Oakland, Berkeley / Alameda County Continuum of Care

Fall Community Meeting

November 18, 2025

Welcome!

PARKING: Do not park in the lot next to the building *CARS WILL BE TOWED*.

WIFI: "*TCEGUEST*" – no password | *Upon connecting, open a browser to www.calendow.org to accept "Use Policies"*

MOTHER'S ROOM: A Mother's Room is located on the 2nd floor, across from the Lake Merritt room

Acronym and Jargon Glossary

Link, scroll down for glossary:
https://tinyurl.com/cocjargon
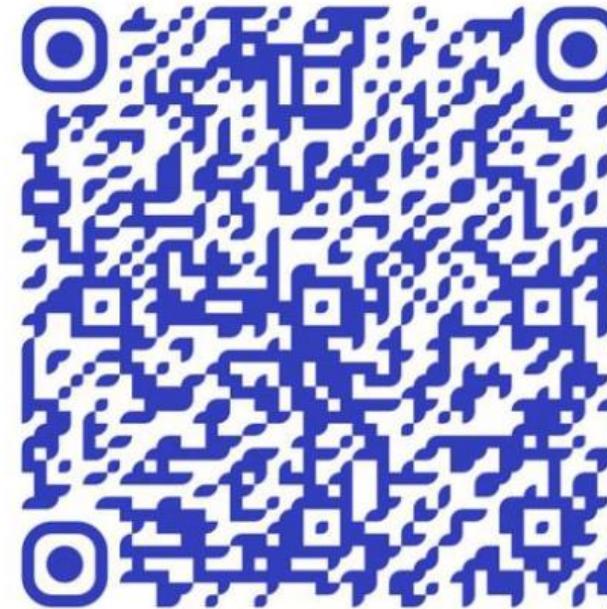
Voter Guide

https://tinyurl.com/cocvotes2025

Also available on your tables!

All registered attendees were also emailed this information with the subject line "**Please Read: Community Meeting Voting Guide!**"

Agenda

EveryOneHome

Time	Item
9:00am-9:30am	• Check-In
9:30am-10:00am	• Welcome and Public Comment
10:00am-10:30am	• Table Conversations: Stories of Hope and Community
10:30am-11:00am	• State of the Continuum of Care and Business Meeting
11:00am-11:10am	• Break
11:10am-12:15pm	• Home Together Update and State of the System
12:15pm-1:15pm	• Lunch - with optional Lunch and Learn session on NH Guide!
1:15pm-2:15pm	• Evidence-Based Solutions Committee Activity
2:15pm-2:30pm	• Break
2:30pm-3:45pm	• Narrative Change and Communications Strategies with HCD
3:45pm-4:00pm	• Final Remarks and Closing

Public Comment

9:30am - 10:00am

Public Comment

Public Comment is an opportunity for members of the community to communicate directly with the CoC during a public meeting.

We will call your name in the order that you registered.

Public Comment is limited to 2 minutes per person.

If you did not register and would like to give a Public Comment, you can submit your Public Comment in writing using the forms or by emailing alameda@homebaseccc.org.

EveryOneHome

Table Conversations: Stories of Hope and Community

10:00am - 10:30am

Introduce yourselves and discuss at your tables:

- What are some stories of hope you've been hearing in your community?

- How have you seen community support one other?

- What keeps you hopeful when working through the challenges of housing, homelessness, or care systems?

- What is WORKING and HELPING in your communities when it comes to homelessness response and systems of care?

- Share stories of resilience, community, and/or hope when it comes to ending and preventing homelessness in Alameda County.

Feel free to write your responses on sticky notes and add to the poster in the back of the room titled "Stories of Hope and Community."

State of the CoC and Business Meeting

10:30am - 11:00am

Meet your Homebase staff!
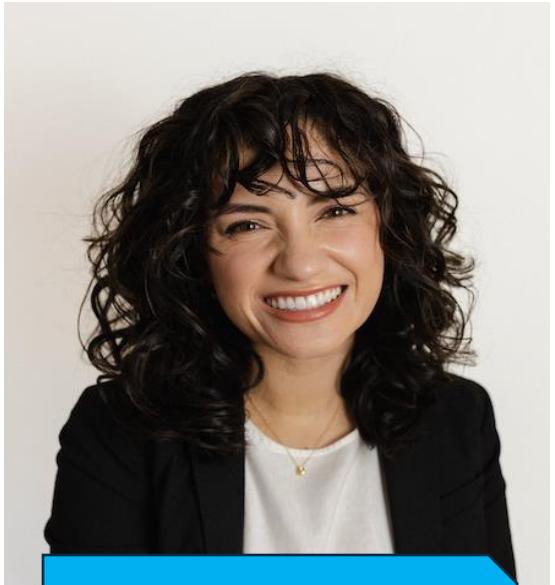
Morgan Bernados
(she/her)
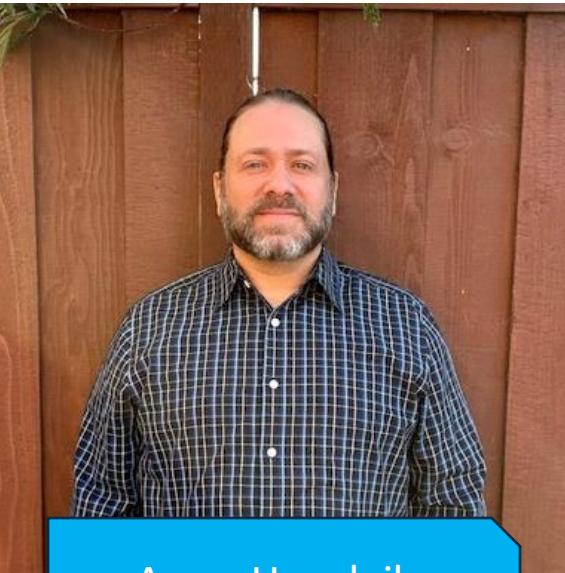
Aram Hauslaib
(he/him)

Matthieu Kaman
(he/him)

Jose Lucio (he/him)

EveryOneHome

Meet your Homebase staff!

Kris Maun (she/her)

Mark Mora (he/him)

Gillian Morshedi (she/her)
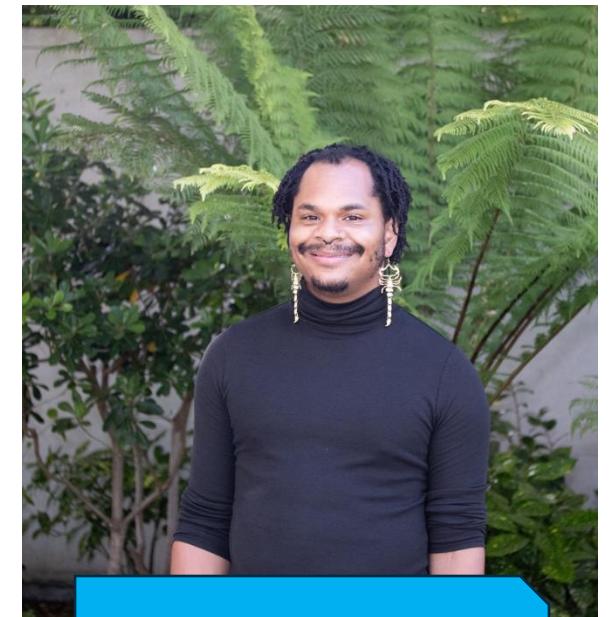
Lyn Nesbitt (they/them)

EveryOneHome

Meet your Homebase staff!

Zalika Coleman
(she/her)

Amanda Wehrman
(she/her)

EveryOneHome

What is the Continuum of Care (CoC)?

A "Continuum of Care" refers to:

> The planning body in a community that addresses homelessness for the geographic area.

> The HUD (Department of Housing and Urban Development) funding program for homeless housing and services.

> The system of services and housing interventions both short-term and long-term for people experiencing homelessness.

EveryOne Home, the Oakland, Berkeley/Alameda County Continuum of Care (CoC)

> EveryOne Home is both a collective impact initiative and the Oakland, Berkeley/Alameda County Continuum of Care (CA-502)

> Involves representatives from the county, cities, nonprofits, advocates, and community members, including community members with lived experience

What Does a Continuum of Care (CoC) Do?

