



# EVERYONE HOME COMMUNITY MEETING

APRIL 30, 2019

1:00PM-4:00PM

THE CALIFORNIA ENDOWMENT

2000 FRANKLIN ST, OAKLAND, CA

# COMMUNITY MEETING AGENDA

## 1. Community Updates

- a) General Updates and Successes
- b) System Performance Dashboard
- c) Coordinated Entry
- d) 2019 Homeless Count
- e) Continuum of Care Funding

## 2. Homelessness: The Story We Need to Tell

# COMMUNITY UPDATES: GENERAL

In December 2018, EveryOne Home finalized the updated Strategic Plan to End Homelessness in Alameda County with the goal of no one person having to sleep outside.

Right now for every 2 people that become homeless for the first time in Alameda County, only one person returns to permanent housing.

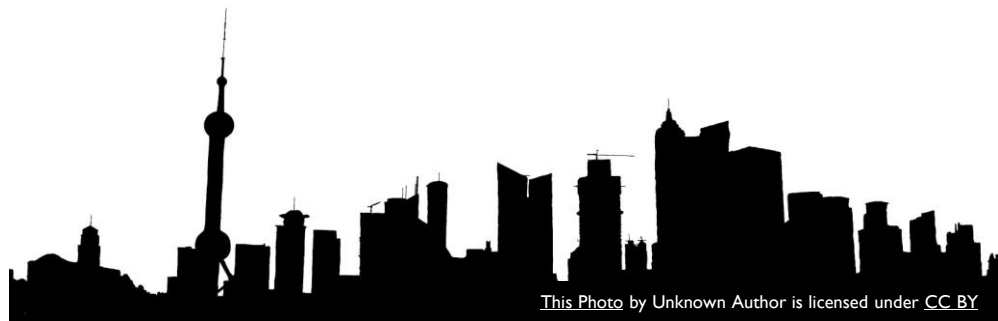


# COMMUNITY UPDATES: GENERAL

To reverse this trend it will take bold action to take solutions to scale including:

- Preventing people from becoming homeless
- Protecting the Dignity of people experiencing homelessness
- Expanding Housing opportunities

So more prevention, more dignity and more homes.



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# COMMUNITY UPDATES: GENERAL

We invite you to share the ways our community has responded to the crisis and place them under the corresponding strategy of Prevention, Dignity, or Homes.



## COMMUNITY UPDATES: SYSTEM PERFORMANCE

- Infographic Summary of Previous Year's Performance

Of the estimated 12,000 homeless people in Alameda County during 2018:



**2,215** became homeless for the first time



**8,674** were served by street outreach, housing resource centers, emergency shelters, transitional housing, and housing navigation programs



**1,218** gained a permanent home

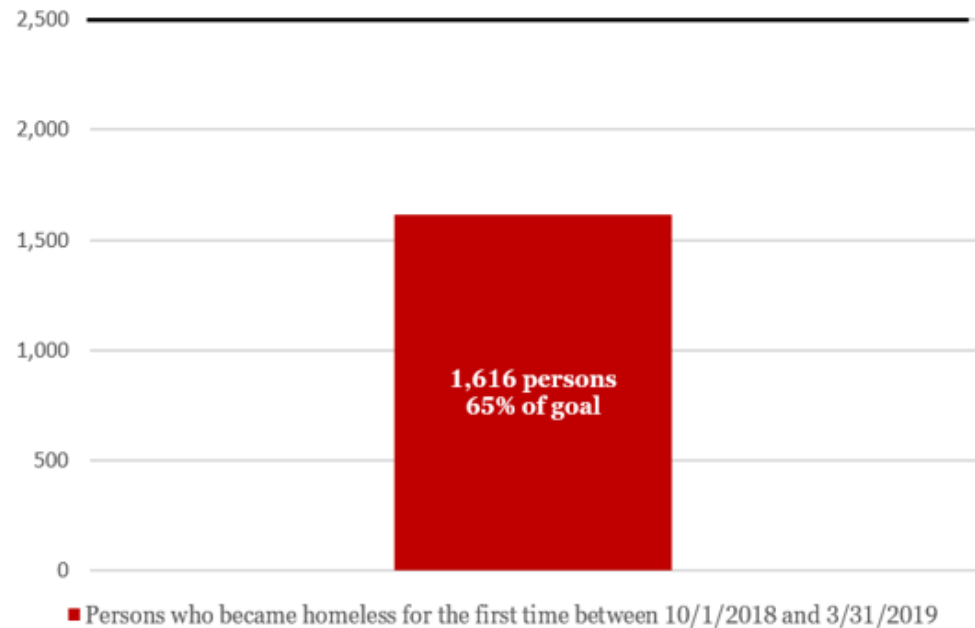
About 2 people became homeless for every 1 person who gained a permanent home.

