



# Public Private Partnership Security and Resilience Seminar Series

THE SESSION WILL BEGIN SHORTLY



# AGENDA

- ❑ Introductions and Housekeeping
- ❑ Speakers
- ❑ Q&A
- ❑ Session Wrap Up

# Public Private Partnership Security and Resilience Seminar Series



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## Series Overview

The 2024 **Public Private Partnership Security and Resilience Seminar Series** is sponsored by the Idaho Office of Emergency Management. In collaboration with volunteer speakers and local, state, and federal partners including the Oregon Department of Emergency Management, Cybersecurity and Infrastructure Security Agency, and Albertsons Companies.



# Agenda

## Session 2: **The Safety and Security Impacts of Houselessness on Businesses and Organizations Seminar**

- Welcome & Housekeeping
- Speakers
- Q&A
- Closing



# Learning Outcomes

## Session 2: The Safety and Security Impacts of Houselessness on Businesses and Organizations Seminar

- Identify houselessness complexities, including stereotypes and realities.
- Understand the impact of houselessness on retail security and learn Crime Prevention best practices.
- Utilize technology and logistical support effectively to facilitate healthcare access and support for underserved populations.



# Housekeeping

- Cameras and microphones are disabled.
- Please use the Q&A feature in the upper right corner of your page.
- If you encounter connectivity issues with Teams Live, try refreshing or restarting your browser or Teams App.
- At the session's end, there will be an evaluation to gather your feedback which is crucial to us for improving future sessions.
- After the session, you may complete the Knowledge Assessment for IACET CEUs.
- Recordings of this session will be available for playback following the event.



# IACET CEUs



- G&H is accredited by the International Accreditors for Continuing Education and Training (IACET) and offers IACET Continuing Education Units (CEUs) for its learning events that comply with the ANSI/IACET Continuing Education and Training Standard. IACET is recognized internationally as a standard development organization and accrediting body that promotes quality of continuing education and training.
- IACET CEUs are earned by attending the entirety of a session and achieving a 70% or higher score on a post-webinar Knowledge Assessment. For every 10-hours of in-person or virtual classroom time, a learner can earn 1 IACET CEU.
- For questions about the IACET CEU process, please contact G&H at [training@ghinternational.com](mailto:training@ghinternational.com) or +1 202-955-9505.
- For additional information about IACET or the ANSI/IACET Continuing Education and Training Standard, please contact IACET directly at [info@iacet.org](mailto:info@iacet.org).

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If there are any breaches of either policy, please contact G&H at [training@ghinternational.com](mailto:training@ghinternational.com) or +1 202-955-9505.





Speaker:  
Don Lynn



~~the  
GOOD~~

the  
BAD

and the  
UGLY

a starting point

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# GROUND RULES

- It is to be better prepared – when (and not if) these events happen. Steps or options to take after an incident has happened.
- Being prepared with Safety, Empathy & Compassion for employees, customers, community and the planet we share, is our focus – PEOPLE!
- This can be a very sensitive and difficult topic to discuss. It is at least complex.
- It is not strictly a law enforcement issue
- We need to consider the letter of the law, the intent of the law, and the morality



# Perspective Shared

- Private Business
- Primarily Food Sector experience from industry
  - Stores/Fuel Centers/Pharmacy
  - Product enroute – Transportation
  - Distribution Centers & Warehouses
  - Manufacturing Plants
- And voiced by Employees, Suppliers, Vendors, Customers, & Community Members



# Without Stereotyping

Shopping or Grocery cart - Cart -  
Buggies, Trolleys, Carriages,  
Handcarts, & Baskets...

Starting to combat with self  
locking wheels when reaching  
property perimeter

Note: Milk Tote Container





# The Roof Ninja – strangest case

Homeless, 34, found living inside rooftop grocery store sign

Store only wanted person removed from roof – citing Liability and Electrical hazards



Other times it is NIMBY  
Not in my back yard!

