



California Interagency Council on Homelessness

Homeless Housing, Assistance and Prevention Round 4 Application

Application Information

Application Due Date: 11/29/2022

This Cognito platform is the submission portal for the Cal ICH HHAP-4 Application. You will be required to upload a full copy of the HHAP-4 Data Tables Template and enter information into the portal from specific parts of the HHAP-4 Local Homelessness Action Plan and Application Template as outlined below.

Please review the following HHAP-4 resources prior to beginning this application:

- [Homeless Housing, Assistance, and Prevention Program Statute](#)
- [HHAP-4 Local Homelessness Action Plan & Application Template](#) and
- [HHAP-4 Data Tables](#)

Application Submission for HHAP-4 Funding

Using the [HHAP-4 Local Homelessness Action Plan & Application Template](#) as a guide, applicants must provide the following information in the applicable form section (see below) to submit a complete application for HHAP-4 funding:

1. **Part I: Landscape Analysis of Needs, Demographics, And Funding:** the information required in this section will be provided in Tables 1, 2, and 3 of the HHAP-4 Data Tables file uploaded in the *Document Upload* section.
2. **Part II: Outcome Goals and Strategies for Achieving Those Goals:** the information required in this section will be provided in Tables 4 and 5 of the HHAP-4 Data Tables file uploaded in the *Document Upload* section, **AND** copy and pasted into the fields in the *Outcome Goals and Strategies* section of this application form.
3. **Part III: Narrative Responses:** the information required in this section will be provided by entering the responses to the narrative questions within the *Narrative Responses* section of this application form. Applicants are **NOT** required to upload a separate document with the responses to these narrative questions, though applicants may do so if they wish. The responses entered into this

Cognito form will be considered the official responses to the required narrative questions.

4. **Part IV: HHAP-4 Funding Plans and Strategic Intent Narrative:** the information required in this section will be provided in Tables 6 and 7 (as applicable), of the HHAP-4 Data Tables file uploaded in the *Document Upload* section, **AND** copy and pasted into the fields in the *Funding Plan Strategic Intent* section of this application form.
5. **Evidence of meeting the requirement to agendize the application at a meeting of the governing board** will be provided as a file upload in the *Document Upload* section.

How to Navigate this Form

This application form is divided into **seven sections**. The actions you must take within each section are described below.

- **Applicant Information:** In this section, indicate (1) whether you will be submitting an individual or joint application, (2) list the eligible applicant jurisdiction(s), and (3) provide information about the Administrative Entity.
- **Document Upload:** In this section, upload (1) the completed HHAP-4 Data Tables as an Excel file, (2) evidence of meeting the requirement to agendize the application at a regular meeting of the governing board where public comments may be received, and (3) any other supporting documentation you may wish to provide to support your application.
- **Part I. Landscape Analysis:** In this section, answer the questions confirming that Tables 1, 2, and 3 have been completed and included in the HHAP-4 Data Tables file uploaded in the previous section.
- **Part II. Outcome Goals and Strategies:** In this section, copy and paste your responses from Tables 4 and 5 of the completed HHAP-4 Data Tables.
- **Part III. Narrative:** In this section, enter your responses from Part III of the HHAP-4 Local Homelessness Action Plan & Application Template.
- **Part IV. HHAP-4 Funding Plan Strategic Intent Narrative:** In this section, enter your responses from Tables 6 and 7 of the completed HHAP-4 Data Tables file, and answer the narrative questions.
- **Certification:** In this section, certify that the information is accurate and submit the application.

Prior to the submission deadline, you can save your progress in this application and come back to it later by clicking the save button. This will provide you with a link to the saved application, and there will be an option to email that link to the email address(es) of your choosing.

After submitting the application, you will not be able to make changes to your responses unless directed by Cal ICH staff.

I have reviewed the HHAP-4 statute, FAQs, and application template documents

Yes

I am a representative from an eligible CoC, Large City, and/or County

Yes

Applicant Information

List the eligible applicant(s) submitting this application for HHAP-4 funding below and check the corresponding box to indicate whether the applicant(s) is/are applying individually or jointly.

Eligible Applicant(s) and Individual or Joint Designation

Joint

This application represents the joint application for HHAP-4 funding on behalf of the following eligible applicant jurisdictions:

Joint Applicants Selection

Eligible Jurisdiction 1

Eligible Applicant Name

CA-504 Santa Rosa, Petaluma/Sonoma County CoC

Eligible Jurisdiction 2

Eligible Applicant Name

Sonoma County

Click + Add Eligible Jurisdiction above to add additional joint applicants as needed.

Administrative Entity Information

Funds awarded based on this application will be administered by the following Administrative Entity:

Administrative Entity

Sonoma County Community Development Commission

Contact Person

Michael Gause

Title

Ending Homelessness Program Manager

Contact Person Phone Number

(707) 791-8140

Contact Person Email

Michael.Gause@sonoma-county.org

*Agreement to Participate in HDIS and HMIS

By submitting this application, we agree to participate in a statewide Homeless Data Integration System, and to enter individuals served by this funding into the local Homeless Management Information System, in accordance with local protocols.

Document Upload

Upload the completed [HHAP-4 Data Tables](#) (in .xlsx format), evidence of meeting the requirement to agendize the application at a regular meeting of the governing body where public comments may be received (such as a Board agenda or meeting minutes), and any other supporting documentation.

HHAP-4 Data Tables

HHAP 4 Data Tables 032324.xlsx

Governing Body Meeting Agenda or Minutes

CoC-Board-Meeting-Packet-10262022.pdf

Optional Supporting Documents

Part I. Landscape Analysis of Needs, Demographics, and Funding

Table 1 is fully completed and included in the HHAP-4 Data Tables file uploaded in the previous section.

Yes

Table 2 is fully completed and included in the HHAP-4 Data Tables file uploaded in the previous section.

Yes

Table 3 is fully completed and included in the HHAP-4 Data Tables file uploaded in the previous section.

Yes

Part II. Outcome Goals and Strategies for Achieving Those Goals

Copy and paste your responses to Tables 4 and 5 from the [HHAP-4 Data Tables](#) into the form below. All outcome goals are for the period between July 1, 2022 and June 30, 2025.

Table 4: Outcome Goals

Name of CoC

CA-504 Santa Rosa, Petaluma/Sonoma County
CoC

1a. Reducing the number of persons experiencing homelessness.

Goal Statement

By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 3115 total people accessing services who are experiencing homelessness annually, representing 346 fewer people and a 10% reduction from the baseline.

Goal Narrative

The 10% reduction in people experiencing homelessness is aligned with the current CoC Strategic Plan and Local Homeless Action Plan.

Baseline Data	Change in # of People	Change as % of Baseline	Target Annual Estimate of # of people accessing services who are experiencing homelessness
3,461	346	10%	3,115

Decrease/Increase in # of People

Decrease

Optional Comments

Describe Your Related Goals for Underserved Populations and Populations Disproportionately Impacted by Homelessness

Describe any underserved and/or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:

Latino households are underserved in comparison to their rate in the homeless population. Latino households make up 25% of homeless population (PIT) but 9% of people served across all project types, with similar percentages for each type (RRH, PSH, ES). The CoC is doing focus groups to discover causes of these disparities in order to identify the appropriate intervention. Depending on the causes possible solutions could include: hiring/train outreach staff to focus on geographies where Latino PEH are known to stay. Training outreach staff on cultural competency, addition of Spanish language outreach and shelter staff, encouragement of Latino focused service providers to participate in CE/CoC funding opportunities.

Describe the trackable data goal(s) related to this Outcome Goal:

Point-in-time count numbers tracking decrease in total number of people experiencing homelessness, corroborated by aligned trends in HMIS data, controlling for methodology; PIT and HMIS data tracking

trends in disparity by race and ethnicity (e.g., comparing PEH against system access and service engagements, and against permanent housing outcomes).

1b. Reducing the number of persons experiencing homelessness on a daily basis

Goal Statement

By the end of the performance period, data for the Santa Rosa/Petaluma/Sonoma County CoC will show 1880 total people experiencing unsheltered homelessness daily, representing 208 fewer people and a 10% reduction from the baseline.

Goal Narrative

The 10% reduction in people experiencing homelessness on a daily basis is aligned with the current CoC Strategic Plan and Local Homeless Action Plan and informed by the annual Point in Time Count.

Baseline Data	Change in # of People	Change as % of Baseline	Target Daily Estimate of # of people experiencing unsheltered homelessness
2,088	208	10%	1,880

Decrease/Increase in # of People

Decrease

Optional Comments

Describe Your Related Goals for Underserved Populations and Populations Disproportionately Impacted by Homelessness

Describe any underserved and/or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:

The demographic breakdown of the unsheltered population looks the same as the demographic breakdown of the sheltered population and the total homeless population. All the disparities in homeless pop relative to general population exist among those who are unsheltered (Black people are over represented about 3x, native people by about 4.5x.)

Describe the trackable data goal(s) related to this Outcome Goal:

Service numbers tracking increased capacity in outreach; HIC data on changes in ES, TH, and PSH capacity; HMIS data on service numbers for new diversion and prevention projects; PIT data for changes in # of people experiencing unsheltered homelessness

2. Reducing the number of persons who become newly homeless.

2. Reducing the number of persons who become newly homeless.

Goal Statement

By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 1523 total people become newly homeless each year, representing 47 fewer people and a 3% reduction from the baseline.

Goal Narrative

The goal is informed by the CoC's Strategic Plan and Homeless Action Plan with an emphasis on increasing income and utilizing prevention/diversion services.

Baseline Data	Change in # of People	Change as % of Baseline	Target Annual Estimate of # of people who become newly homeless each year
1,570	47	3%	1,523

Decrease/Increase in # of People
Decrease

Optional Comments

Describe Your Related Goals for Underserved Populations and Populations Disproportionately Impacted by Homelessness

Describe any underserved and/or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:

Black, native and latino households have lower incomes and higher poverty rates than white families, which are potential indicators of risk of experiencing homelessness due to economic volatility in households. PIT data doesn't track first time homelessness,, and Stella data doesn't break this down demographically.

Describe the trackable data goal(s) related to this Outcome Goal:

HMIS data on service numbers for new diversion and prevention projects; HMIS/APR data from SPM metric 5.2 for tracking # of people who become homeless for the first time

3. Increasing the number of people exiting homelessness into permanent housing.

3. Increasing the number of people exiting homelessness into permanent housing.

Goal Statement

By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 1107 total people exiting homelessness into permanent housing annually, representing 101 more people and a 10% increase from the baseline.

Goal Narrative

The goal is aligned with the CoC's Strategic Plan and Local Homeless Action Plan and is informed by a stronger Coordinated Entry System that is housing focused with an emphasis on case conferencing.

