



Leadership Board Meeting

Thursday, August 22, 1:00pm-3:30pm
Conference Room B (Second Floor)
300 Estudillo Avenue, San Leandro
San Leandro Library

Agenda

- | | |
|---|------------------------------------|
| 1. Welcome and Introductions | 1:00-1:15 |
| 2. Review and Approval of April Minutes | 1:15-1:20
<i>Approve</i> |
| 3. Alameda County Point-in-time Count Data | 1:20-1:50
<i>Update</i> |
| 4. Committee and Project Updates | 1:50-2:10
<i>Update</i> |
| 5. EveryOne Home Work Plan | 2:10-3:30 |
| a. Revenue Measure | <i>Discussion</i> |
| b. EveryOne Home Plan Adoption | <i>Discussion</i> |

Leadership Board Meeting

April 25, 2019

Attendance: Moe Wright, Liz Varela, Susan Shelton, Nella Goncalves, Gloria Bruce, Suzanne Warner for Linda Gardner, Doug Biggs, Wendy, Peter Radu for Kristen Lee, Kelly Glossup, Paulette Franklin, Jill Dunner, Christine Ma, Ray Bonilla, and Georgia Rudderow.

Staff: Elaine de Coligny, Alexis Lozano, Julie Leadbetter, and Jessica Shimmin.

Guests: Katherine Naff and Mike Keller

1. **Welcome and Introductions**

- East Bay Housing Organization's Affordable Housing Week coming up, May 9th-19th. This is a week of grand openings, panel discussions, community events, tours, workshops, and more.
- Measure A won in City of Alameda which allows for the redevelopment of vacant federal buildings as the site of a wellness center for senior assisted living and homelessness services. Thanks to all Board members that helped its successful passage.
- Elaine will be out on medical leave for six to eight weeks starting in May. Julie Leadbetter will be Acting Executive Director while she is out. Given her absence, the Leadership Board is supportive of eliminating the June Leadership Board meeting.

2. **Review and Approval of Minutes**—It was moved and seconded to approve the February minutes with the modification to include Christine Ma in the attendance. The motion passed with abstentions from Peter Radu, Suzanne Warner and Georgia Rudderow.

3. **Results Based Accountability: Data Dashboard**—Staff and members of the Results Based Accountability Committee (Mike and Katherine) presented the dashboard as a follow up from scorecard presentation in 2018. The intention is for this dashboard to be updated annually and summarize the results of the previous year.

Discussion:

- For the first time homeless measure, the Board recommends changing the phrasing since it is not clear. They also recommended added a square of what the goal is instead of a line.
- If you look at the first-time homeless numbers and the numbers of those who gained a permanent home, it will be 3 people becoming homeless only for every 1 person finding a home.
- The Board recommended having a communications strategy with this information. It could correlate with what projects are in the pipeline as a response and opportunities for action.
- Georgia Rudderow has access to marketing department at work and can help develop something for social media.

The Board approved to beta-test this dashboard and turn it into something to put on the website.

4. **Public Participation Policy**—The EveryOne Home Staff in partnership with its committees is requesting the Leadership Board adopt the public participation policy included in the materials to increase transparency and have standardized communication practices. It was moved and seconded to approve the proposed policy. The motion passed with an abstention from Susan Shelton.

5. Work Plan: Collaborative Action Plans—As part of our contract with Alameda County and the 14 cities, staff is developing concrete plans we can implement with County and City partners. Staff brought notes from the last contracting management meeting where we began to brainstorm ideas and are bringing these to the Leadership Board for more discussion.