# Stereotypes and misconceptions about homeless

Here are some of the most common ones:

- **They Are All Criminals:** Most homeless people are not criminals, and many of those who are technically criminals have only committed status crimes. Status crimes include getting arrested for loitering, sleeping in public, or trespassing. This stereotype is harmful as it creates an unreasonable fear of homeless people and makes it difficult for charitable organizations to open or expand facilities that provide services for the needy
- **Most Are Mentally Ill:** Decades of research reveals that one-third, at most, of homeless people have a serious mental illness. This misconception often leads to the belief that mental illness is the primary cause of homelessness, which oversimplifies the complex issue
- **Substance Abuse:** There's a common assumption that all homeless people are substance abusers. While substance abuse can be a factor, it's not the case for all homeless individuals
- **Homeless by Choice:** Some people believe that individuals choose to be homeless. In reality, homelessness is often the result of a complex interplay of factors such as lack of affordable housing, job loss, health issues, and more
- **They Are Lazy:** This stereotype suggests that homeless people are not willing to work. However, many homeless people are employed but do not earn enough to afford housing



# Issues/Impacts we commonly encounter

You can loiter/vagrancy without also being homeless

- Loitering
- Vagrancy
- Trespassing
- Undesired behaviors
- Fear – Employee / Customers
- Dumpster & trash fires
- Dumpster Diving
- Repurpose Trash & Materials, i.e., pallets, totes, cardboard, etc.
- Health Hazards
- Heat and Cold issues
- Become Victims of/or commit Crimes / Criminal Acts ORC
- Suffer injury or death





# Nationwide Survey - Retail

Difference between “green” guests and “red” guests at retail stores:

Green guests are “people that should be there” while red guests display aggressive, unwanted street behaviors possibly tied to homelessness. The survey gathered intel about nationwide red guest behavior through focus groups and retailer responses; half said they encountered unwanted individuals in their vehicles, 43 percent at the store entrance or exit, and 7 percent inside the store. Back of the store varied greatly.

Going into the cold holidays, some of these individuals were working their way into the stores based on some of the weather patterns. So, there’s going to be an interesting aspect of where some behaviors are and how we can prevent that and get that recognizability, that noticeability of their safety and security if they’re coming into our parking lot to do those bad behaviors.

LPRC Survey



# The Loss Prevention Research Council

categorized unwanted behavior into five areas:

- **Aggressive Street Behaviors:** Accosting, stalking, yelling, indecent exposure
- **Sleeping:** In cars, tents, sidewalks, benches, tables and chairs, and parking spaces
- **Panhandling:** Asking for money in and around the store
- **Drug and Alcohol Abuse:** Open intoxication or substance use in and around the store
- **Theft:** Stealing from cars, car parts, shopping carts, cones, outdoor merchandise, etc.

They noted that **fear** of crime can adversely affect several aspects of retail, such as the shopping experience, customer traffic, and employee performance.



# National Homeless Law Center

**In many parts of the United States, it is effectively illegal to be homeless due to laws and policies that criminalize life-sustaining activities carried out in public spaces. These activities can include sleeping, resting, asking for donations, and even simply existing in public.**

- 47 states have laws criminalizing homeless people engaging in life-sustaining activities
- **Homeless itself is not a crime**
  - but the activities associated with homelessness can be penalized under certain laws
- These laws can lead to being cited, fined, or even arrested
- Having a criminal record can make it harder for people to secure employment, housing, and other resources
- These laws and policies vary widely from state to state, and even from city to city within the same state

**Most are some form of loitering or vagrancy**



# Loitering and vagrancy has impacts on businesses

Here are some key points:

**Cost Perspective:** Vagrancy and loitering can be detrimental to a business from a cost perspective. Unwanted individuals on your property can lead to unsightly messes or even property damage.

**Brand Image:** The presence of vagrants and trespassers can negatively affect a business's brand image. They can make others feel unsafe and may deter customers from visiting your property.

**Customer Experience:** Unwanted individuals on your property can scare away legitimate customers. The sight of individuals camping out or sleeping around your business could discourage anyone who visits your place of business.

**Employee Safety:** The presence of vagrants and trespassers can make employees feel unsafe.

**Employee Well-being:** The FOG and stress of dealing with these impacts daily.

**Increase in Crimes:** While many uninvited visitors may simply be looking for a place to sleep, some may resort to theft, particularly if you have inventory that can be quickly resold. You could also be on the receiving end of vandalism or other activities that affect the appearance of your property.