Baseline Data	Change in # of People	Change as % of Baseline	Target Annual Estimate of # of people exiting homelessness into permanent housing
1,006	101	10%	1,107

Decrease/Increase in # of People

Increase

Optional Comments

Describe Your Related Goals for Underserved Populations and Populations Disproportionately Impacted by Homelessness

Describe any underserved and/or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:

Multiple race households are less likely than whites to exit to permanent housing. Latino households are more likely to exit to permanent housing than whites. Whites exit at 37%, Latinos at 48%, Multiple Races at 28%. For black and native households the percentage of exits to permanent housing is similar to whites, but the percentage that exit to unknown is slightly higher than whites.

Describe the trackable data goal(s) related to this Outcome Goal:

HMIS data on changes in number of PSH units and RRH households served; HMIS/APR data from SPM metric 7b.1 for tracking # of people existing homelessness into permanent housing

4. Reducing the length of time persons remain homeless.

4. Reducing the length of time persons remain homeless.

Goal Statement

By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 115 days as the average length of time that persons are enrolled in street outreach, emergency shelter, transitional housing, safe haven projects and time prior to move-in for persons enrolled in rapid rehousing and permanent housing programs annually, representing 12 fewer days and a 10% reduction from the baseline.

Goal Narrative

This goal is aligned with the CoC's Strategic Plan and Local Homeless Action Plan and is informed by strategies in increased services for rapid rehousing and lower case ratios/deeper service enrichment in projects.

Baseline Data	Change in # of Days	Change as % of Baseline	Target Average length of time (in # of days) persons enrolled in street outreach, emergency shelter, transitional housing, safehaven projects and time prior to move-in for persons enrolled in rapid rehousing and permanent housing programs
127	12	10%	115

Decrease/Increase in # of Days

Decrease

Optional Comments

Describe Your Related Goals for Underserved Populations and Populations Disproportionately Impacted by Homelessness

Describe any underserved and/or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:

At the household level, average length of time homeless is longer (about 12% or 15 days longer) for Latino households than White, and shorter for Black (about 17% or 20 days shorter), and Native (about 17% or 20 days shorter).

Describe the trackable data goal(s) related to this Outcome Goal:

HMIS service data on changes in numbers served through new outreach projects; HMIS service data on changes in numbers placed into RRH and PSH projects; HMIS/APR data from SPM Metric 1.b1.2 for average # days homeless;

5. Reducing the number of persons who return to homelessness within two years after exiting homelessness to permanent housing.

5. Reducing the number of persons who return to homelessness within two years after exiting homelessness to permanent housing.

Goal Statement

By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 2% of people return to homelessness within 2 years after having exited homelessness to permanent housing, representing 40 people and a 33% reduction from the baseline.

Goal Narrative

The goal is aligned with the CoC's Strategic Plan and Local Homeless Action Plan and is informed by deeper service provision at existing PSH projects with increased funding from HHAP-4 and HHIP (Homeless Housing Investment Program) funds in 2023-2024.

Baseline Data	Change in % of People	Change as % of Baseline	Target % of people who return to homelessness within 2 years after having exited homelessness to permanent housing
3%	2%	33%	1%

Decrease/Increase in # of People

Decrease

Optional Comments

Describe Your Related Goals for Underserved Populations and Populations Disproportionately Impacted by Homelessness

Describe any underserved and/or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by

data in your landscape assessment:

The N for this population is too small to do reliable data analysis by sub populations

Describe the trackable data goal(s) related to this Outcome Goal:

HMIS/CE dashboard service data from by-names lists; HMIS/APR data on SPM metric 2 for % who return to homelessness.

6. Increasing successful placements from street outreach.

6. Increasing successful placements from street outreach.

Goal Statement

By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 275 people served in street outreach projects exit to emergency shelter, safe haven, transitional housing, or permanent housing destinations annually, representing 25 more people and a 10% increase from the baseline.

Goal Narrative

This goal is aligned with the CoC's Strategic Plan and Local Homeless Action Plan and is informed by increased coordination between street outreach teams and County street outreach/multidisciplinary teams, with a focus on individuals in encampments.

Baseline Data 250	Change in # of People 25	Change as % of Baseline 10%	Target Annual # of people served in street outreach projects who exit to emergency shelter, safe haven, transitional housing, or permanent housing destinations. 275
-----------------------------	------------------------------------	---------------------------------------	--

Decrease/Increase in # of People

Increase

Optional Comments

Describe Your Related Goals for Underserved Populations and Populations Disproportionately Impacted by Homelessness

Describe any underserved and/or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:

There are variations across several demographic categories of those who are unsheltered vs sheltered in the system, suggesting that there are disparate impacts for different groups. For example, POC make up 27% of the sheltered population and 43% of the unsheltered population. People aged 18-24 make up 14% of the unsheltered population and 6% of the sheltered population. Men make up 80% of the unsheltered population and 61% of the sheltered population, and Individuals make up 99% of the unsheltered population and 78% of the sheltered population.

Describe the trackable data goal(s) related to this Outcome Goal:

HMIS service data on changes in numbers served through new outreach projects; HMIS service data on changes in additional ES/TH capacity. HMIS service data on changes in numbers placed into RRH and PSH projects;. HMIS/APR data for SPM measure 7a.1

Table 5: Strategies to Achieve Outcome Goals

Strategy 1

Type of Strategy

Strategic uses of other sources of funding

Description

With the goal of creating 200 more units of PSH each year for five years, and 200 more units of Interim Housing for the next two years, we will leverage Cal-AIM, Cal-AIM's HHIP funds, Sonoma County Measure O funds, Encampment Resolution funds, Project Homekey, CDBG funds, and Housing Vouchers (among other sources).

Timeframe

2023, 2024, 2025

Entities with Lead Responsibilities

Cities, the Continuum of Care, County of Sonoma, and service providers

Measurable Targets

Add at least 200 units of PSH per year for each of five years (2023, 2024, 2025, 2026, 2027). Add at least 100 units of Interim housing during 2023 and 2024.

Performance Measure(s) to Be Impacted (Check all that apply)

1. Reducing the number of persons experiencing homelessness.
3. Increasing the number of people exiting homelessness into permanent housing.
4. Reducing the length of time persons remain homeless.
7. Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.

Strategy 2

Type of Strategy

Strengthening the quality or performance of housing and/or services programs

Description

Improve our supportive services provider network by (among other things): 1 - Right-sizing wages and benefits (we are losing too many individuals from this field, and housing costs are high here); 2 - Setting minimum qualifications for supportive services staff cohorts/assignments; 3 - Encouraging service provider peer support networks; and 4 - Set and maintain caseload ratio goals for programs.

Timeframe

A priority for 2023 and into 2024

Entities with Lead Responsibilities

The CoC and service providers, including the local Service Providers Roundtable to the CoC

Measurable Targets

Establish and meet recommended wage and benefit level for service provision by December 31, 2023, establish and meet caseload ratios by June 30, 2024.

Performance Measure(s) to Be Impacted (Check all that apply)

1. Reducing the number of persons experiencing homelessness.
3. Increasing the number of people exiting homelessness into permanent housing.
5. Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing.
7. Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.

Strategy 3

Type of Strategy

Other equity-focused strategies

Description

1 - Redesign CE assessment and prioritization processes to result in equitable and more efficient placements for Sonoma County's Black and Native American communities, which today are overrepresented in the homeless population 2 - Reinforce and train to cultural competency within service provider training to improve Black and Native American outcomes. 3 - Have a CoC Board that is representative of the ethnic makeup of Sonoma County's homeless population,

Timeframe

This is a year one Priority of the Sonoma County CoC's strategic plan (i.e., complete by the end of 2023)

Entities with Lead Responsibilities

CoC Board and Lead Agency staff. We've received HCD Technical Assistance to accomplish part of this task

Measurable Targets

Redesign the CE assessment and prioritization process by end of 2023. In 2024, review whether the new assessment and prioritization process has resulted in equity-responsive housing placements, especially for the Black and Native American community. By the end of 2024, housing placements and referrals from Coordinated Entry would be made in proportion to the racial and ethnic identification of the Sonoma County homeless population

Performance Measure(s) to Be Impacted (Check all that apply)

1. Reducing the number of persons experiencing homelessness.
2. Reducing the number of persons who become homeless for the first time.
3. Increasing the number of people exiting homelessness into permanent housing.
5. Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing.
6. Increasing successful placements from street outreach
7. Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.

Strategy 4

Type of Strategy

Strengthening systemic efforts and processes, such as coordinated entry and assessment processes, landlord engagement efforts, housing navigation strategies, and other systemic improvements

Description

We will regionalize our street outreach efforts with local By Names Lists that roll up into one single BNL.

We have reoriented our CE process to focus on housing placement (versus shelter placement). We will be starting up a centralized housing location service with our Housing Authorities. We will be mapping out entries to the system from the justice system and from hospitals to remove places where residents fall through the cracks. In 2023, we will inventory our region's prevention activities, review appropriateness, and implement improvements in 2024.

Timeframe

Planning to begin in 2022, New CE vendor onboard in 2022

Entities with Lead Responsibilities

CoC Lead Agency, cities, Public Housing Authorities, CE Provider, County of Sonoma IMDT Team

Measurable Targets

20% increase in new landlords accepting persons with housing vouchers (by June 2024); Compliance with Built for Zero standards for a working BNL by end of 2023.

Performance Measure(s) to Be Impacted (Check all that apply)

- 1. Reducing the number of persons experiencing homelessness.
- 3. Increasing the number of people exiting homelessness into permanent housing.
- 4. Reducing the length of time persons remain homeless.
- 6. Increasing successful placements from street outreach
- 7. Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.

Strategy 5

Type of Strategy

Improving data quality, data systems, and/or data analyses to better inform decision-making

Description

Our goal is to reach data reliability standards set by Built for Zero and US HUD's Data Quality Initiative to effectively use the data for decisions relating to system and program funding. We also will have a better data portal for the public to measure how we're doing. We also will be adopting (and using) key performance metrics (returns to homelessness, length of time homeless, placements to permanent housing).

Timeframe

Implementation by June 30, 2023

Entities with Lead Responsibilities

Continuum of Care Lead Agency, HMIS Committee, BFZ local team

Measurable Targets

Reach BFZ Data reliability standards & deliver HUD data quality initiative checklist by June 30, 2023. Aspire to meet the HUD Data Quality Initiative by December 31, 2023. Adopt and use key performance metrics for funding and evaluation decisions in the Spring 2023 NOFA processes.

Performance Measure(s) to Be Impacted (Check all that apply)

- 1. Reducing the number of persons experiencing homelessness.
- 3. Increasing the number of people exiting homelessness into permanent housing.
- 4. Reducing the length of time persons remain homeless.

5. Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing.

