



**Sonoma County Continuum of Care Board  
Agenda Report**

**Item No:** 2

**Subject:** Review Draft Budget and Provide Letter of Support for Housing and Homelessness Incentive Program

**Meeting Date:** July 27, 2022

**Staff Contact:** Michael Gause, Ending Homelessness Manager, Michael.Gause@sonoma-county.org

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**SUMMARY**

The Housing and Homelessness Incentive Program (HHIP) is a new three year funding allocation from Partnership Health Care through the California Department of Healthcare Services (DHCS). Funds will be disseminated directly to the County of Sonoma (Sonoma County Community Development Commission/Department of Health Services) with required consultation from the Continuum of Care and a letter of support. Due to a fast moving timeline, this item contains a draft budget that will be modified but must initially be submitted to Partnership Health Care by September 8, 2022.

**RECOMMENDED ACTION(S)**

1. Provide consultation on HHIP draft budget (to be revised with more details at a later date)
2. Approve CoC letter of support for HHIP funds.

**DISCUSSION**

In June 2022, Partnership Health Care submitted a grant application for the County of Sonoma for State HHIP funding. Funds are flexible but based on eligible expenses for homelessness solutions in the California State Homeless Housing Advocacy and Prevention (HHAP) Round 3 funding. A total of \$19,100,415 is available to the County of Sonoma with the bulk of funds available in 2023 and 2024. An initial allocation of \$955,021 is available in FY 22-23.

Community Development Commission staff met the week of July 18<sup>th</sup> with Department of Health Services staff to begin drafting a budget and also convened with PHC staff for preliminary information on eligible uses of funds. The draft budget, subject to change, builds upon greater regional collaboration with the County, CoC, and Cities to provide enhanced outreach services, enhancements to emergency shelters to better align with Housing First standards and greater client privacy options, deeper wrap-around services for existing and new

permanent supportive housing projects, and potential acquisition/conversion of motels and other housing assets for new permanent supportive housing projects. Funds in FY 22-23 are proposed for immediate emergency housing intervention/interim sheltering.

A majority of funds for FY 23-24 and 24-25 will likely be rolled into the competitive funding cycle under the Continuum of Care in an open RFP process with system performance metrics to guide decisions. Additionally, all funding is designed to address the gaps in services and support local community based organizations with needed capacity in service provision to individuals and families experiencing homelessness in Sonoma County.

Potential uses of funding, as reflected in the draft budget include:

- Expansion of IMDT/HEART cohorts to provide deeper outreach in all areas of the County, including cities.
- Acquisition/conversion of hotels, motels, and other housing assets into permanent supportive housing
- Enhanced supportive services for new and existing permanent supportive housing projects
- Interim sheltering and support for existing congregate shelters for facility enhancement for greater privacy for individuals entering shelter
- Increased support for HMIS/Watson Care Manager integration
- Support for Coordinated Entry and Front End navigation
- Other uses to be determined in consultation with the CoC Board and the County of Sonoma

CDC staff will submit a draft budget and the letter of support to Partnership Health Care staff before September 8<sup>th</sup> and will apprise the CoC Board and membership of next steps and revisions to the budget.

**ATTACHMENTS:**

A: Draft Letter of Support for HHIP Funding

B: HHIP Draft Budget (linked): <https://share.sonoma-county.org/link/UvdHFrCoVys/>

Attachment A

July 27, 2022

Partnership Health Care  
Hannah Petersen, MPH  
Program Coordinator II  
Administration- OpEx/PMO  
Partnership HealthPlan of California  
4665 Business Center Drive, Fairfield, CA 94534

Re: Continuum of Care Letter of Support – Homeless and Housing Initiative Program Incentive Program

Dear Ms. Petersen,

The Santa Rosa/Petaluma/Sonoma County Continuum of Care (CA-504) represents Sonoma County. This letter is to verify that COC has reviewed and supports the Investment Plan developed with Sonoma County and with Partnership HealthPlan of California (PHC). The Investment Plan is consistent with the COC's work on the Homeless, Housing Assistance and Prevention (HHAP) grant program and related efforts to address the needs of those experiencing homelessness in our area. It also provides the basis for our continued and intensified collaboration with Partnership HealthPlan in the coming years.