**Organized Retail Crime (ORC):** Ring leaders recruiting vagrants and trespassers to steal for them.



# FEAR

Fear = Fight, Freeze, Faint, & Flee

Last years MCI series Run, Hide, Fight

Fear as an acronym - Found 40 examples

“False Evidence Appearing Real”

**So, Is it a just bad rap for the homeless -  
Or is there a little truth?**

**What are some tools or options?**





Speaker:  
Cara Steele



# Homelessness, Crime & Retail Theft

Presented by:

Cara Steele

Oregon Department of Justice, Retail Theft Unit



Oregon Department of Justice  
Criminal Justice Division

**Analytical & Criminal  
Investigative Services Section**



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# Lessons Learned



Patterns and trends



How did we get here?

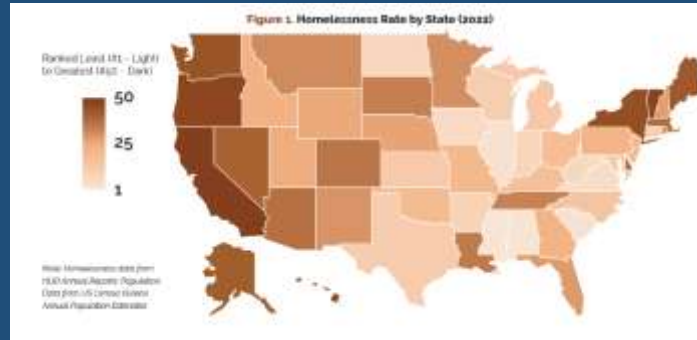


Best practices

# Patterns & Trends

72%

The National Retail Federation reported in the 2023 National Retail Security Survey that **72% of participating retailers reported that issues with homelessness were a higher priority** than just one year ago.



Homelessness is not evenly distributed across the US.

The rate per 100,000 is much greater in California, Washington, and Oregon along with some of the Northeastern states.

56%

When shelters open the University of Pennsylvania found that within 100 meters of the shelter total property and mischief crimes increase by 56.3%.

[https://Crim.Sas.Upenn.Edu/Sites/Default/Files/Ridgeway\\_Effect%20of%20Emergency%20Shelters-V5\\_1.2.2018.Pdf](https://Crim.Sas.Upenn.Edu/Sites/Default/Files/Ridgeway_Effect%20of%20Emergency%20Shelters-V5_1.2.2018.Pdf)



# Patterns & Trends

The National Retail Federation reported in the 2023 National Retail Security Survey organized retail crime groups are increasingly recruiting houseless individuals as boosters to commit theft.



# How did we get here?



- Evolution of loss prevention
- Pandemic era policing
- Social justice movement & criminal justice reform
- Shortage of law enforcement
- Shortage of defense counsel
- Controlled substance abuse
- Reduced reporting to law enforcement by retailers
- Strict retail policies for apprehension of shoplifters



# Typical Cycle



Booster begins stealing

Booster identifies high value items,  
targets them

Booster steals high theft items

Boosters sells items

Stolen items are purchased online  
and shipped across the world





01-31-2008 03:25:02AM

**FOX 12**

# HOUSE PASSES RETAIL THEFT CRACKDOWN

front inside

# Best Practices

- Use CPTED techniques for territorial reinforcement
- What types of resources are available
- Work with law enforcement for better reporting
- Get to know your local crime analyst
- Understand the needs of the subject stealing
- Use LVT mobile surveillance units
- Join local retail theft groups
- Know the difference between theft for need and boosting
- Collaborate with LE to make intelligence-led decisions



# Contact Me

**Cara Steele, Crime & Intelligence Analyst**  
**Retail Theft Unit- OR DOJ**  
**503.572.3921**  
**[cara.steele@doj.oregon.gov](mailto:cara.steele@doj.oregon.gov)**



**Oregon Department of Justice**  
**Criminal Justice Division**

**Analytical & Criminal**  
**Investigative Services Section**





# Contact Us

[oregonfusioncenter@doj.state.or.us](mailto:oregonfusioncenter@doj.state.or.us)  
877.620.4700

