

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: KELLI KUYKENDALL, HOMELESS SERVICES MANAGER  
MARITA WALLACE, PROGRAM SPECIALIST  
CITY MANAGER'S OFFICE  
SUBJECT: SELECTION OF PROGRAM OPERATOR AND APPROVAL OF  
OPERATING AGREEMENT FOR SAFE PARKING PILOT  
PROGRAM

AGENDA ACTION: REPORT

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RECOMMENDATION

It is recommended by the City Manager's Office that the Council, by resolution: 1) select Catholic Charities of the Diocese of Santa Rosa (Catholic Charities) as the operator of the Safe Parking Pilot Program (Program); 2) approve an Operating Agreement for Safe Parking Pilot Program with Catholic Charities in the amount of \$1,299,826 for the initial period January 1, 2022 to December 31, 2022 (Year One) with an option to extend for the period January 1, 2023 to December 31, 2023 (Year Two); and 3) authorize the Chief Financial Officer to appropriate \$2 million from the American Rescue Plan Act (ARPA) one-time monies for the Program for a two-year period (January 1, 2022 to December 31, 2023).

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EXECUTIVE SUMMARY

On June 22, 2021, Council directed staff to proceed with developing a program design for a 24/7- operated Safe Parking Pilot Program (Program) with wrap-around services targeted at housing participants, providing up to 50 parking spots for individuals living in their vehicles/RVs in a portion of the City-owned parking lot at 55 Stony Point Road. A Request for Proposals (RFP) was issued on September 10, 2021 seeking qualified homeless services providers to operate the Program; two proposals were received. Based on the review and scoring of the proposals by an evaluation committee, the proposal submitted by Catholic Charities of the Diocese of Santa Rosa (Catholic Charities) was the highest scoring. This resolution will approve Catholic Charities as the operator of the Program and execution of an Operating Agreement for Safe Parking Pilot Program (Operating Agreement) in the amount of \$1,299,826 for the initial period January 1, 2022 to December 31, 2022) with an option to extend for the period January 1, 2023 to December 31, 2023 (Year Two), as well as authorizing the Chief Financial

Officer to appropriate \$2 million from the American Rescue Plan Act (ARPA) one-time monies for the Program for a two-year period (January 1, 2022 to December 31, 2023).

### BACKGROUND

1. On June 22, 2021, staff provided a study session to review safe parking program models and to seek Council direction on the implementation of a Safe Parking Pilot Program (Program) including issuance of a Request for Proposals (RFP) for a program operator and the preferred City-owned location for the Program. During the study session, Council directed staff to proceed with developing a program design for a 24/7- operated Program with wrap-around services targeted at housing participants, providing up to 50 parking spots for individuals living in their vehicles/RVs in a portion of the City-owned parking lot at 55 Stony Point Road.
2. On September 10, 2021, staff issued an RFP seeking qualified homeless services providers to operate the Program with a due date of October 8, 2021. Two proposals were received in response to the RFP from Sonoma Applied Village Services (SAVS) and Catholic Charities of the Diocese of Santa Rosa (Catholic Charities).

### PRIOR CITY COUNCIL REVIEW

On July 7, 2020 and February 9, 2021, Council received study sessions to review the City's homeless services programming and provide direction to staff on workplan priorities. These study sessions covered the three safe parking program models: basic, program operator, and housing-focused.

On June 22, 2021, Council received a study session to review safe parking program models and to seek Council direction on the implementation of a Safe Parking Pilot Program (Program) including issuance of a Request for Proposals (RFP) for a program operator and the preferred City-owned location for the Program.

### ANALYSIS

1. On October 20, 2021, an evaluation committee, comprised of City staff members from the City Manager's Office, Fire Department, Transportation and Public Works, Water Department, a staff member from the Sonoma County Community Development Commission, and Vice Mayor Rogers, met to review and score the proposals. A summary of the proposals is provided below:

#### Sonoma Applied Village Services (SAVS)

- Experience – SAVS has been working full-time on the street with persons experiencing homelessness for the past three years. In 2020 and 2021, SAVS entered into contracts with the Sonoma County Community Development Commission to provide outreach. Additionally, SAVS has prior experience that is

directly relevant to the City's Safe Parking Pilot Program. SAVS and Homeless Action! operated a safe parking program for 20-30 people for more than 2 years on a privately owned parking lot on McBride Avenue in Santa Rosa. While largely supported by donations and volunteers, the City's Community Homeless Assistance Program (CHAP) did provide grant funds (\$4,155) to the property owner to assist with the cost of sanitary facilities and trash receptacles. The safe parking program closed in 2020 to allow for the development of the property.