# COMMUNITY UPDATES: SYSTEM PERFORMANCE

- Quarterly Dashboard:  
First Time Homeless



Only half way through FY 2019, we are nearing our annual max of 2,500 persons becoming homeless for the first time.



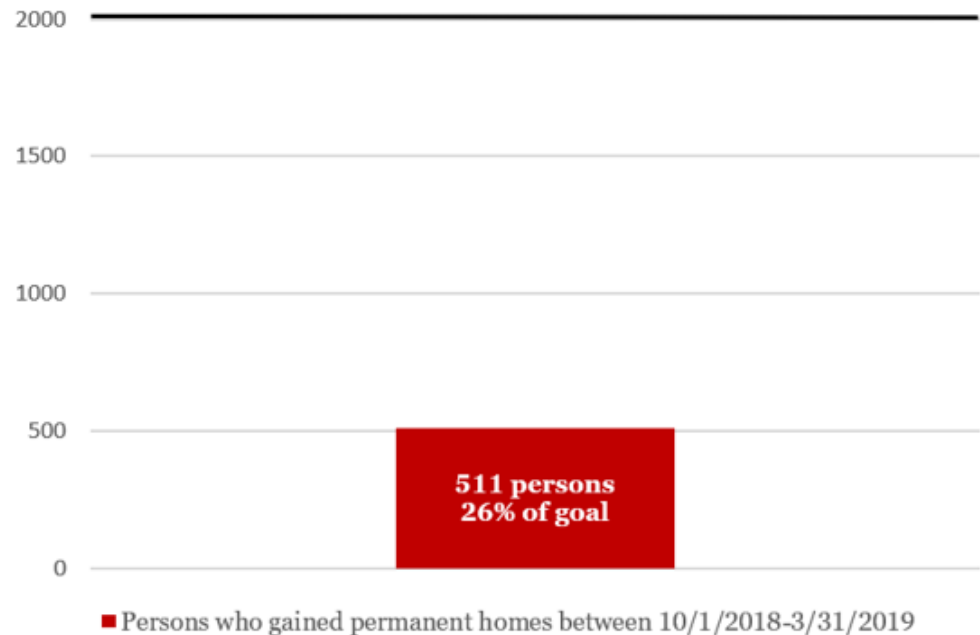
***If we continue at this rate, approximately 3,200 persons will become newly homeless, 30% beyond our annual maximum.***

# COMMUNITY UPDATES: SYSTEM PERFORMANCE

- Quarterly Dashboard:  
Permanent Homes



Half way through FY 2019, we are falling short of our goal to house 2,000 or more homeless persons.



***If we continue at this rate, only 1,022 persons will gain permanent homes, 48% below our annual goal.***



# COORDINATED ENTRY

- Coordinated Entry Flyer
- Housing Crisis Response System Manual
- Success Stories



# COORDINATED ENTRY FLYER

If you're **HOMELESS** or **AT-RISK** of being homeless in Alameda County, Coordinated Entry can help.

## HOMELESS:

### If you're:

- Sleeping outdoors,
- Staying in your car,
- Living somewhere not meant for people to live,
- Leaving an institution (where you were for less than 90 days and you were homeless before),
- Fleeing domestic violence, sexual assault or human trafficking

**Drop-in to a HOUSING RESOURCE CENTER.** See map on reverse of this flyer for the HRC nearest you.

You can also **CALL 211** to get referred to an HRC.

## AT-RISK of being homeless:

### If you're:

- Couch-surfing,
- Staying with friends,
- Having a roommate dispute,
- Just received an eviction/foreclosure notice

**CALL 211** and get referred to homelessness prevention services.

Prevention services may include housing problem-solving, legal services, eviction prevention, or financial assistance, if available.