Michael Zagyva, Manager  
971.707.0144  
[michael.zagyva@doj.state.or.us](mailto:michael.zagyva@doj.state.or.us)



Oregon Department of Justice  
Criminal Justice Division

**Analytical & Criminal  
Investigative Services Section**





Speaker:  
Laura  
Ellsworth



CLARK COUNTY, WA

**Community  
Toolkit on  
Homelessness**

# Council for the Homeless

- Hub of the Homeless Crisis Response System – Continuum of Care for Clark County, WA
- Convene, Coordinate, Collaborate all homeless services across the spectrum of need and services
  - Coordinated Entry & Assessment
  - HMIS
  - 39 partner agencies and 300+ HMIS users



# Numbers

- 9,032 people from 5352 Households experienced homelessness in 2022
  - 393 year round shelter beds
  - Number of HHs seeking shelter increased by 62% between 2021-2022
- Reasons given for homelessness:
  - Cannot afford housing
  - Domestic violence
  - Household crisis



# Cost of Housing in Clark County, WA

- Sharp increase in cost of rent/housing
  - WA is the **5<sup>th</sup>** highest state in nation for rent
  - **\$31/hr** or **\$64,400/yr** or work **77** hours per week at minimum wage to afford a 1-bedroom apartment



**COUNCIL FOR THE HOMELESS**

*Leadership • Advocacy • Solutions*

Source: <https://nlihc.org/oor/state/wa>

CLARK COUNTY, WA

# Community Toolkit on Homelessness

## What's Inside:

- ✓ Do's and Don'ts
- ✓ Common Scenarios
- ✓ How to Help



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<https://www.councilforthehomeless.org/community-toolkit/>



## Quick Connect: Who to Call

**360-696-9650: Clark County Crisis Line** for people who are in mental health crisis and do not pose imminent threat to themselves or others. Open 24/7.

**360-695-9677: CFTH Housing Hotline** for anyone in need of services like emergency shelter serving Vancouver and Clark County.

**360-487-8626: City of Vancouver Homeless Assistance and Resources Team (HART)** serving Vancouver city limits.

**911:** For people who are in medical distress or in a mental health crisis and pose an imminent threat to themselves or others.



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Be Kind



Advocate



Give Time



Donate



## What to do when you want to help a person

- Get to know the people living on the streets in your area and treat them like any neighbor.
- Encourage/help them call public services like 211 and the CFTH Housing Hotline: 360-695-9677 (year round).
- Contact the Council for the Homeless Coordinated Outreach staff. Outreach staff build trust and help people to be safe and connect to services. [councilforthehomeless.org/contact-outreach-staff](https://councilforthehomeless.org/contact-outreach-staff).
- Share the Council for the Homeless Resource Guide: [councilforthehomeless.org/clark-county-resource-guide](https://councilforthehomeless.org/clark-county-resource-guide)



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**Be Kind**



**Advocate**



**Give Time**



**Donate**

## *Here's what to do if you own a business:*

### **Someone is sleeping/loitering at the front door:**

- It is good to establish a cordial relationship. Introduce yourself. Ask the person their name.
- Politely ask them to leave using sincere empathetic language that deflects the request from yourself to a third party (e.g. the property owner asks them to leave, even if that person is you). This reduces the power-dynamic, and will help in future interactions.
- Let them know where they can be, as opposed to only where they cannot be.
- If they are not cooperative, refer to the Quick Connect: Who to Call and determine which number is best for the situation. Avoid confrontation and keep a safe distance if you feel threatened in any way.



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**Be Kind**



**Advocate**



**Give Time**



**Donate**

## Do

- Make eye contact and speak kindly. Be respectful. Determine how you want to engage. Your capacity to engage will vary from person to person and based on the situation at-hand.
- Contact the Council for the Homeless Coordinated Outreach staff. Outreach staff build trust and help people to be safe and connect to services. [councilforthehomeless.org/contact-outreach-staff](https://councilforthehomeless.org/contact-outreach-staff).
- If someone is being disruptive, homeless or not, de-escalate the situation if you are comfortable doing so or remove yourself from the area if possible.
- If someone is threatening harm to self or others, acting recklessly or violently, or having delusions, call the Clark County Crisis Line: 360-696-9650, open 24/7. You can also call 911.
- Let people know your boundaries on your property. If people are doing something illegal and won't leave, call 911.



