



Shasta County Advisory Board of the

NorCal
Continuum of Care™

**Shasta County Advisory Board Meeting
September 10, 2024, 3:00 PM-5:00 PM
Redding City Hall - Community Room
777 Cypress Avenue, Redding, CA 96001**

1. **Call to Order/Reminder of Brown Act.**
2. **Introductions/Establish Quorum.**
3. **Approval of Meeting Minutes.**
 - Board Members will review and approve minutes from the August 13, 2024 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**
Action
 - A. Membership Applications-
 - a. Tammy Ray-Salvation Army (Attachment 2)
 - b. Joe Chimenti-Emergent (Attachment 3)
 - c. Sarah Drum-New Life Discovery (Attachment 4)
 - B. **Action:** Elect a Shasta Advisory member & alternate for the NorCal CoC HMIS Committee
 - C. **Action:** Approve Shasta Advisory HHAP 4 Rating and Ranking Results to present for Executive Board approval (Attachment 5)
 - D. **Action:** Review and approve HHAP 4 System Support application to present for Executive Board approval
 - a. United Way (Attachment 6)
 - E. **Action:** PIT 2024 Select members for subcommittees leads
Discussion
 - A. 2024 PIT Planning
 - B. Reminder of Voting Member Attendance Policy
 - C. Changes with encampment response from the City
6. **Reports.**
 - A. Executive Board-Collaborative Application
 - B. County/City
 - C. HMIS/Coordinated Entry Administrator
 - D. PIT Committee
 - E. Strategic Planning Subcommittee Update
 - F. Governance Charter Subcommittee Update
 - G. Member Announcement
8. **Discussion Items for Next Meeting.**
9. **Adjournment**

VOTING MEMBERS

Abbott, Paul – Shasta Thrive
Alvey, Rachel - One Safe Place
Breton, Samantha- Community Member
Cage, Christine- No Boundaries
Danielson, Tim - United Way
Eddy, Brent - New Life Discovery Project
Joyce, Maggie - SCOE
Kennedy, Marci – NorCal LSS
Kerr Emily-HHSA
Longwell, Wendy – DAC
Middleton, Amber – SCHC
Preller, Megan – Ready for Life
Schaefer, Lesha – Pathways/Housing
Schreder, Kristen – Executive Board Chair
Sears, Katie – Hill Country
Sevilla, Art – Empire Recovery
McDuffey, Laura – City of Redding
Spencer, Crystal – FaithWorks
Van Horne, Kirsha - Nation's Finest
Zander, Hollie - CRDC

Next Meetings:

Advisory Board Meeting: October 8, 2024, 3-5 pm at Caldwell Conference Room
Executive Board Meeting: September 19, 2024, 1-3:00 pm City Hall Enterprise Room
AT HOME Meeting September 25, 2024, 9:00 am Redding City Hall Community Room



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777 Cypress Avenue, Redding, CA 96001

MEETING MINUTES

Voting Members

Abbott, Paul-Shasta Thrive
Alvey, Rachel - One Safe Place
Breton, Samantha – Community Member
Christine Cage – No Boundaries
Danielson, Tim-United Way
Moore, Jennifer-New Life Discovery Project Alt
Joyce, Maggie-SCOE
Kerr, Emily-HHSA
McDuffey, Laura-City of Redding
Middleton, Amber – SCHC
Preller, Megan - Ready for Life
Schaefer, Lesha - Pathways/Housing
Schreder, Kristen - Executive Board Chair
Sevilla, Art-Empire Recovery
Spencer, Crystal-Faithworks
Azare, Cole - Nation's Finest
Zander, Hollie - CRDC

1. Call to Order

A meeting of the Shasta Advisory Board was called to order at 3:00 p.m. by Chair Maggie Joyce. 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

Samantha Breton made the motion to approve the meeting minutes of June 9, and August 6, 2024. Tim Danielson seconded the motion. All in favor.

4. Public Comments

None

5. New Business:

Actions and Discussions-

A. Membership Applications-

- a. Matt Plummer- Amber Middleton made a motion to approve Matt Plummer, Community Member, as a Participant member, Lesha Schaefer seconded the motion. All in favor.

b. Cole Azare- Tim Danielson made a motion to approve Cole Azare, Nations Finest, as a Voting member, Art Sevilla seconded the motion. All in favor.

B. Allow Applications to resubmit HHAP 4 project budgets and set due date-

At the special meeting on August 6th, the board discussed the applications, and some members voiced that at the previous meeting before submitting the applications everyone was going to lower their asking amount to not oversubscribe, but that did not occur with all applicants and the board wanted to allow them to resubmit for the original asking amount. They can only resubmit a revised budget to correct the asking amount to what it was originally.

