



Shasta County Advisory Board of the

NorCal
Continuum of Care™

Shasta County Advisory Board Meeting

May 13, 2025, 3:00 PM-5:00 PM

Shasta Library - Community Room

1100 Parkview Ave., Redding, CA 96001

- 1. Call to Order/Reminder of Brown Act.**
- 2. Introductions/Establish Quorum.**

Voting Members	
<ol style="list-style-type: none">1. Abbott, Paul – Shasta Thrive2. Azare, Collier- Nation's Finest3. Breton, Samantha- Community Member4. Chimenti, Joe-Emergent5. Danielson, Tim - United Way6. Howard, Jannamarie-Redding Rancheria7. Johnson, Crystal – FaithWorks8. Jones, Julie - One Safe Place9. Joyce, Maggie - SCOE10. Kennedy, Marci – NorCal LSS11. Kerr Emily-HHSA12. Longwell, Wendy – DAC	<ol style="list-style-type: none">13. McDuffy, Laura-City of Redding14. Middleton, Amber – SCHC15. Morgan, Jennifer- New Life Discovery Project16. Preller, Megan – Ready for Life17. Ray, Tammy-Salvation Army18. Schaefer, Lesha – Pathways/Housing19. Schreder, Kristen – Executive Board Chair20. Sevilla, Art – Empire Recovery21. Watkins, Jessica-NVCSS22. Watson Stacy-Hill Country23. Zander, Hollie - CRDC

- 3. Approval of Meeting Minutes.**
 - Board Members will review and approve minutes from the April 8, 2025 meeting (Attachment 1)
- 4. Public Comments (limited to 3 minutes per speaker).**
 - Members of the public will have the opportunity to address the Advisory Board on any issue within the jurisdiction of the Advisory Board. Speakers will be limited to three minutes.
- 5. New Business**

Presentation: Breaking Barriers: Housing Navigation in Shasta County, Jenny Melchor and Layne Cassidy. (Attachment 2)

Presentation: Dave Barney Sober Living

Discussion:

For Discussion Items A-C below, use link to the May 15, 2025 Executive Board (EB) Agenda for referenced attachments.

<https://www.cityofredding.gov/5-15-2025%20Agenda%20NorCal%20CoC%20EB%20Mtg.pdf>

 - A. HHAP 6 Application preparation Kickoff scheduled May 15, 2025, EB Agenda, (Attachment A)
 - B. HHAP 5 NOFA scheduled for approval by EB May 15, 2025, EB Agenda, (Attachment B)
 - C. RFP Administrative Entity Services, update, extension to May 8, no responses, see proposed revised RFP to be presented to the Executive Board on May 15, 2025, EB Agenda (Attachment C)
 - D. HHAP 4 System Performance Measures, Barriers to demonstrating progress on at least two SPM's.
- 6. Reports.**
 - A. Executive Board - HUD Required HMIS Evaluation by Institute for Community Alliances (ICA), approved by the EB April 17, 2025, scheduled May 1, 2025 to June 30, 2025, technical assistance to be provided.
 - B. County/City
 - C. Status of Funding Updated May 13, 2025 and HHIP as of February 11, 2025 (Attachment 3&4)
 - D. HMIS/Coordinated Entry Administrator

- E. NorCal CoC PIT Committee - 2025 PIT report is estimated to be completed in June.
- F. Strategic Planning AdHoc Update
- G. Data/Performance Workgroup - April 30 meeting continued discussion regarding use of data at the project level and system level, reviewed State System Performance Measures related to HHAP funding requirements, discussed barriers to meeting current. Next meeting May 29, 2025, 2:30 to 4:00 virtual meeting
- H. Governance Charter Workgroup Update - Next meeting TBD
- I. Member Announcement
- 8. Discussion Items for Next Meeting**
- 9. Adjournment**

Additional Information

- 1. Project Homeless Connect - May 12, 2025 9-2 Redding Civic Center, for information contact Wendy Longwell, 530-248-0393 wendyl@actionctr.org**
- 2. Outreach to agencies who work with renters impacted by the 2018 Carr Fire.** The Urban Institute is reaching out to agencies who work with renters in Shasta County to conduct a study to understand the impacts of the 2018 Carr Fire on the renter population. See attached flyer. (Attachment 5)

If an organization is interested in working with The Urban Institute please email Annie Rosenow at arosenow@urban.org to indicate their interest so they can connect further to discuss. The organization would receive \$1,000 for supporting the recruitment process, as they know everyone's time is valuable.