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**Be Kind**



**Advocate**



**Give Time**



**Donate**

## Do Not

- Assume anything about the person with whom you are engaging. They may or may not be tired, hungry, happy, sad, dealing with substance use disorder, facing a mental or physical crisis, or any number of scenarios.
- Enter into a situation you sense is out of your scope as a community member.
- Offer food, use of your phone, or money, unless you are equipped and willing to handle repeat requests.
- Permit anyone to campon your property, unless you have developed a trusting relationship with them.
- Permit any one to store personal belongings on your property.



**Be Kind**



**Advocate**



**Give Time**



**Donate**



## Someone exhibiting mental health symptoms has walked into your business:

- Exhibiting mental health symptoms does not necessarily lead to dangerous and disruptive behavior. If they purchase something, treat them like any other customer. This sets a great example for your employees and patrons. If they do not make a purchase, let them know the area is for customers, and politely ask them to leave.
- If they are symptomatic and disruptive: Ask them to leave clearly and politely. Your safety, and the safety of your patrons is your priority. If they remain in the facility call the Clark County Crisis Line or appropriate number from the Quick Connect: Who to Call list. Based on the situation, you may want to call 911 if the situation feels dangerous.



**COUNCIL FOR THE HOMELESS**

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**Be Kind**



**Advocate**



**Give Time**



**Donate**

## Keep in mind

- Clark County's homeless service providers know how to help our unhoused neighbors. It is what they are trained to do. The Coordinated Outreach Teams represent seven agencies working together.
- Many organizations directly help people experiencing homelessness and work to increase affordable housing. Find an organization that you want to support, and ask them what they need.
- Avoid perpetuating stereotypes and myths. People experiencing homelessness are not defined by their housing status. It's often temporary, and it is likely they sought housing and/or shelter and there was none available.
- Advocate within your circle of influence to help make things better for our unhoused neighbors.



Be Kind



Advocate



Give Time



Donate

## Learn more

**Attend** CFTH community education webinars on homelessness topics:  
[councilforthehomeless.org/community-education](https://councilforthehomeless.org/community-education)

**Sign up** for the CFTH digital newsletter:  
[councilforthehomeless.org/newsletter](https://councilforthehomeless.org/newsletter)

**Follow** CFTH on social media:

[Download the Community Toolkit](#)



**COUNCIL FOR THE HOMELESS**

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*Since 2019:*

1000 printed copies distributed

Always available for download on our website:



<https://www.councilforthehomeless.org/community-toolkit/>

# COUNCIL FOR THE HOMELESS

Providing community leadership, compelling advocacy,  
and practical solutions to prevent and end  
homelessness in Clark County, Washington.

Visit **[councilforthehomeless.org](https://councilforthehomeless.org)** for more info.



# Thank You




**Laura Ellsworth, Public Policy and Engagement Manager**

Council for the Homeless

[lellsworth@councilforthehomeless.org](mailto:lellsworth@councilforthehomeless.org)

360-993-9526



Speaker :Dr.  
Jillandra  
Rovaris





**CLOSING THE CARE GAP FOR PEOPLE**

**EXPERIENCING**

**HOUSELESSNESS/HOMELESSNESS (PEH)**



the  
supply chain  
project

Optimizing the Resilient Supply Chain



**iWILL 'til i'mWELL**  
MEDICAL & MENTAL HEALTHCARE



# Who we are?



Dr. Jillandra C. Rovaris  
**Founder / CEO iWILL 'til i'mWELL**

A psychologist with more than 35 years of experience working to improve the mental health of students. Practitioner of a “Cura Personalis” approach to Mental Health and Wellness by treating the whole person - Mind, Body, and Spirit.



Steven W. Robinson  
**Founder / CEO The Supply Chain Project**

Steve is a globally recognized thought leader in supply chain and operations, with over 30 years of experience leading multi-billion dollar global operations, strategy, and supply chain transformations for some of the world's largest companies. He is the 2019 recipient of the Executive Platforms - Most Innovative Supply Chain award for his work at Gobble Inc.



