

WHAT ARE WRAPAROUND SERVICES?

A Plain-Language Guide for Norman / Cleveland County

A roof over your head is the beginning — not the end. For someone who has experienced homelessness, permanent housing alone is rarely enough to ensure lasting stability. The challenges that contributed to housing loss — mental health, substance use, unemployment, medical needs, family crisis — do not disappear when a key is handed over.

That is where wraparound services come in.

Wraparound services are the comprehensive, individualized set of supports coordinated around a housed individual or family to address every barrier to stability — not just the housing itself. They are the difference between someone maintaining their housing long-term and returning to homelessness within months.

The Housing First Foundation

CoC OK-504 operates under Housing First principles — the evidence-based model that places people into permanent housing immediately, without preconditions like sobriety, employment, or treatment compliance. Housing is the platform from which every other challenge can be addressed.

Wraparound services are what makes Housing First work. Once someone is housed, a coordinated team of case managers, counselors, healthcare providers, and community partners delivers individualized support — at whatever level that person needs, for as long as they need it. Participation is voluntary. Services are tailored. The goal is permanent stability.

Housing First without wraparound services is a key without a door. Wraparound services without Housing First is a door without a key. Together — they open the way home.

The Heart of It: Reed Avenue Campus

The physical center of wraparound services in Norman is Reed Avenue — a coordinated services corridor that anchors Cleveland County's response to homelessness.

- **Food & Shelter, Inc. — 201 Reed Ave:** Emergency shelter, food services, case management, and the 32 permanent supportive housing cottages of McKown Village
- **The Share Center — 211–213 Reed Ave:** Coordinated wrap-around services including clothing, hygiene, mail services, and community support — anchored by the generosity of Gene and Sherry McKown

Together these two addresses represent the most concentrated delivery point for wraparound services in Cleveland County — and the foundation of a unified Reed Avenue Campus vision designed to expand coordinated services for years to come.

The Six Pillars of Wraparound Services in Cleveland County

CoC OK-504 coordinates wraparound services across six core areas. Every individual or family in the system receives a personalized plan — not every service, but the right services for their specific situation.

1. Case Management & Housing Navigation

Personalized plans matching clients to permanent housing, coordinating all services, and providing ongoing follow-up to ensure stability.

- *Thunderbird Clubhouse — CoC OK-504 Co-Lead · (405) 321-7331*
- *Central Oklahoma Community Mental Health Center — 909 E Alameda · (405) 360-5100*
- *Cleveland County Family Initiative — 1151 E Main, Norman*

2. Mental Health & Substance Use Counseling

Therapy, crisis intervention, medication support, and recovery services — voluntary, stigma-free, and delivered at the client's pace.

- *Central Oklahoma Community Mental Health Center · (405) 360-5100*
- *CARE for Kids / COCMHC Child & Family Crisis · (405) 573-6477*
- *Mental Health Association Oklahoma — regional partner*

3. Healthcare & Medical Access

Primary care, prescriptions, dental services, and health navigation for individuals who are unstably housed or recently housed.

- *Norman Regional Health System · (405) 307-1000*
- *Healthlink Physician Referral · (877) 667-6734*
- *Heartland Home Health Care · (405) 579-8565*

4. Employment & Education Support

Job training, resume assistance, GED programs, vocational support, and McKinney-Vento school linkages for children and youth.

- *Central Oklahoma Community Action Agency — 801 Chapel St · (405) 447-0832*
- *Bridges of Norman — unaccompanied homeless high schoolers*
- *ABLE Commission — developmental disabilities · 1175 E Main*

5. Child & Family Services

Childcare, parenting classes, family reunification support, and foster care prevention for families with children.

- *Cleveland County CASA — 1650 W Tecumseh Rd*
- *Cleveland County Family Initiative — emergency childcare*
- *Aging Services of Cleveland County — seniors & families · (405) 321-3200*

6. Basic Needs & Transportation

Food, clothing, utilities assistance, and transportation to services — the practical supports that make everything else possible.

- *Central Oklahoma Community Action Agency — Cleveland County · (405) 434-6100*
- *Aging Services of Cleveland County — transportation · 1179 E Main*
- *Community Food Bank of Oklahoma — regional food access*

Wraparound Services for Homeless Youth

Youth wraparound plans — particularly for unaccompanied high schoolers served by Bridges of Norman — follow a Housing First plus Systems of Care model with age-specific requirements that differ significantly from adult plans.