Next Meetings:

Shasta Advisory Board Meeting: June 10, 2025, 3-5 pm at City Hall Community Room

Executive Board Meeting: June 2025 (TBD)



**Shasta County Advisory Board Meeting
April 8, 2025, 3:00pm-5:00pm
Redding City Hall – Community Room
777 Cypress Avenue, Redding, CA 96001**

MEETING MINUTES

Voting Members	
<ol style="list-style-type: none"> 1. Abbott, Paul – Shasta Thrive 2. Azare, Collier- Nation’s Finest 3. Breton, Samantha- Community Member 4. Chimenti, Joe-Emergent 5. Danielson, Tim - United Way 6. Howard, Jannamarie-Redding Rancheria 7. Johnson, Crystal – FaithWorks 8. Jones, Julie - One Safe Place 9. Kennedy, Marci – NorCal LSS 10. Kerr Emily-HHSA 	<ol style="list-style-type: none"> 0. McDuffy, Laura-City of Redding 0. Middleton, Amber – SCHC 0. Preller, Megan – Ready for Life 0. Ray, Tammy-Salvation Army 0. Schaefer, Lesha – Pathways/Housing 0. Schreder, Kristen – Executive Board Chair 0. Watkins, Jessica-NVCSS 0. Zander, Hollie - CRDC

1. Call to Order

A meeting of the Shasta Advisory Board was called to order at 3:01 pm by Co-Chair Kristen Schreder. A reminder of the Brown Act was completed.

2. Introductions/Establish Quorum

Quorum was established, and the meeting was called to order.

3. Approval Meeting Minutes

Cole Azare made the motion to approve the meeting minutes of March 11, 2025. Megan Preller seconded the motion. All in favor.

4. Public Comments

None

5. New Business:

Presentations-

Tim Danielson presented on the upcoming United Way of Northern California Shasta 211 Central Access Point Kick Off Strengthening Community Connections Through 211 & Coordinated Entry 5/8/25 10-3 pm.

Discussions-

A. HHAP 6-

The board discussed HHAP 6 and the State priorities that were discussed at their workshop. The application will be due at the end of August, Housing Tools will be working on the application, which will be more in depth with information from CoC and Counties. Allocation for CoC is estimated at \$2.9 million, Shasta County \$1.1 million.

B. RFP Administrative Entity Services-

Proposals are due May 1, 2025, all questions are due April 15th.

C. Data Performance Workgroup-

Meeting on March 26th, the group discussed upcoming reports and the importance of data. State is focusing on the data, projects need to update data and show progress, HDIS reports will be shared for all 7 counties, and if anyone would like to attend the meetings, they are welcome to. Next meeting April 23rd.

6. Reports

A. Executive Board-Approved Housing Tools and the Governance Charter changes. Announced the HHAP 5 NOFA is coming soon, Lutheran Church and HHSA applied for ESG funding and approval letters were sent, April 17th is the whole member CoC meeting and annual reports due April 11th.

B. County/City- City is working with CHYBA on the CDBG workforce grant and will do a presentation and report out once the program is up and running. County no updates.