# Our Joint Mission - “The Human Supply Chain”



Our mission is to provide humanitarian focused nonprofits with access to the resources, technology, and logistical support they need to streamline their supply chain operations and maximize their impact.



To promote total wellness of Mind, Body, and Spirit by offering excellent mental and medical wellness health care as we work to remove stigma, while closing the gaps of equal access, by leveraging technology to improve the affordability of healthcare.

# PROVIDING TELEHEALTH TO PEOPLE EXPERIENCING HOUSELESSNESS/HOMELESSNESS (PEH)

**This population will need access to a physical location and private rooms where treatment can take place.**

**They will need access to electronic devices (computer, cell phone, etc.)**

**They will need access to a pharmacy in close proximity**

**Preferred:**

**On-site staff to help facilitate, coordinate, and assist with paperwork (consent forms, HIPAA, etc.)**

**Help with enrollment, referral to Medicare, Medicaid, or local resources**

# The iWILL 'til i'mWELL Total Care Solution TeleTherapy and Telemedicine – 24/7/365



## Talk to a Doctor

- Over 5200 Medical Doctors across the USA
- Board Certified and Licensed M.D.s

## Work with a Counselor

- Over 25,000 Mental Health Therapists
- Master Degrees w/avg 10 years experience
- Licensed to practice in your State

## Message a Specialist

- Dentists
- Dietitians
- Ophthalmologists
- Pediatricians
- Pharmacists
- Psychiatrists
- Women's Health Specialists



# Communication with Mental Health Care Professionals

Speak to a licensed Mental Healthcare Professional in English and Spanish via telephone or video consultation for mental health information



24x7  
Communication with  
Mental Health  
Specialists in  
English and  
Spanish

- Mental health counselor
- Family and marriage counselor
- Social worker
- Addiction counselor

# Mental Health Needs of People Experiencing Homeless that addressed via TeleTherapy

- Coping with Stress and Anxiety
- Trauma and PTSD Support
- Grief and Loss Counseling
- Depression Management
- Loneliness and Social Isolation Support
- Support for Children and Adolescents Mental health safety plan



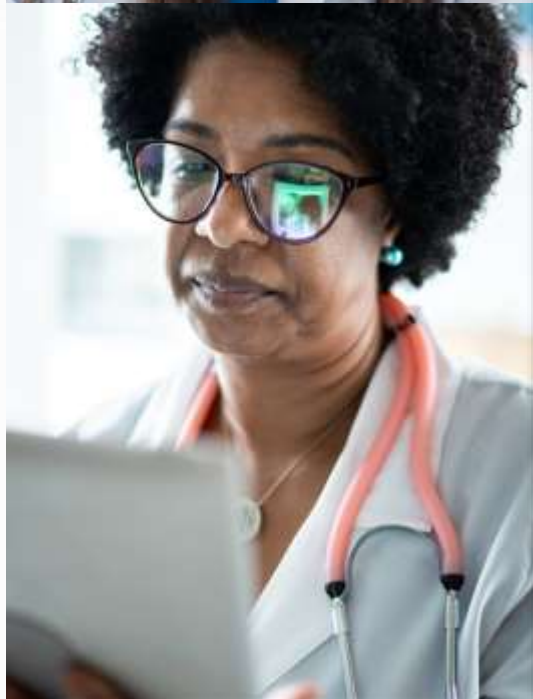


# Communication with Health Care Physicians

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Communicate with a licensed physicians in English and Spanish via telephone or video consultation for healthcare information

- Diagnose ailments
- Give treatment recommendations
- Give prescriptions, if deemed appropriate and necessary



*24x7  
Communication with  
Physicians in  
English and  
Spanish*



## Medical Urgent Care needs of Homeless Populations addressed via TeleHealth

- Prescriptions and Refills
- Management of Chronic Conditions (e.g., Diabetes, Hypertension)
- Respiratory Issues and COVID-19 Symptom Evaluation
- Minor Injuries and First Aid Guidance
- Gastrointestinal Issues (e.g., Nausea, Diarrhea)
- Skin Conditions (e.g., Rashes, Infections)
- Eye Problems (e.g., Redness, Irritation)
- General Health Concerns and Health Counseling
- Remote Health Monitoring Device Guidance



