



Leadership Board – May 28th, 2020

Attendance: Moe Wright, Vivian Wan, Doug Biggs, Gloria Bruce, Suzanne Warner, Liz Varela, Claudia Young, Peggy McQuaid, Paulette Franklin, Suzanne Shenfil, Ray Bonilla, Kerry Abbott, Christine Ma, Kristen Lee, Georgia Rudderow

Staff: Jessie Shimmin, Julie Leadbetter, Alexis Lozano, Dorcas Chang

Guest: Sarah Ting

1. Welcome and Introductions

- Leadership Board introduces themselves and gives announcements.

2. Review and Approval of January Minutes

- August Minutes:
 - *Doug made a motion to approve the January Minutes. Vivian seconded. The minutes were approved with three abstentions (Claudia, Christine, Peggy,)*

3. COVID-19 Updates

- Kerry gave an update on Operation Comfort and Operation Safer Grounds
- The County is working on an acquisition strategy for purchasing options in Project Roomkey and other sites
- They are experiencing a lot of demand and working on new RFP. Priority is to locate sites in Tri-Valley, North County and Mid County

4. Sales Tax Measure Update

- Policy Framework Update
 - i. Kerry provided an update on the policy framework
 - ii. There were stakeholder outreach meetings held throughout county to get input on how to frame the policy and bring it to the ballot
 - iii. We need to think about how we want to frame certain things like housing subsidies to make sure people understand housing assistance in response to the market
- Fundraising Update
 - i. Switching to general sale tax
 - ii. Ran another poll in April and the measure still polled very strongly
 - iii. Having any kind of tax measure in a recession is going to be a heavy lift
 - iv. There will be some opposition to it, mostly from tax groups, which is why we are going to lower the threshold

- v. We think that by the next Leadership Board meeting, we will have an ongoing campaign that is funded and going to the public for extra dollars
- vi. What's the strategy with electeds and getting their endorsement?
 - 1. There is a campaign steering committee and they will be working with the electeds and strategizing what is the appropriate way to approach them
 - 2. May need to strategize with other members of the LB if we need to get contacts or figure out approaches
- vii. Right now, we think it is going to generate 120 million a year, may stay that way for a year until the economy picks up. Not a complete collapse but it is significantly lower

5. Racial Equity Impact Analysis and System Modeling Update

- Sarah and Jessie presented on the Racial Equity Impact Analysis
- The work started in October 2019 and clear that it needed an equality framework
- This work was a very collaborative process and could not have happened without Susan Shelton, Sarah Ting, senior policy advisor to Supervisor Chan, public health department, City of Oakland Office of Race and Equity
- The work challenged the team to think about the racial makeup of organizations and the tables we sit at. It's really important to set our tables to have more access and open it up so people can contribute
- Q and A
 - i. Is there going to be a larger community meeting to present this at?
 - 1. There is a desire but right now we are working closely with public health department to get it down on paper
 - 2. Finding ways to get this work out is going to be critical for building support for intervention
- Jessie presented on the final system modeling recommendations
 - i. Equity work found that system didn't have interventions to permanently housed people
 - ii. Reducing racial disparities requires new interventions, programs, etc
 - iii. Increasingly clear we are talking about working people who are increasingly part of people experiencing homelessness in Alameda County
 - iv. Discussion
 - 1. The system modeling and racial equity work is amazing and compelling work but folks are drawing their own conclusion from this based on their lens. Important for us to draw on a few bullet points effectively.
 - 2. Really important for people to understand it's a system and that the system works together to get these outcomes

6. Leadership Board Retreat

- Update

- i. There was a planning committee (Moe Wright, Susan Shelton, Paulette Franklin, Kerry Abbott, Vivian Wan, Elaine de Coligny) that started planning and then the Shelter In Place happened. At that time, we were all not used to Zoom
- ii. Since this is now the new normal, we want to go ahead
- iii. The plan was to have a shorter retreat to get people up to speed on where the Leadership Board is, what the issues are, and have a longer meeting that would focus on the coming configuration
- iv. EveryOne Home and the leadership need to readjust to the new environment, but we are going to come up with a plan and agenda for the two-stage retreat and then we will send communication to find appropriate time
- v. No objection from the LB

7. Project Updates

- Coordinated Entry Management Entity
 - i. HUD CoC Committee and System Coordination Committee have been building out this role in the county call the Coordinated Entry Management Entity.
 - ii. Last month, HUD CoC put out a Request For Interest to solicit agencies that would be the Management Entity
 - iii. Health Care Services Agency was the sole respondent and SCC formed a subcommittee to review their response and presented recommendation to SCC saying that everyone is excited and looking forward to HCSA stepping into the role
 - iv. Questions the subcommittee had:
 1. How they are going to expand on their expertise to really embrace all populations and various approaches to end homelessness?
 2. How transition will take place?
 3. What's going to be the relationship between Management Entity, EOH, CoC Committee?
 - v. SCC recommended that HUD CoC move forward and start asking HCSA some of these questions
 - vi. Katharine Gale going to help draft the MOU
 - vii. SCC chair, HUD chair, and EveryOne Home executive director asked to do negotiations with HCSA
 - viii. In response to concerns, Kerry says that HCSA is prepared to look at entire community of people experiencing homelessness and broaden the way it looks at homelessness and thanks EveryOne Home leadership around the implementation of Coordinated Entry
- NOFA Updates
 - i. Youth Demonstration Homeless Program – HUD planning to do another one this time with a two year cycle. It should be coming out in the next couples of months. Alameda County will be applying for it.

- ii. CoC NOFA – the timing for the CoC NOFA is rally uncertain but HUD looking for ways to simplify it. There may be something in NOFA round about supporting agencies that have addressed COVID-19 issues in programs
- iii. HEROES act does have language about canceling the 2020 NOFA competition but doesn't seem likely that will happen
- iv. Unsheltered NOFA is on hold
- v. EveryOne Home is thinking about how we can make the NOFA process simple and straightforward as possible. Let Jessie know if you have any thoughts

8. Staffing Updates

- We want to acknowledgement Julie Leadbetter on all her work at EveryOne Home especially on the governance charter and Coordinated Entry
- EveryOne Home received a wonderful response of applicants for the two new position: Director of CoC Strategies and CoC Specialist. These two positions will support the CoC Boar and SCC
- Offer has been made to top candidate for the Director position and expect an announcement to go out next week if all goes well
- EveryOne Home is doing second rounds of interview for the CoC specialist
- As we make this transition, Kathie Barkow will be starting the work of SCC. Katharine Gale supports writing MOU and the CE refresh design to carry some of these things. Jane is also helping the staff as we issue RFI for consultant to support CoC NOFA.