Strategy 6

Type of Strategy

Expanding and strengthening partnerships with people with lived expertise

Description

"Utilize existing Lived Experience Advisory and Planning (LEAP) Board to advise the Continuum of Care Board, serve on Committees, and integrate into program decisions such as street outreach and interim housing programs

Establish a Youth Action Board to assist in reducing TAY homelessness

Utilize LE Peer Navigation Programs to support persons in transitioning out of homelessness.

Timeframe

Peer Program established, continues through June 2024. YAB to be formed in June 2023. LEAP Board member integration into projects and programs in 2023.

Entities with Lead Responsibilities

Lead Agency, service providers, CoC Board.

Measurable Targets

Reduce TAY chronic homelessness by 50% by end of 2023. Reduce returns to homelessness by 16% (from 7% to 6%).

Performance Measure(s) to Be Impacted (Check all that apply)

1. Reducing the number of persons experiencing homelessness.
3. Increasing the number of people exiting homelessness into permanent housing.
4. Reducing the length of time persons remain homeless.
5. Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing.
7. Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.

Click + Add Strategy above to add additional strategies as needed.

Part III. Narrative Responses

Copy and paste your responses to Part III. Narrative Responses from the [HHAP-4 Local Homelessness Action Plan & Application Template](#) into the form below.

Question 1

[50220.8(b)(3)(D)] My jurisdiction (e.g., City, County, CoC) collaborated with other overlapping jurisdictions to develop the strategies and goals related to HHAP-4

Q1

Yes

Question 2

[50220.8(b)(3)(D)] My jurisdiction (e.g., City, County, CoC) consulted with each of the following entities to determine how HHAP-4 funds would be used:

Public agencies (governmental entities)

Yes

Private sector partners (philanthropy, local businesses, CBOs, etc.)

Yes

Service providers (direct service providers, outreach, shelter providers, etc.)

Yes

Local governing boards

Yes

People with lived experience

Yes

Other

No

a. Please describe your most notable coordination and collaborative processes with these entities.

Notable coordination includes: 1) Established Lived Experience Advisory Panel with direct consultation with CoC 2) Coordination with CoC Strategic Planning Committee that includes representatives from cities in the CoC's geography, service providers, private partners, other governing boards and 3) Direct public input at CoC Board meetings on HHAP-4 priorities

Question 3

[50220.8(b)(3)(B) and 50220.8(b)(3)(E)] My jurisdiction (e.g., City, County, CoC) is partnering or plans to use **any round** of HHAP funding to increase partnership with:

People with lived experience

Yes

Is this partnership formal or informal?

Formal partnering

Is this partnership current or planned?

Current

Do HHAP Funds Support This Partnership?

Yes

Social services (CalFresh, Medi-cal, CalWORKs, SSI, VA Benefits, etc.)

Yes

Is this partnership formal or informal?

Formal partnering

Is this partnership current or planned?

Current

Do HHAP Funds Support This Partnership?

No

Justice entities

Yes

Is this partnership formal or informal?

Informal partnering

Is this partnership current or planned?

Current

Do HHAP Funds Support This Partnership?

No

Workforce system

Yes

Is this partnership formal or informal?

Formal partnering

Is this partnership current or planned?

Current

Do HHAP Funds Support This Partnership?

No

Services for older adults

Yes

Is this partnership formal or informal?

Formal partnering

Is this partnership current or planned?

Current

Do HHAP Funds Support This Partnership?

Yes

Services for people with disabilities

Yes

Is this partnership formal or informal?

Informal partnering

Is this partnership current or planned?

Current

Do HHAP Funds Support This Partnership?

Yes

Child welfare system

Yes

Is this partnership formal or informal?

Formal partnering

Is this partnership current or planned?

Current

Do HHAP Funds Support This Partnership?

No

Education system

Yes

Is this partnership formal or informal?

Formal partnering

Is this partnership current or planned?

Current

Do HHAP Funds Support This Partnership?

No

Local Homeless Coordinated Entry System

Yes

Is this partnership formal or informal?

Formal partnering

Is this partnership current or planned?

Current

Do HHAP Funds Support This Partnership?

Yes

Other (please specify)

No

a. Please describe your most notable partnership with these groups (e.g. MOUs, shared funding, data sharing agreements, service coordination, etc.)

Current MOUs are established with Human Services (including Child Welfare and CalWORKS), Sonoma County Department of Education, Lived Experience Advisory Board (including HHAP support for stipends), and informal partnerships with justice agencies.

Question 4

[50220.8(b)(3)(B) and 50220.8(b)(3)(E)] My jurisdiction (e.g., City, County, CoC) is strengthening its **partnership, strategies, and resources** across:

Managed care plans and resources (such as the Housing and Homelessness Incentive Program [HHIP])

Yes

Data Sharing Agreement Established

Physical and behavioral health care systems and resources

Yes

Data Sharing Agreement Established

Public health system and resources

Yes

Data Sharing Agreement Established

a. Please describe your most notable coordination, planning, and/or sharing of data/information that is occurring within these partnerships.

Coordination with County of Sonoma to establish priorities for HHIP funding through 2025 as well as formal partnership with County Department of Health Services for support from Interdepartmental Multidisciplinary Outreach Team (IMDT) - both include data sharing agreements for CoC Lead Agency.

Question 5

[50220.8(b)(3)(F)] Please select what actions your jurisdiction will take to ensure racial/ethnic/gender groups that are overrepresented among residents experiencing homelessness have equitable access to housing and services:

[50220.8(b)(3)(F)] Please select what actions your jurisdiction will take to ensure racial/ethnic/gender groups that are overrepresented among residents experiencing homelessness have equitable access to housing and services:

Disaggregating administrative data for use in decision making processes

Modifying procurement processes

Ensuring those with lived experience have a role in program design, strategy development, and oversight

Developing workgroups and hosting training related to advancing equity

a. Please describe the most notable specific actions the jurisdiction will take regarding equity for racial/ethnic/gender groups.

Ongoing partnership with HMIS Lead Agency and other data systems with Department of Health and Human Services and consultation with County Office of Equity on ensuring racial/ethnic/gender groups have equitable access.

Question 6

[50220.8(b)(3)(G)] My jurisdiction (e.g., City, County, CoC) has specific strategies to prevent exits to homelessness from **institutional settings** in partnership with the following mainstream systems:

Physical and behavioral health care systems and managed care plan organizations

Yes, formal partnering

Public health system

Yes, formal partnering

Criminal legal system and system for supporting re-entry from incarceration

Yes, informal partnering

Child welfare system

Yes, formal partnering

Affordable housing funders and providers

Yes, informal partnering

Income support programs

Yes, informal partnering

Education system

Yes, formal partnering

Workforce and employment systems

Yes, formal partnering

Other (please specify)

No

a. Please describe the most notable specific actions the jurisdiction will take to prevent exits to homelessness from institutional settings

A weekly workgroup, Community Transitions of Care, is comprised of most federally qualified health centers, clinics, hospitals, and justice providers. CoC staff attend as well as other providers and Coordinated Entry to coordinate exits from institutional settings, including access to emergency shelter beds. The CoC Lead Agency also works formally with the County Department of Education, Child Welfare, and Workforce Development to prevent exits to homelessness.

Question 7

[50220.8(b)(3)(H)] Specific and quantifiable **systems improvements** that the applicant will take to improve the delivery of housing and services to people experiencing homelessness or at risk of homelessness, including, but not limited to, the following:

(I) Capacity building and workforce development for service providers within the jurisdiction, including removing barriers to contracting with culturally specific service providers and building the capacity of providers to administer culturally specific services.

The CoC and County of Sonoma will work together to continue providing training for service providers, with a focus on line staff with homeless service providers. Training is currently provided at CoC Quarterly Membership meetings as well as one-time trainings such as chronic homelessness verification, Seeking Safety, and Trauma informed Care available to any Continuum of Care member organizations with front line staff. The CoC and County will work with jurisdictions and the County's Office of Equity to continue building capacity of providers to administer culturally specific services as well as targeted outreach to underserved communities via County and community-based street outreach teams. Data from HMIS will be used to measure services provided to underserved communities as noted in HHAP-4 outcome tables.

(II) Strengthening the data quality of the recipient's Homeless Management Information System.

The CoC recently completed work on an HMIS Capacity Building Grant from HUD that increased training for front line HMIS end users and created an annual evaluation plan for HMIS. Along with this, HMIS Policies and Procedures were enhanced and approved by HUD to ensure greater data quality and overall system performance.

Going forward, the CoC's HMIS Committee, a formal committee of the CoC Board, will monitor data quality with CoC Lead Agency HMIS staff. Additionally, CoC Lead Agency HMIS Staff work closely with State HDIS staff to ensure that data quality is aligned with State data quality standards, and staff also participate in regional Data calls with Homebase and other CoCs. A primary focus in the next year is creating an "open" HMIS system that allows for greater information sharing between providers while also protecting client confidentiality.

The CoC also plans to utilize the HomelessData platform as a data repository and reporting platform giving access to HUD reporting as well as additional reporting (Coordinated Entry, Built for Zero) which will help us in our efforts to improve our data quality and understand homelessness through data. This will assist with expanded reporting capabilities including the ability to run HUD reports (APR, CAPER, etc) for sub-populations and by specific project types as well as provide HMIS staff with the ability to look at data in a much more refined way and understand performance and focus areas within our system.

(III) Increasing capacity for pooling and aligning housing and services funding from existing, mainstream, and new funding.

The CoC and County HHAP-4 joint application reflects the close collaboration between both entities, especially with pooling resources from HHAP-4 to support Homekey projects (up to \$2 million in HHAP-4 funding) and ensure that projects have resources for supportive services. Additionally, new and existing project based vouchers (PBVs) are being utilized across systems to support Homekey projects as well as other projects serving individuals experiencing homelessness.

Other local funding that is being coordinated with increased capacity for services includes:

- Local Measure O funding that supports individuals with serious mental illness experiencing homelessness in both County and potentially future CoC projects
- Cal-AIM funds that will be coordinated in conjunction with the County, CoC, and other stakeholders
- Funds from Partnership Health Care (HHIP) that can be pooled to provide wraparound services in HHAP-4 funds
- American Rescue Act (ARPA) funds that will be pooled to support housing navigation and outreach services for both CoC and County endeavors.

(IV) Improving homeless point-in-time counts.

The CoC has conducted an annual PIT Count since 2015 (with the exception of 2021 during the pandemic). In 2020, the CoC began utilizing a mobile app to strengthen the PIT Count and will continue to utilize the app going forward. The CoC has pays individuals with lived experience to serve as “guides” during the PIT Count and Youth Count and will continue to do so going forward. One possible improvement will be using lessons learned from the 2022 Count when teams were pre-deployed due to COVID but were assigned to tracts that they were specifically familiar with. The CoC anticipates that the 2023 Count will be a hybrid system of in person assignments for teams at deployment centers on the day of the Count along with pre-deployed teams to ensure that each census tract is covered by volunteers and guides who know it best.