C. Status of Funding- information is attached to agenda

D. HMIS Coordinated Entry Administrator- Report created and attached to agenda

E. Norcal CoC Pit Committee- No update but the PIT report is estimated to be completed in June.

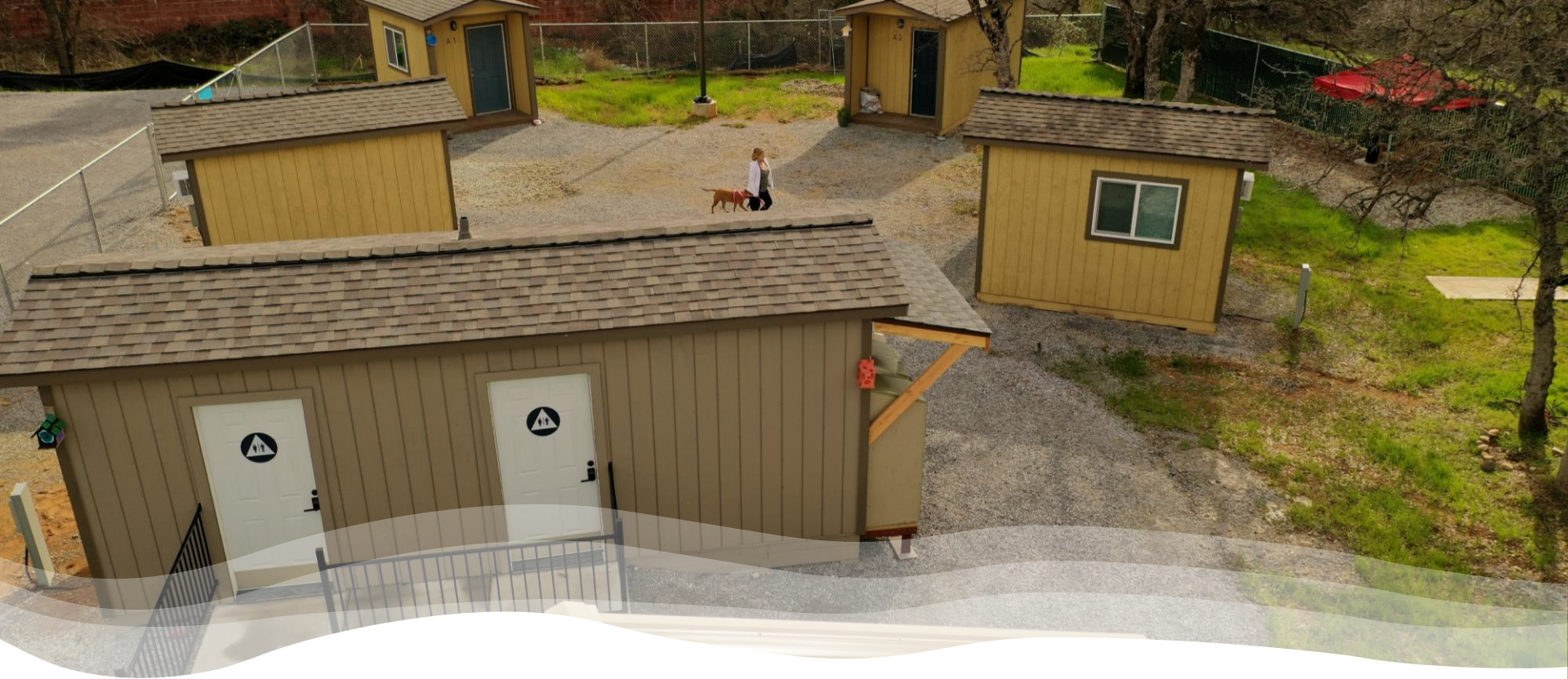
F. Strategic Planning Subcommittee- Working on mapping steps from being on the street to housed and quarterly goals. Matt will present the CoC Strategic plan at the AT HOME meeting on April 17th.

G. Governance Charter Subcommittee Update- Next meeting April 24th, they will be working on cleaning up board membership forms.

H. Member Announcement- Justin announced GNRM Summer Block parties will start in May on the last Thursday of every month. Project Homeless Connect on May 12th.

7. Discussion for next meeting- None requested

8. The meeting was adjourned at 4:30 pm.



Presented by: Layne Cassidy & Jenny Melchor, Housing Case Managers

Breaking Barriers: Housing Navigation in Shasta County



Melissa's Story: We are better together...

- 10+ years unhoused, addiction, and severe trauma

- Over 30 overdoses, no stable support system

- Entered South Market St. Micro Shelter – April 2024

- Found safety & stability through Housing First model

- Achieved sobriety, despite serious cancer diagnosis

- Reconnected with her children

- Housed through No Place Like Home grant

Worked with over six different community agencies

Housing Barriers In Our Community

Voucher Waitlist Issues:

- - No visibility on list status
- Missed opportunities due to mailing issues
- Removal from list for not responding to a letter
- Alternate contacts are not contacted on Waitlist
- Clients waiting for years
- No clear contact or prioritization transparency
- Vouchers expiring and clients having to start all over
- Missed housing opportunities – hard to synch voucher and apt waitlists
- Transparency around county voucher availability



Other Housing Barriers:

- Landlords seeing case managers as a red flag
- Navigators left out of communication loop
- Lack of rental history
- Bad credit
- Being denied for housing from property manager but not knowing why
- Lack of funds to pay for application fees
- Not enough affordable rentals – w/wo voucher
- Housing opportunities that are not sustainable

Timeline

Unhoused to Housed

- **July 2023** – Enrolled in ECM Case Management
- **November 2023** – Entered VOTC (Visions of the Cross)
- **February 2024** – Graduated VOTC
- **February 2024** – Moved to VOTC Sober Living
- **April 2024** – Added to City of Redding/PBV Wait List
- **August 2024** – Moved to Micro Shelter
- **February 2025** – Received Project-Based Voucher
- **May 2025** – Approved for Kennett Court
- **June 2025** – Move to Kennett Court



Solutions to Barriers



- Vouchers aligned with confirmed housing opportunities



- Agencies can move active clients up the list or call to check their status.