Discussion:

- One priority should be enhancing coordination and collaboration especially with the increased number of people with mental health needs/higher needs. That way we can guarantee that the people being brought into units are secure in their housing.
- Another priority can be unsheltered families. Liz Varela and Christine Ma have agreed to champion this effort. The system right now is tailored to single adults so it would expose the resources we need for this population. However, there is concern on focusing on one sub-population because others would be left out.
- Document blitz also came up because those efforts are already underway, and it would make a measurable impact.
- Overall the Leadership Board was supportive of 1) Filling vacancies by streamlining (document blitz) 2) Developing plan to end unsheltered family homelessness and 3) Tenancy sustaining services for high-need clients being placed in PSH

6. Committee and Project Updates—

- HUD TA Update—ICF will be presenting its findings within the next couple months. And then will contract with HUD to stay with our community and offer further support.
- Adopting the Plan—Supervisor Valle has expressed interest in seeing it come to Board of Supervisors. Homeless Coordinating Council requested a presentation which was made in March. No clear next steps have been decided since these conversations. The Leadership Board discussed bringing the Plan through staff or directly to the Board of Supervisors. The Leadership Board wanted to have it go through the Homeless Coordinating Council first.
- Homeless Count—EveryOne Home staff is submitting the numbers to HUD on Tuesday. HUD CoC has reviewed the initial data and the plan is to release the numbers in June with the Executive Summary.

Alameda County

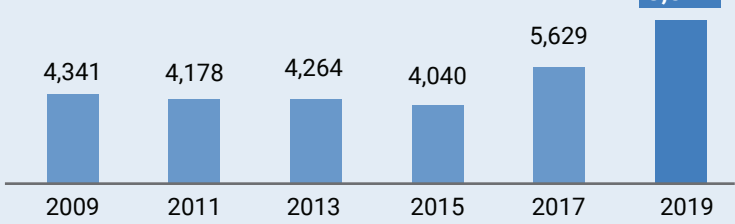
2019 EveryOne Counts

Homeless Point-in-Time Count & Survey

Every two years, during the last 10 days of January, communities across the country conduct comprehensive counts of people experiencing homelessness in order to measure the prevalence of homelessness in each local community.

The 2019 Alameda County EveryOne Home Point-in-Time Count was a community-wide effort conducted on January 30th, 2019. In the weeks following the street count, a survey was administered to **1,681** unsheltered and sheltered individuals experiencing homelessness in order to profile their experience and characteristics.

Homeless Census Population

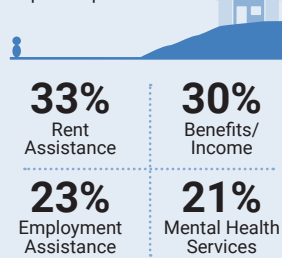


Sheltered/ Unsheltered Population



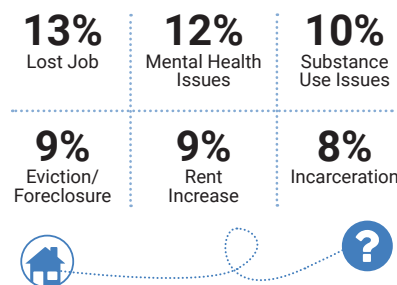
What Might Have Prevented Homelessness

Top 4 Responses



Primary Causes of Homelessness

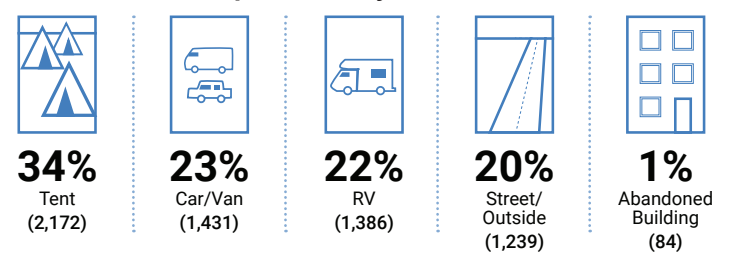
Top 6 Responses



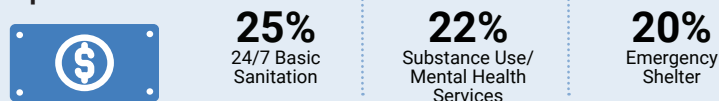
Sheltered/Unsheltered Population by City



