



# Sacramento Ending Chronic Homelessness Initiative

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## Policy Board to End Homelessness

### Meeting Minutes

September 17, 2009, 3:00pm to 5:00 pm

City Hall, 915 I. Street, 5<sup>th</sup> Floor Mayor/Council Conference Room

#### Attendance:

**Board Members Present:** Patty Kleinknecht (for Steve Ayers), Bishop Sherwood Carthen, Paulino Duran, Sister Libby Fernandez, Rebecca Hahn, Mayor Kevin Johnson, Paula Lomazzi, Supervisor Roberta MacGlashan, Capt. Dana Matthes, Malachi Smith, Michele Steeb, Fred Teichert

**Board Members Absent:** Council Member Linda Budge, Ann Edwards-Buckley, Supervisor Roger Dickinson, Capt. Jacqueline Dowden, Council Member Rob Fong, Tom Gagen, Steve Health, Chet Hewitt, Jayna Karpinski-Costa, David Lucchetti, Matt Mahood, Stephen Nichols, Dr. Claire Pomeroy

**Guests:** Anne Moore, Diane Luther, Bob Erlenbusch, Chris Glaudel, Lisa Bates, Ryan Loofbourrow, Greg Bunker, Abbey Borstad, Allison Stewart, David Flanagan, Chris Woloshamsky, Steve Watters

**Staff:** Tim Brown, Paul Hicks, Toni Moore, Bruce Wagstaff.

#### Action Items:

Due to the lack of a quorum, all action items were tabled until October 8, 2009 - 3:00pm.

#### Minutes:

##### 1. **Welcome and Introductions**

- a. **Remarks from the Chair** – We are currently in the process of reviewing and solidifying the Policy Board goals and priorities. We would like to finalize and adopt these goals by the end of the month. It is important that our goals remain bold, but we also want to keep them realistic and consistent with other counties and 10 Year Plans. We will continue to review our board structure and leadership process in an effort to refine the board's ability to commit to action.

##### 2. **ACTION: Adopt August Planning Retreat Minutes**

Action tabled until October 8, 2009

##### 3. **ACTION: Adopt August Planning Retreat Proposals**

- a. **Policy Board Role and Goals**
- b. **Structure and Decision Making Process**
- c. **Housing Quantity**

Actions tabled until October 8, 2009.

##### 4. **ACTION: Adopt Stepping Stone recommendation – Mayor Kevin Johnson, 15 minutes (Attached)**

Actions tabled until October 8, 2009

-Mayor Kevin Johnson – The Stepping Stone proposal seeks to overcome the negative public perceptions associated with tent city and looks at six key issues surrounding the growing controversy of homeless individuals camping illegally.

-Andie Corso – The six key issues that create a barrier to the implementation of a successful model for legal camping are: Negative attention from “Tent City”, a lack of focused political will, an isolated and reactionary effort, prohibitive cost, viewed as a distraction, and crime, safety, and quality of life concerns. The Stepping Stone proposal would model a cost-savings approach and would review smart solutions that make sense. In

a quick summary, the plan would be affordable, client oriented and aligned with the broader strategy associated with the 10 Year Plan.

5. **ACTION: Approve Capt. Dana Matthes to replace Capt. Jacqueline Dowden as the Sacramento Police Department representative to the policy Board as recommended by the Steering Committee, 5 minutes**  
Action tabled until October 8, 2009. Capt. Dana Matthes was introduced to the Policy Board and welcomed by the Chair.
6. **County Budget Update – Bruce Wagstaff, DHA, 10 minutes**  
To follow Agenda Item 7 for the convenience of the presenters from Astone, Crocker and Flanagan
7. **Public Relations Sub-Committee Report – Michele Steeb, Committee Chair, 10 minutes**
  - Michele Steeb – I would like to introduce David Flanagan from the PR firm Astone, Crocker and Flanagan. The firm has been willing to donate their time to rebrand the name and image of the Sacramento Ending Chronic Homelessness Initiative. David is here today with his staff to deliver a presentation on the brand that they have created for us.
  - David Flanagan – What we have done is created an umbrella brand called “Sacramento Steps Forward – Ending Homelessness, Starting Fresh”. In this PowerPoint we are hoping to convey how you can build a brand that embodies a community philosophy. We are hoping that this brand will take on a life of its own by showing how the community can come together behind a brand that is more than a brand but a set of values. The brand includes language that emphasizes a new start for those housed and consequently acts as a new start for how the community views the issue of homelessness. The brand offers one slogan that galvanizes all efforts under one banner.
  - Malachi Smith – I love what you have done with the brand but can we emphasize that for many working with homelessness over the years, this is not a fresh start but a strengthening of an already existing effort?
  - David Flanagan – We certainly don’t want to ignore the past. What we are trying to achieve with this brand is to frame the issue in a new or “fresh” context. The idea is that the phrase “fresh start” acts as a double meaning as a fresh start for the homeless who are housed and a fresh way for the public to view the issue. This is an education for the public on the issue.
  - Patty Kleinknecht – We need to make sure in framing this message that we emphasize our regional approach and that this is not just a one city problem.
  - a. **Launch of October Events**
    - Michele Steeb – The launch of the PR campaign will occur in October. We are still looking for Policy Board members that would like to be on the PR committee.
    - Mayor Kevin Johnson – Throughout October we will be solidifying our goals and will plan an education campaign. We are looking forward to ending homelessness with a vengeance.
6. **County Budget Update – Bruce Wagstaff, DHA, 10 minutes**
  - Bruce Wagstaff – As you all know we are facing an unprecedented budget deficit and we are still not out of the woods. The County Council has notified us that the budget must be complete by October 2, 2009. Homeless programs have taken many hits and we are working tirelessly to salvage programs with federal stimulus money. We are thinking outside the box and are also looking at administrative overhead cuts. To give you an idea of how bad the cuts have been, in 2007 our general fund budget was \$34.5 million and our current general fund budget is closer to \$9 million. We are actively looking at winter shelter alternatives as every department is stepping up to the plate to address these cuts. DHA has seen an incredible fall-out from the state budget which is troublesome because 90% of DHA’s budget is made from federal and state dollars. We have made cuts to VOA’s Readiness program which equals a loss of 58 shelter beds. We will also pull \$259,000 from a contract with VOA’s Detox program. We will also be cutting or reducing the employment program with Mather. Mather may also face an additional \$1 million in cuts, but we are trying to work with SETA to help replace some of the money for the employment program. Homeless Services has seen an 80% reduction in general fund dollars since 2007 because providing homeless services is not a County mandate. We must meet our mandates first with the declining revenues that we have. DHA is cutting due to fiscal necessity and has no place left to cut that does not penetrate across systems or jeopardize leveraged dollars.
  - Sister Libby Fernandez – What happens if we don’t meet our mandates?
  - Bruce Wagstaff – The issue would potentially be taken up in the courts
8. **Funding Sub-Committee Report – Fred Teichert, Committee Chair, 10 minutes**
  - Fred Teichert – The Sacramento Regional Foundation has agreed to raise \$400,000 in the next quarter to leverage the federal TANF-ECF funds needed to pull down an additional \$2 million for the HPRP program. This is to be a priority funding initiative for the Regional Foundation. The foundation is also looking into long