- Share unreachable client names at Coordinated Entry meetings



- Expand Project-Based Vouchers



Grant opportunities for landlords to encourage them to work with our clients/agencies



Creative housing opportunities – shared, private owners/landlords, permanent micro shelters

Future Collaboration Ideas:

-Housing Collaborative Group:
e-mail: jmelchor@lssnorcal.org

- Strengthen multi-agency case conferencing

- Up-to-date info on application processes and waitlist times

- Shared housing database across agencies

- Transparency and coordination between housing agencies

Ready to Rent Program

4–6 week rental education program where residents work with housing specialists to:

- ❖ Overcome their personal barriers to rental housing
- ❖ Learn about responsibilities as a tenant
- ❖ Learn about landlord tenant laws
- ❖ Make steps towards repairing credit and creating a workable budget
- ❖ Get referrals to landlords and help with the rental application process
- ❖ Access to housing resources



Call to Action



Coordination, Communication, and Transparency between agencies.



Advocate for flexible and improved voucher use and Creative Housing Opportunities.



Back community-led initiatives like Ready for Rent



Advocate for continued Housing First policies & HUD.



Advocacy Toolbox: Support Housing First & HUD in California




1. Local & State Advocacy

- Speak at City Council/County meetings to share Housing First successes.
- Collaborate with local Continuum of Care (CoC).
- Contact State Legislators:
 - Assemblymember James Gallagher (District 3)
 - (916) 319-2003 | assemblymember.gallagher@assembly.ca.gov
 - <https://ad03.asmrc.org/>
 - Senator Megan Dahle (District 1)
 - (916) 651-4001 | senator.dahle@sen.ca.gov
 - <https://sr01.senate.ca.gov/>

2. Federal Advocacy

- Representative Doug LaMalfa (CA-1)
 - (202) 225-3076 | <https://lamalfa.house.gov/>
- Senator Alex Padilla
 - (202) 224-3553 | <https://www.padilla.senate.gov/>
- Senator Adam Schiff
 - (202) 224-3841 | <https://www.schiff.senate.gov/>

3. Communication Tips

- Share real client stories and data.
 - Be consistent, respectful, and persistent.
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NorCal CoC and Shasta CoC Status of Funding			Attachment Shasta CoC Advisory Meeting 5/13/25			
Funding	Contact-Adm entity	Eligible Entity	Period of elig use	Amount	Eligible uses	Status
HHAP 1 & 2	City of Redding	Shasta CoC	Exp deadlines HHAP 1 6/30/25 HHAP 2 6/30/26	expended/ allocated	multi uses	HHAP-1 is fully expended. HHAP-2 is mostly expended with the exception of Admin.
HHAP 3	City of Redding	Shasta CoC	Exp deadline 6/30/26	\$970,377.34	multi uses	HHAP-3 is fully obligated, and partially expended.
HHAP 4	City of Redding	Shasta CoC	Exp deadline 6/30/27	\$908,603	Shasta Advisory Approved funding priorities & projects \$353,267.66 Rapid Rehousing \$252,467.66 Interim hsg \$302,928 system support	CoR received initial 50% funding 12/21/23. Contracts have been drafted and sent to all subrecipients. Subrecipient payments started in December.
HHAP 5	City of Redding	Shasta CoC	Applic approved by HCD	\$1,354,716 Est	Shasta Advisory Approved funding priorities 90% \$1,24,663.14 Perm Hsg 10% \$124,962.57 Syst Suprt	The HHAP 5 Contract between the NorCal CoC and the State has been executed, 50% funding was released from HCD. NOFA scheduled to be presented to the Executive Board for approval 5/15/25 for release 5/16/25.
2023 ESG	City of Redding	NorCal CoC	12 months once contract is signed est late 2024	\$157,151	\$142,034 RR \$15,117 HMIS	Due to Timeline and Match issues the Executive Board voted to not move forward with this funding.
2024 ESG	City of Redding	NorCal CoC	Cycle #1 2024-2026 Cycle # 2 2025-2027 Cycle #3 2026-2028	Total est. Cycle #1 \$261,041 Cycle #2 \$242,030 Cycle #3 \$243,030 Total \$747,101	1) Street Outreach 2) Emergency Shelter 3) Homeless Prevention 4) Rapid Rehousing 5) HMIS	NOFA released 12/26/24. NOFA will be issued every 3 years. Award announcement July 2025. NorCal CoC EB approved two (2) eligible applicants to apply for 2024 ESG total funding for three cycles. 1) Shasta County Health and Human Services \$481,101 Proposed budget by component: Rapid Re-housing: \$ 396,908.32, HMIS: \$48,110.10, Admin: \$ 36,082.58 2) Lutheran Social Services \$266,000 Proposed budget by component: Emergency Shelter: \$246,6448, Admin: \$19,352
HHIP	City of Redding	Shasta County geographically	Exp deadline 12/31/25	see attached	multi uses	see attached summary, no changes from last month.
FY 2023 HUD Housing Partners II	City of Redding	NorCal CoC	10/1/24 to 9/30/25	\$382,742.50 rev 1/29/24	Amounts \$247,944 rental assist \$37,178 SS \$21,072 adm \$76,548.50 match (HHAP3)	The transition from Shasta County to SCHC has taken place as of November 1st. The type of Housing program has been amended from a PBRA to a TBRA.
FY 2024 HUD Collab Applic, Housing Partners II	City of Redding	NorCal CoC	applic due 10/30/24	total available \$816,676 requires 25% match (previous 2023 HUD applic \$463,991)	Annual renewal approved to date. \$77,532 Planning grant \$266,394 Partners Hsg II \$31,911 HMIS Renewal \$65,751 Coord Entry renewal No word on bonus \$ requests \$232,596 DV Bonus \$93,038 CoC Bonus HP II \$93,038 CoC Bonus UWNC	To date HUD has only released approved annual renewal projects. HUD has indicated that only the renewal projects were approved.
K.Schreder						