- Site Management – Program staff includes a Program Manager, Resident Services Manager, Site Manager, On-site Resident Manager, and Case/Wrap-Around Services Manager. SAVS' proposal includes a Village model which empowers residents to be part of daily operations through a Village Council and weekly resident meetings. 24/7 security services are subcontracted with the continuing need for security re-evaluated on a monthly basis. The On-Site Resident Manager is responsible for managing a 24-hour hotline amongst other duties.
- Site Plan - Provides for some adjustments to the RFP site plan, which are allowed so long as it complies with City specifications; however, the scope of adjustments will likely reduce the number of parking spaces available resulting in fewer people served.
- Basic Services – Include sanitary facilities (portable toilets/handwashing stations, waste management), mobile shower service, offsite laundry with a shuttle service three times per week, and one hot meal per day plus supplies for two additional meals in coordination with churches, Redwood Empire Food Bank, other non-profits and volunteers.
- Service Plan – Case/Wrap-Around Services Manager is responsible for case management of residents, including coordination of Integrated Resident Team (IRT), volunteer mentor program, and with service providers to ensure access to community resources and other wrap-around services. The IRT includes the resident, program staff (Case/Wrap-Around Services Manager, Project Manager or Resident Services Manager, other staff assigned from Management Team), and County In-Home Support Services (IHSS) as appropriate. The purpose of the IRT is to provide stability and support so the resident can reach personal goals and proceed toward permanent housing. Coordinated Entry enrollment, if not previously completed, is part of the service plan.

#### Catholic Charities

- Experience – Catholic Charities has more than 30 years of experience serving vulnerable populations in Sonoma County, including the following programs that are directly relevant to the City's Safe Parking Pilot Program – Safe Social Distancing Program in the parking lot at the Finley Community Center, Homeless Outreach Services Team (HOST), and Sonoma County Safe Parking Program, an overnight, scattered-site program which operated for 3 years providing up to 100 parking spaces. This program closed in 2018 due to funding constraints.

- Site Management – Program staff include a Program Manager, Site Supervisor, Participant Advocates, Housing Navigation Case Managers, Housing Locator, and Housing Stabilization Case Manager. Staff will be on-site 7am to 7pm with subcontracted security on-site 24/7 during the first 3 months of the Program. The need for continuing security 24/7 will be re-evaluated following this initial 3-month period.
  - Site Plan – Conforms to the RFP site plan but does allow for accommodations based on participant needs or Program adjustments consistent with City specifications.
  - Basic Services – Include sanitary facilities (portable toilets/handwashing stations, waste management), mobile shower service, subcontracted laundry service, and one catered meal daily plus basic groceries/dry goods.
  - Service Plan – Case management is provided by the Housing Navigation Case Managers focused on housing placement as well as referrals to other community resources and wrap-around services. Housing location services will also be provided via existing staff/programs. A Housing Stabilization Case Manager provides services for individuals recently housed focused on stabilizing housing resources and services to maintain housing. Coordinated Entry enrollment, if not previously completed, is part of the service plan. The service plan also includes an option for on-site, mobile medical services.
2. Based on the scoring of proposals by the evaluation committee, provided in the table below, the proposal submitted by Catholic Charities was the highest scoring. Therefore, staff is recommending Catholic Charities as the Program operator.

Criteria	Maximum Points	Average Score	
		Catholic Charities	SAVS
Clearly demonstrates experience providing responsive services in alignment with the Housing First model.	20	18.9	12.3
Proven ability managing third party providers for management of homeless services.	20	18.4	12.3
Delivery of wrap-around services, either directly as the Operator or via a subcontractor, including challenges and mitigation strategies.	20	15	13
Proven ability in delivering accurate data in compliance with reporting requirements.	10	4.3	5.7
Demonstrates financial reasonability through allocation of resources in the budget template.	10	8.6	8.6
Budget narrative is clear, thorough, and provides justification for all budget line items, including indirect.	10	9.3	5.7

Other – completeness and quality of proposal, quality of reference materials, alignment with Council Goals, and any other factors the evaluation committee deems relevant	10	8.4	6.7
<b>TOTAL</b>	<b>100</b>	<b>82.9</b>	<b>64.3</b>

3. The RFP also requested proposers to include budgets for two Program models: operating with wrap-around services and operating without wrap-around services. Total budgets for the two proposals are provided in the table below. SAVS' budgets contemplate a conditional award of ESG-CV funding in the amount of \$100,000 from the Sonoma County Continuum of Care (CoC).