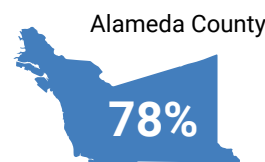
Unsheltered Population by Location



How New Money Should Be Spent



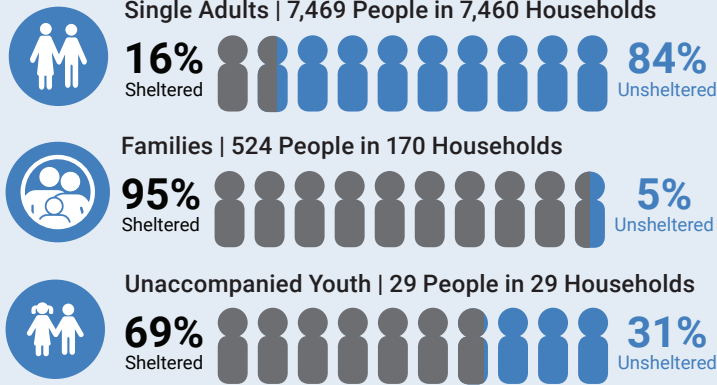
Residence Prior to Homelessness



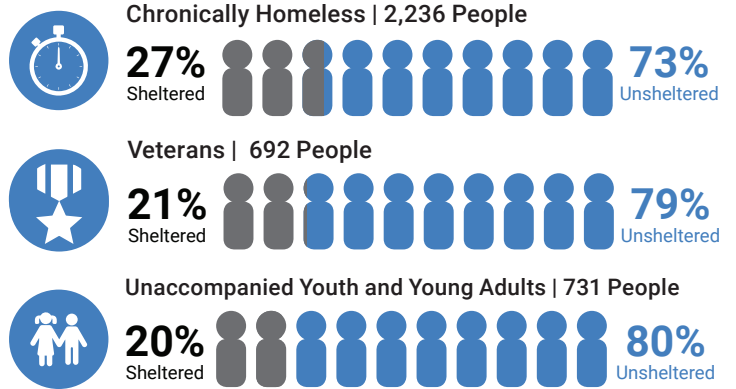
Length of Time in Alameda County



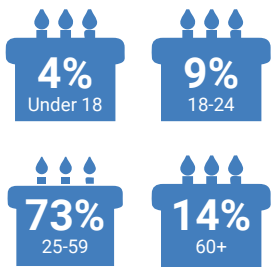
Household Breakdown



Subpopulations



Age

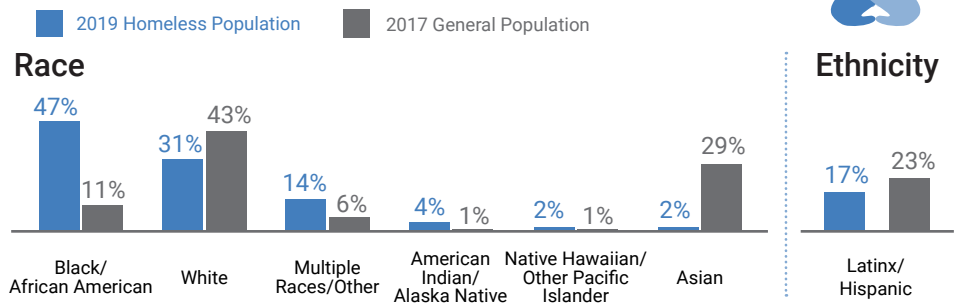


LGBTQ+ Status

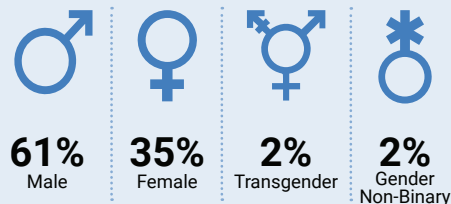
14% of survey respondents identified as LGBTQ+.



