



**SRO Housing Corporation**

*Opening Doors and Transforming Lives...*

**“Skid Row” to  
Employment:  
The Seamless Transition**



# Introductions

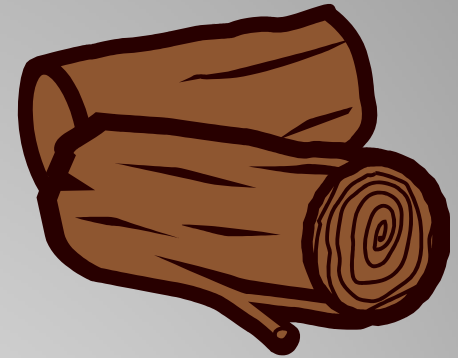
Leslie Estrada, M.P.A.

Program Manager – Avenues to Work

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# A Little History...



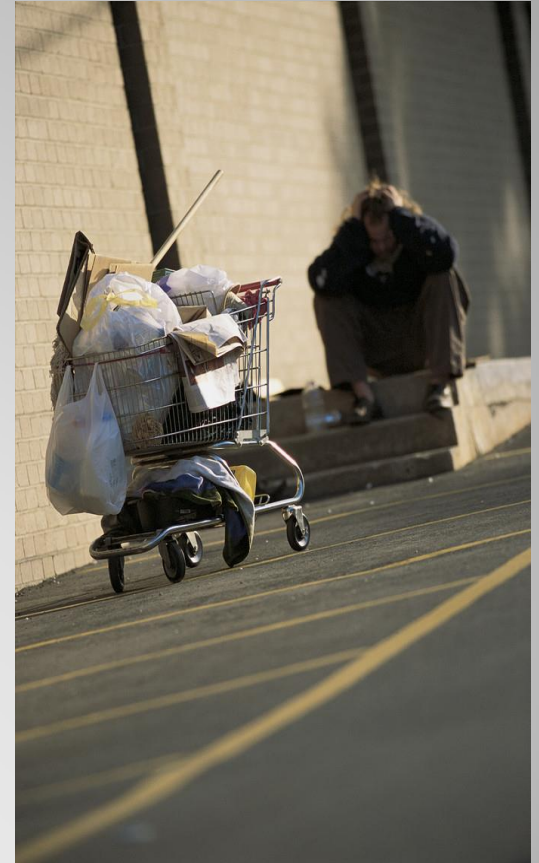
- “Skid Row” – Logging Mills Pacific Coast
- Residential Hotels – 19<sup>th</sup> Century
- Transient/Seasonal Workers



# Skid Row Los Angeles Today

- Central City East
- 50-Block Sector East of Downtown
- Homeless Population in LA County is 23,539 (2011)\*
- 66% of the homeless population is between the ages of 18-54\*

\* From LAHSA Greater Los Angeles Homeless Count 2011



**Skid Row Video**

# Single Room Occupancy (SRO) Housing Corporation

- Established February 1984
- Permanent Supportive Housing for homeless and very low income persons
- A Few Examples of Supportive Services:
  - Recovery Programs
  - Food Services
  - Case Management
  - Mental Health Services
  - Employment Services