### If you're: **A Veteran** ↓

**CALL 855-862-1804** for Veteran's services, shelter and housing information.

### If you're: **Fleeing domestic violence, sexual assault or human trafficking** ↓

Call 911 if you are in immediate danger. **Call 211** or the hotline at **800-799-7233** or **800-787-3224**(TTY) for services, shelter, and housing information. For safe, confidential assistance from Coordinated Entry, go to a Housing Resource Center (HRC).

### If you're: **A young adult (18-24)** ↓

There may be shelter and housing options just for you. Go to a Housing Resource Center (HRC) or **CALL 211**.

- Homeless households do not need to call 211 first, they can now go directly to a drop-in location
- Drop-in hours now available at 16 locations across the county
- Households at-risk of homelessness should call 211 and get referred to homelessness prevention services, prevention services are not offered at the drop-in locations
- Message lines have been set up for homeless clients to stay in touch and update information
- **VERY IMPORTANT: UPDATE CLIENT CONTACT INFO REGULARLY!**
- Flyer can be found on [everyonehome.org](http://everyonehome.org), please distribute widely

# HOUSING CRISIS RESPONSE SYSTEM MANUAL

- The Housing Crisis Response System Manual is now available for use. Focuses largely on policies for Coordinated Entry.
- The manual is a work-in-progress. As policies are adopted by System Coordination Committee, they are included in the manual and providers are expected to operate within those policies.
- Updated version can be found at [everyonehome.org](http://everyonehome.org) on the System Coordination Committee page.

# COORDINATED ENTRY SUCCESS STORIES

Abode Services provides a breadth of homeless and housing services across Alameda County including operating Housing Resource Centers, rapid rehousing, permanent supportive housing, housing navigation and outreach.

Since the launch of Coordinated Entry, they have seen the people with the most barriers actually being matched to and ultimately getting housed! Including those with felonies, disabilities, and substance abuse.



# COORDINATED ENTRY SUCCESS STORIES

## BCE (Before Coordinated Entry)

- Path from Outreach to Housing Navigation to Housing was unpredictable
- Beyond the VI-SPDAT (Vulnerability Index self assessment tool) + HomeStretch there was unclear next steps or follow-up
- Difficulties explaining the process and being transparent with participants, due to our own lack of clarity

## ACE (After Coordinated Entry)

- Path from Outreach to Housing Navigation to Housing is predictable (CEA's, Clarity access, BNL meetings and matching protocols)
- Now BNL's make it possible to predict when people will be matched for HN (if ever), and other opportunities and resources
- Once assessed, service providers can now be transparent with participants about the process, what the future might look like and next steps. We can do this because there is streamlined process

# COORDINATED ENTRY SUCCESS STORIES

How we know the CES process works!

- Jamie - coexisting mental health challenges, substance use history, felonies on his record, previous eviction, homeless for 3 years and previous history of homelessness. Currently housed and paired with HTSS provider.
- Tye - Homeless for 30+ years, senior, incredibly isolated, little access to resources available to him, criminal history, chronic health challenges and severe mental health challenges. Currently housed, paired with HTSS and IHSS providers.
- Sam - senior, homeless for decades, has chronic physical disability, Veteran who was denied HUD-VASH due to having to register with Megan's Law (sexual offense charges). Housed with help of Landlord Liaison, paired with HTSS provider.

# COORDINATED ENTRY SUCCESS STORIES

- Missy + Jacob - Missy was on HN, boyfriend was not, but we were able to combine AC3 (funds for participants on HN) and Housing Problem Solving funds (for participants not on HN) to house this couple across the country. Funds covered: transportation and travel costs, first month's rent + deposit, furniture and household items.
- Dani - Someone who could self-solve, but needed a boost to get there. We utilized Housing Problem Solving funds (non-HN participant) to pay the deposit and first month's rent at a trailer park. Funds also used to help her sustain long term (propane, trailer hitch, brake + tire repair).
- Jon - Another self-solver. Homeless 2 years, TBI, criminal background, no family support. Got himself into a PhD program with a scholarship and housing subsidy out of state. HPS helped him with travel costs (gas, motel), transportation (car rental), first month's rent.

# COMMUNITY UPDATES: 2019 HOMELESS COUNT

## OUR LARGEST COUNT COMMUNITY RECRUITMENT AND PARTICIPATION EFFORT

In the early morning of January 30th, 2019, EveryOne Home in partnership with Applied Survey Research and Aspire Consulting LLC conducted the biannual 2019 EveryOne Counts! with the assistance of 489 volunteers, 164 guides with lived experience of homelessness, special outreach teams, homeless providers and community-based organizations, local law enforcement, county and jurisdictional staff, and so many other individuals who supported the effort. In addition, a Youth Count was held in the afternoon of January 30<sup>th</sup> in close partnership with youth providers and youth guides in Berkeley, Oakland, East Oakland, and unincorporated Alameda county.

