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## ***How's Nashville* Launches '2016 by 2016' Campaign**

*Community goal to house 2,016 people who are homeless by the end of calendar year 2016*

Nashville, Tenn. (March 3, 2015) – *How's Nashville* partners are launching the local *2016 by 2016* campaign, aiming to assist 2,016 Nashvillians who are Veterans or experience chronic homelessness within the next two years.

The *2016 by 2016* campaign aligns itself with the national Zero: 2016 campaign, whose goal is to end Veterans homelessness by the end of this year and chronic homelessness by the end of 2016.

Will Connelly, director of the Metropolitan Homelessness Commission, said the *How's Nashville* leadership team felt it was necessary to assist close to 2,000 people who are either Veterans or who experience chronic homelessness by 2016 to meet both goals set by the national Zero: 2016 campaign.

"Our leadership team's estimate was so close to 2,000 that we decided to call our local campaign the *2016 by 2016* campaign," Connelly said. "It is an ambitious goal that will require us to deploy our current resources even more strategically. We need to increase our community's housing placement rate by almost 50 percent."

The purpose for the *2016 by 2016* campaign is to look at all existing resources, revamp our current community effort by setting new goals, and recruit even more community partners, especially landlords to assist:

- 595 Veterans;
- 1,421 people experiencing chronic homelessness; and
- Others who are homeless and at risk of dying prematurely because of known health conditions.

The *How's Nashville* movement brings together more than 30 partner agencies representing the nonprofit, government, and for-profit sectors, with over 20 of these partners providing direct services.

“Currently over 100 trained housing navigators at more than 20 of our participating direct service agencies work tirelessly to assist people with accessing permanent supportive housing,” Connelly said. “Once in housing, we work on connecting people with the appropriate support services to help them transition from the street or shelter to permanent housing.”

Since inception of the *How's Nashville* campaign in June 2013, partner agencies have helped more than 950 people who experienced chronic homelessness move into permanent housing. The current annual housing retention rate is about 77%.

### ***How's Nashville* Campaign Timeline**

**June 2013:** Official launch of the *How's Nashville* movement, aligning itself with the national 100,000 Homes Campaign, with the announcement of a 100-Day Campaign to house 200 people in 100 days.

**September 2013:** *How's Nashville* partners moved 189 people into permanent supportive housing during the 100-Day Campaign and tripled the monthly housing placement rate from 19 people per month to 56 people per month.

**October 2013:** *How's Nashville* partners set a goal to house 45 people per month.

**February 2014:** The *How's Nashville* campaign creates an online-based Coordinated Entry System with help of the 100,000 Homes Campaign to match people based on their acuity with participating landlords.

**July 2014:** The *100,000 Homes Campaign* announces the successful ending of its campaign. More than 100,000 people experiencing chronic homelessness moved into permanent housing nationwide within 4 years.

**December 2014:** Nashville was selected as one of 71 communities to participate in the new Zero: 2016 campaign, launched by the national Community Solutions organization as a follow up to the *100,000 Homes Campaign*.

**February 2015:** The *How's Nashville* campaign aligns itself with Zero: 2016 by launching the local *2016 by 2016* campaign, an effort to house 2,016 people within the next two years.

**About How's Nashville:** A collaborative community effort launched by the Metropolitan Homelessness Commission in June 2013 to end chronic homelessness in Nashville. *How's Nashville* is aligned with the *Zero: 2016* campaign, a national movement to end Veterans and chronic homelessness by 2016.

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