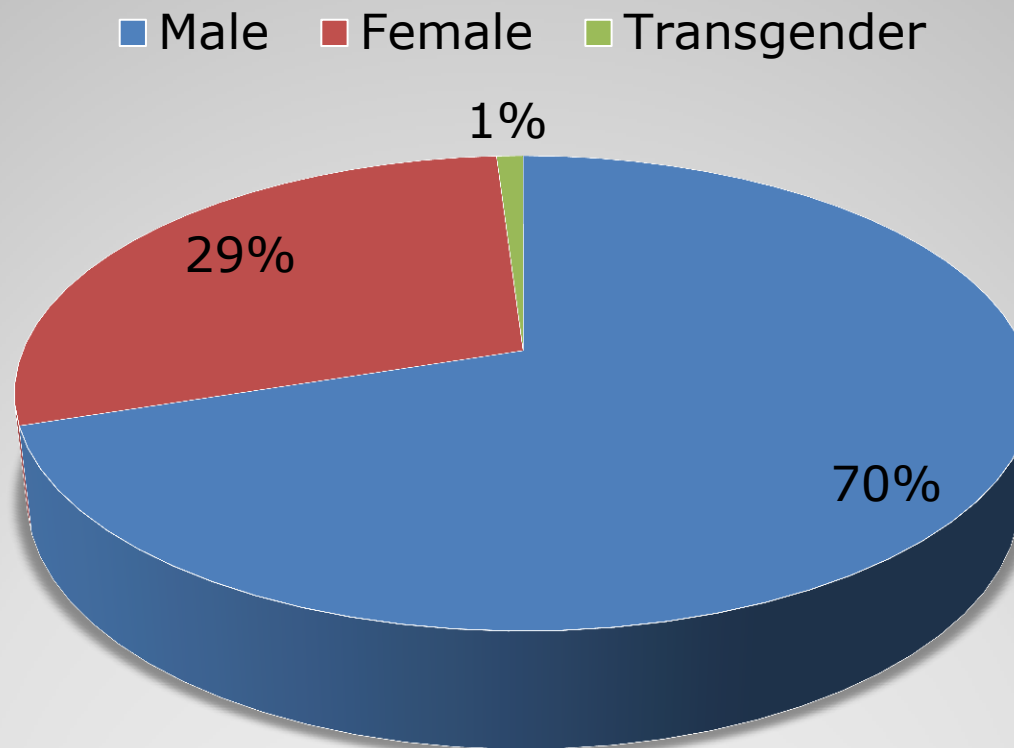


# Avenues to Work (ATW) Goals

- Enroll 235 program participants per year
- 50% of participants will increase their income through employment
- 50% of those employed maintain employment for at least 120 days