(V) Improving coordinated entry systems to strengthen coordinated entry systems to eliminate racial bias, to create a youth-specific coordinated entry system or youth-specific coordinated entry access points, or to improve the coordinated entry assessment tool to ensure that it contemplates the specific needs of youth experiencing homelessness.

The CoC already has a youth specific Coordinated Entry access point and separate By Names List for youth experiencing homelessness. A new Coordinated Entry Operator, HomeFirst, began in early 2022 and will be providing additional improvements and changes to Coordinated Entry. These improvements include expanding CES Access Points as the primary place for assessment and prioritization in locations around the County with specific Access Points for youth, veterans, families, individuals with HIV/AIDS, individuals with serious mental illness, and individuals with disabilities. An additional source of improvement will be strengthening access points to provide more culturally appropriate access for individuals from underserved communities to eliminate racial bias and promote equity.

Question 8

***Responses to these questions are for informational purposes only.**

What **information, guidance, technical assistance, training, and/or alignment of resources and programs** should Cal ICH and other State Agencies prioritize to support jurisdictions in progressing towards their Outcome Goals, Goals for Underserved Populations and Populations Disproportionately Impacted by Homelessness, and/or would otherwise help strengthen local partnerships, coordination, planning, and progress toward preventing and ending homelessness?

Information, Guidance, and Technical Assistance

Facilitation of planning processes and collaborative approaches among cross-agency and community-level partners

Technical assistance related to goal setting (generally)

Technical assistance related to goal setting in underserved/disproportionately impacted populations

Technical assistance related to achieving outcome goals

Technical assistance on implementing performance-based contracting

Trainings on topics of equity

Alignment of Resources and Programs

In the space below, please describe what Cal ICH and other State Agencies should prioritize related to alignment of resources and programs, strengthening partnerships and collaborations, or any other ways that State can support communities’ progress:

Untitled

Establishing an annual funding stream tied to outcomes and goals of HHAP 3 and 4 would be greatly beneficial in supporting ongoing services and innovative programs in the community.

Part IV. Funding Plan Strategic Intent Narrative

Question 1

Eligible Use 1

Eligible Use Category Intended to be Supported with HHAP-4

1. Rapid rehousing

Approximate % of TOTAL HHAP-4 ALLOCATION to be used on this Eligible Use(%)

13.00%

Approximate % of TOTAL HHAP-4 ALLOCATION to be used under this Eligible Use as part of the Youth Set Aside? (%)

2.00%

Activities to be Supported with HHAP-4

Support for new and existing rapid rehousing projects

How is this a strategic use of HHAP-4 resources that will address needs and gaps within the homelessness response system?

Rapid rehousing is a best practice in serving reducing homelessness and serving individuals at a lower level of vulnerability

How were these decisions to invest HHAP-4 into these activities informed by the planned uses of other state, local, and/or federal funding sources (as documented in the Landscape Analysis in Part I)?

Rapid rehousing resources are lower with the loss of ESG-CV and other programs

Eligible Use 2

Eligible Use Category Intended to be Supported with HHAP-4

8. Interim sheltering (new and existing)

Approximate % of TOTAL HHAP-4 ALLOCATION to be used on this Eligible Use(%)

20.00%

Approximate % of TOTAL HHAP-4 ALLOCATION to be used under this Eligible Use as part of the Youth Set Aside? (%)

2.00%

Activities to be Supported with HHAP-4

New and existing NCS settings individuals vulnerable to COVID and individuals exiting encampments in need of greater privacy. Existing congregate shelters are also funded, including the two largest shelters and the largest TAY shelter.

How is this a strategic use of HHAP-4 resources that will address needs and gaps within the homelessness response system?

Approximately 70% of our population is unsheltered and there is a significant gap in need for shelter beds (especially NCS)

How were these decisions to invest HHAP-4 into these activities informed by the planned uses of other state, local, and/or federal funding sources (as documented in the Landscape Analysis in Part I)?

Shelter funding has been reduced in other funding streams and this is needed to invest in encampment

resolution

Table 7. Demonstrated Need

**# of available shelter
beds**
775

**# of people
experiencing
unsheltered
homelessness in the
homeless point-in-time
count**
2,088

**Shelter vacancy rate
(%) in the summer
months**
20.00%

**Shelter vacancy rate
(%) in the winter
months**
27.00%

**% of exits from
emergency shelters to
permanent housing
solutions**
25.00%

Describe plan to connect residents to permanent housing.

Currently, the CoC has roughly half of the number of shelter beds needed for the unsheltered population and shelter capacity has been severely limited during the COVID-19 pandemic. Providing continued funding for both congregate shelters and non-congregate shelters will enable the CoC and County to move individuals into sheltered settings while waiting for permanent solutions, particularly in the colder winter months when individuals are at risk from exposure. Individuals in both shelters and non-congregate shelters will be engaged by the County IMDT Outreach Team as well as regional outreach teams and shelter staff to be placed into permanent settings (either PSH or other permanent housing). Targeted outreach will ensure that individuals are able to avail themselves of other HHAP-4 funded activities in rapid rehousing and permanent supportive housing. The CoC Lead Agency and Coordinated Entry Operator (as well as the Coordinated Entry Advisory Committee) will also play key roles in connecting individuals in shelter with permanent destinations.

Eligible Use 3

**Eligible Use Category Intended to be Supported
with HHAP-4**

6. Delivery of permanent housing

**Approximate % of TOTAL HHAP-4 ALLOCATION
to be used on this Eligible Use(%)**

**Approximate % of TOTAL HHAP-4 ALLOCATION
to be used under this Eligible Use as part of the**

20.00%

Youth Set Aside? (%)

2.00%

Activities to be Supported with HHAP-4

Includes new services for Homekey projects (up to 5) as well as existing permanent housing.

How is this a strategic use of HHAP-4 resources that will address needs and gaps within the homelessness response system?

There is a need for almost 1000 units of new PSH in our system

How were these decisions to invest HHAP-4 into these activities informed by the planned uses of other state, local, and/or federal funding sources (as documented in the Landscape Analysis in Part I)?

PSH is our greatest need

Eligible Use 4

Eligible Use Category Intended to be Supported with HHAP-4

3. Street outreach

Approximate % of TOTAL HHAP-4 ALLOCATION to be sed on this Eligible Use(%)

20.00%

Approximate % of TOTAL HHAP-4 ALLOCATION to be used under this Eligible Use as part of the Youth Set Aside? (%)

2.00%

Activities to be Supported with HHAP-4

County Operating subsidies for outreach and Engagement - support staffing IMDT outreach team and portion of outreach under County HHAP supports discharge and care coordination from acute care and institutions (jail, Tx, CSU/CRU, SNF, etc.)

How is this a strategic use of HHAP-4 resources that will address needs and gaps within the homelessness response system?

Street outreach is being regionalized and supported by BFZ efforts; this will be a particular need with County HHAP to expand mutldisciplinary outreach

How were these decisions to invest HHAP-4 into these activities informed by the planned uses of other state, local, and/or federal funding sources (as documented in the Landscape Analysis in Part I)?

Lack of other funding streams to address outreach

Eligible Use 5

Eligible Use Category Intended to be Supported with HHAP-4

5. Systems support

Approximate % of TOTAL HHAP-4 ALLOCATION to be sed on this Eligible Use(%)

3.00%

Approximate % of TOTAL HHAP-4 ALLOCATION to be used under this Eligible Use as part of the Youth Set Aside? (%)

0.00%

Activities to be Supported with HHAP-4

Stipends for Lived Experience Boards (Adult Board and Youth Action Board) as well as funds for

Coordinated Entry support.

How is this a strategic use of HHAP-4 resources that will address needs and gaps within the homelessness response system?

Lived Experience engagement - we need to compensate individuals with lived experience at all levels of decision making

How were these decisions to invest HHAP-4 into these activities informed by the planned uses of other state, local, and/or federal funding sources (as documented in the Landscape Analysis in Part I)?

Few funding streams allow for stipends

Eligible Use 6

Eligible Use Category Intended to be Supported with HHAP-4

4. Services coordination

Approximate % of TOTAL HHAP-4 ALLOCATION to be sed on this Eligible Use(%)

15.00%

Approximate % of TOTAL HHAP-4 ALLOCATION to be used under this Eligible Use as part of the Youth Set Aside? (%)

2.00%

Activities to be Supported with HHAP-4

Support for new and existing services in RRH, PSH, ES, TH, SO, Homelessness Prevention and innovative programs (Safe Parking, etc)

How is this a strategic use of HHAP-4 resources that will address needs and gaps within the homelessness response system?

Enriched services coordination is necessary for projects to truly serve their target populations

How were these decisions to invest HHAP-4 into these activities informed by the planned uses of other state, local, and/or federal funding sources (as documented in the Landscape Analysis in Part I)?

Flexible funding for serice provision is a key strength of HHAP funds

Eligible Use 7

Eligible Use Category Intended to be Supported with HHAP-4

2. Operating subsidies

Approximate % of TOTAL HHAP-4 ALLOCATION to be sed on this Eligible Use(%)

2.00%

Approximate % of TOTAL HHAP-4 ALLOCATION to be used under this Eligible Use as part of the Youth Set Aside? (%)

0.00%

Activities to be Supported with HHAP-4

Support for PSH and ES subsidies

How is this a strategic use of HHAP-4 resources that will address needs and gaps within the homelessness response system?

Operating subsidies support PSH and ES systems

How were these decisions to invest HHAP-4 into these activities informed by the planned uses of other state, local, and/or federal funding sources (as documented in the Landscape Analysis in Part I)?

Support for subsidies is a key flexible use of HHAP funds

Eligible Use 8

Eligible Use Category Intended to be Supported with HHAP-4

10. Administrative (up to 7%)

Approximate % of TOTAL HHAP-4 ALLOCATION to be used on this Eligible Use(%)

7.00%

Approximate % of TOTAL HHAP-4 ALLOCATION to be used under this Eligible Use as part of the Youth Set Aside? (%)

0.00%

0.00%

Activities to be Supported with HHAP-4

Support for contract management staff and Lead Agency Staff

How is this a strategic use of HHAP-4 resources that will address needs and gaps within the homelessness response system?

N/A - administrative funds are needed for contract oversight

How were these decisions to invest HHAP-4 into these activities informed by the planned uses of other state, local, and/or federal funding sources (as documented in the Landscape Analysis in Part I)?