HHIP Funding Summary October 2022 - January 2025

\$ 3,060,519 Initial Funding Allocation 10/22

Allocated	Allocated To	Purpose
\$ 459,078	Administration	HHIP oversight
\$ 39,282	Shasta County	HMIS Transfer Agreement
\$ 50,000	Hill Country Community Clinic	Street Outreach Match Funding
\$ 50,000	Shasta Community Health Center	Street Outreach Match Funding
\$ 375,000	City of Redding	CIRT and Emergency Shelter
\$ 386,212	United Way of Northern California	Microshelter operation
\$ 250,000	United Way of Northern California	HMIS operation
\$ 98,788	St. James Lutheran Church	Microshelter operation
\$ 551,500	Shasta Community Health Center	Street Outreach Project
\$ 56,500	Hill Country Community Clinic	Street Outreach Project
\$ 70,000	Ready For Life	Transitional Housing, Staffing
\$ 75,000	Good News Rescue Mission	Remodel Sober Living Home
\$ 125,817	No Boundaries Transitional Housing	Staffing and Motel purchase
\$ 112,000	Good News Rescue Mission	Temporary Day Resource Center
\$ 2,699,177 Total Allocated Initial Funds		

\$ 2,875,263 Final Allocation 5/24

\$ 361,342 Amount rolled forward

\$ 3,236,605 Total Funding Allocation as of 5/24

Allocated	Allocated To	Purpose
\$ 431,289	Administration	HHIP Oversight
		Redevelopment
\$ 1,200,000	Permanent Housing	2171 Market St. Redding
\$ 1,200,000	Permanent Housing	Parkview Infill Project
\$ 405,316	Permanent Housing	To Be Determined
\$ 3,236,605 Total Allocated Funds		

Does your organization work with renters in Shasta County?

If so,
we need your help!

The **Urban Institute** is conducting a study to understand the **impacts of the 2018 Carr Fire** on the **renter population** in Shasta County.

Why we need *your* help:

We're hoping to connect with a local organization in the Shasta County area to support recruitment and outreach for a virtual focus group or interviews with 5-10 renters who were personally affected by the 2018 Carr Fire.

We're interested in hearing from:

- Renters whose residences were damaged or destroyed
- Renters who had to evacuate or move away
- Renters who tried to secure rental housing in the county or elsewhere in the aftermath of the fire

In exchange for their time, we will offer participants a \$50 cash gift card.

The names of participating renters will not be shared with anyone outside of the small research team.

We can offer organizations that provide support to help identify and recruit 5-10 participants \$1,000 honoraria in exchange for their time

Interested or have a question?

Email *Annie Rosenow* (arosenow@urban.org)