The CoC's Leadership Board and designated entities have several major duties, including:	Other Roles in the Alameda County Continuum of Care
1. **Operating the Continuum of Care** (including design and implementation of Coordinated Entry) 2. **Monitoring** project and system performance 3. **Planning** for the CoC's geographic area. Includes coordinating the CoC system of services and housing interventions. 4. **Selecting and approving projects for CoC Program funding**	**Alameda County Health, Housing and Homelessness (H+H)** • Oversees the CoC's Homeless Management Information System (HMIS), the data system to collects and analyze client, service, and housing data • Manages the Coordinated Entry System, which assesses, prioritizes, and matches people to CoC resources • Submits the CoC's annual application for HUD funds • Serves as the Planning Entity for the CoC **Homebase** supports staffing all the Continuum of Care Committees and special projects

CoC Organization Chart

All Entities & Committees report to the LB

Entities also report to the Committees that they are aligned with

Committees are positioned close to the Entities they support

Funders Council

Champions Council

Youth Action Board

Evidence-Based Solutions Committee

Nominations Committee

NOFO Committee

Youth Committee

Backbone Entity

Collaborative Applicant

CoC Standards Compliance & Funding Committee

Outreach Access & Coordination Committee

CE Management Entity

Leadership Board

HMIS Admin

HMIS Committee

Housing Capacity Committee

Policy & Strategy Entity

System Impact Committee

Housing Stability & Homelessness Prevention Committee

EveryOne Home

image design credit: Nic Ming and Katie Haverly

KEY:

◯ Ad Hoc Committees

◎ Standing Committees

▭ Advisory Boards & Councils

CoC Accomplishments since May 2025

Data Quality Workgroup

(HMIS Committee)

System Performance Measure Updates

(multiple Committees)

NOFO Readiness and updated scoring tool

(multiple Committees)

New Guiding Framework on Equity

(Evidence-Based Solutions Committee)

Prevention Services and Funding Dashboard

(in progress, Housing Stability and Homelessness Prevention Committee)

Encampment Resolution Guide

(Outreach, Access, and Coordination Committee)

Transition-Aged Youth Engagement Guide

(Youth Committee)

Affordable Housing Site Visit

(Housing Capacity Committee)

Communications Workgroup

(in progress)

Ongoing Monthly Learning Community Space

2026 Point-in-Time Count Planning

(in progress)

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CoC Funding Update

The CoC NOFO was released November 13th
- This year's competition is a significant shift from prior years and includes major structural and programmatic changes
- The NOFO puts a lot of existing funding at risk but we are exploring every possible strategy to maximize CoC funding via this NOFO

NOFO Committee is in place and will be having its first meeting on November 20th in advance of the Leadership Board meeting on November 20th.

Jonthan Russell will be sharing more information during the next agenda item at 11:10 am today.

CoC Business

November 18, 2025

Voter Guide

https://tinyurl.com/cocvotes2025

Also available on your tables!

All registered attendees were also emailed this information with the subject line "**Please Read: EveryOne Home Community Meeting Materials**"

Items to be Voted on Today

1. Revision to the Governance Charter: Sunsetting the Youth Committee

2. Revision to the Governance Charter: Sunsetting the Housing Capacity Committee

EveryOneHome

Background

In March 2025, the Leadership Board initiated a process to obtain feedback from the CoC and strategize about potential changes to CoC structure and operations. The following goals were identified:

Reduce confusion about Leadership Board and CoC Committees' roles & responsibilities	**Ensure transparency** across committees/the CoC as a whole	**Ensure accountability** of committees and their members	Eliminate or at least **reduce duplication** of efforts across committees
Improve efficiency across committees	Facilitate a **more action-oriented** structure (with **space for collaboration & inclusiveness**)	Improve **support for PWLE** to ensure more meaningful participation	**Improve strategic CoC spending**

Process

March	April	May	June
LB requested Committee feedback	Homebase collected & compiled feedback	LB reviewed feedback and held in-person Work Session	LB requested ideas for CoC changes	Committee co-chairs discussed possible CoC changes	LB reviews ideas compiled by Homebase

July	August	September	October	November
Committees discussed ideas for streamlining	Committees discussed ideas for streamlining	Committees discussed ideas for streamlining	Board voted on proposed changes	Community Meeting: CoC votes on changes

The result of the process was that 2 committees were identified for sunsetting and 2 additional committees (HMIS and System Impact) were identified to meet less frequently and coordinate with each other as they had complementary purposes.

Only the sunsetting of Committees required approvals from the Board and now the Continuum of Care general membership.

The last step of the process is to vote on the proposed revisions on the November 18th Community Meeting. Everyone in attendance can vote.

1. Revision to the Governance Charter: Sunsetting the Youth Committee

Rationale:

- The Youth Committee's work is duplicative of that being done by the Youth Advisory Board (YAB).
- The Youth Committee was initially intended to include service providers along with youth and was charged with being a collaborative table to discuss issues impacting youth.
  - However, the Youth Committee has not been able to retain service provider engagement. Alameda County Health, Housing and Homelessness has mechanisms in place for YAB to collaborate with adult providers.
- Majority of youth members on the Committee are also YAB members.
- There are no other Committees for specific sub-populations and the current structure siloes youth voice.

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1. Revision to the Governance Charter: Sunsetting the Youth Committee

Transition Plan:

- The Committee is proposing a designated seat for youth (aged 18-28*) with lived experience of homelessness on remaining Committees to ensure youth voice is present in the CoC. The Youth Committee members, YAB, and Homebase are working together to develop training materials for youth to feel empowered in other Committees.
- They are also developing materials to train adults on how to best engage youth.
- Homebase will support adult members in the Committee in finding other ways to engage in the CoC as non-voting members or other engagement in Alameda County.

This age range aligns with the Youth Advisory Board's classification of youth.

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Proposed Revision

- Sunset Youth Committee, remove references to it from the Governance Charter, and designate a youth with lived experience seat on all remaining Committees.

- Delete the footnote on page 23 from the Governance Charter. Add the following language to Section 3.D. (Committees, subcommittees, Workgroups, and Advisory Councils – Committee and subcommittee Member selection, Terms, and Vacancies):

  - All committees are suggested to have between 8-15 members, at least one of whom should be a youth (aged 18-28) with lived experience of homelessness, from the Youth Advisory Board or elsewhere.

During the October 16th Leadership Board Meeting, the Leadership Board approved the proposed revision.

Voting

Voting **YES** means you are in favor of the proposed change to sunset the Youth Committee, remove all references to it from the Governance Charter, and designate a youth with lived experience seat on all remaining Committees.

Voting **NO** would mean you are not in favor of the proposed change to sunset the Youth Committee.

Rationale:

- Other agencies and organizations can continue the work as the CoC has not been most effective home for the Housing Capacity Chartered Purpose.

- The Committee has been focused on training and education which can be referred elsewhere.

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2. Revision to the Governance Charter: Sunsetting the Housing Capacity Committee

Transition Plan:

- Identify where tasks such as the Housing Provider education and Housing Production best fit - inside or outside the Continuum of Care
- Collaborate with partners like East Bay Housing Organization, the newly formed Nonprofit Alliance of Homelessness and Housing Providers, or other organizations engaged in housing development
- Committee members that would like to stay engaged in the Continuum of Care will work with Homebase to identify opportunities on remaining Committees

EveryOne Home

Proposed Revision

Sunset the Housing Capacity Committee, remove references to it from the Governance Charter.

During the October 16th Leadership Board Meeting, the Leadership Board approved the proposed revision.

Voting

Voting **YES** means you are in favor of the proposed change to sunset the Housing Capacity Committee and remove all references to it from the Governance Charter.

Voting **NO** would mean you are not in favor of the proposed change to sunset the Housing Capacity Committee.

Voting

Break

11:00am-11:10am

Home Together Update and State of the System

11:10am - 12:15pm

Presented by Alameda County Health, Housing and Homelessness

Countywide Snapshot on Homelessness

- **9,450** people were experiencing homelessness in the 2024 PIT Count *(Next count planned for January 2026)*

- For the first time since 2013, **overall homelessness declined slightly** (3% from 2022)

- **Unsheltered homelessness declined significantly** (down 11% since 2022)

- Even so, **6,343** people were living unsheltered in 2024

- **3,107** people were sheltered, a 19% increase from 2022

- **24,547 people served** throughout the year

- Between 2020 and 2024, the number of people served **increased by 44%**

Alameda County Point-in-Time Count by Year

■ Unsheltered ■ Sheltered

Year	Count	Unsheltered %
2013	4,264	2%
2015	4,040	-6%
2017	5,629	39%
2019	8,022	43%
2022	9,747	22%
2024	9,450	-3%