Administrative funds are severely limited by other funding streams

Question 2

Please describe how the planned investments of HHAP-4 resources and implementation of the activities to be supported will:

Help drive progress toward achievement of the Outcome Goals and Goals for Underserved Populations and Populations Disproportionately Impacted by Homelessness (as identified in Part II above):

HHAP-4 resources will include increased capacity in street outreach and investing in diversion and prevention projects that specifically support individuals in the BIPOC community who are overrepresented by 3-4.4 times. Additional support in RRH and PSH will support multiple race households in exiting to permanent destinations. C

Help address racial inequities and other inequities in the jurisdiction's homelessness response system:

Aside from progress mentioned above, HHAP-4 funds will also support addressing the longer length of time homeless for Latinx households (12% higher than White households). HHAP-4 interventions include supporting provides serving Latinx populations and ensuring that outreach teams are culturally competent as well as continued outreach from CoC Lead Agency staff to support outreach teams serving these communities.

Be aligned with health and behavioral health care strategies and resources, including resources of local Medi-Cal managed care plans:

HHAP-4 investments will assist in informing the local Medi-Cal managed care provider, Partnership Health Care (PHC). PHC is funding the CoC and County with Homelessness Housing Investment Program

(HHIP) funds that are tailored to model HHAP-3 and 4 plans and investments. HHIP funds and collaboration with PHC staff will ensure that individuals being served by managed care plans are also served with wraparound support from both HHAP and HHIP investments.

Support increased exits to permanent housing among people experiencing homelessness:

All HHAP funds are utilized to support exits to permanent housing, regardless of project type. In particular, the flexibility of HHAP funds allows for funding to innovative projects such as Homekey, Safe Parking, and home share models that often serve individuals who are least likely to access traditional services and greatly assist with housing individuals in encampments who often have greater difficulty in accessing usual shelter or housing services.

Certification

I certify that all information included in this Application is true and accurate to the best of my knowledge.

Yes

Table 1. Landscape Analysis of Needs and Demographics

	People Experiencing Homelessness	Source and Date Timeframe of Data
Population and Living Situations		
TOTAL # OF PEOPLE EXPERIENCING HOMELESSNESS	2893	2022 Point in Time Count
# of People Who are Sheltered (ES, TH, SH)	805	2022 Point in Time Count
# of People Who are Unsheltered	2088	2022 Point in Time Count
Household Composition		
# of Households without Children	2348	2022 Point in Time Count
# of Households with At Least 1 Adult & 1 Child	48	2022 Point in Time Count
# of Households with Only Children	16	2022 Point in Time Count
Sub-Populations and Other Characteristics		
# of Adults Who are Experiencing Chronic Homelessness	725	2022 Point in Time Count
# of Adults Who are Experiencing Significant Mental Illness	565	2022 Point in Time Count
# of Adults Who are Experiencing Substance Abuse Disorders	480	2022 Point in Time Count
# of Adults Who are Veterans	191	2022 Point in Time Count
# of Adults with HIV/AIDS	49	2022 Point in Time Count
# of Adults Who are Survivors of Domestic Violence	161	2022 Point in Time Count
# of Unaccompanied Youth (under 25)	521	2022 Point in Time Count
# of Parenting Youth (under 25)	7	2022 Point in Time Count
# of People Who are Children of Parenting Youth	8	2022 Point in Time Count
Gender Demographics		
# of Women/Girls	1005	2022 Point in Time Count
# of Men/Boys	1814	2022 Point in Time Count
# of People Who are Transgender	39	2022 Point in Time Count
# of People Who are Gender Non-Conforming	24	2022 Point in Time Count
Ethnicity and Race Demographics		
# of People Who are Hispanic/Latino	716	2022 Point in Time Count
# of People Who are Non-Hispanic/Non-Latino	2177	2022 Point in Time Count
# of People Who are Black or African American	231	2022 Point in Time Count
# of People Who are Asian	39	2022 Point in Time Count
# of People Who are American Indian or Alaska Native	273	2022 Point in Time Count
# of People Who are Native Hawaiian or Other Pacific Islander	45	2022 Point in Time Count
# of People Who are White	1934	2022 Point in Time Count
# of People Who are Multiple Races	371	2022 Point in Time Count

**If data is not available, please input N/A in the cell and explain why the data is not available below:*

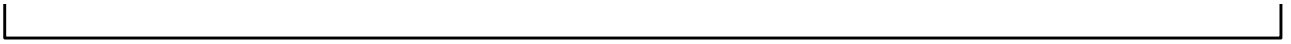


Table 2. Landscape Analysis of People Being Served									
	Permanent Supportive Housing (PSH)	Rapid Rehousing (RRH)	Transitional Housing (TH)	Interim Housing or Emergency Shelter (IH / ES)	Diversion Services and Assistance (DIV)	Homelessness Prevention Services & Assistance (HP)	Outreach and Engagement Services (O/R)	Other: [Identify]	Source(s) and Timeframe of Data
Household Composition									
# of Households without Children	400	752	360	1303	65	N/A	937		2021 HMIS Data
# of Households with At Least 1 Adult & 1 Child	24	175	27	100	15	N/A	0		2021 HMIS Data
# of Households with Only Children	0	0	0	39	0	N/A	1		2021 HMIS Data
Sub-Populations and Other Characteristics									
# of Adults Who are Experiencing Chronic Homelessness	281	323	118	761	0	N/A	523		2021 HMIS Data
# of Adults Who are Experiencing Significant Mental Illness	292	503	215	710	47	N/A	453		2021 HMIS Data
# of Adults Who are Experiencing Substance Abuse Disorders	56	78	96	247	3	N/A	197		2021 HMIS Data
# of Adults Who are Veterans	29	131	21	95	44	N/A	51		2021 HMIS Data
# of Adults with HIV/AIDS	41	16	5	26	1	N/A	16		2021 HMIS Data
# of Adults Who are Survivors of Domestic Violence	160	371	126	460	21	N/A	327		2021 HMIS Data
# of Unaccompanied Youth (under 25)	54	96	25	106	0	N/A	152		2021 HMIS Data
# of Parenting Youth (under 25)	1	27	3	10	0	N/A	0		2021 HMIS Data
# of People Who are Children of Parenting Youth	1	27	3	10	0	N/A	0		2021 HMIS Data
Gender Demographics									
# of Women/Girls	236	667	186	653	60	N/A	534		2021 HMIS Data
# of Men/Boys	314	782	285	1070	70	N/A	403		2021 HMIS Data
# of People Who are Transgender	6	6	6	14	0	N/A	3		2021 HMIS Data
# of People Who are Gender Non-Conforming	9	3	0	9	0	N/A	7		2021 HMIS Data
Ethnicity and Race Demographics									
# of People Who are Hispanic/Latino	103	479	138	487	30	N/A	188		2021 HMIS Data
# of People Who are Non-Hispanic/Non-Latino	464	971	336	1261	100	N/A	762		2021 HMIS Data
# of People Who are Black or African American	39	89	35	152	4	N/A	90		2021 HMIS Data
# of People Who are Asian	6	19	4	12	0	N/A	9		2021 HMIS Data
# of People Who are American Indian or Alaska Native	58	149	44	240	2	N/A	150		2021 HMIS Data
# of People Who are Native Hawaiian or Other Pacific Islander	3	20	5	23	0	N/A	12		2021 HMIS Data
# of People Who are White	411	1036	339	1160	114	N/A	614		2021 HMIS Data
# of People Who are Multiple Races	47	117	38	149	10	N/A	74		2021 HMIS Data

**If data is not available, please input N/A in the cell and explain why the data is not available below:*

Homelessness prevention programs are classified in HMIS with Diversion Assistance and the Data is reflected in the Diversion category. Our programs are classified as Prevention and Diversion (thus the data is reflected in Column G for both categories).

Table 3. Landscape Analysis of State, Federal and Local Funding

Funding Program <i>(choose from drop down options)</i>	Fiscal Year <i>(select all that apply)</i>	Total Amount Invested into Homelessness Interventions	Funding Source*	Intervention Types Supported with Funding <i>(select all that apply)</i>	Brief Description of Programming and Services Provided	Populations Served <i>(please x the appropriate popu at on[s])</i>
Homekey (via HCD)	FY 2021-2022	\$7,658,000 - this will be split evenly among all three fiscal years	State Agency	Non-Congregate Shelter/ Interim Housing	Utilize Homekey to purchase hotels or other buildings to provide Interim Housing with an exit strategy for all residents and/ or plan to convert housing in the near future.	ALL PEOPLE EXPERIENCING HOMELESSNESS TARGETED POPULATIONS <i>(please "x" all that apply)</i> People Exp Chronic Homelessness: Veterans, Parenting Youth People Exp Severe Mental Illness: People Exp HIV/ AIDS, Children of Parenting Youth People Exp Substance Abuse Disorders: Unaccompanied Youth, Other <i>(please enter here)</i>
	FY 2022-2023			Permanent Supportive and Service-Enriched Housing		
	FY 2023-2024					
Community Development Block Grant - CV (CDBG-CV) - via HUD	FY 2022-2023	\$1,715,637	Federal Agency	Rental Assistance	Rental assistance, interim shelter, and housing rehab.	ALL PEOPLE EXPERIENCING HOMELESSNESS TARGETED POPULATIONS <i>(please "x" all that apply)</i> People Exp Chronic Homelessness: Veterans, Parenting Youth People Exp Severe Mental Illness: People Exp HIV/ AIDS, Children of Parenting Youth People Exp Substance Abuse Disorders: Unaccompanied Youth, Other <i>(please enter here)</i>
				Administrative Activities		
				Non-Congregate Shelter/ Interim Housing		
Community Development Block Grant (CDBG) - via HUD	FY 2022-2023	\$194,000	Federal Agency	Diversion and Homelessness Prevention	Housing Justice Program included funds for eviction prevention	ALL PEOPLE EXPERIENCING HOMELESSNESS TARGETED POPULATIONS <i>(please "x" all that apply)</i> People Exp Chronic Homelessness: Veterans, Parenting Youth People Exp Severe Mental Illness: People Exp HIV/ AIDS, Children of Parenting Youth People Exp Substance Abuse Disorders: Unaccompanied Youth, Other <i>(please enter here)</i>
HOME - American Rescue Plan Program (HOME-ARP) - via HUD	FY 2021-2022	\$5,534,297	Federal Agency	Rental Assistance	To assist individuals or households who are homeless, at risk of homelessness, and other vulnerable populations, by providing housing, rental assistance, supportive services, and non-congregate shelter, to reduce homelessness and increase housing stability.	ALL PEOPLE EXPERIENCING HOMELESSNESS TARGETED POPULATIONS <i>(please "x" all that apply)</i> People Exp Chronic Homelessness: Veterans, Parenting Youth People Exp Severe Mental Illness: People Exp HIV/ AIDS, Children of Parenting Youth People Exp Substance Abuse Disorders: Unaccompanied Youth, Other <i>(please enter here)</i>
				Diversion and Homelessness Prevention		
				Non-Congregate Shelter/ Interim Housing		
Emergency Solutions Grants (ESG) - via HUD	FY 2022-2023	\$160,798 in FY 2021-22 \$157,000 in FY 2022-2023	Federal Agency		Emergency Shelter and Rapid Rehousing	ALL PEOPLE EXPERIENCING HOMELESSNESS TARGETED POPULATIONS <i>(please "x" all that apply)</i> People Exp Chronic Homelessness: Veterans, Parenting Youth People Exp Severe Mental Illness: People Exp HIV/ AIDS, Children of Parenting Youth People Exp Substance Abuse Disorders: Unaccompanied Youth, Other <i>(please enter here)</i>
	FY 2021-2022			Non-Congregate Shelter/ Interim Housing		