The 2019 PIT Count resulted in a 68% increase in volunteer and guide participation from our last Count - the largest Homeless Count recruiting and training effort that Alameda County has undertaken to date!

**Thank you for the support, Alameda County!**





# COMMUNITY UPDATES: HOMELESS COUNT

## INDIVIDUALS AND ORGANIZATIONS THAT WENT ABOVE AND BEYOND...

### **Youth Count**

C'Mone Falls - Alameda County SSA  
Julie Hadnot & Jessica Blakemore - ALL IN  
Lateefah Simon - BART Board of Directors  
Karen Bastin, BART Customer Services  
Todd Morgan, BART Assistant Treasurer  
Beyond Emancipation  
Covenant House CA/YEAH! Berkeley  
Family Violence Law Center  
Jasmine Gonzalez - Our Kids  
MISSEY  
REACH Ashland Youth Center  
UC Berkeley Suitcase Clinic  
VOICES Youth Center  
Youth Action Board  
Youth Uprising

### **Pre-Count – Tents/Vehicles**

**Berkeley Food & Housing Project**  
Building Futures with Women & Children  
**City of Fremont**  
**City of Union City – CAREavan**  
**Operation Dignity**  
**ROOTS Clinic**

### **Guide Recruitment & Survey Coordination**

**Abode Services**  
**Bay Area Community Services**  
BACS Hedco Wellness Center  
Bananas Inc.  
City of Berkeley  
**CityServe of the Tri-Valley**  
City of San Leandro  
City of San Leandro Police Dept.  
City of Livermore  
**Downtown Streets Team** – Hayward, Berkeley & Oakland  
HCH Consumer Advisory Board  
Homeless Action Center  
Housing Consortium of the East Bay  
LavaMae  
UC Berkeley Outreach Team  
Parent Voices, Oakland  
**Other Contributions**  
Eden I&R – Survey Translation  
Katharine Gale – Survey Translation  
Jazmine Gonzalez – Survey Translation  
440 Creates

### **Deployment & Training Sites**

Allen Temple Baptist Church  
Asbury United Methodist Church  
City of Hayward  
**East Oakland Community Project**  
First Congregational Church of Berkeley  
Moe Wright - EOH Leadership Board  
St. Vincent de Paul Community Center  
Caffe Teatro, Oakland  
Roccab's Café, San Leandro  
Starbucks – 241 W. Jackson St

### **Special Outreach**

**Alameda County Healthcare for the Homeless**  
City of Dublin  
City of Emeryville  
City of Livermore Police Dept.  
**City of Oakland**  
City of Pleasanton  
**City of Alameda**  
**The East Oakland Collective**  
Veteran Affairs Outreach Team

# COMMUNITY UPDATES: HOMELESS COUNT PROJECT MANAGEMENT AND LOGISTICS

Thank you to the 2019 Homeless Count Project Management Team! The team met weekly since October of 2018 to plan out all pre-Count planning and fieldwork implementation, and continues to meet bi-weekly to move into Count data analysis and preparation of upcoming reports:

- Laura Guzman, EOH – *Project Manager (PM)*
- Kathie Barkow, Aspire Consulting LLC – *PM Coach*
- Laura Petry, ASR – *Lead Research Analyst*
- Peter Connery, ASR – *Vice-President*
- Ruby Butler, EOH – *Deployment Site Logistics and Recruitment Lead*
- Bilal Mafundi Ali, Consultant – *Guide Recruitment Lead*
- Trevor Mells, Alameda County HCD – *HMIS Liaison*
- Jessie Shimmin, EOH – *Sheltered Count Coordinator*
- Alexis Lozano, EOH – *Lead Survey Coordinator*
- Dorcas Chang, EOH – *Deputy Lead Survey Coordinator*
- Elaine de Coligny, EOH – *Media Liaison*



# COMMUNITY UPDATES: CONTINUUM OF CARE FUNDING **FY2018 NOFA AWARD**

On January 26, 2019 HUD announced funding for the FY 2018 CoC NOFA Competition. The Alameda County Continuum of Care award met our most optimistic projections:

- \$33,592,887 for Renewing projects, including all projects on Tier 1 and 2 renewals in Tier 2.
- Five new projects, totaling \$3,025,33 – which will be adding **108 new permanent supportive housing subsidies/units** and **15 rapid rehousing slots**, and technical and training funds to improve Coordinated Entry's ability to serve DV survivors.
  - City of Berkeley's COACH Expansion
  - City of Oakland's The Grand Transitional Housing/Rapid Rehousing (aka Haland Hotel)
  - SAHA's Peter Babcock/Redwood Hills Expansion
  - HCD's Welcome Home Expansion
  - Building Futures/Family Violence Law Center's Domestic Violence Project
- \$1,029,893 for our CoC Planning Grant

# COMMUNITY UPDATES: CONTINUUM OF CARE FUNDING **FY2018 NOFA AWARDS**

Alameda County's final CoC award package totaled \$37,648,221 – a **\$3.3 Million increase from our 2018 Annual Renewal Demand (ARD) of \$34,329,783**. We continue to be the 3<sup>rd</sup> largest HUD CoC grantee in California, following Los Angeles and San Francisco.

Three renewals at the bottom of Tier 2 were not funded:

- BOSS' Housing Stabilization
- BFHP's Russel Street Residence
- Women's Daytime Drop-In Center's Bridget House

**Congratulations to all the applicants, grantees, the HUD CoC Committee and the NOFA Committee!**



**It's Time For A Break**



**BREAK**



# **HOMELESSNESS: THE STORY WE NEED TO TELL**

# HOMELESSNESS: THE STORY WE NEED TO TELL



IT IS GOING TO TAKE SIGNIFICANT RESOURCES AND POLITICAL WILL TO END UNSHELTERED HOMELESSNESS, AS OUTLINED IN THE STRATEGIC PLAN UPDATE.



SO HOW CAN WE TELL THE STORY OF HOMELESSNESS IN OUR COMMUNITY SO THAT PEOPLE ARE MOBILIZED TO ACTION?

# HOMELESSNESS: THE STORY WE NEED TO TELL

The ideas in this presentation are taken from:

Messaging This Moment: A Handbook for Progressive Communicators by the Center for Community Change

Anat Shenker, Principle of ASO Communications

Dr. Tiffany Manuel, CEO of Case Made





# MESSAGING PRINCIPLES



# I. LEAD WITH SHARED VALUES NOT PROBLEMS

## Embrace

- Implementing solutions
- America is a nation founded on an ideal—that all are created equal
- Every person, every family wants a safe home they can afford

## Replace

- Solving Problems
- This criminal justice system imprisons African Americans and Latinos at alarming rates
- Homelessness is getting worse every day.

## 2. BRING PEOPLE INTO THE FRAME—OFFER CLEAR VILLAINS AND HEROES

### Embrace

- Our economic rules favor the rich at the expense of the rest
- Corporations make profits off polluting our air and water
- Landlords keep raising rents to increase their profits at the expense of hard working people
- No matter our differences—black, brown or white we all want a secure home

### Replace

- Economic Inequality
- The climate is changing
- Rents keep increasing in this market
- All of us want a secure home

# 3. CREATE SOMETHING GOOD, DON'T MERELY REDUCE SOMETHING BAD

## Embrace

- Protect our children's health
- Muslim Americans are our neighbors and our co-workers; they are the kids in our schools, the parents in our parks
- A safe, secure, home for each one of us makes livable neighborhoods for all of us.

## Replace

- Mitigate Climate Change
- The vast majority of Muslims pose no threat to our security
- Prevent and reduce homelessness, or
- The homeless are lazy, drug addicts, mentally ill, etc.

## 4. FOCUS ON OUTCOMES NOT PROCESS— DON'T BE TOO MODEST

### Embrace

- You are at your new baby's side
- Seniors getting social security can afford their rents
- Our coalition creates homes for every member of our community.

### Replace

- Paid parental leave
- Housing for those at 20% Area Median Income
- We seek to end homelessness

## SUMMARY

1. Lead with shared values not problems
2. Bring People into the frame—offer clear villains and heroes
3. Create something Good, Don't Merely reduce something bad
4. Focus on outcomes not process—Don't be too Modest

QUESTIONS?

SMALL  
GROUP  
WORK