term options of creating a trust fund for homeless programs. We are also looking to the private sector to leverage more money.

-Tim Brown – For the Regional Foundation to take on this effort is a big deal, and we have Fred to thank for his leadership and great timing in building this effort.

9. **Ad Hoc Committee Report – Michele Steeb, Committee Chair, 10 minutes**

-Michele Steeb – We are looking at a very cold and wet winter with a loss of 225 winter shelter beds. We may have a need for as many as 500 to 700 beds. Currently there is no funding for the winter shelter. We think we may be able to pull this off with \$300,000 if we collect \$150,000 from the County and get an equal match from the City of Sacramento. Last year's winter shelter at Cal Expo cost \$650,000. The Mayor is going to ask the Governor for assistance in lowering the price. We are looking at the options of using space with VOA's lost detox beds, warehouse space, church space, and we continue to evaluate all other options. We are also looking for others that would like to join the Ad Hoc Committee. We are hoping to identify a location by November. We are looking at options that may require less security, that serve different populations (men, women, singles, and families) and that have low staff costs.

-Toni Moore – There is some background as to why the winter shelter money was cut. DHA's highest goal is to maintain HUD grants and to maintain the matching funds that come with transitional living and PSH programs. Our highest priority is to protect services and to maintain year-round as opposed to seasonal shelter beds. We are also hoping to open shelter space in existing shelters by rapidly re-housing people with our HPRP funds.

10. **Director's Report - Tim Brown, ECHI Director, 15 minutes**

- a. **Homeless Prevention and Rapid Re-housing Program Update** – If we receive the funds awarded through the state and the TANF-ECF dollars, we are looking at a total HPRP budget of \$13 million. This money is not targeting the chronically homeless. This program will launch on October 1, 2009 and we will learn fast and hard within the first two weeks. We are looking to house 3,000 people within the first 2 year period. We are targeting 1,500 households for rapid re-housing and we are targeting 1,500 households for prevention. We are looking at a quiet launch in order to work out the kinks in the first two weeks. Providers are looking to ramp up their HMIS systems. The most difficult task will be accurately identifying those that fit the prevention description provided by HUD as we anticipate a large need from this group. The 10 Year Plan has struggled in the past because it lacks a central intake and a prevention component. We are hoping HPRP addresses both these needs.
- b. **Continuum of Care Update** – DHA is still waiting for the NOFA. This is a \$14 million grant application to HUD in which Sacramento has traditionally scored in the top 15% of all applicants. The NOFA is different each year and the Policy Board must approve the NOFA application before it is submitted for renewal and review. This year's ranking process will not be as intense but we are not able to reallocate funds. If we lose an applicant this year we lose their money as well. DHA is currently looking for ranking panel volunteers.
- c. **Evaluation Project and Report** – We are currently looking at best ways to collect data from clients. There are many release forms needed to report on a client's use of ER, Jail, and Mental Health services before and after being housed. The process is very time intensive and may take longer now that we have less case managers available to review the release forms with clients. We are shooting to have a draft of this report ready by January/February.
- d. **Homeless Connect Update** – Save the date for May 22, 2010 at Sacramento City College
- e. **Faith and Homeless Families** - Currently, eight families have been housed with seven mentor congregations. Council Member Rob Fong has formed a new 501c3 and we are in the process of transitioning the program over to the new Program Coordinator, Nora Benavidez. Council Member Fong will hold a Golf Tournament fundraiser on Monday, September 28, 2009 for the benefit of Faith and Homeless Families. Graduate students from Sacramento State will work to evaluate the families, mentors and staff in order to report on the growth of the program and to evaluate steps on how to best move forward.  
-Bishop Carthen – We have a great opportunity to announce this program on MLK Day to the faith community.
- f. **PSH Production Update- Diane Luther, SHRA, 10 minutes** – Not much to report since last month, we still have the same several projects in the pipeline.