* NOTE: Private funder(s) option here could include philanthropy, resources from managed care plans organizations, corporate funders, or other private sources of funding

Emergency Solutions Grants (ESG) - via HCD	FY 2022-2023	\$ 219,283.00	State Agency	Non-Congregate Shelter/ Interim Housing	Emergency Shelter and rental Assistanes	ALL PEOPLE EXPERIENCING HOMELESSNESS TARGETED POPULATIONS <i>(please "x" all that apply)</i> People Exp Chronic Homelessness: Veterans, Parenting Youth People Exp Severe Mental Illness: People Exp HIV/ AIDS, Children of Parenting Youth People Exp Substance Abuse Disorders: Unaccompanied Youth, Other <i>(please enter here)</i>
				Rental Assistance		

Emergency Solutions Grants - CV (ESG CV) - via HUD	FY 2021-2022	\$ 7,162,916.00	Federal Agency	Systems Support Activities	Rapid rehousing, support for HMIS, support for non-congregate shelters and interim shelter including Los Gulligos, NCS sites, West County Navigation Center, etc.	ALL PEOPLE EXPERIENCING HOMELESSNESS TARGETED POPULATIONS <i>(please "x" all that apply)</i> People Exp Chronic Homelessness: Veterans, Parenting Youth People Exp Severe Mental Illness: People Exp HIV/ AIDS, Children of Parenting Youth People Exp Substance Abuse Disorders: Unaccompanied Youth, Other <i>(please enter here)</i>
				Administrative Activities		
				Non-Congregate Shelter/ Interim Housing		
				Rental Assistance		

Emergency Solutions Grants - CV (ESG CV) - via HUD	FY 2021-2022			Systems Support Activities	Rapid rehousing, support for HMIS, support for non-congregate shelters and interim shelter including Los Gulligos, NCS sites, West County Navigation Center, etc.	ALL PEOPLE EXPERIENCING HOMELESSNESS TARGETED POPULATIONS <i>(please "x" all that apply)</i> People Exp Chronic Homelessness: Veterans, Parenting Youth

Emergency Rental Assistance (ERA) - via HCD		\$ 5,777,787.00	State Agency	Non-Congregate Shelter/ Interim Housing		RRH, RRH, HMIS, Coordinated Entry, shelter, and non-congregate shelter.	x	EXPERIENCING HOMELESSNESS	People Exp Severe Mental Illness	People Exp HIV/ AIDS	Children of Parenting Youth
				Rental Assistance					People Exp Substance Abuse Disorders		
Emergency Rental Assistance (ERA) - via Treasury	FY 2021-2022	\$ 49,491,443.20	Federal Agency	Rental Assistance		ERAP funds for rental assistance	x	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
				Diversion and Homelessness Prevention					People Exp Chronic Homelessness	Veterans	Parenting Youth
Continuum of Care Program (CoC) - via HUD	FY 2021-2022	\$ 4,162,516	Federal Agency	Permanent Supportive and Service-Enriched Housing		PSH, RRH, HMIS, Coordinated Entry, and Administration	x	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
				Systems Support Activities					People Exp Chronic Homelessness	Veterans	Parenting Youth
Homeless Housing, Assistance and Prevention Program (HHAP) - via Cal ICH	FY 2021-2022	\$ 6,696,000.00	State Agency	Systems Support Activities	Diversion and Homelessness Prevention	Core support for local program in all areas	x	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
				Administrative Activities	Outreach and Engagement				People Exp Chronic Homelessness	Veterans	Parenting Youth
Homeless Housing, Assistance and Prevention Program (HHAP) - via Cal ICH	FY2020-2021	\$ 3,117,102.00	State Agency	Non-Congregate Shelter/ Interim Housing	Rental Assistance	Rental assistance, RRH, operating subsidies for SIH, shelters, nav centers, operating reserves, landlord incentives, outreach, navigation, systems support, hotel and motel conversions, preventin and shelter diversion, new shelter	x	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
				Permanent Supportive and Service-Enriched Housing					People Exp Severe Mental Illness	People Exp HIV/ AIDS	Children of Parenting Youth
Homeless Housing, Assistance and Prevention Program (HHAP) - via Cal ICH	FY 2022-2023	\$ 8,539,023.00	State Agency	Administrative Activities	Outreach and Engagement	TBD - Rental assistance, RRH, operating subsidies for SIH, shelters, nav centers, operating reserves, landlord incentives, outreach, navigation, systems support, hotel and motel conversions, preventin and shelter diversion, new shelter	x	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
				Non-Congregate Shelter/ Interim Housing	Diversion and Homelessness Prevention				People Exp Chronic Homelessness	Veterans	Parenting Youth
Encampment Resolution Grants - via Cal ICH		\$ -				N/A - the CoC did not receive funds.	x	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
									People Exp Severe Mental Illness	People Exp HIV/ AIDS	Children of Parenting Youth
Other (please enter funding source)	FY 2021-2022	\$ 63,480	State Agency	Rental Assistance		CESH 18-19	x	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
				Non-Congregate Shelter/ Interim Housing					People Exp Chronic Homelessness	Veterans	Parenting Youth
Other (please enter funding source)	FY 2021-2022	\$ 155,000	State Agency	Outreach and Engagement		CESH 19-20	x	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
				Non-Congregate Shelter/ Interim Housing					People Exp Severe Mental Illness	People Exp HIV/ AIDS	Children of Parenting Youth
California COVID-19 Rent Relief Program - via HCD	FY 2021-2022	\$ 31,316,328.00	State Agency	Diversion and Homelessness Prevention		ERAP ROUNDS 1 & 2 - rental assistance for COVID-19 related relief	x	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
									People Exp Chronic Homelessness	Veterans	Parenting Youth

Local General Fund		\$1,418,334	Local Agency	Non-Congregate Shelter/ Interim Housing	Diversion and Homelessness Prevention	Includes County discretionary funds for local CoC contracts in FY 22-23.	X	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
	FY 2022-2023			Rental Assistance					People Exp Chronic Homelessness	Veterans	Parenting Youth
				Permanent Supportive and Service-Enriched Housing					People Exp Severe Mental Illness	People Exp HIV/ AIDS	Children of Parenting Youth
				Outreach and Engagement					People Exp Substance Abuse Disorders	Unaccompanied Youth	Other (please enter here)
Other (please enter funding source)		\$ 2,656,567.00	Local Agency	Permanent Supportive Housing and Service Enriched Housing		other local funds including Measure o. TOT funds. County fund for Housing, Low and Moderate Income Housing Asset Fund	X	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
	FY 2022-2023			Non-congregate shelter/Interim Housing					People Exp Chronic Homelessness	Veterans	Parenting Youth
				Rental Assistance					People Exp Severe Mental Illness	People Exp HIV/ AIDS	Children of Parenting Youth
				Outreach and Engagement					People Exp Substance Abuse Disorders	Unaccompanied Youth	Other (please enter here)
Homeless Housing Investment Program		FY 2022-2023 - \$1,000,000 FY 2023- 2024 - \$1,900,000 FY 2024-2025 - \$16,200,145	State Agency	Permanent Supportive Housing and Service Enriched Housing		Funding via State DHCS through Partnership Health Care	X	ALL PEOPLE EXPERIENCING HOMELESSNESS	TARGETED POPULATIONS (please "x" all that apply)		
	FY 2022-2023			Rental Assistance					People Exp Chronic Homelessness	Veterans	Parenting Youth
	FY 2023-2024			Outreach and Engagement					People Exp Severe Mental Illness	People Exp HIV/ AIDS	Children of Parenting Youth
	FY 2024-2025			Non congregate shelter/interim housing					People Exp Substance Abuse Disorders	Unaccompanied Youth	Other (please enter here)

Table 4. Outcome Goals

Outcome Goal #1a: Reducing the number of persons experiencing homelessness.			
Goal Statement: By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 3115 total people accessing services who are experiencing homelessness annually, representing 346 fewer people and a 10% reduction from the baseline.			
<i>*Please be sure to copy and paste the goal statement from this application template to Cognito, and only update the fields in [brackets].</i>			
Goal Narrative: The 10% reduction in people experiencing homelessness is aligned with the current CoC Strategic Plan and Local Homeless Action Plan.			
Baseline Data: Annual estimate of number of people accessing services who are experiencing homelessness	Outcome Goals July 1, 2022 - June 30, 2025		
	Change in # of People	Change as % of Baseline	Target Annual Estimate of # of people accessing services who are experiencing homelessness
3461	346	10%	3115
Describe any underserved and/ or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:		Describe the trackable data goal(s) related to this Outcome Goal:	
<p>Latino households are underserved in comparison to their rate in the homeless population. Latino households make up 25% of homeless population (PIT) but 9% of people served across all project types, with similar percentages for each type (RRH, PSH, ES). The CoC is doing focus groups to discover causes of these disparities in order to identify the appropriate intervention. Depending on the causes possible solutions could include: hiring/train outreach staff to focus on geographies where Latino PEH are known to stay. Training outreach staff on cultural competency, addition of spanish language outreach and shelter staff, encouragement of Latino focused service providers to participate in CE/CoC funding opportunities.</p>		<p><i>Note: Meeting the trackable data goals for the underserved populations is not required for eligibility for Bonus Funds.</i></p> <p>Point-in-time count numbers tracking decrease in total number of people experiencing homelessness, corroborated by aligned trends in HMIS data, controlling for methodology; PIT and HMIS data tracking trends in disparity by race and ethnicity (e.g., comparing PEH against system access and service engagements, and against permanent housing outcomes.</p>	