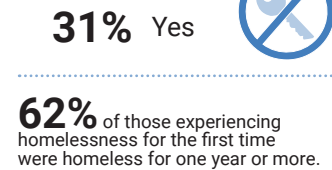
Race and Ethnicity Compared to General Population



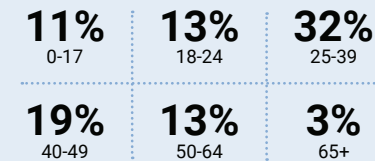
Gender



First Episode of Homelessness



Age at First Episode of Homelessness



Not Interested in Housing

3% of survey respondents said they were not interested in Independent, Affordable Rental Housing or Housing with Supportive Services.

Health Conditions⁺

Current health conditions reported by survey respondents.



39% Psychiatric/Emotional Conditions



30% Alcohol & Drug Use



30% Post-Traumatic Stress Disorder



26% Chronic Health Problems



24% Physical Disability



13% Traumatic Brain Injury



5% HIV/AIDS Related Illness

Disabling Conditions

42% of survey respondents reported having at least one disabling condition.

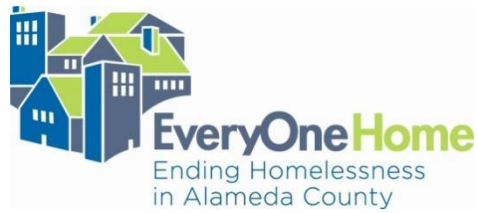


A disabling condition is defined by HUD as a developmental disability, HIV/AIDS, or a long-term physical or mental impairment that impacts a person's ability to live independently, but could be improved with stable housing.

For definitions, additional information on methodology or efforts to address homelessness, visit www.everyonehome.org.

Alameda County will release a comprehensive report of the 2019 EveryOne Home Homeless Count and Survey in Summer 2019. For more information about EveryOne Home and efforts to address homelessness in Alameda County please visit www.EveryOneHome.org

Source: Applied Survey Research, 2019, Alameda EveryOne Home Homeless Count & Survey, Watsonville, CA.



Work Plan Updates for Leadership Board

August 2019

Leadership Board:

At its February 2019 meeting, the Leadership Board identified two priority special projects on which to focus for 2019-20. 1) the adoption and endorsement of the 2018 Strategic Update to the Plan to End Homelessness; and 2) evaluating and pursuing options for a local revenue stream(s).

Updates on the Revenue Stream:

Since the Leadership Board last met in April momentum for the ballot measure has accelerated. Efforts to craft and place a winning measure are fully underway.

- It will be a ½ sales tax which will generate approximately \$150m annually for between 10 and 20 years. The current plan is for the Board of Supervisors to place the measure on the November ballot requiring 2/3rds yes vote to pass. There is some possibility that we will need to target the March 2020 ballot instead, but it is not preferred. Also under consideration is the option of going the signature gathering route, hoping the legal battles over SF's prop C allow for a 50% +1 requirement to pass. That would raise the cost of the campaign by about \$500k, but lower the threshold to pass. We will continue to evaluate the timing and type of campaign through October.
- Supervisor Wilma Chan has signed on as a champion of the measure. She has sought and secured preliminary support from her colleagues on the Board of Supervisors as well as Mayor Schaaf. She has already requested a waiver to Alameda County's taxing cap from the State legislature and, through Dave Brown on her staff, has expressed confidence that it will be granted. Finally, she brought the possibility of the measure up in a meeting with all mayors and city managers on July 22nd.
- We have hired Clifford Moss as the Political Consultant to run the campaign, and have begun working with them as of last week. They have run several successful 2/3rds measures in Alameda County, the most recent being Measure A1, the housing bond.
- In addition to fundraising the next few months will be spent crafting an expenditure and governance plan for the crafting of the measure.
- We anticipate the effort will cost a minimum of \$1.8 million to win, but we are trying to raise closer to 2.4 to 3 million. Either ballot will be crowded, and the more money we raise, the more we can get voters attention and hopefully support. The budget includes some capacity building for EveryOne Home to support this massive undertaking, as well

as pre-campaign spending for voter outreach and focus groups. Most of the funding will be spent during the campaign itself. With the support of board members, Moe Wright and Gloria Bruce and volunteers, Sharon Cornu and Amie Fishman, we have pitched the campaign to four foundations and several major individual donors. The response has been very positive to date. We expect to have substantial contributions in hand by September.