Tim Danielson made the motion to all applicants that submitted a budget for a lower amount than originally asked for to resubmit a budget for the original ask, due by August 16, 2024, at 5:00pm. Laura McDuffey seconded the motion. 15 in favor, Christina Cage opposed the motion.

C. Re-open HHAP 4 applications for the System Support Category only and set due date-

The mobile shower project is at a standstill with city and county ordinances, so the project will not be going forward at this time, there were agencies that would have applied for this funding, if there was not a mobile shower project. The board discussed this and wanted to re-open the application for system support only, this can be for extra staff for HMIS, PIT, or clean up project, just some of the eligible uses. Board members expressed that anyone that wants to apply can, but just be mindful of the allotment. The rating and ranking will meet for the other 2 categories, and if needed hold another meeting for system support if it is oversubscribed.

Amber Middleton made the motion to re-open the HHAP 4 application for the System Support Category only, due by August 27, 2024, at 5:00pm. Christina Cage seconded the motion. All in favor.

D. Elect member to be part of the NorCal CoC Governance Charter Sub-Committee-

Shawwna is working with a HUD TA on rewriting the Governance Charter, there are members from other counties advisory board and wanted to see if anyone from Shasta wanted to join.

Megan Preller made the motion to select Lesha Schaefer, Hollie Zander, and Christina Cage to the NorCal CoC Governance Charter Sub-Committee. Amber Middleton seconded the motion, All in favor.

E. Form a Strategic Planning Sub-committee for the Shasta Advisory Board-

The board would like to start working on setting measurable goals, Matt Plummer talked about steps needed to get there. Goals at a community level with timeframes, coming up with strategies to achieve goals, and the milestones along the way. This will be helpful for future funding and reporting. Reporting requirements will be changing. They discussed potential goals that need to be achieved like continuing HMIS clean-up, establishing quarterly review of the county's Homeless Action Plan and reporting it out to other boards, implementing and collaborative approach to PIT counts, conducting quarterly community engagement events, possibly ongoing efforts for mobile showers.

Amber Middleton made the motion to select Amber Middleton, Lesha Schaefer, Maggie Joyce, Amanda Johnson, Megan Preller, and Kristen Schreder. Tim Danielson seconded the motion. All in favor.

6. Reports

A. Executive Board- Shawwna went over the Executive Boards upcoming agenda and they are starting to

discuss the Collaborative application, everyone should attend and start preparing for giving input. There is also DV allotment that two agencies have shown interest in, One Safe Place and PCIRC.

B. County/City- None

C. HMIS/Coordinated Entry Administrator- Tim stated that there has been ongoing work of huge data cleanup and expired data. He expressed appreciation for everyone helping and there is still lots of work to continue.

D. PIT Committee- None for the committee, Megan Preller whose agency has funding for a Shasta County PIT activities for HHAP 3, stated that she has been meeting with Crystal and Lesha for the upcoming PIT planning and they are working on a collaboration of their 3 agencies to coordinate this year. They will present the next meeting to the group and will start forming subcommittees.

E. Member Announcement- Mission announced they are having another block party on August 29, 2024, 9am to 12pm, encouraged everyone to join, they will have lots of games and food. Christina Cage announced that No Boundaries received a large donation of new backpacks, if anyone would like some, please reach out, she has 100 backpacks left and 8 backpacks with supplies.

7. Partners Presentations for Next Meeting- Board has decided to not schedule any more presentations until after the PIT County

8. Discussion for next meeting- PIT planning and discuss the changes within the city's encampment response.

9. Adjournment

Meeting was adjourned at 4:19 p.m.

Attachment B



NorCal
Continuum of Care

Name Major Tammy Ray County Shasta
Phone 541-705-5246 (cell) 530-222-2207 (o) Title Corps Officer/Executive Director
Email Tammy.Ray@usw.salvationarmy.org Personal Email _____
Agency Name (If Applicable) The Salvation Army