Outcome Goal #1b. Reducing the number of persons experiencing homelessness on a daily basis.			
Goal Statement: By the end of the performance period, data for the Santa Rosa/Petaluma/Sonoma County CoC will show 1880 total people experiencing unsheltered homelessness daily, representing 208 fewer people and a 10% reduction from the baseline.			
<i>*Please be sure to copy and paste the goal statement from this application template to Cognito, only updating the fields in [brackets].</i>			
Goal Narrative: The 10% reduction in people experiencing homelessness on a daily basis is aligned with the current CoC Strategic Plan and Local Homeless Action Plan and informed by the annual Point in Time Count.			
Baseline Data: Daily Estimate of # of people experiencing unsheltered homelessness	Outcome Goals July 1, 2022 - June 30, 2025		
	Change in # of People	Change as % of Baseline	Target Daily Estimate of # of people experiencing unsheltered homelessness
2088	208	10%	1880
Describe any underserved and/ or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:		Describe the trackable data goal(s) related to this Outcome Goal:	
<p>The demographic breakdown of the unsheltered population looks the same as the demographic breakdown of the sheltered population and the total homeless population. All the disparities in homeless pop relative to general population exist among those who are unsheltered (Black people are over represented about 3x, native people by about 4.5x.)</p>		<p><i>Note: Meeting the trackable data goals for the underserved populations is not required for eligibility for Bonus Funds.</i></p> <p>Service numbers tracking increased capacity in outreach; HIC data on changes in ES, TH, and PSH capacity; HMIS data on service numbers for new diversion and prevention projects; PIT data for changes in # of people experiencing unsheltered homelessness</p>	

Outcome Goal #2. Reducing the number of persons who become newly homeless.			
Goal Statement: By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 1523 total people become newly homeless each year, representing 47 fewer people and a 3% reduction from the baseline.			
<i>*Please be sure to copy and paste the goal statement from this application template to Cognito, only updating the fields in [brackets].</i>			
Goal Narrative: The goal is informed by the CoC's Strategic Plan and Homeless Action Plan with an emphasis on increasing income and utilizing prevention/diversion services.			
Baseline Data: Annual Estimate of # of people who become newly homeless each year	Outcome Goals July 1, 2022 - June 30, 2025		
	Change in # of People	Change as % of Baseline	Target Annual Estimate of # of people who become newly homeless each year
1570	47	3%	1523
Describe any underserved and/ or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:		Describe the trackable data goal(s) related to this Outcome Goal:	
<p>black, native and latino households have lower incomes and higher poverty rates than white families, which are potential indicators of risk of experiencing homelessness due to economic volatility in households. PIT data doesn't track first time homelessness,, and Stella data doesn't break this down demographically.</p>		<p><i>Note: Meeting the trackable data goals for the underserved populations is not required for eligibility for Bonus Funds.</i></p> <p>HMIS data on service numbers for new diversion and prevention projects; HMIS/APR data from SPM metric 5.2 for tracking # of people who become homeless for the first time</p>	

Outcome Goal #3. Increasing the number of people exiting homelessness into permanent housing.			
Goal Statement: By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 1107 total people exiting homelessness into permanent housing annually, representing 101 more people and a 10% increase from the baseline.			
<i>*Please be sure to copy and paste the goal statement from this application template to Cognito, only updating the fields in [brackets].*</i>			
Goal Narrative: The goal is aligned with the CoC's Strategic Plan and Local Homeless Action Plan and is informed by a stronger Coordinated Entry System that is housing focused with an emphasis on case conferencing.			
Baseline Data: Annual Estimate of # of people exiting homelessness into permanent housing	Outcome Goals July 1, 2022 - June 30, 2025		
	Change in # of People	Change as % of Baseline	Target Annual Estimate of # of people exiting homelessness into permanent housing
1006	101	10%	1107
Describe Your Related Goals for			
Describe any underserved and/ or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:		Describe the trackable data goal(s) related to this Outcome Goal: <i>Note: Meeting the trackable data goals for the underserved populations is not required for eligibility for Bonus Funds.</i>	
Multiple race households are less likely than whites to exit to permanent housing. Latino households are more likely to exit to permanent housing than whites. Whites exit at 37%, Latinos at 48%, Multiple Races at 28%. For black and native households the percentage of exits to permanent housing is similar to whites, but the percentage that exit to unknown is slightly higher than whites.		HMIS data on changes in number of PSH units and RRH households served; HMIS/APR data from SPM metric 7b.1 for tracking # of people existing homelessness into permanent housing	

Outcome Goal #4. Reducing the length of time persons remain homeless.			
Goal Statement: By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 105 days as the average length of time that persons are enrolled in street outreach, emergency shelter, transitional housing, safehaven projects and time prior to move-in for persons enrolled in rapid rehousing and permanent housing programs annually, representing 12 fewer days and a 10% reduction from the baseline.			
<i>*Please be sure to copy and paste the goal statement from this application template to Cognito, only updating the fields in [brackets].*</i>			
Goal Narrative: This goal is aligned with the CoC's Strategic Plan and Local Homeless Action Plan and is informed by strategies in increased services for rapid rehousing and lower case ratios/deeper service enrichment in projects.			
Baseline Data: Average length of time (in # of days) persons enrolled in street outreach, emergency shelter, transitional housing, safehaven projects and time prior to move-in for persons enrolled in rapid rehousing and permanent housing programs	Outcome Goals July 1, 2022 - June 30, 2025		
	Change in # of People	Change as % of Baseline	Target Average length of time (in # of days) persons enrolled in street outreach, emergency shelter, transitional housing, safehaven projects and time prior to move-in for persons enrolled in rapid rehousing and permanent housing programs
127	12	10%	115
Describe Your Related Goals for			
Describe any underserved and/ or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:		Describe the trackable data goal(s) related to this Outcome Goal: <i>Note: Meeting the trackable data goals for the underserved populations is not required for eligibility for Bonus Funds.</i>	
At the household level, average length of time homeless is longer (about 12% or 15 days longer) for Latino households than White, and shorter for Black (about 17% or 20 days shorter), and Native (about 17% or 20 days shorter).		HMIS service data on changes in numbers served through new outreach projects; HMIS service data on changes in numbers placed into RRH and PSH projects; HMIS/APR data from SPM Metric 1.b1.2 for average # days homeless;	

Outcome Goal #5. Reducing the number of persons who return to homelessness within two years after exiting homelessness to permanent housing.			
Goal Statement: By the end of the performance period, HDIS data for the Santa Rosa/Petaluma/Sonoma County CoC will show 2% of people return to homelessness within 2 years after having exited homelessness to permanent housing, representing 40 people and a 33% reduction from the baseline.			
<i>*Please be sure to copy and paste the goal statement from this application template to Cognito, only updating the fields in [brackets].*</i>			
Goal Narrative: The goal is aligned with the CoC's Strategic Plan and Local Homeless Action Plan and is informed by deeper service provision at existing PSH projects with increased funding from HHAP-4 and HHIP (Homeless Housing Investment Program) funds in 2023-2024.			
Baseline Data: % of people who return to homelessness within 2 years after having exited homelessness to permanent housing	Outcome Goals July 1, 2022 - June 30, 2025		
	Change in % of People	Change as % of Baseline	Target % of people who return to homelessness within 2 years after having exited homelessness to permanent housing
3%	2%	33%	1%
Describe Your Related Goals for			
Describe any underserved and/ or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:		Describe the trackable data goal(s) related to this Outcome Goal: <i>Note: Meeting the trackable data goals for the underserved populations is not required for eligibility for Bonus Funds.</i>	

The N for this population is too small to do reliable data analysis by sub populations	HMIS/CE dashboard service data from by-names lists; HMIS/APR data on SPM metric 2 for % who return to homelessness.
--	---

Outcome Goal #6. Increasing successful placements from street outreach.

Goal Statement:
 By the end of the performance period, HDIS data for the **Santa Rosa/Petaluma/Sonoma County CoC** will show 275 people served in street outreach projects exit to emergency shelter, safe haven, transitional housing, or permanent housing destinations annually, representing **25 more** people and a 10% increase from the baseline.
Please be sure to copy and paste the goal statement from this application template to Cognito, only updating the fields in [brackets].

Goal Narrative:
 This goal is aligned with the CoC's Strategic Plan and Local Homeless Action Plan and is informed by increased coordination between street outreach teams and County street outreach/multidisciplinary teams, with a focus on individuals in encampments.

Outcome Goals July 1, 2022 - June 30, 2025			
Baseline Data: Annual # of people served in street outreach projects who exit to emergency shelter, safe haven, transitional housing, or permanent housing destinations.	Change in # of People	Change as % of Baseline	Target Annual Estimate of # of people served in street outreach projects who exit to emergency shelter, safe haven, transitional housing, or permanent housing destinations.
250	25	10%	275

Describe Your Related Goals for

<p>Describe any underserved and/ or disproportionately impacted population(s) that your community will especially focus on related to this Outcome Goal and how this focus has been informed by data in your landscape assessment:</p>	<p>Describe the trackable data goal(s) related to this Outcome Goal: <i>Note: Meeting the trackable data goals for the underserved populations is not required for eligibility for Bonus Funds.</i></p>
<p>There are variations across several demographic categories of those who are unsheltered vs sheltered in the system, suggesting that there are disparate impacts for different groups. For example, POC make up 27% of the sheltered population and 43% of the unsheltered population. People aged 18-24 make up 14% of the unsheltered population and 6% of the sheltered population. Men make up 80% of the unsheltered population and 61% of the sheltered population, and Individuals make up 99% of the unsheltered population and 78% of the sheltered population.</p>	<p>HMIS service data on changes in numbers served through new outreach projects; HMIS service data on changes in additional ES/TH capacity. HMIS service data on changes in numbers placed into RRH and PSH projects.; HMIS/APR data for SPM measure 7a.1</p>

Table 5. Strategies to Achieve Outcome Goals

Strategy	Performance Measure to Be Impacted (Check all that apply)
Strategic uses of other sources of funding	<input checked="" type="checkbox"/> 1. Reducing the number of persons experiencing homelessness. <input type="checkbox"/> 2. Reducing the number of persons who become homeless for the first time. <input checked="" type="checkbox"/> 3. Increasing the number of people exiting homelessness into permanent housing. <input checked="" type="checkbox"/> 4. Reducing the length of time persons remain homeless. <input type="checkbox"/> 5. Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing. <input type="checkbox"/> 6. Increasing successful placements from street outreach. <input checked="" type="checkbox"/> Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.
Description	
With the goal of creating 200 more units of PSH each year for five years, and 200 more units of Interim Housing for the next two years, we will leverage Cal-AIM, Cal-AIM's HHIP funds, Sonoma County Measure O funds, Encampment Resolution funds, Project Homekey, CDBG funds, and Housing Vouchers (among other sources).	
Timeframe	
2023, 2024, 2025	
Entities with Lead Responsibilities	
Cities, the Continuum of Care, County of Sonoma, and service providers	
Measurable Targets	
Add at least 200 units of PSH per year for each of five years (2023, 2024, 2025, 2026, 2027). Add at least 100 units of Interim housing during 2023 and 2024.	