Sincerely yours,

Tom Schwedhelm  
Board Chair  
Sonoma County Continuum of Care

Cc: Michael Gause  
Ending Homelessness Program Manager  
Sonoma County Continuum of Care

**Sonoma County Continuum of Care Board  
Agenda Report**

**Item No:** 3

**Subject:** Report from the Lead Agency

- Board of Supervisors action on July 12, 2022
- Joe Rodota Trail Update
- Advancing Built for Zero

**Meeting Date:** July 27, 2022

**Staff Contacts:** Dave Kiff, Interim Executive Director, [Dave.Kiff@sonoma-county.org](mailto:Dave.Kiff@sonoma-county.org)  
Thai Hilton, Coordinated Entry Coordinator, [Thai.Hilton@sonoma-county.org](mailto:Thai.Hilton@sonoma-county.org)

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**1 – Update on the Sonoma County Board of Supervisors Action on July 12, 2022.**

At its public meeting on Tuesday, July 12, the Board of Supervisors discussed a Homelessness Update presented by the Department of Health Services (DHS) Director Tina Rivera and CDC Interim Director Dave Kiff. The update and its attachments can be found [here](#). CoC Board members are encouraged to read the information at their convenience, especially the [PowerPoint presentation](#).

The presentation and the Board’s later concurrence included an allocation of \$4 million in American Recovery Plan Act (ARPA) funds for homelessness projects and programs. Among other items, the Board and staff discussed:

- Preliminary results from the February 2022 Point in Time Count;
- Current housing and homelessness projects and programs underway in Sonoma County, including Project Homekey, 24/7 safe parking sites, congregate and non-congregate shelter operations, and more.
- Emphasizing the need to move to Functional Zero in homelessness using a combination of services and housing (and following the Built for Zero model);
- The current activities of local jurisdictions, including the CoC Board, to embark on Strategic Planning efforts, including the latter’s use of the [All Home California 1-2-4 model](#);
- A new operational agreement with St Vincent de Paul for 12-months of operation at the LG Village 60-unit Interim Housing site;
- Conducting a Request for Proposals during FY 22-23 for a potential new operator at LG Village; and

- Sending a letter to State legislators regarding Governor Newsom's [CARE Courts](#) (Community Assistance, Recovery and Empowerment) proposal, stating the County's wish that county obligations be phased in over time and appropriately funded.

The Board's direction as to the \$4M in ARPA funds was generally to support funding for and in the amount of:

- o \$2.165M for a Centralized Housing Location system, including property owner incentives that build the region's supply of permanent housing (note that this includes \$100K previously allocated to this purpose);
- o \$620,000 to add to a proposed Peer Support and Navigation program (operated by West County Community Services) that would hire trained lived experience peers to help get homeless individuals ready for placement in housing.
- o \$250,000 to improve how Sonoma County 2-1-1 helps clients with intervention and prevention strategies;
- o \$200,000 to implement recommendations from the Jan - July 2022 Front Door Assessment (case conferencing, street outreach, coordinated entry, by names lists, more)
- o \$865,000 in Emergency Flexible Funds (EFF) to expand housing units and rapid support, allocated as:
  - \$200,000 to continue the EFF program started by the Board of Supervisors in FY 21-22 that enables outreach and other teams to quickly help those in need of solutions that may involve small amounts of funds or short-term services (and work towards making it a regional resource);
  - \$665,000 for flexible support (on a competitive basis) that fills portions of housing unit shortfalls (viewed through the All Home 1-2-4 model) that will be identified in the current Homebase/CoC/County strategic planning effort.

The above allocations were generally consistent with the CoC Board's review and consultation of the same funding recommendations at your June 22, 2022 Board meeting. County staff will have to return to the Board soon with performance measurements under the County's "results-based accountability" (RBA) principles to ensure that the proposed funding's uses are measurable, reportable, and impactful.

## **2 – Update on the Joe Rodota Trail (JRT)**

The Joe Rodota Trail (JRT) is an 8.5-mile multi-use trail transiting from roughly Highway 116 in Sebastopol through Santa Rosa to just west of Highway 101. The JRT takes bike commuters, recreational cyclists, runners and walkers and others from Sebastopol and West County to Santa Rosa near Highway 12, as shown in the map below from Sonoma County Parks:



In late 2019 and early 2020, immediately prior to the COVID-19 Pandemic, an encampment of roughly 250 persons grew along the JRT generally between Wright Avenue and Dutton Avenue, including the Roseland area of Santa Rosa. These persons received other shelter as the encampment was cleared, including at the then-new Los Guilicos Village 60-unit interim housing project in eastern Santa Rosa.