Alameda County Health
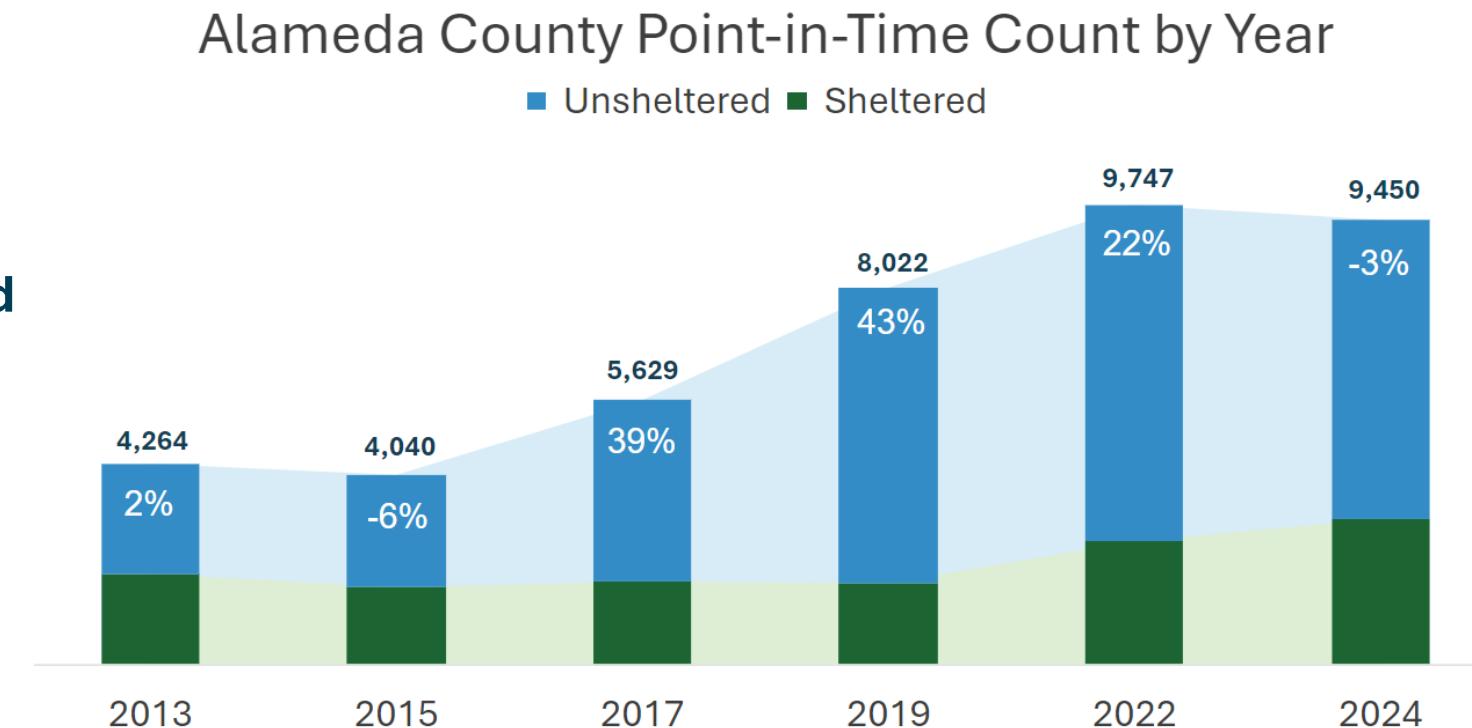
The Impact of Intermittent Funding Cycles

Figure 1 | Homelessness Response System Inflow and Outflow
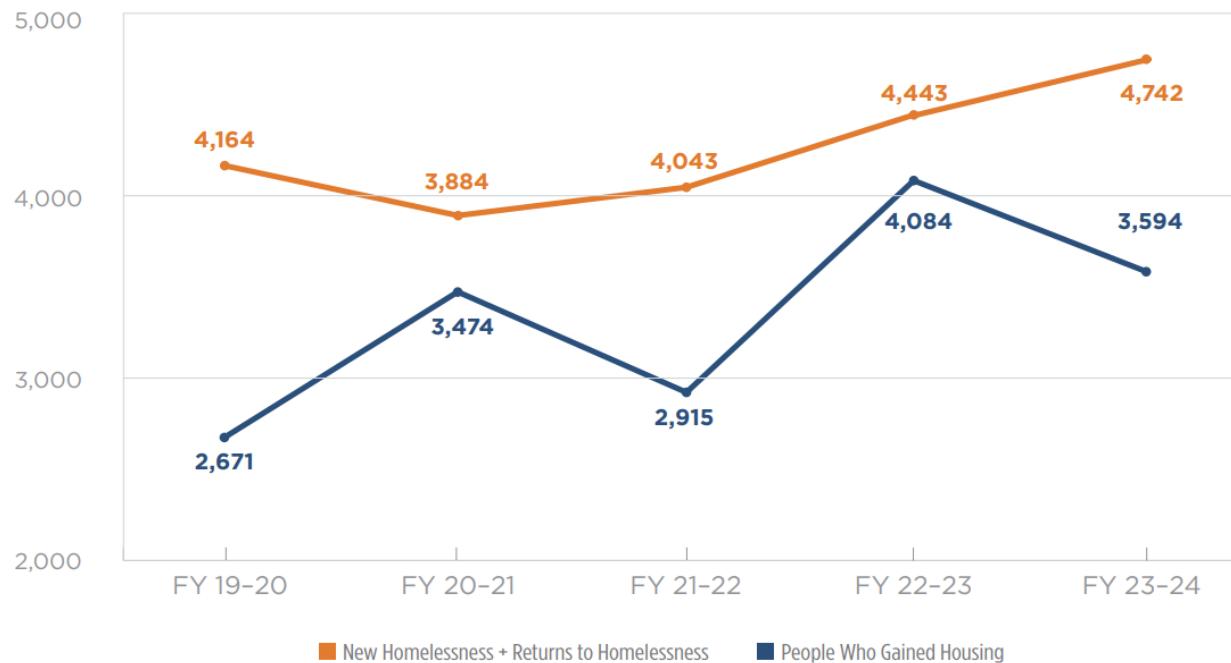
Figure 4 | Countywide Investments and Outcomes by Year
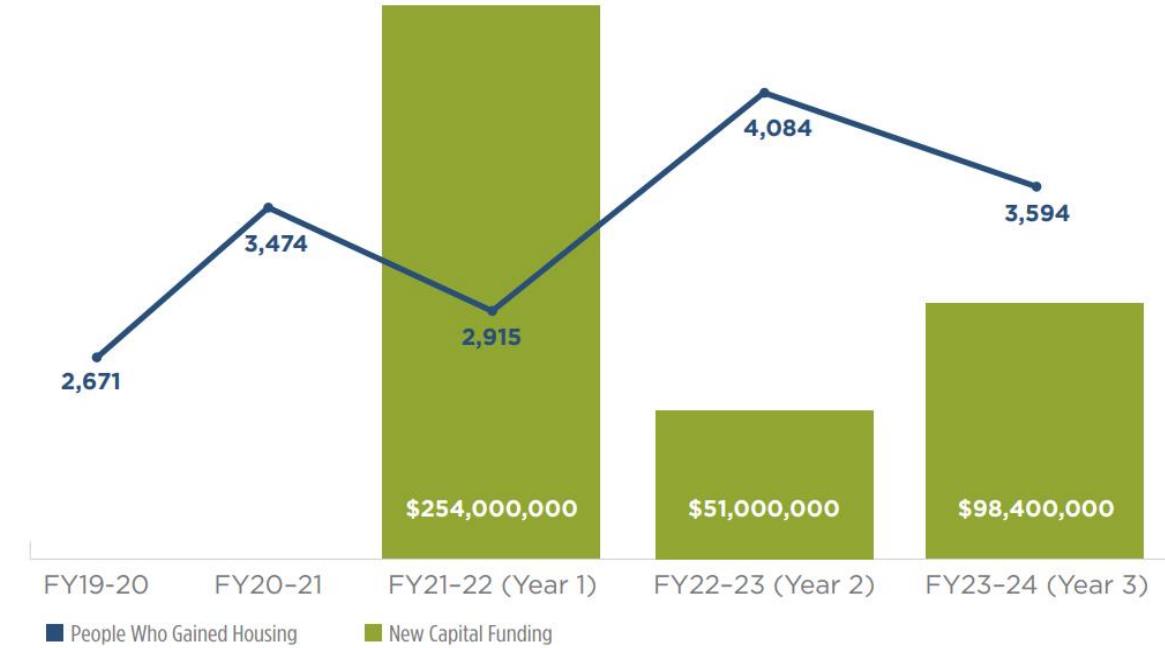
Home Together 2026 Year 3 Progress Update Report

Reports | Homelessness Solutions | Alameda County

Alameda County Health

3

Home Together

Home Together

Home Together is Alameda County's strategic plan for building a coordinated homeless response system that can meet the needs of people experiencing homelessness and reduce racial disparities.

Building on lessons from Home Together 2026, **Alameda County is now refreshing the plan as Home Together 2030**. The updated 5-year strategic plan will integrate:

✓ New analysis and modeling for the countywide homelessness response system

✓ An updated and expanded racial equity analysis

✓ Feedback from a wide range of stakeholders, especially people with lived experience of homelessness

✓ The latest Point-in-Time Count and systemwide data

These elements will guide actionable strategies and investments to address homelessness and racial disparities in the context of the evolving federal and state policy and funding landscape.