# Communication with Specialists and Experts

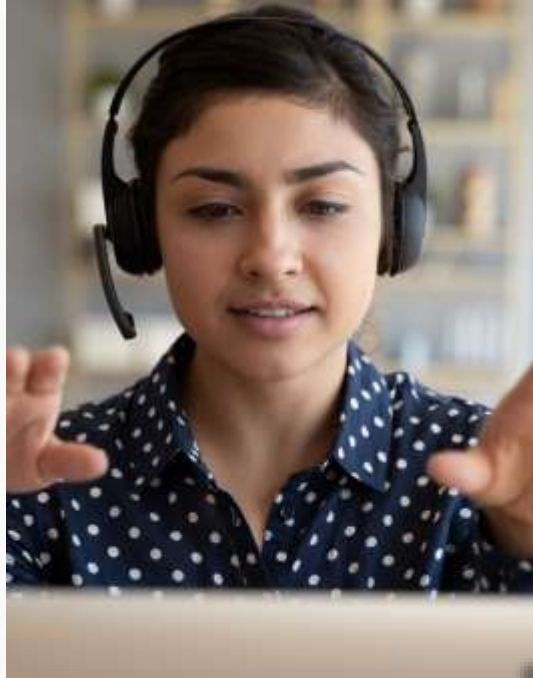
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Have a Question or Concern, send an email message to the following experts:

- Pharmacist
- Dentist
- General Practitioner
- Dietitian
- Sports Medicine
- Alternative Medicine
- Pediatrician
- Ophthalmologist



*Send questions  
via text message  
to a specialist*



*Healthcare Coordinator  
help you to navigate  
medical billing concerns  
negotiated price*

# Communication with a Care Coordinator

Contact a patient advocate to help you:

- Navigate medical billing concerns
- Obtain cheaper options on tests or services
- Get advice on a second opinion
- Ensure your prescriptions are safe and compatible
- Other services from medical experts at your fingertips – ask us anything.

# PET TELE-HEALTH

- Consult with a veterinarian in real-time via telephone or video.
- Once the consult has been scheduled, the Vet will typically phone you back within the hour.
- As a bonus we've included our Pet Drug Savings Card - a prescription discount saves up to 75% on Pet Meds at over 68,000 participating pharmacies.

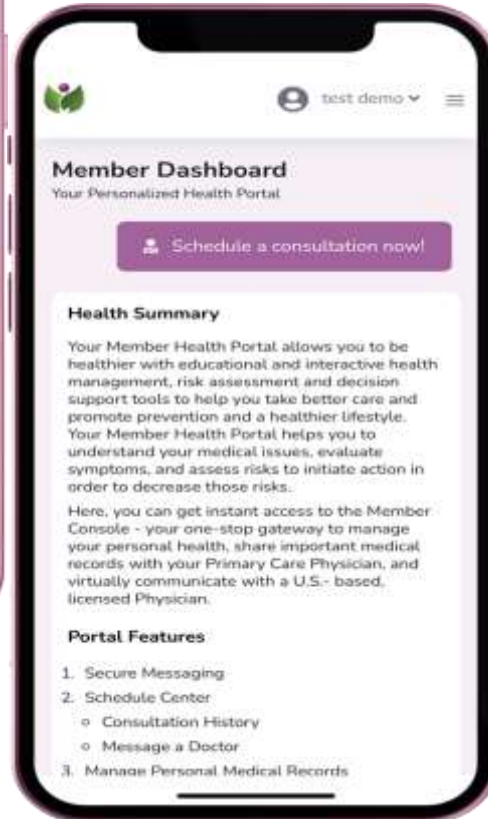




## Our Mobile App Experiences



# iWILL 'til i'mWELL Mobile App - The mobile experience for Individuals and Families



Our iWILL 'til i'mWELL browser or mobile app experience helps keep you healthy on the go. Available on IOS and Android platforms

Select an individual service or bundle of services that best fits your need

- Telemedicine only
- Teletherapy only
- Teletherapy and Telemedicine
- add TelePet services to any selection.

These services can be enabled to serve an individual - or – an entire family.