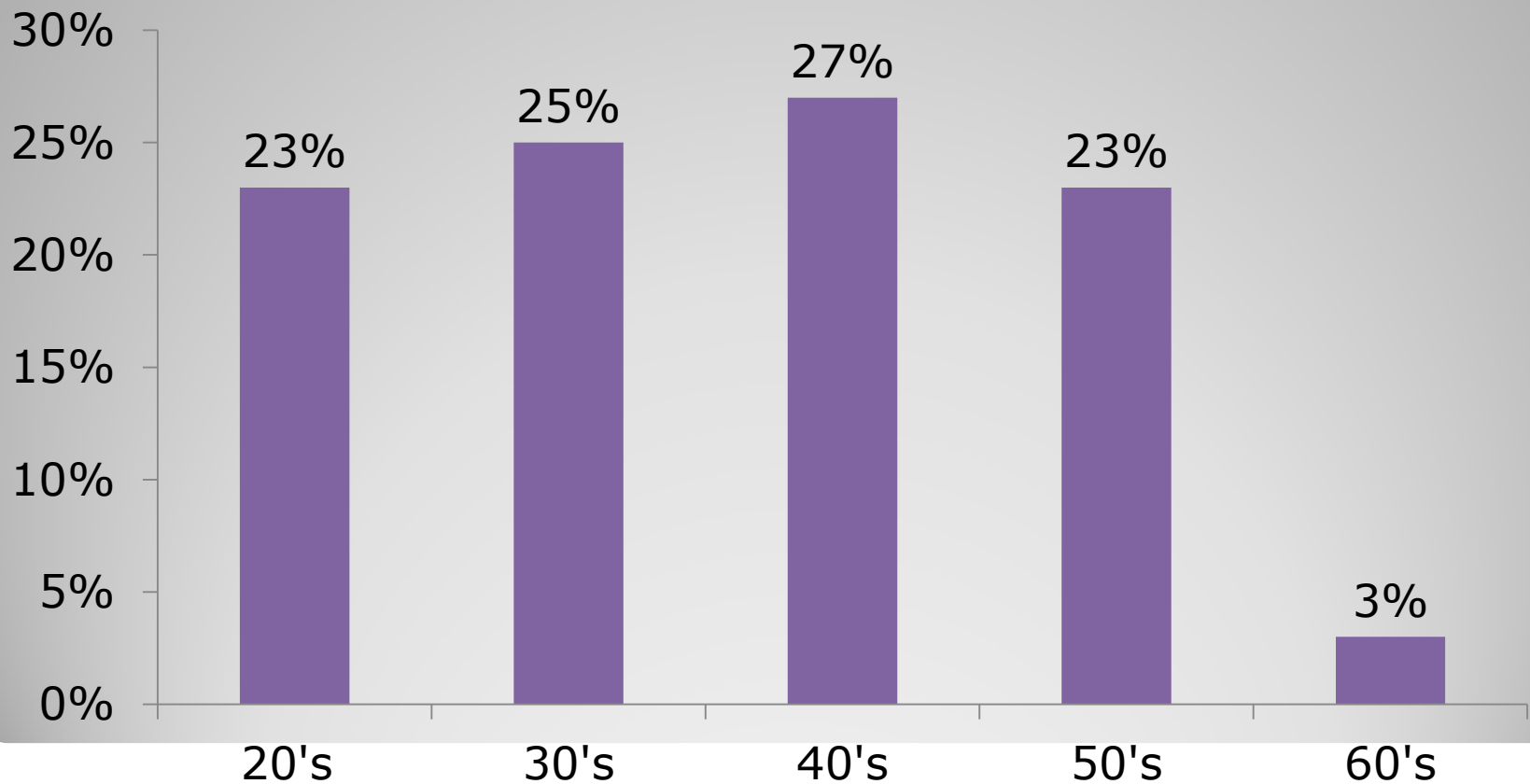


# ATW Participant Profile: Gender

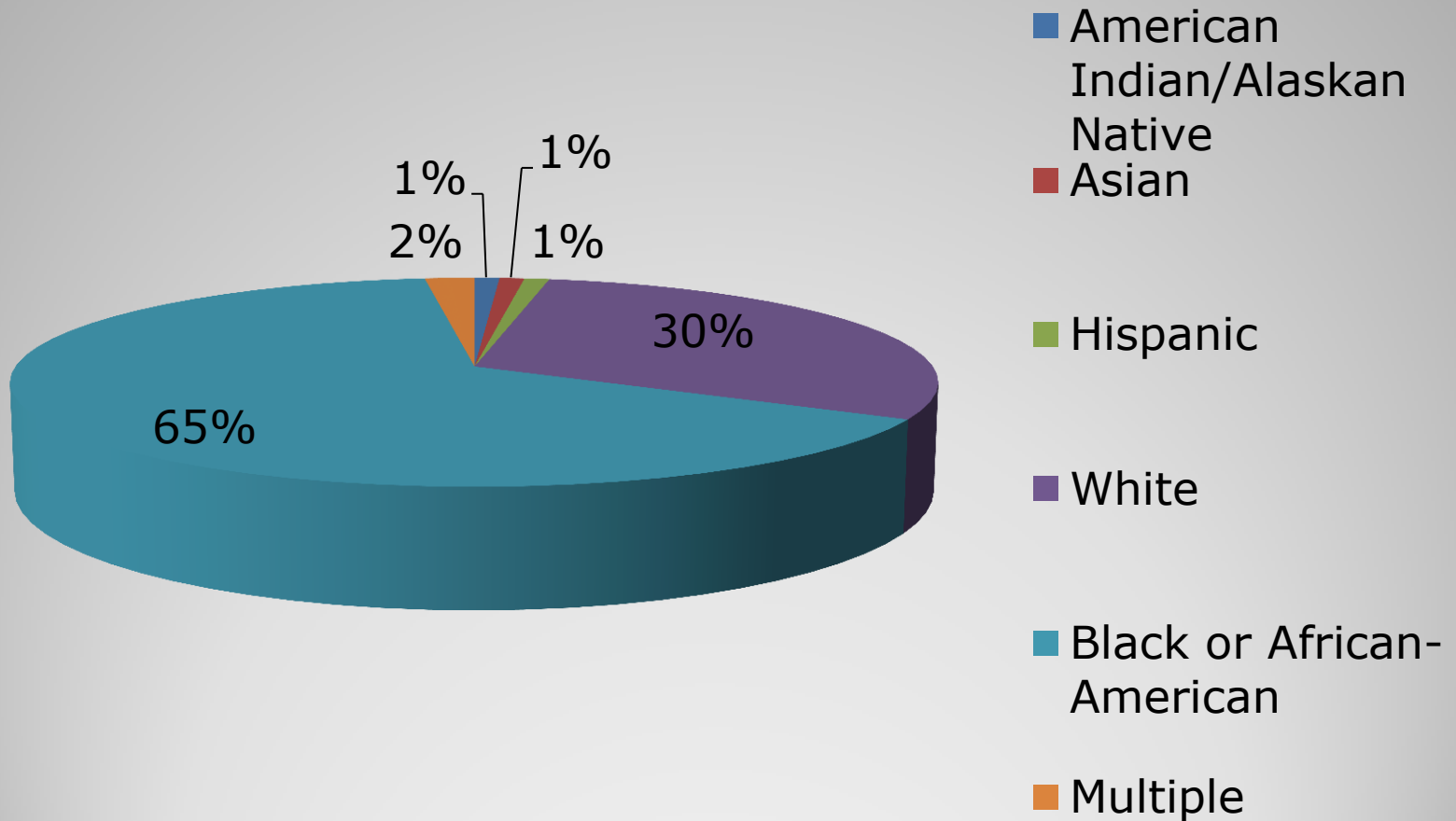




# ATW Participant Profile: Age



# ATW Participant Profile: Race



# Characteristics of ATW Participants

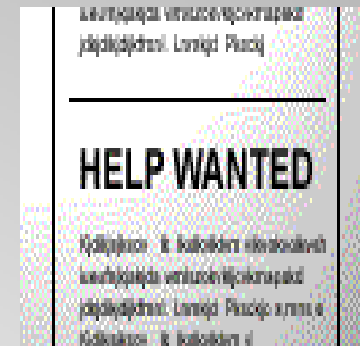
- 95% Slept in emergency shelter last night
- 38% Homeless > 1 Year
- 32% Homeless due to underemployment

- Limited socialization skills
- Little work experience
- Gaps in employment
- Felonies
- Active parole or probation
- Registered sex offenders

- ❖ Graduate degree from Princeton
- ❖ Ex-professional athletes
- ❖ Published author
- ❖ Lawyer and Doctor

# ATW Services Offered

- Employment Workshops
- On-The-Job Training
- Mock Interviews
- Personalized Job Leads
- Case Management Services
- Interview Clothes
- Hygiene Products
- Counseling Services
- In-House Computer Lab
- Housing up to 90 days
- Food Services



# Employment Specialist vs. Case Manager Roles

## **Employment Specialist**

- Job Leads
- Weekly Job Search Forms
- Job Coaching
- Résumé
- On-going Weekly Communication
- Transportation Support

## **Case Manager**

- Supportive Services
- Savings
- Housing/Program Resources
- Personal Hygiene Items
- Employment Retention

# ATW Participant's Responsibilities

- Job Search Forms
- Computer Lab—  
3 days/week - 1 hr/day
- Savings – 60%
- Drug Testing – Random
- Follow all rules for housing and food services
- Communication with Employment Specialist  
and Case Manager