In June through mid-July 2022, two smaller encampments appeared along the JRT, near Wright Avenue and behind the County’s property in Roseland. With about 30-35 persons there, the County Parks and Recreation Department fenced off a segment of the JRT.

As this occurred, staff from the Department of Health Services (DHS) from IMDT/HEART (Interdisciplinary Team/Homeless Encampment Access and Resources Team) worked with CDC staff to establish or re-establish short-term shelter solutions to accommodate the July 2022 encampment residents.

As of the date of this agenda item’s writing, the July 2022 JRT clearance was scheduled to begin later in July, following appropriate legal notice. Persons would be offered shelter in compliance with current laws.

Once cleared of encampments, the JRT would then be cleared of any debris, fencing moved, and re-opened for public use. Fencing may be structured in a manner that limits additional encampment creation. This was anticipated to occur towards the end of July, 2022.

### 3 – Advancing Built for Zero (BFZ)

**Summary.** Built for Zero (BFZ) is an intervention that has helped communities achieve Functional Zero in homelessness (where homelessness is **brief, rare, and one-time**). Sonoma

County is a BFZ community but participation in the initiative has not been as robust as needed. CDC staff has chosen to participate in a 2022 “Foundations for Results” cohort to reset the initiative in Sonoma County. This cohort is at a more introductory level to BFZ. CDC staff is looking for board and community members to be part of a **Guiding Coalition Team** and an **Improvement Team** for the BFZ initiative. If the BFZ initiative is going to be successful in Sonoma County, participation from CoC board leadership and service providers will need to be “all in” and robust.

**Discussion.** Sonoma County has been a Built for Zero community since 2021. In that time our community has participated in 2 cohorts but has not made significant headway in implementing recommended system changes, in large part because of lack of interest and attendance. As a result, the community score card is largely incomplete and there is not enough engagement across the community to implement any BFZ-recommended system changes. These cohorts require teams from the community that can implement system changes to develop quality data and use that data to inform interventions. Now that the Front-End assessment has been completed, staff feels that now is the time to re-engage with BFZ.

As a reminder:

- [Community Solutions](#) is a convener/facilitator who helps communities and regions set up and follow the model. They’ll be helping us.
- [Built for Zero](#) is both a movement and a methodology – it includes a structure and process that involves timelines, data readiness, and more. And involves collaboration with other BFZ communities.
- [Functional Zero](#) is the goal. To focus on achievable results, FZ could be functional zero for veteran homelessness or chronic homeless.

As noted, BFZ proposes two groups to begin this process:

- A **Guiding Coalition team** (high-level coordination, a bit smaller in numbers - likely one meeting every other month of 60-90 minutes); and an
- **Improvement Team** (more “nuts and bolts” folks, a bit larger than the Guiding Coalition team – at a minimum, one meeting a month of 60 minutes, but there may be more when an action cycle is underway).

Success for either team requires participation from stakeholders, homeless-service providers and individuals with lived experience. Those interested in participating should be prepared to:

- Meet **monthly** for cohort meetings (where all communities working on BFZ at the time meet to discuss progress), including at the meeting noted below.
- Meet at least **monthly** again as a Sonoma County team to work on the recommendations that come out of the cohort meetings.

- Make a commitment to not miss meetings, nor to switch off with other staff members except in the rarest of instances.

Community Solutions, the agency that operates the BFZ initiative, has offered to meet with our community on **August 4<sup>th</sup> at 12:00 Noon** to re-introduce BFZ to the community. We as your lead agency staff are convinced that this structured intervention can lead to a more coordinated, date-informed approach to our interventions however, robust community participation and buy in is needed.

Right now, with more resources coming to us and more collaboration as a region, we have a chance to significantly move the ball forward, and should take advantage of that.

Expressions of Board interest in working on the Teams are welcome during this agenda item's consideration. Staff also will work to suggest attendees for the Teams to ensure that all of the voices who should be on the Teams are represented.