- With the purchase of our affordable Family Plan, services can be enabled for households of up to 8 people living under the same roof.



# imWELL - Our Mobile App experience for groups



Our imWELL Mobile app experience can be customized and co-branded for your school or group. Available on IOS and Android

Groups can select an individual service or bundle of services that best fits their need,

- Telemedicine only
- Teletherapy only
- Teletherapy and Telemedicine
- add TelePet services to any selection.

These services are configured and provided at the Group level to serve Individuals or Families.

\*Great for Corporate Employee Assistance and Higher education.

# LEARN MORE

## Learn More about iWill 'til i'mWELL

Please contact us at [Info@iwilltilimwell.com](mailto:Info@iwilltilimwell.com) to discuss a package customized to fit the needs of your group.



Speaker: Julissa  
McWashington





# STARBUCKS OUTREACH WORKER PROGRAM

PRESENTED BY: JULISSA MCWASHINGTON



A photograph of three Starbucks employees in a cafe. A woman on the left, a man in the center, and a woman on the right are all smiling and looking towards the center. They are wearing white shirts and green aprons. The background is slightly blurred, showing other parts of the cafe and a warm, golden light.

## OUR MISSION

With every cup, with every conversation, with every community we nurture the limitless possibilities of human connection







# Starbucks Outreach Worker Program

- Program launched in 2020 to support store partners (employees) in selected stores by **connecting them to outreach workers** who bring **hyper-local expertise** in supporting customers with critical needs.
- The Outreach teams **support customers who are experiencing homelessness**, mental health situations, and substance use disorder
- We **aim to increase our partners' confidence and support system** in creating a welcoming Third Place environment.
- We are known for the Third Place, and for some of our customers, **we are their First Place.**
- **Starbucks can lead differently** in our communities by connecting customers to the resources they need in partnership with non-profits and other key critical service organizations

## Program Impact:



# STARBUCKS OUTREACH WORKER PROGRAM | Operations of Program



## OUTREACH WORKER PROGRAM

### 8 Cities

Seattle  
Los Angeles

Chicago  
Denver

D.C.  
Philadelphia

New York  
San Diego

### Outreach Services

- Partnership with a non-profit in each market to provide outreach services.
- OWs circulate in selected stores and engage with customers by building rapport, providing resource navigation, as well as enrollment in stabilizing services (housing, behavioral health)

### In-store Resources

- Stores in the program and across the Area are provided with community resource guides and services to support customers in need

### Training & Education

- OWs educate and coach partners on homelessness 101, resource navigation, customer engagement, and de-escalation.
- Non-profits provide a dedicated training session to select partners that supplement hyper-local expertise with Starbucks' training

### Cross-Functional Support

- Collaborate and integrate into our Asset Protections, Government Affairs, local Retail and Global & Security Resilience teams

### Partner Engagement

- Partners and non-profits are activating Coffee with OWs, ALL IN, Resources & Services Pop-Ups, National Night Out, and other community activations.



“When a customer’s partner did not show up to their couple’s shelter appointment, we were **able to support that customer**, pivot and make an alternate plan and **get him placed for the evening.**”

– Outreach Worker



“Several weeks ago, I visited the PATH offices. I chatted with a woman who excitedly started telling me that she was there to enroll in housing all because an Outreach Worker connected with her at the Starbucks store she regularly visits. She didn’t even know I was a Starbucks partner! From that point on, I knew how incredible this program was!”

– Starbucks District Manager



“While trying to reintegrate into society, I have found that there are people who still love me and treat me like a human being.

This program has made me see what life is about and remember that I am a creation of the situations that surround me and be a positive change for what I want the world to see. I stay thankful.”

– Community Member



Cue Video



Thank You



# Questions & Answers

PLEASE USE THE Q&A  
FEATURE AT THE TOP OF  
YOUR SCREEN TO SHARE  
QUESTIONS





# THANK YOU FOR ATTENDING!



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on your phone

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Artificial Intelligence in the Workplace**  
September 12, 2024 at 0900 Pacific/1200  
Eastern

Registration Page: <https://bit.ly/3Uh9r0l>

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[training@ghinternational.com](mailto:training@ghinternational.com)