Membership request: ☒ Voting Member ☐ Participant

Voting member please identify an alternate (If Applicable) April Hughes

Please Select the Category that best defines you or your agency type. What service area, jurisdiction or special population do you represent? (Check all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Local Government Staff/Officials | <input type="checkbox"/> Youth Advocates |
| <input type="checkbox"/> CDBGHOME/ESG Entitlement Jurisdiction | <input type="checkbox"/> School Administrators/Homeless Liaisons |
| <input type="checkbox"/> Law Enforcement | <input type="checkbox"/> CoC Funded Victim Service Providers |
| <input type="checkbox"/> Local Jail(s) | <input type="checkbox"/> Non-CoC Funded Victim Service Providers |
| <input type="checkbox"/> Hospital(s) | <input type="checkbox"/> Domestic Violence Advocates |
| <input type="checkbox"/> EMT/Crisis Response Team(s) | <input type="checkbox"/> Street Outreach Team(s) |
| <input type="checkbox"/> Mental Health Service Organizations | <input type="checkbox"/> Lesbian, Gay, Bisexual, Transgender (LGBT) |
| <input checked="" type="checkbox"/> Substance Abuse Service Organizations | <input type="checkbox"/> Advocates |
| <input type="checkbox"/> Affordable Housing Developer(s) | <input type="checkbox"/> LGBT Service Organizations |
| <input type="checkbox"/> Disability Advocates | <input type="checkbox"/> Agencies that serve survivors of human trafficking |
| <input type="checkbox"/> Public Housing Authorities | <input type="checkbox"/> Other homeless subpopulation advocates |
| <input type="checkbox"/> CoC Funded Youth Homeless Org. | <input type="checkbox"/> Homeless or Formerly Homeless Persons |
| <input type="checkbox"/> Non-CoC Funded Youth Homeless Org. | <input type="checkbox"/> Emergency shelter |
| <input checked="" type="checkbox"/> Other: <u>Homeless prevention</u> | <input type="checkbox"/> Veteran service providers and advocates |
| | <input type="checkbox"/> Locality taskforce representatives |

Please provide the mission statement of the agency/organization, for individuals, explain your interest in

joining the CoC The Salvation Army, An International Movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible, its ministry is motivated by the love of God. Its mission is to preach the Gospel of Jesus Christ, and to meet human needs in His Name, without discrimination

Describe the agency/organization's or personal experience working to end homelessness:

The Salvation Army has a long history working to assist those in crisis. Our local response is to provide financial assistance, in order to prevent homelessness + to provide local resources to unhoused individuals.

What does the agency/organization or individual hope to contribute and gain by being a member of the (CoC)? By participating in the CoC, The Salvation Army intends to be educated in the local needs + resources. We are looking for community gaps in services that we could potentially provide.

Statement of Commitment: By my signature below, if nominated and elected to the Continuum of Care Advisory Board, I understand that I will attend, with frequency, the Advisory Board Meetings, when scheduled. I will collaboratively participate at each meeting and will share knowledge and information freely. I may revoke my membership at any time, and acknowledge my membership may be revoked for cause, if I am not adhering to the NorCal CoC Governance Charter.

Signature: Tammy S. Ray

Date: 8/14/2024

For additional information please see the Governance Charter and Membership Policy at
https://www.co.shasta.ca.us/index/housing_index/continuum-of-care-advisory-board-meetings



NorCal Continuum of Care

Name Joe Chimenti County Shasta
Phone 530-710-4278 Title Director / Community Development
Email _____ Personal Email _____

Agency Name (If Applicable) Emergent

Membership request: ☒ Voting Member ☐ Voting Member Alternate ☐ Participant

Voting member please identify an alternate (If Applicable) Don Ajamian

Please Select the Category that best defines you or your agency type. What service area, jurisdiction or special population do you represent? (Check all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Local Government Staff/Officials | <input type="checkbox"/> Youth Advocates |
| <input type="checkbox"/> CDBGHOME/ESG Entitlement Jurisdiction | <input type="checkbox"/> School Administrators/Homeless Liaisons |
| <input type="checkbox"/> Law Enforcement | <input type="checkbox"/> CoC Funded Victim Service Providers |
| <input type="checkbox"/> Local Jail(s) | <input type="checkbox"/> Non-CoC Funded Victim Service Providers |
| <input type="checkbox"/> Hospital(s) | <input type="checkbox"/> Domestic Violence Advocates |
| <input type="checkbox"/> EMT/Crisis Response Team(s) | <input type="checkbox"/> Street Outreach Team(s) |
| <input type="checkbox"/> Mental Health Service Organizations | <input type="checkbox"/> Lesbian, Gay, Bisexual, Transgender (LGBT) |
| <input type="checkbox"/> Substance Abuse Service Organizations | <input type="checkbox"/> Advocates |
| <input checked="" type="checkbox"/> Affordable Housing Developer(s) | <input type="checkbox"/> LGBT Service Organizations |
| <input type="checkbox"/> Disability Advocates | <input type="checkbox"/> Agencies that serve survivors of human trafficking |
| <input type="checkbox"/> Public Housing Authorities | <input type="checkbox"/> Other homeless subpopulation advocates |
| <input type="checkbox"/> CoC Funded Youth Homeless Org. | <input type="checkbox"/> Homeless or Formerly Homeless Persons |
| <input type="checkbox"/> Non-CoC Funded Youth Homeless Org. | <input type="checkbox"/> Emergency shelter |
| <input checked="" type="checkbox"/> Other: <u>WORKFORCE DEVELOPMENT</u> | <input type="checkbox"/> Veteran service providers and advocates |
| | <input type="checkbox"/> Locality taskforce representatives |

Please provide the mission statement of the agency/organization, for individuals, explain your interest in joining the CoC SEE Attachment 1

Describe the agencies/organization's or personal experience working to end homelessness:

Emergent has over 40 years of construction experience in the residential, commercial, affordable, and disaster sectors.