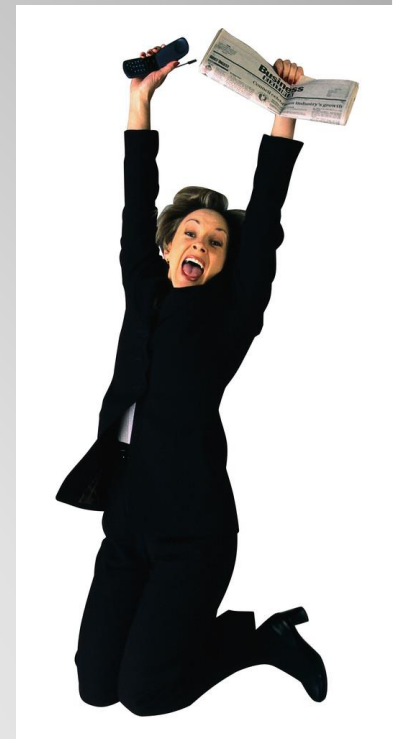
# Keys to Avenues to Work Success

- Celebrating all accomplishments- large and small
- Creating linkages with community partners



# Achievements

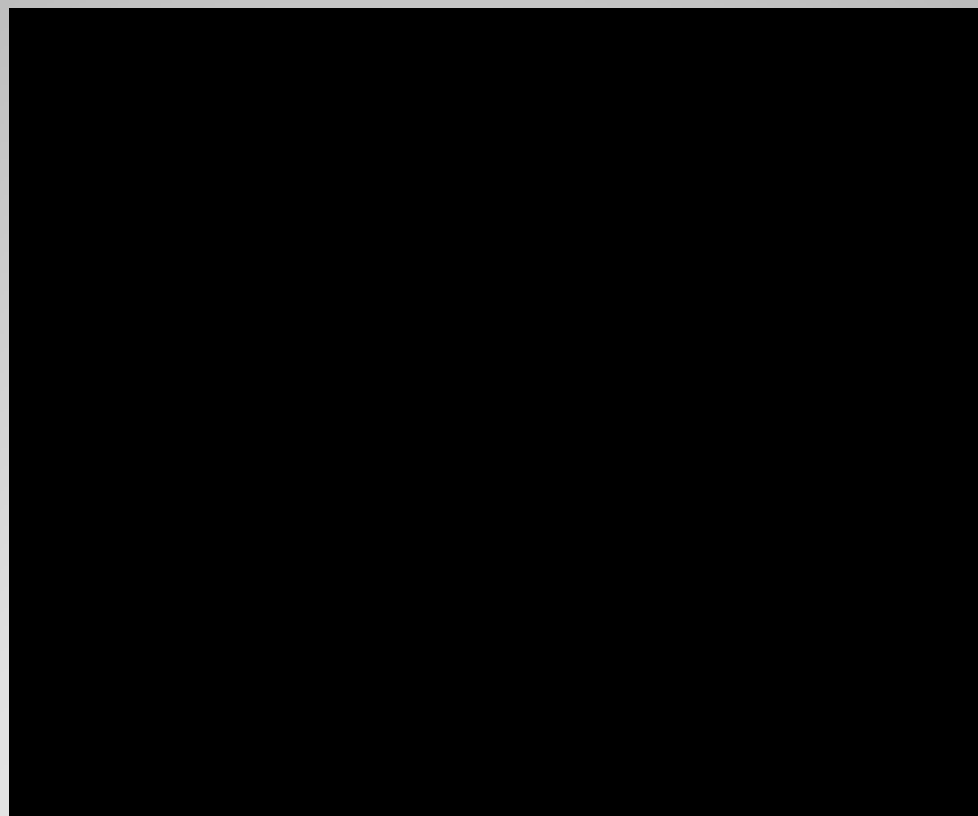
- Exceeded goals for 2012-2013!
- No need for outreach
- Team Approach:
  - Proximity
  - Weekly Staff Meetings
  - Resource Sharing
  - Employment Specialist Case Presentations
  - Ring the Bell!







**Class Graduation**



# Questions?

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