Alameda County Health

HT Plan Refresh Timeline

Jan – August 2025
System Modeling and Racial Equity TWG convene

August/ Sept 2025
Task Force Convenes

October-Dec 2025
Task Force identifies strategies + priorities (informed by modeling & racial equity work)

Dec 2025– February 2026
H&H compiles initial HT2030 Report Draft

March – April 2026
Report review

June 2026
Final Home Together Plan 2030 released

Alameda County Health
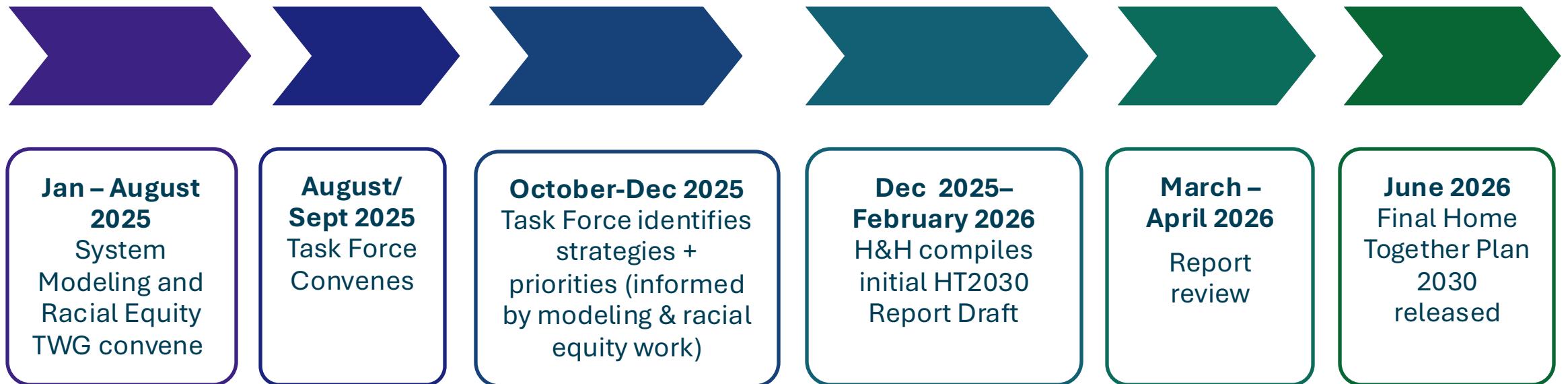
Home Together Plan Priority Areas

Prevent Homelessness

Expand Shelter

Increase Housing

Access and Coordinate
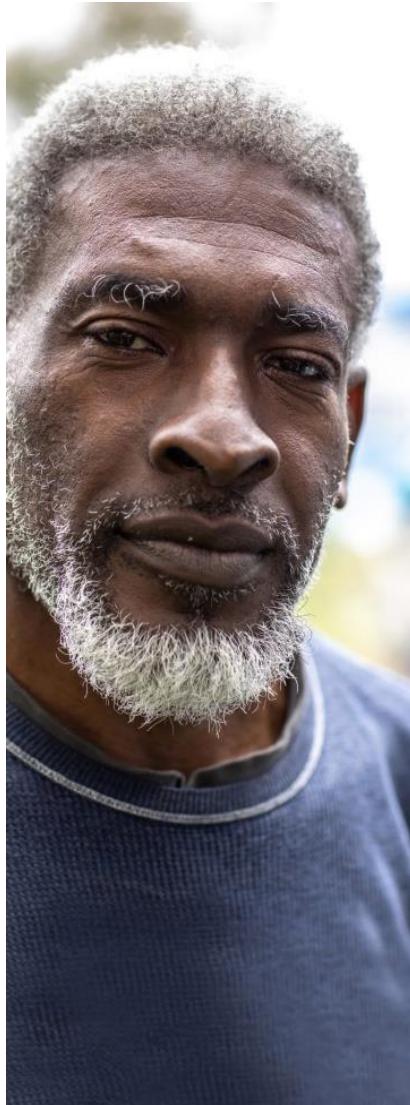
Without addressing the impact of racism in our society, homelessness will continue to disproportionately impact African Americans and other people of color. Creating a mix of housing and services in order to reduce these enormous racial disparities is a major focus of this Plan.

Alameda County Health
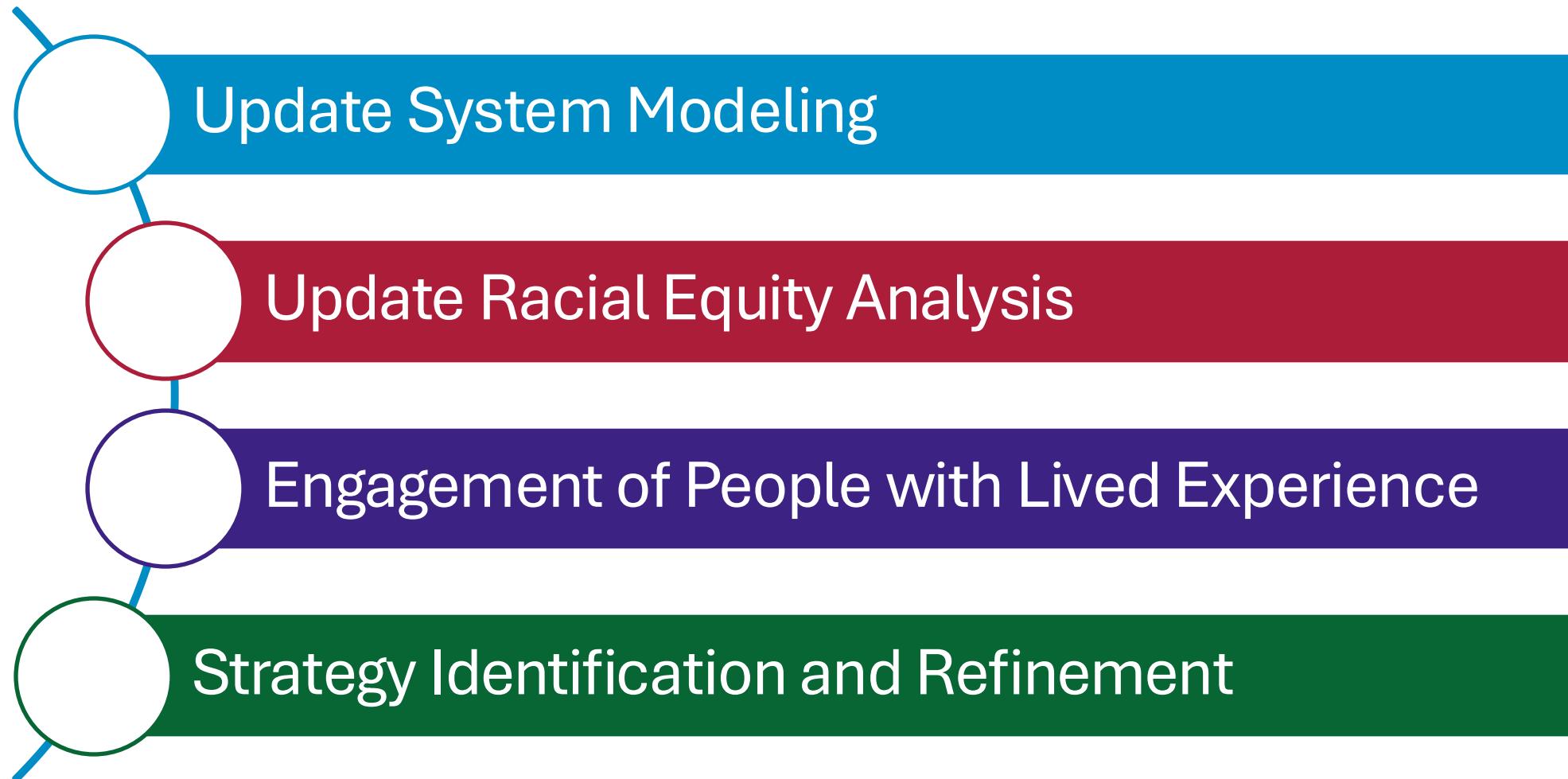
Racial Equity Analysis

- The Racial Equity Analysis (REA) conducted for the Home Together Refresh planning was completed in August, 2025.

- The REA identifies racial disparities in the homelessness response system, sets goals for reducing racial disparities, and establishes key metrics for ongoing monitoring.

- The REA Technical Work Group guided and informed the REA analysis and made recommendations based on the REA findings.

Alameda County Health

Racial Equity Analysis Findings

Key Findings from the REA were focused in 3 areas:

- The **Current State** of Homelessness in Alameda County

- **Barriers and Access to Services** Within the Homelessness Response System

- Disparities Within Systemwide **Service Delivery and Outcomes**

The Task Force has reviewed and considered REA findings to inform the development of strategies included in the draft HT2030 Plan.

REA findings and methodology will be included in the HT2030 Plan.

Alameda County Health

System Modeling

- The Systems Modeling conducted for the Home Together Refresh planning was completed in October, 2025.