Component	Youth Plan	Adult Plan
Housing Stay	90-day maximum stay	Indefinite as needed
Education	Mandatory school attendance; McKinney-Vento transport	Optional GED/training support
Mental Health	CARE for Kids; COCMHC youth therapist	COCMHC adult counseling
Team Meetings	Weekly family team meetings	Monthly case reviews

Peer Support	Peer mentoring — central	Optional peer groups
Family	Reconnection if safe — CCFI	Family support as requested

The Bridges of Norman / Moore ISD model has achieved 85% high school completion among homeless youth served — compared to a 42% national average. 70% are employed at program exit. Wraparound services make the difference.

Wraparound Services and the PIT Count

Wraparound case managers are not just service providers — they are the intelligence backbone of the annual Point-in-Time Count. Their real-time by-name lists flag approximately 80% of known unsheltered individuals for targeted volunteer verification on count night. HMIS auto-matching reduces duplicate entries by 85–95%.

Mid-sized CoCs that have integrated wraparound teams into PIT planning — like Waco, Texas — have documented 28% improvements in count accuracy. Rockford, Illinois achieved 95% unsheltered coverage using this model. A more accurate count means a stronger HUD application — and more funding for Cleveland County.

From Count Night to a Key in the Door

The PIT Count is not the finish line — it is the starting gun. Within days of count night, CoC OK-504’s post-PIT pipeline activates to convert data into housing placements.

- **Week 1:** Reconcile surveys against by-name lists. Flag top 20–30% most vulnerable via VI-SPDAT scores
- **Weeks 2–4:** Coordinated Entry activates prioritized referrals. High-vulnerability individuals receive a PSH navigator within 48 hours
- **Days 30–90:** Weekly CCM meetings resolve landlord, wraparound, and funding barriers. Goal: 25–35% of unsheltered housed within 90 days

Metric	Year 1	Year 2	Year 3
PIT-to-Placement Rate	15% (11/73)	25% (18/73)	35% (25/73)
Time to Housing	<60 days	<45 days	<30 days
Placement Retention	75% at 90 days	85% at 90 days	90% at 90 days

Prioritization Accuracy	70%	80%	90%
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The Return on Investment: What Coordination Saves Cleveland County

Coordinated wraparound services paired with Housing First permanent placements are not just the compassionate choice — they are the fiscally responsible one. Research consistently shows that every dollar invested in coordinated wraparound services returns \$1.44 to \$21.72 in societal savings through reduced emergency service use.

Permanently housing one person in Cleveland County offsets an estimated \$900–\$31,545 annually in emergency room visits, hospitalizations, jail costs, and crisis shelter expenses. With 73 unsheltered individuals identified in the 2025 PIT Count, coordinated wraparound action projects \$500,000+ in county savings in Year 1 alone.

ROI by Timeframe:

- **Year 1:** 35% cost reduction — 74% lower inpatient costs, 32% lower ER expenses per housed individual
- **Year 2:** \$9.60–\$31,545 net savings per person; 62% continuously housed versus 31% in treatment-first models
- **Years 3–5:** Break-even to 2.5x ROI as wraparound support enables employment and tax contributions

What Funders Measure:

- **HUD CoC NOFO:** HUD Measure 7 (exits to permanent housing), length-of-stay reductions, HMIS data quality scores
- **Zarrow Foundation (Oklahoma):** 80% housing retention at 12 months, 25% ER and jail reduction
- **MacArthur / Built for Zero:** Functional Zero achievement, by-name list accuracy above 95%, cost-per-exit to permanent housing below \$5,000

Documented Results from Similar Communities:

- **Waco, TX (Heart of Texas CoC):** \$6,307 annual savings per person housed; 42% of PIT-identified unsheltered housed within 90 days

- **Rockford, IL (Winnebago CoC):** 98% PSH retention rate; \$29,400 average public savings per person per year following Functional Zero achievement

How to Access Wraparound Services in Cleveland County

Coordinated entry through CoC OK-504 is the front door to wraparound services in Cleveland County. No preconditions. No waitlists for an initial assessment. Every person is met where they are.

- **CoC OK-504 Coordinated Entry:** OK504CoC@gmail.com · (405) 321-7331
- **Food & Shelter, Inc.:** 201 Reed Ave, Norman · Emergency shelter and services
- **The Share Center:** 211–213 Reed Ave, Norman · Walk-in wraparound services
- **HomewardNORMAN.org:** Full county-wide resource directory and partner network

End Homelessness NORMAN / Cleveland County · An Oklahoma Citizen-Led Initiative
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