Strategy	Performance Measure to Be Impacted (Check all that apply)
Strengthening the quality or performance of housing and/or services programs	<input checked="" type="checkbox"/> 1. Reducing the number of persons experiencing homelessness. <input type="checkbox"/> 2. Reducing the number of persons who become homeless for the first time. <input checked="" type="checkbox"/> 3. Increasing the number of people exiting homelessness into permanent housing.
Description	
Improve our supportive services provider network by (among other things): 1 - Right-sizing wages and benefits (we are losing too many individuals from this field, and housing costs are high here); 2 - Setting minimum qualifications for supportive services staff cohorts/assignments; 3 - Encouraging service provider peer support networks; and 4 - Set and maintain caseload ratio goals for programs.	
Timeframe	

A priority for 2023 and into 2024	
Entities with Lead Responsibilities	<input type="checkbox"/> 4. Reducing the length of time persons remain homeless.
The CoC and service providers, including the local Service Providers Roundtable to the CoC	<input checked="" type="checkbox"/> 5. Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing.
Measurable Targets	<input type="checkbox"/> 6. Increasing successful placements from street outreach.
Establish and meet recommended wage and benefit level for service provision by December 31, 2023, establish and meet caseload ratios by June 30, 2024.	<input checked="" type="checkbox"/> Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.

Strategy	Performance Measure to Be Impacted (Check all that apply)
Other equity-focused strategies	
Description	
1 - Redesign CE assessment and prioritization processes to result in equitable and more efficient placements for Sonoma County's Black and Native American communities, which today are overrepresented in the homeless population 2 - Reinforce and train to cultural competency within service provider training to improve Black and Native American outcomes. 3 - Have a CoC Board that is representative of the ethnic makeup of Sonoma County's homeless population,	<input checked="" type="checkbox"/> 1. Reducing the number of persons experiencing homelessness.
	<input checked="" type="checkbox"/> 2. Reducing the number of persons who become homeless for the first time.
	<input checked="" type="checkbox"/> 3. Increasing the number of people exiting homelessness into permanent housing.
	<input type="checkbox"/> 4. Reducing the length of time persons remain homeless.
	<input checked="" type="checkbox"/> 5. Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing.
	<input checked="" type="checkbox"/> 6. Increasing successful placements from street outreach.
	<input checked="" type="checkbox"/> Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.
Timeframe	
this is a year one priority of the Sonoma County CoC's strategic plan (i.e., complete by the end of 2023)	
Entities with Lead Responsibilities	
CoC Board and Leag Agency staff. We've received HCD Technical Assistance to accomplish part of this task	
Measurable Targets	
Redesign the CE assessment and prioritization process by end of 2023. In 2024, review whether the new assessment and prioritization process has resulted in equity-responsive housing placements, especially for the Black and Native American community. By the end of 2024, housing placements and referrals from Coordinated Entry would be made in proportion to the racial and ethnic	

Strategy	Performance Measure to Be Impacted (Check all that apply)
----------	--

Strengthening systemic efforts and processes, such as coordinated entry and assessment processes, landlord engagement efforts, housing navigation strategies, and other systemic improvements
Description
into one single BNL. We have reoriented our CE process to focus on housing placement (versus shelter placement). We will be starting up a centralized housing location service with our Housing Authorities. We will be mapping out entries to the system from the justice system and from hospitals to remove places where residents fall through the cracks. In 2023, we will inventory our region's prevention activities, review appropriateness, and implement improvements in 2024.
Timeframe
Planning to begin in 2022, New CE vendor onboard in 2022
Entities with Lead Responsibilities
CoC Lead Agency, cities, Public Housing Authorities, CE Provider, County of Sonoma IMDT Team
Measurable Targets
20% increase in new landlords accepting persons with housing vouchers (by June 2024); Compliance with Built for Zero standards for a working BNL by end of 2023.

- 1. Reducing the number of persons experiencing homelessness.
- 2. Reducing the number of persons who become homeless for the first time.
- 3. Increasing the number of people exiting homelessness into permanent housing.
- 4. Reducing the length of time persons remain homeless.
- 5. Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing.
- 6. Increasing successful placements from street outreach.
- Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.

Strategy
Improving data quality, data systems, and/or data analyses to better inform decision-making
Description
Our goal is to reach data reliability standards set by Built for Zero and US HUD's Data Quality Initiative to effectively use the data for decisions relating to system and program funding. We also will have a better data portal for the public to measure how we're doing. We also will be adopting (and using) key performance metrics (returns to homelessness, length of time homeless, placements to permanent housing).
Timeframe
Implementation by June 30, 2023
Entities with Lead Responsibilities

- | Performance Measure to Be Impacted
(Check all that apply) |
|---|
| <input checked="" type="checkbox"/> 1. Reducing the number of persons experiencing homelessness. |
| <input type="checkbox"/> 2. Reducing the number of persons who become homeless for the first time. |
| <input checked="" type="checkbox"/> 3. Increasing the number of people exiting homelessness into permanent housing. |
| <input checked="" type="checkbox"/> 4. Reducing the length of time persons remain homeless. |

Continuum of Care Lead Agency, HMIS Committee, BFZ local team
Measurable Targets
Reach BFZ Data reliability standards & deliver HUD data quality initiative checklist by June 30, 2023. Aspire to meet the HUD Data Quality Initiative by December 31, 2023. Adopt and use key performance metrics for funding and evaluation decisions in the Spring 2023 NOFA processes.

<input checked="" type="checkbox"/> 5. Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing. <input type="checkbox"/> 6. Increasing successful placements from street outreach. <input type="checkbox"/> Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.

Strategy
Expanding and strengthening partnerships with people with lived expertise
Description
Utilize existing Lived Experience Advisory and Planning (LEAP) Board to advise the Continuum of Care Board, serve on Committees, and integrate into program decisions such as street outreach and interim housing programs Establish a Youth Action Board to assist in reducing TAY homelessness Utilize LE Peer Navigation Programs to support persons in transitioning out of homelessness.
Timeframe
in June 2023. LEAP Board member integration into projects and programs in 2023.
Entities with Lead Responsibilities
Lead Agency, service providers, CoC Board.
Measurable Targets
Reduce TAY chronic homelessness by 50% by end of 2023. Reduce returns to homelessness by 16% (from 7% to 6%).

Performance Measure to Be Impacted (Check all that apply)
<input checked="" type="checkbox"/> 1. Reducing the number of persons experiencing homelessness. <input type="checkbox"/> 2. Reducing the number of persons who become homeless for the first time. <input checked="" type="checkbox"/> 3. Increasing the number of people exiting homelessness into permanent housing. <input checked="" type="checkbox"/> 4. Reducing the length of time persons remain homeless. <input checked="" type="checkbox"/> 5. Reducing the number of persons who return to homelessness after exiting homelessness to permanent housing. <input type="checkbox"/> 6. Increasing successful placements from street outreach. <input checked="" type="checkbox"/> Focused on equity goals related to underserved populations and populations disproportionately impacted by homelessness.

Table 6. Funding Plan Strategic Intent

Example Use Category intended to be supported with HHAP 4	Approximate % of TOTAL HHAP 4 ALLOCATION to be used on this Example Use (%)	Approximate % of TOTAL HHAP 4 ALLOCATION to be used under this Example Use as part of the Youth Set Aside? (%)	Activities to be Supported with HHAP 4	How is this a strategic use of HHAP 4 resources that will address needs and gaps within the homelessness response system?	How were these decisions to invest HHAP 4 into these activities informed by the planned uses of other state, local, and/or federal funding sources (as documented in the Landscape Analysis Paragraph)?
1. Rapid rehousing	13%	2%	Support for new and existing rapid rehousing projects	Rapid rehousing is a best practice in serving reducing homelessness and serving individuals at a lower level of vulnerability	Rapid rehousing resources are lower with the loss of ESG-CV and other programs
8. Interim sheltering (new and existing)	20%	2%	New and existing NCS settings individuals vulnerable to COVID and individuals exiting encampments in need of greater privacy. Existing congregate shelters are also funded, including the two largest shelters and the largest IATY shelter.	Approximately 70% of our population is unsheltered and there is a significant gap in need for shelter beds (especially NCS)	Shelter funding has been reduced in other funding streams and this is needed to invest in encampment resolution
6. Delivery of permanent housing	20%	2%	Includes new services for Homekey projects (up to 5) as well as existing permanent housing.	There is a need for almost 1000 units of new PSH in our system	PSH is our greatest need
3. Street outreach	20%	2%	County Operating subsidies for outreach and Engagement - support staffing IMDT outreach team and portion of Street outreach under County HHAP supports discharge and care coordination from acute care and institutions (Jail, TX, CSJ/CRI, SNF, etc.)	Street outreach is being regionalized and supported by BEF efforts; this will be a particular need with County HHAP to expand multidisciplinary outreach	Lack of other funding streams to address outreach
5. Systems support	3%		Stipends for Lived Experience Boards (Adult Board and Youth Action Board) as well as funds for Coordinated Entry support.	Lived Experience engagement - we need to compensate individuals with lived experience at all levels of decision making	Few funding streams allow for stipends
4. Services coordination	15%	2%	Support for new and existing services in RRH, PSH, ES, TH, SO, Homelessness Prevention and innovative programs (Safe Parking, etc.)	Enriched services coordination is necessary for projects to truly serve their target populations	Flexible funding for service provision is a key strength of HHAP funds
2. Operating subsidies	2%	0%	Support for PSH and ES subsidies	Operating subsidies support PSH and ES systems	Support for subsidies is a key flexible use of HHAP funds
10. Administrative (up to 7%)	7%	0%	Support for contract management staff and Lead Agency Staff	N/A - administrative funds are needed for contract oversight	Administrative funds are severely limited by other funding streams
Total:	100%	10%			

Table 7. Demonstrated Need

Complete ONLY if you selected Interim Housing/Congregate/Non-Congregate Shelter as an activity on the Funding Plans tab.

Demonstrated Need	
# of available shelter beds	775
# of people experiencing unsheltered homelessness in the homeless point-in-time count	2088
Shelter vacancy rate (%) in the summer months	20%
Shelter vacancy rate (%) in the winter months	27%
% of exits from emergency shelters to permanent housing solutions	25%
Describe plan to connect residents to permanent housing.	
<p>Currently, the CoC has roughly half of the number of shelter beds needed for the unsheltered population and shelter capacity has been severely limited during the COVID-19 pandemic. Providing continued funding for both congregate shelters and non-congregate shelters will enable the CoC and County to move individuals into sheltered settings while waiting for permanent solutions, particularly in the colder winter months when individuals are at risk from exposure. Individuals in both shelters and non-congregate shelters will be engaged by the County IMDT Outreach Team as well as regional outreach teams and shelter staff to be placed into permanent settings (either PSH or other permanent housing). Targeted outreach will ensure that individuals are able to avail themselves of other HHAP-4 funded activities in rapid rehousing and permanent supportive housing. The CoC Lead Agency and Coordinated Entry Operator (as well as the Coordinated Entry Advisory Committee)</p>	