- Systems Modeling identifies the resources and inventory required to reach system goals for homelessness reduction – it does not define the goal, but what is required to achieve it using investments in prevention, interim and permanent housing.

- The Systems Modeling Technical Work Group convened to guide the system modeling process; estimate the inventory, investments, and performance improvements required to achieve homelessness reduction goals in Alameda County.

Alameda County Health

Systems Modeling Findings

Key Outputs from the Systems Modeling focused on:

- How projected new entries into homelessness could be reduced using **targeted prevention**

- The distribution and number of **permanent housing solutions** needed to achieve systemwide homelessness reduction goals

- The increase in **interim housing** needed to achieve goals of reducing unsheltered and overall homelessness

The Task Force has reviewed and considered findings from the Systems Modeling to inform the development of strategies included in the draft HT2030 Plan.

Systems Modeling findings and methodology will be included in the HT2030 Plan.

Alameda County Health

Home Together 2030 Refresh Task Force

- The Task Force has reviewed the findings and recommendations from the REA/ REA TWG and Systems Modeling/ Systems Modeling TWG

- Members of the Task Force convened for a retreat in November to discuss and prioritize strategies to include in the draft HT2030 Plan

- The Task Force will meet one more time in December before H&H begins drafting the HT2030 Plan report, which will be circulated for review and input in the Spring.

Alameda County Health

Measure W/ Home Together Fund

Measure W and The Home Together Fund

- Alameda County Board of Supervisors has allocated projected revenue from Measure W into 2 separate funds and a prudent reserve:
    - (20%) Essential County Services Fund: $258M ($54M accrued; $204M projected)
    - (80%) **Home Together Fund: $1.4 billion** ($585M accrued; $816M projected)

    - Prudent Reserve Fund: $170 million

- Measure W funding in the **Home Together Fund will be spent to advance Home Together,** the strategic plan for Alameda County's homelessness response system.

Alameda County Health

Home Together Fund Investment Areas

Prevention	Shelter	Housing	Access & Coordinate	One-time Capital*
• Emergency rental assistance • Housing related financial assistance • Housing problem solving • Short-term housing stabilization services • Shallow subsidies	• Emergency Shelter • Safe Parking • Navigation Centers • Non-Congregate Interim Housing • Medical Respite • Shelter stabilization funding (BNR) • Shelter Health • Nursing/Caregiving services	• Permanent Supportive and Dedicated Affordable Housing Rental Subsidies • Flexible Housing Subsidy Pool • Operating Subsidies for PSH units • Rapid Rehousing • Capitalized Operating Subsidy Reserves • Tenancy Sustaining Services	• Housing Navigation • Flex funds to support housing access • Street Health • Outreach Services • Housing Access Points • Coordinated Entry • Workforce Development • CBO & Lived Expertise Leadership Capacity Building	• Permanent Supportive Housing development (acquisition/rehab and new) • Shelter and Medical Respite development (acquisition/rehab and new) • Capital for other homeless-serving housing settings • New health clinic development

*Represents investment areas that are not annualized as other program areas, but one-time allocations

Alameda County Health

Home Together Fund Investment Priorities

Category	Use and Impact
PRESERVE	Funding to preserve some existing programs and services currently in operation and facing potential funding gaps
ENHANCE	Funding dedicated to improving or optimizing existing programs to enhance their impact, overall performance, and contributions to ending homelessness across Alameda County
EXPAND	Funding that will support expanding new services in alignment with the Home Together Plan priority areas such as prevention, housing, and access and coordination

Alameda County Health

Planning Priorities In The Changing State and Federal Landscape

- **Preserving What's Working, and Enhancing + Expanding Where We Can**
  - Federal resource for homelessness are threatened. Reduced state investments will require expanded local investment to fill gaps in the coming years
  - *Much of the Home Together Fund will need to go toward preserving existing programs*

- **Centering Equity and the Voices of Those Most Affected**
  - Input from People with Lived Experience at every stage of the planning process

- **Partnering to Reduce Unsheltered Homelessness**
  - Working closely with city partners to expand county investment and oversight of shelter system to improve overall services and increase flow to permanent housing

- **Maintaining Momentum in Uncertain Times**
  - Sustaining first time reductions in homelessness (2024 PIT Count) requires continued investment and scaling what works, with an eye toward *measurable but durable* impacts

Alameda County Health

Estimated Average Home Together Fund Annual Program Investments Over the Next 8 Years

Access & Coordinate 18%

Prevention 15%

Lost Federal Housing Funding

$33 to $60M

$153M Per Year

Shelter 30%

Housing 37%

Alameda County Health
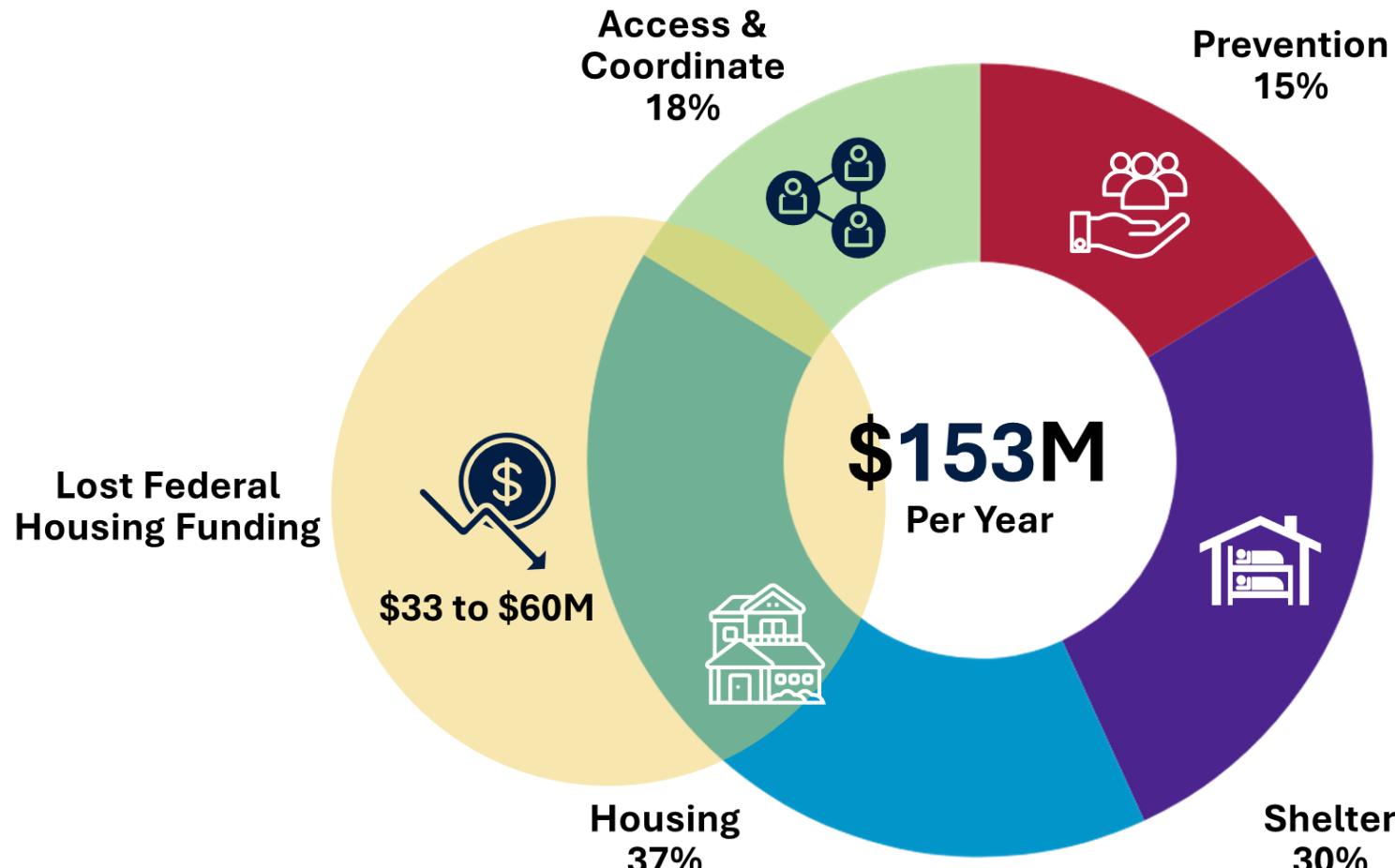
Home Together Fund in Action

- **Flexible Housing Subsidy Pool**:
  - ~$10M per year to support expanded permanent housing subsidies

- **Interim Housing Expansion**:
  - 300 new beds (est. $30M for two years)

- **Emergency Stabilization Fund for Affordable Housing Providers:**
  - $15M request for one-time designation

- **Increased Operations Support for Existing Sites:**
  - Increase County Emergency Shelter Bed Night Rate to reflect cost of operations (~$15M per year)
  - Shelter standards update workgroup

- **Capital and Operating Supports:**
  - $40M in one-time funds for acquisition, rehabilitation, and physical preservation for housing, plus additional operating subsidies for permanent housing

Alameda County Health

For more information about **Home Together** and the **Home Together Fund**, and to sign up for updates, including procurement and funding opportunities or future community forums, visit:

homelessness.acgov.org/home-together

2025 Continuum of Care NOFO/Planning Update

2025 CoC NOFO Overview

- HUD released the FY 2025 Continuum of Care NOFO on November 13, 2025.