What does the agency/organization or individual hope to contribute and gain by being a members of the (CoC)? :

Emergent develops innovative building and training strategies to promote housing and job opportunities

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Signature: _____

Date: 9/1/24

For additional information please see the Governance Charter and Membership Policy at https://www.co.shasta.ca.us/Index/housing_index/continuum-of-care-advisory-board-meetings



Vision: Build housing and create career development opportunities

Mission: Apply advanced construction technologies and environmentally responsible business methods to the construction industry to increase housing inventory, provide trade training, and promote homeownership.





NorCal
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Name Sarah County Phone _____ Title _____

Email _____ Personal Email sdrum44@gmail.com

Agency Name (If Applicable) _____

Membership request: ☐ Voting Member ☐ Voting Member Alternate ☒ Participant

Voting member please identify an alternate (If Applicable) _____

Please Select the Category that best defines you or your agency type. What service area, jurisdiction or special population do you represent? (Check all that apply):

- | | |
|--|---|
| <input type="checkbox"/> Local Government Staff/Officials | <input checked="" type="checkbox"/> Youth Advocates |
| <input type="checkbox"/> CDBGHOME/ESG Entitlement Jurisdiction | <input type="checkbox"/> School Administrators/Homeless Liaisons |
| <input type="checkbox"/> Law Enforcement | <input type="checkbox"/> CoC Funded Victim Service Providers |
| <input type="checkbox"/> Local Jail(s) | <input type="checkbox"/> Non-CoC Funded Victim Service Providers |
| <input type="checkbox"/> Hospital(s) | <input type="checkbox"/> Domestic Violence Advocates |
| <input type="checkbox"/> EMT/Crisis Response Team(s) | <input type="checkbox"/> Street Outreach Team(s) |
| <input type="checkbox"/> Mental Health Service Organizations | <input type="checkbox"/> Lesbian, Gay, Bisexual, Transgender (LGBT) |
| <input type="checkbox"/> Substance Abuse Service Organizations | <input type="checkbox"/> Advocates |
| <input type="checkbox"/> Affordable Housing Developer(s) | <input type="checkbox"/> LGBT Service Organizations |
| <input type="checkbox"/> Disability Advocates | <input type="checkbox"/> Agencies that serve survivors of human trafficking |
| <input type="checkbox"/> Public Housing Authorities | <input checked="" type="checkbox"/> Other homeless subpopulation advocates |
| <input type="checkbox"/> CoC Funded Youth Homeless Org. Non- | <input type="checkbox"/> Homeless or Formerly Homeless Persons |
| <input type="checkbox"/> CoC Funded Youth Homeless Org. Other: | <input type="checkbox"/> Emergency shelter |
| <input type="checkbox"/> | <input type="checkbox"/> Veteran service providers and advocates |
| <input type="checkbox"/> | <input type="checkbox"/> Locality taskforce representatives |

Please provide the mission statement of the agency/organization, for individuals, explain your interest in joining the CoC ____ I am wanting to network with other nonprofit agencies in the area as it is my goal to open a non profit aimed toward assisting youth exiting incarceration or having been impacted strongly by the justice system,or being raised by guardians that are/have been previously incarcerated.

Describe the agencies/organization's or personal experience working to end homelessness:

____ I work at New Life Discovery Project in Redding. I am currently working on creating a strong community within our foundation through the establishment of a community day center.

What does the agency/organization or individual hope to contribute and gain by being a members of the (CoC)? : My hope is to make connections to build my own nonprofit and continue supporting our local youth.

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Signature: *Sarah Drum* _____ **Date:** *9/1/2024* _____

For additional information please see the Governance Charter and Membership Policy at
https://www.co.shasta.ca.us/index/housing_index/continuum-of-care-advisory-board-meetings

Interium Housing	Funds Requested	Points Total	Funds Allocated
No Boundaries	\$84,000.00	489	\$33,600.00
Pathways	\$140,000.00	601	\$140,000.00
GNRM	\$302,837.00	520	\$78,867.66
Total			\$252,467.66

Rapid Réhousing			
Faithworks	\$250,000.00	625	\$178,267.66
RFL	\$175,000.00	661	\$175,000.00
GNRM	\$258,178.00	510	\$0.00
Total			\$353,267.66

HHAP 4 Interium & Rapid Funds Total	\$605,735.32
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Homeless Housing, Assistance and Prevention Program- Round 4

Legal Name of Applicant Organization: United Way of Northern California			
Contact Name: Kalie Brisbon Tim Danielson	Phone: Main 530-241-7521 KB Cell- 818-620-9118 TD Cell- 559-265-2473	Fax: 530-241-2053	Email: kbrisbon@norcalunitedway.org tdanielson@norcalunitedway.org
Agency UEI Number 4155969523	County: Shasta	Agency Tax ID Number: 94-1251675	Total amount of requested funds: \$301,142

Statements or questions in blue font presented below are restatements of the Application questions.

