 4.5% increase since last year.
  - All three subpopulation (families, youth, veterans) numbers were down since last year. This was partially due to an increase in PSH resources in the past year.
  - There was a 12% increase in chronically homeless individuals from last year. However, there was a decrease in unsheltered chronics by 16%. This is partially due to the change of project type from TH to ES in ClientTrack.
  - A question was asked if this status change was mostly Gateway 24/7.
  - Ms. Marchman confirmed that most of the of these beds were at Gateway. She also emphasized the importance of this change for correctly identifying ES from TH and to qualify chronics for PSH.
  - There was 16% decrease in unsheltered chronically homeless.
  - Please note that there was a 74% increase in chronically homeless individuals in ES. Therefore, investments in low barrier shelter were effective at assisting chronically homeless.
  - TH was down overall due to the changed project types mentioned.
  - Please note that overall methodology did not change. However, 1,000 more surveys were completed in 2019 than 2018. PFH surveyed at several nights at cold weather overflow shelters which likely identified individuals not counted in previous years.
  - Investments in low barrier shelter and permanent housing were having an effect. However, more PSH was needed to be created. This was happening through Pipeline and scale RRH for singles.
  - Please note that PIT was only part of data picture There was a shift to focus on real time data showing inflow/outflow, exits to housing, and retention in housing.
  - Diminishing naturally occurring affordable housing in Atlanta could be reason for increase especially for individuals experiencing homelessness for the first time.
  - The next steps for this information:

- City issues press release May 24
  - Radio and TV interview to brief press and shape narrative
  - Press conference with Fulton County on June 6 to highlight PSH partnership and County commitment to pipeline
- Mr. Hardin questioned the 4.5 % increase from 2018 and if this signified that chronics and shelter went down as well as if the overall chronically homeless numbers went up.
- Ms. Marchman answered that the total number of chronics went up by 41 people, but the change was in unsheltered versus sheltered.
- Ms. Terri Lee asked why the chronic population was increasing.
- Ms. Marchman answered that the focus within the past year has been to prioritize chronic individuals who are unable to self-resolve. As a result, individuals who were not chronic the year before may have timed into chronicity. All the data in the PIT is self-reported, which could also lead to some inaccuracies.
  - Please note that a report was being created to determine the number of individuals who have timed into chronicity.
- Mr. Hardin suggested the count was used to inform where the work needed to be done and where there should be emphasis. The accuracy of the PIT count should not be disparaged, as it includes a variety of factors.
- Ms. Marchman answered that was helpful for the GC to see where concerns lie in methodology. The PIT count was a part of the whole picture, and a tool, but she did not want to convey that PIT was the only part. There was a shift in focusing on real time data and performance metrics to provide more accurate measures.
- Mr. Hardin suggested the word “supplement” was used instead of the word “shift” in order to show the community a more accurate picture of what there was to be improved.
- Ms. Marchman replied Seattle saw decrease for first time in years and in cities where the numbers are decreasing there remained worries about public opinion.
- Ms. Tharp asked if there were any responses from city that GC needed to be aware of.
- Ms. Marchman answered there were no major concerns. With the sub populations decreasing, the City agreed that the CoC was going in correct direction. They were overall pleased with the unsheltered number going down. Atlanta’s numbers were very low comparatively and the narrative composed was agreed to be the right approach to focus communication.
- Mr. Robinson asked about the release of the numbers. Specifically, about who owns the count numbers if they are a HUD requirement and if the city is responsible for releasing the numbers or if the GC could release the numbers at a different time.
- Ms. Marchman responded that this was for the GC to decide on. PFH Board has historically deferred to Mayor’s Office of Communication on how the PIT count was released as well as other newsworthy items. Ms. Marchman expressed the concerns about waiting until mid-June due to what happened the prior year with inquiries daily about the numbers. Additionally, other cities released PIT Counts in advance. The GC could decide not to defer to Mayor’s Office. If the GC decided not to release now, a decision would need to be made about when and how the numbers were released. The end of June would be **too late**. It is for the GC to figure out how to release PIT sooner rather than later, as an increase can be perceived negatively.
- Mr. Hardin stated that he was not concerned with releasing full report later in June. However, Mr. Hardin stated a concern with spinning numbers and/or defensive behavior.

A suggestion was made release the numbers as they are as evidence of the work the GC had to do.

- Ms. Terri Lee agreed with Mr. Hardin's suggestion and posed a question about how the GC plans to counteract these numbers going forward.
- A question was posed about other cities releasing the numbers before the full reports and whether these cities were most cities in America or specifically in the Atlanta area.
- Ms. Marchman answered that most cities was in reference to America as a whole and was uncertain of the plans of the other CoCs in Georgia.
- Mr. Williams asked who the reporters are who are likely to pick up this story and which reporters are friendly towards the CoC who the GC can talk with directly.
- Ms. Marchman answered that the Mayor's Office of Communication had a plan in place. WABE has been more thoughtful and balance in what they report about what the CoC does and Ms. Marchman would be interviewed on the radio with them. The press secretary had a TV reporter (name??) thought to be a good fit for a more thoughtful and balanced approach as well.
- A motion was made by Mr. Hardin to release the PIT Count numbers. This motion was seconded. All were in favor. None opposed.
- The GC approved the consent to publicly release the PIT Count numbers.

**Next meeting June 12, 2019 @ 8am.**