- Deadline for response is January 14, 2026.

- Normally NOFOs are released in June or July, so this one is very late. Grant renewals will be delayed.

- This NOFO is a profound shift from how HUD has handled CoC funding in prior years.

MAJOR CHANGES

- Only 30% of existing funding can be protected (placed in Tier 1); compared to 90% in previous years.

- Only 30% of the application can be permanent housing. The current portfolio of grants is 85% permanent housing.

- Shift from Housing First to program models that require participation in services and treatment.

- Advances programs that align with public camping bans.

- Requires that programs align to Executive Orders including those relating to DEI, gender identity, harm reduction.

IMPACTS ON OUR COC

- The Oakland/Berkeley/Alameda County CoC currently receives about $60 million in CoC funding. Only $18 million of the $60 million in current grants can be protected in Tier 1.

- Our CoC currently receives $51 million for permanent housing. We will have to cut $33 million in PH, either by identifying other funding sources for it, or converting it to transitional housing with service participation requirements.

- There is an opportunity to apply for new funding for street outreach and/or new transitional housing (with significant service participation requirements).

NEXT STEPS

- The CoC Leadership Board and H&H (the Collaborative Applicant) are working on a strategy for the application with the goal of preserving as much of the existing funding as possible.

- A briefing with leadership of existing grantees is being scheduled.

- There will be a quick and streamlined local competition. Stay tuned for further information. The application turnaround time will be very fast.

- Expect the application deadline to be around Dec. 14th, 2025.

Thank you

Questions and Comments

Lunch
12:15pm - 1:15pm

12:35pm – 1:05pm

Lunch and Learn: NH Guide App overview from Social Impact Wheel

NH GUIDE

NH GUIDE

NAVIGATING
Homelessness Guide

Web and Mobile App

www.nhguide.org

by Social Impact Wheel

Data Agency

PLE Users*

Supports Persons and households who are unhoused or experiencing a housing crisis.

*Persons with Live Experience

Mission

To empower persons experiencing housing crisis with the tools, information, and data agency to navigate support systems and providers.

Problems
Navigating Support Systems & Providers

PEOPLE with LIVED EXPERIENCE

Aff Housing & Homelessness Response Providers

(HMIS)

Healthcare: Medical, Mental, Behavioral

Foster Care

Human & Social Services

Community Based Orgs & Groups

Justice System

Workforce Dev & Job Training
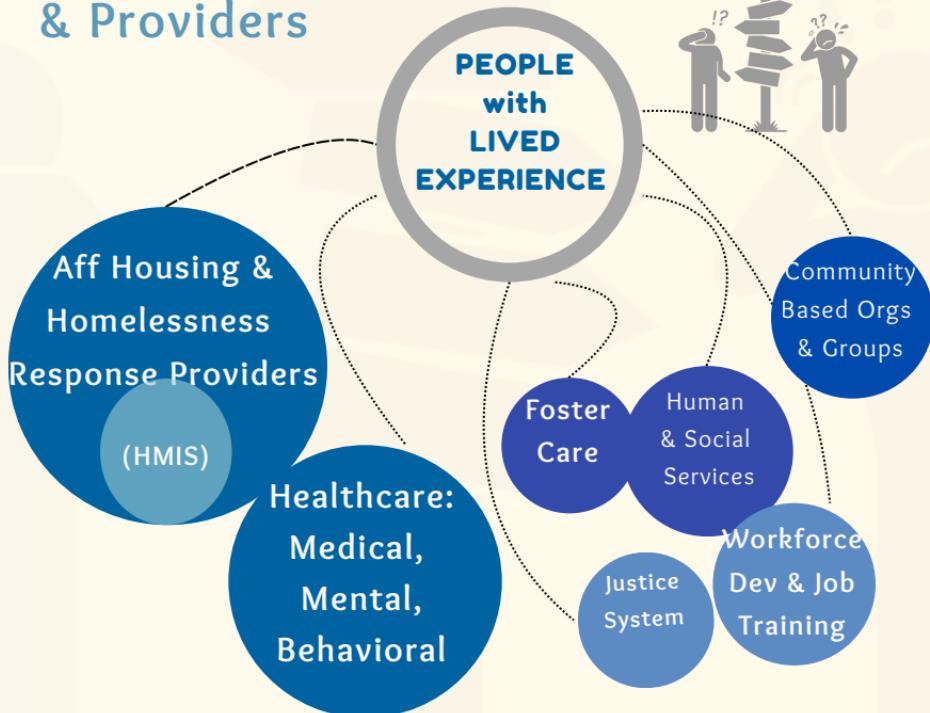
Design

User-Centered
Providers Across Systems

Housing & Homelessness Response Providers (HMIS)

Community Based Orgs & Groups

Foster Care

Human & Social Services

Workforce Dev & Job Training

Justice System

Healthcare: Medical, Mental, Behavioral

APP USER ACTIVE IN DATA ECOSYSTEM

Strengthens Ecosystem

Enhance & expand homelessness response and support ecosystem connectivity, reach and coordination
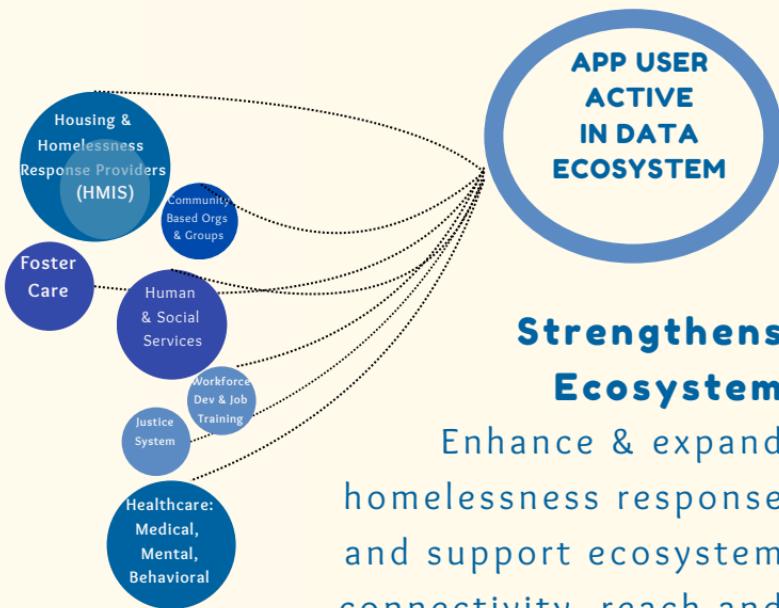
Features

Easy-to-use, Information Access, Supports Connection
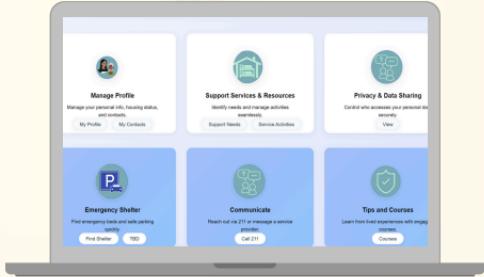
- **Profile, Location & Contacts**
- **Services Requests**
- **Activities History**
- **Privacy & Data Sharing Control**
- **Communication Support**
- **Emergency Shelter Info**

AI Assistant & Tools
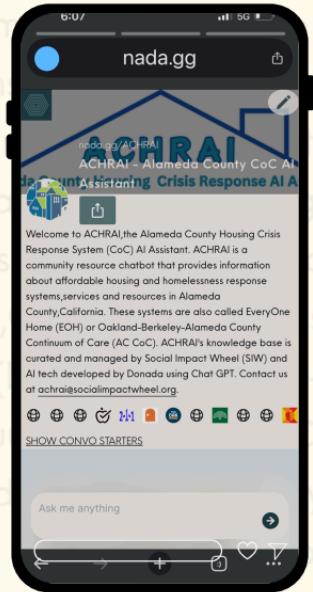
AI Assistant & Support Tools

AI Chat to get information and help to contact and engage support, housing and homelessness Providers and systems.

Courses
Industry Experts & Peer-Guides

Peer-Guide & AI Training Program

Persons with Lived experience complete Peer-Guide AI Workforce Training to become Peer Guides and submit to Tips & Courses in the app.
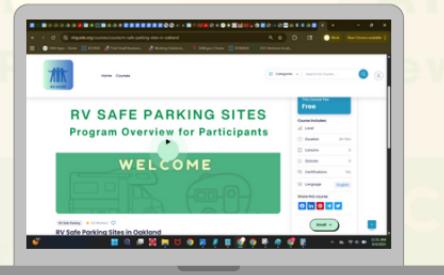
Topic-Focused

self-paced short video, audio, text format focused on relevant topics.

