

One Year PILOT PROGRAM OF CENTRAL CITY SRO  
COLLABORATIVE FOR LIFELINE  
EDUCATION TO LOW INCOME RESIDENTS

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# Intro/Objectives

- 1. To educate low income SRO (Single room Occupancy) residents in the Tenderloin and SOMA areas of San Francisco about lifeline services and how to sign up
- 2. To collect data about how many low income Californian residents -regardless of immigration status- would sign up for Lifeline if educated about the service

# Program Background

- Central City SRO Collaborative (CCSROC) is part of Tenderloin Housing Clinic in San Francisco and works on tenant rights and quality of life issues within SROs and the greater Tenderloin and SOMA areas
- Many in our served communities are on a fixed income and therefore would benefit from Lifeline phones, which is why we have worked with CA consumer protections for a number years to educate residents, reaching at least 100 residents a month

# Goals for Pilot Program

- 1. Promote educational materials regarding Lifeline phones
- 2. Collect data/conduct surveys to see how many qualifying low-income California residents, regardless of immigration status, would be interested in Lifeline phones

# Implementation of Pilot Program

- At least 4 SRO Residents doing door to door education about Lifeline services in the Tenderloin and SOMA and at least 5 educational tabling events a year around the area with the aim to reach at least 500 low income SRO residents a year
- At least two resident leaders from our partner program La Voz Latina (which works with Latino families) in Tenderloin/SOMA will collect data, educate, gauge the need for Lifeline phones for low income Californian residents (regardless of immigration status) and identify potential barriers to signing up community members for Lifeline phones with the aim to reach 250 individuals a year
- We will develop flyers to use alongside existing Lifeline materials to educate residents in various languages (English, Spanish, Mandarin, Arabic)
- At 6 months we will evaluate the pilot program with our resident leaders and adjust our approach and models to reach our goals
- The program will be overseen by Community Organizers/Staff who will work with the resident leaders

# Budget

- Yearly Total: \$21,000
- Total Resident leader stipend: \$18,000 (\$250 x 6 resident leaders x 12 months)
- Offices supplies, tabling event charges, training required for the resident leaders: \$3,000

# Evaluation of the Pilot

- We will perform a midyear evaluation of our outreach efforts, including a review of sign in sheets which residents will sign and date
- We will create a report on the barriers to signing up that residents identify

# Reporting

- We will provide a quarterly report including number of contacts made(outreach sign in sheets and educational material used, surveys)



# CCSRO Questions

- How should CCSRO proposal incorporate lessons learnt?
  - Tabling events , Door to Door education .
- Why conducting survey?
  - To understand the what are the various barriers for folks in signing up for lifeline .
- Future expansion?
  - Yes based on the results and feedback we can design a proposal and focus on what needs to be done to address the barriers .
- Eligibility criteria?
  - We would like to find out if there is any public assistance program that is not part of this eligibility criteria.