1) Experience: Provide an overview of your organization and experience effectively utilizing federal, state or local funds. Describe your organization's experience in providing services or utilizing funding with the goal of preventing, reducing, or ending homelessness for an identified proposed population, and achieving measurable outcomes for the identified populations.

A. Overview of organization

United Way of Northern California (UWNC) is part of the world's largest philanthropic network, with 1,800 local United Ways operating in more than 40 countries. UWNC's territory covers nine far-northern counties – Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, and Trinity. The agency's mission is to fight for the health, education, and financial stability of all residents in its market, and to be there for the community in times of crisis. Principles of equity guide every aspect of UWNC's work. Currently, UWNC operates programs in the areas of disaster response, homelessness, public health outreach, volunteer tax preparation, and a 24-hour 211 helpline in Shasta, Siskiyou and Tehama counties. UWNC can be found on the web at www.norcalunitedway.org.

B. Experience effectively utilizing federal, state or local funds

UWNC has been the recipient of federal, state and local funds that have been utilized to serve communities impacted by disasters and those who are unsheltered or at risk of homelessness. Currently UWNC is utilizing HUD HMIS, HHAP 3 and HHIP funding to serve as the HMIS system administrator for the NorCal CoC. Based on the grant funding and under the UWNC administration of HMIS the seven county local government agencies and non-profit organizations have been able to obtain the HMIS license free of charge and without the requirement to expend large amounts of agency funding on expensive insurance that is no longer required. UWNC has effectively used federal, state, and local funds to help with disaster preparedness, response, and recovery.

C. Experience in providing services or utilizing funding with the goal of preventing, reducing, or ending homelessness for an identified proposed population, and achieving measurable outcomes for the identified populations.

UWNC also received funding from the City of Redding and HHIP funding to operate the Mark Street Micro-Shelter Community. As of July, 2024, the South Market Micro Shelter Community has a success rate of 80% for individuals moving to permanent housing. Local and state funding has given UWNC the ability to operate multiple 211 operations which connects homeless individuals with much needed health and social services, shelter, and housing related options.

2) Organizational Capacity: Provide an explanation of your organization's capacity to deliver the project, including but not limited to, an explanation of the staffing structure, existing resources that will be leveraged, and

understanding and participation with HMIS data entry, coordinated entry, and implementation of housing first principles.

UWNC is a well-established/funded non-profit organization that has a homelessness department that currently administers the HMIS/CE in the 7 County, NorCal Continuum of Care and operates the South Market micro shelter. UWNC receives many grants and has many sub-grantees and partners. This will help with the collaborative operations of this project. With the capacity in 211 services, HMIS/CE, shelter/supportive services, and a strong finance/contract team, we are well suited to administer this project.

Staffing structure

UWNC staffing will include the following:

- 211 Services Manager
- 211 Senior Specialist
- Marketing and Communications Manager
- Social Media Specialist
- 211 Shasta Call Agent Supervisor and Staff
- Shasta Advisory Coordinator .75 FTE contractor for one year

Existing resources that will be leveraged

Current funding leveraged includes HUD HMIS, HHIP, HHAP 3, and HHAP 4 (HMIS Joint Project funding)

HMIS data entry-coordinated entry

UWNC is the administrators of HMIS and Coordinated Entry for the 7 county NorCal Continuum of Care and utilizes HMIS for the South Market Micro Shelter. Our knowledge of HMIS/CE and understanding of the data needs for our area gives us the ability deliver on this project.

UWNC uses Housing First principles in all of its program development. Housing First core components are practiced through our system implementation and HMIS trainings where appropriate.

3) Program Design: Provide an overview of the proposed program activities. Including but not limited to:

- The target population;
- Understanding of program requirements
- The gaps the project will address and the intended outcomes;
- Planned partnerships;
- Description of evidence or historical data supporting the efficacy of the proposed program and
- Plan for implementation

While UWNC 2-1-1 program provides resource and referral services for all residents of Shasta County, it is an essential resource for the most vulnerable – individuals may be low income, housing insecure, living in unsafe environments, lacking access to medical care or other essential services. This project will aim to address specific needs of Unserved Underserved Unsheltered Adults, Adults with accompanied children, and 18-24 year old transitional aged youth. With the goal of increasing access to community-based services and resources necessary for housing stability, this project will directly address concerns about the function and utility of HMIS and CE systems as identified by the AT HOME Shasta plan and Shasta CoC leadership.