Planned Features

User-to-User Chat
Users send chat invites and messages to others. Receiver accepts/declines.

Affordable Housing
Listings compiled from multiple reputable sources and developers. Tools/ resources to support users to apply for available affordable housing and waitlists.

NH GUIDE ECOSYSTEM
Peer-Guide & AI Workforce / Job Training Program

PLE APP USERS

TRAINED PLE PEER-GUIDES

Housing & Homelessness Response Providers (HMIS)

Community Based Orgs & Groups

Human & Social Services

Healthcare: Medical, Mental, Behavioral

Workforce Dev & Job Training

AI Workforce Training Prog. Partner Sites & Agencies

1. Hands-on AI Workforce Job Training Program

2. Publish Tips & Courses

3. Provide Community-based app User support
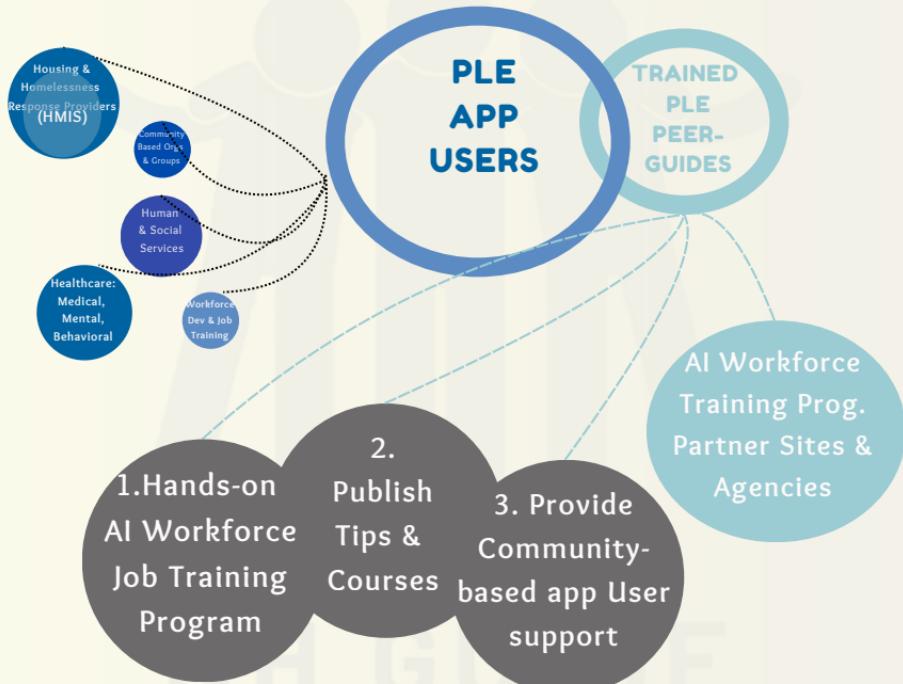
Manage NH GUIDE

Contact: nicming@socialimpactwheel.org

social impact wheel

Build and Manage App & Ecosystem

- AI Job Training & Peer Guides Program
- Collaborate w Providers across Systems
- Community Benefits

Social Impact Wheel
Founder
Nic Ming
(he/they)

Manage NH GUIDE

Contact: nicming@socialimpactwheel.org

Build and Manage App & Ecosystem

- AI Job Training & Peer Guides Program - Income & Stipends
- Collaborate w Providers across Systems
- Community Benefits - % of revenues to Communities

COVER A

NH GUIDE

NAVIGATING

Homelessness Guide

Web and Mobile App *

www.nhguide.org

Social Impact Wheel
Founder
Nic Ming
(he/they)

by Social Impact Wheel

Evidence-Based Solutions Committee Activity

1:15pm - 2:15pm

Evidence-Based Solutions Framework
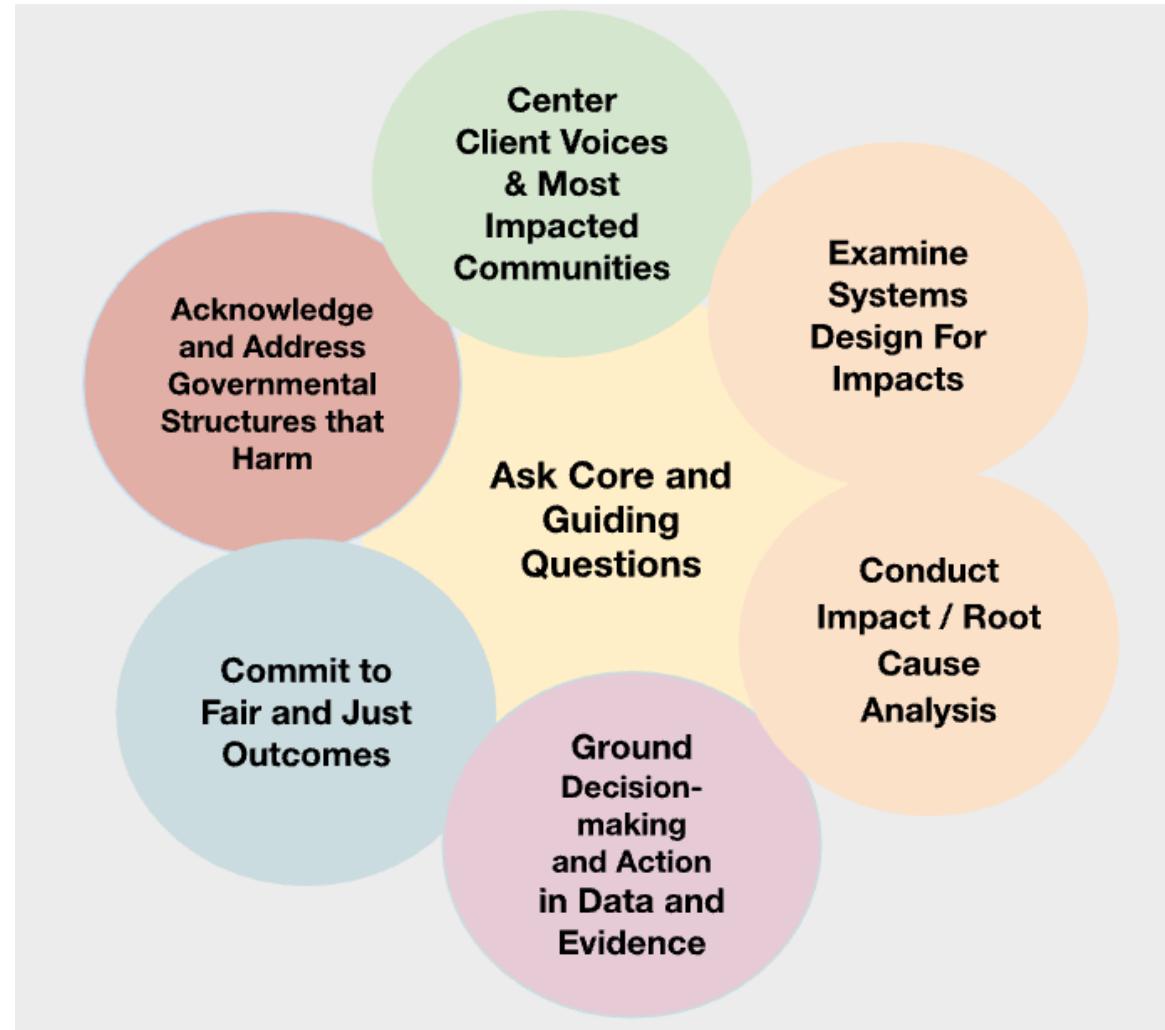
What Is This Framework and Why Does It Matter?

The Evidence-Based Solutions Framework is a tool that supports individuals and groups to make decisions and take action that create enduring change in addressing homelessness and housing instability in our community.

This Framework guides users to inquire, be intentional, inclusive, in order to arrive at solutions to the growing housing crisis.

The framework has a foundation that centers on seven core questions that guide inquiry that helps to make key decisions take action. The questions are:

What is proposed?

What's the desired outcome from what is proposed?

Who decides?

How do they decide?

Who benefits?

Who is harmed?

What action is needed for the well-being of the community and most housing impacted individuals and households?

Participants use framework and their answers to these initial questions to gain insights about areas to address areas during their decision-making and action in groups and communities. This aligns with results that address disparities and disproportionalities among the individuals and communities.

