

**From:** Anita Friedman  
**Sent:** Tuesday, October 16, 2018 5:29 PM EDT  
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**CC:** Hanafi, Faisal <fhanafi@amazon.com>; Davis, Todd <tgDavis@amazon.com>; Dubois, Kelley <duboiskd@amazon.com>; Burns, Casey <cjburns@amazon.com>; McLean, Alistair <mclean@amazon.com>  
**Subject:** RE: Combatting Homelessness in Arlington County - Approach for next week's working session

Hi Jesse and AWS team,

Thank you so much for your prompt response following our phone call. In our meeting next week, we can have a more in-depth conversation to clarify our joint objectives. I will be inviting a few other individuals to join us who are key stakeholders in the Homelessness CoC. We can also tour the Department of Human Services' campus or the Homeless Services Center – a one-stop for shelter, day programming, employment counseling, and medical respite for the homeless. Because there are so many non-profits and other stakeholders involved in our Continuum of Care, it may not be possible to bring them all together by Tuesday. We can discuss a realistic timeline and who needs to be involved for our next meeting.

Looking forward to seeing you next week.

Thank you,

*Anita*

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**Sent:** Monday, October 15, 2018 6:41 PM  
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**Subject:** Combatting Homelessness in Arlington County - Approach for next week's working session

Jack, Anita, Deborah, and team,

Thanks in advance for hosting us at your offices next week. We are excited to work with you to eradicate homelessness in Arlington County, to THINK BIG, beyond functional zero, to get to a point where you can declare the County's homelessness trend functionally negative.

We've been thinking about next steps, about our time next week, and recommend the following approach.

First, at Amazon we start with the customer and work backwards. We begin by crafting a Press Release (PR) that reflects a shared vision to capture the future we wish to create, then we work backwards from there to identify the questions you want answered, and finally the technologies, services, and innovation you can leverage to get these answers. We took the liberty of crafting the start of a first version of a Press Release which we can iterate in our time together.

Second, two key themes came through on our brief call last week: 1) connect data from disparate systems to improve care, care coordination, and give front line personnel better information and more time to devote to service delivery and 2) use technology (like telehealth, mobile health, wearables, etc.) to increase health equity and access in Arlington County. We believe both of these are great building blocks to execute against the bold vision from the Press Release.

1. Theme: Connecting Data from Disparate Systems - Proposed agenda for 10/23 session:
  - a. Confirm and Align on Project Objective – (DRAFT: Give front line case workers and management access to data currently trapped in multiple disparate systems that increase coordination across programs, reduce the burden on case workers, and discover opportunities to improve outcomes for people experiencing homelessness or at risk of experiencing homelessness)
  - b. Identify and prioritize personas (managers, case workers, outside partners) and their data needs (what users will do with the data, e.g. which caseworkers need visibility of which data?)
  - c. Agree on a persona and use case to design a proof of concept (POC). (Draft criteria for POC selection: 1) solves an important problem, 2) data exists and is accessible, and 3) complexity.)
  - d. Agree on next steps (ID data sources, user interview, etc.)
  - c. After the workshop - AWS recommends a technical approach for a POC

2. Theme: Innovation / Using Technology to Increase Health Equity and Access – This could be same day or morning after with Casey and Jack and others to explore how to increase health equity and access using technology (telehealth, wearables, mobile health, etc.) and other opportunities.

Additionally, could we get to know your community better by visiting the Service Center or area Service Providers? Would it be possible to arrange any tours for the afternoon on the 23<sup>rd</sup> or during the day on the 24<sup>th</sup>?

Please let me know if you have any suggestions or changes to the recommended approach above.

Thank you,

See you next week,

Jessie Metcalf

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