This will be accomplished through three specific activities:

1. **Coordinated Entry System Improvement:** United Way of Northern California (UWNC) will implement a comprehensive Homeless Coordination system that integrates both call center and mobile text capabilities to enhance access to homelessness services. While establishing Shasta 211 as a Central Access Point to HMIS, UWNC will also conduct ongoing review and enhancement of the 2-1-1 database, ensuring that information on homeless resources is accurate, comprehensive, and current.

Concerns about the function and utility of HMIS/CEs include enrolling individuals who are experiencing homelessness or at risk of homelessness into a system, maintaining contact information in the system for follow up, and enabling participating agencies' access to triage and connect individuals with needed services. The 2-1-1 Call Center will be upgraded to include specific messaging within the initial Interactive Voice Response (IVR) system, asking callers if they are experiencing homelessness. Callers who respond affirmatively will be automatically directed to a dedicated 2-1-1 Call Agent who will conduct a VI-SPDAT screening to assess the caller's needs. Subsequently, the caller's information will be entered into the Homeless Management Information System (HMIS). Using provided scripting for call center interactions, the 2-1-1 Call Agent will also provide clear guidance on expected housing interventions and emphasize the importance of maintaining current contact information. In addition to these specialized services, all 2-1-1 clients will receive appropriate information and referrals tailored to their specific needs.

In parallel, UWNC will develop and maintain a 2-Way Text Homeless Coordination tool utilizing a dedicated keyword. Community members can request information on shelter availability and other homelessness-related services by texting the keyword to 898-211. Automated responses will provide referrals to relevant resources, and users will have the option to connect directly with a 2-1-1 Call Agent for further assistance. Our call center agent will then conduct the necessary screenings, including VI-SPDAT, and ensure that the user's details are accurately recorded in the HMIS system to facilitate access to housing and related benefits.

2-1-1 Resource Staff will participate in quarterly meetings to gather critical resource updates for the database, which will be leveraged to train outreach and case management teams on the latest housing interventions and services. Additionally, 2-1-1 Resource Staff will submit a list of low-income housing resources to the Continuum of Care for further action.

UWNC staff will also actively engage in local outreach team meetings and Shasta Advisory Continuum of Care (CoC) meetings, where they will present data-driven insights on community needs, demographic

trends, and the availability of resources. These insights will guide collaborative efforts to address the evolving needs of the community.

In conjunction with database management, UWNC will implement robust statistical reporting on call and text volumes, as well as data trends identified through our 2-1-1 services. These reports will analyze community needs, demographic shifts, and resource utilization, providing valuable insights for targeted interventions. Regular trending updates will be generated to inform our strategic outreach and service delivery efforts. System improvements will be made as the service is used and feedback is provided by partners and those who use the system.

Coordinated Entry services through 2-1-1 will be launched with strategic external messaging to provide clear entry points for partners and community members. Our multi-faceted outreach and marketing campaign includes social media engagement, material distribution at community events, curated newsletter stories about resources and developments, and advocacy for CE system support from Board of Supervisors.

2. Shasta CoC Advisory Coordinator: This position will provide dedicated leadership for the Shasta CoC Advisory to improve communication, collaboration and coordination that enhance CoC operations, which improve efficiency and provide more services to address homelessness.

For the last three years the community and CoC members have expressed concerns about lack of leadership and shared ideas on how to improve the operations of the Shasta CoC. In this project, operations are addressed with a position that UWNC will fill, through an RFP selection process. It will focus on coordinating CoC operations, expanding funding opportunities, and collaborating with UWNC to expand use of HMIS. The position will also assist with planning meetings and implementing recommendations from Shasta CoC Advisory Strategic Planning Sub-Committee, as directed by Shasta CoC Advisory Board.

The Shasta CoC Advisory Coordinator operations responsibilities include:

- Reviewing and updating membership policies and materials;
- Improving meeting function and focus;
- Expanding CoC membership to incorporate more diverse and lived experiences;
- Solicit input from key community stakeholders, such as Affordable housing developers, County Housing, Law Enforcement, Parole, Probation, Mental Health, Redding Rancheria, Pit River Tribe, College/Universities, and the Smart Center;
- Enhancing overall communications with community and members; and
- Providing support for NorCal CoC PIT administration.

All of these elements will contribute to the CoC's capacity for identifying and responding to additional funding opportunities. As current resources are evaluated in relation to needs and gaps in service capacities, the CoC Advisory Coordinator will accordingly increase opportunities for collaboration and assist with the annual HUD application process.

3. Kick-off event: UWNC will gather key stakeholders and partners for a kickoff event to craft key next steps with a shared understanding of goals

A half-day event will offer space for discussion about the current system needs, information about 2-1-1's expanded role as a CES central access point, and overall agreement about the benefits of a standardized process for coordinated entry in our community. We intend for the event to inspire services providers about system changes and to provide guidance for next steps.