Today:
- Break into 6 groups
- Each group will discuss sample scenarios using 1 principle of the framework
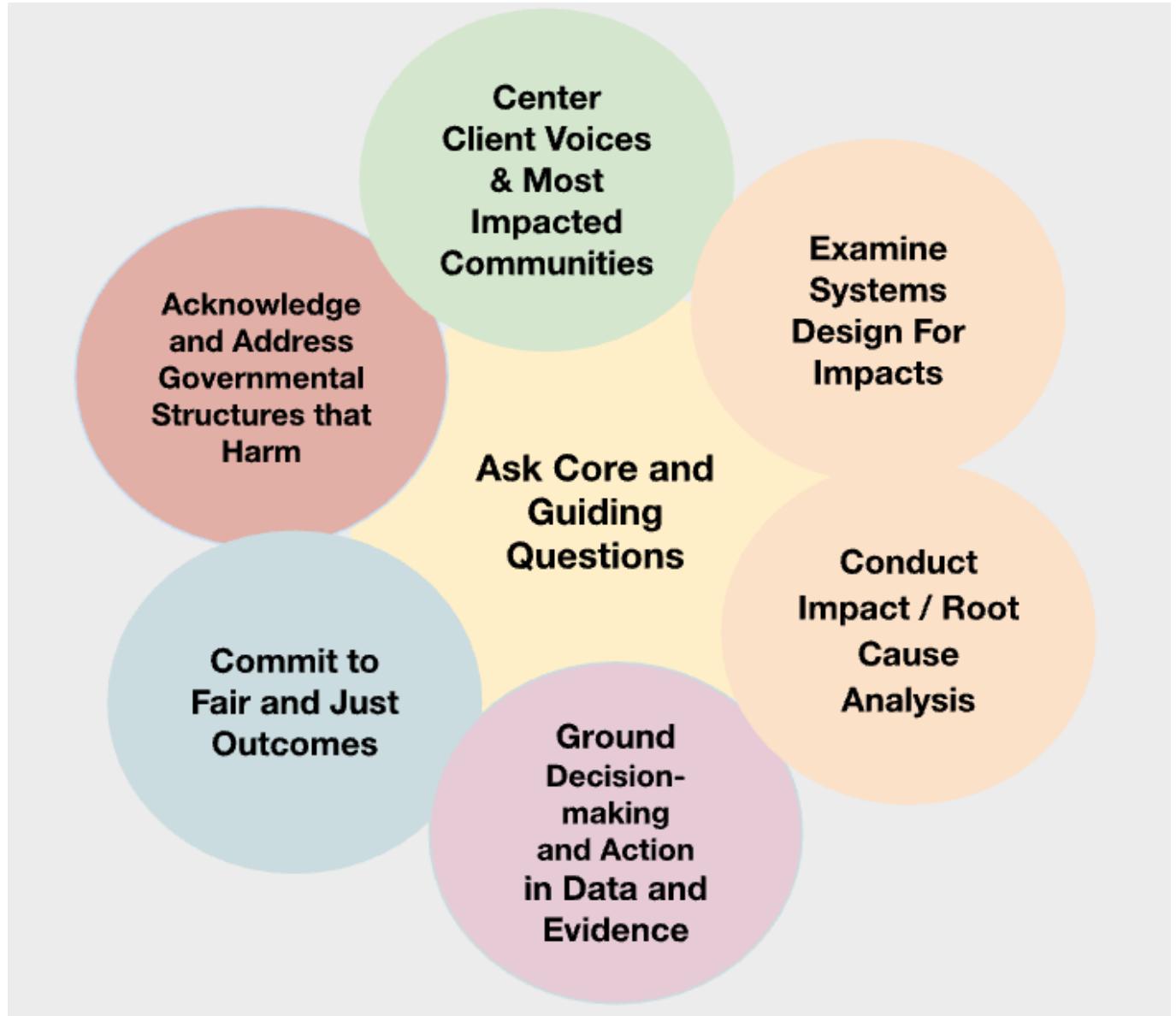
Break

2:15pm - 2:30pm

Learning and Breakout Session: Narrative Change and Communications Strategies

2:30pm - 3:45pm

Presented by Alameda County Housing and Community Development

Why We're Here

Alameda County needs a united narrative on housing and homelessness

- The Housing and Homeless Crisis continues, and requires ongoing investment and commitment from the community

- The Housing Communications Initiative will allow us to jointly tell the story of what's working, what's needed, and why continued investment in housing for our most vulnerable populations matters.

47

Context: Aligning With Countywide Strategies

The County's 10-Year Housing Plan and Home Together Plan Update both identified "Coordinated action to engage with the public" as high priorities

- By building a unified communication network, we can:
  - Amplify the story of our shared work
  - Reinforce narratives emphasizing our successes
  - Emphasize our goals of community enrichment, housing stability, and homelessness prevention
  - Equip partners to communicate clearly with clients, funders, and the public

Build on prior work accomplished for the by other Housing Organization

... and make it easy to access and use

Begins with Home: Narrative Playbook

We change hearts and minds through stories and human connection, not just facts and data. Because how we feel informs what we believe.

We do that by uplifting and sharing human-centered stories about Bay Area housing that **spark feelings of courageous hope, highlight action towards change**, and **build momentum for a Bay Area where housing justice is embraced**.

Campaigns, initiatives, and organizing activities will all have their *own* messages – but we have the opportunity to organize short-term campaigns with our collective long-term goals in mind.

We developed the following essentials checklist both to inform our own storytelling – and for you to keep in mind as you create and refine your own campaign messaging, stories, and content:

☐ **Call everyone in with our shared values.**
Name race, class, and housing status and refer to shared values to show how all of us are in this together. (See examples from the Race Class Narrative)

☐ **Emphasize people over policies.**
Tell stories about people's aspirations and how their lives are impacted by our solutions, not the process of passing or implementing new policy.

☐ **Uplift the voices of those most impacted by housing issues.**
Center lived experience and the solutions coming from impacted communities. Show how the status quo holds all of us back.

☐ **Make solutions visible**
Highlight specific ways people's lives have been made better, and specific actions people can take to increase their impact. Keep the focus on systems and structural change.

☐ **Be optimistic and hopeful about the future. (Cut the doom, gloom, and crisis talk!)**
Be real about the problem, and express outrage when necessary, but avoid crisis language at all costs. Ground your stories in the future we make possible by working together.

☐ **Connect housing justice to other social justice movements across the Bay, past and present.**
Remind our audiences that we've won big, hard things by working together before, and call on the pride of the history of Bay Area activism.

☐ **Evoke the diversity of the Bay Area and universal feelings of home.**
Avoid portraying the Bay as a monolith – celebrate the diversity of our communities. Avoid portraying a singular version of what houses look like – but call on the powerful emotions of home.

☐ **Focus on activating allies** – instead of catering to NIMBY and opposition voices, who have a louder presence than they do in numbers.
Make the people we want to be part of our movement the hero of the story.

15

Context: Fluxuating Funding Environment

Housing and Homelessness funding are more at risk than ever

- State and Federal funding sources like HHAP, CDBG, and COC funds are increasingly uncertain

- In this environment, effective communication is more than storytelling; it's capacity-building.
  - It strengthens public confidence, sustains local commitments, and positions Alameda County to compete successfully for increasingly competitive funds.

Today's Session

Goal: identify communication needs and messages for different audiences

- We will break out into two groups and each focus on one of the two audiences

1. People with lived experience – what communication is needed?
2. General Public – what communication is needed to gain empathy and support for the homeless community?

Breakout Session Directions

20 minutes discussion + report-back

Two groups, each with facilitator and note-taker.

Focus: on different audiences needs and how to reach them

Meeting Unhoused Residents Where They Are

Focus Area 1

- What confuses or deters clients about seeking or finding service?
- What helps them recognize programs that fit their situation?
- What tone or language builds trust and encourages follow-up?

Building Public Support for Housing and Homelessness

Focus Area 2

- How do we ensure everyone feels they have a stake in our housing& homeless investment?
- What messages help small businesses, labor, and developers understand how they benefit from our work?
- What narratives shift the conversation from cost to value?

Report-Back & Next Steps

This feedback informs both the County's professional campaign and internal

communications training.

Each group shares highlights and message refinements.

HCD and Saint Mary's will use these to shape final outreach content and training modules.

Content Preview: Program Participant Stories

We have begun to build a library of positive contentment that will support this effort

Collaboration Invitation

This initiative depends on creating a network with reach and authenticity

We're inviting partners to indicate their preferred level of engagement:
- Receive updates and use approved content
- Provide stories, visuals, or case examples
- Designate a staff liaison to participate in regular meetings and act as a "message ambassador" or spokesperson
- Host a discussion or brief presentation at an existing meeting

- Questions?
- Connect on our form:
- https://forms.office.com/g/cyUf4vFtAq

Closing

The CoC community has consistently asked for stronger, coordinated communications around housing and homelessness.

This marks the beginning of that effort — building clarity, trust, and momentum for shared progress.

Thank you for joining us!

If you have questions or comments, please email alameda@homebaseccc.org.