	<b>Without Wrap-around Services</b>	<b>With Wrap-around Services</b>	<b>Approximate Cost for Wrap-around Services</b>
Catholic Charities	\$1,113,250	\$1,299,826	\$186,576
SAVS w/ESG	\$887,222	\$1,125,422	\$238,200
SAVS w/out ESG	\$987,222	\$1,225,422	\$238,200

4. Subject to Council approval, Program operations will be funded with the following sources for the period January 1, 2022 to December 31, 2022.

\$ 315,000 – City of Santa Rosa General Fund FY 21/22

\$ 984,826 – One-time monies (American Rescue Plan Act (ARPA))

\$1,299,826 – Total

5. A total of \$2 million in ARPA funding has been identified for the Program for a two-year period. Subject to Council approval, the balance (\$1,015,174) will be set aside for the second year of Program operations (January 1, 2023 to December 31, 2023). Additionally, the City has an application pending with the County of Sonoma for \$500,000 to support operations, specifically housing-focused case management for a two-year period (\$250,000/year). This will offset the City's operating costs for the Program subject to approval of the funding request which will be considered by the Sonoma County Board of Supervisors during its December 7, 2021 meeting.
6. While funding has been identified for a two-year period, the Operating Agreement is for one-year; continued operation of the Program for a second year will be based on whether the Program is meeting its intended goals and outcomes. Catholic Charities will be required to submit monthly progress reports to include a summary of outreach/engagement efforts and wrap-around services provided plus data regarding the number of individuals served and number of exits and destination (i.e., shelter/temporary housing, housing, other/unknown). Staff will

provide a report out to Council on whether the Program is meeting its intended goals and outcomes prior to completion of the first year of operations.

7. The Operating Agreement (attached) includes a detailed scope of services, a budget, and a monthly status report. Catholic Charities anticipates serving approximately 100 individuals during the first year of operations with a goal of housing 25% of individuals that exit the Program.
8. Subject to Council approval, the Operating Agreement will start on January 1, 2022 providing time for Catholic Charities to hire and train staff and set-up the site per City specifications. The estimated Program implementation date is early February 2022. This is based on Catholic Charities' ability to hire additional staff, which is a challenge many employers are currently facing.
9. With regards to community outreach, members of the public will be able to provide feedback during the Council meeting, which will be promoted in the City Connections newsletter. Additionally, staff are planning a virtual community informational meeting for mid-January 2022 prior to the February Program implementation. The community meeting will be widely promoted using a variety of outlets through the City's Communication's team.

#### FISCAL IMPACT

The proposed Operating Agreement, if approved, provides a total amount of \$1,299,826 broken down as follows: \$315,000 from the General Fund approved as part of the City's Fiscal Year 2021/2022 budget, plus \$984,826 from one-time monies (American Rescue Plan Act) designated for homeless services. This covers the first year of Program operations, January 1, 2022 to December 31, 2022. A total of \$2 million in ARPA funding has been identified for the Program for a two-year period. Subject to Council approval, the balance (\$1,015,174) will be set aside for the second year of Program operations. Additionally, the City has an application pending with the County of Sonoma for \$500,000 to support operations, specifically housing-focused case management for a two-year period (\$250,000/year). This will offset the City's operating costs for the Program subject to approval of the funding request which will be considered by the Sonoma County Board of Supervisors during its December 7, 2021 meeting.

#### ENVIRONMENTAL IMPACT

This Program has been found in compliance with the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301, Existing Facilities, and CEQA Guidelines Section 15183, Projects Consistent with a Community Plan, General Plan or Zoning. Specifically, the Program consists of the operation of an existing public facility involving a negligible expansion of the existing parking lot use. In addition, the Program implements the project site's Public Institutional General Plan and Zoning

classifications, and General Plan policies, by providing a facility to support to the public.  
Therefore, no further environmental review is required.

#### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

#### NOTIFICATION

Not applicable

#### ATTACHMENTS

- Attachment 1 - Homeless Services Safe Parking Pilot Program Request for Proposals, September 10, 2021
- Resolution/Exhibit A - Operating Agreement for the Safe Parking Pilot Program

#### CONTACT

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