These three activities will help establish a unified response through collaboration and strategic partnerships with COC Advisory Committee member agencies, Community Action Agency, City of Redding, the Redding Police Department CERT Team, and Homelessness service providers including but not limited to:

- Disability Action Center

- Nation's Finest
- Shasta Community Health Center-HOPE Program
- Ready for Life, Host Homes
- St. James Lutheran Church – Goodwater Crossing Micro-Shelter
- Shasta County Probation
- Pathways to Housing, Medical Respite
- Lutheran Social Services

UWNC has operated 211 Tehama as a Central Access Point to HMIS with great success over the last 4 years. The system has effortlessly grown with the housing opportunities. A snapshot of 90 days shows 98 HMIS intakes and 50 profile updates for individuals in need of homelessness assistance.

We have successfully adapted to the differences in HMIS systems across the counties we serve—WellSky and Apricot—to better meet the needs of residents. From our experience, WellSky requires manually entered referrals to individual providers, while Apricot employs conditional logic to match referrals with the appropriate resources. The 2-1-1 team is well-versed in these system differences, ensuring that data is accurately and promptly entered in accordance with the CoC's established policies and procedures.

4) Impact and Effectiveness: Describe the goals outlined in the Local Homeless Action Plan (HHAP 4)

The 211 Central Access Project will address the Outcome Goals listed below and included in HHAP 4 Local Homeless Action Plan:

Outcome Goal #1a. Reducing the number of persons experiencing homelessness.

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

Outcome Goal #2. Reducing the number of persons who become newly homeless.

Outcome Goal #3. Increasing the number of persons exiting into permanent housing

Outcome Goal #4. Reducing the length of time persons remain homeless

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

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

The **Shasta CoC Advisory Coordinator** Project will address the Outcome Goals listed below and included in HHAP 4 Local Homeless Action Plan:

Outcome Goal #1a. Reducing the number of persons experiencing homelessness.

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

Outcome Goal #2. Reducing the number of persons who become newly homeless.

Outcome Goal #3. Increasing the number of persons exiting into permanent housing

Outcome Goal #4. Reducing the length of time persons remain homeless

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

5.a) Funding Plans: Budget Table. Complete the table below with the requested funding, and the desired eligible use categories. Note: Identify what percentage of funds will be utilized toward youth set aside activities.

Eligible Use Category	Amount
Delivery of Permanent Housing	\$
Delivery of Permanent Housing - Youth	\$
Rapid Rehousing	\$
Rapid Rehousing - Youth	\$
Prevention and Shelter Diversion	\$
Prevention and Shelter Diversion - Youth	\$
Operating Subsidies – Permanent housing	\$

Operating Subsidies – Permanent housing – Youth	\$
Operation Subsidies – Interim Housing	\$
Operation Subsidies – Interim Housing - Youth	\$
Improvement to Existing Interim Housing	\$
Improvement to Existing Interim Housing - Youth	\$
Street Outreach	\$
Street Outreach - Youth	\$
Systems Support	\$301,142
Systems Support - Youth	\$
Total	\$301,142

5.b) Funding Plans: Budget Narrative. Explain in detail how your organization plans to use the full amount of HHAP funds requested (including youth set-aside), what activities the funds will support, and how it will complement existing funds. Plan for measuring and evaluating how funds were used to determine if project is achieving its goals

Facilities:

Administrative overhead will total \$39,018. A portion of which may go to facilities.

Staffing:

2-1-1 Call Center Coordination - Supervision and implementation of HMIS and Coordinated Entry processes through the 211 call and text agents. Call Center operations will not exceed a cost of \$70,000/year for each year. Call center supervision and call agent staffing will be covered through this contract.

COC Advisory Coordinator: A 1-year contract position focused on strategic coordination of Shasta Advisory board operations and the HMIS/CE system operations. A 1-year contract not to exceed \$60,000 will provide and investment in efficient system coordination.

Outreach and Marketing - UWNC Marketing Manager and Social Media Specialist will leverage local media relationships to promote 211 central access and build understanding of system improvements through community messaging and education. In the first year a portion of Outreach and Marketing will support the program's kick-off training event. A total of \$12,000 is allocated for media, outreach and kick-off event activities.

2-1-1 Services Manager .15 FTE - UWNC staff responsible for system implementation, oversight and improvements. This position at .15 FTE will cost \$9,984 a year, \$19,968 total for the contract.

Sr. Resource Specialist.15 FTE - UWNC staff responsible for resource relationships ensuring resource accuracy and maximum resources available. This position at .15 FTE will cost \$9750 a year, \$19,500 total for the contract.