- Your board packet includes the slide deck we have been using for our presentations to funders and donors. You will see how it connects Homeless Count and HMIS data to the 2018 Strategic Update, which calls for such a measure and describes the broad strokes of how such funds can be used to prevent and end homelessness. In asking jurisdictions to adopt the 2018 Strategic Update, we want to build momentum and alignment for the ballot measure and its uses.

Updates on Plan Adoption:

The endorsement form was sent out in May and we have 131 individual endorsements to date including:

- City of Alameda
- City of Berkeley
- Fred Finch Youth Center
- Covenant House California
- Mercy Housing
- Bay Area Community Services
- Downtown Streets Team
- Alameda County Housing Authority
- Sister to Sister 2, Inc
- Lava Mae
- Alameda Point Collaborative
- LifeLong Medical Care
- East Oakland Community Project
- Roots Community Health Center
- BBI Construction
- Homeless Action Center
- Social Service Data Solutions
- East Bay Housing Organizations
- East Oakland Community Project
- Housing Consortium of the East Bay
- Beyond Emancipation
- Resources for Community Development
- Allen Temple Health & Social Services
- Satellite Affordable Housing Associates
- *City of Albany is calendared for September*
- *Hayward and Fremont are in the works*

Now that the summer vacation season is nearing its end, and boards, jurisdictional bodies and commissions will be back at work, let's make the next three months plan adoption season! 11/24 Leadership Board members have individually adopted the Update or had their organizations/jurisdictions do so. [If you haven't already done so, you can electronically endorse here. Please bring](#) any updates to the meeting. We have two topics for discussion at next week's meeting.

1. Do we want to change our approach to seeking adoption by the Board of Supervisors? Previously, the board discussed two alternatives--asking the Supervisors directly to put it on their agenda for a vote, or requesting the Homeless Council (a County staff body) to recommend it to the Supervisors. In April it was agreed to continue working with County staff. EveryOne staff has made repeated requests to the Council and presented to the Council. HUD has also communicated to Supervisor Carson and Susan Muranishi,

that the fact that the County and the CoC have different plans is a problem. No action has been taken to our knowledge.

2. Are their other groups—faith communities, professional associations, etc.—that you as board members would like to approach seeking their endorsement?

Housing and Urban Development Continuum of Care (HUD CoC) Committee:

The HUD CoC Committee functions as the Continuum of Care Board, required by federal homeless assistance regulations to act on behalf of the membership to ensure the CoC responsibilities are fulfilled. CoC responsibilities include designating and operating a Homeless Management Information System (HMIS) database, Continuum of Care planning and needs analysis, operating a coordinated entry system, conducting a biennial census of sheltered and unsheltered persons experiencing homelessness, monitoring project performance, and preparing an application for Continuum of Care funds (HUD NOFA).

Updates:

- **NOFA Update:** On May 2019 HomeBase facilitated a meeting to receive community input and presented their final report with a total of 42 recommendations to the HUD CoC Committee. In June 2019, the HUD CoC Committee reviewed and approved 30 of the 42 recommendations to enhance the FY 19 local process. The 2019 HUD CoC Program competition Notice of Funding Availability was released on July 2nd, 2019. On July 12th, EOH staff held a NOFA Community Input Session to receive feedback on Strategic Direction and new projects. On July 16th, the HUD CoC and NOFA Committee held their joint session and approved the 2019 NOFA Rating and Ranking process and the HUD CoC Committee issued its 2019 Strategic Direction (should we attach?). On July 24th, EOH staff released the Local Application for renewal projects, and on July 30th held the Bidder's Conference to launch the Local Application for new projects, inviting grantees and non CoC funded projects to propose new eligible projects under the available CoC Bonus and DV Bonus funds. Local Application packages are due on August 23rd, and the Consolidated Application will be completed by September 27th and is due to HUD on September 30th.
- **Homeless Count:** EOH released the top line numbers in May. ASR, in collaboration with EOH staff, completed the 2019 Alameda County Homeless Count and Survey Comprehensive Report in July which was posted to our website. ASR and EOH are proofreading and finalizing four jurisdictional reports which will be completed by August 30th.
- **HMIS Update:** In June the HMIS Oversight Committee received an assessment and set of recommendations for the HMIS from our technical assistance team provided by HUD. The findings starkly laid out the need for restructuring coordinated entry in our existing HMIS, building HMIS Lead capacity, and strengthening the governance of HMIS. HMIS Oversight did not meet in July. However, members of the committee joined national communities of practice focused on the HMIS Implementation and Data Quality. As well,

a team met with the TA providers to plan the structure of governance conversations. The HMIS Oversight Committee as a whole will reconvene in August to resume work on strengthening the HMIS.

System Coordination Committee and Coordinated Entry:

Coordinated Entry Management Entity: The HUD CoC Committee is working to develop a process to designate a Coordinated Entry Management Entity to ensure that the centralized functions necessary for an effective Coordinated Entry are in place, funded, and operational. HUD CoC has asked the System Coordination Committee to develop a recommendation to guide their selection process that identifies:

- What are the core functions of a CE Management Entity? Which functions are currently in place in Alameda County, which agency conducts them, and where are the gaps in which no entity is conducting the function?
- Suggested monitoring and reporting from CE Management Entity to the CoC
- Potential selection processes that can be used by HUD CoC to solicit and select a CE Management Entity

Coordinated Entry Evaluation: EveryOne Home has been asked by System Coordination Committee to conduct a limited evaluation of Coordinated Entry. Jessie Shimmin, System Analyst has been leading the process. An evaluation conversation with CE service providers will take place 9/3.

Dynamic System Management Presentation: Matt White of Abt Associates gave a presentation to SCC and interested stakeholders on the future of Coordinated Entry nationally and the direction of CE call Dynamic System Management. SCC and stakeholders found the presentation very helpful and learnings will be included in the SCC/CE improvement plan moving forward.

Results Based Accountability:

The Results Based Accountability (RBA) Committee supports the goal of ending homelessness through performance measurement that is attentive to effort, quality, and impact. The RBA Committee's activities include: reviewing system performance by tracking and reporting population indicators and performance measures, recommending initial and updated performance measures and benchmarks, recommending dashboard design to EveryOne Home's Leadership Board, ensuring the production of dashboards to keep the public informed of system performance and progress toward ending homelessness and working to integrate data from mainstream systems of care.

Update: The RBA Committee met in May and June to develop a Coordinated Entry Evaluation Plan and materials to support Turn the Curve conversations on Length of Time Homeless. The

Committee took July off. Due to the demanding HUD CoC NOFA process, August’s meeting was abbreviated, and focused on setting the stage for the RBA Committee’s fall work. However, the [ScoreCard](#) has been updated with the 3rd quarter data. As well, the public facing dashboard has been updated with Q3 data, with a preliminary look below:



The RBA Committee will return to regular meetings on Monday, September 9 from 2-4 PM in Conference Room 1 at the City of Oakland Human Services Department (150 Frank Ogawa Plaza, 4th Floor).

Advocacy Committee:

The committee last met on Tuesday, March 12 and the committee discussed strategies and focus for 2019. This includes securing the adoption of EveryOne Home Plan to End Homelessness: 2018 Strategic Update and launching a revenue strategy and campaign to increase on-going funding for addressing homelessness. They also discussed the Yes on A campaign in the City of Alameda and ways to get involved, the Governor’s Budget Proposal, and several bills going through the California Legislature. Next meeting is scheduled for September.