10% Youth Set-Aside:

UWNC will ensure media efforts are focused on reaching families with youth and those 16 – 24 in formal and informal foster or transitional aged services. No specific funding allocation is needed to support implementation.

Plan for measuring and evaluating how funds were used to determine if project is achieving its goals

Data gathering and analytics is a core function of the 211 Shasta service. Data will be provided for system improvement decisions and reporting needs. The goal of the 211 Central Access Project is to serve 1000 unduplicated individuals through call and text. We anticipate between 2500 referrals for service will be made to these individuals.

The coordinator position will focus on achieving the following goals, each measurable. UWNC is committed to receiving feedback from the Shasta Advisory board on the intended goals and progress.

1. Identify the number of members before the project and during the project to measure the number of members and the diversity of membership and participation
2. Identify amount of available funding and usage before the project and determine amount of available funding during the project.

3. Review and share information from HUD and the State regarding available data and System Performance Measures.
4. Evaluate strategic planning efforts and address gaps in service capacities.

6) Equity: Describe specific actions that your organization will take to ensure racial and gender equity in service delivery, housing placements, and housing retention and changes to procurement or other means of affirming racial and ethnic groups that are overrepresented among residents experiencing homelessness have equitable access to housing and services. Also describe any additional actions that your organization will take to serve those with mental and behavioral health issues and criminal justice involvement.

Our commitment to Racial Equity is seen in every policy, decision, and referral made for the most vulnerable people living in this area. It has been described as equity consciousness as well as equity mindedness and both describe the intent to identify and overcome the barriers that some experience disproportionately in our county population. By gaining information about attendees and gleaning their needs we will seek to identify these barriers and improve access to local resources and connections to housing.

The 211 Central Access Point for homelessness will serve all people. With tools for language translation, bilingual call agents, trauma informed skills and 24-hour services, 211 Call Agents will provide resource access to people that have mild to severe mental illness, people with criminal history along with individuals with behavior issues.

One of the goals of the project is to increase CoC membership and participation to broaden outreach to community members including those with lived experience, medical/hospitals, law enforcement (police and probation), and tribal members. Outreach will include participating agencies and non-profits that can determine the needs and appropriate assistance for those experiencing gender, racial, mental or behavioral health issues or criminal justice involvement barriers

The UWNC staff currently attends the Shasta County Probation Department monthly STOPP program which provides referrals, and information to those on probation and parole. 211 Shasta resource curators maintain relationships with service providers and maintain accurate information on developing programs or system improvements.

7) System Improvements: Describe any specific and quantifiable system improvements or strategies that your organization will take to improve:

The number of people experience homelessness upon exiting institutional settings (examples: jail/prison, behavioral health facilities, foster care)

Connecting people experiencing homelessness to all eligible benefit programs

Additional system improvements, if applicable.

The UWNC staff will attend at least 10 Shasta County Probation Department monthly STOPP programs. These 10 events are focused on those on Probation and Parole. UWNC staff will distribute information to community members and service providers at these events and others throughout the year, reaching a minimum of 2000 community members in need. Coordination of resources for this population will be done with service providers throughout the county resulting in updates to 20 existing resources and the increase of at least 5 new resources per year.

This project will connect people experiencing homelessness to all eligible benefit programs through community outreach, public messaging, the extensive database of 211 Shasta, improved system coordination among the advisory committee and service providers, all resulting in improved processes for those experiencing homelessness.

Additional System Improvements

211 Shasta Central Access Point

Centralized Access to HMIS provides simple access for those in crisis and relief for partner agencies through trained 211 Call Agents who handle information, referral and intake to HMIS simultaneously. This practice has

been proved to increase efficiency in client services, data accuracy and a decrease of stress on operations with limited capacity.

Shasta CoC Advisory Coordinator

Implementation of many of the goals listed throughout this application, including expanded CoC membership, improved collaboration, and coordination among agencies active in the CoC will help bring about improvements in community-wide planning and strategic use of resources to address homelessness.

Select check boxes below to certify that if selected for funding, the agency is willing to comply with:

- ☒ Homeless Manage Information System (HMIS) data requirements
- ☒ Compliance with grant terms and conditions as indicated in the Notice of Funding Availability:
- ☒ Enter into a contract with the City of Redding as the Administrative Entity for the NorCal CoC
- ☒ Comply with required monitoring per state or federal law, including but not limited to Chapter 6 of the Health and Safety Code, which can be viewed here:
https://leginfo.legislature.ca.gov/faces/codes_displayText.xhtml?lawCode=HSC&division=31.&title=&part=1.&chapter=6.&article=

Kalie Brisbon
Authorized Representative
Printed Name

Kalie Brisbon
Authorized Representative Signature

8/27/24
Date

Chief Operating Officer
Title

For Lead Agency Use Only:	Received by Deadline	Yes / No	Project Funded	Yes / No
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